DUBAI PARKS & RESORTS

PRESS RELEASE

Dubai Parks and Resorts signs new partnership agreements with leading representation companies around the globe

Partnership will see the entertainment destination marketed across the GCC, China, West Africa, Europe and India, as Dubai Parks and Resorts looks to attract 6.7 million visits in 2017

Dubai, UAE–April 27,2016: Dubai Parks and Resorts, set to be the region's largest integrated theme park destination on its opening in October 2016, has recently signed partnership agreements with leading representation companies from China, India, UK, Germany, West Africa, and the GCC. These international representatives will promote Dubai Parks and Resorts' three theme parks – motiongate™ Dubai, Bollywood Parks™ Dubai and LEGOLAND® Dubai – as well as LEGOLAND® Water Park, Riverland™ Dubai retail, dining and entertainment complex, and Lapita™ Hotel, to visitors from around the world.

These newly signed partnerships aim at installing Dubai Parks and Resorts' presence in these key tourism markets and raise awareness among holiday-makers about the destination's unique experiences and packages.

Western Europe has brought an estimated 3 million tourists to Dubai in 2015, a rise of 6.1 percent from figures in 2014 according to DTCM. With this in mind, Dubai Parks and Resorts has partnered up with Advantage Management Group, one of the UK's leading sales representation and tourism marketing agencies, and Lobster Experience, a leading luxury tourism consultancy in the German market. Additionally, the destination is in the final negotiation stages with one of Russia's top destination marketing consultancies, which will be the latest addition to the group of representatives. With these strong alliances Dubai Parks and Resorts will be able reach its target audience in the growing European market,

Moreover, Nigerian partners QualiTrend Group and Lions&Gazelles have also joined forces with Dubai Parks and Resorts to promote the destination in the African continent.

The destination, has assigned Zhongqiaojiazhi (Beijing) Consulting Co., Ltd as its official representative to promote the destination in China and Hong Kong, Macao, and Taiwan – one of the top growth markets for tourism into Dubai. South Asia has also been added to the network as following a partnership with Nijhawan Group, one of the top travel conglomerates in India.

Furthermore, Dubai Parks and Resorts is collaborating with El Zayat Tourism & Hospitality Consultancy, to market the destination amongst GCC and Egyptian leisure travelers, and tap into the short-haul tourism potential within a four-hour flight time of Dubai.

"We are extremely excited to announce our new strategic partnerships, which are set to spread the message of 'Experience Amazing' across many of our core target markets. The next few years represent an important era of growth for the region's theme park industry, as we play a key part in the Tourism Vision 2020 through the development of this landmark attraction. We are looking forward to welcoming our guests from all around the world to experience this world-class leisure and entertainment resort," said Julien Munoz, VP Sales at Dubai Parks and Resorts.

Dubai's Tourism Vision 2020 aims to double its annual visitor numbers and increase the economic contribution of the tourism sector. Dubai Parks and Resorts will contribute to this vision by providing a world-class tourist attraction, which appeals to visitors of all age groups and nationalities. Through these collaborations, all parties will leverage their networks of established relationships, market knowledge and industry experience to boost the number of tourists to Dubai Parks and Resorts once it opens in October this year.

Dubai Parks and Resorts will feature motiongate™ Dubai – a unique theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate as well as the region's first LEGOLAND® Park and a LEGOLAND® Water Park. Committed to bringing together the best of the East and West, Dubai Parks and Resorts will also feature Bollywood Parks™ Dubai, the first ever theme park based on the sights and sounds of Bollywood. The entire destination will be connected by Riverland™ Dubai – a retail, dining and entertainment walkway. Guests can stay at the Lapita™ Hotel, Autograph Collection, a Polynesian-themed resort catering to families.

-Ends-

DUBAI PARKS & RESORTS

Dubai Parks and Resorts PJSC (DFM: DUBAIPARKS), is set to be the region's largest integrated theme park destination comprising three theme parks: motiongate™ Dubai, a movie inspired theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate; Bollywood Parks™ Dubai, the first theme park based on the sights and sounds of Bollywood; as well as LEGOLAND® Dubai, a unique, interactive theme park for families which will bring the well-known LEGO® brick to life in a playful learning environment; and LEGOLAND® Water Park, the region's first water park catering to families with children 2-12.

The entire destination will be connected by Riverland™ Dubai – a retail, dining and entertainment walkway located at the heart of the destination and guests can stay at the Lapita™ Hotel, a Polynesian-themed resort catering to families, which will be managed by the Marriott Group.

Set to open in October this year, the AED 10.5 billion development is spread across 25 million square feet of land located on Sheikh Zayed Road in Dubai opposite the Palm Jebel Ali. 6.7 million ticketed visits are projected for 2017, the first full year of operation.

For more information go to:http://dubaiparksandresorts.com

Follow Dubai Parks and Resorts:

For further information please contact:
Sameh Hamtini / Dina Bajjali
ASDA'A Burson-Marsteller
Email: sameh.hamtini@bm.com / dina.bajjali@bm.com