Dubailand

INVESTMENT OPPORTUNITIES
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Dubai’s success story as a world leader in enterprise and innovation has earned the city international accolades and established Dubai as a leading commercial, trading and tourism hub. The Dubai Development and Investment Authority (DDIA) is proud to be a part of that success.

Landmark projects like Jebel Ali Port, Dubai Internet City, Dubai Media City, the Palm Islands and the superbly organised Dubai 2003 Annual Meetings of the Boards of Governors of the World Bank Group and the International Monetary Fund have confirmed Dubai as a dynamic, business-friendly city with an outstanding track record of executing major projects.

This has been due to the foresight and guidance of its leaders. His Highness General Sheikh Mohammed Bin Rashid Al Maktoum, Dubai Crown Prince, UAE Defence Minister and President of DDIA, is committed to making our country the tourism, leisure and entertainment capital of the region with a target of welcoming 15 million visitors to Dubai in 2010. The USD 15 billion expansion of the Emirates Airlines fleet and the USD 4 billion expansion of the Dubai International Airport area is a testament of our commitment to attain this goal.

We continue to develop innovative new projects that are aligned with our leaders’ vision of making our country a destination of choice for tourists from around the world.

Let us introduce you to the biggest, most ambitious project Dubai has ever undertaken.
Dubai: Past & Present Milestones

1971
The foundation of the United Arab Emirates

1979
World’s largest man-made port opens at Jebel Ali

1985
Jebel Ali Free Zone opens

1989
The Dubai Desert Classic, a European PGA tournament, tees off for the first time

1990
5 million passengers through Dubai International Airport

1993
Tourists exceed 1 million

1996
First running of the Dubai World Cup, world’s richest horse race
First annual Dubai Shopping Festival attracts millions of tourists

1998
Tourists exceed 2 million
2000

Dubai Internet City established, attracting world's top IT firms including IBM, Microsoft and HP

Sheikh Rashid Terminal inaugurated at Dubai International Airport, signalling completion of first phase of USD 450 million airport expansion. Second phase will triple capacity to 60 million passengers annually by 2007

2001

Dubai Media City opens, becoming regional home to global media giants such as CNN, CNBC and Reuters

Construction begins of The Palms, world's largest man-made islands

Tourists exceed 3 million

2002

Emirates announces huge expansion plans: doubling its fleet by 2007

Tourists exceed 4.5 million

2003

UAE first Middle Eastern country to host Annual Meetings of World Bank Group and IMF, in Dubai

Dubai International Financial Centre opens

Dubai Healthcare City opens

Burj Dubai, the world's tallest tower, announced

Dubailand, the region's ultimate tourism, leisure and entertainment destination, announced

1999

World's only 7-star hotel, Burj Al Arab, opens

Emirates Towers open
Dubai: Commercial and Trading Hub

The United Arab Emirates has experienced tremendous growth over the last thirty years to become a modern country with a flourishing economy and one of the region’s highest per capita incomes of USD 19,000.

With its strategic location between Europe and the Far East, the UAE provides access to a vast region covering the GCC, North Africa, the Levant, Central Asia and the Indian sub-Continent, with their combined population of 1.5 billion and GDP of USD 1.1 trillion.

Dubai is today recognised as a centre for global trade and commerce. It was able to achieve this enviable status through capitalising on its strategic location, its natural assets, a longstanding trading history and a visionary pro-business government.

Dubai's rapid advancement from a small trading post to a thriving city that is the epitome of modernity and global commerce was spearheaded by the discovery of oil and gas in the UAE. Soon thereafter, the government of Dubai began a program of re-investment and diversification. As a result, the prosperity generated by oil and gas precipitated further economic growth.
Dubai: Commercial and Trading Hub

The success of the government’s policy is evident in the growth of a variety of sectors of the economy. Today, Dubai enjoys a diversified economy with the non-oil sector accounting for 90% of GDP. The trade, tourism, construction and financial sectors are among the fastest growing in the country, with trade accounting for 16% of GDP, and tourism contributing 12%.

A modern, cosmopolitan city, Dubai is today home to an exciting blend of cultures where people of more than 185 nationalities co-exist in a vibrant international environment that has become an icon for 21st century living.

