

MAY/ JUNE
2005



Dubai UPdate

Issued by the UK and Ireland office of the

DEPARTMENT OF TOURISM AND COMMERCE MARKETING, GOVERNMENT OF DUBAI

'Invest in your future - Don't miss the Dhow!' Dubai Roadshow

We're hitting the road, and taking Dubai all over Britain! The Dubai Roadshow is taking more than 30 of Dubai's leading suppliers, including hoteliers and ground handlers/destination management companies, to Manchester, Glasgow, and London. The Roadshow runs from 28 June to 1 July and will feature one-to-one appointments, exhibitions and Middle Eastern cuisine. Travel agents and tour operator reservation staff are invited to see some of Dubai's best products and services at a series of evening exhibitions in the three cities, followed by a sumptuous Middle Eastern dinner. Tour operator product staff and MICE buyers are also invited to one-to-one appointment sessions with selected Dubai suppliers. DTCM staff will be on hand to provide updates on the latest developments in the emirate.

"More than 600,000 visitors went to Dubai from the UK last year, making this Dubai's top tourist generating market," said Bärbel Kirchner, director of the UK and Ireland office of the DTCM. "We have every hope of seeing those figures climb higher, and we want to take the message about what Dubai has to offer around the UK."

The slogan for the Roadshow is "Invest in your future - don't miss the dhow!" - reflecting that Dubai will continue to offer major business opportunities for travel industry professionals over the next few years. The emirate has set an ambitious target of 15 million international visitors a year by 2010, compared to 5.5 million in 2004.

Further information about the Roadshow can be obtained from the DTCM's office on 020 7747 2160, or by email from dubairoadshow@dubaitourism.co.uk.



Industry feedback



Ted Wake, sales director of **Kirker Holidays**, said: "With the introduction of our new destination, Dubai, our clients' horizons are no longer limited to short haul or European flights. We believe Dubai is

perfect for those looking for a relaxing short break or a longer vacation in a vibrant and exotic location. Dubai is a unique cultural melting pot of Middle Eastern and Western culture and I'm certain it will prove popular with our discerning clients."



Francis Torilla, UK product director for **Kuoni Holidays**, said: "Dubai is still experiencing considerable growth with more quality hotels, super service and activities which are all working

to encourage repeat visitors. The innovation when it comes to product is second to none. Its mid haul location means that it can capitalise on both the short haul and long haul market."



Premier Holidays contracts manager **Nikki Hain** said: "Forward sales for this year will take us to record levels with eight months still to go. Dubai has moved up from sixth place to number four in

our top selling destination chart. We're adding another four hotels for 2005/06 including Grosvenor House, the first hotel at the Dubai Marina development and we're certain that its serviced apartments will prove a winner with families."

New projects from Arabian Travel Market



HH Sheikh Mohammed bin Rashid Al Maktoum opens the Arabian Travel Market

The Arabian Travel Market, which ran from May 3-6, attracted 1,800 exhibitors - the largest number in its history. This growth reflects Dubai's, as well as the region's, strong international tourism position.

Projects announced during the exhibition include: a £450 million complex of hotels and recreational facilities to be built in Dubai Festival City by the Al Futtaim Group. The project will include hotels operated by Crowne Plaze, Four Seasons, and InterContinental; alongside a golf course as well as a country club, a convention centre, and timeshare resorts.

The German company Bavaria Executive Suites and the Dubai-based Ramee Group also announced plans for new hotels during the exhibition.

Dubai guests top 5 million

Nearly 5.5 million guests visited Dubai's hotels during 2004, bringing in revenue of around £900 million - an increase of 37 per cent over the previous year. Visitors from Ireland were up by 87 per cent at 15,529, and from the United Kingdom by 32 per cent, at 605,240.

'Dubai Expert' online training programme feedback

'I am finding this course really very interesting. This will enable me to sell to my clients far better than before.'

Margaret Wilson,
Gold Medal Travel

'Thank you for all the fantastic information, I now feel I know Dubai like I have been there.'

Belinda Traves,
Holiday Now

'Absolutely loving the training, so convenient and easy to use!'

Charlene Giddings,
First Choice Holidays

'What a fantastic course and such a valuable selling aid!'

Joanne Stewart,
Travelplan

'I found it one of the most enjoyable courses ever completed!'

