



Discover all that's possible in Dubai.

A desert metropolis, Dubai is unlike anywhere else in the world. The perfect mix of culture, adventure, fun and affordable luxury, this Middle Eastern city is the perfect extended stopover or standalone destination.

Boasting incredible affordable hotels and activities suitable for the whole family, you can shop, swim, explore, eat or sleep 'til your heart's content.

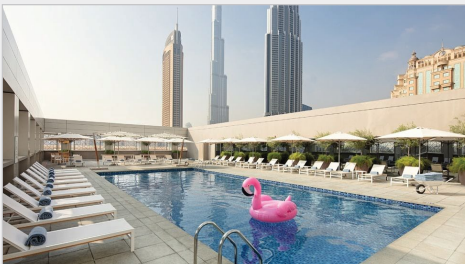
From the biggest shopping mall in the world to the world's tallest skyscraper, Dubai doesn't do things by halves, and our curated destination guide has been tailored to fit the needs of any type of traveller, from families to foodies and everyone in between!

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**FIND OUT MORE**



# ACCOMMODATION



## Rove Downtown Dubai



★★★★★ 312 Road Al Sa'ada Street, Downtown Dubai, United Arab Emirates

Featuring generously sized rooms, Rove Downtown is located in the heart of Dubai and only a short stroll from the iconic Burj Khalifa and Dubai Mall, the world's largest shopping precinct. Ideal for all travellers, the trendy hotel offers free Wi-Fi anywhere, anytime!



## Intercontinental Dubai Marina



★★★★★ Bay Central Dubai Marina, United Arab Emirates

Just minutes from Dubai Marina Mall and within walking distance from Jumeirah Beach Walk and a tram station, this hotel is centrally located and is the place to be seen! With a variety of culinary delights on offer as well as light-filled rooms, the hotel promises a luxurious stay.



## Atlantis, The Palm Dubai



★★★★★ Crescent Road, Jumeirah, United Arab Emirates

One of Dubai's most iconic hotels, Atlantis boasts spectacular views of the Arabian Sea and the Dubai skyline. Located on the man-made Palm Islands, there are a variety of suites on offer, including some underwater, as well as a marine and waterpark - the whole family will love it!

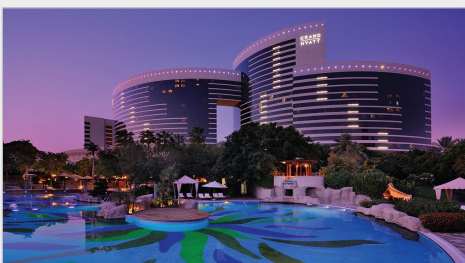


## Sofitel Dubai Downtown



★★★★★ Sheikh Zayed Road, Downtown Dubai, United Arab Emirates

Located in the city centre close to the Dubai Metro, an air-conditioned skywalk connects the hotel to the Dubai Mall. The hotel also boasts stunning views of the coastline and Downtown Dubai, and each room features luxurious amenities and a Nespresso coffee machine.



## Grand Hyatt Dubai



★★★★★ Sheikh Rashid Road, Dubai, United Arab Emirates

Overlooking the Dubai skyline, the Grand Hyatt is conveniently located close to Wafi Mall, and only a short drive from Dubai International Airport, Dubai Mall and the Burj Khalifa. Boasting a variety of accommodation and dining options, it also features four pools and a luxury spa.



# ACTIVITIES



## 4x4 Desert Safari with Dune Bashing, Sandboarding, Camel Ride and Dinner



Embark on the ultimate Middle Eastern adventure, and take part in a Desert Safari. Boasting 6 hours of endless fun, you will find yourself sandboarding down Dubai's desert dunes, riding a camel and getting a Henna tattoo, before indulging in a feast under the Arabian night sky.



## Burj Khalifa "At the Top SKY" Entrance Ticket



Taking sightseeing to a whole new level, this ticket will take you straight to the 124th floor of the Burj Khalifa via a high-speed elevator. After admiring the 360-degree views, guests will then ascend even further to Level 148, and see the sights from the world's highest observation deck.



## Dubai City Half-Day Sightseeing Tour



Experience the vibrant cosmopolitan life of Dubai, on this must-do sightseeing tour of the iconic Middle Eastern city. Take in famous landmarks including the iconic sail-shaped Burj Al-Arab Hotel and the stunning Jumeirah Mosque, and hear interesting stories from your local guide.



## Morning Dune Buggy Adventure from Dubai



Kickstart your day by embarking on a dune buggy adventure through the Arabian desert. A specialist Lead Marshall will guide the convoy on an exhilarating ride through the breathtaking sand dunes, before stopping for photos and refreshments. Tour includes hotel pick-up and drop-off.



