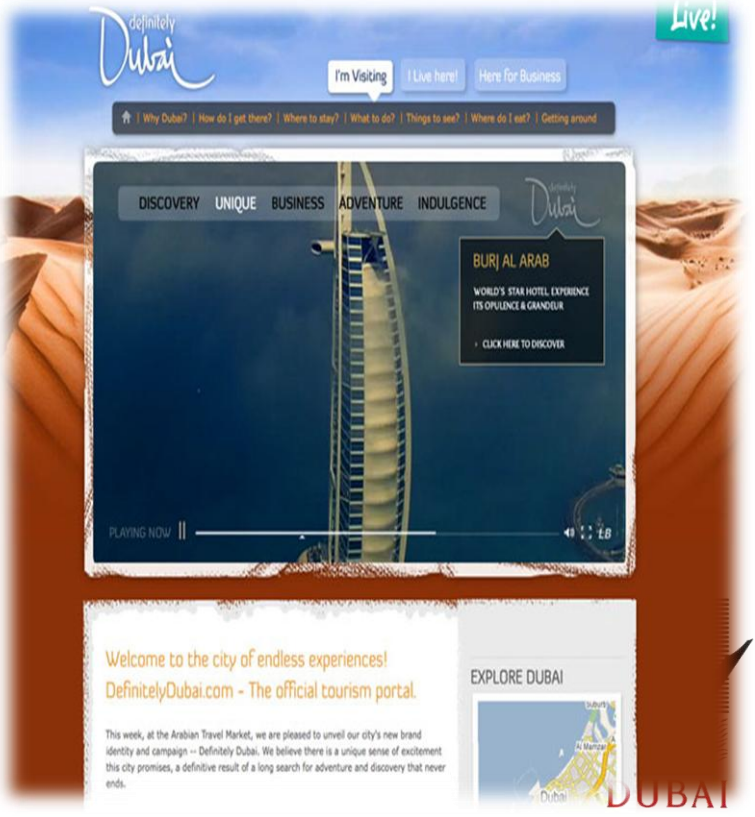
Welcome to the "Dubai Experience" Presentation

Department of Tourism and Commerce Marketing

- Established in 1989 as Dubai Commerce & Tourism Promotion Board
- 18 overseas offices

Government of Dubai
DEPARTMENT OF TOURISM AND COMMERCE MARKETING
حكومة دبي
دائرة السياحة والتسويق التجاري