Samantha Bassett,
Calls On Line

For a registration form, please email dubaiaexpert@dubaitourism.co.uk

Dubai Update is a digest of economic, industrial, commercial, travel and tourism and other news, some of which have appeared in the Dubai press. Items have not been independently verified by the Department. It is sent free of charge to organisations in the UK and Ireland wishing to keep abreast of major developments in Dubai.





Travel staff pick up Dubai Expert-ise

Over 100 staff from the independent travel agency Travel Counsellors PLC have signed up for the DTCM's 'Dubai Expert' on-line training programme – adding to their knowledge and expertise on what they say is fast becoming their most popular long-haul destination.

The company had booked over £1million worth of holidays in Dubai by the end of the first quarter of 2005, an increase of over 40 per cent on the same period last year. They are on course to sell over £4 million worth of holidays there by the end of 2005.

Managing director Steve Byrne said: "It wouldn't surprise me in the least if Dubai was our top long-haul destination this year."

The staff participating in the 'Dubai Expert' programme are benefiting from the most up-to-date information in a two-level, 18-module course leading to the DTCM's accreditation.

The company is showing its commitment by sending 60 of its top-performing agents to Dubai in June in recognition of their hard work.



The Dubai Expert on-line training programme

International cricket to Dubai

The International Cricket Council, governing body of world cricket, is moving its headquarters from the famous Lord's Cricket Ground in London to a new site in Dubai Media City.

The plan is for the ICC headquarters to remain at Media City for two years, before moving to the new Dubai Sports City in 2007.

Its premises there will include a cricket academy which is intended to offer a base where cricketers from Dubai, the GCC, and the sub-continent can develop their skills.



The Royal Club



The Palm, Jumeirah lights up the Gulf

Timeshare project launched in Dubai

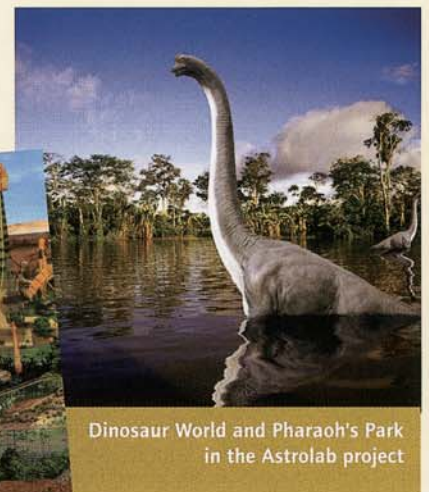
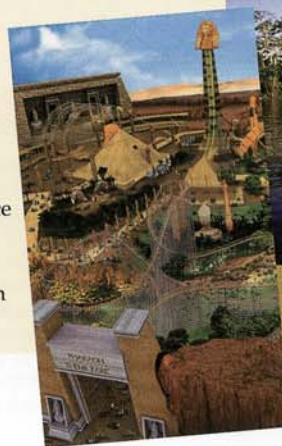
Dubai is taking its first step into the world of timeshare, with the launch of the new Royal Club at The Palm, Jumeirah.

The scheme, announced by Arabian Falcon Holidays, will offer purchasers the chance to buy an annual stay in one of 50 luxury apartments due to be completed in 2006 on the trunk of The Palm. It is affiliated with Interval International, a holiday exchange network with nearly two million member families.

Members who purchase a share in an apartment will have the right to visit every year for 99 years. They will also be able to exchange their weeks with other Interval members.

New projects

- Dubailand has announced plans for a £72 million environment-based entertainment project named Astrolab, providing technologically advanced and educational games for children and adults. It is due to open in June 2007.
- UK hotel operator Chelsea Group is investing nearly £15 million in two new properties in Dubai.
- Emaar Properties is considering building a 1.3 kilometre monorail system to shuttle people in and out of the Burj Dubai development, which is scheduled for completion in 2008-9.
- Diamond Investments has completed the substructure of its 15-storey Marina Diamond One apartment building, the first of a series of towers being developed in Dubai Marina.
- Knotika Megastore is investing nearly £3 million to build the world's first permanent nautical fair complex, which will house boat manufacturers, finance and insurance companies, and a sailing and navigation school.
- The Wafi Group has signed a £76 million finance agreement with the National Bank of Dubai for the construction of the 240-room Raffles Dubai hotel at Wafi City. The group is also to manage the hotel, Raffles's first in the Middle East. The project is due for completion in 2007.
- The fashion and lifestyle brand Versace is to run a new hotel being built in the Arabian Bays on Dubai Creek. The 215-suite Palazzo Versace Resort, with an artificially-created temperature-controlled beach, is due to open in 2008.