## Dubai Atlantis Aquaventure Waterpark, Atlantis, The Palm



Escape the heat and take to the water via waterslide with an all-day entrance-only ticket. Guaranteed fun for the whole family, with a play area for the kids, you will soon find yourself taking on the near-vertical slides, Aquaconda tube and the white water rapids.



# DUBAI FOR FAMILIES

## **i** ABOUT

From affordable interactive dining experiences, out-of-this-world theme parks, and everything in between, this desert metropolis is unlike anything you've experienced before.

Lose yourself in the exciting world of entertainment and adventure at Dubai Parks and Resorts, or visit IMG Worlds of Adventure, the largest indoor theme park in the world, complete with Thor and Captain America themed rides.

Or feel like escaping the heat? Hit the slopes at Ski Dubai, where you can ride the chairlift to the top or kick back and relax with a hot chocolate. Bit more of a water baby? Swim with the dolphins at Dolphin Bay or get that adrenaline pumping on the waterslides at Wild Wadi Waterpark.

From dawn 'til dusk, Dubai boasts affordable fun-filled days and the chance to discover something different. Where else in the world can you ski, swim, and play in the desert, all in one day? Dubai boasts unique and unforgettable experiences, and guarantees oodles of fun for the whole family!

## **🏠** WHERE TO STAY

**Lapita, Dubai Parks and Resorts, Autograph Collection**  
Sheikh Zayed Road, opposite Palm Jebel Ali  
★★★★★

**Jumeirah Beach Hotel**  
Jumeirah Beach Road  
★★★★★

**Atlantis, The Palm Dubai**  
Crescent Road on Palm Jumeirah  
★★★★★

## **📍** ESSENTIAL EXPERIENCES

**Dubai Parks and Resorts**  
Located off Jumeirah Beach Road in Umm Suqeim

**IMG Worlds of Adventure**  
Sheikh Mohammed bin Zayed Road, Dubai

**Ski Dubai**  
Mall of the Emirates on Sheikh Zayed Road

**Swim with the dolphins**  
Atlantis The Palm Dubai on Palm Jumeirah

**Wild Wadi Waterpark**  
Jumeirah Beach Road in front of Burj Al Arab

## **🍴** WHERE TO EAT

**Bubbalicious**  
10 live cooking stations across three popular eateries.

**Black Tap Jumeirah Al Naseem**  
New York-style restaurant serving milkshakes and jaw-dropping burgers.

**Tom & Serg**  
Trendy industrial-style cafe inspired by the vibrant Australian coffee culture.

## DID YOU KNOW?

Dubai is home to the biggest mall, tallest hotel and the world's largest aquarium.





# DUBAI FOR SHOPPERS

## **i** ABOUT

Home to the largest mall in the world, Dubai knows shopping. From department stores to small boutiques and breathtaking Souks, Dubai offers some truly unique shopping experiences that are unlike anywhere else in the world. It may be known for its luxury and opulence, but Dubai's shopping malls cater to all wants, needs, desires and budgets, and are conveniently located near a variety of popular tourist destinations, metro stations and beaches, making it very easy to incorporate a spot of shopping into your day.

Shopped 'til you dropped? Dubai's shopping precincts boast a huge variety of eateries, whether it be for breakfast, lunch, dinner, dessert, or even a cocktail or snack. A number of popular restaurants at The Dubai Mall overlook the famous Burj Khalifa and Dubai Fountain, and make the perfect place to rest those tired feet without missing out on a minute of the action.

## **🏠** WHERE TO STAY

**The Address Dubai Mall**  
Sheikh Mohammed bin Rashid Boulevard  
★★★★★

**Raffles Dubai**  
Sheikh Rashid Road  
★★★★★

**Jumeirah Dar Al Masyaf**  
Jumeirah Street  
★★★★★

## **📍** ESSENTIAL EXPERIENCES

**Dubai Mall**  
Largest mall in the world, complete with aquarium, ice rink and Kidzania.

**Mall of the Emirates**  
Features an indoor snow park and more than 90 eateries.

**Madinat Souk**  
Traditional-style souk featuring shopping, restaurants and entertainment.

**Textile Souk**  
Shops filled with rolls of fabric, including fine silks, cotton, and more.

**The Outlet Village**  
An stylish upscale indoor retail precinct boasting international fashion brands.

## **🍴** WHERE TO EAT

**Madeleine Café & Boulangerie, Dubai Mall**  
Inspired by Parisian eateries, with views of Dubai Fountain and the Burj Khalifa.

**Aprés, Mall of the Emirates**  
This chalet-style eatery boasts views of Ski Dubai.

**Bayt Al Wakeel**  
Located near the Textile Souk, this eatery serves tasty meals with a view.

## DID YOU KNOW?

The Dubai Mall Aquarium has the capacity to hold 10 million litres of water!