Complementing a longstanding trading tradition and the local business community’s familiarity with international commercial practices, Dubai’s government has been instrumental in accelerating economic growth. Consistent pro-business policies allied with stable political and financial systems have created an investor-friendly environment. Industry-specific free zones offer 100% foreign ownership of businesses and single window services to facilitate fast and convenient company set up. As a result, many major blue chips have already selected Dubai as their regional headquarters. Dubai is home to the region’s largest free zone and port, at Jebel Ali; it has developed numerous sector-specific initiatives for services and industry in areas as diverse as healthcare and education; and will soon enhance its position as a regional hub for banking and finance through the establishment of the Dubai International Financial Centre.
Dubai GDP Trends

Dubai GDP - 2002
Total GDP: AED 69.09 Billion

Growth in Dubai GDP 1998 - 2002

Source: Ministry of Planning / Department of Economic Development
In addition to its status as a commercial hub, Dubai is increasingly becoming the premier tourist destination of the region.

Over the past decade, the number of visitors to Dubai has grown from 1.08 million to 4.7 million, representing an annual growth of 16%. This growth rate is more than triple the world tourism growth rate over the same period. In fact, the last four years alone witnessed a 54% growth in the numbers of tourists visiting Dubai, with a 31% growth between 2001 and 2002 alone.

Arab markets generated 38% of arrivals, a share that has remained stable over the last decade. However, the strongest growth over the last few years has come from Europe, its share rising to 29% in 2001. This emerging trend strongly suggests that Dubai is increasingly responding to Europeans’ discriminating leisure preferences.
Dubai: Hotel Guest Profile

Number of Dubai Hotel Guests by Region 1993 - 2002

Number of Dubai Hotel Guests by Region 2002
Total Number of Hotel Guests 4.1 Million

Source: Ministry of Planning / Department of Economic Development / Department of Tourism and Commerce Marketing
Dubai: World-Class Tourist Destination

It is easy to see why tourists are attracted to Dubai. It offers a safe environment and has a set of natural assets from year-round sunshine, to beautiful beaches and an exotic desert landscape. Its infrastructure is unsurpassed in the region, with a state-of-the-art airport that handled 16 million passengers in 2002, an award-winning airline, Emirates, offering connections to more than 67 destinations in 47 countries, a superior Information, Communications and Technology (ICT) network, more than 272 hotels, and a variety of shopping options in ultra-modern malls or traditional souks.

Dubai also hosts a number of increasingly popular world-class sporting events such as the Dubai World Cup, the PGA European Tour Dubai Desert Classic, both men and women’s ATP Tennis tournaments, and the Formula 1 H2O speedboat-racing tournament that has been dominated in recent years by the UAE’s Victory Team. In addition, the Dubai Shopping Festival has become a landmark event that draws visitors from around the globe.
Dubai: Growth in Hotels

Growth in Dubai Hotels 1993 - 2002

<table>
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Source: Ministry of Planning / Department of Economic Development / Department of Tourism and Commerce Marketing

Growth in Dubai Hotel Beds 1993 - 2002

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Source: Ministry of Planning / Department of Economic Development / Department of Tourism and Commerce Marketing
Dubai: World-class Tourist Destination

Dubai is increasingly aware of tourism’s growing importance to its economy. According to Dubai Tourism and Commerce Marketing (DTCM) data, Dubai’s hotel revenues amounted to AED 3.4 billion in 2002. Dubai’s hotel operating performance has been consistently good. In 2002, Dubai was ranked as the fastest growing tourist destination by the World Tourism Organisation, with visitor growth rates of 31%, from 3.6 million visitors in 2001 to 4.7 million in 2002. In 2003, tourism’s contribution to Dubai’s GDP surpassed that of oil revenues.
Dubai: Hotel Trends

Room Occupancy Rates 1993 - 2002
All Categories of Hotels

- 1993: 56.90%
- 1994: 60.50%
- 1995: 63.13%
- 1996: 66.80%
- 1997: 64.79%
- 1998: 58.72%
- 1999: 59.04%
- 2000: 61.21%
- 2001: 60.90%
- 2002: 70.19%

Source: Ministry of Planning / Department of Economic Development / Department of Tourism and Commerce Marketing

Growth in Dubai Hotel Revenues 1993 - 2002

- 1993: 1.02
- 1994: 1.16
- 1995: 1.42
- 1996: 1.68
- 1997: 1.96
- 1998: 2.06
- 1999: 2.22
- 2000: 2.62
- 2001: 2.79
- 2002: 3.41

Source: Ministry of Planning / Department of Economic Development / Department of Tourism and Commerce Marketing
Tourism Projections: The Future is Bright

The phenomenal growth of Dubai’s tourism over the past decade is a testament to the innovative and highly integrated efforts of the government and the private sector, working in partnership. And all projections strongly indicate that tourism will continue growing exponentially over the coming decades. In fact, Dubai has taken giant steps to capitalise on this trend and has set an aggressive target of attracting 15 million tourists by 2010.