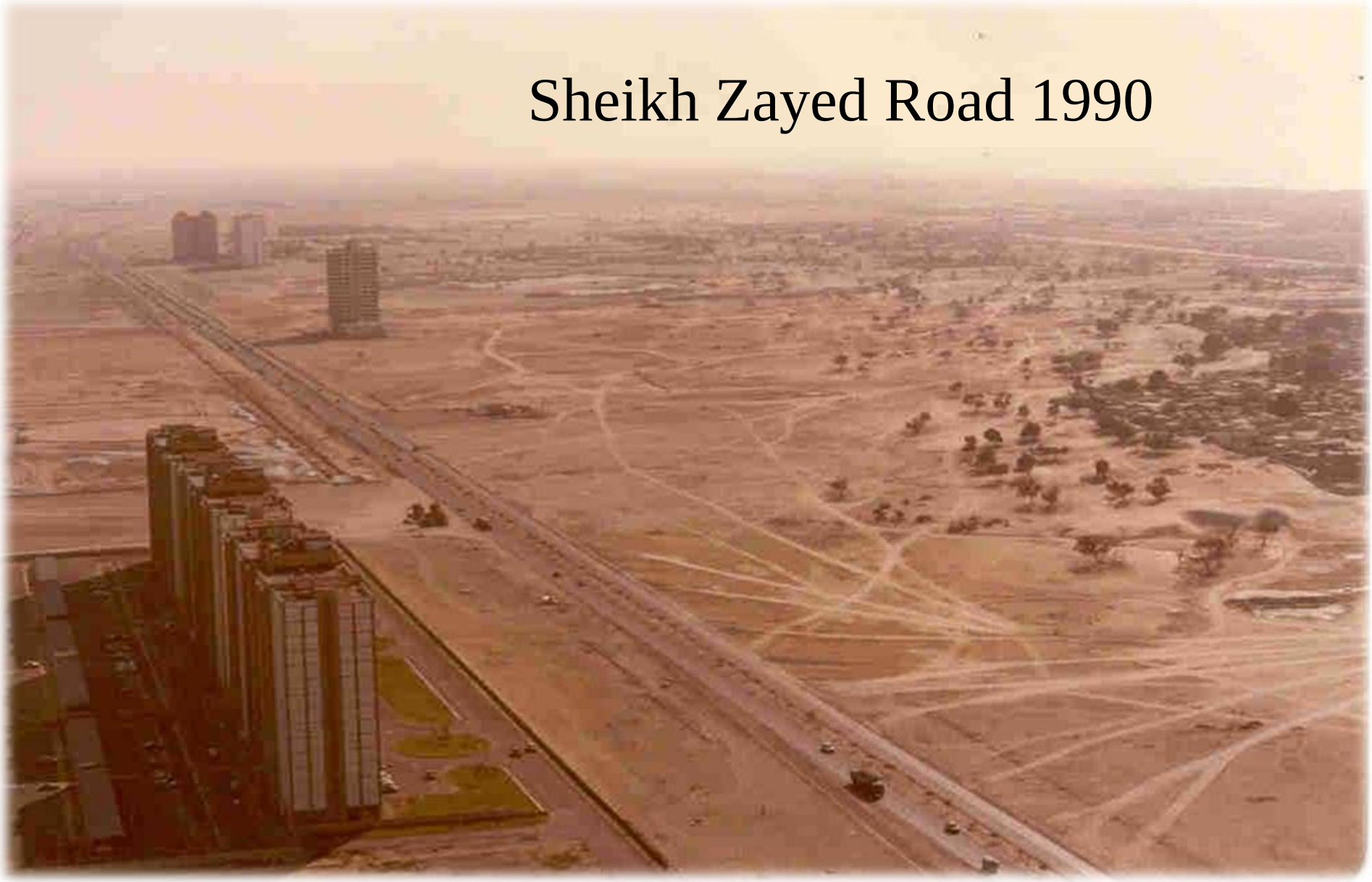


Old Days and Now

Dubai Creek in1950

Dubai Creek in 2010

Sheikh Zayed Road 1990



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