

Press release

**Dubai wins 2015 Travellers’ Choice Destination award**

* *Emirate included in travel website’s list of top 25 destinations worldwide*
* *Winners chosen based on quantity and quality of reviews and ratings for hotels, restaurants and attractions*

**Dubai, UAE; 31 March 2015:** Dubai has been included on the Travellers’ Choice Destinations 2015 list released by TripAdvisor, and was the only UAE destination to make it into the top 25, taking 24th spot. The Travellers’ Choice Destination award reflects the ongoing enhancement of Dubai’s destination offering and visitor experience, as well as the efforts of Dubai’s Department of Tourism and Commerce Marketing (DTCM) to market and promote the Emirate around the world.

The online review and travel website’s annual Travellers’ Choice awards are based on the reviews and opinions of millions of travellers, with the winners chosen using an algorithm that takes into account the quantity and quality of reviews as well as ratings for hotels, restaurants and attractions over a 12-month period.

According to TripAdvisor, “Dubai is a cosmopolitan oasis, a futuristic cityscape that towers over the Arabian Desert. This Travellers’ Choice Destination is a city of superlatives, home to the world’s largest dancing fountain; tallest building (Burj Khalifa); only seven-star hotel (the Burj al-Arab); largest artificial islands (the Palm Islands); and largest natural flower garden (the Miracle Garden). Rent a dune buggy for a desert adventure, bargain at the open-air market, or cheer on your favourite humped hoofer at the Camel Race Track.”

2014 was another hugely successful year for Dubai, with the opening of a host of new tourist attractions and infrastructure developments, joining the established favourites mentioned by TripAdvisor. New additions include: The Beach at Jumeirah Beach Residence, an attractive open-air retail and entertainment district with beach access; Jumeirah Corniche, stretching a full 14 kilometres and boasting a walkway, running track, cycle paths and leisure facilities; Arabian Water Parks, a floating inflatable playground appealing to all ages; At the Top, Burj Khalifa SKY, the world’s highest observation deck on the 148th floor of the world’s tallest building; and Dubai Tram, providing smooth and efficient public transportation in and around the Dubai Marina area.

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**About Dubai’s Department of Tourism and Commerce Marketing (DTCM)**

With the ultimate vision of positioning Dubai as the world’s leading tourism destination and commercial hub, Dubai’s Department of Tourism and Commerce Marketing’s (DTCM) mission is to increase the awareness of Dubai to global audiences and to attract tourists and inward investment into the Emirate.

DTCM is the principal authority for the planning, supervision, development and marketing of Dubai’s tourism sector. It markets and promotes the Emirate’s commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the DTCM portfolio include Dubai Convention and Events Bureau, Dubai Calendar, and Dubai Festivals and Retail Establishment (formerly known as Dubai Events and Promotions Establishment). In addition to its headquarters in Dubai, DTCM operates 20 offices worldwide.

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