

DUBAI - THE PERFECT INCENTIVE TRAVEL DESTINATION

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Creating affordable Dubai
itineraries for your groups
has never been easier

As the fourth most visited city in the world and the economic heart of the Middle East and North Africa, Dubai will be familiar to corporate and incentive planners and clients.

Yet what you may not realise is the wide variety of offerings available, crucially across an equally wide range of budgets, that mean there are options for every group. And even at these lower price points the city provides unforgettable, only-in-Dubai experiences that will leave your team or clients thrilled and motivated.



Click on links and images throughout this document for more information on the city's offerings and capabilities.

GETTING HERE IS EASY

Dubai's connectivity with the rest of the world comes primarily through its two international airports – **Dubai International (DXB)** and Dubai World Central (DWC).

DXB is the world's busiest airport for international passenger traffic, and with 88+airlines flying through it, the hub offers direct services to most major cities around the world.

Dubai's homegrown low-cost carrier **Flydubai** services more than 90 destinations, offering value and at the same time providing visitors with an enjoyable experience on their way to Dubai.

The airline offers special groups fares on select routes depending on the number of passengers travelling.

Flag carrier **Emirates** flies to over 155 destinations and offers a number of different packages to ensure your groups have a tailored experience, from setting off for their home airports, through to inflight branding options and special welcomes in Dubai.



GETTING YOUR VISA

The UAE's liberal visa entry laws have helped Dubai become one of the world's top business and events hubs. Visitors from 70+ countries are eligible for a 30-day or 90-day visa on arrival depending on your nationality. This can be extended for an additional 30 days.

For Arabian Gulf Nationals, travelling between the Gulf Countries is visa-free.

Indian nationals holding a visit visa or a green card issued by the USA, or a UK or EU residency, can obtain a visa on arrival for stays up to 14 days. The US visa, green card, UK residence permit or EU residence permit must be valid for at least six months from the date of arrival into the UAE. They can also apply online in advance, and can then extend their stay for additional 14 days. The entry permit costs around US\$28, and one-time only renewal is around US\$68.

If the passport of your nationality is not eligible for an on-arrival visa, licensed travel agents and hotels in the UAE can arrange an entry permit if you purchase the air ticket through them or your reservation is with the specific hotel.

Travel agencies and airlines can also arrange visas for entry into Dubai.

[Click here for more information](#)



FIND YOUR PERFECT HOTEL

Dubai has become famous for its five-star hotels, and while many of these offer incredible value, the city is also home to a fast-growing selection of mid-market and lifestyle hotels that provide comfort, value and world-class hospitality.



Aloft Palm Jumeirah

208 rooms

Aloft Palm Jumeirah stands out from the crowd as a hip, boutique option on the island's East Crescent. The city's first Aloft property has an eclectic range of room sizes, all featuring ultra-comfy signature beds, walk-in showers and amenities by Bliss Spa.



Zabeel House by Jumeirah, The Greens

210 rooms

An oasis of calm, located a stone's throw from the Emirates Golf Club, Zabeel House by Jumeirah, The Greens is the perfect stay for anyone who is travelling, working, or simply passing through the city.



FORM Hotel Dubai

136 rooms

This charming hotel in the Jaddaf waterfront area combines hospitality with art. Wellbeing is one of the hotel's top priorities, with only clean eating options and a totally smoke-free environment.



Rove Downtown

420 rooms

This homegrown hotel in Downtown, near The Dubai Mall, is designed with quirky, locally-inspired art and a culturally-connected soul. Rove takes the frills out of standard hotel offerings and replaces it with what guests really need.

Al Seef Heritage Hotel

190 rooms

Inspired by traditional Emirati homes, the hotel offers views of nearby souk rooftops and courtyards, as well as Dubai Creek's bustling waterways.



Ramada by Wyndham Downtown Dubai

190 rooms

Located in the most popular district, Ramada Downtown Dubai offers spacious accommodations with vibrant interiors and amazing views of Burj Khalifa and the Dubai Fountain.



