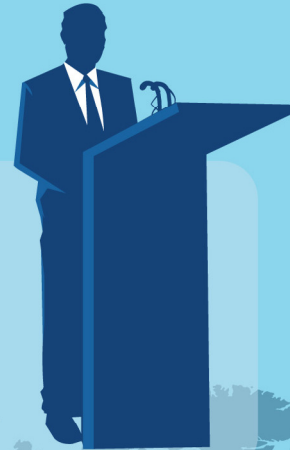


JW Marriott Marquis Dubai at the heart of a new global economy

Dubai – the next MICE capital

Dubai is set to fill the space between Singapore and Frankfurt in the lucrative MICE industry, a sector that contributed \$106 billion to the US's GDP in 2011 – higher than automotive manufacturing (\$78 billion), performing arts/spectator and sports/museums (\$71 billion)



Dubai's easy proximity to emerging BRIC economies

Dubai is within easy proximity to emerging economies Brazil, Russia, India and China (BRIC) – the big spenders in 2011 in terms of international tourism expenditure: China (+22%), Russia (+26%) and Brazil (+54%); and the tourism markets to watch in 2012



JW Marriott Marquis Dubai

A symbol of Dubai's resurgence and its growing importance at the centre of the global business crossroads will emerge later this year when the JW Marriott Marquis Dubai opens its doors to guests:

- 1,608 rooms spread across two towers
- 355 metres – the tallest dedicated hotel building in the world, just 26 metres shorter than the Empire State Building
- More than 5,000 sq m of event space
- 9 restaurants and five lounges, a world-class spa, health club and two ballrooms



Focus on the US market to drive UAE growth

The US will be a focus market for the UAE in 2012. Emirates Airlines is expanding its US network, with additional flights to destinations such as Seattle and Dallas planned in 2012 that will take its US total to seven. DTCM are also introducing new campaigns to promote Dubai to US audiences and recently participated in the IMEX America (the new worldwide exhibition for incentive travel and meetings) held in Las Vegas in October 2011



Increased accessibility to the UAE

Dubai is within a 5,500km flying range radius of 2.5 billion people or one-third of the world's population. Thanks to the emergence of low-cost carriers such as flydubai and traditional airlines including Etihad and Emirates expanding into new destinations, the UAE is becoming more and more accessible to travellers



Business is looking East

As the world of business increasingly looks East, Dubai is positioned at the crossroads of the new world economy



Positive market outlook

Dubai International Airport saw an 8% increase in passenger traffic in 2011 driven by airline growth. Dubai was also one of the top five best global RevPar performers and occupancy levels were strong at 81%. Expect continued growth in 2012, with Emirates and flydubai set to receive additional aircraft throughout the year and DWC-AI Maktoum Airport to become fully functional

Dubai, the preferred location for business

Many more businesses have relocated and chosen Dubai as their regional hub over the past year, e.g. Credit Agricole, and international companies regard it as the undisputed business hub of the MENA region – Dubai Airport Freezone was ranked "First Overall Middle East Free Zone 2011-2012" by Foreign Direct Investment (fDi) Magazine



Dubai's potential to host global events

Expect Dubai's high profile bid for the upcoming World Expo 2020 to raise awareness of the emirate as a city that has the capacity to host such large scale events. If Dubai were to win the bid, it would be the first time such a global event would be hosted in the Arabian Peninsula and the global exposure would cement its position as a critical metropolitan hub and a leading events venue

