

A Message from Dubai Tourism

Dear Friends,

First, and foremost we hope you, your families and your communities are safe and healthy, and our thoughts are with you as we all seek to cope individually, yet collectively, with the gravity of the all-pervasive COVID-19 pandemic. As the world navigates through these unprecedented times, it has become abundantly clear that our biggest priority now, as an industry and a global community, is for collective, and urgent action to redefine the way we think about our obligation to public health and safety, while taking stock of the severity of the economic impact on all sectors.

Travel and Tourism is undeniably the hardest hit industry, and Dubai Tourism not only recognises but also empathises with the added stress this disruption will have caused in your lives - your businesses and your people. Amidst these unsettling realities, we want to express our deepest appreciation for the loyalty of our partners, and the confidence you have placed in us over these years - especially through these past months, as you have continued to champion Dubai as a must-visit destination for your clients. It is thanks, in no small measure, to your support, that we have built our reputation and attracted millions from around the world to our city for business and leisure.

And we want to assure you of our solidarity - now more so than ever before - you do not stand alone. You have our commitment to supporting the sustainability of the travel ecosystem, lending assistance to the most vulnerable amongst us, so you can maintain business continuity in the immediate term, and build back business when the world becomes safer to travel for all.

Your number one priority will undoubtedly be your existing customers, and we are keen to provide you easy, timely and relevant access to situational updates from Dubai.

1. At the outset, we want to assure you that Dubai continues to aggressively monitor, and dynamically curtail transmission of the virus within its environment, to ensure that we protect and safeguard the health of our people - residents and visitors. We have thus far managed to successfully protect our communities, and are diligently working under guidance from the WHO, to maintain rigorously high standards of public hygiene and safety, so our peoples' wellbeing remain uncompromised.
2. For our visitors, your clients - The global online community is a tremendous resource and we will be ramping up our efforts to keep the world abreast of all that's happening here in Dubai through our social media channels, reminding travellers of all there is to love and live in our city.
3. For you, our business stakeholders - In today's 'remote working' and 'distance learning' environment, we felt that staying connected to you was even more important. So we have created improved online industry courses for travel professionals featuring engaging videos and e-learning tools that showcase the city's offerings, helping you to use this time to get familiar with our evolving portfolio.
4. And on ground here in Dubai - We are working closely with all local businesses, hotels and attractions, to enable the industry overcome the immediacy of this crash, so Dubai is ready to welcome your customers when they are ready to visit us.

Please do share your feedback and thoughts on how we can continue to remain engaged, which is the need of the hour.

We are all in this together and we will come out of it together, stronger and more resilient than ever before.
All the best and be safe.

**Sincerely,
Dubai Tourism**