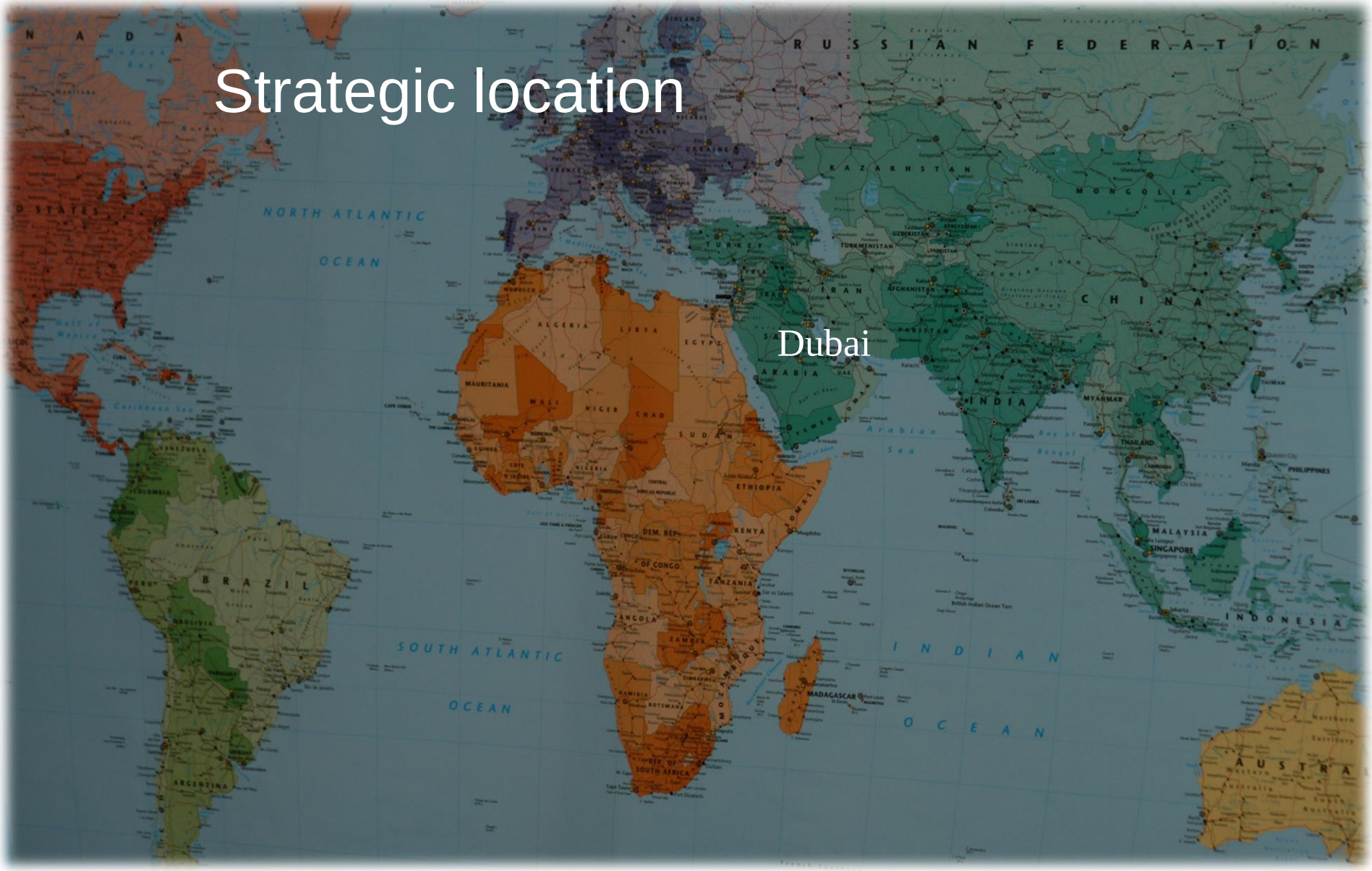
GOVERNMENT OF DUBAI

دائرة السياحة والتسويق التجاري
Department of Tourism and Commerce Marketing

First Hotel in Dubai
Airlines Hotel (1958)

