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OPENING 2016

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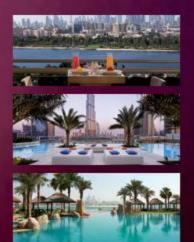
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WELCOME TO DUBAI

n 2014, the number of international overnight visitors totalled 13.2 million. That was an 8.2 per cent increase on the previous year - impressive considering that the average worldwide tourism growth is 4.7 per cent.

Half way through 2015 (January to June) Dubai had already hosted 7.2 million visitors, with nine of its top 10 source markets showing an increase in numbers. At the time of writing, it's predicted that 2015 will close having crossed the 14 million mark.

Clearly the destination is well on track to meet its mission of attracting 20 million annual visitors by the year 2020. But this is not happening without great effort. Each year Dubai continues to evolve by adding to its long list of attractions and experiences and 2015 was no different.

In October we saw the Dubai Comedy Festival added to the city Ahlan wa sahlan fi Dubai – Welcome to Dubai a city where remarkable experiences await.

calendar; we saw the launch of the Dubai Design District; and we indulged in a plethora of new headline-grabbing restaurants and hotels.

This annual tourism guide will bring you up to date with the changes, giving you a sneak peek at all that's new. What's more, it also gives you the lowdown on the various districts that make up this remarkable city. If you're an agent selling Dubai or a visitor planning your next trip, turn to our Neighbourhood Watch section to guide you in the right direction. Find out if New Dubai, Jumeirah, Downtown or the Palm is the best option for you.

Of course, we all know that one itinerary does not fit all. So turn

to our Itinerary section to see how Dubai can step up and satisfy all tastes and interests, whether for a family, a couple, a group of friends or travellers on a budget.

The tourism sector in this city encompasses all genres of travellers. Discover how Dubai is a hub for business, cruising and medical tourism, not forgetting the fact that it is also the region's events hub attracting some of the world's biggest names in sport, the arts and music.

One thing's for sure, in a city that is constantly evolving, no two trips will ever be the same. It's almost impossible to 'tick off' Dubai meaning that you can come back again and again and again.



2015 REWARDS & RECOGNITIONS

Whether it be the most popular shopping mall in the world or the top 'selfie' spot on the planet, Dubai is proud of the awards and accolades bestowed upon it as recognition of its achievements, high standards and popularity. Here's a sneak peek inside the city's extensive trophy cabinet.



The 4th most visited city in the world (2015 MasterCard Global Destination Cities Index).



The sixth best skyline in the world (Emporis).



24th in TripAdvisor's Travellers' Choice Destinations 2015 list.



The most 'dynamic' city in the Middle East for a second straight year (City Momentum Index JLL).



UAE ranked among the top countries in safety and security. The country maintained its 28th ranking globally among the 142 countries in the index (Legatum Prosperity Index 2014).



Dubai named the most attractive city in the world in which to live in terms of professional and private life (Insead Alumni).

EVENTS



Winner of IFEA World Festival & Event City 2015 award (International Festivals & Events Association).



Street Nights, Dubai's celebration of street culture, won the Best Arts and Cultural Event of the Year (Middle East Event Awards 2015).

ATTRACTIONS



Aquaventure at Atlantis, The Palm voted the best waterpark in the Middle East and the fifth best in the world (*TripAdvisor Travellers' Choice Waterparks Awards*).



Dubai Miracle Garden became holder of the Moselle Award for New Garden Experience of the Year (Garden Tourism Awards 2015).



Palm Jumeirah named a 'must-see architectural wonder' (Expedia).



Burj Khalifa named among the top three most popular backdrops for 'selfies' (attractiontix).

AVIATION



Emirates' 'ICE' entertainment system awarded the 'World's Best Airline Inflight Entertainment' (SKYTRAX World Airline Awards).

RETAIL



The world's second most important international shopping destination for the fourth consecutive year (CBRE).



Named in 'World's 6 Best Shopping Centres' (Black Enterprise).



The Dubai Mall was once again crowned the 'world's most-visited lifestyle destination', welcoming over 80 million visitors in 2014.

TRANSPORT



Dubai's public transport services rated higher than those of 14 other global metropolises (Simon-Kucher and Partners Co).



Dubai International surpassed London Heathrow to become the world's busiest airport for annual international passengers.

New in TOWN

According to Dubai, you can never have too much of a good thing. Which is why each year the city's roster of experiences and attractions keeps growing. From butterflies to penguins, cycle tracks to trams, here are just a few of the new destination offerings.

- Mall of the Emirates extension: Mall of the Emirates unveiled its new Dhs1 billion extension at the end of September. The extension welcomes the debut of several brands into the Middle East, such as AllSaints, Lululemon Athletica and, later this year, Abercrombie and Fitch. It also includes a revamped 24-screen Vox Cinema featuring the Middle East's first IMAX with laser screen, a 4DX auditorium, two Vox Kids' cinemas and a luxury cinema called Theatre by Rhodes, offering food prepared by Michelinstarred chef Gary Rhodes.
- Dubai Design District:
 Known as d3 and located

- near Downtown Dubai, this is now the city's hub for design and creativity with numerous fashion shows, launches and art exhibitions taking place here.
- The Dubai Trolley: This quirky, vintage looking street trolley tram now plies along Mohammed bin Rashid Boulevard. It may look old fashioned but it is in fact the world's first hydrogen-powered, zero-emission trolley system.
- Dubai Butterfly Park:
 Wander through the nine
 climate-controlled domes
 located at Dubai's Miracle
 Garden and admire the
 hundreds of fluttering,
 colourful butterflies.



Dubai Design District



Dubai Butterfly Park



The Dubai Trolley

- Hatta Bike Trail: See the stunning mountain views of Dubai's Royal enclave of Hatta when you pedal your way along the new 17km mountain bike trail.
- Boxpark: Located in Jumeirah on Al Wasl Road, this open-air shopping and leisure precinct is made up of 220 shipping and industrial containers all housing quirky and cutting edge boutiques and cafes.
- Dubai International
 Writers' Centre: This
 centre opened in Al
 Shindagha Historical
 Neighbourhood
 welcoming all literary
 lovers, creative types and
 wannabe authors.
- Dubai Tram: Now an integral part of Dubai's transport system operating from Al Sufouh to Dubai Marina.

- City Sightseeing
 Worldwide: Hop-on,
 hop-off this double
 decker bus, offering
 commentary in a dozen
 languages, stopping
 at almost 30 different
 locations.
- At the Top, Burj Khalifa SKY: The world's highest observation deck located 555.7m up the Burj Khalifa on its 148th floor.
- Jumeirah Corniche:
 Snaking for 14km along the Jumeirah beach and coastline, this is the perfect five-metre wide platform for a stroll or jog.
- Coffee Museum:
 Opened in October 2014
 in the labyrinth of lanes
 that is Al Fahidi. This
 atmospheric wind-tower
 house serves up the
 whole history of coffee in
 the region.

360°

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of Dubai? Then log onto
Dubai360.com. This first-of-itskind online interactive tour is
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Animal talk

Following on from King Croc's arrival at the Dubai Aquarium and Underwater Zoo in 2014 – weighing in at a whopping 750kg and measuring over five metres in length it was hard to miss him – this year the Zoo introduced an ambitious breeding programme that will concentrate on preserving and conserving the future survival of the rare Sand Tiger Shark.

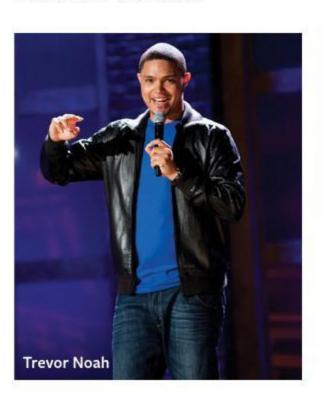
Another impressive conservation programme is also taking place in the waters of The Lost Chambers Aquarium at Atlantis, The Palm. This year it greeted an equally rare breed into its fold – two albino alligators. As the rarest among

their cold-blooded relatives, their genetic white skin is their most remarkable feature. Atlantis has made it its mission to conserve and preserve these critically endangered species.

And on a chillier note, Ski Dubai celebrated the birth of the very first king penguin to be born in the Middle East. Proud parents Bubbles and Wall-E greeted the chick in April 2015. He will not be taking part in any Penguin Encounters at Ski Dubai until he is at least one year old. His birth is proof that the penguin programme – an extension of the multigeneration breeding programme in the United States – is a success.

GAME FOR A LAUGH

International comedy icon Dave
Chappelle and the new host of Comedy
Central's *The Daily Show*, Trevor
Noah, headlined the inaugural Dubai
Comedy Festival in October 2015
which will return in late 2016. The 10day programme saw gigs, shows and
performances take place around Dubai
Marina and JBR with a stellar line up
of local, regional and global comedy
talent stepping into the spotlight.





DID YOU

You can pick up free Wi-Fi in many of Dubai's parks. Look out for the Smart Palm stations in Zabeel Park and on Sunset Beach. They will soon be 'planted' across the city. On each tree, there are eight charging points and Wi-Fi ranges for 100 metres in any direction. Towering at six metres high and with leaves measuring 18m2, the high-tech palms are also equipped with screens offering information on

weather, news and local

information.

) | rade | ip

Don't assume that if your clients have been to Dubai before that they've 'ticked it off' – it's an ever changing destination.

14



Welcome to The Address Hotels + Resorts. Located in the most vibrant parts of the city, The Address Hotels + Resorts is defining the global standards of luxury hospitality. From business meetings to social rendezvous. From absolute relaxation to luxurious indulgences. It's where world-class services have been recreated to suit discerning tastes. It's where energy surrounds you the minute you walk in. It's chic. It's exciting. It's all in The Address.

DOWNTOWN DUBAI | DUBAI MALL | DUBAI MARINA MONTGOMERIE DUBAI | THE PALACE DOWNTOWN DUBAI















heartfelt hospitality















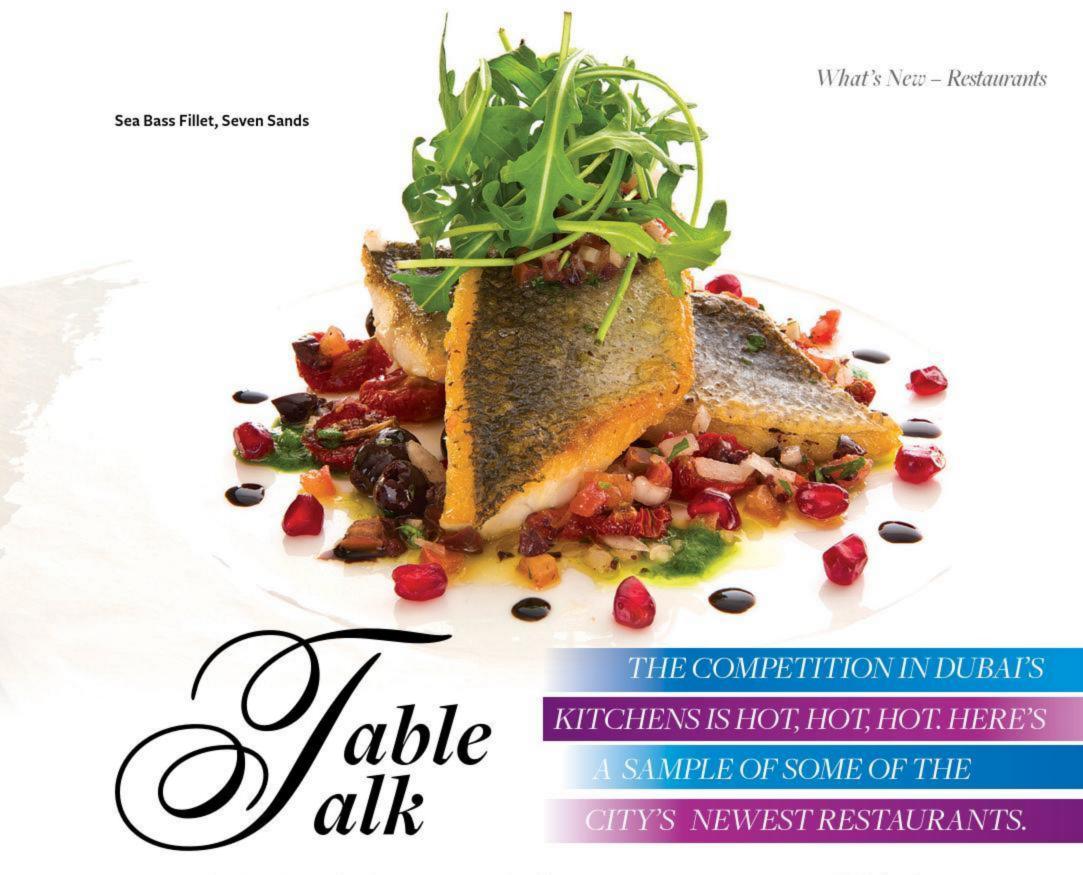


the start of a memorable journey

JA Resorts & Hotels is a collection of properties in **Dubai, Seychelles** and the **Maldives** offering unique and vivid experiences enriched with personalised service. Our resorts and hotels are more than just destinations for leisure or business; they represent each location's culture and traditions with a spirit of heartfelt hospitality.

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ubai has thousands of restaurants and cafés serving up a truly global smorgasbord of culinary delights from Michelin-quality, international and homegrown kitchens. You'd think that would be enough? Oh no. The restaurant scene is constantly growing with each opening trying to out-do the next. Here are a few just for starters:

Vesna Dubai

This Slavic-themed restaurant is a first for Dubai, located within the Conrad Dubai. It serves classics from Russia, Ukraine, Belarus and Georgia with a contemporary twist. Signature dishes include chicken kiev, stroganoff and borscht. Russia's TV celebrity chef, Maksim Tvorogov, heads up the kitchen. conraddubai.com

Bread Street Kitchen

At the time of going to press, forks were poised to dig into the Michelinstarred delights created by British celebrity chef Gordon Ramsey. Opening at Atlantis, The Palm, his return to Dubai sees him serve up modern European food in what is the fourth Bread Street Kitchen outpost, following locations in London, Hong Kong and Singapore. atlantisthepalm.com



Jason Atherton

Marina Social

DUBAI

This is British chef Jason Atherton's first venture in the Middle East. Located at the new InterContinental Dubai Marina, it opened in September 2015 offering five-star cuisine in an informal, relaxed setting. The British-Mediterranean inspired menu is designed for sharing while the open kitchen and dessert bar encourage guests to interact with the chefs. marinasocialdubai.com

JG Dining Room and JG Kitchen

Jean-Georges Vongerichten is one of the most celebrated names in the world of gastronomy and as of June 2015 he made his debut in the Middle East when he opened his 29th and 30th restaurant at the luxurious Four Seasons Resort Dubai at Jumeirah Beach. While these two eateries are both under the same roof, the fine-dining JG Dining Room and the more casual JG Kitchen are two completely separate restaurants. Expect caramalised lamb chops and crackling beef ribs at JG Kitchen, while the Dining Room is reserved for his signature dishes:

VISITDUBALCOM 17

toasted egg yolk with caviar or diver scallops with caramalised cauliflower. jean-georges-dubai.com

Seven Sands

As of its opening in April 2015, this beachfront restaurant serves up not only fabulous views from its second-floor terrace at The Beach at JBR, but also delectable dishes from the seven emirates of the UAE - hence the name. It's done wonders to educate the palates of visitors (and expats) about the flavoursome Emirati cuisine. But it does it with an exciting modern twist. sevensandsrestaurant.com

Catch

Straight from New York's Meatpacking District where it has gained celebrity status, Dubai, as of April 2015, is mirroring Catch's trendy scene serving up innovative seafood and sushi dishes. Located at the Fairmont Dubai, this is the first international outpost for the restaurant. Its atmosphere is also fast attracting the late-night crowd to its lounge. fairmont.com

Sum of Us

This gourmet café is headed up by the





Sum of Us

entrepreneurs that started up the Al Quoz café Tom&Serg. Opened in April 2015 and located near the Trade Centre off Sheikh Zayed Road, this gourmet deli, sourdough bakery and coffee roastery prides itself on creating everything from scratch. It's a homegrown concept that excels at homemade, creative and healthy dishes. thesumofusdubai.com



This Jumeirah Beach Road restaurant opened in March 2015 paying homage to Emirati cuisine. Serving authentic, classic dishes such as jasheed, majboos, thareed and many more, it also offers local breakfast dishes such as balaleet (sweet vermicelli). 04 3435910

Nusr-Et

Located in the Restaurant
Village at the Four Seasons
Resort Dubai, this Turkish
steakhouse is giving Dubai's
other meat loving eateries
a run for their money. With
six Nusr-Et restaurants
across Turkey, and one
set to open in London (at
the InterContinental Park
Lane), the Dubai opening in
December 2014 has gone
down a storm.

fourseasons.com/dubaijb

China Grill

2014 closed on a culinary high with the opening in November of this Asianinspired restaurant at The Westin Dubai Mina Seyahi Beach Resort & Marina. With outlets in Mexico and New York, Dubai is embracing the unusual pairings for which China

Grill is renowned. Expect the likes of shrimp-stuffed chicken and wasabi mashed potatoes. It's also fast gained a reputation for being one of the city's social hubs. chinagrillrestaurant.com

Coya

Jumping on the Peruvian culinary fanfare that is sweeping the world, the December 2014 opening of this London award-winning restaurant fuelled the obsession. Located in the Restaurant Village at the Four Seasons Resort Dubai, Coya serves up a multisensory experience, from the buzzing atmosphere to the theatre on show in the Brassa Grill open kitchen and, of course, the to-diefor food. coyarestaurant.com/dubai

Junoon

Dubai is no stranger to Indian food, but this is fine-dining Indian food all the way from NYC where Junoon started. Having gained a Michelin-star, chef Rajesh Bhardwaj opens his second outpost with his chosen location being in the Shangri-La Dubai hotel. shangri-la.com/Dubai



Coya







A Spectacular Theatrical Masterpiece in Dubai

OPENING 2016 AT AL HABTOOR CITY

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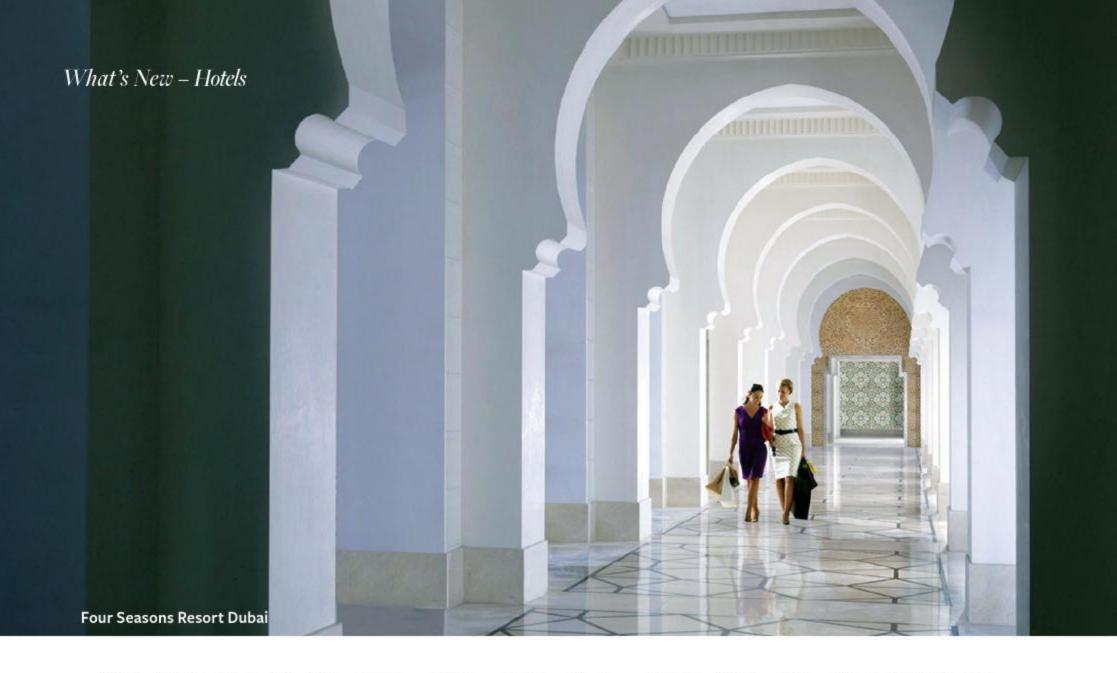








The Silk Route to Hospitality



OPEN DOOR POLICY

2015 was a year of grand openings, each of which further strengthened an already impressive portfolio of hotels, aparthotels and resorts. We take you on a tour of just a few of the new 'beds' on the block.

Four Seasons Resort Dubai at Jumeirah Beach Opened: November 2014

The hotel boasts 237 guest rooms and suites, each with a balcony and panoramic views of the sea or city skyline. Featuring a 270-metre-long natural beachfront, the resort also has a watersports centre, along with two outdoor, free-form swimming pools and an indoor pool in the spa and fitness complex. Five restaurants and lounges managed by Four Seasons including the rooftop Mercury lounge which offers both city and beach views - and an additional

five independent, on-site venues – including the renowned Peruvian eatery, Coya – complete the offering. fourseasons.com/dubaijb/

Sheraton Grand Opened: January 2015

This Starwood property marks the first new-build Sheraton-branded hotel in the city in more than 30 years. Located in Dubai's business district on Sheikh Zayed Road, the 54-storey hotel features 654 rooms, suites and serviced apartments, as well as a business centre, Shine Spa for Sheraton, a fitness centre and rooftop

swimming pool, three restaurant and lounge concepts, and a Sheraton Lounge in a three-tower mixed-use development. sheratongranddubai.com/

Manzil Downtown Dubai Opened: January 2015

Owned by Emaar
Hospitality Group and
managed by its Vida Hotels
and Resorts arm, Manzil
Downtown bills itself as an
'upscale lifestyle boutique
hotel that celebrates
Arabian hospitality.
Located on Mohammed bin
Rashid Boulevard in walking
distance of The Dubai Mall,
the hotel has 155 standard
king rooms, 56 twin rooms



and eight Burj View suites, each one decorated to evoke the classical Arabian design. Restaurants include the 200-seat Fume, the sports bar Nezesaussi, and Boulevard Kitchen, an all-day dining restaurant serving Middle Eastern food.

VIDA-hotels.com.



Taj Dubai

Pullman Jumeirah Lake Towers Hotel and Residence

Opened: February 2015 This 35-floor tower hotel is located in Jumeirah Lakes Towers and features 278 elegant rooms and 76 luxurious suites and serviced apartments, an all-day-dining restaurant, an Italian specialty restaurant, 11 meeting rooms, Pullman Fit & Spa and a roof-top pool. Suite configurations include 10 one-bedroom, six twobedroom and two threebedroom suites, all of which provide guests with access to the Executive Lounge. pullmanhotels.com

Hyatt Regency Dubai Creek Heights

Opened: March 2015 Hyatt Hotels Corporation has opened the Hyatt Regency Dubai Creek Heights, marking the group's fifth hotel in Dubai. Located near the Dubai Creek, the hotel offers views of the water and the city's skyline, and easy access to Dubai International airport. The 464-key hotel comprises 76 luxury suites, including two royal suites. All suites include access to the Regency Club, which embodies the 'hotel within a hotel' concept dubaicreek.regency.hyatt. com

Taj Dubai 🛕 Opened: March 2015

Taj brings its signature Indian craftsmanship, contemporary style and legendary Taj service to Dubai's Downtown. Comprising 296 guestrooms, serviced by Taj Butlers, the hotel offers Peruvian-inspired fare at Tesoro; afternoon tea in the Byzantium Lounge; Eloquent Elephant - the first gastro pub in Downtown and the Taj's signature restaurant Bombay Brasserie. Leisure facilities include Jiva Spa, a fitness centre and an outdoor pool. tajhotels.com



InterContinental A Dubai Marina Opened: May 2015

This 132-room luxury hotel with 196 fully-serviced InterContinental Residential Suites is located in the heart of the city's popular Dubai Marina district. The hotel is a showcase of cutting-edge design and décor,

with bespoke modern art, design and sculptures throughout. Boasting great views of the marina, the hotel boasts nine F&B concepts – including Marina Social by Jason Atherton, which opened in September. ihg.com



Hyatt Place Dubai Baniyas Square Opened: July 2015

This is the sixth Hyatt-branded hotel for the group in Dubai and the second Hyatt Place property in the Middle East. Located just 12 minutes from Dubai International airport and close to the Dubai Museum and the Creek, all 126 rooms have a separate living and work space. Guests can also enjoy the 24-hour gym and outdoor pool. dubaibaniyassquare.place. hyatt.com

Flora Al Barsha Hotel Opened: July 2015

This four-star property
was designed based
on sustainable tourism
practices and prides itself in
offering first-class facilities
that have met environmental
best standards. Located near
Mall of the Emirates, the
hotel has 186 rooms, all-day
dining, a TechnoGym fitness
centre, swimming pool, spa
and wellness centre.
florahospitality.com



ibis Styles Jumeirah ▲ Opened: September 2015

A great addition to the midmarket sector, this threestar hotel is located in Al Mina Road in Jumeirah and is R Hotels' fifth property in the UAE. Offering 191 rooms and suites, the hotel has an all-day dining restaurant, two specialty restaurants, a gym, meeting rooms and a business centre. accorhotels.com

OPENING SOON...

Projected 2015/2016 openings include...

Langham Palm Jumeirah
St. Regis Dubai
The Nikki Beach Resort
& Spa Dubai
Renaissance Downtown

Rove Zabeel

Palazzo Versace Dubai Dukes Oceana, Palm Jumeirah

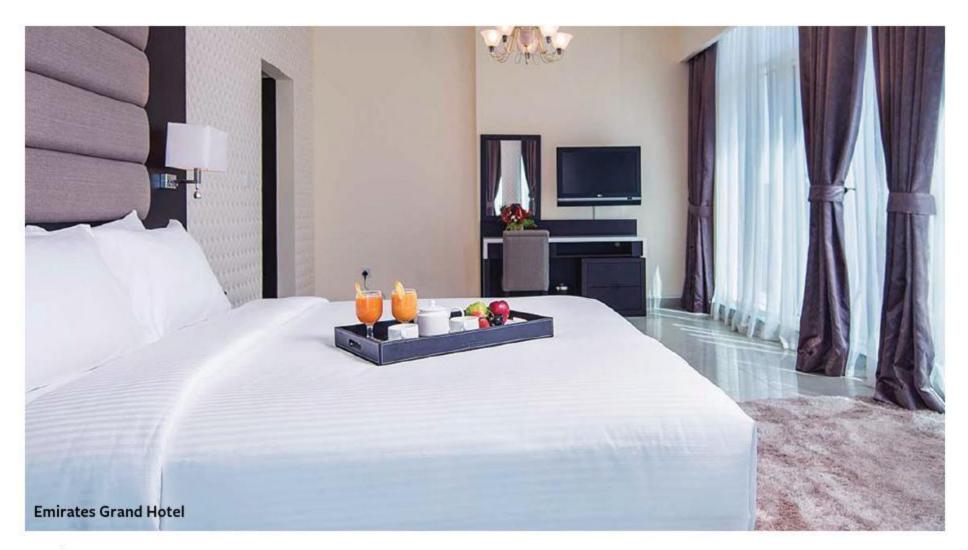
Hilton Garden Inn Dubai Mall of the Emirates

> Renaissance Dubai Downtown

The Westin Dubai, Sheikh Zayed Road W Hotel, Sheikh Zayed Road

W Palm Jumeirah
Viceroy Dubai Palm
Viceroy Sheikh Zayed Road
Rixos The Walk

Four Seasons DIFC Jumeirah Al Naseem



Apartment LIVING

Prefer your own space? Then Dubai has hotel apartments that are your home from home.