Dinosaur World and Pharaoh's Park in the Astrolab project





THE DUBAI SOCIETY

For further information visit www.dubaisociety.co.uk

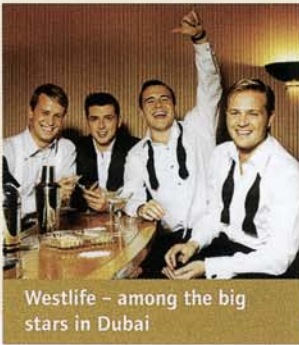
11 June

The Dubai Society, a company limited by guarantee, is an informal network for all nationalities resident in the UK, who know about Dubai. The society, which is independent and not part of the DCTM, is an ideal forum for providing networking opportunities.

Chakravarty Cup competition - Ham Polo Club Richmond

Tourism News Digest

- Dubai Duty Free has seen its sales rocket by over 20 per cent to nearly £75 million in the first quarter of 2005. The existing sales area is to be doubled this year with the opening of a new 600 square metre space.
- Dubai Municipality has rebuilt Umm Rayool Square, a nine metre high weapons store used by the city's guards more than 65 years ago. The seven-pillared building heritage site stands near Deira taxi-rank.
- Global Village, one of the most popular attractions of this year's Dubai Shopping Festival, is to set up a permanent group of restaurants and pavilions where various nations can display their handicrafts and culture. It will run for five months next year, and will then become a year-round tourist attraction.



Westlife - among the big stars in Dubai

- The Spanish singing legend Julio Iglesias, who performed at Dubai Media City in May, is the latest international star to visit the emirate. The Irish band Westlife and the world-famous Italian tenor Luciano Pavarotti, on his farewell tour, have also played dates in the last few months.

Business News Digest

- Foreign investments into Dubai have been growing by 11 per cent a year, and are expected to double by 2010, reaching over £2 billion a year. Foreign trade is expected to reach £36 billion a year over the same period, according to Chamber of Commerce and Industry figures.
- Dubai International Capital has announced the acquisition of The Tussauds Group in a £720 million deal. The group, which includes the famous London waxworks museum, has more than 14 million guests a year at its European attractions, and also has properties in Hong Kong and the US.
- The International Finance Corporation, the private sector arm of the World Bank, has opened its Middle East regional office in Dubai.
- Dubai Civil Aviation officials are studying plans for an underground railway system to shuttle passengers between Dubai International and Jebel Ali Airports when Jebel Ali Airport opens in five years' time. There are also proposals for a three-line light railway system linking the sites.
- Emirates is building a new £1.3 billion engineering centre on the North side of Dubai International Airport. It will be the world's biggest civil aviation facility.
- Dubai Cargo Village is expected to double its capacity to around 2.5 million tonnes when the first phase of its expansion programme is completed by early 2007.

Supported exhibitions in the UAE



International Hunting and Equestrian

1 September 2005
Contact: John Batley
Gun Trade Association
Tel: 01684 291868
Email: exhibitions@guntradeassociation.com

BECE Education and Training

1 September 2005
Contact: Mark Roelofson
British Educational Suppliers Association
Tel: 020 7537 4997
Email: mark@besanet.org.uk

GITEX

1 October 2005
Contact: Richard Kidd
Intellect
Tel: 01622 767918
Email: richard.kidd@intellectuk.org

Marine Mission

11 November 2005
Contact: John Southerden
British Marine Equipment Association
Tel: 020 7928 9199
Email: bmea@maritimeindustries.org

The Big Five - UAE Construction

16 November 2005
Contact: Colin Henderson
Building Centre
Tel: 020 7692 6210
Email: chenderson@buildingcentre.co.uk

For details of other exhibitions supported by UK Trade & Investment visit www.uktradeinvest.gov.uk

- Two of Dubai InterContinental's restaurants, Fish Market and Shabestan, won awards as Favourite Seafood Restaurant and Favourite Arabian Restaurant in this year's What's On Awards.
- Top international golfer Ernie Els, winner of this year's Dubai Classic, has unveiled a new golf course venture, The Dunes in Victory Heights, part of Dubai Sports City. The 7,500 yard course will also include a custom-built golf academy.

