



ICONIC

# Dubai DUTY FREE

## THE SHOPPERS' PARADISE

From incredible shopping to five-star hotels. There is so much more to do in Dubai.

**SHOP** at Dubai Duty Free. From first-class customer service to excellent value for the money, a wide range of quality products and a world-class shopping environment, Dubai Duty Free is your first and last stop for all things retail. Our friendly and expert staff members are waiting to welcome you, but be sure

to allow yourself plenty of time to take advantage of all the unbeatable bargains on offer.

If you can't take the tour, though, you might like to know that you can enjoy the amazing Dubai Duty Free shopping experience online.

Founded in 1983, Dubai Duty Free recorded first-year sales of US\$20 million and has grown into one of the biggest travel retail operator in the world with sales turnover of US\$1.85 billion in 2016. Dubai Duty Free is the tax-free shopping haven in Dubai International Airport and Al Maktoum International Airport covering 36,000 sqm and 2,500 sqm respectively.

**PROMOTIONS** Dubai Duty Free runs innovative and successful promotions: including the world-famous Finest Surprise Luxury Car draw, which began as a one-off in December 1989 and continues to capture the public's imagination. To date, more than 1,660 travellers from 75 different countries have driven away with a luxury car following their purchase of a Dhs500



(US\$138) ticket.

The success of the Finest Surprise led to the launch in 1999 of the Millennium Millionaire promotion to win US\$1 million, which has captured the imagination of travellers around the globe. Tickets are priced at Dhs1,000 (US\$276) each and limited to 5,000 ticket holders. As with the Finest Surprise draw, the Millennium Millionaire promotion has also seen 6 winners of \$1 million winning it more than once. To date, DDF has awarded 250 winners of US\$1 million.

**VISIT** The Irish Village. The little piece of Ireland in the heart of Dubai allows you to step back in time and visit pubs of old. Designed to look like a typical Irish village street, serving traditional Irish





food, it's a little slice of home away from home.

In December 2016, The Irish Village opened its doors to its second home at Riverland Dubai, Dubai Parks and Resorts. Recreating the impressive high ceilings and unique finishes of the original, the Irish Village has been taken to (two) new levels with a memorabilia collection that allows you to experience yesteryear. At The Irish Village in Riverland, you can experience true hospitality while enjoying the views overlooking the river and park attractions.

**STAY** at the Jumeirah Creekside Hotel. Set in landscaped grounds overlooking Dubai Creek, the contemporary lifestyle hotel owned by Dubai Duty Free perfectly encompasses the modern luxury of the city. Enjoy access to the award-winning Akuru spa, Jumeirah Zabeel Saray private beach and complimentary access to Wild Wadi waterpark. Whether visiting for business or leisure, immerse yourself in the Jumeirah Creekside Hotel haven of tranquility.

**EXPERIENCE** the Dubai Duty Free Tennis Stadium. Previously voted Best Venue by ATP World Tour players and home to the region's premier tennis event, the Dubai Duty Free Tennis Championships, the stadium has a capacity of 5,000. Watch as top tennis players such as Roger Federer and Andy Murray go head-to-head or enjoy the stadium in all its glory, post-tennis season, as it doubles as a leading concert venue.



## QUANTUM LEAPS

- Won DFNI Asia/Pacific Award for Travel-Retail Excellence
- Won Best Airport for Duty Free Shopping in the Middle East
- Inducted into Global Traveler US Hall of Fame