

**Media Alert**

**DUBAI SHOPPING FESTIVAL BACK FOR ITS 24<sup>TH</sup> EDITION  
FROM 26 DEC 2018 TO 26 JAN 2019**

**Dubai, United Arab Emirates, 4 October 2018:** Dubai Shopping Festival (DSF) will be back for its 24<sup>th</sup> edition from 26 December 2018 to 26 January 2019, attracting shoppers from all over the world featuring exciting events, promotions and opportunities for enjoyable shopping experiences, coupled with fun and entertainment for all families.



Organised by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism), DSF will kick off with innovative initiatives and memorable experiences built around the three pillars of the festival – shopping, winning and entertainment.



**Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment (DFRE)** said: “As Dubai gears up to host yet another successful edition of Dubai Shopping Festival, we are focused on creating a vibrant ambience for visitors to further enhance the emirate’s position as a leading tourism destination that offers unforgettable and rewarding shopping experiences. With DSF being a key pillar of Dubai’s retail sector, we are keen in keeping up the momentum, provided by the previous edition, to help boost business in Dubai

during this period. We are grateful to the government and the private sector for their enormous contributions to DSF year after year, and with the 24<sup>th</sup> edition of DSF set to dawn in December, we are working closely with all our partners to ensure that DSF truly lives up to its reputation as a global attraction.”



There will be more reasons to celebrate the upcoming edition of DSF, with state-of-the-art malls offering attractive retail sales, deals and discounts from a diverse range of top global brands, along with mega raffles and the chance to win life-changing prizes from luxury cars, gold and cash. In addition, DSF will offer an extensive line-up of events and activities for visitors to choose from, including spectacular fireworks shows and free-to-attend family-oriented activities in malls and activations by leading brands.





For more information, visit <https://www.visitdubai.com/en/dsf> or follow us on:

**Instagram: @dsfsocial**

**Facebook: @DSFsocial**

**Twitter: @DSFsocial**

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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.

**For further information, please contact:**

**Dubai Tourism**

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