



DUBAI | ABU DHABI | OMAN | JORDAN | UAE



**GULF DUNES**



# WHY DUBAI?

Aim for the skies, fulfil the dream.

A cosmopolitan hub where sky was never the limit. A city of limitless possibilities where the finest of culture, nature & adventure converge, allowing us to create remarkable experiences for one and all breaking new frontiers. It is a city that grows beyond your imagination. Luxury in Dubai's second name.

Dubai is a place where you clients will have amazing experiences and create insta moments that will last a lifetime. Even freetime is cool!

# Environment Vision 2021

## SUSTAINABLE ENVIRONMENT AND INFRASTRUCTURE

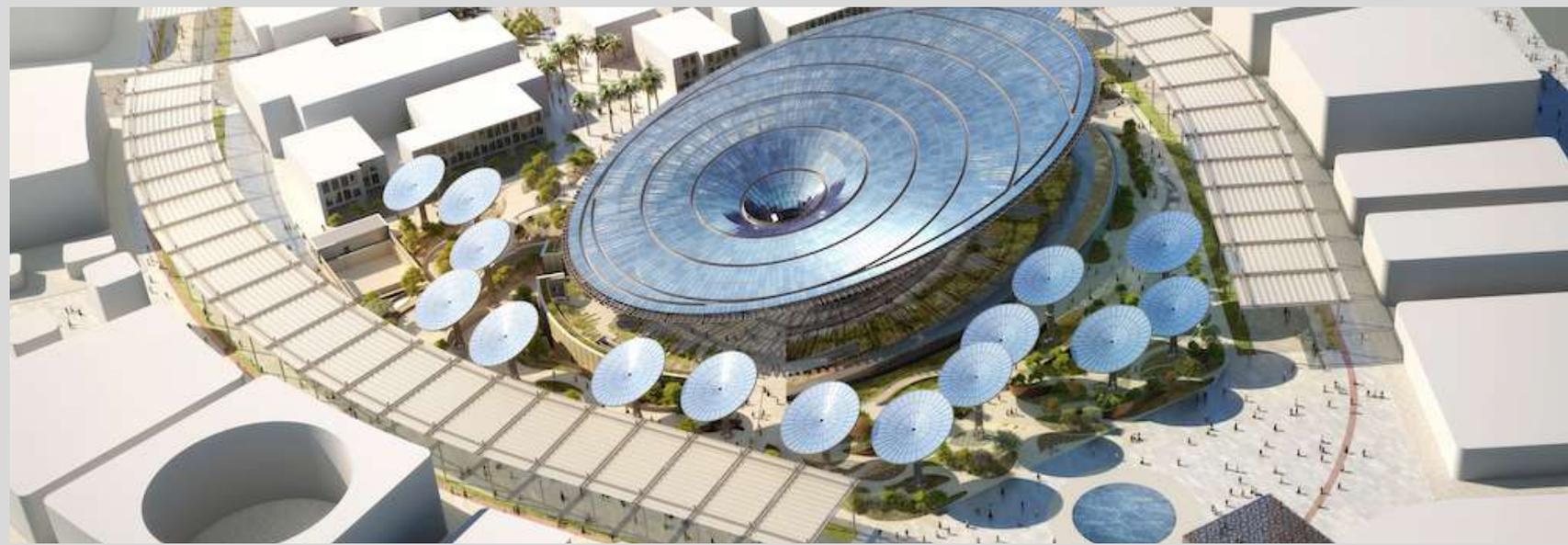
Creating and maintaining a sustainable environment and infrastructure is a pillar of National Agenda in line with Vision 2021. The UAE Government wants to ensure sustainable development while preserving the environment, and to achieve a perfect balance between economic and social development.

## DUBAI PLAN 2021

The plan addresses the urban environment including both natural and built assets, and looks at the living experience of the people of Dubai and its visitors as a result of their interaction with this environment and the economic and social services provided.

The plan addresses the government as the custodian of the city development in all aspects. These perspectives were divided into 6 themes, each highlighting a group of strategic developmental aims for Dubai, and together forming the city's vision for 2021.