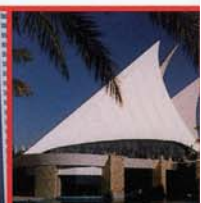


Emaar's Quay West apartments



The Gateway Bridge - building the road to The Palm, Jumeirah

- Emaar Properties has announced record net profits of £190 million for the first quarter of 2005 - an increase of 537 per cent over the same quarter last year. The company has started the sale of apartments at Quay West, its 39-storey tower at Dubai Marina.
- The 10-lane Gateway Bridge leading to The Palm, Jumeirah is nearing completion. It is due to open in November.
- Spending on security at Dubai International Airport is currently running at around £270 million. Civil Aviation officials say they have an open budget for security measures, which include eye scans and other technological measures for screening passengers and baggage.
- Universities from around the world are being invited to set up their regional bases on a new mega-campus to be built as part of Dubai Knowledge Village. The new Dubai Knowledge Universities, being developed with an investment of nearly £30 million, will be situated close to Emirates Road.





Conferences and exhibitions in Dubai – 2005

Financial Technology Summit and Exhibition, 23-25 May

The Airport Show, 23-25 May

Automechanika Gulf, 28-30 May

Housewares and Homestyle, 28-30 May

Dubai Musica, 28-30 May

Connect, International Telecoms Summit, 29 May – 1 June

Identity Summit, 5-7 June

BICSI Middle East and Africa Conference and Exhibition,
12-13 June

Middle East Retail, 14-15 June

CIO Summit, 19-20 June

Developments in the Middle East Cement Industry, 19-21 June

Ship and Port Arabia, 3-5 September

World Tobacco, 6-7 September

International Medical Care and Diagnostic Exhibition,
10-12 September

Premium, 11-13 September

Sportex / Gulf Stadia, 11-13 September

Middle East International Motor Show, 11-15 September

Motexha Autumn, 12-15 September

Network and Telecom Principles for Project Managers,
13-15 September

Emergency Medical Services, 13-15 September

Private Label Middle East, 17-19 September

Second Global Bottled Water Congress, 20-22 September

Home Show, 22-24 September

Global Government and Business Leaders, 24-27 September

Datamatix GITEX Conferences, 24-29 September

Information Technology Achiever Awards, 25 September

GITEX, 25-29 September

Global Industrial Manufacturing Leaders Conference,
1-2 October

Arab Oil and Gas, 6-9 November

The Media Show, 7-9 November

**ME-US Dialogue Forum on Business and Economic Knowledge
Exchange**, 8-10 November

Wood and Wood Machinery Show, 8-10 November

The Big 5, 16-20 November

Dubai Aerospace Exhibition, 20-24 November

Index, 28 November-2 December

International Jewellery, 5-9 December

Middle East Exclusive, 6-8 December

TransExpo, 6-8 December

Gulf Print, 11-14 December

Security Co-ordination and Management, 11-15 December

Gulf Traffic Middle East, 12-14 December

Ideal Home, 15-17 December

Conferences and exhibitions in Dubai – 2006

Project Leadership, Management and Communications,
21 January

Contracting for Project Managers, 24-26 January

Home Owner 26-28 January

For further information on the above exhibitions
call +44 (0) 20 7747 2158

Sports and other events in Dubai – 2005

Dubai Shopping Festival, 22 June – 2 September

Dubai Rugby Sevens, 30 November – 2 December

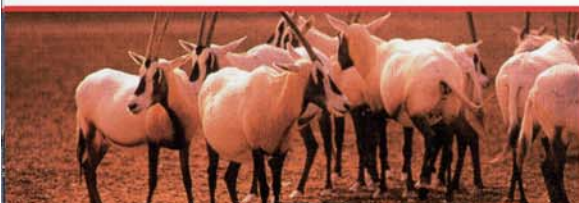
UAE Desert Challenge, 7-14 November

Class 1 World Offshore Powerboat Championship, 7-9 December

DTCM participation at events in UK & Ireland – 2005

**Dubai Roadshow, Manchester, Glasgow,
and London** – 28 June – 1 July

World Travel Market, London – 14-17 November



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