

Dubai promoted in Berlin

DUBAI'S Department of Tourism and Commerce Marketing (DTCM) and more than 80 of its partners jointly promoted the emirate at the recently concluded ITB.

DTCM used Dubai 360, an online interactive tour developed over an 18-month period, utilising 1,298 pieces of panoramic video and photo content.

A key focus was the promotion of Dubai as a year-round destination, with its beaches, attractions, hotels and experiences. Summer is coinciding with the

Islamic holy month of Ramadan this year and a lot of cultural activities and discounts on stays, meals and shopping can be expected.

Ahead of ITB, DTCM announced its 2014 Hotel Establishment statistics, which registered a 5.6 per cent year-on-year increase in the number of visitors as well as significant advances across all key indicators. Dubai's hotel supply swelled by 46 properties and 7,799 rooms over the course of 2014, with the inventory of three- and four-star hotels. ■