

## **THE NEWEST MARMOOM BEDOUIN EXPERIENCE OPERATED BY PLATINUM HERITAGE WITH SUPPORT OF DUBAI TOURISM AND THE HAMDAN BIN MOHAMMED HERITAGE CENTER**

- *Al Marmoom Experience offers an authentic and interactive taste of local culture*
- *Project is designed to be eco-friendly and sustainable, and is the first of its kind in newly launched Platinum Heritage 'Bedouin Collection'*

**DUBAI, UAE; 25 March 2019** : Dubai's Department of Tourism & Commerce Marketing (Dubai Tourism) has extended its support to the launch of the new Al Marmoom Bedouin Experience, operated by Platinum Heritage. With the support of the Hamdan Bin Mohammed Heritage Center, the project offers visitors a unique and authentic glimpse into the life of an Emirati Bedouin, with guests able to enjoy an immersive day out in the desert. The tour marks the first experience to be introduced as part of the new 'Bedouin Collection' on the roster of desert excursions currently offered by Platinum Heritage.



Offering an engaging cultural experience for all the family, the excursion showcases the true essence of life in the desert, providing a fun, educational and immersive introduction to the Bedouin way of life. With options to visit during the morning to watch the sunrise or in the afternoon to enjoy the desert sunset, the experience explores Bedouin life across the days and the seasons. Presenting a welcome escape from the sights and sounds of the city, guests will feel as if they have stepped into the life of a Bedouin, as they learn about the traditions of days amidst the dunes. Guests will learn to saddle, ride and look after their own camel as they join a Bedouin caravan, travelling through the desert before they arrive at the camp. In addition to enjoying the traditional food and live cooking, local tour guides, who have graduated from the Dubai College of Tourism's Emirati Tour Guide programme, will greet guests on arrival, before commencing on a tour of the camp, sharing tales along the way on how the Bedouin communities lived in days gone by.



The camp is built around an oasis with the Bedouin village reflecting days of the past where Bedouin would go in search of sources of water to help them survive the arid nature of the desert. The enchanting village features a tent where guests can enjoy authentic meals and educational activities, a traditional goat enclosure, Bait Al Sha'ar (authentic Bedouin tents), and Al Hathira (a traditional building with a hollow interior where Bedouin traditionally hosted their guests). Offering a unique adventure, the experience displays the significant elements of life in the desert, taking travellers back in time to showcase the cultural origins of the emirate. Guests are invited to sit in storytelling circles with Bedouin to hear magical tales and snippets of wisdom about their culture and heritage. Additional elements include a mesmerizing falconry display and Emirati Crafts Tour showcasing the artistic flair from the nomadic community.



**His Excellency Abdullah Hamdan Bin Dalmoock, Chief Executive Officer (CEO) of the Hamdan Bin Mohammed Heritage Center (HHC)** said: “We are proud of Dubai Tourism’s approach to encouraging the tourism sector to provide a clear image of the Bedouin way of life in the UAE. The camp offers our guests the opportunity to enjoy this experience amongst key elements, including natural surroundings, tents, and camel rides, providing a true representation of the eco-system of the desert-dwellers. We are delighted to be part of this project, which is the first of its kind in the region to offer such authentic information, showcasing elements of the UAE’s cultural heritage.”

**Yousuf Lootah, Executive Director – Tourism Development & Investments, Dubai Tourism** said: “His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai’s vision for sustainable development and the creation of a green economy is the main principle and driving force behind the design of the new Bedouin camp. The accuracy of content and engagement with locals as well as environmental protection was paramount in the design of this amazing

experience. With the launch of the Al Marmoom Bedouin camp, Dubai is expanding its product offering for ecotourism attractions while highlighting historical Bedouin principles and the importance of retaining our culture and environment for years to come. As part of the initiative, we are continuously working with partners across the tourism ecosystem to support the local economy, preserving the emirate’s cultural and environmental heritage. In line with the Year of Tolerance and deepening the values of tolerance and co-existence among cultures, the experience reflects this messaging through traditional Bedouin values such as hospitality, catering to guest’s needs, and most importantly acceptance.”

**Adam McEwan, CEO of Platinum Heritage** said “Connecting to the local culture on a personal level is at the core of why most modern travellers choose to explore the world. Sharing an experience, living like a local and gaining an insight into the journey of the Emirati people into modernity is the essence of authenticity”.

Situated in the Al Marmoom Desert Conservation Reserve, the Bedouin Experience is located in a private desert setting where visitors can immerse themselves in the natural surroundings, with the opportunity to enjoy either the ‘Morning Bedouin Culture Experience’ or ‘Afternoon Bedouin Culture Experience with Camel Safari.’ Please visit <https://www.bedouinexperience.com> for more information.

The Al Marmoom Desert Conservation Reserve is the largest tourism project of its kind in the region focusing on the desert environment, and is the latest edition to Dubai’s collection of nature reserves. It is also the only unfenced desert sanctuary in the UAE, rich with hundreds of species of wildlife – from the Arabian oryx, Arabian gazelles, sand gazelles, to foxes and wild cats.

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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.

**For further information, please contact:**

Dubai Tourism

[mediarelations@dubaitourism.ae](mailto:mediarelations@dubaitourism.ae)

[+971] 600 55 5559

[+971] 4 201 7631