Holiday Inn Dubai Festival City

510 rooms

Featuring a contemporary, spacious design, with access to a variety of dining and leisure facilities, the IHG property is just a short drive from Dubai International Airport and Downtown Dubai.



DoubleTree by Hilton Hotel Dubai - Jumeirah Beach

208 rooms

Located within a short stroll from The Walk, Bluewaters Island and Marina Promenade, the hotel has a private beach and gives guests views of the Arabian Gulf Sea and The Palm, Jumeirah.



UNIQUE MEETING PLACES

Dubai is the ideal environment in which group can gather for teambuilding, company rallies and knowledge development sessions. And it's not just about the major venues such as Dubai World Trade Centre or the large convention hotels – the city is also home to unique and varied options that ensure you can find the perfect setting for your groups.



Dubai Parks & Resorts

Home to Legoland Dubai, Motiongate Dubai and Bollywood Parks Dubai – Dubai Parks & Resorts combines thrilling adventure and dedicated spaces for corporate events, making it easy to inject fun into gatherings.



Roxy Cinemas

With locations in some of the key entertainment and retail developments, Roxy Cinemas offers a large suite of different screening rooms that are ideal for groups of all sizes.



Expo City Dubai

The iconic site of Expo 2020 Dubai is now one of the city's newest districts, with a wide range of unique indoor and outdoor spaces that will inspire groups.

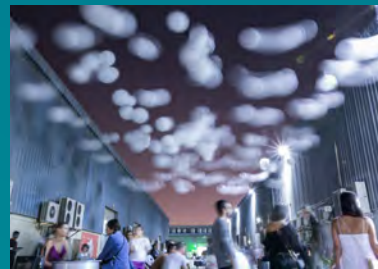


Dubai Design District

Hip cafes and restaurants make this a hotspot for residents and visitors. A range of indoor and outdoor spaces can also be utilized for gatherings and events.

Alserkal Avenue

Once an industrial area in the very centre of Dubai, Alserkal Avenue now comprises around 40 warehouses, converted into galleries, dance studios, artisanal cafés and more. Offering unique, alternative spaces for events.



La Mer

An urban beachfront destination that combines sun and sand with shopping and style, La Mer is composed of four distinct zones and boasts a modern industrial aesthetic.



City Walk

Combining dining, retail and entertainment in the heart of the city, City Walk offers a wide range of options for itineraries, all set within contemporary design and creative outdoor spaces.



Global Village

Part theme park, part market, Global Village features 78 cultures in 26 pavilions with 3,500 displays from countries near and far where visitors can pick up traditional handicrafts and snacks from over 200 eateries.



The Pointe

Located on The Palm, Jumeirah, this leisure destination offers stunning views and irresistible options to shop, dine and play. Across the bay from Atlantis, The Palm, The Pointe's 1.5km promenade also presents stunning waterside photo opportunities.



FLAVOURS OF THE WORLD

Dubai is a melting pot of over 200 nationalities, and that diversity is reflected in the food, with cuisines from just about every part of the world and a wide range of choices across food trucks, street eats and casual dining options.



Zaroob

Palestinian eatery Zaroob offers delicious Arabic street fare in their funky outdoor garden area. Choose a piping hot falafel, savour a mana'oushe morsel, and devour a fateer among other Arabic classics.



Tom & Serg

Australian café proprietors Tom & Serg have cracked the coffee scene with their warehouse style café in the emerging arts district of Al Quoz. Enjoy salads, simple meals and the perfect flat white in the airy open plan café.



Din Tai Fung

Hailing from Taiwan, this restaurant chain is a favourite with lovers of dumplings, with hearty versions of noodles, mouth-watering xiao long bao, and simple vegetable dishes have earned them high praise amongst locals.



Dhow boat dinner cruise

Combine dinner with a spectacular boat tour on a Dhow Boat Dinner Cruise on Dubai Marina or Dubai Creek. Dinner is usually served buffet style, and popular cruises include Bateaux Dubai and Rustar.