- The People: "City of Happy, Creative & Empowered People"
- The Society: "An Inclusive & Cohesive Society"
- The Experience: "The Preferred Place to Live, Work & Visit"
- The Place: "A Smart & Sustainable City"
- The Economy: "A Pivotal Hub in the Global Economy"
- The Government: "A Pioneering and Excellent Government"





# VISION + VALUE + EXPERIENCES

How Dubai can make your experience more desirable:

- E Vehicles - Airport Arrival & Departures / Transfers
- Exciting Group Tours
- Recreation & Sporting Activities
- Special Event Production
- Shore excursions, land & cruise tours
- Dine-a-rounds
- Incentive programs
- Theme Parties
- Corporate Social Responsibility & Wellbeing
- A step towards sustainable tourism

# Tourism Report: Rebounding from Covid-19

Global recognition of the potential impact of the pandemic, combined with a swift application of globally recognised measures to contain the spread of the virus ensured that the UAE has minimised the human and economic cost of Covid-19.

The UAE is number 6 in the world for Covid-19 testing per million. So far, 4 million tests have been taken.

Dubai Health Authority's (DHA) public health department is continuing to set strict guideline protocols on social distancing, temperature Screening, hand washing and wearing of masks to ensure safety and hygiene.

## **Global Travel Trends**

As Dubai relaxes travel restrictions and is opening up to inbound tourism, the airline seat capacity is also beginning to grow.

On July 7th Dubai reopened its doors to the all tourism, after a four month hiatus.

Travel Safety and Enhanced Cleaning Protocol.

1st October Dubai welcomes back International Events.





# LUXURY IN THE AIR

Emirates has become the first airline to offer free Covid-19 insurance as it tries to get people flying again.

Dubai is open: Customers from Emirates' network can now to travel to Dubai as the city has re-opened for business and leisure visitors with new air travel protocols that safeguard the health and safety of visitors and communities.

**Health and safety first:** Emirates has implemented a comprehensive set of measures at every step of the customer journey to ensure the safety of its customers and employees on the ground and in the air, including the distribution of complimentary hygiene kits containing masks, gloves, hand sanitiser and antibacterial wipes to all customers.

Emirates commits to **reducing single-use plastic** on board, driving towards their environmental friendly plan.

INTRODUCING DUBAI  
AS A LUXURY DESTINATION,  
HOTELS & ACTIVITIES.

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# CITY VIBES

Incentive Locations

# ULTIMATE LUXURY

Incentive Locations





# BEACH VIBES

Incentive Locations

# BOUTIQUE HOTELS

Incentive Locations



# EXPERIENCES OUTSIDE DUBAI

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# OUTSIDE DUBAI

Incentive Locations

Creating a unique, relaxing guest experience within the heart of a historic precinct.



Tented Villas

Trailer Parks

Luxurious Glamping

Stargazing Platforms

Local Emirati culture & Hospitality

Desert Luxury Resorts



# LAND ACTIVITIES

Incentive Locations

Charming attraction for every group  
and traveler.

Arts & Culture

Points of Interest

Shopping

Sports & Entertainment

Adrenaline and Thrill Seekers

Beach Clubs

Night Golf

Abu Dhabi City Tour





# SEA & AIR EXPERIENCES



Incentive Locations

Immerse your group on the Arabian Gulf

Yellow Boat City Tour  
Yacht and Sailing  
E Foil, Hooverboards  
Seabreachers and Jet Ski's

Paddle Boarding  
Seawings transfer or City Excursion  
Heritage boat tour  
BBQ + Water Sports  
Heli Dubai



# DESERT EXPERIENCE

## Incentive Locations

Experience Dubai best desert experience tailor made to your group. We can help create a bespoke program that includes exciting jeep transfers, off road dune bugging and an unforgettable stargazing dinner.





# GALA DINNER VENUES



Incentive Locations

Gatherings by the Gulf.  
Take your event to the great outdoors.



Ascend to the top on an intimate rooftop  
with skyline views to large scale events up  
to 30000 people overlooking Dubai  
incredible landmarks.

# GROUP DINING

## Incentive Locations

For a dining experience with a difference, from private dining offering extraordinary gastronomy to multi dining destinations within one vicinity for the larger groups.

Exquisite menus

Delicious Cuisines

Dine-a-rounds

Speakeasy concepts

Alfresco dining

Skyline city views, dining over a F1 track to beach grills with a gulf breeze



# MEETINGS & EVENTS





# BUSINESS DISTRICT

The pioneer of Dubai's rise as a cosmopolitan commercial center at the crossroads of the world. As the region's largest purpose-built complex for events and exhibitions, the World Trade Center provide a platform for unparalleled business and networking opportunities.