Emirates Grand Hotel Opened: March 2015 A 346-key alcohol-free serviced apartment property on Sheikh Zayed Road, offering studio, one-bedroom and twobedroom apartments with either a sea view or a Burj Khalifa view. The rooms feature kitchenettes, free Wi-Fi, TVs, tea/coffee facilities, a seating area, a balcony in some rooms and private bathrooms. The property facilities include an indoor swimming pool, separate saunas for men and women and a roof-top restaurant on the 31st floor, which is open for a buffet breakfast. emiratesgrandhotel.com



Park Inn by Radisson 🛦 **Hotel Apartments** Opened: March 2015 Carlson Rezidor Hotel Group's first mid-scale Park Inn by Radissonbranded property in Dubai. The Hotel Apartments in Al Barsha features 90 units, including 60 junior suites, 18 one-bedroom apartments and 12 twobedroom apartments. Also features a health club, 24hour in-room dining and La Mode restaurant. parkinn.com



Jardin Opened: December 2014 Making it a trio in one year, Damac Properties opened its third hotel – this time in walking distance of The Dubai Mall. Spread across 19 floors, with more than 350 apartments, signature features include the 'Chrysalis Spa', the vast terrace on the first floor ideal for functions around the swimming pool and the all-day dining café under the popular brand name Segafredo Zanetti. damacmaison.com



Aparthotel Adagio Premium Dubai Al Barsha Opened: February 2015 With 72 one-bedroom, 76 two-bedroom, 35 three-bedroom and 15 four-bedroom serviced apartments across 41 floors, this is the only property in the world to feature all four configurations. Dining choices range from Cravin' Cajun, 365, Bubbles Bar, Deck Seven and Café Java. The property also provides nine meeting rooms for guest use, while each apartment comes with Wi-Fi connection. adagio-city.com

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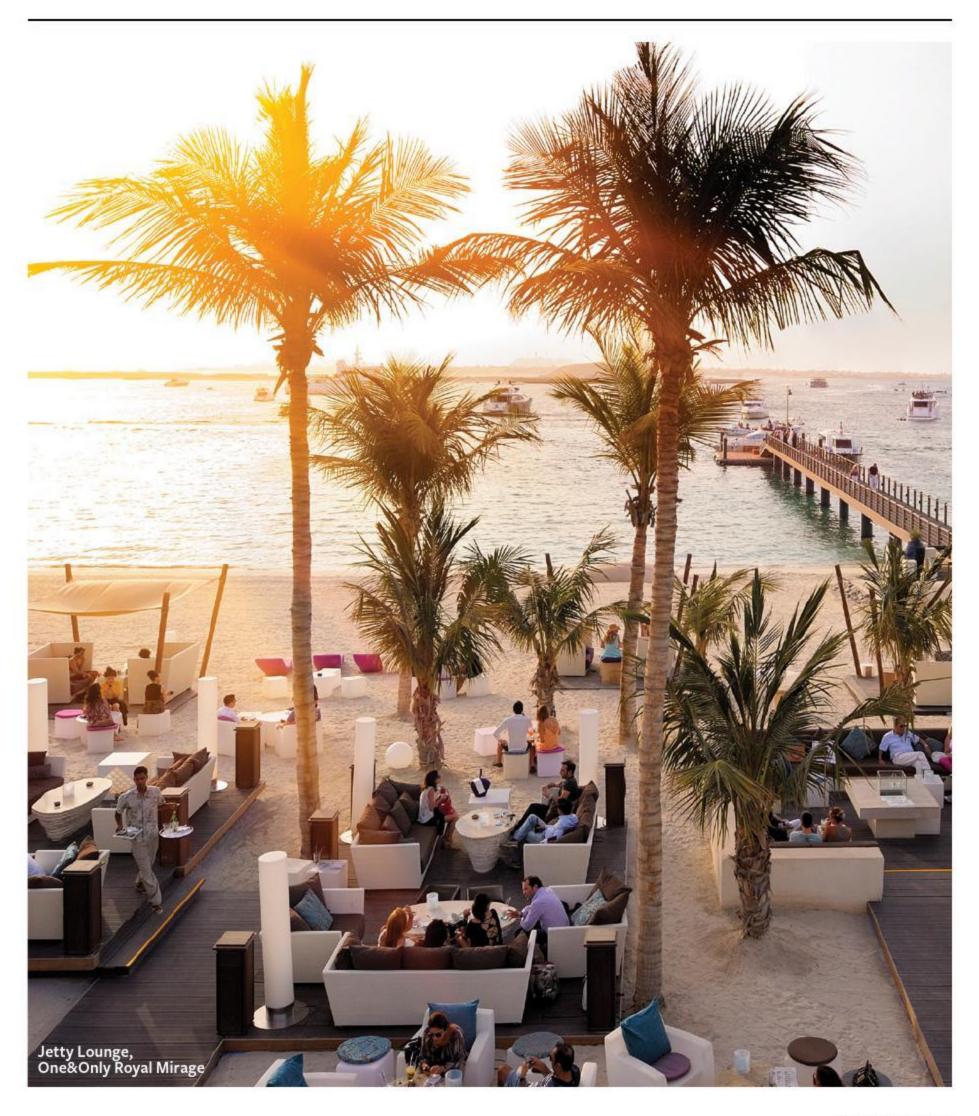






NEIGHBOURHOOD WATCH

Dubai has a myriad of districts that reflect the city's cosmopolitan nature. We give you the lowdown in our district digest.





NEW DUBAI

Geography: About a
25-minute drive along
Sheikh Zayed Road south of
Dubai International airport
incorporating the beach
area of JBR (Jumeirah
Beach Residences), Dubai
Marina, Al Sufouh and Dubai
Media City.

The lowdown: While this district is now well established, it still goes by the nickname of New Dubai. Together JBR and Dubai Marina make up a thriving and vibrant area. JBR's selling card is its glorious wide stretch of sandy beach, flanked by a parade of quirky boutiques, restaurants and buzzing cafés, while waterside dining and strolls taking in the views of the luxurious yachts berthed in the harbour take centre stage in the Marina.

You or me? Beachlovers and families love playing on the sands, socialites love the vibrant scene of restaurants and nightspots, while shoppers get their fix in the many boutiques and at the Dubai Marina Mall. And, with the waters' edge never too far away, it's a prime area for watersport lovers and the yachting fraternity.

USP: The proximity between the beach, your hotel, the shops, restaurants and a horde of entertainment options.

Attractions: Working your way from the shore, it's impossible to miss the huge inflatable Arabian Water Park anchored offshore from the JBR sands. This colourful edifice of fun comprises trampolines,

slides, climbing obstacles and swings – all of which inevitably end up with a slip and splash into the Arabian Gulf. For the latest movies, step off the sands straight into the 10-screen Reel cinema.

The artery of JBR is
The Walk, a boulevard-like
street along which people
stroll, diners eat alfresco
and flash cars parade along
the cobbled street – this
certainly is the place to
be seen. Boutiques, art
galleries and home interior
stores are interspersed by
eateries all the way past the
Ritz-Carlton to the Amwaj
Rotana, taking in The Beach



mall on its way. The beach itself is fringed by a running track and dotted along the promenade kids will delight in the playgrounds.

Water still plays a significant part as you work your way inland. A 10-minute walk will see you strolling the promenade around the marina or dining alfresco while admiring the luxurious yachts in the local 'parking lot'. It's from here that many of the dhow dinner cruises, the party boats and the chartered touring yachts depart.

Hop on board a Yellow
Boat and take a whirlwind
tour around Palm Jumeirah
and along the coast.
Alternatively, catch the
Dubai Ferry from here
and glide all the way to
Dubai Creek. Hire bikes to
pedal along the waterside
walkways, stopping off for
refreshments in the many
cafés and restaurants
along the way or to browse
in the boutiques.

If shopping is the name

of the game, then head to Dubai Marina Mall, which also has a six-screen cinema.

From fun on the water, to fun above it – 13,000ft to be precise – hurtle your way out of a plane above one of the top drop zones in the world, Palm Jumeirah, from Skydive Dubai's headquarters off Al Sufouh Road.

Meanwhile, the rather more sedate sport of golf couldn't get any better at two of the city's premier greens – Emirates Golf Club and the Montgomerie Golf Course – located in neighbouring Emirates Hills.

ALL-DAY DINING

As recommended by What's On Food Editor

Breakfast: Eggspectation, JBR

Start the day with a serving of – you guessed it – eggs any style possible and uninterrupted views of the Arabian Gulf. eggspectation.com



Lunch: Hammer and

Aprons, Al Sufouh Be prepared to get messy by donning the apron on arrival and grabbing your hammer (it comes provided). Now you're ready to munch through bucketfulls of crabs' claws, jumbo prawns and all manner of seafood. What's more, this homegrown restaurant is perfectly located on a traditional wooden dhow docked offshore from Le Méridien Mina Seyahi Beach Resort. apronsandhammers.com

Afternoon tea: The

Samovar Lounge at Arabian
Court, One&Only Royal
Mirage
Expect lashings of clotted
cream for your scones,
triangular sandwiches (sans
crusts of course), delicate
cakes and a bottomless bone
china pot of tea. All served
in the serene setting of this
five-star hotel.

royalmirage.oneandonly-

resorts.com/

Dinner: Pier 7, Dubai Marina
We're giving seven options
here all under one roof –
hence the name Pier 7. Head
to the sixth floor for flavours
of the east at Asia Asia; for
British fare go to The Scene
on floor four; Mexican is
served on the second floor
at O Cacti, while Atelier M
takes up the top spot serving
up French cuisine in Gatsbyesque surrounds.
pier7.ae

Hidden gem: What looks like a lush patch of greenery within Dubai Media City, becomes a buzzing arena that hosts some of the world's biggest charttopping musicians.

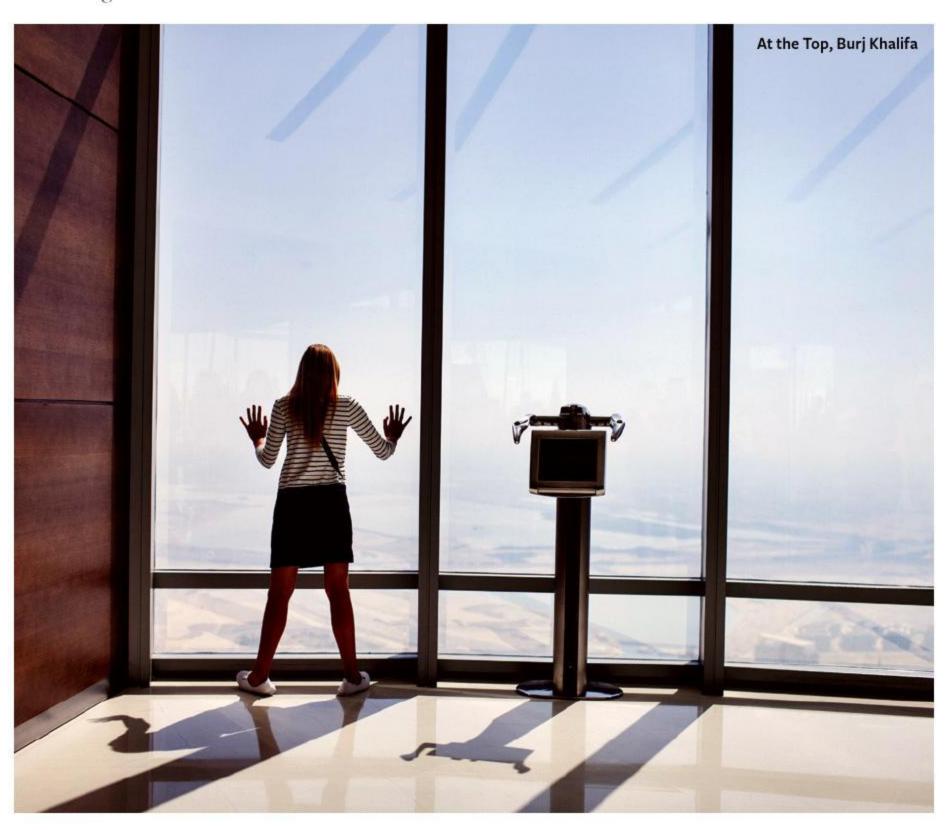
Retail fix: The Beach mall has a number of high-end

and high-street shops from S*uce on-Sea selling luxurious swimwear to international parenting stalwart Mothercare. In the winter months, Dubai's local artisans set up stall to sell their artistic collections from the weekend pop-up Market at the Beach. Along The Walk you'll discover quirky shops, Cottage Chic being a prime example. This is the place to pick up vintage-style home accessories. For retail and cuisine all under one roof, head to the Dubai Marina Mall. Labels from Paul Smith to H&M cover the whole spectrum of buys here.

Transport link: The Walk is a 15-minute stroll from Dubai Metro stops JLT or Dubai Marina on the Red Line. The Red Line also has a station at Dubai Internet City. The Dubai Tram, which connects to the Metro at Jumeirah Lakes Towers and Dubai Marina, is a good way to travel with convenient stations at Dubai Marina Mall, Jumeirah Beach Residence 1 and Jumeirah Beach Residence 2.

Sleep tight: five-stars

Amwaj Rotana; Grosvenor House Dubai; Habtoor Grand Beach Resort & Spa; The Ritz-Carlton Dubai; JA Ocean View four/three-stars Dubai Marriott Harbour Hotel & Suites; Marina Byblos Hotel; Ramada Plaza Jumeirah Beach Residence; budget Holiday Inn Express Dubai Internet City; apartment hotels Dusit Residence Dubai Marina; Hilton Dubai Jumeirah Residences; JA Oasis Beach Tower For more options turn to Directory on page 110



DOWNTOWN

Geography: The area surrounding The Dubai Mall and merging into neighbouring Business Bay and the new Dubai Design District, d3.

The lowdown: Billed as
The Centre of Now, this
area contains some of
Dubai's most impressive
modern tourist attractions.
This whole area is cutting
edge; sleak; upmarket and
jaw-droppingly impressive.

You or me? Anyone wanting the prime tourist

attractions on their doorstep. Business Bay is a short taxi ride away from Burj Khalifa and a favourite with business tourists.

USP: With its 829.8m-tall spire piercing the clouds, The Burj Khalifa is the tallest tower in the world. At its base sits the world's biggest shopping mall and on the Burj Lake you can watch the amazing choreographed dancing fountain.

Attractions: The Dubai Mall is a destination in itself

with shopping just a small part of its very big – 13 million sqft to be precise – picture. It's here that you can dive with sharks in the Dubai Aquarium; visit crocodiles in The Underwater Zoo; take a turn on the Olympic-sized ice rink; whizz down a roller coaster in Sega Republic; take a seat in the 22-screen cinema and admire the beauty of The Waterfall all under one gargantuan roof.

Each evening crowds flock to the Mall to watch the city's spectacular Dubai

Fountain in full swing with the 500ft-high jets of water dancing in time to stirring music. As if this weren't impressive enough, look up and strain your eyes to see the pinnacle of the Burj Khalifa piercing the sky. Another vantage point is from high up the tower itself. An At the Top tour to the 124th or 148th floors of Burj Khalifa will reward you with spectacular views of the city and beyond into the desert.

Back down to earth the palm-lined Mohammed

Bin Rashid Boulevard is the wide cobbled thoroughfare that's dotted with cafés and restaurants. Rather than walk why not explore the area by Segway or hop on the new, old-fashioned Dubai Trolley?

Dubai Design District, d3, is a tourist attraction waiting in the wings. Since its official opening in April 2015, d3 has become the hub for fashion, art and design in all its genres. Several events are held here throughout the year celebrating cuttingedge creativity, including Dubai Design Week.

ALL-DAY DINING

As recommended by What's On Food Editor

Breakfast: Clinton Street Baking Company

The concept is fresh from New York and each morning the muffins and pancakes that are equally fresh draw in the crowds. Expect healthy portions and bucket loads of coffee. clintonstreetbaking.ae

Lunch: La Serre Bistro

A traditional Parisian boulangerie on the ground floor and a bistro on the first floor, this Parisianstyle hotspot offers a Mediterranean menu and is a perfect people watching hub. laserre.ae

Afternoon tea: Fortnum &

Mason

This London flagship institution chose Dubai for its first international store outside the UK, bringing its quintessentially English touch to the UAE. The afternoon tea is served in the tea lounge, furnished to replicate the London salon. The key difference is the views overlooking the Burj Khalifa. This is afternoon tea fit for a queen. fortnumandmason.com/stores/dubai

Dinner: Asado

Not only does this
Argentinean steakhouse,
located within The Palace
Downtown Dubai, serve up
some of the most succulent,
melt-in-the-mouth meat,
but it also serves up the
best views of the Dubai
Fountain, particularly
from its outdoor terrace.
As if this weren't enough
entertainment, Asado
enthralls with tango dancers
and live music.
theaddress.com



Dubai Fountain



Dubai Aquarium

Retail fix: The Dubai Mall, with over 1,200 shops, should please the most extreme shopaholic. Flagship stores include Galeries Lafayette and Bloomingdale's. Don't miss Candylicious – a gargantuan haven for anyone with a sweet tooth, and bookworms should make their way to Book World by Kinokuniya where over a million books await.

Those wanting designer labels should sashay along to Fashion Avenue for the latest from the likes of Chanel, Versace, Louis Vuitton and Burberry. Meanwhile, highstreet labels are available in abundance for those pockets not quite so deep. The Mall, albeit enormous, is easy to navigate, since shops are clustered according to their theme electronics, children's clothes, high-street fashion. Head to Level Shoe District to see the collection from over 300 shoe designers within 40 boutiques.

Beyond the Mall sits Souq Al Bahar. Within this replica of an Arabian marketplace you'll find a host of high-end boutiques selling unusual souvenirs and one-of-a-kind art. Do not leave the Souq without your box of dates from Bateel.

Hidden gem: Escape the crowds and relax in the green, peaceful oasis that is Burj Park, located on an island within Burj Lake.
Take a picnic and sit among the iconic skyscrapers to admire the views.

Transport link: Served by the Burj Khalifa and Business Bay stations on the Dubai Metro's Red Line.

Sleep tight: five stars

Armani Hotel; Damac Maision Hotel; The Address Dubai Mall; The Palace Downtown Dubai; Ramada Downtown Dubai four/three stars Manzil Downtown Dubai; Hotel Novotel World Trade Centre Dubai budget Ibis World Trade Centre Dubai apartment hotels Chelsea Tower Hotel Apartments; City Premiere Hotel Apartments. For more options turn to Directory on page 110



PALMJUMEIRAH

Geography: Set out to sea from Al Sufouh Road, 20 minutes south of Dubai International airport. As the name suggests, this land mass has been created in the shape of a palm tree comprising a 2km-long trunk, a crown made up of 17 fronds and a surrounding crescent.

The lowdown: Considered by some to be the most prestigious postcode in Dubai. Home to primarily five-star hotel resorts, each with private beaches and a smorgasbord of fine-dining restaurants and spas. At the tip of the Palm's crescent sits the expansive Atlantis, The Palm resort.

You or me? Beach lovers and those looking for a luxury, private stay.

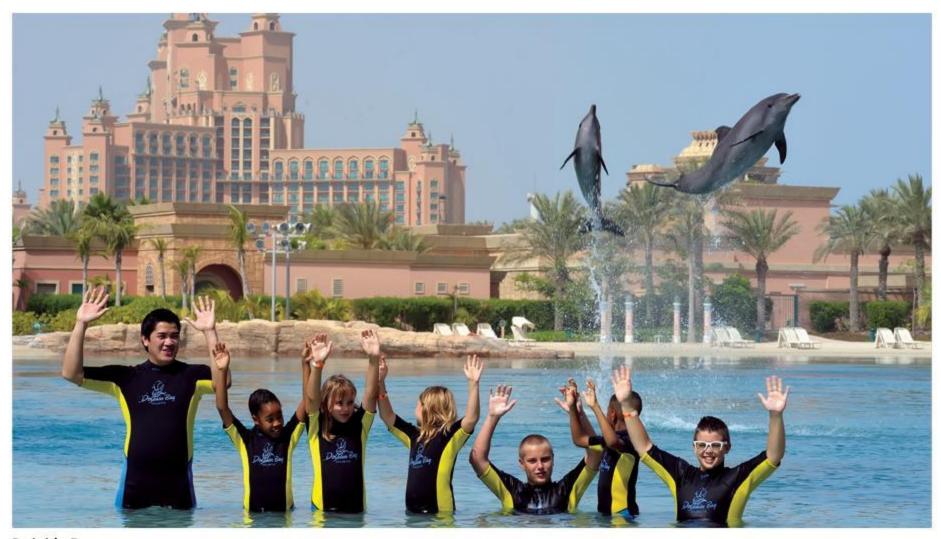
USP: You'll be staying in what can only be described as a 'modern wonder of the world': a palm-tree-shaped island out at sea – need we say more!

Attractions: Atlantis, The Palm is the major drawcard, pulling people along the Palm's trunk to dive into its underwater world that is The Lost Chambers Aquarium, Dolphin Bay and the thrilling Aquaventure waterpark. Virtually all the hotels have their own glorious private beaches from where you can explore the coastline by weaving in and out between the fronds on a kayak.

ALL-DAY DINING

As recommended by What's On Food Editor

Breakfast: Sophie's
On the ground floor of
the RIVA Beach Club start
your day off the healthy
way at this gastro-café
where homemade, fresh
and organic are bywords
for standard. Expect
made-to-order fresh
juices, wheatgrass shots,
Sophie's own range of
healthy smoothies, as well
as 100% organic and 100%



Dolphin Bay

Fair Trade fresh coffee and organic tea blends. sophiesme.com

Lunch: Ronda Locatelli
It's pizza for lunch in this
celebrity-chef restaurant
where the wood-fired oven
takes centre stage. The
tiramisu is a must to round
off the lunch.
atlantisthepalm.com

Afternoon tea: Waldorf

Astoria

Swish and elegant. Sipping the hotel's signature blend of tea in the hotel's famed Peacock Alley is made all the better for the views over the beautiful central garden. Afternoon tea here is a mix of Parisian flair, British tradition and New York glamour. waldorfastoria3.hilton.com

Dinner: Frevo

This restaurant at Fairmont the Palm offers a Brazilian churrascaria experience. In simplest terms, hit the green button and 18 choice cuts of meat start appearing on your table at regular intervals. Hitting the red button pauses or ends the parade of topside beef, mutton, chicken and ribs. There's also a great array of sauces and side dishes to accompany a meal fit for a lion. fairmont.com/palm-dubai

Retail fix: While there is no shopping mall on The Palm, there are many boutiques located within the hotels. Head to Atlantis for your latest designs from Tiffany & Co; at Jumeirah Zabeel Saray take your pick from über luxurious brands such as Rodeo Drive, Damas and Rivoli.

Hidden gem: Dinner has never been so theatrical. This red velvet-coated hall, located within Jumeirah Zabeel Saray, is a theatre, restaurant and dancehall all in one. Each Thursday, Friday and holiday night, at least 10 successive



Waldorf Astoria

multicultural live stage
performances of 10
minutes each cover a wide
variety of music styles
ranging from MiddleEastern to Russian, from
Rock to Gipsy fusion via
French and American
Pop, let alone Salsa, Indian
and Persian.
themusichall.com

Transport link: Palm Jumeirah Monorail is a 5.4-km-long (3.4 miles) monorail connecting the Atlantis resort to the Gateway Towers at the 'root' of the island. From

DUBAI

here you can connect to the Dubai Tram at the Palm Jumeirah stop.

Sleep tight: five stars

Anantara the Palm Dubai
Resort & Spa; Atlantis, The
Palm; Jumeirah Zabeel
Saray; Fairmont the
Palm; Kempinski Hotel &
Residences Palm Jumeirah;
One&Only The Palm;
Waldorf Astoria Dubai
Palm Jumeirah apartment
hotels Beach Apartments,
Palm Jumeirah; Royal Club;
Sofitel Dubai The Palm.
For more options turn to
Directory on page 110



The Imperial Club Room at Atlantis, The Palm is the perfect choice for guests seeking additional luxury and comfort, with benefits worth over AED 3,000* per day.

INDULGE

Enjoy exclusive all-day access to the Imperial Club Lounge which includes complimentary breakfast, afternoon tea and evening drinks

PLAY

Plan your entire stay with the Imperial Club Concierge team, dedicated to meet your every need. Fast-track your unlimited entry into Aquaventure Waterpark and The Lost Chambers Aquarium. Access free daily entry to Kids Club / Club Rush.

UNWIND

Discover the heights of relaxation and tranquility with exclusive access to the Imperial Club Beach and ShuiQi Spa's state-of-the-art facilities

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JUMEIRAH

Geography: The coastal stretch from the Madinat all the way to Jumeirah Mosque. Largely it incorporates Umm Suqueim, Al Manara, Safa Park and Al Wasl.

The lowdown: This largely residential area is an Emirati stronghold, where many local families live. The villas - a large proportion of which can easily be classified as mansions are all low rise. This sprawling area skirts the coastline so you're never far from the beach.

You or me? Shoppers, beachgoers and gourmands.

USP: The mix of quirky cafes, homegrown boutiques and, its main attraction, the Jumeirah Mosque.

Attractions: Souq Madinat remains one of Dubai's prime tourist attractions. Built to replicate an ancient Arabian marketplace, it's easy to lose yourself in the labyrinth of narrow passageways that wind throughout the souq, with stores and stalls selling

souvenirs, handicrafts and artwork. The courtyard cafés offer a welcome respite from wandering or hop on board an abra and take a tour on the waterways that meander around the replica windtower houses of the Madinat resort's two boutique hotels.

Of course, it's in Jumeirah where you'll find Dubai's most iconic hotel - the Burj Al Arab. As the perpetual holder of 'The World's Most Luxurious Hotel' accolade, make sure you get your holiday snaps of this, often billed, 'sevenstar hotel' and make a booking to step inside, either for afternoon tea, drinks in the Skyview Bar or dinner in Al Mahara, the seafood restaurant that appears to be underwater owing to the wall-toceiling aquarium.

If being underwater is your preference then head to the region's premier waterpark, Wild Wadi. See if you've got what it takes to tackle the 120m drop that is Jumeirah Sceirah (don't worry it'll be over in seconds since you'll be hurtling down the slide at 8okmph!).





Souq Madinat



Jumeirah Mosque

At the northern end of 'Beach Road' sits the other gem of Jumeirah - the beautiful Jumeirah Mosque. Take a tour inside this stunning building and learn more about the local culture and religion.

The other prize of Jumeirah is the beach. Along this stretch of coast there are numerous accessible swathes of sand playing host to sun worshippers, sportsmen and families all year around. Check out Kite Beach, so called due to it being the hub for kite surfers. Each afternoon the sky is dotted with enormous, brightly coloured kites, the holders of which play wizardry with the wind on the waves. Kite Beach is also the site for the annual Beach Canteen, which sees more than 10 of Dubai's homegrown restaurants set up their kitchens on the sands during the annual Dubai Food Festival.

To get a complete overview of Jumeirah, one of the best ways to do it is on foot, by walking the length of the 14km Jumeirah Corniche. Starting from Sunset Beach beside Burj Al Arab and finishing at the Dubai Marine Beach Resort, if you follow the padded jogging track you'll get a good look at the impressive villas, the beaches and fishing villages en route.

