

DUBAI SHOPPING FESTIVAL WEEKEND FIREWORKS DISPLAYS CONTINUE TO DELIGHT SHOPPERS

Dubai, United Arab Emirates, 24 January 2019: As the celebrations of the 24th Dubai Shopping Festival (DSF) continue, residents and visitors can enjoy the city's magnificent fireworks shows again this weekend. The displays can be seen across three of the city's prime shopping and entertainment destinations including the beachfront destination The Beach opposite JBR at 20:00, the bustling waterfront promenade Al Seef at 20:30, and the world-class beachfront destination La Mer at 21:00 on Thursday and Friday. Make sure you don't miss the opportunity to double your chances of winning one of 30 Meraas gift cards each week with every AED200 purchase at any of the waterfront destinations.



DSF is supported by strategic partners which include: Emirates Airline, 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), Meraas and Etisalat. The key sponsors include VISA and Jumbo.



For a full update on Dubai Shopping Festival activities, please visit www.mydsf.ae or @DSFSocial and #MyDSF.

- Ends -

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.

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