## MEETING & EVENTS HUB

Key Areas:  
Business Bay  
Healthcare City  
Festival City  
Jumeirah Beach  
World Trade Center  
DIFC





# BEACH RESORT BALLROOMS

## Meetings & Events

Dubai luxury resorts offers spectacular spaces with the finest conference and unique event spaces; providing mix of opulent business and modern contemporary.

Here you will find world class Ballrooms to host your next group meeting.



# WELLNESS RETREAT



# SUSTAINABILITY

A hand is shown holding a small globe of the Earth. The globe is surrounded by several circular icons representing different aspects of sustainability: a wind turbine, a solar panel, a recycling symbol, a leaf, a flame, a corn cob, a sun, and a factory. The background is a soft, out-of-focus green, suggesting nature.

## INTRODUCTION

The idea that the oil-rich UAE doesn't care about greenhouse-gas emission and sustainability is a long outdated one. In fact you may be surprised to know that in fact the UAE is a world leader in sustainability innovation, carrying out some of the most ambitious projects to date, with two decades of lowering dependency on fossil fuels. The UAE aims to be one of the most sustainable destinations by 2021, focusing on key priorities around world class healthcare, safety, sustainable environments and infrastructure. If CSR and sustainability is a key driver for your organisation, then the UAE offers a great platform to show commitment towards your goals as there are significant developments to make travel and tourism more sustainable.



**EXPO  
2020  
DUBAI  
UAE**

**EXPLORE THE WORLD IN ONE PLACE**

**1 OCTOBER 2021 – 31 MARCH 2022**

# 20+ PROGRAMMING VENUES

**DUBAI EXHIBITION CENTRE NORTH (DEC)**  
17,000sqm of multipurpose space  
2 conference rooms with up to 1,800 pax each  
Theatre 400 pax seated  
Auditorium 2,500 pax seated  
Concourse with F&B offerings

**AL WASHI MAIN STAGE**  
Main Stage (2,500 cap)

**DUBAI EXHIBITION CENTRE SOUTH (DEC)**  
24,000sqm of exhibition halls - 5 halls  
Concourse with F&B offerings

**DISTRICT STAGE**  
District Stage (350 cap)

Public Concourses (including welcome plazas) are available to host mobile acts and parades

**PAVILION CO-CREATION**  
Opportunity Pavilion Venue

**PAVILION AMPITHEATRE**  
Opportunity Pavilion Venue

**DISTRICT STAGE**  
(304 cap)

**AL FORSAN STAGE**  
Amphitheatre Stage (2,500 cap)

**AL FORSAN Multipurpose area**  
(3,850sqm)

**AL FORSAN FIRE PIT**

**PAVILION OUTDOOR SPACE**  
(135 cap)

**DISTRICT STAGE**  
District Stage (336 cap)

**INDOOR AUDITORIUM**  
(108 cap)

**PAVILION OUTDOOR SPACE**  
Fermal Pavilion Stage (180 cap)

**JUBILEE STAGE**  
Performance Arena (15,000 cap)

## SAMPLE INCENTIVE ITINERARY: AUTOMOBILE (5 HOURS)

Witness the transformation of the automotive industry through the ever-changing concepts of mobility to ensure a better future

| STOP 1:<br>MOBILITY PAVILION &<br>TEAM ACTIVITY   | STOP 2:<br>USA ENTERTAINMENT  | STOP 3:<br>WORLD MAJLIS SESSION  | STOP 4:<br>STREET ENTERTAINMENT  | STOP 5:<br>AL WASL PLAZA  |
|---|---|--|--|---|
| 🕒 1 HOUR 30 MINS  | 🕒 1 HOUR  | 🕒 1 HOUR   | 🕒 30 MINS  | 🕒 1 HOUR  |
|  <p>Start by visiting the Mobility Pavilion, that is dedicated to exploring concepts of movement throughout history</p> <p>Witness the UAE-USA collaboration reaching for space through the UAE's Space Probe to Mars</p> <p>Participate in a team drone building workshop at the Mobility Pavilion</p> |  <p>Discover the USA Pavilion and set your eyes on the never-before seen Hyperloop.</p> <p>Learn how the USA is replacing diesel cranes with electronic cranes</p> |  <p>Attend one of World Majlis sessions with world leading experts to discuss the topics of mobility, technology and its impact on humanity</p> |  <p>Experience our exciting, 350m long parade, featuring a mixture of roaming thematic floats and live performance artists.</p> <p>On your way, take a moment to experience one of our mobile entertainment offerings, which keep you engaged while you explore.</p> |  <p>Take a trip to the heart of Expo 2020 and prepare for a spectacular show at Al Wasl Plaza</p> <p>Its domed trellis doubles as a 360-degree projection surface, bringing Expo nights to life, for visitors both inside and outside this iconic architectural structure.</p> |



# EXPO 2020 CONCEPT

Experience. Dine. Discover.

