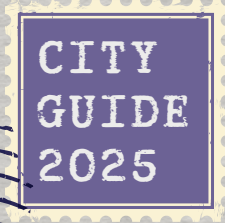
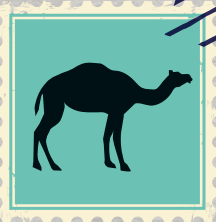
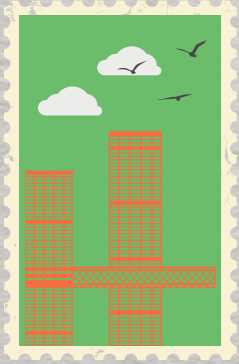
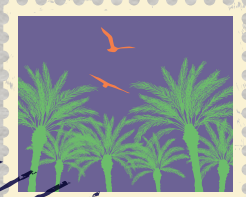
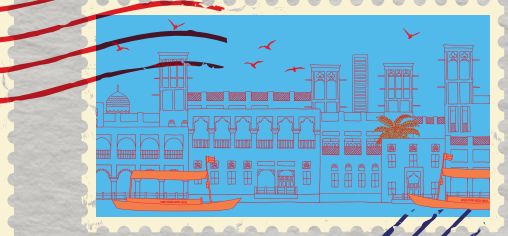
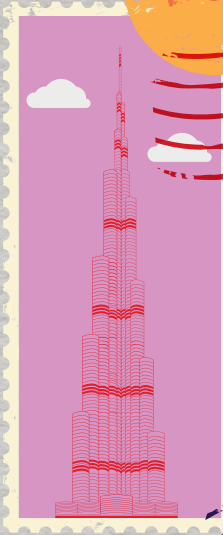


# DUBAI





# WELCOME TO DUBAI

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Where dynamic contrasts meet  
endless possibilities.



# دبي

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With its unparalleled coastline, beautiful desert and magnificent cityscapes, memories are just waiting to be made in Dubai.

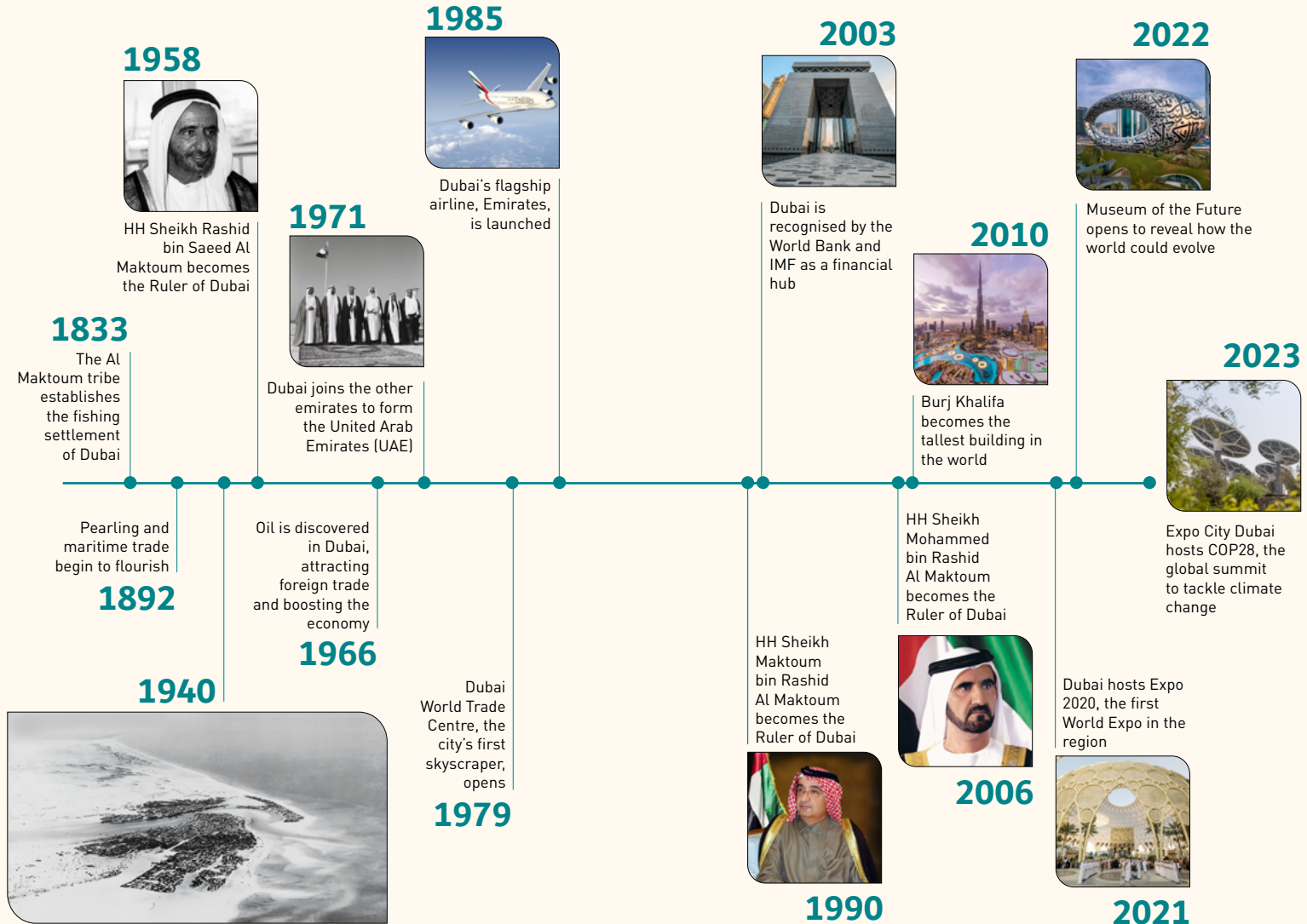
Embark on the holiday of a lifetime as you delve into living history by the creek, journey up the world's tallest tower, relax on golden beaches, experience record-breaking theme parks and enjoy some of the most spectacular shopping and dining on the planet.