In order to position itself for fast-track tourist growth, Dubai will leverage its key natural assets, world-class infrastructure and existing hospitality and leisure framework, and complement these elements with components that are recognised as being key drivers of tourism and travel worldwide. These include entertainment, eco-tourism, shopping, sports, culture and conferences and exhibitions. To this extent, Dubai’s goal is to appeal to the broadest segments of tourist and inbound visitor traffic.

And to this end, Dubai has announced a tourism development project on a truly breathtaking scale.
Projected Tourism Trends

Projected Dubai Hotel Guests 2003 - 2010
In Millions

Source: Department of Tourism and Commerce Marketing

Projected Dubai Hotel Beds 2003 - 2010

Number of Beds (‘000s)

Source: Department of Tourism and Commerce Marketing
Welcome to Dubailand

More than 45 tourism, leisure and entertainment projects

A product of extraordinary vision, Dubailand was conceived on a phenomenal scale. It will be the most ambitious tourism, leisure and entertainment destination ever created, and home to some of the world’s premier and unique attractions. Dubailand has been designed to appeal to the widest tourist segments across genders, age groups, world regions and activity preferences.

Dubailand is ideally located on Emirates Ring Road, providing easy access. It is just 10 minutes from Dubai International Airport, 10 minutes from Emirates Towers, 20 minutes from Sharjah and 60 minutes from Abu Dhabi.

Dubailand has been planned and designed using leading-edge expertise across a spectrum of disciplines. A unique multi-faceted development of pure family entertainment and education, with universal appeal, Dubailand will incorporate a critical mass of attractions, an endless mix of day and night activities and a variety of accommodations to encourage longer visits and overnight stays.

Welcome to Dubailand.
An ideal investment

Dubailand is the latest in a series of successfully executed projects which have confirmed Dubai’s position as a global commercial hub, with central access to a neighbouring region of 1.1 billion people and a combined GDP of USD 1.1 trillion.

Arguably the Emirate’s boldest project to date, Dubailand is being developed in a country that has demonstrated time and time again its capability to conceptualise and implement large-scale projects successfully, from Jebel Ali Port to Jebel Ali Free Zone, Dubai Internet City and Dubai Media City. More recently, Dubai Healthcare City and Dubai International Financial Centre, currently under development, will no doubt establish Dubai as a health and financial hub respectively. Moreover, Dubai has established a state-of-the-art transportation, information, communications technology and utilities infrastructure with ongoing airport and Emirates fleet expansions. These projects, all executed to world-class standards, have established Dubai as a 21st century global city on par with the world’s most developed cities.

Dubai is now well on its way to becoming a world-class tourist destination, with double-digit tourism growth over the last decade, spurred by its safe environment, natural assets, accessibility, world-class events, tourism infrastructure and excellent marketing efforts. Dubai successfully tested its large-scale tourism capacity through its superb organisation of the Annual Meetings of the World Bank Group and International Monetary Fund in September 2003 with more than 16,000 delegates in attendance. In this context, the time has now come for Dubai to embrace the next phase in its well-planned economic development and become a global tourism, leisure and entertainment destination. Dubailand will serve the exponentially growing leisure and tourism market, and enable Dubai to achieve its goal of attracting 15 million tourists in 2010.

Dubailand is a professionally conceived and planned project with a state-of-the-art infrastructure including world-class safety standards, zoning regulations, landscaping, utilities and facilities management.
Dubailand has been conceived to offer a variety of opportunities that will appeal to investors across the tourism, real estate, hospitality, entertainment, leisure and retail sectors. Investors will benefit from a broad range of financial deal structuring in order to facilitate their participation in the Dubailand project.

Dubailand will follow a phased approach to the implementation of its projects. The launch phase will extend from 2004 to 2006. This will include initial infrastructure like major roadworks and the enabling of the provision of utilities and other services.

Phase I will include further infrastructure development and will extend from 2007 to 2010.