Calicut Paragon

With rave reviews for its flavoursome curries and budget-friendly prices, this Indian restaurant draws a hungry crowd every evening. Menu highlights include spinach pakodas, crab masala and zafrani chai.

Ravi Restaurant

An institution in its own right, this Pakistani eatery in the cultural melting pot neighbourhood of Satwa is popular with travellers from all walks of life.



Al Ustad Special Kebab

This is one of Dubai's oldest establishments serving authentic, no-frills Iranian fare. The décor is quirky with a dash of old-world charm and the kebabs are melt-in-your-mouth perfect.



Drop Dubai

Delegates and visitors looking for high-quality artisanal brews and bites will feel right at home at homegrown concept Drop Dubai, which has locations in Downtown Dubai or Jumeirah.



Arabian Tea House

Find a selection of sandwiches, pastries, salads and desserts to go with your tea of choice, as you soak up the sounds of rustling trees and birds in this leafy courtyard. Arabian Tea House also offers more than 150 different types of tea.



Luchador

This modern Mexican restaurant features a 11th floor open terrace that boasts incredible views of Palm Jumeirah. Meanwhile, fresh, made-to-order platters of tacos, quesadillas and a ceviche assortment offer plenty of flavour.



MEMORABLE EXPERIENCES



Desert

- Desert Safari - hours of adventure and hospitality with dune bashing, falconry, entertainment and dining under the stars
- Hot Air Balloon - soar above the clouds and take in the stunning landscape below as well as the sunrise or sunset
- Quad Biking - Follow the natural trail of the dunes, hurtling and bouncing over some of Dubai's iconic sand



Beach

- Kite Beach - providing a picture-perfect backdrop of the iconic Burj Al Arab and plenty of activities
- The Beach - The bustling cosmopolitan area like a sunny beach resort that anyone can access, with a contemporary Arabian touch
- Sunset Beach - The perfect spot to relax in the sun, this is one of Dubai's quieter beaches



Burj Khalifa

The opportunity to go up the tallest building in the world is one that cannot be missed, and at the Burj Khalifa, there are a number of different options and experiences to include in itineraries. The classic experience to At The Top on the 124th floor is a mainstay of group itineraries, taking delegates to unimaginable heights.



Fountains

- Dubai Fountain - next to The Dubai Mall and Burj Khalifa, providing an incredible backdrop
- Palm Fountain - the world's largest - dominates the new Pointe development in front of the iconic Atlantis The Palm resort
- Imagine, Dubai Festival City - combines the power of light, water and fire to offer a unique sensory experience



Malls

- The Dubai Mall - home to just about every major retail brand as well as an ice rink and cinema complex
- Mall of The Emirates - another shoppers' paradise and instantly recognisable thanks to its 1.5km indoor ski slope
- Nakheel Mall - one of the city's newest malls, located in the heart of Palm Jumeirah

Souks

- Gold Souk - The wide passageways are alive with tradesmen and artists trained in the craft of designing jewellery
- Spice Souk - top chefs, home cooks and savvy expats all swearing by their personal picks among the colourful sacks of spices, herbs, rice and fruits
- Textiles Souk - a vast array of shops are crowded with rolls of fabric, including fine silks, airy cottons, exotic weaves, and dazzling sari fabrics



Museums

- Al Shindagha Museum - tells the universal tale of human innovation, resilience, and the desire for progress which shaped Dubai
- Etihad Museum - gives insights into the formation of the UAE in 1971 and its early development
- Coin Museum - a rare opportunity to see more than 470 pieces of rare coins dating back to different historical eras



La Perle

The city's first permanent theatrical show, La Perle was created and produced by artistic director Franco Dragone, the man behind many of Las Vegas' biggest productions, including La Reve and Celine Dion's A New Day. Performed in a custom built theatre in Al Habtoor City, the venue can accommodate up to 1,300 people, making it ideal for groups.