# LUXURY DUBAI

## **i** ABOUT

This breathtaking Middle Eastern metropolis takes luxury to a whole new level, and it's where your craziest dreams come to life.

Whether it's arriving by helicopter or enjoying a cocktail 122 floors above, Dubai offers unique experiences that you will never forget. Swap the tour bus for a Ferrari, and see the sights from your own private luxury car or a seaplane, charter a yacht or hire a helicopter instead of a taxi and arrive in style to your chosen destination, then kick back at the spa and indulge in the latest beauty treatment.

Dubai is the home of affordable luxury, and even its restaurants know no boundaries, with the freshest ingredients sourced from around the world. Enigma at the Palazzo Versace offers guests a completely unique experience, with the exclusive eatery swapping chefs and menus four times a year, and the menu kept completely confidential, so it's always a surprise. It sums up Dubai perfectly.

## **🏠** WHERE TO STAY

**The Palace Downtown**  
Mohammed Bin Rashid Boulevard  
★★★★★



**Jumeirah Al Naseem**  
Jumeira Street  
★★★★★



**Burj Al Arab Jumeirah**  
Jumeirah Beach Road  
★★★★★★



## **📍** ESSENTIAL EXPERIENCES

**Rent a Ferrari**  
Get behind the wheel of a luxury car and take in the sights of this desert oasis.

**See the sights on board a seaplane**  
Take a scenic seaplane tour over the constantly expanding Dubai skyline.

**Talise Ottoman Spa**  
A traditional sensory experience that will relax, de-stress and rejuvenate.

**Level Shoe District**  
The in-house cobbler will create your own pair of handcrafted bespoke shoes.

**Cruise on a private yacht**  
Step aboard your own private yacht, and see how the other half live.

## **🍴** WHERE TO EAT

**Enigma, Palazzo Versace**  
A unique experience where the menus and chefs change four times a year.

**Prime68**  
Serves the finest beef, on the 68th floor of JW Marriott Marquis.

**At.mosphere**  
The world's highest restaurant, on the 122nd floor of the Burj Khalifa.

## DID YOU KNOW?

The Dubai police fleet includes a Lamborghini, Ferrari and Bentley.





# DUBAI FOR ADVENTURERS

## **i** ABOUT

Adventure-junkies and thrill-seekers won't know where to start in Dubai. From the sand, to the water, up in the sky or burning rubber on the tarmac, Dubai will get the heart racing. Dubai is the only destination in the world where you can ski in 3 different terrains in the one day – snow ski, water ski and sand ski.

### Sand

Golden desert dunes are waiting to be tamed, whether you choose to take a guided trip in a 4-wheel drive, jump on a quad-bike, or strap in and go sandboarding.

### Sea

Make a splash by renting a yacht and sailing in the Arabian Gulf, or head to Kite Beach for kayaking, paddleboarding and kitesurfing. For a real adrenaline rush, try out Flyboarding!

### Sky

Discover the wonders of Dubai from the ultimate vantage point, as you skydive over Palm Jumeirah, or closer to the ground at iFLY at the Mirdif City Centre.

## **📍** ESSENTIAL EXPERIENCES

### Sandboarding & Quad Biking

Head to Al Hamar, AKA Big Red, 30 minutes' south of Dubai.

### Desert Dune Buggies

A thrill ride adventure through the dunes in a custom-built vehicle.

### Camel Safari

See the beautiful deserts of Dubai on one of the many camel safaris.

### Skydive Dubai

Palm Jumeirah.

### Drive a Supercar

Dubai Autodrome, Sheikh Mohammed Bin Zayed Rd, Dubai.

## **🍴** WHERE TO EAT

### Bu Qtair

Dine right on Jumeirah beach at this casual Dubai institution

### Al Hadeerah

Traditional Middle Eastern cuisine in an authentic desert setting

### BBQ Donut

Unique dining experience, cooking a BBQ on a floating donut on Dubai Creek.

## **🏠** WHERE TO STAY

**W Dubai Al Habtoor City**  
Sheikh Zayed Road, Al Habtoor City  
★★★★★



**Manzil Downtown Dubai Hotel**  
Mohammed Bin Rashid Boulevard, Downtown Dubai  
★★★★★



**Doubletree by Hilton Jumeirah Beach**  
The Walk, Dubai Marina  
★★★★★



## DID YOU KNOW?

David Coulthard did a burnout on the helipad of the Burj Al Arab – 210 metres above sea level!





# CULINARY DUBAI

## **i** ABOUT

With more than 200 nationalities living (and eating) in the city, Dubai could justly claim the title of the centre of the food world.

