

DUBAI TOURISM WELCOMES DELEGATION FROM CHINESE CONSULATE TO DISCUSS LATEST STRATEGIC ALLIANCES

Dubai, UAE, 9 July 2018: Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) welcomed a delegation headed by the Economic and Commercial Counselor for the Chinese Consulate in Dubai, for a special visit at the Dubai Tourism headquarters. The delegation met with His Excellency Helal AlMarri to discuss the thriving collaborations and integrated marketing campaigns between the two markets, highlighted by the recent alliances with China's leading companies to elevate the positioning of Dubai as the preferred destination for Chinese travellers.



Mr Issam Kazim, CEO of Dubai Corporation for Tourism and Commerce Marketing (DCTCM), also attended the meeting to discuss Dubai's successful market diversification efforts and strategic alliances, which will result in ecosystem-wide strategies and 360-marketing campaigns to expand Dubai Tourism's reach and penetration within China, opening up areas for future collaboration. This included recent innovative partnerships with Chinese tech-giants Huawei, Tencent and Fliggy that aim to provide Chinese users with easy access to Dubai's travel products and advanced content solutions, enhancing their travel experience across the city. Discussions also included how the

advanced infrastructure and facilities that Dubai offers to investors make it an ideal place for Chinese companies to start businesses in the region.

Dubai Tourism also reiterated Dubai's role as a welcoming city for key Chinese audience segments and expressed the importance of showcasing the diversity and richness of the emirate as one of the most popular global destinations.

China is one of Dubai's top five source markets, with the latest tourism performance figures indicating a nine percent increase year-on-year in Chinese travellers to the emirate in the first five months of 2018. This correlated to 401,000 visitors when compared to the same period last year. Further enhancing the tourism experience, Chinese visitors can now secure their visa on arrival, with strategic collaborations between the two markets not only providing unique services but also driving amplified brand awareness of the city's superlative offerings, and extended range of benefits across Dubai's stakeholder ecosystem.

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About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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