



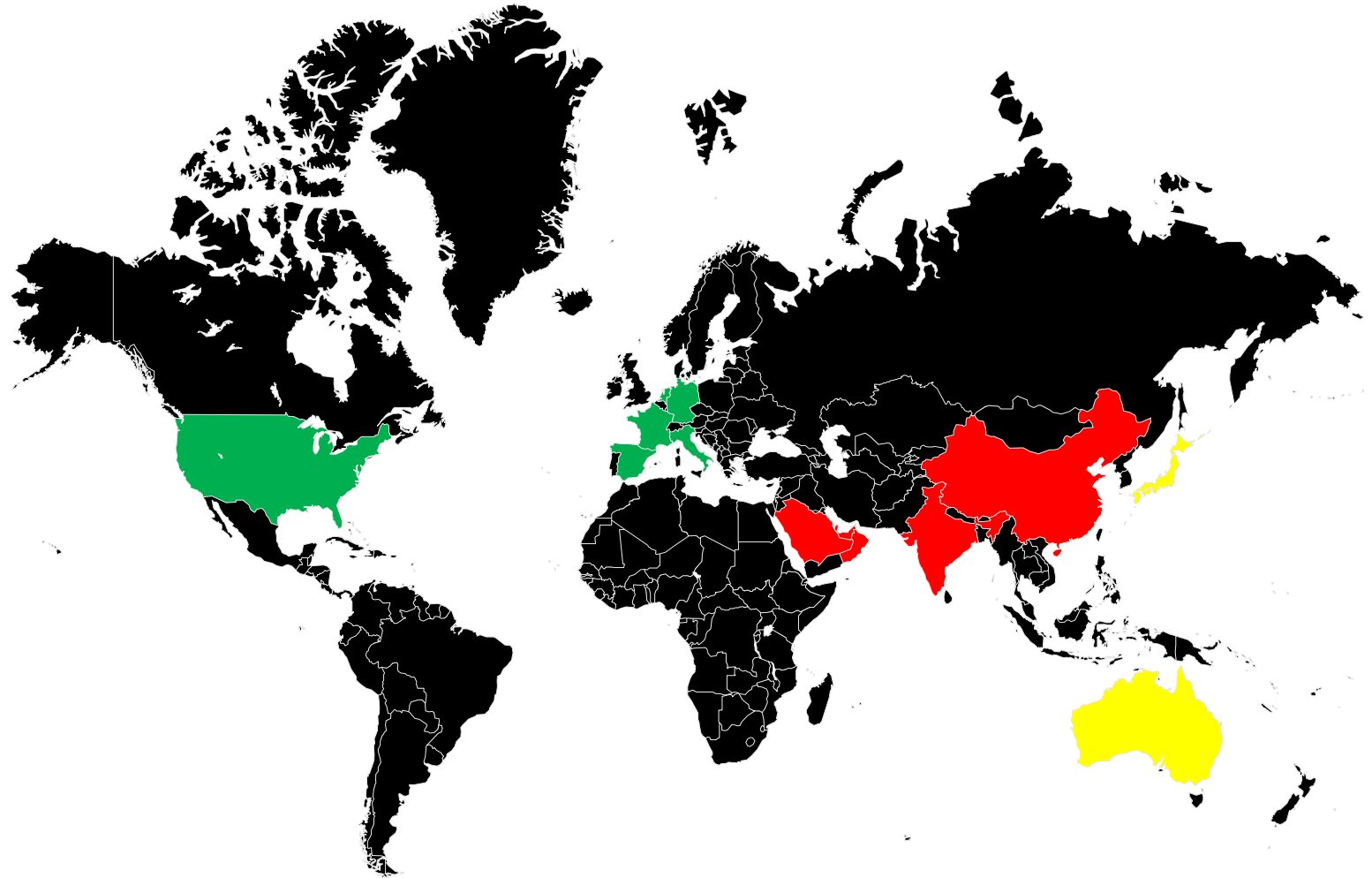
International Markets

Prime Markets

USA
China
Europe (DE, FR, NL, ES IT)
GCC
India

Opportunity Markets

Australia
Japan





Marketing Plan & Partners 19/20

UK	China	US	India	Europe	GCC
GMCA, MIF, TFGM, BID	Ctrip/Trip.com	Virgin Atlantic	Make My Trip	Ryanair	Wego & Taste of Dubai
Year round	August-Jan	May – October	Jan-March	Feb - March	March
Unmissable Weekends Unmissable Sport	Heritage & Shopping	Adventure, F&D, Culture	Sport, Heritage	Culture, Sport	Shopping, F&D