

PRESS RELEASE

**EXPERIENCE THE CHARM OF
AL SEEF THIS DUBAI SHOPPING FESTIVAL**

Dubai, United Arab Emirates, 10 January 2019: The 24th edition of Dubai Shopping Festival (DSF), one of the biggest events on Dubai's retail calendar launched by Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai Tourism, invites residents and visitors to explore Emirati culture at Al Seef Heritage Souq, located at Al Seef by Meraas.



Sprawling over 1.8 kilometres, Al Seef combines traditional and contemporary architecture, set against the picturesque backdrop of Dubai Creek. The charming shopping, dining and entertainment destination rooted in Dubai's heritage is treating shoppers, diners and thrillseekers alike to a series of novel activities and offers throughout DSF.



Al Seef Heritage Souq offers a wide variety of entertainment for the whole family, ranging from the Giant Games Square featuring life-sized board games to the Arabian Oasis, where children can explore a treasure hunt maze trail, and the Emirati Games Square. An exclusive Emirati Kids' Square is hosting workshops including Emirati doll making, falcon painting, Khanjar beads making and photo art.

A must-see attraction is the authentic artisans bazaar, where a plethora of stalls showcases traditional handicrafts, home décor, souvenirs, accessories and jewellery by regional craftsmen, taking visitors back in time to relive the unique story of Dubai and the Creek.



The culinary treats on offer at Al Seef include a range of local and international restaurants and food stalls. Foodies can sample a selection of authentic delicacies at the Emirati Cooking Square along the Creekside destination. Hakawati artists, a magical Aladdin show and an array of surprise acts entertain visitors across Al Seef's retail and dining outlets. Every Friday night is dedicated to live Arab musical performances.

Throughout DSF, visitors spending AED100 at the destination's retailers will have the chance to receive Al Seef Coins that will allow their little ones to participate in the Al Seef Arabian Oasis and the Treasure Hunt Maze. Al Seef Heritage Souq is also holding a weekly raffle. For every AED200 spent, shoppers get the chance to win AED 1 Million worth of Meraas Gift Cards. In addition, customers chances to win the Meraas Gift Cards are doubled on fireworks nights at Al Seef.



For more information, please visit www.mydsf.ae or @DSFSocial and #MyDSF for the latest news, information and events.

DSF is supported by strategic partners, including Emirates Airlines, Meraas, Emaar (The Dubai Mall), Majid Al Futtaim (Mall of the Emirates, City Centre Mirdif, City Centre Deira), AW Rostamani Group, Al Futtaim Group (Dubai Festival City Mall), Nakheel Malls (Ibn Battuta Mall, Dragon Mart 1, Dragon Mart 2), Dubai Duty Free, ENOC, Al Zarooni Group (Mercato) and Etisalat. Among key sponsors are VISA, Emirates NBD and Jumbo.

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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.

About Dubai Festivals and Retail Establishment

The Dubai Festivals and Retail Establishment (DFRE), an agency of Dubai's Department of Tourism and Commerce Marketing, is responsible for developing Dubai's retail and festival sectors and supporting the positioning of Dubai as a world-class tourism destination with year-round family entertainment, shopping and events.

About Al Seef

Al Seef is a bustling 1.8-kilometre waterfront promenade by Meraas designed to reflect the role the unique natural waterway at Dubai Creek has played in shaping the culture and heritage of the city, past and present. Located close to the Al Fahidi Historical District, the destination invites people to rediscover the heart of the city, where local fishermen, pearl-divers, weavers and tradesmen once came to trade. It is home to two distinct heritage contemporary areas connected by lively sikkas and alleyways filled with captivating shops, cafes, restaurants, and three hotels – all offering a broad range of entertainment experiences. Al Seef also has a marina with 56 berths for private yachts, a traditional souk, floating markets and an events plaza that hosts a full calendar of events and activities taking place along the water's edge.

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