

TWICE THE SIZE OF DISNEYWORLD,
100 TIMES MONACO

Billions pour in to Dubai to make it the place for biz development

NOWHERE else in the world boasts business and tourism developments like Dubai.

The emirate is blossoming at a furious pace with billions of dollars being ploughed into some massive projects — from the Dubailand venture that is expected to attract 200,000 visitors daily to Dubai Marina, a ‘city within a city’ in Jumeirah that will accommodate more than 150,000.

The list goes on...and on.

Dubailand, the city’s biggest project of all, will cover an area twice the size of Disneyworld in Florida and 100 times the size of Monaco. Comprising six huge zones for themed leisure attractions with hotel accommodation, the project has been billed as a cross between Las Vegas and Orlando.

The A\$7.5 billion development will include a theme park with attractions such as Pharaoh’s World, Dinosaur World, the futuristic Space hotel and even a gigantic indoor ski dome.

Dubailand will also have a zone dedicated to sport, which will include three giant-sized sport stadiums, polo grounds, 18-hole golf courses, as well as a fully integrated motor sport facility — Dubai Autodrome — that is already completed.

For future visitors, there will be a number of five-star hotels and the world’s largest shopping mall. The first phase of the project is expected to be completed by late 2006.

The fast pace of growth that Dubai has been witnessing has led to a major expansion of the international airport. Work began last year on the US\$4.1 billion project that will enable the airport to handle 70 million passengers a year by 2016 and 100 million by 2025. The expansion is expected to be completed fully in the next two years.

The fast-track developments, backed by intensive government and private investment, and the progress on some of the world’s

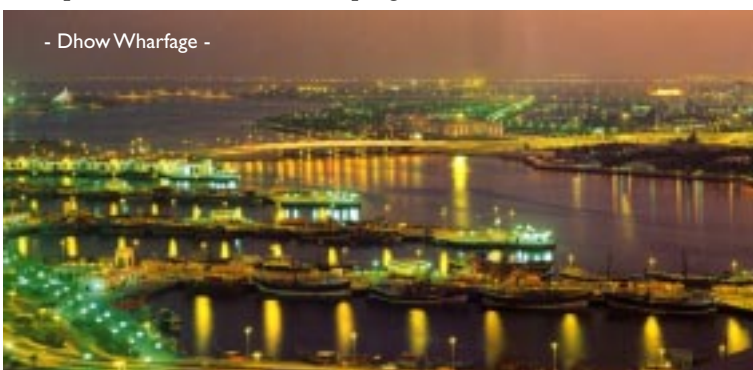


most ambitious and trend-setting tourism, infrastructure and real estate projects taking shape are expected to broaden the Dubai’s global appeal as an ideal year-round business and leisure destination.

And Dubai’s Department of Tourism and Commerce Marketing (DTCM) is constantly pursuing an aggressive promotional and marketing agenda in overseas markets with updates to key industry players on the progress of the multi-million dollar projects.

Peter Gisborne, Australian-based director of DTCM, said Australian business to Dubai was growing at a high rate with sales of motor vehicles — such as the Toyota Camry built in Melbourne — having become a top seller in Dubai. The construction industry was also well represented with the familiar Multiplex sign prominent in the many construction sites in the emirate.

“Some 900,000 travellers are expected to visit the UK and Europe during 2005 and we are targeting 10 per cent of these to visit Dubai either on their way over or back from their prime destination,” said Gisborne. “Dubai also is becoming increasingly popular with conference organisers who have identified the emirate as not only safe and friendly but one that offers world class accommodation and meeting facilities with pricing that is highly competitive. It does not rain very much in Dubai and this is a big benefit in outdoor event planning!”



- Dhow Wharfage -



-Jumeirah Mosque and Jumeirah Beach -



- Dubai Creek -

Emirates introduces e-ticketing to 40 ports

EMIRATES has become the first airline in the Arab world to offer e-ticketing.

The facility is rapidly being rolled out to its network, global distribution systems and interline e-ticketing partners - benefiting customers worldwide.

Since last May, when Emirates first launched the system, the carrier has nearly doubled the number of destinations that are e-ticket compliant, overcoming regulatory challenges and keeping its nose to the grindstone. Starting with 26 destinations, today, e-ticketing is available from America to Australia in more than 40 cities across the airline's network.

Emirates also has started offering e-ticketing on flights of specified interline partners including Continental Airlines, United Airlines, British Airways, American Airlines, Delta Airlines and SriLankan.

This means, for example, that passengers travelling on Emirates to New York or London and onwards to points in the United States with Continental will be able to use e-tickets for their entire journey.

"We are delighted with the customers' response to our e-ticketing process, which they find easy and convenient. There has been a significant increase in awareness and preference for e-ticketing since launch," said Ghaith Al Ghaith, Emirates vice president commercial operations worldwide.

E-tickets — virtual versions of the traditional paper flight tickets — benefit passengers in important ways. They need not worry about missing a flight because of forgotten or misplaced tickets, as passenger details are safely stored in Emirates' computer reservation system.

And e-tickets can be ordered conveniently at all times either online at www.emirates.com or through an Emirates Call Centre. This eliminates the need for passengers to visit an Emirates office to collect their tickets or wait for them to be delivered. E-tickets are also available through the ticket offices.

Bookings that permit reservation changes can be modified easily at any time, by phone or in person, without the need to submit a paper ticket.

E-tickets provide faster and more efficient check-in and speed other airport processes. They also improve flexibility and convenience for self-service options, such as kiosks. Unused coupons are not needed for refunds.

Passengers receive e-ticket receipts by e-mail, detailing the individual's name, travel itinerary and payment details.

Meanwhile Emirates will start flights to another three cities



in 2005 — in Europe and the Far East.

When added to the carrier's new three-weekly route to the Seychelles - due to start on January 02, the new destinations will expand the Emirates network to 81 destinations by the end of next year.

On May 01, the airline will start operating daily flights to Seoul, followed by a daily service to Hamburg on October 30, and a daily service to Geneva on December 01.

From Australia, Emirates will by late next year offer 49 weekly flights to Dubai — seven from Brisbane, daily flights from Sydney and Perth, increasing to double daily in 2005, and 14 weekly services from Melbourne, which started this month.

DUBAI briefly...

- The weekend for government, schools and some other organisations is Thursday and Friday, but many private facilities now close on Friday and Saturday.

Government offices are open from 7.30am to 2.30pm, Saturday to Wednesday.

Private sector office hours vary, but are generally open from 8.00am to 1.00pm, re-opening at either 3.00pm or 4.00pm and closing at 6.00pm or 7.00pm.

Shop hours are similar, but many remain open until 9.00 or 10.00pm. Department stores, boutiques, souqs and many supermarkets remain open on a Friday, apart from prayer time (between 11.30am and 1.30pm) while larger shops only open on Friday afternoon at around 4.00pm or 5.00pm.

- Dubai has created a number of free zones that allow businesses to operate wholly owned. The two main free zones are Jebel Ali Free Zone Authority (www.jafza.co.ae) and Dubai Airport Free Zone Authority (www.dafza.gov.ae)

- DTCM Australia & New Zealand representative office acts as a facilitator for expressions of interest in business establishment in Dubai. The office is also actively supporting public and private organisations' initiatives for trade development within Dubai.

- Trade exchange between Australasia and Dubai currently is in the order of A\$3 billion.

- It has been estimated that 100,000 Australian and New Zealand travellers will have visited Dubai this year — a 38 per cent rise on the 2003 figure. Business travel to Dubai from Australia and NZ has been attributed to the jump in visitor arrivals.