Strategic location



Dubai International Airport in 1971

Dubai International Airport Today

The 2nd Terminal Introduced 2000

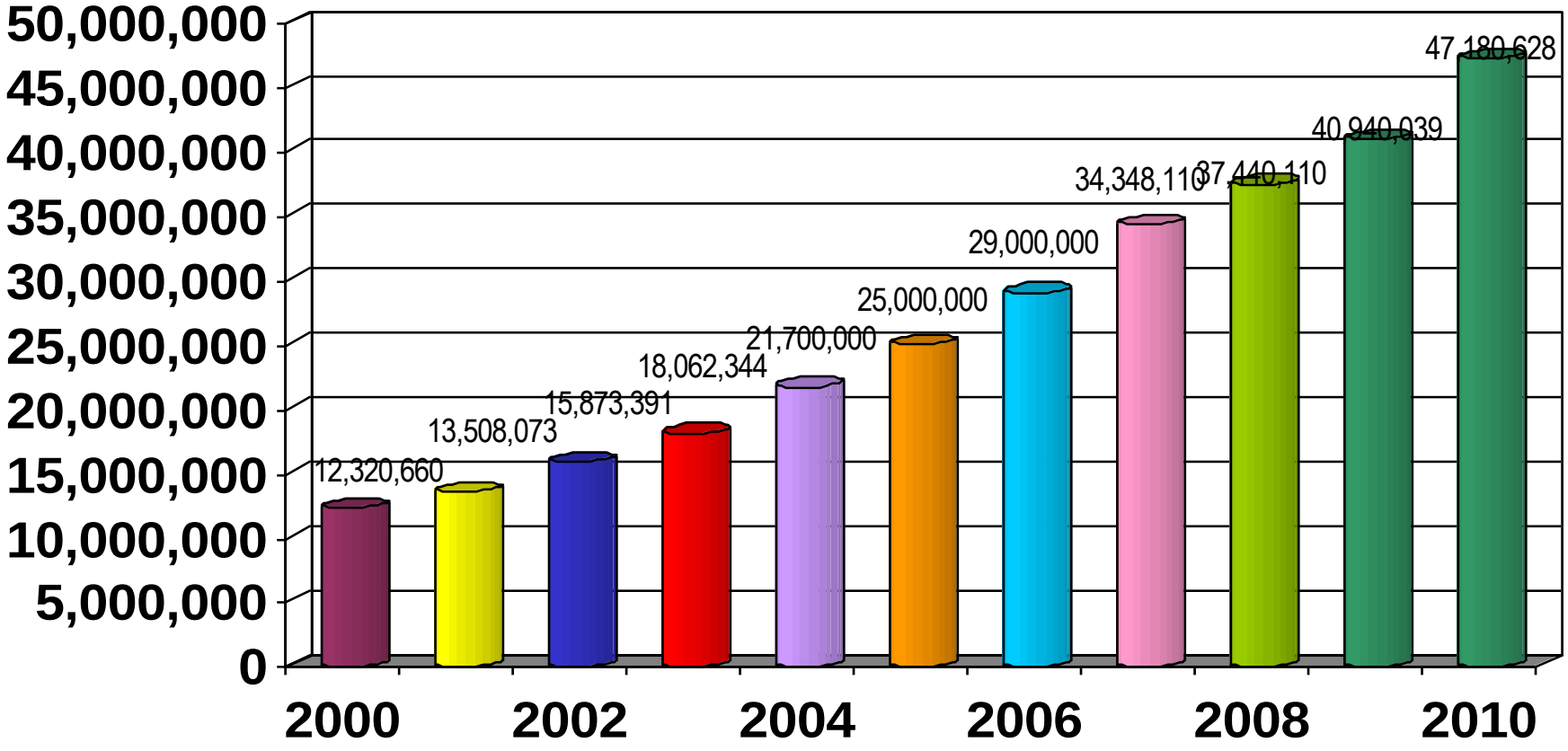
- Connecting more than 230 international cities.
- More than 130 airlines

