

CHINESE NEW YEAR FESTIVITIES CONTINUE ACROSS DUBAI

Dubai, United Arab Emirates, 10 February 2019: Chinese New Year celebrations continued across Dubai last weekend with residents and visitors enjoying an array of activities. Visitors to **Dragon Mart 1 and Dragon Mart 2** were entertained by drummers, exquisite decorations and a mall-wide sale in more than 500 shops. Families enjoyed free access to the play area and various offers at F&B outlets including Papparoti Café, Old Wood Village and Esfahan Restaurant.



Dubai Festival City Mall entertained shoppers with a host of exclusive offers, special promotions and themed entertainment shows. UPI card holders who spent over AED1,500 at Robinsons received a AED500 gift voucher to spend in-store, and Chinese guests were invited to the 'Chinese Secret Room' for a chance to take part in the money-tree activation, which offered them the chance to win exclusive prizes. Shoppers can still make the most of this offer until 13 February.



Chinese New Year celebrations will continue through to 13 February and they are not to be missed. 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.

For further information, please contact:

Dubai Tourism

mediarelations@dubaitourism.ae

[+971] 600 55 5559

[+971] 4 201 7631