

DUBAI'S RESIDENTS AND VISITORS SOAK UP CHINESE NEW YEAR CELEBRATIONS

Dubai, United Arab Emirates, 7 February 2019: Chinese New Year festivities have taken over the city, providing a joyous demonstration of colour and culture over the past week. Visitors to **Al Seef** enjoyed a packed schedule of Chinese performances, parades and dances as part of its Hala China celebrations. The month-long Hala China, an initiative between Meraas and Dubai Holdings, began 5 February and will continue for another three weeks; allowing visitors to embrace a variety of Chinese traditions.



Shoppers at **Mall of the Emirates** embraced authentic Chinese entertainment, marvelling at performances by the Chinese Acrobat Show and dragon dance displays in the mall. Visitors also participated in calligraphy and rice painting workshops and enjoyed a live Mahjong player.



Chinese New Year celebrations will continue through to 13 February. Full details of the festival in Dubai can be found on www.CNYinDubai.com.



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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.

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