Dubailand offers a variety of unique investment opportunities. Investors will have access to projects developed internally. These projects have been developed up to pre-feasibility stage and include basic financial and attendance projections. Investors are also encouraged to present their projects for our consideration and evaluation.
Six Amazing Worlds: One Amazing Opportunity

**Attractions & Experience World**
A family World of theme and water parks, roller coasters and adventure, Attractions & Experience World will feature a critical mass of themed, large-scale attractions, using the latest technology for thrills and safety. Based on the example of successful destinations worldwide, its largest theme park will act as an anchor, attracting visitors and encouraging the growth of visits to other attractions within the World, and Dubailand as a whole.

**Sports & Outdoor World**
A high energy world of heroes and champions, Sports & Outdoor World will include a mix of sporting venues that will incorporate a dynamic program of international rugby, cricket and other sports tournaments as well as extreme sports activities. When completed, Sports & Outdoor World will be ideally positioned to become a prime warm weather training facility for professional sports teams and will appeal to a broad mix of markets.

**Eco-Tourism World**
A natural world marveling at the beauty of our planet, Eco-Tourism World will comprise a series of nature and desert-based attractions integrated within their desert parkland surrounds. Its experiential and cultural activities will have broad appeal and its vast number of exquisite and unique offerings will no doubt encourage long-stays and repeat visits.

**Themed Leisure & Vacation World**
A relaxing world of spas, health and well-being, Themed Leisure & Vacation World will consist of appealing retreats designed to respond to the growing international demand for quality vacation village residences, resort hotels and wellness retreats. It will include several fitness and stress-management focused facilities and will offer unique creative concepts, such as themed resorts, providing visitors a chance to experience faraway exotic locales without leaving Dubailand.

**Retail & Entertainment World**
As shopping is one of the essential activities undertaken by tourists on vacation, Retail & Entertainment World will provide a critical mass of retail facilities providing a wide variety of global brands but also unique boutiques and discount stores, all within the biggest mall in the world - the Mall of Arabia. Entertainment and dining facilities will complement the retail facilities through encouraging tourists to extend the length of their stay at Dubailand, thereby creating further opportunities for purchases.

**Downtown**
A vibrant mix of entertainment and eating out, Downtown will be a mixed destination offering a variety of retail, dining and entertainment facilities. It will feature popular family entertainment components with cross-generational appeal such as cinemas, bowling, street entertainment, computer-based games centres, themed restaurants and nightclubs. Downtown’s multitude of day and night activities will encourage overnight stays and spending at Dubailand.
Attractions & Experience World

Covering approximately 145 million square feet and offering a number of highly themed areas including a signature theme park, experiential areas and exciting water worlds, this will be the very heart of the Dubailand development.

With its combination of indoor and outdoor areas, Attractions & Experience World will provide a versatile year-round destination showcasing awe-inspiring attractions and white-knuckle rides and state-of-the-art roller coasters.

The primary land use in this World is for projects such as theme parks, water parks, and other entertainment-based attractions. However, peripheral development for residential, commercial and retail use will be available, based on the requirements of the individual project. These will be capped in adherence with the overall zoning and land-use criteria.

Key figures
- Area: 145 million square feet
- Total number of projects: 14
- Investment size: AED 6.8 billion

Projects
- Pharaohs Theme Park
- Giants World
- Kids World
- Global Village
- Space & Science World
- Space Hotel
- Tourism Park
- Film World
- Desert World Theme Park
- Snow World
- Aviation World
- Water Park
- The Castles
- Arabian Theme Park
Sports & Outdoor World

Building on Dubai’s rich and varied sporting calendar, Sports & Outdoor World will incorporate Sports City, the region’s premier sports venue, offering three giant-sized stadiums specifically designed to host major international sporting events; and Racing World, a world-class racing circuit that will host major motor sports events in conjunction with regional clubs and international motor racing organisations.

For visitors looking for some action themselves, Extreme Sports World will offer the world’s first state-of-the-art venue for all action sports, with BMX and skate parks, roller-blading, skate-boarding, dune buggies, and indoor climbing walls. Each venue will be designed for international competition and display, yet be adaptable to allow daily public use.

Additional top quality facilities will include Polo World and Golf World, both set in stunning landscaped grounds, incorporating practice areas, training and excellence academies as well as clubhouse-style facilities.