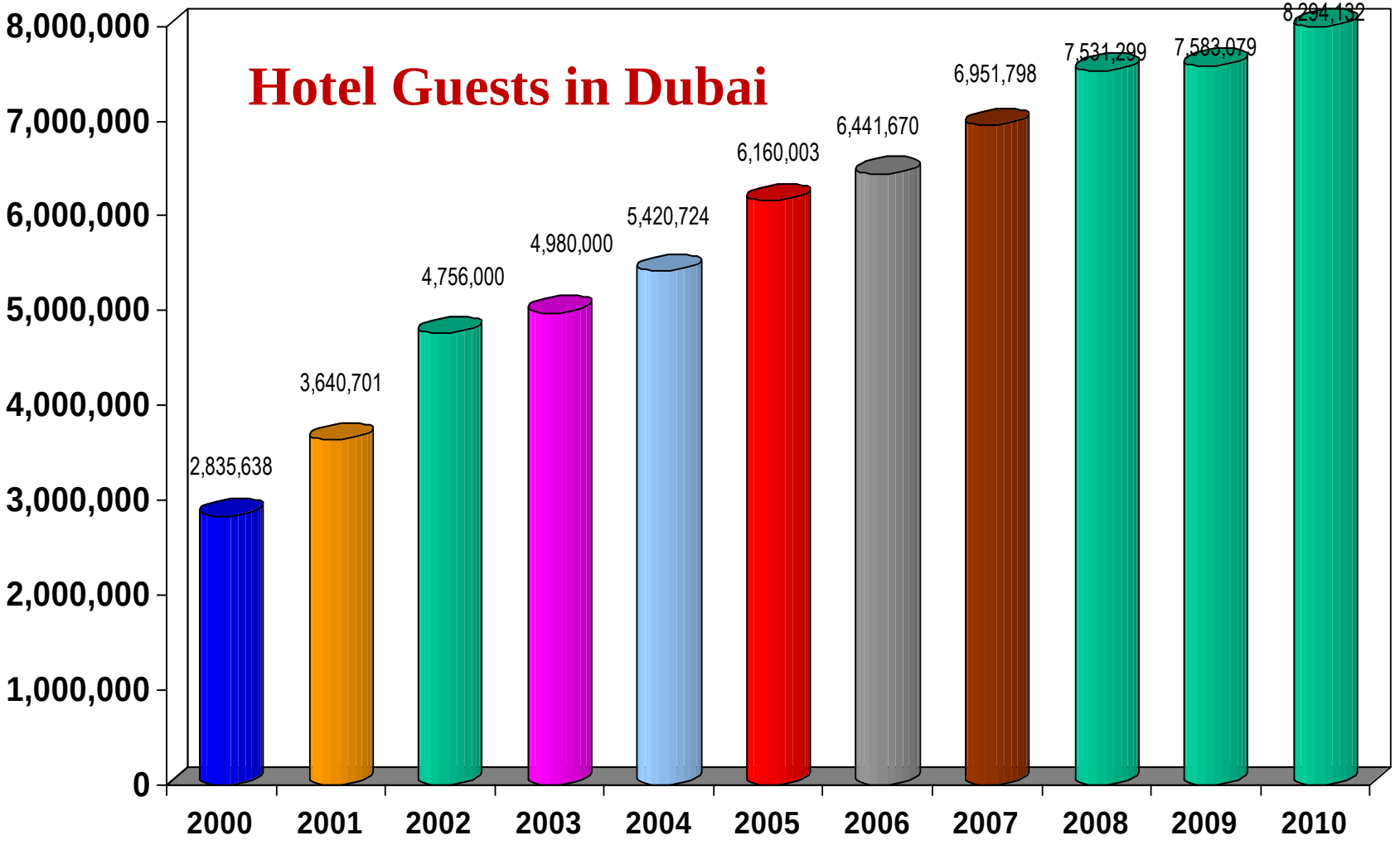
Dubai Airport Expansion

- Launched in 2008
- Capacity over 60 millions passengers

Dubai World Central - Overview

Dubai International Airport traffic summary 2000-2009




Hotel Guests in Dubai
8,000,000
7,000,000
6,000,000
5,000,000
4,000,000
3,000,000
2,000,000
1,000,000
0
2,835,638
3,640,701
4,756,000
4,980,000
5,420,724
6,160,003
6,441,670
6,951,798
7,531,299
7,583,079
8,294,132
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010