ALL-DAY DINING

As recommended by What's On Food Editor

Breakfast: Bikers Café Start off the day the Emirati way with the Flavor of Arabia breakfast at this casual café that happens to be a favourite among locals. Seated among the gleaming Harley-Davidsons, dig into a platter of fluffy khameer breads, chebabs (Emirati pancakes), thin, folded muhalla (similar to south Indian dosa) all served with jam, honey, dates and Kraft cream cheese spread (apparently only Kraft will do). Wash it down with cardamom tea or fresh juices. Of course, in true biker style, the full British breakfast is also on the menu. bikerscafe.com/

Lunch: Sapori Di BiCE

This family Italian dining room located in Citywalk serves dishes that only 'Mama can make'. Expect perfect pizzas, delicious roast chickens, delicate gnocchi and divine desserts. Reminiscent of the pavement café culture of Italia, with lots of space indoors and out. saporidibice.com

Afternoon tea: Comptoir

102

As much of a home and store as it is a cosy café. Everything about this place is quirky – the surroundings, the zen-like atmosphere and primarily the menu. Newly created every day depending on what fresh organic produce is available, the menu is super healthy and super tasty. Gluten and dairy-free diets are also largely catered to. comptoir102.com



Dinner: Four Seasons

Restaurant Village
This 'village' gives access to
four of Dubai's most talked
about new restaurants:
the award-winning
Peruvian restaurant Coya;
the acclaimed Turkish
steakhouse Nusr-Et; and
two restaurants from
renowned chef JeanGeorges Vongerichten as
in JG Dining Room and
JG Kitchen.
fourseasons.com/dubaijb

Retail Fix: Jumeirah
Beach Road is lined with
one-of-a-kind, homegrown
independent shops all
providing inspiration for
home decor or those
stand-out pieces for your
wardrobe. Check out The
Zoo Concept for gifts,
Studio 8 for contemporary
designs from the region
and Far East or O Concept
for a blend of home
interiors, art and fashion.
Shopping malls along



Coya

this stretch include the Italian-themed Mercato mall with its light and airy 'town squares' and cobbled streets. Or for alfresco shopping centres head to the new BoxPark on Al Wasl road. This new, funky retail district is a collection of unusual brands all selling their wares from containers.

Hidden gem: Jumeirah Fishing Harbour is where the past meets the present. Revitalised in 2014, this fishing village is back to life with fishermen bringing in and selling their catch, boats being repaired, yachts moored and restaurants serving refreshments all day to diners overlooking the marina.

Transport link: Big Bus Dubai has a Hop-On Hop-Off Beach Tour that takes in Jumeirah's major landmarks. The 88 bus route covers the whole length of Jumeirah Beach Road.

Sleep tight: five stars Al Qasr Hotel; Burl Al Arab; Dubai Marine Beach Resort and Spa; Jumeirah Beach Hotel; Madinat Jumeirah; Mina A'Salam; Four Seasons Resort Jumeirah Beach four/three stars Jumeira Rotana; Regent Beach Resort budget Holiday Inn Express Jumeirah; Holiday Inn Express Dubai - Safa Park; Tulip Inn apartment hotels Pearl Continental Hotel Apartments. For more options turn to Directory on page 110



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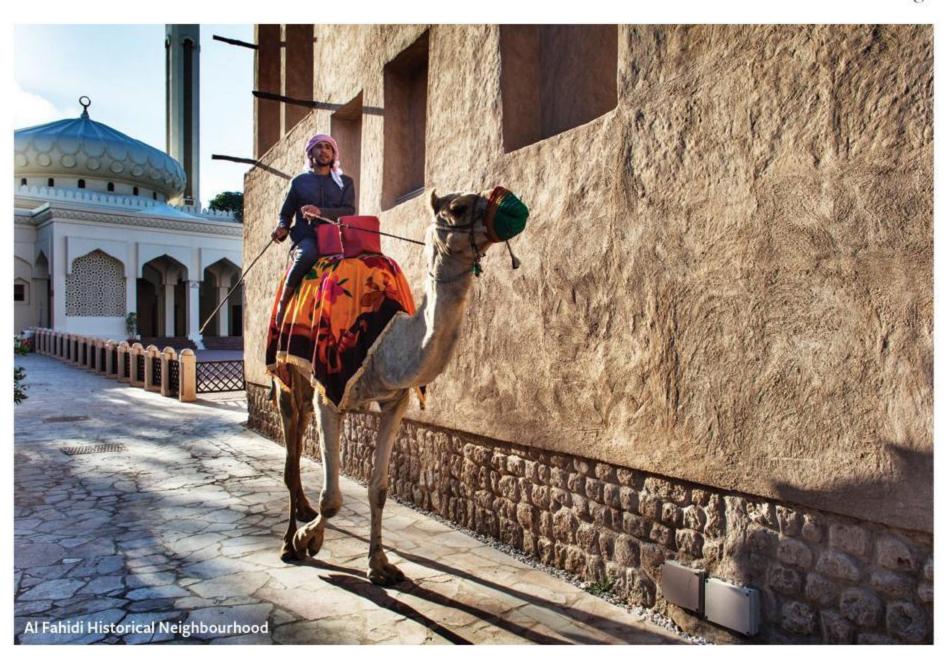


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HISTORIC DUBAI

Geography: Flanking the northern end of the Creek, with Bur Dubai one side and Deira the other.

The lowdown: This is where it all began back in 1833 when the Al Maktoum arm of the Bani Yas tribe settled beside the Creek. It is here where you can trace the remarkable story of Dubai's growth, still walk through the original sougs, see the dhows and cross the Creek in a traditional abra.

You or me? Culture vultures and those looking for a taste of Arabian magic.

USP: Al Fahidi's majestic wind towers are the largest collection of wind towers

and the last remaining wind-tower quarter this side of the Gulf.

Attractions: This area is heaving with attractions at every turn. The Creek has always been a bustling and chaotic thoroughfare where traditional wooden

dhows vie for position on the water and the docks become loading bays where the cargo piles high. In a bygone era the cargo was spices, tea and silk. Today the cargo may be of a more modern kind, but the chaos remains,

which makes people



watching a great, fun pastime in this district.

Dubai's many heritage sites are scattered along the banks of the Creek. Most renowned is the Al Fahidi Historical Neighbourhood comprising a labyrinth of winding lanes, courtyards and beautiful wind-tower houses, many of which have been restored and converted into galleries, cafés or shops. The Sheikh Mohammed Centre for Cultural Understanding is based here and offers heritage tours and cultural talks.

You'll find many museums in this area foremost is the Dubai Museum where the history of the city is traced as it

District Digest

evolved from little more than a fishing village.

Wander through the original marketplaces. On the Bur Dubai side you'll find the Textile Souq, alive with colour from the reels of silk, pashminas, clothes and souvenirs. Cross to the other shore via an abra. This ride on a wooden boat is the best way to see the Creek – and at Dhs1 it's the best-value sightseeing tour imaginable.

Disembark at the Old
Souq – also call the Spice
Souq – and wander through
the aromatic lanes selling
saffron, dried lemons, dates
and all manner of spices
and herbs. Nearby, prepare
to be dazzled in the Gold
Souq – the biggest gold
market in the world, selling
– and creating – jewellery
in gold, platinum and silver
all encrusted with precious
gems and diamonds.

Near the mouth of the Creek, Shindagha is the original site from which the city grew. It's where the Maktoum family home was and where the vision for Dubai originated. Visit the restored home of Sheikh Saeed, the grandfather of the current Ruler of Dubai.



Spice Souq

ALL-DAY DINING

As recommended by What's On Food Editor

Breakfast: Arabian Tea House

This oasis of calm serves up a healthy helping of Arabic hospitality in a delightful courtyard of a restored wind-tower house. A good choice for breakfasts and fresh juices.

arabianteahouse.co

Lunch: Bait al Wakeel
Located in the Textile
Souq and elevated over
the waters of the Creek
on stilts, this is one of the
oldest restaurants in the
city, yet it is still thriving
today, as much for its views
as for the scrumptious

plates of Arabic delights. 04 353 0530

Afternoon tea: Sheraton

Creek
Refreshments are
served in the renovated
surroundings of one of
the first five-star hotels
in the city. Take high tea
in the lobby or soak in the
fabulous Creek views from
the terrace. This is the
grandmother of Dubai's
hotel collection.
sheratondubaicreek.com

Dinner: Bateaux Dubai Glide down the historic

Creek in this glassroofed, luxurious floating restaurant. Take in the views as they float past and indulge in a fabulous fourcourse dinner. bateauxdubai.com

Retail fix: This area is a whole treasure trove of trinkets and delights. The souqs sell everything imaginable; lose yourselves in the back streets and prepare to have a good old rummage.

Hidden gem: This is a real gem in the truest sense of the word. See for yourself an exquisite collection of perfectly round unblemished silverwhite pearls plucked from

the sea in the 1940s. This exhibition, hidden in the Emirates NBD bank, is open to the public on application and acts to remind people of the origins of the Emirates and what life was like before the discovery of oil.

pearlmuseum.ae

Transport link: On the Deira side, the Al Ras stop on the Metro's Green Line is closest to the Spice Souq. The Al Ghubaiba station on the Bur Dubai side provides perfect access to Shindagha and the Al Fahidi Historical Neighbourhood. The Dubai Ferry links Dubai Marina and Al Ghubaiba.

Sleep tight: five stars Le Méridien Baniyas Square; Raffles Dubai; Sheraton Dubai Creek Hotel & Towers; Mövenpick Hotel & Apartments Bur Dubai four/three stars Arabian Courtyard Hotel and Spa; Carlton Tower Hotel; Royal Ascot Hotel; XVA Hotel Dubai budget New Penninsula Hotel; York International Hotel Dubai apartment hotels Oasis Court Hotel Apartments; Ramee Hotel Apartments Dubai; Savoy Suites Hotel Apartments.

Apartments.
For more options turn to
Directory on page 110



Bateaux Dubai





Desert Safari

INTO THE DESERT

Geography: This is a vast area encompassing everything that lies on and to the east of the mighty Al Khail road. This 12-lane artery speeds its way from the Dubai/Sharjah border towards Jebel Ali.

The lowdown: This is an area of vast diversity encompassing a really mixed bag of sporting and cultural attractions beyond which lies the vast rolling dunes of the desert.

You or me? For those wanting to get away from the hustle and bustle of the city. Adventure awaits desert explorers, horse riders and sportsmen.

USP: The biggest selling point of this area is the majestic desert. See a landscape that is a world

apart from the archetypal skyscraper image of Dubai.

Attractions: One of the most popular excursions in Dubai is a desert safari. Leave the metropolis behind and venture in a four-byfour out into the ocean of sand, plunging and scaling the rolling dunes in an exhilarating roller-coaster ride. Enjoy watching the sunset on the horizon, observe the desert wildlife and falconry displays, ride a camel and partake in the traditional Emirati hospitality around the campfire.

Swapping the gold of the desert for the green of the polo fields, this district takes in the arenas for The Sport of Kings. Polo is a much-loved local sport; just watching it makes you feel like a VIP. See the chukkas on the perfectly manicured fields unfold at either Dubai Polo and Equestrian Club at Arabian Ranches or at the Dubai Polo Club at Desert Palm during the polo season, which runs from October through to May. And if you want to give it a go, join a lesson, available for the complete novice to the more advanced wanting to brush up their skills.

Horse riding is also available here – with desert hacks an option for experienced riders wanting to gallop across the dunes.

Horse action also takes place along the furlongs of the famous Meydan Racecourse. It is here where the world's richest horse-race takes place every year. Yet, throughout the racing season – which starts in November and culminates with the Dubai World

Cup at the end of March – spectators are welcome to cheer on the stallions as they thunder down the tracks.

Sports of a different kind await in the aptly named Dubai Sports City. It is here where cricket fans flock to the 25,000-capacity Dubai International Cricket Stadium to watch its tenants, the Pakistan national cricket team, play its test matches, one-day internationals and Twenty20 Internationals.

Meanwhile, golfers
can take a swing at the
formidable Els Club. This
'desert links' course tests
even professional players,
while Jumeirah Golf Estates
has two internationally
renowned 18-hole
championship courses,
Earth and Fire. The Earth
course hosts the richest
event on the European Tour
schedule, the Race to Dubai.

See the world's best players compete for the prize – and being a free-to-enter event, it won't cost you a penny for the privilege!

Nearby is Dubai Motor City. Chances are you'll hear it before you see it, since this is the stomping ground of motor racing fans. Sit behind the wheel and test your driving skills to the max around the FIA sanctioned, 5.9km circuit.

Adrenaline of a somewhat different kind awaits at Global Village. This is where fun fair rides combine with cultural shows, a shopping extravaganza and a global culinary table of delights. It is here, among the pavilions, where the world truly meets.

ALL-DAY DINING

As recommended by the What's On Food Editor

Breakfast: The Farm

Hidden amid the dense, almost jungle-like gardens of the upmarket estate of Al Barari, The Farm is an oasis of tranquillity. Sit beside the lily pond and breakfast on freshly-baked pastries, homemade healthy juices, waffles, pancakes and eggs. Yoga is also on the menu for those wanting to start the day feeling revitalised. thefarmdubai.com

Lunch: Farriers

The signature serving here is the views of the famous Meydan Racecourse.
Located at the cutting-edge Meydan Hotel, enjoy world cuisines at this all-day dining restaurant, from wagyu steaks to won ton soup. meydanhotels.com

Afternoon tea: Epona
A quintessentially English
experience awaits at the
Dubai Polo & Equestrian



Balloon Adventure





Dubai Autodrome



Dune Bashing

Club. Watch the polo horses limber up in the riding arenas and for dessert why not take a tour of the stables? poloclubdubai.com

Dinner: Al Hadheerah

Head into the desert to the luxurious retreat of Bab al Shams Desert Resort and Spa. Indulge in a feast of local delights accompanied by Arabian entertainment and hospitality all under a star-filled sky. meydanhotels.com

Retail fix: Dubai Outlet Mall on Al Ain Road is a haven for bargain hunters. Pick up cutpriced fashion from the likes of Mango, Adidas, Coach or Villeroy & Boch. Meanwhile, a favourite among families is Mirdif City Centre – a perfect combination of labels, restaurants and family entertainment, such as the indoor sky diving centre iFly Dubai.

And for something completely different, make a beeline for Global Village. Here more than 65 countries converge across more than 37 pavilions to showcase their indigenous products. Pick up everything from silver tagines from Morocco, espadrilles from Spain and rugs from Afghanistan.

Hidden gem: Located about an hour's drive from the city, you'll discover the mountain retreat of Hatta. This royal enclave was once

a popular escape for Dubai families during the summer. Hidden amid the rugged Al Hajar Mountains, head here to see a completely different side of Dubai. Famed for its Hatta rock pools, the area is also now a hit with cyclists eager to peddle along the trails that weave out from the new Hatta Mountain Bike Trail Centre. Please note, passports are required for checkpoints from Dubai. The mountain retreat that is JA Resort's Hatta Fort Hotel makes a perfect base for an activity escape.

Transport link: Due to the distances involved, taxi or a hired car is the best way to get around. Local tour operators, such as Arabian Adventures, offer desert safaris and day tours to Hatta.

Sleep tight: five stars The Meydan Hotel; Per Aquum Desert Palm; Bab Al Shams; Al Maha four/three stars Arabian Ranches Golf Club; budget Premier Inn Dubai Silicon Oasis apartment hotels Abidos Hotels For more options turn to Directory on page 110



Welcome to the Bonnington Jumeirah Lakes Towers - Dubai

The Bonnington Hotel Dubai is ideally located in the heart of Jumeirah Lakes Towers along Sheikh Zayed Road, just opposite Dubai Marina and in walking distance of Jumeirah Lakes Towers metro station. It is a 5-star hotel with 208 luxurious rooms and suites (all non-smoking), 272 deluxe serviced hotel apartments, 5 restaurants and 6 conference suites. The hotel also boasts a Leisure Deck on the 11th floor with infinity pool, state of the art gym, jacuzzi, steam room and sauna as well as a hairdressing salon for ladies.







Bonnington JUMEIRAH LAKES TOWERS

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AL QUOZ-ALBARSHA

Geography: On the east side of Sheikh Zayed Road, opposite Umm Suqeim.

The lowdown: The industrial area of Al Quoz feels like an unlikely tourist district, however, beneath the dusty surface lies a plethora of hidden gems in the form of art galleries, cafés and warehousestyle shops. Meanwhile, neighbouring Al Barsha's jewel is the sprawling Mall of the Emirates with its legendary ski slopes.

You or me? Business travellers and those wanting primarily mid-market hotels that are accessible to Dubai's main attractions.

USP: Accessible budget hotels

Attractions: The star attraction is in the form of the icy cold Ski Dubai located within Mall of the Emirates. Tackle the five slopes on skis or snowboards, whizz down the toboggan runs or fly through the air on the Snow Bullet zip wire. Equally energetic is Bounce, an

urban playground within a warehouse lined with over 100 interconnecting trampolines. Bounce is located in the gritty industrial estate of Al Quoz, which over the past few years has undergone a transformation. Warehouses have been converted into cutting-edge art galleries, workshops and trendy cafés. This is demonstrated most in Alserkal Avenue, a cul-de-sac of over 22 contemporary art galleries and exhibition spaces each with its own distinct identity and artistic theme.

ALL-DAY DINING

As recommended by What's On Food Editor

Breakfast: Lime Tree Café Set within a converted warehouse, Lime Tree serves up a healthy selection of juices and

smoothies, salads and wholesome dishes. thelimetreecafe.com

Lunch: Tom & Serg

The industrial feel of this place, along with the hustle and bustle is all part of



Alserkal Avenue



Ski Dubai

the charm. The menu is one-of-a-kind - expect the likes of roast chicken and eggplant with halloumi cheese served inside piping hot piadina bread. tomandserg.com

Afternoon tea: Aspen by

Kempinski

Targeted at tired shoppers who have traipsed around the stores of Mall of the Emirates, this is afternoon tea with a twist. All the delights come served in a stylish orange box of drawers, open each one and see what delectable treats await. kempinski.com/en/dubai

Dinner: Almaz by Momo

This Moroccan restaurant is hidden on the second floor of the upmarket Harvey Nichols store. It includes the 'Almaz' restaurant, the Juice bar and the Shisha room. malloftheemirates.com

Retail fix: Harvey Nichols, Debenhams, Marks and Spencer and Virgin Megastore are just some of the flagship stores found within Mall of the Emirates. Expansion has seen the addition of around 40 retail units on a completely new floor.

If you're looking for jewellery that dazzles, yet prefer to shop in

air-conditioned comfort compared to the bustling Gold Souq in Deira, then make a beeline for the Gold and Diamond Park. Here you'll find over 100 shops selling diamonds and gems in glorious technicolour. If you can't find the design of your dreams, let them create it for you in a few days.

Hidden gem: In the dusty backstreet off 8th Street hides an Aladdin's cave packed to the rafters with souvenirs. From pashminas to lanterns, trinket boxes and carpets you'll find it in the aisles of Al Fakih Antiques Museum. fakihcollections.com

Transport link: MOE Metro; First Gulf Bank metro station - opposite the Gold and Diamond Park.

Sleep tight: five stars

Kempinski Hotel Mall of the Emirates: Sheraton Dubai Mall of the Emirates Hotel four/three stars Holiday Inn Dubai - Al Barsha; Chelsea Hotel Ibis Al Barsha; Grandeur Hotel Al Barsha budget Ibis Hotel Mall of the Emirates apartment hotels Abidos Hotel Apartments Al Barsha; Auris Boutique Hotel Apartments; Al Khoory Hotel Apartments Al Barsha For more options turn to Directory on page 110

FINANCIAL DISTRICT

Geography: The area adjacent and either side of Sheikh Zayed Road from the Dubai International Financial Centre (DIFC) towards the Trade Centre roundabout and incorporating Dubai World Trade Centre (DWTC).

The lowdown: This is where all the business is done. A vibrant commercial hub.

You or me? Business tourists, giving them easy access to the convention centre and the DIFC.

USP: DWTC is the biggest convention centre in the region.

Attractions: At DIFC you'll see tourists in shorts and T-shirts mingle with men and women in business suits, since this is as much a coming together of global corporations as it is a collection of art galleries, boutiques and restaurants.

Embark on a walking tour of the art galleries, combining Middle Eastern pieces at Ayyam Gallery with the works of art by Masters such as Picasso and Dali at The Opera Gallery.

While you may not think DWTC is a tourist attraction per se, what goes on inside certainly



is. It's the host to A-list performers playing to sell-out crowds. Disney is no stranger; Dubai's Music Week is held here; Broadway and London's West End regularly bring their shows to the DWTC stage; and classical orchestras and charttopping artists pull in the crowds.

Sitting peacefully close to the architecturally impressive Emirates Towers is Zabeel Park. This oasis of green comes with adventure playgrounds, a boating lake and, new for 2015, the Dubai Frame. Climb to the upper walkway that tops the 'picture frame' and get impressive views of the city.

ALL-DAY DINING

As recommended by What's On Food Editor

Breakfast: Sum of Us

The bakers at this new café are on a mission to make the best yeast-free sourdough in the city. Taste how they

are getting on and wash it all down with coffee created from beans roasted in their very own roastery. thesumofusdubai.com

Lunch: Zuma

It's got to be good – after all it is listed as the 88th best restaurant in the world according to the respected San Pelligrino World's Best Restaurants. Expect a steady flow of Japanese dishes with a contemporary twist at this DIFC favourite. zumarestaurant.com

Afternoon tea: The Conrad Dubai

A classic afternoon tea served as tradition dictates in the hotel's lobby. Each course is accompanied by a different tea served in elegant white china cups. conraddubai.com

Dinner: The Act

Located on the 42nd and 43rd floors of the Shangri-La Hotel, The Act is as much a restaurant as it is a theatre. Serving up delectable Peruvian dishes with a slice of acrobatics on the side. theactdubai.com

Retail fix: The two Emirates Towers are linked by the uber-luxurious retail complex called The Boulevard. Here you'll find the latest collections from the likes of Bylgari, Cartier, Montblanc and Rivoli.

For retail therapy at the other extreme, head to the Friday Farmers' Market held in Zabeel Park during the winter. Browse an array of stalls from local crafts people selling quirky arts, fashion and jewellery.

Hidden gem: Zabeel
Palace, the official
residence of the Ruler of
Dubai and Prime Minister
of the UAE, Shiekh
Mohammed Bin Rashid Al
Maktoum, is located by
Zabeel Park. Make sure
you stop in front of the
gates to get your holiday
shots of the house and the
wandering peacocks.

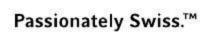
Transport link: The Dubai Metro's Red Line has a stop at Dubai World Trade Centre, Emirates Towers and Financial Centre.

Sleep tight: five star

Crowne Plaza Dubai; Jumeirah Emirates Tower Hotel; Millennium Plaza Hotel; The H Hotel, Dubai; The Ritz-Carlton Dubai International Financial Centre four/three stars Four Points by Sheraton Sheikh Zayed Road; Novotel World Trade Centre Dubai; Warwick Hotel Dubai **budget** Holiday Inn Express Dubai Safa Park; Ibis World Trade Centre Dubai apartment hotels The Apartments Dubai World Trade Centre; Chelsea Tower Suites and Apartments; Emirates Grand Hotel Apartments; Nassima Towers Hotel Apartments. For more options turn to Directory on page 110



At Mövenpick, we have got Dubai covered. From the glamour of New Dubai to the Arabian charm of Old Town, the beaches of Jumeirah to the dazzling souks of Deira, each one of our six upscale hotels and resorts offers access to the city's most exciting, relaxing and iconic experiences. And whether you spend a day at shops or spa, or a night dancing or indulging world-class cuisine, you can look always forward to our unique blend of warm Swiss hospitality and modern comfort.





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Bur Dubai, T: +971 4 336 6000 Deira, T: +971 4 444 0111

The Square, Al Mamzar, T: +971 4 607 2777

www.moevenpick-hotels.com



Geography: Stretching south from Ibn Battuta along the Sheikh Zayed Road towards Dubai World Central (DWC) and the site of Expo 2020.

The lowdown: This is a district to watch. What currently appears to offer little in the way of tourist attractions promises, in just a few years, to offer a plethora of options. It's here that Dubai Parks and Resorts will open with three theme parks and one water park. And with Dubai World Central gaining ground to become Dubai's main airport in time, this district will be on almost every tourist's itinerary.

You or me? Families currently stay at JA Resorts Jebel Ali Golf Resort but soon it will face competition from the numerous hotels that are scheduled to open around the airport and near the new theme parks. In time the area around the Expo site will attract business tourists - who will also enjoy easy access to the nearby DWC airport.

USP: The promise of what is to come.

Attractions: JA Jebel Ali Golf Resort, which with so many facilities and activities on tap, is a destination of its own. Comprising



JEBEL ALI

two hotels, JA Palm Tree Court and JA Jebel Ali Beach Hotel, the resort offers the whole gamut of watersports; has its own horse stables (take a hack or why not take the horses for their morning swim?); an 800m private beach, three swimming pools, a marina; a nine-hole golf course and, anchored out to sea, a giant inflatable water park.

It's also the home of Seawings Seaplane Tours. With the Arabian Gulf as its runway, take off and explore Dubai from high.

Nearby sits the JA Shooting Club where it's time to get Ready, Aim and and recreational sport of shooting at this wellrun and state-of-the-art



Seawings Seaplane Tours

ALL-DAY DINING

As recommended by What's On Food Editor

Breakfast: Shakespeare

and Co

This homegrown chain is distinguished by its vintage, Parisian-themed décor and its patisseries. It's a good place to start the day where the menu offers both Arabian and European breakfasts. Located within Ibn Battuta Mall. shakespeare-and-co.com

Lunch: Captains

Set on the private beach at JA Jebel Ali Golf Resort, this is the perfect place for a light lunch with the waves just metres away from you. The calamari is particularly good. jaresortshotels.com

Afternoon tea: Mövenpick

Hotel Ibn Battuta Gate Dubai The grand central hall of this impressive hotel is distinguished by the 88 giant lanterns that hang from the spectacularly high ceiling. Take afternoon tea here and admire the intricate Arabian décor while you sip tea. moevenpick-hotels.com

Dinner: Shooters

Overlooking the terrace and the clay pigeon shooting ranges at the JA Shooting Club, this restaurant serves up a steak-Mex concept. A circular floor-to-ceiling glass wall allows unimpeded views of the rifle action. jaresortshotels.com

Retail fix: Named after and designed around the travels of the famous Arab explorer Ibn Battuta, each section of Ibn Battuta Mall represents one of the countries the adventurer travelled to - China, India, Persia, Egypt, Tunisia and Andalusia. Anchor stores include Debenhams and Paris Gallery alongside a good mix of high-street and designer names.

Hidden gem: Jebel Ali Marine Sanctuary at Ghantoot, the only remaining area in Dubai where turtles are observed to nest, and where the annual turtle march takes place when rescued turtles are reintroduced into the wild.

Transport link: Right now the Red Line of the Metro stops at Ibn Battuta, but plans are in place to lengthen the line so that it runs all the way to the Expo site.

Sleep tight: five stars, JA Jebel Ali Beach Hotel; JA Palm Tree Court & Spa; Mövenpick Hotel Ibn Battuta Gate budget easyHotel For more options turn to Directory on page 110



Sheraton^{*}

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Directly connected to the mall, close to the major attractions and main business hubs, the Sheraton Dubai, Mall of the Emirates Hotel is a gathering place for corporate travelers, vacationers and shoppers alike.

