

# Dubai Tourism on the road in South Africa

Dubai Tourism, together with eight of its Dubai-based partners, has concluded its first series of roadshows across key cities - Johannesburg, Cape Town and Durban - to promote the city's ever-evolving tourism proposition to South African tourists and to further strengthen relationships with key industry stakeholders in the region.



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Dubai Tourism was joined by select partners including Adonis Tourism, City Max Hotel, Groups Travel Tourism, Jood Palace Hotel, North Tours, Novotel Hotel Al Barsha, Rayna Tourism and Dubai College of Tourism.

## Tapping into Africa's immense potential

The series of events showcased Dubai's expanding proposition of affordable luxury experiences to key travel partners in the South African region, spanning across travel, accommodation, entertainment and events in the city, with a focus on family travel.

Speaking at the roadshow, Stella Obinwa, regional director Africa for Dubai Tourism, said: "We are delighted to be in South Africa, one of our key focus markets in the African region. Africa continues to play a big role in our diversified market strategy, as we look to further tap into its immense potential. These road shows are instrumental for us to meet local travel partners and enlighten them on all that Dubai has to offer, and what the city has in store for its visitors."

The roadshow follows a strong eight-month growth trajectory of 2017 for Dubai Tourism, which saw an increase of five percent in visitor numbers from Africa when compared to last year.

## A string of highly anticipated openings and launches in Dubai

Dubai Tourism also hopes to capitalise on the string of highly anticipated openings and launches in the city throughout 2016, which include family-friendly destinations like Dubai Parks and Resorts and IMG Worlds of Adventure. Dubai also saw the magnificent Dubai Opera open its doors last year to a host of acclaimed performances and concerts, as well as the expansive Dubai Canal adding to Dubai's impressive skyline.

The city is also gearing up for 23rd edition of the popular Dubai Shopping Festival and the fifth edition of the Dubai Food Festival that provides visitors and residents with a variety of shopping and delectable culinary experiences across Dubai.

We asked Obinwa a few questions while on the road:



Stella Obinwa, Regional Director Africa for Dubai Tourism

■ ***What are the key markets Dubai Tourism is targeting in SA and Africa?***

We want to focus on leisure, business, MICE, and sports travel.

■ ***Tell us about Dubai's affordable luxury experiences and why travellers from the continent should turn to Dubai for luxury travel?***

Dubai is attractive because it's closer, has over 110 attractions, over 8,000 restaurants, great hotels, theme parks, convenient transportation, and shopping. We really are trying to showcase Dubai as a destination with a diverse affordable luxury offering.

■ ***What are the aims of the roadshow, what would you like to achieve?***

- Provide the travel agencies with support to improve their sales, register travel agencies for Dubai Expert Certification, and introduce them to hotels and DMC's.
- To further strengthen relationships with key industry stakeholders in the region and encourage more people from South Africa to choose Dubai as their preferred destination.
- To create an opportunity for local operators to meet directly with Dubai's top partners.

"From families to young couples, millennials to business travellers, everyone has plenty of reasons to visit Dubai – whether

it is experiencing family-friendly activities, an extensive retail selection, or a year-round calendar of events. Through this roadshow, we hope to provide our partners in the region with a glimpse of Dubai's offerings, as well as build and maintain trade relationships, all towards further developing visitation to Dubai," said Obinwa.

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