DUBAI PARKS & RESORTS

**PRESS RELEASE**

## Dubai Parks and Resorts highlights the importance of world-class guest experiences at IAAPA Leadership Conference in Dubai

**Dubai, UAE – 17 March 2015:** Providing unrivalled guest experiences through innovative and thorough destination management should be the priority of every entertainment developer. This was the message Dubai Parks and Resorts - set to be the region's largest multi-themed leisure and entertainment destination when it opens in October 2016, underscored during the annual International Association of Amusement Parks and Attractions (IAAPA) leadership conference, held for the first time in the Middle East this year.

The IAAPA leadership conference brought together entertainment professionals from across the globe to share their knowledge and experiences to ensure the future success and growth of theme parks, amusements and attractions around the world. It is the first time the conference has been held in the Middle East and the location was chosen due to the number of world class attractions the area has to offer.

Matthew Priddy, the Chief Technical Officer for Dubai Parks and Resorts, delivered a keynote speech, at The Atlantis – The Palm resort, to more than 200 of his peers on the importance of delivering excellent guest experiences – the theme of this year's event.

He said: "Dubai Parks and Resorts is built on the belief that every aspect of the park – from the construction, through to the attractions and the additional offerings such as dining have been thoroughly considered since the very start of the project to ensure maximum customer satisfaction."

He continued: "The valuable lessons I have learned over the years and those of my colleagues, who between us have 500 years of theme park experience - are being put into practice every day. The destination's management is totally focused on opening and ensuring our guests have a great time, every time."

The October 2016 opening of Dubai Parks and Resorts will be a landmark moment for the UAE as three world-class theme parks open at the same time. The first phase of the project will comprise of motiongate™ Dubai, LEGOLAND® Dubai and Bollywood Parks™ Dubai - all connected by Riverland, a retail, dining and entertainment walkway. Lapita will also open at the same time on the site.

Prior to Matthew's speech the strategy for Dubai to be seen as a top family destination, that suits all budgets, was emphasised by the DTCM. This set the scene perfectly for Mathew to talk about how Dubai Parks and Resorts plans to ensure excellence in customer experience through every touch point that the guest has with the destination.

Matthew Priddy adds, "We at Dubai Parks and Resorts, believe that every guest should be experiencing something amazing and we want that to start well before they get to the park. This is why, for example, we have signed a MoU with Emirates Airlines and are also building Lapita, a

family resort, alongside the parks – so that we are able to offer guests full packages that extend beyond a day in the park."

Paul Noland, Chairman and CEO for IAAPA comments: "We are very excited to be here in the UAE to see the many premium attractions in the region and to hear from leaders about the ambitious projects in development. It is clear from our time here and from presentations on new attractions opening in the future, including in the presentation by Matthew Priddy with Dubai Parks and Resorts, that Dubai is very passionate about providing top-notch service and world-class experiences in this global travel destination."

**ENDS**

**About Dubai Parks and Resorts PJSC**
Dubai Parks and Resorts PJSC (DFM: DUBAIPARKS), will become the Middle East's largest multi-themed leisure and entertainment destination comprising three separate theme parks: motiongate™ Dubai, a Hollywood movie inspired theme park concept; LEGOLAND® Dubai, the first LEGOLAND® theme park in the Middle East; and Bollywood Parks™ Dubai, a first-of-its-kind entertainment destination that will showcase the authentic Bollywood movie experience.

The development will also host Hotel Lapita, a four star themed hotel which will be managed by the Marriott Group, and Riverland (formerly Riverpark), a 220,000 square feet complementary and centrally located retail, dining and entertainment district connecting the three theme parks and hotel.

Set to open in October 2016, the large-scale AED 10.5 billion project is spread across 25 million square feet of land strategically located on Sheikh Zayed Road close to the Palm Jebel Ali between Dubai and Abu Dhabi. 6.7 million ticketed visits are expected in 2017, the first full year of operation.
**For more information go to:**
http://dubaiparksandresorts.com

**About IAAPA**
Founded in 1918, the International Association of Amusement Parks and Attractions (IAAPA) is the largest international trade association for permanently located amusement facilities and attractions and the industry's suppliers, and is dedicated to the preservation and prosperity of the attractions industry. The association's global headquarters is in Alexandria, Virginia, United States, and it maintains regional offices in Brussels, Hong Kong, Mexico City, and Orlando.
**For more information go to:**
www.IAAPA.org

## Matthew Priddy Biography
Matthew Priddy has more than 35 years of experience in project development and real estate with expertise in the creative development of entertainment destination projects. Priddy is a key member of the management team at Dubai Parks and Resorts and he is responsible for the design, engineering, and production of shows and rides at the company's multibillion dollar theme parks. Prior to joining Dubai Parks and Resorts, Priddy was Senior Vice President of Worldwide Production for Walt Disney Imagineering. During his 21-year tenure with Walt Disney,

the company experienced a renaissance in the design and delivery of themed entertainment and guest experiences.

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