

3 DAY SUPER SALE HAS POSITIVE IMPACT ON DUBAI'S THRIVING RETAIL SECTOR

Dubai, United Arab Emirates – 21 November 2018: This weekend, the eagerly-anticipated 3 Day Super Sale is back, offering everyone the chance to take advantage of super savings on top-name brands from the world of beauty, fashion, electronics and much more. Running from 22 to 24 November, shoppers can grab discounts of up to 90% on a wide range of items at over 1,500 participating outlets.

Organised by the Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism), in conjunction with strategic partners across the city, key retailers reveal the importance of the upcoming 3 Day Super Sale on Dubai's retail economy.

Fuad Mansoor Sharaf, Managing Director for Majid Al Futtaim Properties, Shopping Malls (UAE, Bahrain & Oman) said: "Previous 3 Day Super Sales, in line with the Dubai Retail Calendar, have attracted thousands of people to Majid Al Futtaim's shopping malls and have proved to be successful as a key driver for Dubai's tourism proposition. As a strategic partner of DFRE, we will deliver an unbeatable shopping experience at all our malls in Dubai this November and will continue to support anchor retail activities and exclusive experiences".



Steven Cleaver, Director, Shopping Centers Dubai, Al-Futtaim Malls commented: “This year’s 3-Day Super Sale at Dubai Festival City Mall is going to be bigger than ever before. We are giving away instant cash rewards to all shoppers that buy our newly-launched Festival City Gift Card over the weekend. In collaboration with our valued retail partners, we are excited for a weekend filled with promotions and good value for our shoppers.”



Patrick Bousquet-Chavanne, CEO of Emaar Malls said: “The 3 Day Super Sale is a great opportunity to explore the best in store by our retailers, more so as it coincides with the 10 Year Celebrations of The Dubai Mall. Visitors can look forward to having their best-buys, especially with the upcoming festive season, from the largest collection of retail outlets. We are also pleased to offer our customers the unbeatable opportunity to earn double the Skyward Miles as part of the Emaar Malls Rewards Programme on purchases made during these three days, in addition to enjoying a stellar line-up of entertainment and activities. The 3 Day Super Sale will further contribute to energising Dubai’s retail sector and support the vision of the leadership to establish the city as a global hub for retail, tourism and leisure.”

Don’t miss out on this year’s 3 Day Super Sale. Visit www.3daysupersale.com or check out #SuperSaleDXB on social to get the latest information on the best 3 Day Super Sale deals.



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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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