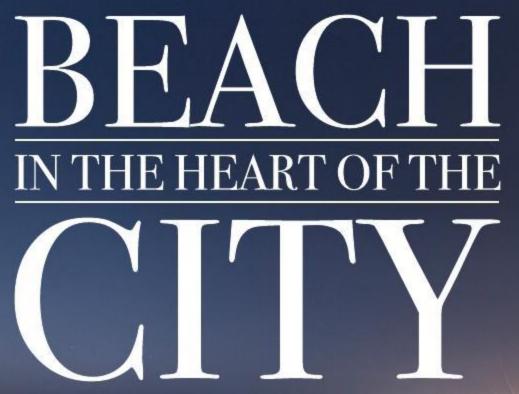
Explore the renowned Mall of the Emirates featuring over 560 international brands, world class cinema and the region's first indoor ski slope and snow park. Unwind after a busy day at Shine Spa before a restful night's sleep in a signature Sheraton Sweet SleeperSM Bed.

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Guest



HOTELS





Dubai Marine Beach Resort & Spa is your beach in the bustling city of Dubai and the best located luxury beach resort in town. Set in tranquil tropical gardens, this boutique hotel boasts villa-style luxury rooms and a wide range of suites.

Check in, unwind and relax at our Beach Club featuring a sandy beach, multiple swimming pools, a newly built fitness centre and two tennis courts. And for the ultimate in relaxation, check into our spa for an unforgettable experience.



Geography: The area surrounding Dubai International airport.

The lowdown:

Incorporating many fivestar hotels; Deira City Centre and Festival City shopping malls; the Dubai Tennis Stadium and two prize-winning golf courses.

You or me? Business tourists wanting to stay and meet close to the airport; golfers; tennis fans and shoppers.

USP: Dubai Creek Golf & Yacht Club, a lush oasis in the middle of the city with its iconic clubhouse - one of the most photographed buildings in Dubai.

Attractions: Golfers have two courses to choose from: the par 71 championship Dubai Creek golf course set in an iconic location beside the Dubai Creek; or the Robert Trent Jonesdesigned Al Badia Golf course at Festival City.

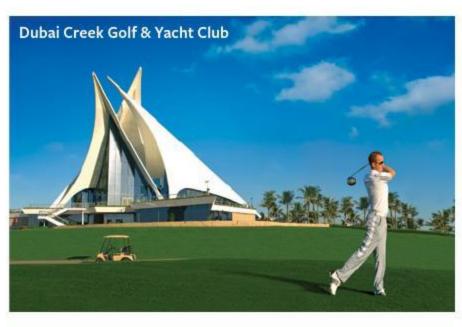
Festival City, as the name suggests, is an extravaganza of entertainment and shopping. At its heart lies the Festival Marina, a Mediterranean-style luxury yachting hub. Take a stroll along the boardwalk and stop off at any of the waterside cafés and



AL GARHOUD

restaurants before you hit the stores in Dubai Festival City Mall.

Century Village is a place where the smash hits just keep on coming, in more ways than one. Every year the Dubai Duty Free Tennis Stadium is filled with the sounds of serves, volleys and smashes as the likes of Roger Federer, Novak Djokovic and the Williams sisters fight for the spoils at The Dubai Duty Free Tennis Championships (15 - 27 February, 2016). Hits of a musical nature are found at the adjacent Irish Village, which often hosts international artists, including an annual appearance by Irish rocker Bob Geldof.



ALL-DAY DINING

As recommended by What's On Food Editor

Breakfast: Irish Village

The Village Fry – yes the name says it all - is legendary. This English breakfast is hard to top for authenticity and value-for-money, although many have tried. theirishvillage.com

Lunch: BBQ Donut

This do-it-yourself experience is made even more novel because the restaurant is a donutshaped, orange ring that floats on the Dubai Creek. The BBQ and provisions are provided by the Boardwalk restaurant at the Dubai Creek Golf & Yacht Club. dubaigolf.com

Afternoon tea: Choix

Patisserie and Restaurant This is three Michelinstar French chef Pierre Gagnaire's first standalone patisserie. Sit on the terrace for great views of the Creek from its Dubai Festival City location. The huge selection of teas is a challenge and the pastries are irresistible. diningdfc.com

Dinner: The Seafood Market It's all about the denizens of the deep at one of Dubai's oldest seafood restaurants. You can choose the freshest seafood direct from the tanks, while other specimens are beautifully displayed on ice. Plus there's koi swimming below the glass floor at this Le Méridien Dubai Hotel & Conference Centre favourite. seafoodmarket-dubai.com

Retail: Dubai Festival City Mall has everything from Armani through to DKNY and Marks and Spencer. The Dubai Gold MarketPlace has an extensive selection of shops selling jewellery and gold. Deira City Centre, Dubai's grand dame of retail has been a firm favourite for the past 20 years.

Hidden Gem: The Amara Spa at the beautiful Park Hyatt Dubai offers head to toe pampering.

Transport link: The Deira City Centre station on the Red Line is the closest Metro stop to Dubai Creek Golf & Yacht Club. Dubai Festival City is best accessed by taxi.

Sleep tight: five stars

Al Bustan Rotana: InterContinental Dubai Festival City; Jumeirah Creekside Hotel, Le Méridien Dubai Hotel & Conference Centre four/ three stars Le Méridien Fairway; Millennium Airport Hotel Dubai **budget** Holiday Inn Express Dubai Airport; Premier Inn Dubai International Airport apartment hotels InterContinental Residence Suites Dubai Festival City. For more options turn to Directory on page 110

WHAT'S YOUR ITINERARY?

Offering such a vast array of attractions and experiences, Dubai really is a city that can be enjoyed by everyone. Whether a couple looking for love, a group of friends eager for adventure or a family wanting to please the whole gang, there's a perfect itinerary that can be devised just for you. Take a look at just a few of these three-day options...



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JUST FOR TWO

This itinerary is sure to rekindle the romance in your life.

DAY 1 Morning

You've just arrived and are eager to soak up some sun and recover from the flight – so make a beeline for the beach. Many of the resorts have their very own private beaches exclusively

Afternoon

for their guests.

To ensure you are completely in holiday mode, unwind in the spa. Many resort spas offer private treatment rooms just for couples.

Evening

Pre-dinner drinks taste even sweeter with the sand between your toes and the waves of the Arabian Gulf lapping at your feet. Head to the swanky Jetty Lounge at the sands of the One&Only Royal Mirage. And when it's time for dinner, step on board the resort's luxury speed boat and be whizzed across the water to the One&Only The Palm where you can dine at 101 or Zest.

DAY 2

Morning

See the mesmerising landscape of the golden desert from the basket of a hot air balloon. Balloon Adventures will collect you from your hotel before dawn – but the early start is so worth it to witness nature's spectacular show as the sun rises and cloaks the undulating waves of neverending sand dunes in a warm orange hue. This will be a moment you will never forget.

Afternoon

Show your love by presenting your partner with a dazzling diamond or unique piece of jewellery. Dubai is the world's biggest gold market, selling jewellery at significantly lower prices than elsewhere. Either head to the old Gold Souq in Deira or the modern Gold and Diamond Park in Al Quoz.

Evening

Visit the Dubai of yesteryear. Get lost among the labyrinth of winding lanes in the Al Fahidi Historical Neighbourhood. Admire the majestic wind-tower houses, browse in the art galleries and stop off for refreshments in the courtyard cafés. The history tour continues as you stroll through the original Arabian sougs where you can

barter for silks and textiles in every colour imaginable. At the end of the cobbled Textile Souq hop aboard a wooden abra (boat) and chug across the bustling Dubai Creek to Deira where you'll find your dinner venue – Bateaux Dubai. This luxurious floating restaurant glides along the historic Creek allowing you to see all the sights while dining on award-winning cuisine.

DAY 3 Morning

Let the waters of the Arabian Gulf be your runway and take to the Dubai skies in a luxury seaplane. Everyone has a leather-clad window seat with Seawings in its nine-seater Cessna planes, perfect for taking in the spectacular views of Dubai's extraordinary architecture. Hover around the Burj Al Arab, marvel at the shape of Palm Jumeirah and get close to the spire of the Burj Khalifa as it pierces the sky. Your journey will start at Jebel Ali and take you all the way along the coast to the historic Creek.

Afternoon

It's time for afternoon tea – in the world's highest restaurant, At.mosphere, within the world's tallest tower, the Burj Khalifa. Indulge in fine tea and a decadent selection of sweet and savoury bites as you admire the views from the 122nd floor. When you descend back down to earth more therapy is called for – of a retail kind. The 1,200 shops of The Dubai Mall await – but do save time to admire the sharks swimming in their colourful world at The Dubai Aquarium.

Evening

Come early evening, the first of a succession of shows start on Burj Lake when The Dubai Fountain dramatically springs to life, swirling and swaying in time to stirring music. Make sure you have the best seats in the house – from an abra actually cruising the lake. You're bound to get another chance to see the show, this time from your dinner table. Many restaurants located in Souq Al Bahar offer uninterrupted views of the fountains and the Burj Khalifa.



FAMILY FUN

The host of activities available will keep everyone busy.

DAY 1

Morning

Hitting the beach is normally the first priority for the younger holidaymakers. The sands at JBR are perfect for all ages – the biggest draw being the giant inflatable waterpark anchored out at sea. The whole family can swing, slide, bounce, climb and inevitably make a splash off this edifice of fun. With all the changing and shower facilities on tap, families can easily freshen up before lunch.

Afternoon

Time to get out of the sun before you overdo it. Head to The Dubai Mall. Depending on the age of the children, head for KidZania or Sega Republic. KidZania is a child-sized world where little guests can play make believe and try their hand at over 80 careers. One minute they can be a pilot in an Emirates' cockpit and the next a supermodel all dressed up on a catwalk. For those seeking thrills and

spills, Sega Republic is the answer. Take on the Sonic Hopper, Halfpipe Canyon or see who's the best shot in the family when you take aim with the Whooper Water pistols.

Evening

The choice of activities at The Dubai Mall will easily take you into the evening. Catch a movie at the 22-screen cinema; glide onto the Dubai Ice Rink and step outside and watch The Dubai Fountain spring to life. There are lots of restaurants perfect for families – the gorillas and growling tigers certainly make for a memorable dinner at The Rainforest Café.

54 DUBAI



DAY 2

Morning

Swimming with dolphins is the lifetime ambition of many. That dream can come true in Dolphin Bay at Atlantis. Come nose to nose with these adorable creatures, swim with them and even enjoy the thrill of a double dorsal tow. This unforgettable encounter is open to all, even non-swimmers.

Afternoon

Stay at Atlantis and spend the afternoon at Aquaventure. Be catapulted into a shark-filled lagoon in the Tower of Neptune or whizz down the world's largest waterslide, the Aquaconda, within the Tower of Poseidon. There are rides for all ages and heights, allowing the whole family to make a splash.



Aquaconda at Aquaventure



Evening

Still no need to leave the resort, as the 65,000 marine creatures in the Lost Chambers Aquarium await. Wander through the maze of tunnels exploring the different exhibits. Don't miss the chance to tickle a sea cucumber, and if you're brave enough, why not dive straight in the tank to get up close to the 12 different species of sharks and rays?



Ski Dubai

DAY 3 Morning

Time for some action of a chillier kind in Ski Dubai. All ages are catered for in this snowy world. Little ones can whizz down the bobsled runs in the Snow Park, while those big enough to don skis can take on the five runs in an alpine adventure. But make sure all the family is there to witness the March of the Penguins when the resident birds waddle out for all to see.

Afternoon

The afternoon will literally leave you on a high. Bounce in Al Quoz or Jump Boxx in Uptown Mirdiff are two of Dubai's trampoline parks where mum and dad will have as much fun bouncing as the kids do. If this doesn't appeal then perhaps iFly will. Located at Mirdif City Centre, this indoor skydiving centre is the closest it gets to flying. It's something for all the family - three years old is the minimum age!



Evening

It's time for some more skiing - but this time it's sand boarding down the mountainous dunes of the desert. Head out on a desert safari to Dubai's biggest playground. Enjoy dune bashing, riding camels and dancing under the stars around a campfire.





The perfect lifestyle destination for any discerning traveler ideally located in the heart of Dubai.

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BREAK WITH THE GIRLS

When it comes to letting your hair down, Dubai is the perfect place for a giggle with the girls.

DAY 1

Morning

When in Dubai you have to look the part, so make an appointment for a mani-pedi at the Studio by Bastien Gonzalez at the One&Only Royal Mirage. This is no normal nail treatment. Bastien is world renowned for his approach with his synchronised four-hand treatment considered the ultimate manicure/ pedicure experience. Your nails will never have looked this good before – guaranteed.



Afternoon

Time to top up the tan. What better way to do this than to club together and charter a whole yacht all to yourselves. Try Easy Yacht and step on board one of its glamorous yachts. Head out to sea and look back to admire the spectacular skyline of Dubai.

Evening

It's time to shop. What better place to start than at The Dubai Mall – the world's biggest shopping mall. High street brands are in abundance from Mango and Zara to H&M and Banana Republic. Or sashay along to Fashion Avenue for the latest collections from the likes of Chanel, Luis Vuitton and Hermés. With the doors open until midnight there's enough time to have your shopping fix.

DAY 2

Morning

Time to don your apron, get your hands dirty and learn to cook. Dubai's kitchens cater to so many nationalities that almost any world cuisine is on offer. Perfect the art of creating sushi at Japanese, award-winning Nobu at Atlantis; rustle up a spicy Thai dish at Anantara's Mekong restaurant or go local and create delectable Arabic dishes at the Fairmont's Flow Kitchen. Also check out the timetable to see what's cooking at Top Chef, a dedicated cooking studio in Jumeirah.

Afternoon

Time for some tailoring. Replicate your favourite dress or create your own design. The string of tailors located in Satwa are experts with a



needle and thread and can conjure up your garments in no time. Choose from reels of colourful fabric and let the tailors weave their magic.

Evening

Hit the town – Downtown to be precise. Admire the magnificent sights from Cabana at The Address Dubai Mall hotel. This rooftop, poolside lounge is the perfect vantage point to watch The Dubai Fountains explode with the mighty Burj Khalifa as a backdrop.

DAY 3

Morning

After a heady night, blow away the cobwebs by heading out in a double kayak to explore the coastline. Hire them from most watersports centres along the shoreline, such as at The Westin Dubai Mina Seyahi Beach Resort and Marina.

Afternoon

If you're game for a laugh, then camel polo is the game for you. This Arabian twist on the traditional 'sport of kings' will see you lumbering along, mallet in hand, aiming to score a chukka. Don't worry if you're not a rider, all the tuition will be given – it's simple! But you will need to bring a sense of humour.

Evening

It's time to party. But this is no ordinary party. This is a party in the shadow of the beautiful Burj al Arab 360°. This venue is perched on the end of a pier jutting out into the Arabian Gulf. DJs keep the dancing going until the early hours – but the memory of this night will last forever.





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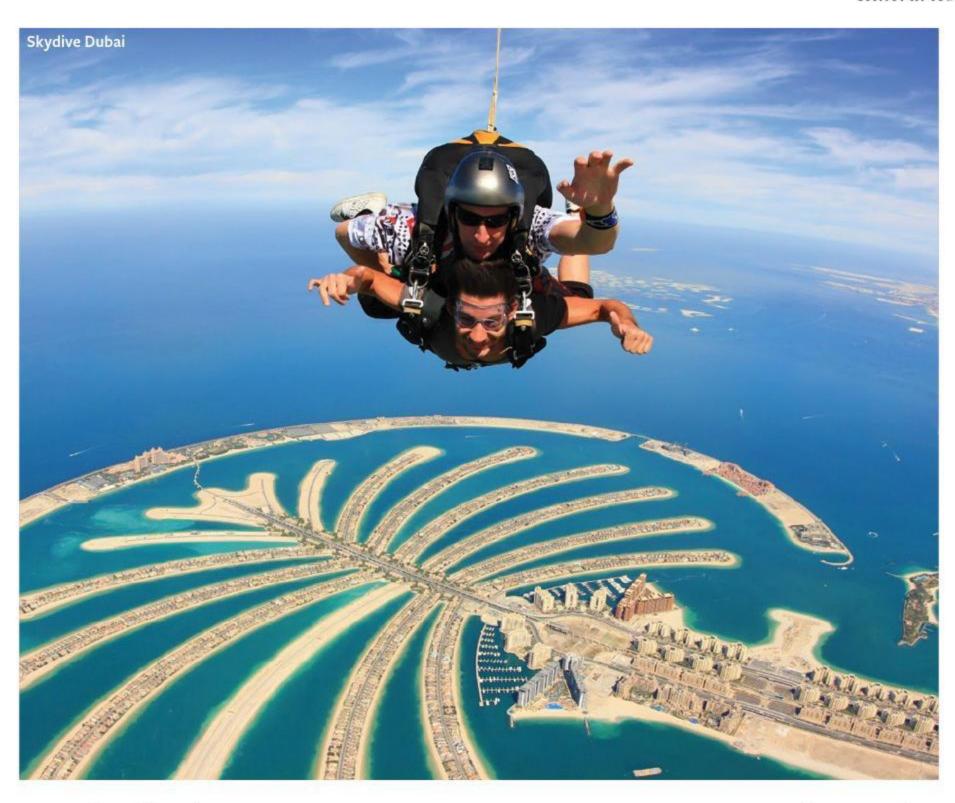
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ESCAPE WITH THE LADS

Looking for adventure? You'll get more than you bargained for in Dubai!

DAY 1

Morning

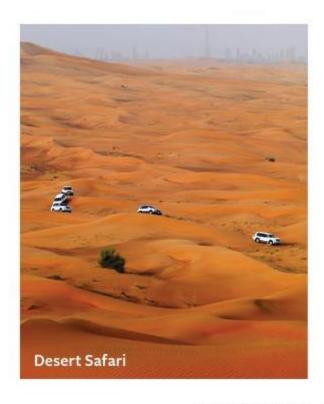
Dubai is one of the leading cities in the world for extreme sports, so start the day on a high and head to Skydive Dubai to hurl yourself out of a plane at 13,000ft above Palm Jumeirah. Jumping in tandem with one of the Skydive instructors you'll be in safe hands as you soar through the cloudless sky above what is considered one of the top 'drop zones' in the world.

Afternoon

Time to get behind the wheel and test your driving skills around Dubai's Autodrome. Fasten your seatbelt in an Audi R8 V10 or even a speciallyprepared single seater, the ultimate race car introduction to wings and slick tires. Alternatively, if you're just up for the laugh, then hire karts at the kartdrome and prepare to race.

Evening

Take things a little steadier come sundown and enjoy a leisurely stroll around the Faldo course at the worldfamous Emirates Golf Club. With the moon up, the floodlights will show you the way as you navigate around Faldo's trademark tees and bunkers.

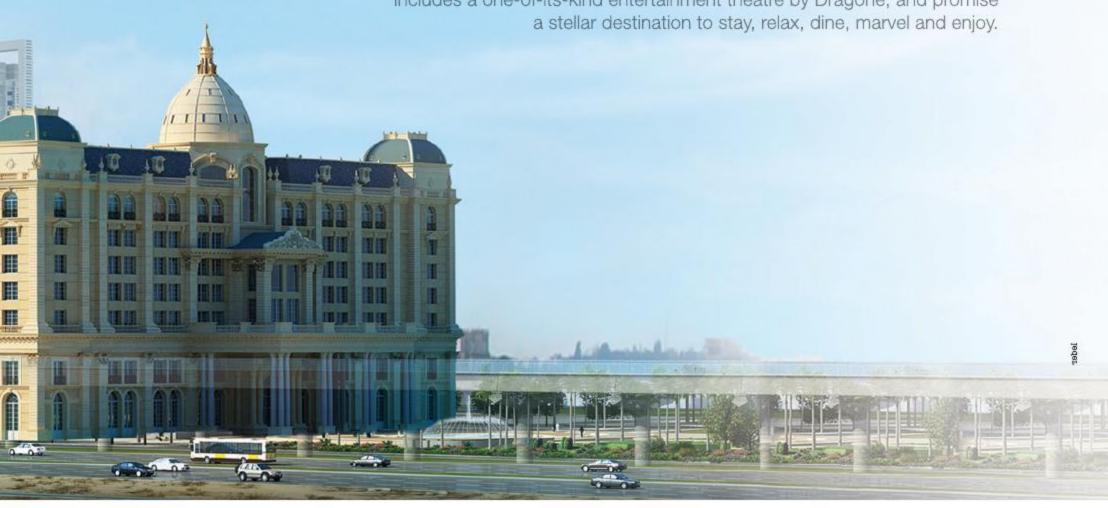




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Starwood Hotels & Resorts brings together three of its distinctly different hotel brands in Al Habtoor City – Dubai's first St. Regis, UAE's first W hotel, and the region's largest Westin. Collectively presenting close to 1,600 exceptionally designed rooms and suites, 20 world-class restaurants and lounges, matchless indoor and outdoor event spaces, the hotels are grandly poised to transform luxury hospitality on the arterial Sheikh Zayed Road.

Reinforcing Al Habtoor City as Dubai's new urban resort, the three hotels complement the development's residential and entertainment offering that includes a one-of-its-kind entertainment theatre by Dragone, and promise a stellar destination to stay, relax, dine, marvel and enjoy.











When you've completed your 18th or 9th hole head to Spike Bar for a drink overlooking the putting green.

DAY 2

Morning

Prepare for a sightseeing tour with a difference – on the back of a superbike. Prestige Motorcycle Tours and Rentals will have you mount a Harley, Honda Goldwing or BMW motorcycle for a tour of the town. Alternatively, hop on a Honda Gold Wing 1800 trike, turn the music up and go exploring with FlyBike Tours.

Afternoon

Another extreme sport to try – wakeboarding and wakesurfing. Let the guys at Xtreme Wake teach you the ropes then take you for an adrenaline-fuelled spin to see how long you survive on the waves.



Evening

You haven't even ventured into Dubai's biggest playground yet – so here's your chance. The desert awaits and so does a whole host of fun and games. Hitch up with one of the many operators, don your helmet and weave through the trackless desert, tackling both low and high dunes on a quad bike or dune buggy. This will be a rollercoaster ride like no other.



DAY 3 Morning

It's time to reel in your catch as you ply the waters of the Arabian Gulf. The warm and shallow waters off Dubai are teeming with life – big life. We're talking barracuda, snapper, kingfish, grouper, long-tail tuna, giant mackerel, trevally and so much more. With all the equipment on board your deep-sea fishing vessel, you'll cast your line and wait with anticipation for that magical moment when you feel a tug on the line. Let the battle begin. It's you against the fish. It takes tact, patience, strength and endurance.

Afternoon

There's not many places in the world where you can dive with sharks – in a shopping mall! At The Dubai Mall aquarium you'll come face to face with the world's ultimate predator when you enter the 10-million-litre tank. Even if you're not a certified diver you can jump in – after you've taken a short course.

Evening

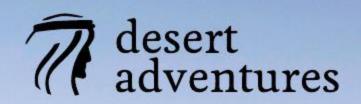
After all this sport, it's time to relax by watching it instead. Dubai offers a host of options where you can catch the latest games live on a big screen. Head to the beachside Barasti at Le Méridien Mina Seyahi or McGettigan's at JLT or DWTC or Girders at the JA Ocean View Hotel on The Walk at JBR.



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Discover the Secrets of Arabia





CULTURE VULTURES

Soak in the magic of Arabia and unravel Dubai's remarkable story from fishing village to modern-day metropolis.

DAY 1

Morning

Your journey will start in the Al Fahidi Historical Neighbourhood – the area where the city's first wealthy merchants set up home back in the 1850s. Their grand houses are distinctive because of their beautiful wind towers. Let a guide from the Sheikh Mohammed Centre for Cultural Understanding (SMCCU) lead you through the labyrinth of lanes and courtyards telling you the history and significance of this district. Be sure to browse through the galleries and take refreshment in a courtyard café such as the XVA Café.

Nearby is the Dubai Museum,

where the history of the city is laid out in photos, videos and dioramas.

Afternoon

Having learnt about Dubai's beginnings, see it for yourself when you walk beside the Creek towards Shindagha and visit Sheikh Saeed Al Maktoum's House, the original home of the grandfather of Dubai's current Ruler of Dubai. See the yard where he played as a boy and marvel at the black-and-white photos on display of





a bygone era. After that, step back in time at the Heritage and Diving Village museums next door.

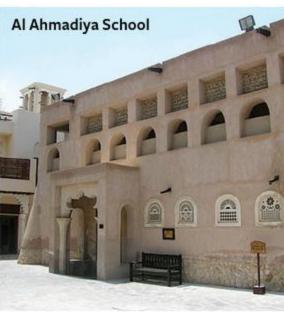
Evening

Time to explore the souqs – the original marketplaces where traders and craftsmen have toiled for over 150 years. Having enjoyed the Textile Souq on the Bur Dubai side of the Creek, take an abra – a traditional wooden boat – across the bustling Creek to Deira where you'll find the aromatic Spice Souq and the dazzling Gold Souq.

DAY 2

Morning

Non-Muslims can take the rare opportunity to step inside a mosque. The SMCCU conducts tours of the beautiful Jumeirah Mosque explaining the basis of the religion of Islam and Emirati culture. Learn about local customs and traditions: why do men wear white and women wear black? And why do Muslims fast during Ramadan?



Afternoon

Time for some culture of a more modern kind. Head to Alserkal Avenue in Al Quoz to get a taster of the talent that's being nurtured in this city of multi-cultured artists. From calligraphers to photographers, musicians to filmmakers, this avenue is proving to be the heartbeat of Dubai's modern artistic life.

Evening

One of the best ways to explore a destination's culture is through its food. Take your tummy on a tour with Frying Pan Adventures where you'll be taken off the beaten track to the back streets and side streets to meet Dubai's ethnic mix of culinary craftsmen. Taste homecooked Indian curries, sip chai, savour Palestinian falafels or Egyptian tossed pastry. Bring your walking shoes and a big appetite.



DAY THREE

Morning

It's an early start with Platinum
Heritage when you drive into the
desert in a museum quality vintage
Land Rover in search of local wildlife.
Priding itself on offering its guests
a truly authentic experience, you'll
discover what life was like for those
living in the desert. Listen to stories
from a local Bedouin who was one of
the original inhabitants of this land;
enjoy a traditional breakfast; observe
the wildlife and take a glimpse into the
rich history of the region.

Afternoon

Take your pick from any number of museums in Deira. How about the Women's Musuem? Here you'll see how women have always played an integral and crucial role in Dubai's history, government and modern society. Or how about Heritage House, regarded as one of the finest examples of traditional Arabic architecture. Pop into Al Ahmadiya School, the very first school in Dubai set up in 1912. See the original classrooms where the boys learnt the Holy Qur'an, calligraphy and astronomy.

Evening

Step on board one of the original wooden dhows for dinner. These vessels once plied the waters in search of pearls – the mainstay of the local economy back in the 1920s. Today many have been converted into floating restaurants. Docked on the Deira side of the Creek behind the Sheraton Dubai Creek Hotel & Towers, you'll see many dhows lined up ready to greet you on board before setting sail and serving you a lavish dinner.

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WHEN MONEY IS NO OBJECT

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DAY₁

Morning

Naturally you're staying at Dubai's icon of luxury, the often-billed "seven-star" Burj Al Arab. Your transfer from the airport is by helicopter, where you'll be given an exclusive bird's eye view of the city skyline, The Palm and World Islands before making a dramatic landing above the glistening Arabian Gulf on the hotel's famous helipad. If you are going to make an entrance, this is they way to do it.