Dubai International Convention Center

- Launched:1979
- 100 Exhibitions

Cruise Hub of the region

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Skiing

Water Sports

Cit Tours
TOUR OF DUBAI

Fine Dining

Dhow Cruise

Shopping
DUBAI
SHOPPING
FESTIVAL
DISCOUNTS
babyshop

Desert Safari

Hotels & Hotel Apartments

- 573 Hotel & Hotel Apartments
- 72,419 rooms
- More are on the way

Mountain Resort

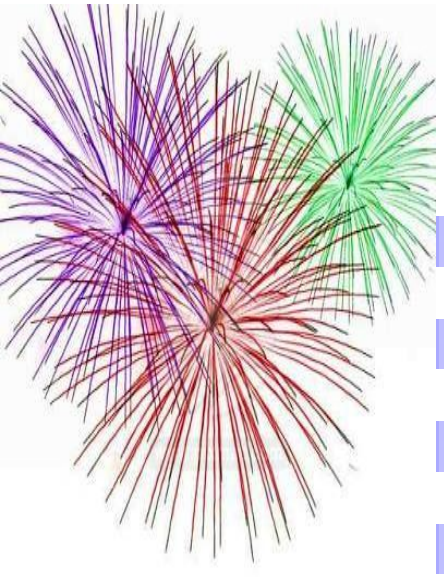
Desert Resort

Beach Front Hotel

City Hotel

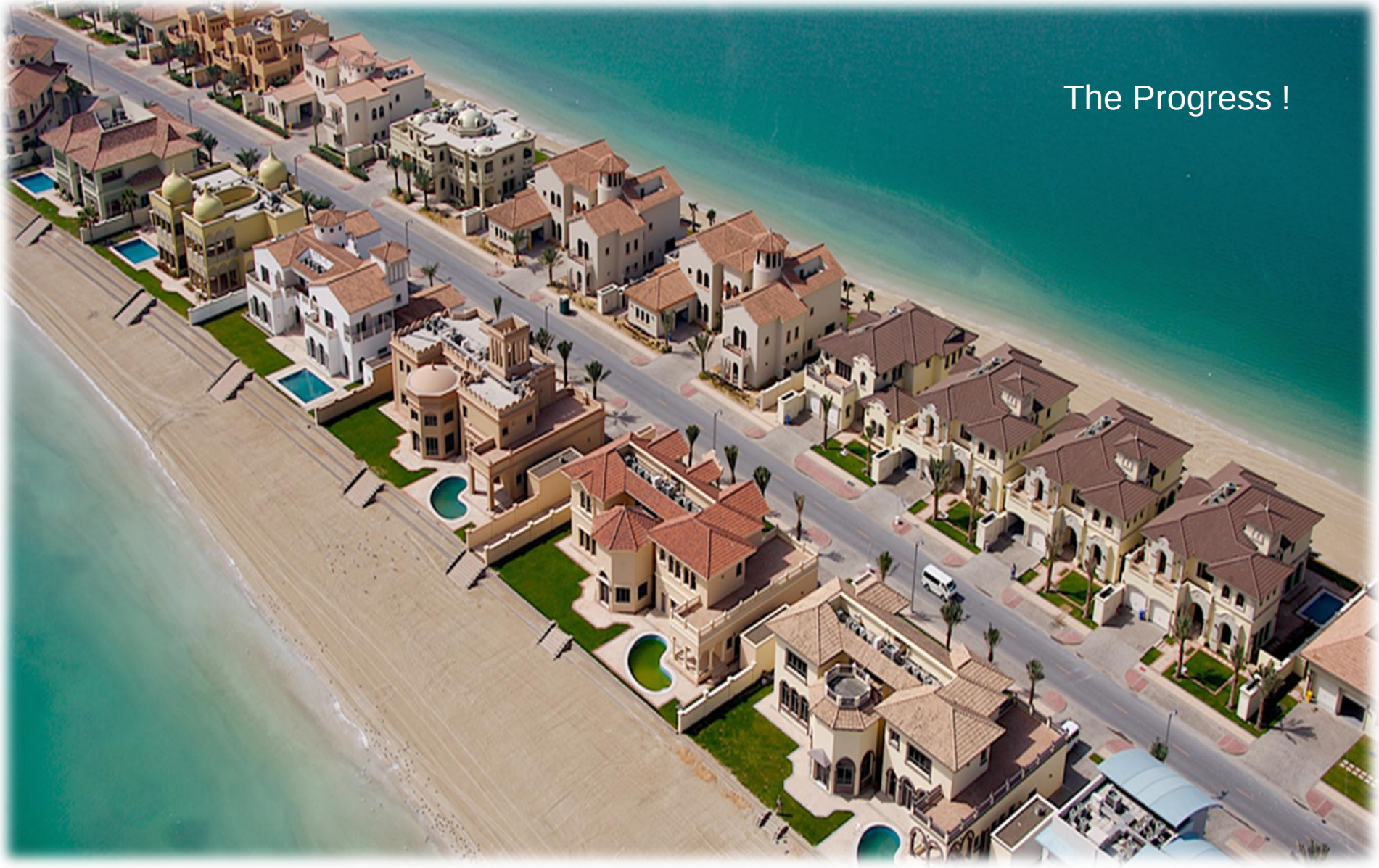
Family Tourism

- Safe
- Theme parks
- Activities for everyone
- Festivals



Major Festivals

- Dubai Shopping Festival
- Dubai Summer Surprises
- Dubai City That Cares
- National Day Festival


The Progress !