The group will arrive through a private entrance at the Expo Site where they will be met by a guide who will take them on a journey of discovery.

## SAMPLE INCENTIVE ITINERARY: ART & ARCHITECTURE (5 HOURS)

Witness unique architectural designs which not only pays homage to iconic, culturally significant symbolism, but also to a compelling expression of the future

| STOP 1:<br>OPPORTUNITY PAVILION   | STOP 2:<br>STREET ENTERTAINMENT   | STOP 3: TERRA   | STOP 4:<br>MOBILITY PAVILION & TEAM ACTIVITY   | STOP 5: AL WASL PLAZA   |
|---|---|---|--|---|
| 🕒 1 HOUR  | 🕒 30 MINS   | 🕒 1 HOUR 30 MINS  | 🕒 1 HOUR 30 MINS   | 🕒 1 HOUR  |
|  <p>Start by visiting the Opportunity Pavilion, designed by Cox Architects.</p> <p>Discover the marriage of nature and heritage that has created an organic pavilion dedicated to the theme of Opportunity</p> <p>Grab a quick snack at one of the mobile food trucks</p> |  <p>Experience our exciting, 350m long parade, featuring a mixture of roaming thematic floats and live performance artists.</p> <p>On your way, take a moment to experience one of our mobile entertainment offerings, which keep you engaged while you explore.</p> |  <p>Terra - The Sustainability Pavilion, designed by Grimshaw Architects is a machine in itself.</p> <p>Learn how this Leed Platinum Pavilion generates its own water and electricity.</p> <p>Indulge in organic food at the Origins Café.</p> |  <p>Take the world's largest elevator to the skies at the Mobility Pavilion.</p> <p>Participate in a team drone building workshop at the Mobility Pavilion</p> |  <p>Take a trip to the heart of Expo 2020 and prepare for a spectacular show at Al Wasl Plaza</p> <p>Its domed trellis doubles as a 360-degree projection surface, bringing Expo nights to life, for visitors both inside and outside this iconic architectural structure.</p> |



Packages can include a VIP ticket, or they can take a curated journey designed inline with your company's interests or field of expertise, including access tickets to the pavilions.

And stay for the concert in the evening as we are the Expo2020 Official DMC Tour Partner

Marvel in the wonders of the world, and then you can hold a meeting at the Exhibition Centre, watch one of the many live concerts or talks, or have dine around in one of the 200+ restaurants on site.

# EXPO 2020 CONCEPT

Come visit the World's Greatest Show.

It is all about building an amazing event to bring your bring a community together to have fun and create a truly memorable experience. Its about survival of the fitness, imagination, creativity and WOW.

We would work to source a unique journey through Mexico Pavillion and other relevant stops on the journey where you can let your hair down, evolve the concept and let our our team of creatives support you in enhancing the experience, creating surprise and delight moments incorporating a middle eastern twist in the Expo of the future. Ideal to combine with a visit to the Museum of the Future.

True memories will be made and never forgotten.

# SUSTAINABLE CITY

It is about time we all did something good and go green.





# SUSTAINABLE CITY CONCEPT

Go green dinner and immersions.

Excellent events space to engage a diverse audience with high quality facilities, experiences, thought leadership seminars, keynotes, open talks, and panel discussions. Take part or create a 'go green' workshop with local businesses based there, learn about smarter mobility, green tech, plant a tree.

Our creatives would create a bespoke learning programme, including tours to explain the master plan of the community around the 3 pillars of sustainability - Social, Environment & Economy, aligned to your company's CSR focus.

Then we would end the day with a 'go green' dinner with recyclable items, paper plates, minimise food wastage, locally produced items, and reduced carbon footprint.



**Thank you for taking the time to view our presentation, we trust we have inspired you to consider Dubai for a future project .**

GULF DUNES DMC



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