

## Dubai Tourism Roadshow showcase

**DUBAI** Tourism held a series of events last week in Sydney, Melbourne and Brisbane as part of its roadshow, showcasing a new exciting cultural format, whilst taking the opportunity to thank the travel industry for its support of the destination and reiterating the importance of and its commitment to the Australian market.

Alongside Emirates, 15 partners representing Dubai's Hotels, DMCs and attractions provided updates on new developments of products, while being interviewed by celebrity MC Edwina Bartholomew in Sydney, Gorgi Coghlan in Melbourne and Sofie Formica in Brisbane.

A 30-minute interactive cultural session was provided by Moeen Murad from the Sheikh Mohammed Centre for Cultural Understanding (SMCCU) which allowed agents to ask any question on Dubai's culture and address any

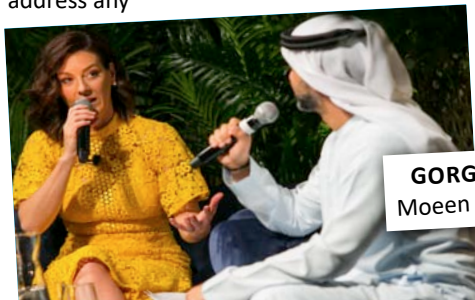
misconceptions.

With a key focus on extending the length of stop-over in the destination and the continual evolvement of Dubai's product, an update was provided on new attractions which have opened in the last 12-18 months including; La Mer, Al Seef, Dubai Frame, La Perle, Dubai Opera, Ethad Museum, Xline at Dubai Marina, VR Park Dubai Mall and the QE2.

New developments opening in the coming months include Bluewaters Island – Ain Dubai, the largest observation wheel, and Caesars Palace – as well as Dubai Historic District, Dubai Creek Harbor, Dubai Creek Tower, Museum of the Future and Six Flags.

More pics at [facebook.com/traveldaily](https://www.facebook.com/traveldaily).

**GORGI** Coghlan interviewing Moeen Murad from SMCCU.



**EMILY** MacDonald, Dubai Tourism, Edwina Bartholomew and Tim Harrowell, Emirates.



**MELBOURNE** agents with Gorgi Coghlan.



**EDWINA** Bartholomew and Moeen Murad from the Sheikh Mohammed Centre for Cultural Understanding.



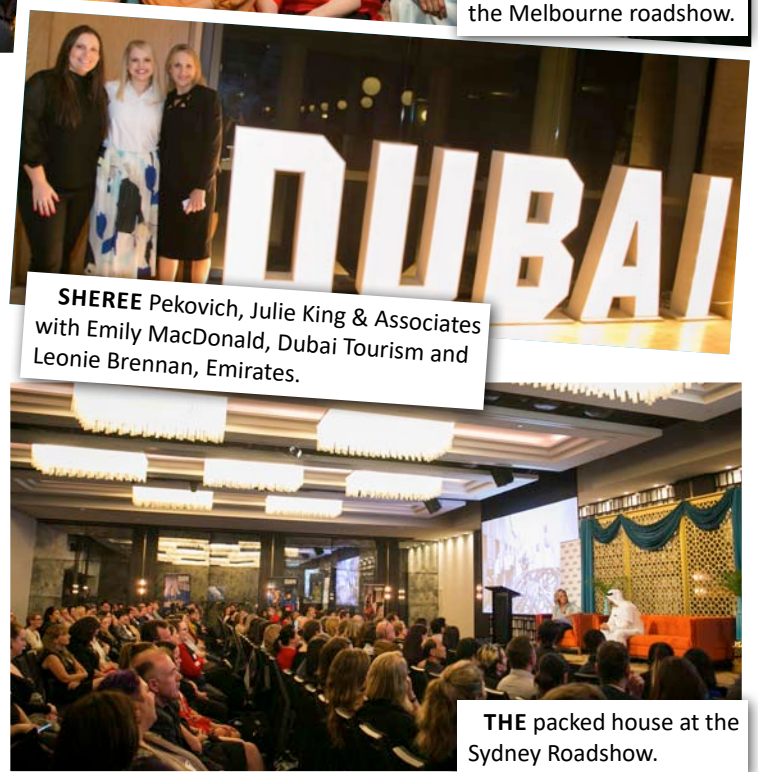
**TIM** Harrowell, Emirates; Emily MacDonald, Dubai Tourism; Julie King, Julie King & Associates; Tim Sheppard, Emirates; and Sheree Pekovich, Julie King & Associates.



**THE** Dubai Delegation at the Sydney Roadshow.



**THE** Dubai Delegation at the Melbourne roadshow.



**THE** packed house at the Sydney Roadshow.



**SHEREE** Pekovich, Julie King & Associates with Emily MacDonald, Dubai Tourism and Leonie Brennan, Emirates.