Afternoon

While your personal butler unpacks the luggage, it's time to discover why the Burj Al Arab's Talise Spa has won "Best Luxury Hotel Spa" for two years running. Enjoy magnificent views out of the floor-to-ceiling windows 150 metres above the Arabian Gulf as you are treated like royalty. The 85-minute Burj Al Arab Arabic Journey is the most exclusive pampering that money can buy and will make you feel like





a new person from top to bottom.
Alternatively, head to the Raffles Dubai and lie back as 24-carat gold sheets are placed over your face during the Egyptian Gold facial. You'll leave feeling rejuvenated and your skin will be dazzling.

Evening

Travel by chauffeur-driven Rolls-Royce to the Burj Khalifa, the world's tallest building. Here you have a table reserved at the world's highest restaurant, At.mosphere, which also happens to be one of Dubai's most exclusive dining establishments. That's made clear by the fact that the direct express elevator access to the venue on the 122nd floor of the tower is in the Armani Hotel Dubai lobby. But before

sitting down to eat, there's time for a drink in the At.mosphere Lounge to soak in the views.

DAY 2

Morning

Get close to the world's most beloved marine mammal at Atlantis' Dolphin Bay, which is one of the world's most sophisticated dolphin habitats designed to keep these intelligent creatures happy. With the Private Experience you have these playful animals totally to yourself. You are allowed to touch and hug the dolphins, play ball with them and enjoy the thrill of a dorsal fin tow (depending on your swimming ability). Certified scuba-divers can have the experience of a lifetime and even hitch an underwater ride.



Afternoon

Time to relax on the beach. But this is no ordinary beach. This is literally an island – aptly named The Island, in The World. Have a party or hire the island exclusively for the ultimate in privacy.

Evening

The Burj Al Arab's helipad is famous for an Agassi versus Federer tennis match, a big Tiger Woods drive into the Arabian Gulf and the charity High Table dinner held during the Dubai Food Festival. Tonight it is all yours as you indulge in a private dinner that is as exclusive as it gets.

DAY 3

Morning

Enjoy the desert's majestic beauty as you float above the Dubai Desert Reserve where oryx and gazelles roam among the shrubbery and dunes. There's no sounds except those of nature as you are on your own on this exclusive balloon experience with four-wheel drive transfer all provided by Balloon Adventures. After landing enjoy a bubbly breakfast in true Dubai style.

Afternoon

It's time to tackle Dubai's famous shopping in an orderly fashion. Thanks to your personal shopper who knows exactly where to go and has already pre-shopped for you, a new wardrobe can be achieved in record time with accessories to match. Regardless of whether you shop for two, four or six hours, there's nothing like expert advice and an unbiased opinion to get results. And thanks to the personal shopper's connections, you can even enjoy private fittings at Dubai's most exclusive boutiques.

Evening

It's your last evening in Dubai, and what better way to spend it than with a few close friends on a yacht? Around 80 or perhaps 200 of them? Then again, you might like something more intimate. Whichever way, there's an exclusive yacht charter to fulfill your every need, and cruising along Dubai's shoreline or visiting The World islands is a fitting goodbye. And that goodbye can be party central or a refined dinner.



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BREAK ON A BUDGET

Who said Dubai was expensive? See how far you can get on so little.

DAY 1

Morning

Grab a 'take out' from any of the cafés beside the sands of JBR and set up a picnic on the beach. The great thing about this beach is that all the changing and shower facilities are on tap. There's also exercise equipment dotted along the beach so you can have a workout while you're there.

Afternoon

Stroll along to the Dubai Marina Mall and hop on the Dubai Ferry that will take you all the way along the coast to Historic Dubai dropping you off at Al Ghubaiba terminal. The journey takes an hour, and at just Dhs50 a ticket it's an unbeatable price for a sightseeing cruise. Have the camera ready as you pass the Burj Al

Arab and Palm Jumeirah. When you've reached your drop-off point you're in the heart of historic Al Shindagha. Stroll along the promenade to visit the host of heritage sites here, such as the Heritage and Diving Village (entry free) and the Sheikh Saeed Al Maktoum House (entry Dhs3), home to the grandfather of the current Ruler of Dubai.



Evening

Return towards Al Ghubaiba and you'll soon discover the Textile Souq. Bargains are to be had here to those who haggle. Pick up pashminas for as little as Dhs10 and all manner of souvenirs. Take in the sights and sounds of the Creek when you hop onboard an abra – a wooden, open-topped boat. This experience is considered a Dubai 'must-do' and at Dhs1 it's unbeatable. Disembark at the Deira side of the Creek where the hustle of the Spice and Gold Sougs await.

DAY 2

Morning

Touring the beautiful Jumeirah Mosque is an enlightening experience to learn more not only about the religion of Islam but also the Emirati culture. This is a rare chance for non-Muslims to enter a mosque and you are welcome to ask any questions you like. The tour lasts an hour and a half and costs just Dhs10.

A great value deal is offered by the Big Bus Dubai company. For the price of a ticket (from Dhs220 per adult) passengers not only get to hop on/off at any of the landmark stops on three different routes, but they also get a whole host of freebies including a desert sunset tour, entry to the aquarium at Atlantis, a dhow cruise on the Creek and Marina, a free ride on a water bus, plus a booklet jam packed with discount offers!

Afternoon

With fares for a single journey on the Dubai Metro costing from just Dhs1.80, travelling on the world's longest fully-automated metro network is an unbeatably good-value way to tour the town and see the sights from its elevated tracks. Take the Metro to Zabeel Park getting off at Al Jafiliya station or to Creekside Park getting off at - and walking for 20 minutes from -Healthcare City station. Entry to both parks is just Dhs3 per person. Inside the gates are lots of green spaces, play areas and paths for walking, cycling or jogging. Zabeel Park is home to the new Dubai Frame, while at Creekside Park you can take flight in the cable car that runs the 2.3km length of the park suspended 30m in the air giving great views of the Creek for just Dhs30 for the half an hour ride.

Evening

Time for some bargain hunting. Karama is a mishmash of stores selling everything from handbags to Dubai souvenirs. Enjoy the browsing, some serious haggling and a different





side to Dubai rarely seen in the glossy holiday brochures. Karama is reached from ADCB Metro station.

Alternatively, head for Satwa where the streets are lined with shops crammed with knick knacks of all descriptions. Like Karama, Satwa is a meleé of Indian, Iranian, Pakistani and Middle Eastern communities all plying their wares. Satwa is renowned for its multicultural dining and street food. Most famous is Ravi Restaurant where you can dine on the best Pakistani curries for well under Dhs10.

DAY 3

Morning

Completed in 2014, the 14km
Jumeirah Corniche snakes its way
along the shoreline from Umm
Suqeim to the Jumeirah Mosque.
Follow this padded green pathway
and take in the sights along the way –
the fishing villages, the marinas, the
majestic villas and the beaches.

Afternoon

During your walk be sure to stop off at Kite Beach to watch the kite surfers perform their amazing stunts on the waves. If you pop into The Beach House for refreshments, your visit may coincide with a live jazz performance or you might be able to avail of free paddle boarding lessons.

Evening

End your Dubai trip by witnessing the city's favourite show at the Dubai Fountain. Watch the jets of water spring and sway in choreographed motion to the stirring music. Shows start everyday at 6pm and take place every 20 minutes until 11pm. These spell-binding shows are completely free!





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MAKEANEVENTOFIT

hen it comes to Dubai's packed calendar of events the trophy says it all: World Festival and Events City 2015. This is the second year running that Dubai has won this award issued by the International Festival and Events Association (IFEA) and, looking at the diversity and quality of events on offer, it's with good reason.

With events being a core component of the city's Tourism Vision of attracting 20 million annual visitors by the year 2020, getting the highest calibre of performers and artists and offering the widest breadth of offerings is seen as crucial.

In 2015 alone we've seen the calendar almost fit to burst with the addition of even more amazingly successful events. The Dubai Comedy Festival saw global and regional comedians create hilarious chaos in the crowds for this inaugural event, while art lovers got to treat themselves at the World Art Dubai fair – billed as the UAE's first affordable art fair.

We welcomed back, for a second year, expanded editions of the emirate-wide Dubai Food Festival and the adrenaline-fuelled Dubai Motor Festival and celebrated the 20th anniversaries of the globally-renowned Dubai Shopping Festival and the equestrian extravaganza that is the famous Dubai World Cup.

With events woven into the fabric of daily life in the emirate, there's never a dull moment in this city. Get the timing right and a holiday could coincide beautifully with a concert from an A-list artist, a sporting world championship or a festival of food, art, comedy or literature.

Plus the spotlight landed on a sensational string of A-listers, with the likes of One Direction, Ed Sheran, Drake and Michael Bublé playing to sell-out crowds, not to mention a host of Bollywood and Arabic stars.

Quirky events, such as the second edition of Street Nights took place and in November, after a nine-year gap, Red Bull's Flugtag returned to Dubai.

No doubt 2016 will be an equally exciting and packed year of sporting, lifestyle, music and cultural events.

THE 2016 LINEUP

This is the year when we see if Federer can hold onto the title at the Dubai Duty Free Tennis Championships – holder of the ATP World Tour 500 'Tournament of the Year' 11 times in the past 12 years.

Big names in the world of golf will be teeing off at the 27th edition of the Omega Dubai Desert Classic at the Emirates Golf Club in 2016, while on Jumeirah Golf Estates around 60 of the world's top golfers meet at the DP World Tour Championship for the final meet of the European Tour.

When it comes to rugby, the Emirates Airline Dubai Rugby Sevens is as much a sporting championships as a spectators' party. Every December fans flock to the Sevens stadium donning their fancy dress and ready for three days of cheering on around 223 teams competing across 15 divisions.

For music fans, Dubai visitors and residents are spoilt for choice. As well as the continuous stream of one-off concerts, the calendar is now dotted with regular music festivals, each one seemingly trying to out-do the other with their line-up of performers.

Regulars that take place on the grassy knoll within Dubai Media City include Party in the Park, Red Fest Dubai,

/rade

Keep an eye on dubaicalendar.com and leverage on the exciting events taking place in the emirate. Combining an A-list concert or event with a holiday could clinch the deal

Blended and the Emirates Airline Dubai Jazz Festival now in its 14th year.

Groove on the Grass was new for 2015 hosting the best groove and techno DJs at the Emirates Golf Club. Meanwhile, orchestral groups are welcomed through the Dubai Classics season and September's Dubai Music Week takes to the stage at the Dubai World Trade Centre.

FESTIVAL TIME

And, as a city that attracts, nurtures and encourages talent, Dubai has become the regional hub for art, gastronomy, literature and film. Each of these genres is honoured with its own festival. For example, the annual literary festival draws top-selling regional and international authors and commentators. Due to its popularity, in 2016 the Emirates Airline Festival of Literature has been extended to two rather than one week.

Attracting thousands of film buffs, the Dubai International Film Festival (DIFF) rolls out the red carpet each December to welcome some of the world's biggest actors and filmmakers.

For gourmands, the Dubai Food
Festival continues to serve up a
smorgasbord of culinary-themed treats.
Running 25 February to 12 March 2016,
this gastronomic extravaganza – now in
its third year – sees restaurants set up
on the beach; welcomes celebrity chefs
who fly in to give master classes; invites
the public to taste signature dishes
from the city's top restaurants; and
serves up cooking contests and family
entertainment all in the name of food.

2016 will see the fourth edition of the Dubai Motor Festival. This is a



time when the city's passion for cars comes to the fore. These events may be relatively new, but there are copious festivals that have been going for so long that they are now ingrained in Dubai's diary. The Dubai Shopping Festival (DSF) is a prime example. Celebrating its 20th anniversary in 2015, DSF is not only a shopping extravaganza, but also a huge family festival when all visitors and residents in Dubai enjoy non-stop competitions

and a packed schedule of theatrical shows and entertainment.

To round off the year with a bang, the whole world is invited to view the spectacular New Year's Eve fireworks. To welcome in 2015, Dubai broke another record when the world's largest LED facade lit up Dubai's Burj Khalifa on New Year's Eve. It was a spectacle watched across the globe by millions, once again showing the world just what a truly remarkable city Dubai is.

DID YOU KNOW?

- At the 2014 Dubai
 Football Challenge
 when AC Milan played
 Real Madrid, tennis
 star Novak Djokovic
 surprised football
 fans at half-time by
 receiving the second
 half match ball by
 special delivery from
 a skydiver. The tennis
 giant then joined Real
 Madrid's Gareth Bale
 for a game of keep-ups.
- With a combined prize purse of US\$30 million, the Dubai World Cup is the richest day of horseracing in the world.
- The Emirates Airline Dubai Rugby Sevens is

DUBAI

- the only Rugby Seven's tournament to hold the men's and women's championships concurrently.
- First held in 1989, 2015 saw the 26th edition of the Omega Dubai Desert Classic when Rory McIlroy, who made history as the tournament's youngest winner at the age of 19 in 2009, took home the 2015 title.
- Art Dubai has become one of the world's most international art fairs.
 In 2015, it showcased more than 500 artists and 92 galleries from 40 countries.
- Street Nights DXB 2015 introduced the Poetry Box, a soundproof shipping container that provided a silent space where up to 20 visitors at a time could listen to poetry as the street outside erupted in noise and music.
- DIFF 2014 saw a total of 118 features, film shorts and documentaries including 55 world and international premieres from 48 countries in 34 languages, showcased to 50,000 festival goers over the duration of the eight-day festival.

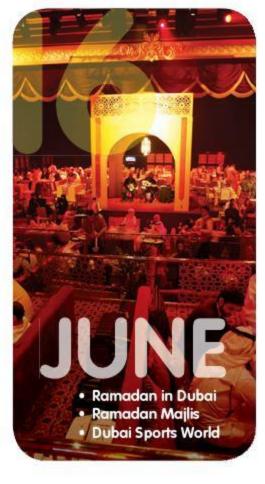
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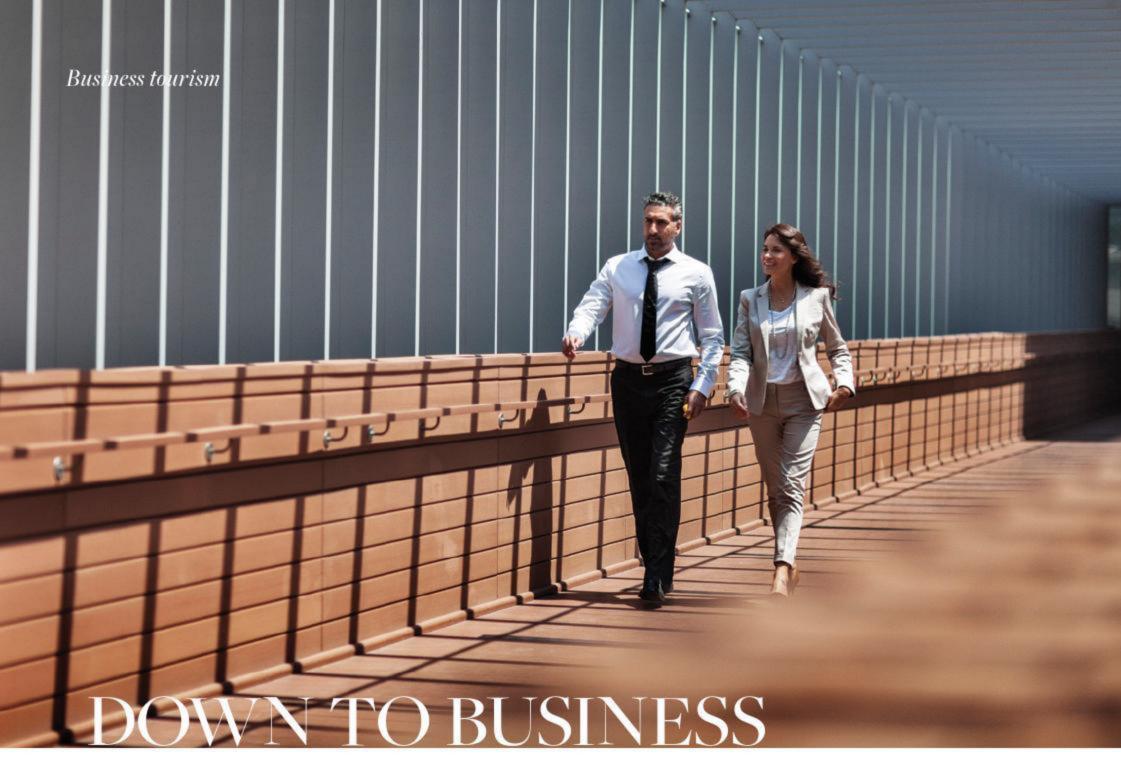
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n August 2015, over 6,000 delegates from China's insurance and financial sector converged on Dubai for the International Dragon Award Congress. This high calibre event – the first time it has been held outside of Asia – is just one of a string of new business wins that further strengthens Dubai's standing as the region's number one business tourism hub.

Bids won include the 34th
International Congress of the
International Society of Blood
Transfusion (ISBT) in 2016, beating
off rival bids from Paris, Rome
and Copenhagen. This will attract
4,000 delegates. Later in the year in
September, the Society of Petroleum
Engineers (SPE) will hold its
Annual Technical Conference and
Exhibition (ATCE) in the Middle
East for the first time in the event's
91-year history. This will attract an
impressive 10,000 delegates.

The emirate is also gearing up for the biggest event of all – Expo 2020 when over 25 million visits will be paid over six months to the global exhibition.

With a 50 per cent share of the region's trade focused events, conferences and congresses, Dubai is the destination where to seal the deal.

SO WHY DUBAI?

Easy accessibility, first-class infrastructure and a winning service within one of the most remarkable and inspirational destinations in the world make Dubai the obvious choice for doing business.

One look at a world map and it soon becomes apparent why the emirate is such an ideal spot for a meeting of global delegates. Its location between East and West, North and South makes it the perfect gateway to emerging markets in the Middle East, Africa and Asia. As it stands, one-third of the world's population is within a four-hour flight away and two-thirds are within an eight-hour flight.

What makes this more significant to business travellers is that this strategic location is backed up by first-class accessibility thanks to the state-of-theart Dubai International airport (DXB). Served by more than 140 airlines flying to more than 260 destinations across six continents, DXB became the world's number one airport for international passengers at the end of 2014, totalling over 70 million travellers over the course of the year, up 6.1 per cent from the 66 million recorded in 2013. These record-breaking figures are particularly impressive considering that for 80 days during the 2014 summer flight numbers were reduced to make way for a major runway refurbishment. In the near future, 2015 will see the opening of Concourse D, increasing the airport's capacity to 90 million passengers per annum. In the first half of 2015, passenger figures surged 10.4 per cent to reach 38,299,291, compared to 34,676,090 during the first half of 2014 and it is projected that annual passenger numbers will reach 103.5 million by 2020.



This growth is supported by Al Maktoum International at Dubai World Central (DWC), Dubai's second airport, which opened in October 2013. Al Maktoum International will eventually become the world's largest airport boasting a capacity of 200 million passengers.

This airport infrastructure, combined with the connectivity provided by homegrown airlines Emirates and flydubai, has shifted the global aviation map, ensuring that Dubai is the most accessible city in the world. This has been made all the more attractive following the easing of visa requirements last year that now sees all 28 EU member countries eligible for a visa on arrival.

Once on the ground, Dubai's infrastructure is such that doing business here is easy. At the start of 2015 there were 657 hotel establishments in the emirate, offering over 92,000 keys. While more five-star properties are in the pipeline, Dubai is also seeing an increase in the number of four and three-star properties as the city looks to enhance its mid-market appeal.

For business travellers, Dubai's hotels offer a plethora of flexible business facilities – whether you're looking for a meeting room for 10 people or a convention space for thousands. With so much choice

on offer, making a decision can be difficult – this is where the support from Dubai Business Events (DBE) can prove invaluable.

SUPPORT NETWORK

As a division of Dubai Tourism,
DBE's team of highly-specialised
professionals offer free, impartial
advice, guidance and support
to international business event
organisers in planning international
meetings, incentives conferences and
exhibitions in the city.

The team is on hand to take organisers on a tour of the city's suitable venues; help them negotiate the best deals; assist with logistics and assist with the planning of any incentive or sightseeing programmes.

For associations, trade bodies and

international non-profit organisations looking to set up international or regional branch offices in the city, the Dubai Association Centre provides practical support – such as office accommodation, residency visas, licences and marketing support.

Indeed, Dubai is renowned for its 'can do' attitude, and this goes some way to explaining why Dubai has been named among the top 20 most vibrant cities in the world in the 2015 City Momentum Index released by realtor Jones Lang LaSalle in January 2015. Dubai is the only city in the Middle East to make it onto the Index. Describing the yardsticks for the index, LaSalle said highly dynamic cities are characterised by their speed of innovation and creation of cutting-edge businesses.

BUSINESS IN NUMBERS

- According to figures from the Union of International Association (UIA), Dubai hosted 146 international meetings in 2014, compared to 80 in 2013. This saw it jump from 21st position to 14th in its global rankings.
- The city welcomed 13.2 million international overnight travellers in 2014, an 8.4 per cent increase over 2013. Of these, 21 per cent visited for the purpose of business.
- In 2014, Dubai climbed 19 places globally to 44th position in the 2014
 International Congress & Convention Association (ICCA) World Rankings up from 63rd place in 2013.

MEETINGS IN PROGRESS

Dubai World Trade Centre

In 2014, this mega venue hosted a total of 93 exhibitions and a record 2.45 million visitors made up of regional and international trade visitors, conference delegates, business tourists and domestic and leisure attendees. January 2015 alone drew in more than 130,000 trade visitors from six continents, largely owing to the hosting of Arab Health - the second largest healthcare event in the world attracting almost 94,000 visitors. To accommodate and support the increase in number and diversity of events, DWTC announced in April 2015 that it is working on a 15,500sqm extension to its current indoor complex space, taking the available multipurpose indoor event and exhibition capacity to over 122,000sqm. dwtc.com

Madinat Jumeirah

Madinat Jumeirah includes two grand boutique hotels, Al Qasr and Mina A'Salam, the world-class Talise Spa, the atmospheric Madinat Soug, as well as the multi-purpose Madinat Conference and Events Centre, alongside the blank canvas provided by the Madinat Arena that holds up to 4,500 guests.

In October 2015, the venue completed an extension to its Fort Island that now allows it to boast the largest hotel event space in the UAE. Set over 1,750sqm, the space has tripled in size and is set to host banquets, parties, exhibitions, product launches, music concerts, weddings, sports events and festivals for up to 1,400 people. jumeirah.com

Conrad Dubai

This 555-room luxury hotel is in the heart of the city's financial and trade district. Its big USP is that the Dubai World Trade Centre is a mere two-minute walk away and the Dubai Metro station could not be closer. Its impressive offering comprises 11 meeting rooms, three boardrooms and two ballrooms, including the largest day-lit ballroom in Dubai that can seat up to 1,100 delegates.



Dubai World Trade Centre



JW Marriott Marquis

In what happens to be the world's tallest hotel, there are 32 meeting rooms over 7,990sqm of total event space, with capability to host from 18 delegates theatre-style in its meetings suite right up to 1,548 delegates theatre-style in its Dubai Ballroom. With nine restaurants and five lounges, it also offers a wide choice for diners. marriott.com

Atlantis, The Palm

This is a one-stop-shop facility for conference and event organisers. In fact, the 1,539-room resort bills itself as 'the largest eat, meet and sleep conference venue in Dubai'. Whether it's a gala dinner for 1,500 people or an executive boardroom meeting for 10 guests, the Atlantis provides complete flexibility courtesy of its 5,600sqm of meeting space comprising 14 meeting

rooms, three ballrooms and two boardrooms.
These are complimented by an impressive choice of outdoor space from the private beach 'boardrooms'; the Royal Terrace and its Conference Pool area. atlantisthepalm.com

Le Méridien Dubai Hotel & Conference Centre

Just two minutes - if that - from Dubai International airport, Le Méridien's 5,500sqm banquet and conference facility comprises 25 function rooms equipped with the latest technological support. In fact, it is one of the newest and largest conference and banqueting facilities in the city able to accommodate up to 1,750 attendees and offering direct ballroom access, show stopping show kitchens, outdoor event space and extensive parking. lemeridien-dubai.com



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ubai always has been – and always will be – associated with luxury. But that doesn't mean it has to come with a five-star price tag. As the Dubai Government looks to meet its Tourism Vision of welcoming 20 million visitors annually by 2020 and be able to declare itself the 'number one family destination in the world', it's widely recognised that the city needs to broaden its appeal beyond the luxury traveller for which it has gained its primary foothold.

Issam Kazim, Chief Executive Officer of Dubai Tourism says: "While Dubai is well known for its impressive array of luxury properties, we are keen that the city also caters to those on a more restrictive budget by offering high-quality mid-market accommodation."

But the key point of difference comes down to quality. "Affordable

Filling the gap in the hotel sector for more three and four-star properties is a top priority for Dubai.

does not equate to low quality," says
Kazim. "Dubai's reputation is based on
high standards and this goes for our
mid-market hotel sector too. Dubai
always aims to beat expectations and
what we call mid-market could easily be
considered luxury in many other cities
around the world."

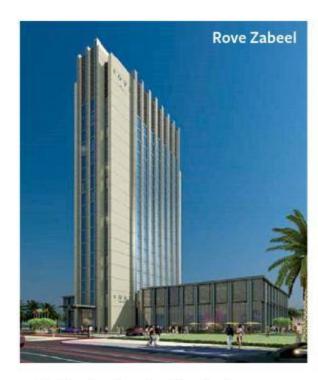
In 2014, Hilton debuted its
DoubleTree brand in Dubai with the
opening of DoubleTree by Hilton – Al
Barsha, followed by its second property
on The Walk at JBR. The following year
it introduced its Garden Inn to the
emirate with the opening in October of
Hilton Garden Inn Dubai Al Mina and
Hilton Garden Inn Dubai Al Muraqabat.
Dubbing itself as 'the iconic, awardwinning mid-market brand', it will be

joined by Hilton Garden Inn Dubai Al Garhoud in 2017, making it a trio.

In March 2015, Carlson Rezidor
Hotel Group opened its first midscale
Park Inn by Radisson-branded
property in Dubai, the Park Inn by
Radisson Hotel Apartments Al Barsha.
And, in June, Traders Hotel Dubai by
Shangri-La was reflagged Best Western
Premier Dubai, signalling the entry of
the midscale brand into the UAE.

MORE ARE ON THE CARDS

Going forward, the likes of Starwood's Aloft and Element brands, Citymax, ibis and Holiday Inn are just some of the prime examples of midmarket brands that have earmarked Dubai for development.



Underpinning the destination's commitment to the mid-market hotel sector, homegrown developers Emaar Hospitality Group, in partnership with the Dubai-based development company Meraas Holding, announced in February 2015 the launch of its midmarket brand, Rove.

The new brand will "celebrate the heartbeat of the city with its unique approach to delivering value hospitality experiences for the young and young at heart global traveller". Targeted at the modern, value-conscious and socially networked generation, as well as families who cherish fuss-free and friendly guest experiences, the first property will open in 2015 as Rove Zabeel. It will be located opposite The Dubai Mall and will feature 420 rooms.

The prime location for this midmarket hotel demonstrates that this sector will be taking its fair share of the limelight in the future. A further example of this is the announcement that Dubai-based Byblos Hospitality is to build a new 144-room, low-cost hotel on the prestigious Palm Jumeirah – real estate that up to now has been considered the reserve of those hotels boasting five stars. This property is slated to open in 2016.