The primary land use in this World is for stadiums and sports fields. However, peripheral developments for residential and hotel use will be available, based on the requirements of the individual project. These will be capped in adherence with the overall zoning and land-use criteria.

Key figures
- Area: 206 million square feet
- Total number of projects: 5
- Investment size: AED 2.5 billion

Projects
- Extreme Sports World
- Sports City
- Racing World
- Polo World
- Golf World
Eco-Tourism World

In delightful contrast to many parts of Dubailand, Eco-Tourism World will offer a haven of calm and tranquility and an opportunity for visitors to commune with nature.

Skilfully blending education, entertainment and experience, the Eco-Tourism World will inspire visitors with tropical bio-domes, desert camps, a world class interactive Science and History Museum and wilderness areas full of adventure. Nearby desert villas and a luxury desert camp will provide accommodation with the desert landscape as a stunning backdrop.

The primary land use in this World is for eco-tourism projects centred on nature and wildlife. However, peripheral developments for residential and hotel use will be available, based on the requirements of the individual project. These will be capped in adherence with the overall zoning and land-use criteria.

Key figures
- Area: 806 million square feet
- Total number of projects: 12
- Investment size: AED 4.2 billion

Projects
- Petting Zoo
- Animal World
- Equestrian Centre
- Light & Sound World
- Gardens World
- Dinosaur World
- Science and History Museum
- Bio World
- Sand Dune Hotel
- Sandstone Villas
- Camp World
- Desert Safari
Themed Leisure & Vacation World

Providing a soothing oasis of calm and relaxation, Themed Leisure & Vacation World will be a development dedicated to exercising body and mind, providing a magical journey towards total wellbeing. Exclusive spas and fitness centres will offer holistic treatments tailor-made for each visitor, with professional staff at hand to provide effective and enjoyable programs that refresh, rejuvenate and re-energise.

As a unique development within Dubailand, Women’s World will offer a secluded oasis of indulgence created exclusively for women, with an entirely female staff. A teaching academy will provide home, business and artistic courses specifically designed for today’s woman, alongside more traditional crafts.

The primary land use in this World is for leisure and hotel projects centred on wellbeing, including spas and resorts. However, peripheral developments for residential use will be available, based on the requirements of the individual project. These will be capped in adherence with the overall zoning and land-use criteria.

Key figures
- Area: 311 million square feet
- Total number of projects: 4
- Investment size: AED 3.6 billion

Projects
- Andalusian Resort & Spa
- Women’s World
- Wonders World
- Holiday World
Retail & Entertainment World

A high impact zone for family entertainment and innovative retail concepts, Retail & Entertainment World will be home to the Mall of Arabia, the largest shopping mall in the world, offering millions of square feet of superb shopping, entertainment, dining and lodging.

This World will enhance Dubai’s reputation as the premier shopping city in the world and complement existing highly successful shopping initiatives which include the Dubai Shopping Festival, Dubai Summer Surprises and Dubai: City of Gold.

The primary land use in this World is for projects that offer innovative retail concepts. However, peripheral developments for residential and commercial use will be available, based on the requirements of the individual project. These will be capped in adherence with the overall zoning and land-use criteria.

Key figures
- Area: 46 million square feet
- Total number of projects: 5
- Investment size: AED 2.4 billion

Projects
- Mall of Arabia
- Factory Outlets
- Auction World
- World Trade Park
- The Flea Market
Downtown

From the moment visitors arrive, they will be immersed in the Dubailand experience. The grand entry piazza will house business and administrative offices, conveniently backed by luxury apartment complexes and art galleries. Downtown will offer many unique attractions.

Central to the Downtown design concept is the feeling of open space within the heart of Dubailand. Shaded squares and an abundance of water features will further add to the relaxed and congenial ambience of the World.

And from sunset onwards, Downtown will draw the evening’s beautiful people to street cafés and grills, traditional and contemporary gourmet restaurants, theatres, night spots and shows.

The primary land use in this World is for projects that incorporate innovative retail, entertainment and dining concepts. However, peripheral developments for residential and hotel use will be available, based on the requirements of the individual project. These will be capped in adherence with the overall zoning and land-use criteria.

Key figures
- Area: 6 million square feet
- Total number of projects: 4
- Investment size: AED 2 billion

Projects
- The Towers
- Dubai Walk
- Virtual Games World
- Teen World
To take part in this unique investment opportunity, please contact:

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