300 islands
Mix use
$1.8 billion
4 km off shore

Burj Khalifa

The Tallest Tower
in the World

Height: 828 m
floors: 160

Launched: 4th Jan 2010

Dubai Metro

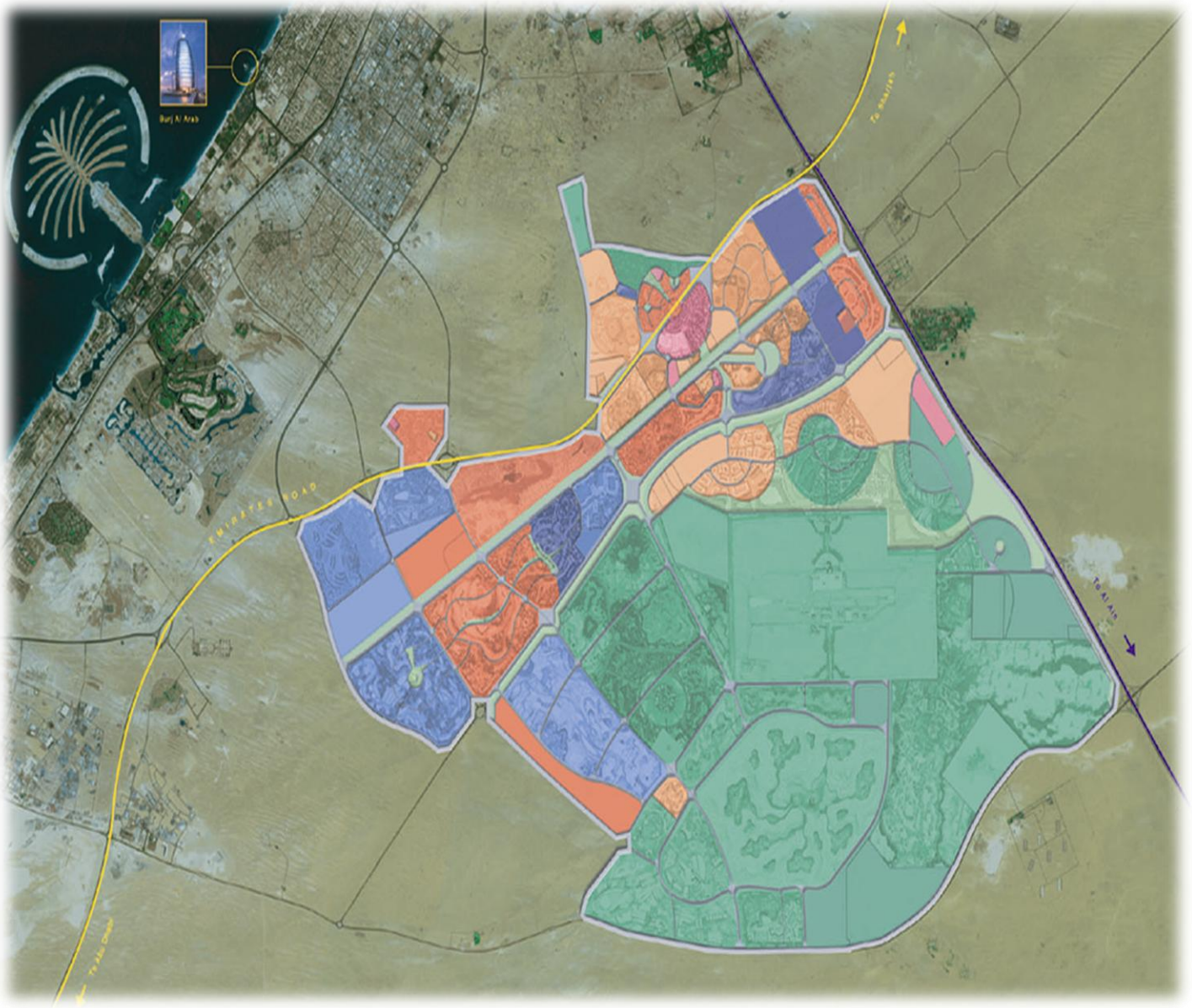
The Largest Automated metro in the world

- 2 lines
- 70 km & 55 stations
- 30 % underground
- $3.96 billion

Launched 2009

Dubai Land

- 5 worlds
- 2.5 millions
- 55 Hotels
- 45 Project



Dubai Sport City:
- 50 millions sq. ft.
- 4 Stadiums

International Brands:
- Manchester United Soccer School
- David Lloyd Tennis Academy
- Butch Harmon Golf School

City of Arabia:

- Mall of Arabia
- Wadi Walk
- Elite Towers
- Restless Planet

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Thank you for your attention!