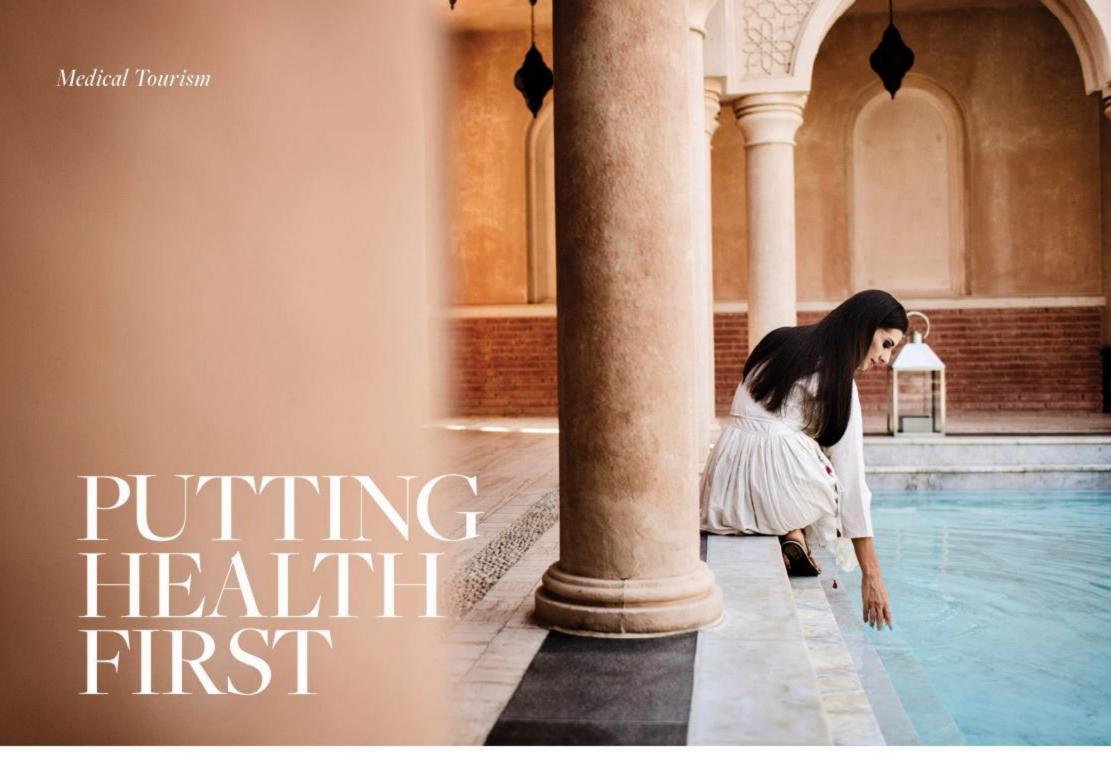


Don't get star struck! Mid-market hotels in Dubai could easily be considered luxury in many other cities around the world.



MID-MARKET PIPELINE

- In April 2015, Hilton Worldwide announced plans to open the first Hampton by Hilton hotel in the Middle East, with the 420-room Hampton by Hilton Dubai Al Qusais. This property, located close to Dubai International airport's Terminal 2, will be the brand's largest property under development in the world and is due to open in 2017.
- The UK's well-known mid-market brand Premier Inn is making its presence loud and clear. With three properties currently in the city, the company has announced the openings in 2016 of the 245-bedroom Premier Inn Dubai Healthcare City and Premier Inn Ibn Battuta Mall, which will have the largest key count outside of the UK at 372 rooms.
- Millennium & Copthorne (MEA) will open the three-star budget Studio M Dubai
 World Central. Scheduled for completion in 2018, it will offer 750 rooms, making
 it one of the largest budget hotels in the region.
- Starwood Hotels & Resorts Worldwide has partnered with Dubai Properties to open four new hotels in Dubai under the group's Element and Aloft brands. Scheduled to open in 2018, the hotels will add 816 mid-market rooms in Dubai. The new hotels include the 227-key Aloft Dubai Dubiotech; the 200-room Aloft Dubai Studio City; the 221-room Aloft Dubai IMPZ and the 168-room Element Dubai IMPZ. The addition of the Element and Aloft brands will mean all nine Starwood brands will be in Dubai.



becoming one of the world's top medical tourism hubs by the year 2020. Back in 2014, the target of welcoming 500,000 medical tourists per year was proclaimed. Mid way through 2015 that target was significantly revised upwards by 12-13 per cent following the arrival of 260,000 medical tourists in the first half of the year alone. According to the Dubai Health Authority (DHA), that figure represented a 12 per cent increase on the same period the previous year.

Globally a profitable industry

– estimated to be worth US\$50bn

(Dhs183bn) – medical tourism is an area of great potential for Dubai.

Firstly, the emirate offers an array of high-quality, state-of-theart medical facilities and specialist surgeries including orthopaedic and spine surgeries; sports medicine; cardiology; oncology; neurology; dermatology; cosmetic surgeries and alternative medicine; wellness and spa treatments; LASIK procedures and also cosmetic and Dubai is not just a top holiday spot, it's also the choice for those looking to have medical treatment. And, as the holder of the Destination of the Year' award at the 10th World Health Tourism Congress, more people are putting their faith in the city's highly experienced and well facilitated medical experts.

surgical dental procedures.

Secondly, Dubai's geographical location, ideally situated between East and West, is a key advantage. One-third of the world's population is within a four-hour flight away and two-thirds are within an eight-hour flight away. Dubai has leveraged its location through connectivity, with the airlines playing an integral role.

Lastly, patients flying to Dubai seeking world-class medical treatment can recuperate in a remarkable destination with an offering that includes must-visit attractions, experiences and events.

With these credentials in place, a number of initiatives have been put in

place. These include the establishment of a Medical Tourism Club in February 2015. Qualified Club members include hospitals, day-care surgeries and multi-specialty clinics. All come together on a regular basis to discuss ways in which they can promote their facilities, continue to attract the highest qualified staff and improve transparency of service levels.

As such, DHA has announced that it is to introduce a hotel-style rating for hospitals and medical services, whereby rankings can be benchmarked against international standards. Among the criteria for rankings are performance, qualifications of health personnel,

success of surgeries, capacity and quality of equipment and the outcome of audits. Looking at the rankings, patients applying for treatments will be able to independently compare the evaluations and make their choice accordingly.

In addition, it is recognised that medical tourists are also looking at the wider travel and hospitality considerations, such as visas, hotels and flights. For this reason, DHA is working with Dubai Tourism and other tourism stakeholders to produce medical tourism packages.

Dubai Tourism Director General HE Helal Almarri said: "The two sectors [tourism and healthcare] are increasingly working in tandem as we see more people travelling overseas for healthcare, medical or wellness reasons - either with healthcare being the primary reason for travel or as an add-on to a holiday."

UPGRADED PACKAGES

Working with Dubai's tourism stakeholders, tour operators are increasingly upgrading their packages by offering a host of features, such as accommodation, wellness and spa facilities, chauffeur services, translators and other services, that will help make the stay of patients and their family members more enjoyable and comfortable. Dubai Immigration is also assisting medical tourists by offering three-month medical tourist visas, extendible twice.

At the same time, Dubai continues to upgrade and build on its infrastructure - both in the medical and tourism industries. The number of health facilities in Dubai is more than 2,700, with 10 hospitals currently under construction.

With its first phase scheduled to open in 2017, the Fakeeh Academic Medical Centre will comprise a state-of-the-art 300-bed hospital and medical university. The hospital will be the first 'smart' hospital in the region, comprising IT-enabled patient rooms fitted with health-monitoring technology. The technology will ensure that the hospital conforms to

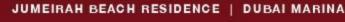
the highest standards of sanitation, as well as simplifying everyday operations and workflow.

Furthermore, an announcement was made in March 2015 marking the launch of the second phase of Dubai Healthcare City (DHCC). This free zone district, which is centred on medical education, treatment, research and enterprise and currently has more than 130 clinical facilities, is being expanded by 22 million square feet, costing up to Dhs5bn. The expansion will see 25 per cent of the allotted land allocated for medical services and 25 per cent for hospitality and retail.

March 2015 also saw the opening of the five-star Hyatt Regency Dubai Creek Heights just a few minutes' walk from Dubai Healthcare City metro station, adding to a portfolio of three-, four and five-star hotels in the area.

Plus, growth in the hotel sector across the city and constant additions to its list of tourism attractions will ensure that Dubai continues to attract tourists - in sickness and in health.







Overlooking The Walk and the bustling promenade of Jumeirah Beach, Suha Hotel Apartments is set in JBR, the architectural complex that has become synonymous with the Dubai Marina skyline.

Rooms

90 apartments which are available in one to four bedroom units ranging from 61 to 232 sq.metres in size. Our two 840 sq. metres Duplex Penthouses are available on an annual rental basis only.

Facilities & Services

- 24-hour reception
- · Full housekeeping services
- · Wireless internet connection
- Fully fitted kitchen with fridge and a range of modern appliances
- LCD television
- DVD player and music system
- · iPod docking station
- Outdoor private swimming pool
- · Washing machine, flat iron and ironing board
- · Digital safe security box
- Covered car parking
- Currency exchange
- Airport transfers and laundry services* (*available upon request at an additional cost)

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Just a few minutes from Mall of the Emirates and close to the recognized business hubs of Media City, Knowledge Village and Internet City. Ideally located for those wishing to be at the heart of new Dubai.

Rooms

Our hotel provide 60 apartments which are available in one and two bedroom units ranging from 75 to 100 sq. metres in size.

Facilities & Services

- 24-hour reception
- Full housekeeping services
- · Wireless internet connection
- Fully fitted kitchen with fridge and a range of modern appliances
- LCD television
- DVD player and music system
- · Rooftop pool, gymnasium and sauna
- Covered car parking
- · Washing machine, flat iron and ironing board
- · Digital safe security box
- Currency exchange
- Airport transfers and laundry services* (*available upon request at an additional cost)

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Dubai Healthcare City expands into wellness

Your health and wellness destination



SEASON OF SURPRISES

Summertime sales and an extravaganza of entertainment keep the visitors flocking in.

ubai is increasingly being recognised as a year-round destination with the beaches, attractions, hotels and experiences being enjoyed 12 months of the year.

Great value offers and discounts have traditionally enticed visitors to the emirate during the summer, but now, more so than ever before, people are purposefully choosing to come to Dubai for the plethora of events that are held in the city during this exciting period. A host of indoor family entertainment activities, fireworks lighting up the famous skyline, cultural experiences, shopping offers and prizes are just a few of the factors that make this season so remarkable.

FESTIVAL TIME

Each summer sees an ever-expanding programme of events incorporating a number of festivals organised by Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism). These include the fun-packed Dubai Summer Surprises (DSS) – an extravaganza that, as the name suggests, is full of surprises for all the family.

With the festival mascot being a sunny-faced bright yellow character, DSS sees the annual opening of the hugely popular Modhesh World – the largest indoor family edutainment destination in the Middle East that offers a range of fun experiences within a carnival-like atmosphere inside the air-conditioned Dubai World Trade Centre. On average, Modhesh World welcomes over 500,000 visitors every year.

Shopping malls become veritable theatres, with stage shows drawing in crowds for daily free performances. Musicals, dramas, acrobatic and fashion



shows entertain audiences in their hundreds. During DSS 2015, the red carpet was rolled out for celebrity visitors Jaden and Willow Smith, Nancy Ajram and Arab teen star Hala Turk, while global entertainment concepts such as Bugs Bunny, Tweety & Sylvester, Power Rangers, Sonic the Hedgehog and Gumball launched their world premieres during what was the 18th edition of the family extravaganza.

Also associated with DSS is the rapid downward spiral of prices across almost all retail outlets in the city. Special offers and discounts of up to 70 per cent on a wide range of merchandise make shopping almost too good to be true. What's more, shoppers can walk away with incredible prizes. During DSS 2015, millions of dirhams worth of prizes were up for grabs.

All this is offered at a time when the city's hotels and tour operators traditionally slash their prices, offering the most amazing value for money in one of the most luxurious destinations in the world. An experience that many may think is out of their price range suddenly becomes feasible – ensuring that Dubai is a destination open to everyone.

These unbeatable prices and exciting events make what is already an incredible city even more remarkable. The beaches, attractions, exquisite cuisine and no end of family entertainment are the basic yearround ingredients – the festivals and events are just the icing on the summertime cake.

RAMADAN

Summer is not all about retail sales and entertainment. Over the past few years, summer has also coincided with the enlightening period of Ramadan and the subsequent Eid Al Fitr festival – a time when Dubai really shows its cultural roots and rich heritage. This holiest of months is one in which all visitors to the city can enjoy time-honoured traditions and when hospitality is at its peak. Increasingly, Ramadan is being recognised as a time to visit rather than avoid Dubai. In 2016 the Holy Month is predicted to run from 6 June for 30 days.



STEP ON BOARD

As the region's leading cruise hub, passengers are being welcomed ashore with open arms.

ew cities have the wow factor that Dubai has when you approach it on board ship. The piercing tower of the Burj Khalifa immediately sends out a message to the passenger that this is no ordinary city. This is a 'city of possible' - a place where remarkable sights, sounds and experiences await upon its shores.

Thanks to its state-of-the-art cruise terminal, in the 2015-16 cruise season which runs from October to June more than 465,000 cruise tourists are expected to see this remarkable sight as they dock in Dubai.

This season, once again Royal Caribbean International (RCI) will return with Splendour of the Seas, making Dubai its home port. Alone, this stately ship – which comes complete with rock-climbing wall and Vitality Spa - will bring 32,000 tourists to the city.

RCI will be joined by four other cruise lines that have already adopted Dubai as their home port for the season: AIDA Cruises, Costa Cruises, TUI Cruises and MSC Cruises. In total, 22 cruise lines will include Dubai in their itineraries - this includes the two queens from Cunard in April 2016: Queen Elizabeth and Queen Mary 2.

At one single point, the Dubai Cruise Terminal can handle complete passenger turnaround of five cruise ships thanks to the fact that it is the most modern and the largest dedicated cruise facility in the Middle East spanning over 36,500 square metres on a pier stretch of 2,200 metres.

Facilities and services at the terminal include currency exchange, shops, cafes, tour operator booking booths, complimentary Wi-Fi and a Dubai Tourism helpdesk. It is clear that cruising has been earmarked as playing a crucial role in Dubai meeting its tourism vision of welcoming 20 million visitors to the city each year by 2020.



In 2013, Dubai Tourism in conjunction with regional tourism authorities formed the Cruise Arabia Alliance to create awareness of the cruise offering in the region. This alliance was strengthened in August 2014 by simplifying visa procedures through granting cruise passengers with multiple entry tourist permits. As a consequence, this new ruling has opened up several potential source markets.



CRUISING IN NUMBER

The number of cruise ships that can complete passenger turnaround at the same time at Dubai Cruise Terminal.

The number of cruise ship calls in the 2015-16 season.

36,500sq m

The size of the terminal making it the world's largest dedicated cruise terminal facility.

465,000

The number of cruise tourists expect in Dubai in the 2015-16 season.

22

The minimum number of cruise lines that include this season.

The number of cruise companies for which Dubai is a home port.

A LOOK AHEAD

As if Dubai's not good enough already, there are even more exciting attractions in store. Here's a sneak peek at what's to come...



Are you ready for the thrills at IMG Worlds of Adventure?

In September 2015 the residents of the new IMG Worlds of Adventure flew into Dubai to take up their positions. It wasn't an easy move considering some of the residents measured over 15. 5 metres high, plus they came in a pack – 69 of them all at once. Obviously, these were no ordinary expats. They were life-sized, 'breathing', moving dinosaurs and their new home is the Lost Valley – Dinosaur Adventure park in the new IMG Worlds of Adventure, parts of which open in early 2016.

Within the vast Jurassic terrain,

guests will be transported to the prehistoric era where they can track down the dinosaurs, watch them in their natural environment and hear them roar or feast on prey. Among the pack is the enormous Barosaurus and the ferocious Allosaurus, all painstakingly built over five years to 'breathe', move and feel like their ancestors.

For thrill seekers, The Lost Valley also contains The Velociraptor, a rollercoaster that will propel riders 100km/h in 2.5 seconds with its biggest loop topping 35 metres high.

Overall, the whole IMG park will span over 1.5 million square feet, accommodating over 20,000 visitors a day. It will be the world's largest temperature-controlled indoor themed entertainment destination built around four exciting zones – IMG Boulevard, Cartoon Network, Marvel and Lost Valley – Dinosaur Adventure. Super hero favourites, such as Spiderman, The Hulk, Iron Man, Thor and The Avengers will ensure it's the safest place in town. imgwoa.ae



Al Habtoor City takes shape

On the side of Dubai's main highway

- the Sheikh Zayed Road - a city is
emerging. Entitled Al Habtoor City, this
will be the go-to address for guests
staying at what will be three of Dubai's
newest and most fashionable hotels

- the St. Regis, the W Dubai and The
Westin Dubai.

Having softly opened its doors in the last quarter of 2015, the palatial St. Regis is a first for the Starwood brand in Dubai. Featuring a grand staircase as its centrepiece, this 233-room hotel (including the region's first Bentley Suite) will have eight restaurants, including a JG Steakhouse by three-Michelin star chef Jean-George Vongerichten. The lavish gardens will be a big attraction of this hotel featuring a musical and sculpture garden.

The cutting-edge W will also be a first in the city bringing its design-led lifestyle to Dubai within its 355 rooms. Finally, the 37-storey Westin will open with 1,004 rooms, that include 142 suites.

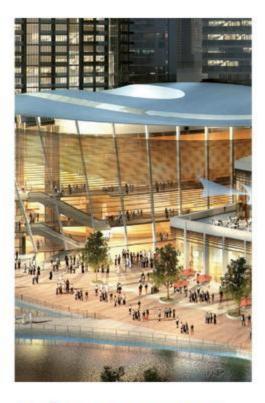
These three hotels will sit around the City's Atrium in which during 2016 another extravagant Dubai 'must-see' will launch.

This attraction will take the form of a mesmerising, theatrical

show combining light, water and spellbinding acrobatics. Brought to you by Franco Dragone, the mastermind behind Cirque du Soleil, La Pearl will be a 1,400-seat theatre where the stage is a deep glass pool of water. Two spectacular shows will take place each day when it opens in the final quarter of 2016.

The Atrium will also house Jazz at Lincoln Centre – a serious jazz bar imported from New York where jazz takes centre stage. The scheduling of performers will be handled by the New York head office ensuring that Dubai is truly cemented into the world of jazz. And, direct from West Hollywood will be the Asian lounge Blind Dragon. This favourite among Hollywood A-listers will provide private booths for group parties and the inevitable singalong.

But Al Habtoor City will not just attract tourists; it will become an integral part of Dubai with parks and luxurious residential towers coming together. Boutiques and restaurants will line the grand Boulevard and, with the Dubai Canal Project running through the City, watching the boats sail past as you dine alfresco at the many waterside restaurants and cafes will be a top lifestyle attraction. alhabtoorcity.com



Dubai is warming up its vocals for the opening of Dubai Opera

A new iconic building - one that will be distinctive the world over as belonging to Dubai - is due to open its doors in 2016. Taking centre stage within the new Dubai Opera District in Downtown Dubai will be the unmissable Dubai Opera. This 2,000-seat venue for opera, theatre, concerts, art exhibitions, orchestra, film, sports events and seasonal programmes, will be the centrepiece of a wider development known as the **Dubai Opera District, featuring** luxury hotels, elegantly designed residential and serviced apartments, a retail plaza, waterfront promenades and parks. Dubai Opera is styled on the classic wooden dhows that are synonymous with the world-famous Dubai Creek. It will also house a museum of modern art, two art hotels, design studios and galleries. The state-of-the-art opera house and the varied lifestyle components of The Opera District are set to energise Dubai's events and tourism sectors. emaar.com

Future Focus

The pieces of Dubai Parks & Resorts come together

Dubai is renowned for its architecture, and in 2016 it will build not one but 15,000 structures made out of more than 60 million Lego bricks. Legoland Dubai will feature more than 40 interactive rides, shows and attractions, with six themed areas: Lego City, Adventure, Lego Kingdom, Create, Lego Factory and Miniland. Legoland Dubai will also have a waterpark, featuring a half-million gallon wave pool, 'build-a-raft river' where guests can design and build their own customised raft, and an interactive imagination station that lets



children construct bridges, dams and cities and test their designs against the flow of water.

The park is on the site billed to become the Middle East's largest multithemed leisure and entertainment destination – Dubai Parks & Resorts.

Alongside Legoland Dubai and the Waterpark, will sit a further two parks: Motiongate Dubai and Bollywood Parks Dubai. Motiongate will bring to life the biggest characters in Hollywood setting visitors off on a cinematic journey when they enter the fantasy world of films.

Rumour has it that one section will be inspired by *The Hunger Games*.

Meanwhile, Bollywood Parks will celebrate all the glitz and colourful glamour of Bollywood movies with live entertainment and stage performances.

The destination will also include Riverland Dubai, a themed retail, dining, and entertainment experience, along with the Lapita Hotel, a Polynesianthemed family resort. The site is located in Jebel Ali. dubaiparksandresorts.com

Also on the cards....

Bluewaters Island

Completion: 2018

Built near Dubai Marina, Bluewaters Island will offer retail, residential, hospitality and entertainment zones. Its centrepiece will be the 210-metre Dubai Eye, set to be the tallest ferris wheel in the world. Amid its retail offering will be a bespoke 'souq' encircled by a promenade that will boast alfresco dining outlets serving a wide variety of cuisine. Jumeirah has announced that it will own and operate a hotel on the island - the Venu Bluewaters Island Hotel. This will be one of the first Venu-branded properties - the new contemporary lifestyle hotel brand by Jumeirah. meraas.com



Dubai Expo Site

Competition: 2019

At the heart of the Expo site will be an Arabian-style soug design with the three main zones dedicated to the Expo's themes of opportunity, mobility and sustainability. As part of the core theme of sustainability, most structures will be reused to create an exhibition and conference centre, a university and a national museum dedicated to the Expo. Meanwhile, a golf-centred residential estate adjacent to the area surrounding the Expo 2020 site will be developed. Expo 2020 Dubai will showcase the first large-scale application of Building-Integrated Photo Voltaic and Solar technology, setting a new benchmark for future megaevents. Additional sustainability criteria have been set to monitor the carbon footprint, achieve neutral water balance and manage material recycling and reuse. For example, 30% of the building materials used for the Expo are to be made from recycled aggregate content. expo2o2odubai.ae



Meydan One

Completion date: 2020
Meydan One is a 3.67 million square metre mixed-use development which will feature a mall with a retractable roof that can be opened in winter, and some record-breaking facilities including the longest indoor ski slope, the largest dancing fountain, the highest observation deck, the highest sky restaurant as well as the highest residential tower.

meydan.ae



Dimension in









XPERIENCE sheer sophistication complemented by warm Arabian hospitality at Jood Palace Hotel Dubai, situated in the heart of Deira's commercial and business district. Choose from a luxurious selection of five-star accommodation, culinary venues, Jood Spa, recreation and fitness facilities as well as conference and event spaces.

Immerse yourself in unparalleled comforts within any of our 147 Deluxe & Premium Rooms, 10 Ambassador Suites and 2 Royal Suites, as well as 90 Deluxe, Fully-furnished Serviced Residences. Enjoy the finest cuisines and innovative dishes created with care and presented with flair. Each of our dining venues has been designed to appeal to modern gourmands, offering the perfect balance of flavour and finesse. Jood Palace Hotel Dubai offers a wide array of leisure services that cater to every mood. Enrich your body at our Health Club, rejuvenate your mind at Jood Spa, or unwind at our rooftop swimming pool.

A majestic expression of regal resplendence, Jood Palace Hotel Dubai upholds Arabian traditions through inspired interpretations of hospitality. The destination invites guests to explore a sanctuary where gracious generosity and inspired indulgence abounds.

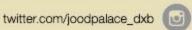
For reservations, please call 04-2113034 or email us at reservations.jph@joodhospitality.com



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TRADE RELATIONS

With over 20 offices around the world, Dubai Tourism is working hard to spread the word on a global scale. Offering support, education and opportunities for the trade and media to experience the destination first hand, each office is also your one-stop-shop for everything Dubai.

amed the Middle East's
Leading Tourist Board
in the 2015 World Travel
Awards, the Department
of Trade and Commerce Marketing,
Dubai Tourism, has its sights clearly
set on the prize – to welcome 20
million visitors each year by 2020.
Overnight annual visitor figures, as
of December 2014, currently stand at
13.2 million, so the tourism authority
clearly has its work cut out for it.

With offices in all the key markets, such as UK, India, Saudi Arabia, North America, Russia and Germany, as well as emerging markets, such as Japan, Brazil and China, Dubai Tourism has a strategic global approach. In 2013 it opened its fourth office in China; in 2014 it toured emerging markets of Korea and in 2015 it turned its attention to the potential posed by countries such as Nigeria.

Throughout the year, these representative offices follow a remit to promote and market the destination of Dubai. All the major travel trade shows are attended, such as World Travel Market, London; ITB Berlin and IBTM, Barcelona to name but a few.

In addition, each office undertakes

a programme of local educational activities and in-destination familiarisation trips embracing TV, press and online media, tour operators and travel agents. Via numerous competitions, radio and TV broadcasts, sales incentive campaigns and roadshows, the offices ensure the Dubai message is spread. In all,

DUBAI ON SCREEN

In 2015 Dubai has featured on a number of TV shows. *Girl Eat World*—the series that follows South Africa's 2013 *Master Chef* winner on her worldwide culinary tours—dedicated an episode to the emirate's gastronomy. Meanwhile, the Chinese reality TV series *Divas Hit the Road* shot in Dubai in April 2015, while Australia's famous *Fashion Bloggers* fitted in like a glove when they brought their inimitable style to the emirate to film an episode in Season 2 of the show.

In Brazil, Dubai was broadcast into people's homes via soap opera Babilonia. Shown on primetime TV six nights a week, the programme reached over 40 million viewers. Meanwhile. Dubai was the subject of the cultural phenomenon, Grandpa over Flowers, the travel reality show aired in South Korea that follows the adventures of four veteran actors in their seventies as they go backpacking. The fourth season was shot in Dubai.



Dubai Tourism hosted 5,000 agents and product planners in the emirate in 2014/5.

We've seen a number of success stories.

- The UK office of Dubai Tourism brought over London's Capital Radio breakfast DJs to host their show from Atlantis, The Palm for one week. In the afternoons, the presenters were filmed as they took on dares such as skydiving, swimming with sharks and camel polo. The films were loaded onto the radio show's website. Overall the breakfast show reached three million listeners in London.
- The Australian office brought over 300 travel agents to Dubai to experience the emirate for themselves. It invited 10 Australian TV production companies to film in Dubai, facilitated three Australian radio broadcasts and hosted large groups of bloggers and social media influencers. All this resulted in Dubai Tourism's Australia and New Zealand office being named 'Best Tourist Office -International' at the Australian Federation of Travel Agents annual National Travel Industry Awards.