Try the best of Emirati cuisine at some of the more popular spots such as Aseelah, Logma, and Al Fanar. With traditional cuisine covering fine dining, funky cafes, and beachside dining, there'll be a local experience no matter what the budget.

If it's world famous celebrity chefs that appeals, Dubai has no shortage. If it's Japanese by Nobu Matsuhisa, Mexican by Richard Sandoval, or French by Yannick Alléno, there is sure to be a name that any foodie will recognise.

Of course, if you are lucky enough to be in Dubai on a Friday, you can't miss Dubai's most famous culinary tradition - the Friday brunch. Usually held in the many hotels, such as the Park Hyatt, Madinat Jumeirah and The Westin, Friday brunch is an opportunity for the expat community to come together and celebrate the weekend, with brunches ranging from elegant, to family-friendly and wild party atmospheres.

## **🏠** WHERE TO STAY

**JW Marriott Marquis**  
Sheikh Zayed Road, Business Bay  
★★★★★



**Jumeirah Al Qasr**  
King Salman bin Abdulaziz Al Saud Street  
★★★★★



**Four Seasons Hotel**  
Jumeirah Beach Road  
★★★★★



## **📍** ESSENTIAL EXPERIENCES

**Dine underwater at Ossiano**  
Dine next to a huge aquarium at Atlantis on The Palm.

**The highest restaurant in the world**  
At.mosphere is located on the 122nd floor of the Burj Khalifa.

**Dubai's only rotating restaurant**  
Make the most of the view at Al Dawaar in the Hyatt Regency.

**Bateaux Dubai**  
Luxury glass-roofed dinner cruise on Dubai Creek.

**Qasr Al Sultan**  
Restaurant and live show under the stars in the Dubai desert.

## **🍴** WORLD-CLASS DINING

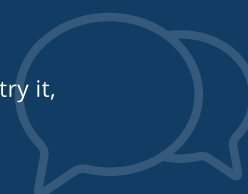
**Coya**  
Elegant Latin American dining at the Four Seasons Hotel.

**Rockfish**  
Freshly prepared Mediterranean seafood at the Madinat Jumeirah.

**Pierchic**  
Seafood restaurant set on a pier on the Arabian Gulf.

## DID YOU KNOW?

If you are brave enough to try it, Camel meat is traditional speciality of Emirati cuisine.







# CULTURAL DUBAI

## **i** ABOUT

With its eye wateringly tall buildings, vibrant atmosphere, delicious cuisines and endless activities, Dubai is a true Middle Eastern gem. But away from the glitz and the glamour is a rich cultural history filled with incredible traditions and practices.

Boasting the perfect mix of modern and historic culture, with both celebrated equally amongst locals, visitors and expats alike, Dubai is an incredible stopover or standalone destination.

Immerse yourself in the Al Fahidi Historical Neighbourhood and get a taste of what life was once like in Dubai, before stopping by the stunning Miracle Garden or the Gold and Spice Souks, where the endless jewels and spices will take your breathe away. To experience the modern arts scene in Dubai, visit the Alserkal Avenue contemporary arts district, or take in a show at the Dubai Opera in downtown.

When you scratch the surface, it reveals a city rich in arts and culture, offering experiences that set Dubai apart, and will create lasting memories for any traveller.

## **🏠** WHERE TO STAY

**Arabian Courtyard Hotel & Spa**  
Al Fahidi Street, opposite Dubai Museum  
★★★★★



**Sheraton Dubai Creek Hotel & Towers**  
Baniyas Street, on Dubai Creek  
★★★★★



**Park Hyatt Dubai**  
Dubai Creek Club Street, on Dubai Creek  
★★★★★



## **📍** ESSENTIAL EXPERIENCES

### **Gold and Spice Souks**

Walkways lined with shops selling jewellery, gemstones and herbs and spices.

### **Desert Safari**

Complete with camel rides, 4x4 dune bashing and a mouthwatering feast.

### **Sheikh Mohammed Centre for Cultural Understanding**

Centre dedicated to educating guests on the traditions and customs of the UAE.

### **Al Fahidi Historic Neighbourhood**

The Bastakiya area has traditional architecture, art galleries and coffee houses.

### **Jumeirah Mosque**

Spectacular Mosque that welcomes non-Muslim guests six-days a week.

## **🍴** WHERE TO EAT

### **Aseelah, Deira Creek**

Fine-dining venue in the heart of Old Dubai, serving classic dishes with a twist.

### **Al Fanar, Dubai Festival City**

Serves Emirati classics in an old-world Arabia style rustic space.

### **Al Hadheerah Restaurant**

Authentic cuisine and live entertainment at the Bab Al Shams Resort.

## DID YOU KNOW?

The Dubai Miracle Garden is home to more than 45 million blooming flowers.