Sheikh Mohammed Centre for Cultural Understanding

SMCCU invites visitors to take part in a range of activities including Arabic classes, heritage tours and guided mosque visits. Set in a beautifully restored wind tower house, this unique venue offers traditional Emirati breakfast, lunch, or dinner, while visitors can also ask their local host questions about life in the emirate.



Dubai Frame

At 150m tall and 93m wide with a bridge connecting the two towers, Dubai Frame has a unique concept to its structure. Resembling a picture frame, Dubai's historic district can be seen to the north while the south provides breathtaking vistas of the city's modern skyline.



Ain Dubai

Located on Bluewaters Island, Ain Dubai adds one more item to the list of world records to be broken by Dubai. The giant ferris wheel stands at a staggering height of 210 metres, making it the highest of its kind in the world. It's located off the popular Jumeirah Beach Residences (JBR) beachfront and is set to offer 360-degree views of the Dubai skyline.



ITINERARY IDEAS

With so many options and offerings, every itinerary for your Dubai groups can be different. Here are some examples to give you a flavour of the diverse, thrilling experiences your clients can have in the city.

PAST, PRESENT & FUTURE



DAY 1

- Arrive into Dubai
- Check into hotel



DAY 2

- Breakfast at hotel
- Tour of Old Souks around Dubai Creek
- Cultural Lunch at Sheikh Mohammed Centre for Cultural Understanding
- Visit The Dubai Mall and At The Top Burj Khalifa
- Dinner in Souk Al Bakar, overlooking Dubai Fountain



DAY 3

- Breakfast at hotel
- Teambuilding at Dubai Parks & Resorts
- Lunch at Dubai Parks & Resorts
- Desert Safari experience
- Dining in desert



DAY 4

- Breakfast at hotel
- Visit Expo City Dubai
- Lunch at Expo City Dubai
- Expo City Dubai continued
- Dinner in Al Habtoor City
- La Perle Show



DAY 5

- Breakfast at hotel
- Depart for airport

ADVENTURE & ENTERTAINMENT

DAY 1

- Arrive into Dubai
- Check into hotel



DAY 2

- Breakfast at hotel
- Team meeting at Roxy Cinemas, La Mer
- Lunch in La Mer
- Free afternoon / beach time
- Visit Dubai Frame



DAY 3

- Breakfast at hotel
- Visit Al Shindagha Museum
- Lunch in Al Seef
- Tour of Palm Jumeirah and watersport activities
- Dinner and Palm Fountain at The Pointe



DAY 4

- Breakfast at hotel
- Indoor skiing and shopping at Mall of The Emirates
- Lunch at Tom & Serg
- Free afternoon
- Dinner in Al Habtoor City
- La Perle Show



DAY 5

- Breakfast at hotel
- Depart for airport



FREE, IMPARTIAL ADVICE AND ASSISTANCE

As the city's official convention bureau, Dubai Business Events offer a wide suite of free end-to-end services that can assist meeting and event planners, from the destination selection and bidding through to the legacy phase.

This includes venue support, assistance in blocking rooms at hotels, developing special pre- and post-tour programmes, supplying marketing collateral and assistance with press relations.

We can also make introductions to stakeholders across the city and ensure planners are able to access special rates and discounts that may be available to them.

Our breadth of experience and capabilities also means we are able to tailor our services, offerings and advice according to the unique requirements of every different planner and group.

As part of our membership of the BestCities Global Alliance, we are committed to deliver the world's best service experience for organizers of international business events.

Contact Dubai Business Events

Karina Lance,
Senior Manager Congress Development & Convention Services
klance@dubaitourism.ae
+971 4 2010477

EXPERT SUPPORT

As a leading destination for business events and incentive travel programmes, Dubai has a number of experienced DMCs who can help you and your event, from creating your perfect itineraries to providing on the ground support and AV to ensure your delegates can take lasting memories back home with them.



Pure Arabia
www.pure-arabia.com



Desert Gate
www.desertgatemice.com



Level UP
www.levelup-dmc.com



TRAVCO
www.travcotravel.ae



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