DUBAI TOURISM AND COMMERCE MARKETING **OVERSEAS OFFICES**

AUSTRALIA & NEW ZEALAND

Tel: +61 2 9956 6620 Email: dtcm_aus@dubaitourism.ae

BRAZIL & SOUTH AMERICA

Tel: +55 11 3214 7500 Email: dtcm_brazil@dubaitourism.ae

CHINA

☐ Beijing office

Tel: +86 10 59792062 Email: dtcm_beijing@ dubaitourism.ae

□ Chengdu office

Tel: +86 28 6132 6793 Email: dtcm_chengdu@ dubaitourism.ae

Guangzhou office

Tel: +86 20 87607815 Email: dtcm_guangzhou@ dubaitourism.ae

→ Shanghai office

Tel: +86 21 63859600 Email: dtcm_shanghai@ dubaitourism.ae

FAR EAST

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FRANCE AND BENELUX

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INDIA

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ITALY

Tel: +39 02 8366 0917 Email: dtcm_it@dubaitourism.ae

JAPAN

Tel: +81 3 5367 5450 Email: dtcm_ja@dubaitourism.ae

MIDDLE EAST, GCC & **SUB CONTINENT**

Tel: +971 4 201 0116 Email: mana.alsuwaidi@dubaitourism.ae

NORDIC COUNTRIES

Tel: +46 8 411 11 35 Email: dtcm_sca@dubaitourism.ae

NORTH AMERICA

Tel: +1 212 725 0707 Email: dtcm_usa@dubaitourism.ae

RUSSIA, CIS & BALTIC STATES

Tel: +971 600 555559 Email: dtcm_cis@dubaitourism.ae

SOUTHERN AFRICA

Tel: +971 4 201 0224 Email: ralbahesh@dubaitourism.ae

SWITZERLAND AND AUSTRIA

Tel: +971 4 201 0194 Email: k.alserkal@dubaitourism.ae

UK & IRELAND

Tel: +44 020 7321 6110 Email: dtcm_uk@dubaitourism.ae



- In September Dubai Tourism signed a partnership with travel portal Musafir.com to promote Dubai among Indian travellers. Although India is ranked second as a source market, this deal will allow further potential to be tapped into.
- Seizing a hold over the newest of social media, Dubai Tourism is also one of the first tourist offices around the world to embrace Periscope. In September 2015 it brought six of the world's trendsetting 'Scopers' to the city to film their experience.





A premier **City Resort** at the heart of The Walk in Jumeirah Beach Residence, **Hawthorn Suites by Wyndham** offers spacious rooms and suites, surrounded by a variety of family-friendly options for dining and leisure. It is a short walking distance to the Jumeirah Beach, Dubai Marina Mall and other major Dubai attractions, and a 45-minute drive from the Abu Dhabi, the UAE Capital.











The Walk / Jumeirah Beach Residence | P.O Box: 120253, Dubai, U.A.E Tel: +971 4 399 9979 | Fax: +971 4 399 2661 | www.hawthornsuitesdubai.com reservations@hsdubai.com | info@hsdubai.com



Despite Dubai being home to more than 200 nationalities and visited by millions of holidaymakers each year, a number of myths are still associated with the city. So, before selling it, it's worth knowing fact from fiction. We give you a quick reality check:

YES you can afford to go to Dubai

Dubai may have a reputation for luxury, but that doesn't mean to say you have to have a deep purse to be able to enjoy its many attractions and once-in-a-lifetime experiences.

There's an ever-growing choice of mid-market hotels, generally offering higher than expected standards for three or four-star properties. Turn to page 84 for further analysis of this mid-market sector, while the directory on page 110 offers a full list of star-rated properties.

Money is also of the essence when it comes to the annual Dubai Shopping Festival held each January and now in its 21st year. This is when prices are slashed across thousands of shops and mega prizes are up for grabs. Likewise, sensational savings are sure to be made and free entertainment is laid on across the city's shopping malls during the annual Dubai Summer Surprises festival. Summer is also the season during which hotels, spas and

attractions offer amazing not-tobe-missed deals. Yet, all year round, Dubai remains a city that is open to all, offering plenty of excellent-value experiences – many are completely free. Check out our chart to see a small sample of just how far your money can go.

| Entry to Creek Park | Dhs5 |
|--|---|
| Main course at | |
| RaviRestaurant | Dhs8 |
| Abraride | Dhs1 |
| • Taxifare Dhs 12 | (minimum) |
| Metro journey | Dhs1.80 |
| • Fountain show | Free |
| Beach access | Free |
| • Tour of Jumeirah Mosqu | e Dhs10 |
| Tickets for Dubai Duty | |
| Free Tennis | Dhs75 |
| • Tickets to watch DP Fr | ee for early |
| Golf Race to Dubai r | egistration |
| Tour of Al Fahidi with | |
| SMCCU | Dhs65 |
| • Camelracing | Free |
| • Entry to Dubai Museum | Dhs5 |
| Tickets to World's | W 1000000000000000000000000000000000000 |
| Richest Horse Race, | |
| the Dubai World Cup | Dhs25 |

YES you can drink alcohol

Alcohol is available in numerous venues across Dubai for non-Muslim adults in licensed hotels, resorts and restaurants. The most important thing to remember is that disruptive behaviour that can offend others is not acceptable and there is also zero tolerance when it comes to drink driving.

YES it is safe

As one of the most cosmopolitan and multicultural cities in the world, Dubai is an advocate for peace and stability. The security and safety of both visitors and residents is of paramount importance to the governments of Dubai and the UAE. As a result, Dubai is one of the safest places in the world, ranked in the top 20 safest cities by Aon Hewitt, with low crime rates, a stable government and a department of Dubai Police dedicated entirely to tourists. According to the World Economic Forum's Travel & Tourism Competitiveness Report 2015, the UAE as a whole is ranked third globally (out of 141 countries) for safety and security. Furthermore, the Social Progress Index, produced as part of an initiative launched by the World Economic Forum's Global Agenda Council, ranked the UAE as number one among 132 nations for the lowest level of violent crime and the lowest homicide rate.



Visitors can save hundreds of dirhams with The Entertainer book or app. It's full of buy-oneget-one-free deals valid throughout the city's restaurants, hotels, spas and attractions. Log on to theentertainerme.com/Dubai

✓ YES bring your swimwear and shorts

With year-round sunshine, Dubai is one place where you can certainly get a tan. So bring your swimwear and your holiday wardrobe. However, you must be sensitive to the local culture. Beachwear is perfectly fine for the beach or beside the pool. When in other public areas, such as shopping malls, restaurants and parks, more modest dress is required. Clothing should not be revealing or see-through. To access government buildings a strict dress code must be abided by – shoulders and knees must always be covered.

Contrary to belief women do not have to wear a headscarf, unless they are visiting a mosque. However, having a pashmina at hand is a good tip – not only does it act as a wonderful way to cover shoulders, but it's perfect for heeding off the cold air conditioning.

✓ YES you can hold hands with your partner

Dubai is a tolerant, cosmopolitan and open society – clearly demonstrated by the fact that its residents hailing from over 200 different nationalities live in harmony and it welcomes millions of visitors each year. Not causing offence to others is the rule of thumb, so be aware of your surroundings and those around you.

YES Dubai does have a rich culture

Wander and barter in the souqs that have been working marketplaces for hundreds of years; ply the waters of the Dubai Creek in a traditional dhow; take a tour of stunning Jumeirah Mosque; explore the lanes of Al Fahidi and admire the beautiful wind towers (the last wind-tower quarter left on the Arab side of the Gulf) and venture into the desert for a traditional Bedouin meal and falconry display – then you'll see for yourself that Dubai is swathed in romantic Arabian traditions.

Plus, with so many nationalities living in the city, Dubai has developed a culture that's all of its own where global traditions, attitudes, customs, religions and lifestyles merge harmoniously. This creative mix is clearly demonstrated in the plethora of music, art, theatre and literature on offer in this small city.

✓ YES women are highly respected (and they can drive)

Dubai is very proud of its stance on female empowerment – not just in the UAE but across the globe. Both the United Nations and the World Economic Forum have recognised the UAE for its success in promoting gender equality and the role of women, and women have been encouraged and empowered since the founding of the state.

This policy, spearheaded by the country's leadership and backed by the UAE Constitution, is reflected in the formation in May 2015 of a UAE Gender Balance Council, whose goal is to reduce the gender gap at work as well as strengthen the UAE's position by making the country a role model in gender equality. Furthermore, in April 2014, the UAE ranked first out of 132 nations for treating women with respect in a World Economic Forum/Harvard Business School study comparing development and wellbeing. Some 42 per cent of visitors to Dubai in 2014 were women and 86 per cent of these indicated a high degree of satisfaction with their Dubai experience. Often women will have separate queues within government buildings - which can certainly be a benefit. And, hiring and driving a car is no problem for females.



NO you don't have to speak Arabic

English and many other languages are widely spoken. However, a few words of basic Arabic would be nice to learn.

- Hello
- · How are you?
- Good morning
- Good evening
- Goodbye
- Thank you
- Yes
- No
- How much?
- · What is your name?
- My name is...
- Where is...?

Marhaba Kaeef halak Sabah el khair Massa el khair Ma'a as-salama Shukran Na'am La Kamath-thaman ma ismak ismii...

TRAVEL ESSENTIALS

The finer details you need to know to smooth the way.

GETTING THERE

AIRPORT

Connected to more than 260 destinations across six continents through 140 airlines, Dubai International is the world's busiest airport in terms of international passengers. Comprising three terminals, and three concourses (with a fourth under construction) and including the world's first and largest purposebuilt A380 facility, Dubai International is one of the world's most exciting gateways.

Dubai's second airport, Al Maktoum International at Dubai World Central (DWC), opened to passengers in 2013. DWC will eventually become the world's largest airport with a capacity of 160 million passengers. dubaiairports.ae

CRUISE

In the 2015/16 season 22 cruise lines will call at Dubai with five adopting Dubai as their home port. These include AIDA Cruises, Costa Cruises, TUI Cruises and MSC Cruises. dubaicruiseterminal.com

ENTERING DUBAI

Visitors to the United Arab Emirates must obtain a visa prior to travel unless they come from one of the visa exempt countries or one of the countries whose citizens are eligible for visa on arrival - as listed on the right.

Citizens of other



Nationals of the following 46 countries and territories who are holders of normal passports are eligible to obtain a UAE visa on arrival valid for 30 days. Extension is possible for an additional fee.

All EU citizens

Andorra

Australia

Brunei Brunei Canada

* Vatican Mong Kong

Japan

Liechtenstein

Malaysia

Monaco

New Zealand

Norway 👛 San Marino

Singapore 🤼 South Korea

Switzerland United States

Nationals of the following countries may enter the UAE without a visa

Bahrain **Kuwait**

Qatar Saudi Arabia

Oman

countries should apply for visas at the UAE Embassy nearest to them and follow the criteria stated.

VISA FEES

For details refer to: mofa.gov.ae

GETTING AROUND

AIRPORT BUS

Dubai has two international airports: Dubai International (DXB) in Deira and Al Maktoum International - Dubai World Central (DWC) in Jebel Ali. The city's Roads and Transport Authority (RTA) provides bus services to both airports. Buses operate 24 hours a day at 30-minute intervals.

BETWEEN DUBAI AND THE CITY

Buses arrive and leave from stands opposite Terminal 1, 2 and 3.

BETWEEN DWC AND THE CITY

This airport is linked to the city as well as to DXB by RTA buses. Bus no F55 travels between the airport and the Ibn Battuta metro station every hour during operational hours (6am-11pm), while bus no F55A travels between the airport and the Satwa bus station when the metro is not in operation.



Visit rta,ae for up-to-date routes and times, and to plan your journey. Please note, you need to buy a Nol card in advance; you cannot pay cash to the driver. Nol cards can be bought from the ticket machine at the bus stop at the DWC and at all metro stations.

BUS

The public bus system consists of 734 peak bus schedules, which are run on 79 routes – meaning all of Dubai is accessible by bus. Feeder buses to metro stations are also available. rta.ae

CAR HIRE

A wide range of local and international car rental companies offer services at competitive rates. Customers must produce their passports along with a valid driving license. Visitors without an international driving license may obtain a temporary one as long as they hold a valid national license from one of the following countries: Australia, Austria, Belgium, Canada, Cyprus, the Czech Republic, Denmark, Finland, France, Germany, Greece, Iceland, Iran, Ireland, Italy, Japan, Luxembourg, The Netherlands, Norway, Poland, Portugal, Singapore, Slovakia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey, the UK and the USA.

A passport, valid national license and two photographs are also required. Canadian nationals must obtain an affidavit from the Canadian Consulate in Dubai, verifying the license before going to the Traffic Department.

Driving in the UAE is on the right-hand side.

TAXIS

Taxi services are government regulated.
The minimum fare for taxis in Dubai is Dhs12. Airport transfers to any emirate start from Dhs20. Taxis for special needs travellers and ladies' taxis are also available. You will find taxi ranks at the shopping malls and tourist hubs. You can



DUBAI FERRY AND WATER BUS

Another great way to go sightseeing is to ply the waters along the coast or on the Creek.

Dubai Ferry operates between Dubai Marina Mall and Al Ghubaiba (on the Bur Dubai side of the Creek). The trip lasts one hour. Gold tickets cost Dhs75; silver tickets cost Dhs50. Children under 10 pay half. Tickets can be paid by cash or debit/credit cards.

The Water Bus operates around the Marina and along the Creek. For details of all routes and prices see rta.ae

also hail a taxi from the street. Call 04 208 0808 to book a taxi.

THE PALM MONORAIL

Running along the trunk of Palm Jumeirah, this monorail runs from Atlantis, The Palm to Al Sufouh Road where it links to the Dubai Tram at the Palm Jumeirah stop. It runs from 10am-10pm at 15-minute intervals. One-way fares for the 10 minute, one-way journey cost Dhs15, Dhs25 for a return trip. palm-monorail.com

TRAM

The Dubai Tram runs from Al Sufouh to the Dubai Marina taking 42 minutes to complete the route.

With fares starting from Dhs3 using a Nol card, the tram operates 6am-1am Saturday to Thursday, 9am-1am Friday. Among the 11 stations, stops include JBR, Media City, Dubai Marina and Dubai Marina Mall.

The trains, each with five carriages, are divided into Gold, Silver and family. It's the first tram in the world to have platform screen doors at all stations.

alsufouhtram.com



DUBAI METRO

Dubai Metro, the world's longest driverless automated railway system, covers the length and breadth of the city. The Red Line runs from Rashidiya to Jebel Ali and the Green Line runs from Al Qusais to Jadaf.

Operating hours are 6am-11pm Saturday to Wednesday; 6am-midnight on Thursday and 1pm-midnight on Friday.

Passengers need to purchase a Nol card to travel by Dubai Metro. Nol cards can also be used on Dubai Buses and Dubai Tram.

rta.ae

HOP OFF THE GREEN LINE AT:

31 Baniyas Square

for the old part of Dubai Creek.

Al Ras

for the Gold Souq

24 Al Ghubaiba for Al Shindagha and the historical district.

28 Healthcare City

for hospitals, clinics and Wafi Mall. It's a short stroll to Creek Park from here.

HOP OFF THE RED LINE AT:

16 Deira City Centre

for the shopping mall of the same name. Dubai Creek Golf & Yacht Club is just opposite.

Al Jafiliya for Zabeel Park.

World Trade Centre for DWTC.

25 Burj Khalifa/Dubai Mall for Downtown.

First Gulf Bank

for the Gold and Diamond Park.

25 Alight here

for the tallest tower in the world, Burj Khalifa.

32 Mall of the Emirates

for Ski Dubai and shopping in MOE.

36 DAMAC

for Dubai Marina Mall.

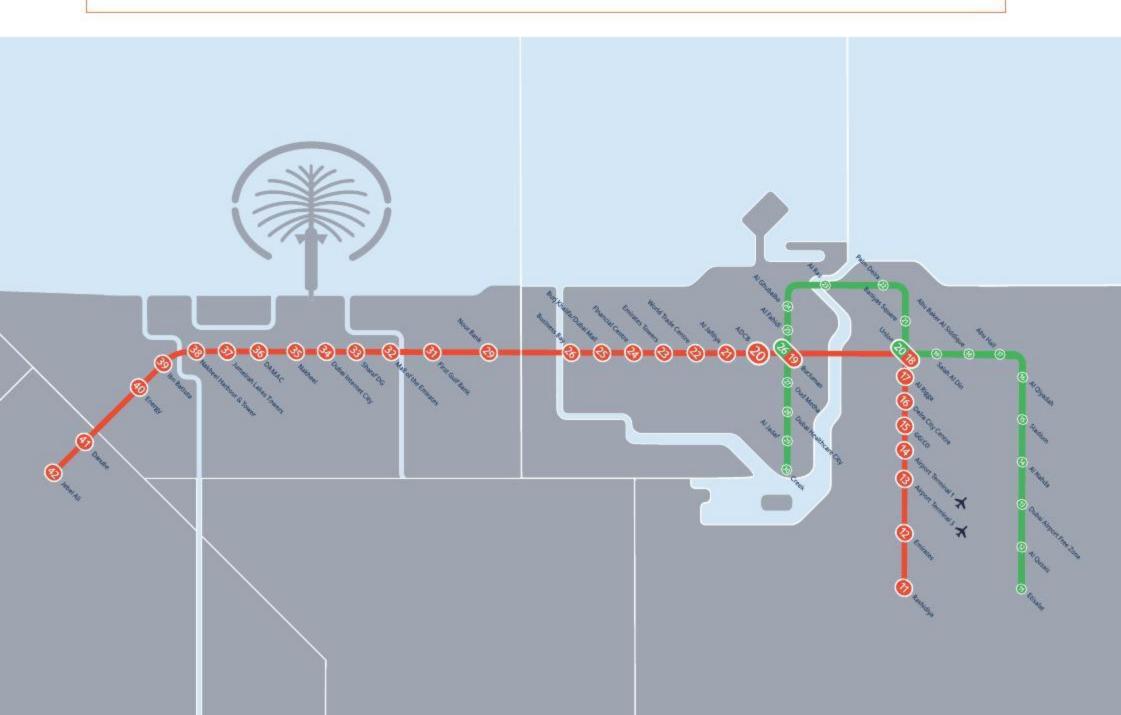
39 Ibn Battuta

for Ibn Battuta Mall.

NOL CARD

The Nol Card is a smart card that enables commuters to pay for various modes of transport with a single card. It can be used on Dubai's metro, buses, water buses, as well as for parking. These cards can be purchased and recharged at Dubai Metro station ticket booths and ticket vending machines, Dubai bus stations, Roads and Transport Authority's (RTA) Customer Service Centres and RTA-authorised sales agents. nol.ae









Hop On - Hop Off

City Sightseeing Dubai's hop-on hop-off bus tours combine sightseeing with transportation, allowing you to plan your itinerary. These tours will allow you to experience a scenic glimpse of Dubai's diversity. Visit historical areas taking you back in time, view incredible skyscraper landscapes, experience a magical paradise along the coast and admire the beautiful Dubai Marina. Audio commentary is available in 12 languages. Routes include over 45 stops showing the most popular attractions around Dubai.









WE SHOW YOU DUBA!!

DISCOVER DUBAI FROM THE BEST VIEWPOINT

24 HR TICKET INCLUDES: Night Tour, Arabian Dhow Boat Cruise, RTA Waterbus (Abra) Ride, Dubai Museum Entry, Sheikh Saheed Al Maktoum House Entry, VIP Global Village Ticket (November-April), Al Ghurair Centre Shopping Discount Card & 5 other Museums.





FREE Night Tour



FREE Dhow Cruise



FREE Dubai Museum



FREE Water Taxi



FREE Sheikh's House









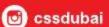














The promise of a great adventure!

Join us on a magic carpet ride over the Dubai desert, Catch the rising sun at 4000 feet and descent to a vast expanse of golden sand dunes. See roaming camels, galloping gazelles and the mighty Arabian oryx in their natural habitat. Let some of the world's most experienced pilots take you on a ride of a lifetime!

BALLOON ADVENTURES EMIRATES

For booking and information visit: www.ballooning.ae or phone +971 4 2854949



THE ULTIMATE DESERT EXPERIENCE



BIRDS EYE VIEW OF THE DESERT



EXPERIENCE THE SUNRISE AT 4000FT.



ON THE GROUND

MONEY MATTERS

The UAE currency is known as the Arab Emirate Dirham denoted by AED or more commonly Dhs. One dirham is divided into 100 fils. The dirham is pegged to the US dollar at a midrate of approximately US\$1= Dhs3.679. All major international banks have branches in the city. Working hours are 8am-2pm Saturday to Thursday. ATMs are widely available. Major credit cards such as American Express, Diners Club, MasterCard and Visa are accepted in most hotels and shopping malls.

OPENING HOURS

- Shopping malls: 10ammidnight Sunday to
 Wednesday, 10am-1am
 Thursday, Friday and
 Saturday.
- Independent retail outlets: 10am-1pm and 4pm to 10pm Saturday to Wednesday, 4pm-midnight Friday.
- Most corporations are open from 8am-6pm
 Saturday to Thursday.
- Embassies, consulates and government offices

DATES TO NOTE

- 1 January: New Year's Day
- 5 May: Israa & Miraaj
- 7 June to 7 July: Ramadan*
- 7 July: Eid Al Fitr*
- 10 September: Arafat Day
- 11 September: Eid Al Adha*
- 2 October: Hijri New Year Day
- 30 November: Martyr's Day
- 2 December: UE National Day
- 12 December: Prophet Mohammed's birthday
- * Dates approximate as determined by Lunar calendar.

operate from 7.30am-2.30pm Sunday to Thursday. Friday and Saturday are official holidays for all government departments as per the Islamic weekend.

CLIMATE

A subtropical, arid climate ensures clear blue skies

almost throughout the year. Winter may see a few infrequent rain showers. Temperatures vary from season to season: January can fall to a low of 15°C, while July can rise to a high of 48°C.

LANGUAGE

Arabic is the official



language of the UAE. English is widely spoken and understood.

MEDICAL SERVICES

Dubai Health Authority
(DHA) regulates all
medical services in the
emirate. Rashid, Latifa
and Dubai Hospitals are
operated by DHA itself
and all emergency services
here are free for both
residents and visitors.
There are many private
hospitals in the city and
fees vary.

UTILITIES

- Electricity: The electricity supply in the UAE is 220/240 volts at 50 cycles. US-made appliances may require a transformer.
- Water: Bottled mineral water is served in hotels and restaurants and is also available in supermarkets.

TELECOMMUNICATIONS

The country code is +971 and the area code is 04. Telecom services are provided by Etisalat and du. Direct dialling is available to most countries. Calls made from one fixed line to another within Dubai are free.



