

B2B 'ATTRACTIONS MARKETPLACE' BRINGS GLOBAL REACH TO LOCAL EXPERIENCES

- **Dubai Tourism launches B2B platform, linking local attractions to online travel agents (OTAs), channel partners and global audiences**
- **Delivers sophisticated tools to manage sales and bookings through white label, multi-lingual solution**
 - **50% early bird discount on white label solutions for first 140 attractions**

Dubai, UAE, 4 March 2019: Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) has officially launched its B2B Attractions Marketplace to the industry as a powerful online platform that connects attractions and experiences across the city with global audiences and relevant channel partners. Creating a seamless technological framework to stimulate industry cohesion, the initiative has been designed to help attractions access the industry's network of B2B resellers, increasing productivity across the breadth of Dubai's destination offering.

The integrated platform supports the city's goal of becoming the world's most visited and revisited destination by 2025, placing destinations in front of global audiences and helping them manage their booking and customer relationship management (CRM) processes. The Attractions Marketplace combines technological innovation with an outreach campaign that showcases partner destinations to popular global online travel agents (OTAs) and reseller channels such as Expedia, TripAdvisor and Klook with white label solutions allowing attractions to create personalised ticketing systems under their own brand, expanding their reach and enhancing international visibility.

Issam Kazim, CEO, Dubai Corporation for Tourism and Commerce Marketing (DCTCM) said: "The Attractions Marketplace has been designed to leverage the digital disruption that the leisure and entertainment landscape is experiencing, and is set to benefit the city's wide variety of attractions and experiences by enhancing their visibility and global connectivity. The platform responds effectively to the

challenges faced by attractions in marketing themselves to international audiences, offering access to global reseller partners while creating a seamless booking and customer management process. Our destination partners already offer convenient and customised experiences, and with the launch of the Attractions Marketplace we hope to see increased footfall, stronger engagement and a boost in revenue across the city.”

The platform replaces ad-hoc methods of booking and marketing that rely on legacy systems, spreadsheets and ledgers, putting attractions in control of their marketing process by giving them the visibility, outreach and information required to enhance their destination management strategies. Benefits include increased reach, optimised capacity and inventory management as well as reduced process overheads, better efficiency and a unified customer service experience. Sophisticated reporting tools and an integrated back-end allow comprehensive evaluation of ticket sales and distribution channel performance, with the interactive dashboard summarising bookings made via each sales channel, offering a summary of sales target performance, inventory and capacity occupancy.

Attractions looking to enlist themselves on the platform are invited to visit <https://www.priohub.com/> to start the enrollment process. Small attractions can also take advantage of the Dubai Tourism subsidy, which offers the first 140 attractions a 50% discount on the white label solution license and implementation cost.

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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.

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