

## DESTINATION & ACTIVITIES

Dubai is both a dynamic international business centre and a fascinating tourist escape. In one day, visitors can experience everything from rugged mountains and sand bashing in the dunes to sandy white beaches, water parks, dynamic shopping venues, and luxurious residential districts and hotel resorts offering some of the best facilities and tourist activities in the world .

### Beaches

Dubai has a number of beautiful beaches, all offering a wide range of recreational and entertainment facilities to its visitors. The year-round sunshine and soft, sandy beaches along the coast are ideal for relaxing, lazing or sun bathing.

### Big Bus Tours

From the towering sail-shaped Burj Al Arab hotel to the mysterious gold and spice souks, what better way is there to see Dubai's breathtaking views than from the king of all sightseeing vehicles, an open-top, double-decker Big Bus.

### Desert and Overnight Safaris

No visit to Dubai would be complete without a trip into the desert. The majesty and tranquility of the desert can be experienced in a choice of exciting half-day, full-day and overnight safaris. These action-packed trips cover varied terrain ranging from desert to mountain and take in remote camel and goat farms and isolated villages.

### Golf

Home to the world-renowned Dubai Desert Classic, and with over 10-world class golf clubs in Dubai and all year round sunshine, Dubai is fast becoming a serious contender to Portugal and Florida for Europeans as an amazing golf destination.

### Horseback Riding/Horse Racing

Trail Riding, Western and Dressage are all available in this country of beautiful Arabian horses. Experience rides over beaches, open country or through mountain trails. Or visit during the famous Dubai Gold Cup for the most expensive purse in the world.

### Observation Deck - Burj Khalifa

Situated on the 124th floor of the tallest building in the world, the Burj Khalifa, it offers some of the most amazing views of the Dubai Skyline, from its uniquely positioned location. Standing 442 meters tall, it is recognized as the highest outdoor observation deck in the world.

### Shopping

Dubai arguably has some of the best retail malls in the world with designer malls and unique themed malls springing up all the time. One of the newest to the Dubai scene is the Dubai Mall, situated at the base of the Burj Khalifa. Offering just about every name brand available, it also houses the Dubai Aquarium and Underwater Zoo, an indoor ice-skating rink, a family entertainment zone, and the Dubai Fountain with its amazing dancing fountain.

### **Ski Dubai**

For a really innovative project, visitors can experience a bit of the Alpine in the middle of the desert at Ski Dubai, where great skiing, snowboarding, and a children's ice park are available.

### **Souks in Dubai**

The souks on both sides of the Creek are attractive not just for their shopping bargains but also as places for the sightseer and photographer. In the tiny lanes of the spice souk, the atmosphere and the scents of the past can be savored.

### **Tour Dubai by Air**

Visitors with a head for heights and a weakness for the dramatic, can enjoy the excitement of a helicopter tour over the city. Alternatively, visitors can enjoy city or desert tours in a fixed-wing aircraft or even hot air balloons.

### **Tour Dubai by Sea (Dhow Cruises)**

A fascinating way to see Dubai is by sea. You sail along the Arabian Gulf and admire the coastline and palaces, hotels and beaches. Many of the tours are in traditional wooden dhow or Abras (the traditional water taxi) which take you on a short journey across the waterway, providing a fascinating glimpse of Dubai's trading heritage.

### **Water Park Fun**

Located within Atlantis is AquaVenture, the largest water park in the Middle East region. This 42 acre park houses slides, rivers, rapids, lush gardens, a private beach, and a children's playground. Guests can also visit Dolphin Bay, where they can interact with these amazingly gentle creatures.

Situated in between the famous Burj Al Arab 7 Star hotel, and the Jumeirah Beach Hotel, is the fantastic Wild Wadi Water Park. Great for all ages, this Middle Eastern themed park, offers over 30 rides and attractions to enjoy.