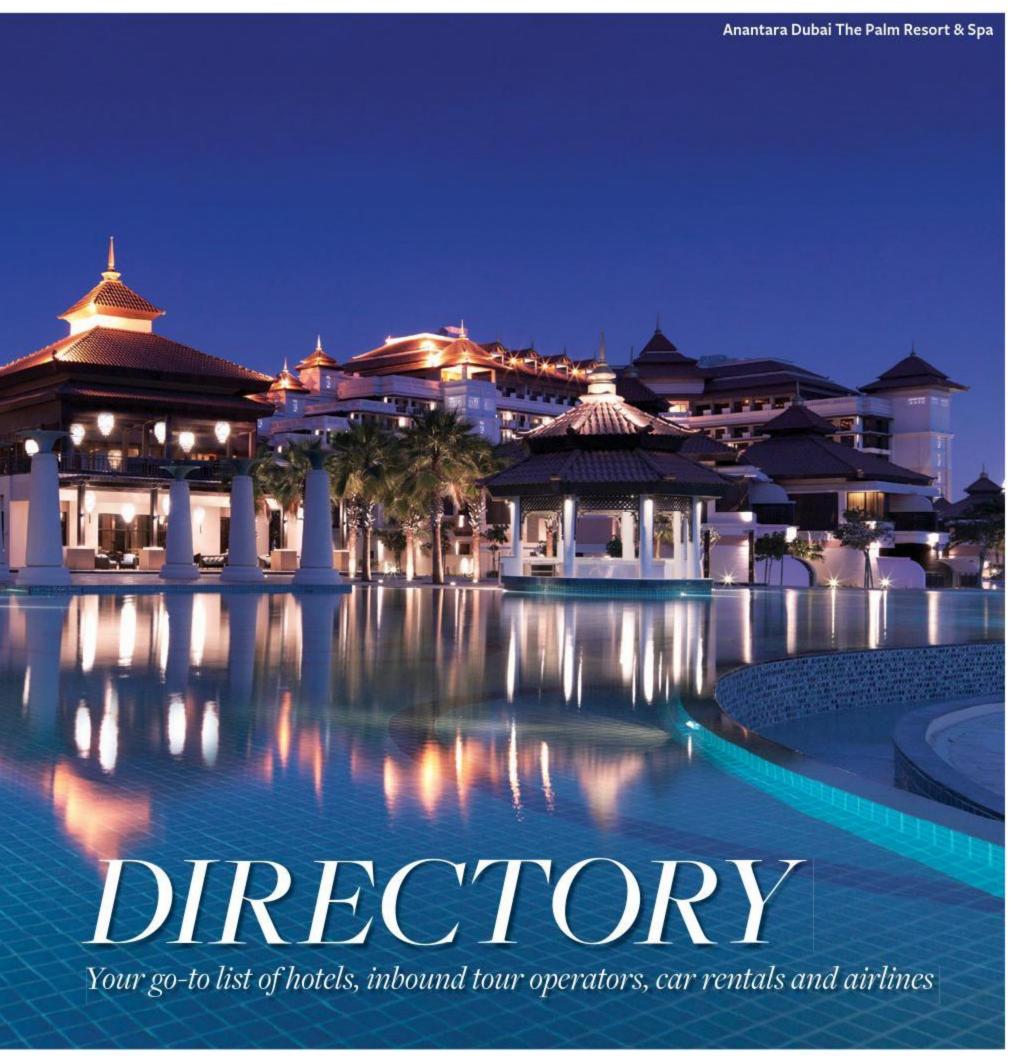


MAP OF DUBAI





VISITDUBALCOM 109



HOTELS

NEW DUBAI

5 STAR

Bonnington Hotel – Jumeirah Lakes Tower

bonningtontower.com

Grand Millennium Hotel Dubai grandmillenniumdubai.com

Grosvenor House

grosvenorhouse-dubai.com

Grosvenor House Tower Two grosvenorhouse-dubai.com

Habtoor Grand Beach Resort & Spa

habtoorhotels.com

Hilton Dubai Jumeirah

hilton.com

InterContinental Dubai Marina Hotel

ihg.com

Le Meridien Mina Seyahi

lemeridien-minaseyahi.com

Le Royal Meridien Beach Resort & Spa

leroyalmeridien-dubai.com

Movenpick Hotel – Jumeirah Beach movenpick.com

Movenpick Hotel Jumeirah Lake Towers

moevenpick.com

One&Only Royal Mirage Hotel

royalmirage.oneandonlyresorts.com

The Address Dubai Marina Hotel

theaddress.com

The Address Montgomerie Hotel

theaddress.com

The Ritz Carlton Dubai ritzcarlton.com/dubai

The Westin Dubai Mina Seyahi Beach Resort & Marina

westinminaseyahi.com

Tulip Inn Hotel tulipinnfzllc.com 4 STAR

Armada BlueBay Hotel

armadabluebayhotel.com

DoubleTree by Hilton Dubai Jumeirah Beach

dubaijumeirahbeach.double-tree.com

Gloria Hotel

gloria-hotels.com

Hawthorn Hotel & Suites by Wyndham JBR

hawthornsuitesdubai.com

Hilton Dubai The Walk Hotel

hilton.com



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JA Ocean View Hotel

jaresortshotels.com

Marina Byblos Hotel marinabybloshotel.com

Marriott Harbour Hotel & Suites Dubai

marriott.com

Media One Hotel

mediaonehotel.com

Radisson Blu Hotel - Media City radissonblu.com/hotel-dubaimediacity

Ramada Jumeirah Hotel

ramadajumeirah.ae

Ramada Plaza Jumeirah Beach Residence Hotel

ramadaplazajbr.com

DELUXE HOTEL APARTMENT

Arjaan Hotel Apartment

rotana.com/arjaanhotelapartments City Premiere Marina

Hotel Apartments citypremieremarina.com

Dusit Residence - Marina Dubai dusit.com/dusitthani/dubaimarina

Gloria Hotel Apartments

gloriahoteldubai.org

Intercontinental Dubai Marina **Hotel Apartment**

ihg.com

JA Oasis Beach Tower

jaresortshotels.com

Marina Hotel Apartments

marinahotelapt.com

Marina View Hotel Apartments

marinaviewhotel.com

Suha Hotel Apartments suha-hotel-apartments-dubai.com

Tamani Marina Hotel &

Hotel Apartment

tamanimarina.ae

DOWNTOWN

5 STAR

Armani Hotel Dubai

dubai-armanihotels.com

JW Marriott Marquis Hotel

sofitel.com

Taj Dubai tajhotels.com

The Address Downtown Dubai Hotel

theaddress com

Sofitel Dubai Downtown Hotel

The Address Dubai Mall Hotel theaddress.com

The Palace Downtown **Dubai Hotel**

theaddress.com

Al Manzil Hotel

vida-hotels.com

Radisson Blu Hotel - Downtown radissonblu.com/hotel-dubaidowntown

Vida Downtown Dubai Hotel

vida-hotels com

DELUXE HOTEL APARTMENT

Al Murooj Rotana Suites

rotana.com/almuroojrotana

Armani Hotel Apartments

dubai.armanihotels.com

DAMAC Maison Canal View Hotel Apartments

damacmaison.com

DAMAC Maison Cour Jardin

Hotel Apartments

damacmaison.com

DAMAC Maison Hotel Dubai Mall Street

damacmaison.com

DAMAC Maison The Vogue

Hotel Apartments

damacmaison.com Naia Breeze Hotel Apartments

naiabydamac.com

Ramada Hotel Apartments

ramadadowntowndubai.com

PALM JUMEIRAH

Anantara Dubai The Palm Resort

& Spa

anantara.com

Atlantis, The Palm

Fairmont Hotel The Palm

fairmont.com/palm-dubai/

Jumeirah Zabeel Saray iumeirah.com

One&Only The Palm Dubai Hotel

thepalm.oneandonlyresorts.com

Rixos the Palm Hotel rixos com

Sofitel Dubai Palm Jumeirah Resort & Spa - Hotel

sofitel.com

Waldorf Astoria Hotel Dubai Palm Jumeirah

waldorfastoria.com/dubaipalm

DELUXE HOTEL APARTMENT

Kempinski Residences and **Hotel Apartments**

kempinski-residences.com

JUMEIRAH

5 STAR

Amwaj Rotana Hotel & Resort

rotana.com

Burj Al Arab

jumeirah.com

Al Qasr

jumeirah.com

Dar Al Masyaf

jumeirah.com

Dubai Marine Beach Resort

& Spa

dxbmarine.com

Four Seasons Resort Dubai at Jumeirah Beach

fourseasons.com

Jumeirah Beach Hotel

jumeirah.com

Mina A'Salam

jumeirah.com

Pullman Jumeirah Lake

Towers Hotel

pullmanhotels.com Sheraton Jumeirah Beach Resort

sheratonjumeirahbeach.com

Sofitel Dubai

Jumeirah Beach

sofitel-dubai-jumeirahbeach.com

DELUXE HOTEL APARTMENT

Lotus Hotel Apartment & Spa

5 STAR

Al Ghurair Rayhaan by Rotana

Crown Plaza Dubai Deira

Grand Hyatt Dubai Hotel

dubai.grand.hyatt.com

Hilton Dubai Creek

hilton com

Hyatt Regency Dubai Creek

Jood Palace Hotel

Melia Hotel

Metropolitan Palace Hotel

Movenpick - Bur Dubai

movenpick.com

Movenpick Hotel - Deira movenpick.com

Park Hyatt Dubai

dubai.park.hyatt.com

parkregiskriskin.ae

Raffles Dubai

Sheraton Dubai Creek Hotel

& Towers

Abjar Grand Hotel

Al Jawhara Gardens Hotel jawhara.ae



DUBAI

HISTORIC DUBAI

rotana.com

Asiana Hotel Dubai

asianahoteldubai.com

crowneplaza.com

Hyatt Regency Dubai hyatt.com

Heights Hotel

dubaicreek.regency.hyatt.com

joodhospitality.com

melia.com

metropolitanpalacehoteldubai.com

Park Regis Kris Kin Hotel - Dubai

Pullman Dubai City Centre Deira

pullmanhotels.com

raffles.com/dubai

sheraton.com/dubai

4 STAR

abjargrandhotel.com

Directory

Al Khaleej Palace Hotel

sunandskyhotels.com

Arabian Courtyard Hotel & Spa

arabiancourtyard.com

Ascot Hotel

ascothoteldubai.com

Avari Dubai Hotel

avari.com

Avenue Hotel

avenuehoteldubai.com

Best Western Premier Hotel

bestwesternpremierdubai.com

Capitol Hotel

bybloshospitality.com

Carlton Tower Hotel

carltontower.net

Copthorne Hotel Dubai millenniumhotels.ae

Coral Dubai Deira Hotel coral-deira.com

Emirates Concorde Hotel

emiratesconcorde.com

Flora Grand Hotel florahospitality.com

Fortune Boutique Hotel

fortunegroupofhotels.com

Fortune Grand Hotel

fortune-hotels.net

Four Points by Sheraton Downtown

fourpointsdowntowndubai.com

Four Points by Sheraton Hotel **Bur Dubai**

fourpointsburdubai.com

Grand Central Hotel grandcentralhoteldubai.com

Grand Excelsior Hotel

grandexcelsior.ae

Grand Midwest Tower Hotel & Hotel Apartments

grandmidwest.com

Holiday Inn Bur Dubai Hotel

holidayinn.com

Holiday Inn Dubai Downtown

holidayinn.com

Hues Boutique Hotel

hueshotels.com

Hyatt Place Dubai Hotel - Al Rigga

hyatt.com

Hyatt Place Dubai Hotel -**Baniyas Square**

hyatt.com

Jumeira Rotana Hotel Dubai

rotana.com

JW Marriott Dubai Hotel

jwmarriottdubai.com

Landmark Grand Deira

landmarkhotels.net

Landmark Rigga landmarkhotels.net

Majestic Hotel Tower dubaimajestic.com

Marco Polo Hotel

marcopolohotel.net

Mercure Gold Hotel

mercure-gold-hotel-dubai.com

Metropolitan Deira Hotel

metropolitanhoteldeira-dubai.com

Monaco Hotel

monacohoteldubai.com

Montreal Hotel

montrealhoteldubai.com

Moscow Hotel

moscowhoteldubai.com

Novotel Deira City Centre

novotel.com

Orchid Vue Hotel

orchidvuehotel.com

Radisson Blu Hotel - Dubai Deira Creek

radissonblu.com

Raintree Hotel

raintreehotelsdubai.com

Ramada Deira Hotel

ramadadeira.com

Ramada Dubai Hotel

ramadadubai.com

Ramee Royal Hotel

rameehotels.com

Raviz Centre Point Hotel

ravizhotels.com

Regent Palace Hotel

rameehotels.com

Riviera Hotel

rivierahotel-dubai.com

Royal Ascot Hotel

royalascothotel-dubai.com

Samaya Hotel

samayahotel.com

Sea View Hotel

seaviewhoteldubai.com

Sheraton Deira Hotel

sheratondeiradubai.com

Suba Hotel subahotels.com

Summit Hotel summithotel.net

The Country Club Hotel

countryclubdubai.com

3 STAR

Admiral Plaza Hotel

admiralplazahotel.com

Al Khaleej Hotel

sunandskyhotels.com

Al Khoory Executive Hotel

alkhooryhotels.com

Al Sarab Hotel

alsarabhotel.com

Ambassador Hotel

astamb.com

Arabian Park Hotel

arabianparkhotel.com

Astoria Hotel

astamb.com

Benta Grand Hotel

bentagrandhotel.com

Broadway Hotel

broadwayhoteldubai.com

California Hotel

californiahoteldubai.com

Chelsea Plaza Hotel chelseaplazahoteldubai.com

Citymax Hotel

Bur Dubai citymaxhotels.com

City Star Hotel citystarhotel.ae

Claridge Hotel

claridgehoteluae.com Comfort Inn Hotel

hotelcomfortinn.com

Delmon Palace Hotel delmonhotel ae

Dream Palace Hotel

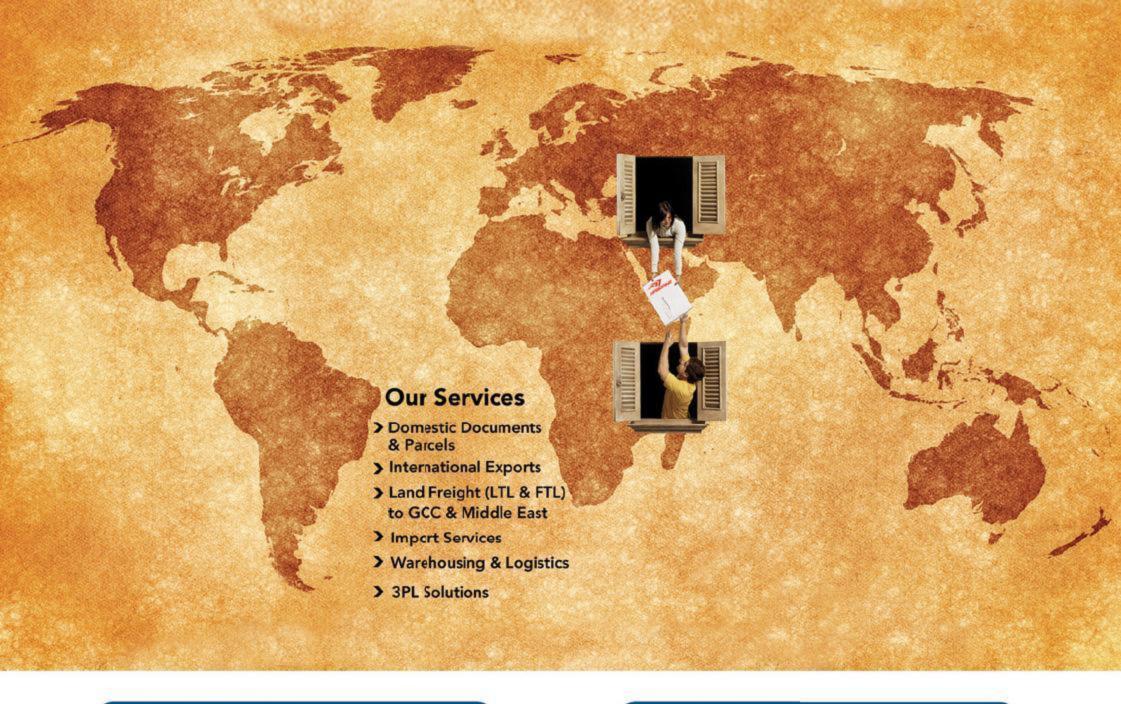
dreampalacehotel.ae **Dubai Palm Hotel**

dubaipalmhotel.com

Dulf Hotel dulfhotels.com

Ewa Hotel ewahoteldubai.com





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Fortune Hotel Deira

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Fortune Karama Hotel

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Fortune Pearl Hotel

fortune-hotels.net

Gateway Hotel

gatewayhotel.ae

Howard Johnson Hotel -

Bur Dubai

hojoburdubai.com

Imperial Suites Hotel

imperialsuiteshotel.com

Jonrad Hotel

jonradhotel.com

Kings Park Hotel kings-park.dubaihoteluae.com

Landmark Baniyas

landmarkhotels.net

Landmark Plaza

landmarkhotels.net

London Crown Hotel

londoncrown.ae

London Suites Hotel

londonsuiteshotel.com

Mayfair Hotel

mayfairdubai.ae

Nihal Hotel nihalhoteldubai.ae

Orchid Hotel

orchidhoteldubai.com Palm Beach Hotel

palmbeachburdubai.com

Panorama Grand Hotel panoramagrouphotels.com **Phoenix Hotel**

phoenixhoteldubai.com

Rainbow Hotel

rainbowhotel.ae

Reflections Hotel reflectionshoteldubai.com

Regal Plaza Hotel

rameehotels.com

Sadaf Delmon Hotel - Al Rigga

delmonhotel.ae

Sadaf Hotel

sadafhotel.ae

Sandras Inn Hotel

sandrasinndubai.com

Signature Inn Hotel Al Rigga

signature-inn-hotel-al-riqqa. dubaihoteluae.ae

Sky Light Hotel

skylight-hotel.com

Smana Hotel Al Raffa

smanahotels.com

St George Hotel stgeorgedubai.ae

Sun & Sands Hotel

sunandsanddubai.com

Versailles Hotel

dubaiversailles.com

York International Hotel yorkinternationalhoteldubai.com

DELUXE HOTEL APARTMENT Al Ghurair Arjaan Rotana

Hotel Apartments rotana.com/alghurairarjaanbyrotana

Al Manar Hotel Apartment

almanarhotel.ae

Burjuman Arjaan Hotel Apartments rotana.com/burjumanarjaanbyrotana

City Seasons Suites

cityseasonsdubai.com

Deira Suites Hotel Apartments

deirasuites.com

Emirates Concorde Hotel -**Hotel Apartment**

emiratesconcorde.com

Flora Creek Hotel Apartments

florahospitality.com

Flora Park Hotel Apartments

florahospitality.com

Golden Sands Hotel Apartments

goldensandsdubai.com

Grand Midwest Tower Hotel & Hotel Apartments

grandmidwest.com

Lotus Grand Hotel Apartments

lotus-hospitality.com

Marriott Executive Apartments -**Dubai Creek**

marriott.com

Mövenpick Hotel Apartments The Square

movenpick.com

Park Hotel Apartments

parkhotelapartments.com

Park Inn by Radisson Hotel Apartments Al Rigga

parkinn.com

Royal Ascot Hotel Apartment

royalascothotelaptdxb.com

Savoy Crest Hotel Apartments savoydubai.com

Savoy Suites

savoydubai.com

Somewhere Hotel Apartment

somewhere-hotels.com

Star Metro Deira **Hotel Apartments**

starmetrodeira.com

Taj Palace Hotel & Apartments

joodhospitality.com

Wafi Residence wafi.com/wafi-residence

Welcome Hotel Apartments

welcomehotelapartments.com

Xclusive Hotel Apartments xclusivehotels.ae

AL KHAIL

5 STAR

Al Maha, a Luxury Collection Desert Resort & Spa - Dubai al-maha.com

Bab Al Shams Desert Resort & Spa meydanhotels.com

The Meydan Hotel

meydanhotels.com

4 STAR

Desert Palm Resort & Hotel

desertpalm.ae

Ghaya Grand Hotel

ghayagrandhotel.com

Hatta Fort Hotel hattaforthotel.com

3 STAR

Ghaya Grand Hotel Apartment ghayagrandhotel.com

Marriott Executive Apartments Green Community

marriott.com

Premier Inn Dubai Investment Park premierinn.ae

Premier Inn Dubai Silicon Oasis premierinn.ae

AL QUOZ/ AL BARSHA

5 STAR

Auris Plaza Hotel Al Barsha

auris-hotels.com

Kempinski Hotel

kempinski.com

Media Rotana Hotel rotana com

Sheraton Dubai Mall of Emirates sheratondubaimalloftheemirates.com

4 STAR

Boutique7 Hotel & Suites

boutique7.ae

Byblos Hotel

bybloshoteldubai.com

Cassells Al Barsha Hotel

cassellsalbarshahotel.com

Cosmopolitan Hotel

dubaicosmopolitan.com

Donatello Hotel Dubai donatello-hoteldubai.com

DoubleTree by Hilton -

Al Barsha doubletrees, hilton.com

el

Flora Al Barsha Hotel florahospitality.com

Golden Tulip Hotel - Al Barsha goldentulipalbarsha.com

Grand Excelsior Hotel –

Al Barsha

grandexcelsior.ae

Holiday Inn Al Barsha Hotel

hialbarshadubai.com

Novotel Dubai Al Barsha

novotel.com

Ramada Chelsea Hotel – Al Barsha

ramadachelseaalbarsha.com

Signature Al Barsha

signaturehotel-dubai.com

Ramee Rose Hotel

rameehotels.com

Time Oak Hotel and Suites

timehotels.ae

3 STAR

Centro Barsha Hotel - Rotana

rotana.com

Citymax Al Barsha

citymaxhotels.com

Grandeur Hotel

grandeurhotel.com

IBIS Al Barsha

ibis.com

Suite Novotel Mall of

the Emirates

suitenovotel.com

DELUXE HOTEL APARTMENT

Abidos Hotel Apartment Al Barsha

abidoshotels.com

Coral Boutique Villas

coralboutiquevillas.com

Golden Tulip Al Thanyah Hotel Apartment

goldentulipalthanyah.com

Grand Belle Vue Hotel Apartments bellevue-hotels.com

Grand MidWest Express Hotel Apartment

grandmidwest.com

Home to Home Hotel Apartments

hometohome.ae

Pearl Coast Premier Hotel Apartments

pearlcoastpremier.com

pearicoascpreimer.com

Time Crystal Hotel Apartments timehotels.ae

Time Opal Hotel Apartments

timehotels.ae
Time Topaz Hotel Apartments

time topaz Hotel Apartment

Yassat Gloria Hotel Apartments

gloria-hotels.com

FINANCIAL DISTRICT

5 STAR

Al Murooj Rotana Hotel

rotana.com

Conrad Hotel Dubai

conraddubai.com

Crowne Plaza Hotel

crowneplaza.com/dubai

Dusit Thani Dubai

dusitthanidubai.dusit.com Fairmont Hotel

fairmont.com/dubai

Jumeirah Emirates Towers Hotel

jumeirah.com

Millennium Plaza Hotel

millenniumhotels.com

Radisson Royal Hotel

radissonblu.com/royalhotel-dubai

Shangri-La Dubai Hotel

shangri-la.com

Sheraton Grand Hotel

sheratongranddubai.com

The H Dubai

h-hotel.com

The Oberoi Hotel

oberoihotels.com/hotels-in-dubai

The Ritz Carlton DIFC

ritzcarlton.com

4 STAR

Emirates Grand Hotel

emiratesgrandhotel.com

Four Points by Sheraton –

Sheikh Zayed Road

fourpointssheikhzayedroad.com

Novotel World Trade Centre

novotel.com

Rose Rayhaan by

Rotana Hotels

Towers Rotana Hotel

rotana.com

Warwick Hotel Dubai

warwickhoteldubai.com

DELUXE HOTEL APARTMENT Chelsea Tower Hotel Apartment

chelseatowerdubai.com



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City Premiere Hotel Apartments

citypremieredubai.com

Fraser Suites Dubai

dubai.frasershospitality.com

Jumeirah Living World Trade Centre Residence

jumeirah.com

The Ritz Carlton Executive Residences DIFC

ritzcarlton.com

JEBEL ALI

5 STAR

IBN Battuta Gate Hotel – Dubai

moevenpick.com

JA Jebel Ali Golf Resort

jaresortshotels.com

JA Palm Tree Court

jaresortshotels.com

4 STAR

Courtyard by Marriott Green Community Dubai

cydubaigreencommunity.com

DELUXE HOTEL APARTMENT

Chelsea Gardens 1 **Hotel Apartment**

chelseagroupdubai.com

AL GARHOUD

5 STAR

Al Bustan Rotana Hotel

rotana.com

Crowne Plaza Dubai Festival City Hotel

crowneplaza.com/dubaifestival.com

InterContinental Dubai **Festival City**

ihg.com

Jumeirah Creekside Hotel

jumeirah.com

Le Meridien Dubai Hotel

lemeridien.com/dubai

Marriott Hotel Al Jaddaf Hotel

marriott.com 4 STAR

Le Meridien Fairway

lemeridien.com/fairway

Millenium Airport Hotel Dubai

millenniumhotels.ae/millenniumdubai

Time Grand Plaza Hotel

timehotels.ae

Copthorne Airport Hotel

millenniumhotels.ae

Dubai Grand Hotel

fortunegroupofhotels.com

Fortune Plaza Hotel

fortunegroupofhotels.com

Premier Inn Hotels – Dubai International Airport

premierinn.ae

DELUXE HOTEL APARTMENT

Al Nawras Hotel Apartments

alnawrashotel.ae

City Seasons Suites Dubai

cityseasonshotels.com

emiratesstars.ae

Grand Hyatt Residence dubai.grand.hyatt.com

Inter Continental Residence Suite **Dubai Festival City**

Emirates Stars Hotel Apartments

ihg.com

Marriott Hotel Al Jaddaf

marriott.com

INBOUND TOUR OPERATORS

Abc Tourism

abctoursdubai.com

Al Aabdi Travel Services alaabditravel.com

Al Futtaim Travel Co

alfuttaimtravel.ae

Al Ghaith & Al Moosa **Travel Agency**

alta-travel.com

Al Majid Travel & Tourism

almajidtravel.com

Al Naboodah Travel alnaboodahgroup.com

Al Naboodah Travel & **Tourism Agencies**

alnaboodahtravel.com

Al Tayer Travel Agency altayer-travel.com

Al Tayyar Travel & Tourism

altayyargroup.com

Alpha Tours alphatoursdubai.com

Arabian Adventures

arabian-adventures.com

Arabian Explorer

arabian-explorers.com

Arabian Nights Tours

arabiannightstours.com

Arabian Oryx Travel & Tourism aoryx.ae

Atlanta Tourism

atlantadubai.com

Bonton Tours and Travels

bontontours.com

Connect World Travel

& Tourism connectworldtours.com

Desert Adventures Tourism

desertadventures.com

East Europe Travel & Tourism

Flash Horizon Tourism

flashtour.travel

Gulf Dunes gulfdunes.com

Gulf Ventures Tourism

gulfventures.com

H.O.T Tourism

hot-tourism.com

Incentive Connections

incentiveconnections.com

Kanoo Travel

kanootravel.com

Lama Desert Tourism

lamadubai.com

Miracle Adventure Tourism miracle-adventure.com

New Horizon Travel & Tours

newhorizontravelandtours.com

North Tours northtours.net

Orient Tours

orienttours.ae

Platinum Heritage Tourism platinum-heritage.com

Rida International Tourism & Travel

ridaint.ae

Royal Arabian Tours

royalarabian.com

Royal Gulf Tourism

royalgulf.info

Royal Park Tourism Services

royalpark.net

Sadaf Holidays & Travel

sadafholidays.ae

Sadaf Sarv - DMC ss-dmc.com

Seawings

seawings.ae

Sharaf Travel Services

sharaftravel.com

Sntta Emir Tours

snttaemirtours.com

Travco

travco.com

Twenty Four Degrees Tourism

24degrees.com

White Sands Tours & Travel

whitesandstours.com

AIRLINES

Air Algerie

airalgerie.dz

Air Arabia

airarabia.com

Air Canada aircanada.com

Air France

airfrance.ae

Air India airindia.in

American Airlines

aa.com

Ariana Afghan Airlines

flyariana.com

Austrian Airlines

austrian.com

Azerbaijan Airlines

Bangladesh Biman Airlines

biman-airlines.com

British Airways

britishairways.com

Cargolux Airlines International

cargolux.com

Cathay Pacific Airways

cathaypacific.com/ae

Cyprus Airways cyprusairways.com

Czech Airlines

czechairlines.com

Daallo Airlines

daallo.com

Delta Airlines

delta.com

Egypt Air

egyptair.com

Emirates emirates.com

Ethiopian Airlines

ethiopianairlines.com

Etihad Airlines

etihad.com

Finnair finnair.com

flydubai

flydubai.com

Gulf Air gulfair.com

Iran Air

iranair.com

Jazeera Airways

jazeeraairways.com

Jet Airways jetairways.com

Kenya Airways

kenya-airways.com

Kish Airline

kishairline.com

Korean Airlines

koreanair.com

Kuwait Airways

kuwaitairways.com

Lufthansa German Airlines

lufthansa.com

Middle East Airlines

mea.com.lb

Mihin Lanka Air

mihinlanka.com

Oman Air

omanair.com

Pakistan International Airlines

piac.com.pk

Qantas Airways

gantas.com

Qatar Airways

qatarairways.com

Royal Air Maroc

royalairmaroc.com

Royal Brunei Airlines

flyroyalbrunei.com

Royal Jordanian

rj.com.jo

Saudia

saudiairlines.com

Shaheen Air International

shaheenair.com

Singapore Airlines

singaporeair.com/gulf

South African Airways

flysaa.com

Sri Lankan Airlines

srilankan.com

Syrian Arab Airlines

syriaair.com

Tarom Airlines

tarom.ro

Thai Airways

thaiairways.com

Tunis Air

tunisair.com

Turkish Airlines

turkishairlines.com

US Airways

usairways.com

Virgin Atlantic Airways Ltd

virgin-atlantic.com

Yemen Airways

yemenia.com

CAR RENTALS

Advantage Car Rental

Al Falasi Car Rental

alfalasiluxury.com

Al Ghazal Car Rental

alghazalcar-rental.com

Al Naseem Rent-a-Car alnaseembusrentaluae.com

Alamo Car Rental

alamo-me.com

Arab Link

arablinkdubai.com

aa-rentacar.com

Auto Assist Rent-a-Car



Directory

Autobahn Car Rental

autobahnuae.com

Avis UAE Rent-a-Car

avis.ae

Badri Car Rental

shahzadagroupuae.com

Basri Buses Rental

basritransport.com

Bravo Luxury Car Rentals

bravorentacardubai.com

Budget Rent-a-Car

budget-uae.com

Car Fare Bus Rental

carfare.com

Diamondlease Rent-a-Car

diamondlease.com

Dollar Rent-a-Car

dollaruae.com

Dubai VIP Limo dubaiviplimo.com

East Coast Rent-a-Car eastcoastinternational.com

Elite Rent-a-Car

elitecarrentalsuae.com

Europear International Rent-a-Car

europcardubai.com

EuroStar Rent-A-Car

eurostarrental.com

Fast Rent-a-Car

fastuae.com

Gargash Rent-a-Car gargashme.com

German Rent-a-Car

germanrac.com

Ghusia Rent-a-Car

indigojlt.com

Golden Cars Rent-a-Car

goldencarrentacar.com

Hertz Rent-a-Car

hertz.ae

Jumeirah Rent-a-Car

jumeirarentacar.com

Majestic Rent-a-Car

majesticrentacar.ae

Marvelous Rent Car ajeebuae.com

National Car Rental

national-ae.com

Parklane Limousines

parklanerental.com

Patriot Rent-a-Car patriotuae.com

Premier Limousines

& Leasing

premierdubai.ae

Safari Al Emarat Rent-a-Car

ug-safari.com

Sana Rent-a-Car

sanarac.com

Sixt Rent-a-Car

sixt-uae.com

Super Price Rent-a-Car

superprice-dubai.com

Tauruscar

tauruscar.com

Thrifty Car Rental

thriftyuae.com

United Car Rentals unitedcarrentals.com



DUBAI

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