**Let's explore.**

# THE TIMELINE



A Brief History of Dubai





# THE ESSENTIALS

To help you hit the ground running the moment you arrive in **Dubai**, here's all the information you need to know.



## Currency

The UAE currency is the dirham (AED/Dhs)  
**US \$1 = AED3.67**



## Visas

Citizens of 70+ countries are eligible for visa on arrival, while GCC nationals enjoy visa-free entry to the UAE.

Transit visas (48 to 96 hours) are also available to all passport holders. See the latest visa information on [visitdubai.com](http://visitdubai.com)



## Stay connected

**Electricity:** Power supply is 220/240 volts. Sockets are compatible with UK-standard three-pin plugs. For US equipment, use a 220V to 110V transformer.

**Phones and Wi-Fi:** The country code for the UAE is +971. Tourists get a free prepaid SIM card from telecom operator du at the airport, while free Wi-Fi is widely available across the city – even on the beach.



## Health

If you are travelling with prescribed medication, bring your doctor's note with you. The Rashid, Latifa and Dubai Hospitals offer free emergency services.

Important numbers to know:

- Police – 999
- Ambulance – 998
- Fire Department – 997
- Coastguard – 996



## Weather

Enjoy year-round sunshine in Dubai. **Average temperatures are around 23°C in winter and 41°C in summer.**

# OUR TRADITIONS

## Arabian culture

Dubai's famed hospitality stems from our inherent values of integrity and respect. Islam is the official religion here, and it plays a significant role in the city's culture. Pay a visit to Sheikh Mohammed bin Rashid Al Maktoum Centre for Cultural Understanding (SMCCU) in the heart of old Dubai to learn more about our customs and traditions.

## National dress



### Women

Emirati women wear a long, loose black coat called an *abaya* over their clothes and cover their hair with a headscarf (*hijab*) for cultural purposes.

Some women also choose to wear a face veil known as a *niqab*, or a traditional face mask worn over the nose known as a *burqa'a*.



### Men

Men wear a long tunic known as a *kandoora*, often with open-toed leather sandals.

The *ghutra* head-dress may also be worn. It was originally used to protect the face from the desert environment. The black rope that sits on top of the *ghutra* is called an *agal*.

## Dubai demystified



### ISN'T IT REALLY EXPENSIVE?

Dubai caters to all budgets with affordable hotels, restaurants and activities, and free parks and beaches



### IS ALCOHOL AVAILABLE?

Non-Muslim adults aged 21 and over can drink alcohol in licensed hotels, establishments and restaurants across Dubai



### CAN WOMEN DRIVE THERE?

Our culture holds women in very high regard. Both men and women can drive in Dubai to their hearts' content



### IS IT OKAY TO HOLD HANDS?

Yes, but visitors are advised to refrain from dramatic displays of affection while in public

## What can I wear?

Dubai is a cosmopolitan city that is a melting pot of diverse cultures and religious faiths. All attires are generally acceptable, although there are a few general guidelines to follow:



Swimwear is fine while at the beach and pool, but not appropriate in areas such as business districts and shopping malls.



When you're out and about, especially in summer, make sure you are protected from the sun.



It is advisable to dress conservatively when visiting historical areas and cultural sites.

## Did you know?

There are more than 200 nationalities living and working in the UAE

# DUBAI SIGHTSEEING & ATTRACTION PASSES

Unlock huge savings with pre-paid access to top attractions, tours and activities. Choose from the available attraction passes below.

## Dubai Pass

Experience all that's possible in Dubai for less, with the Dubai Pass. With 48 must-visit attractions and activities to choose from citywide, you can create your own tailor-made Dubai experience, choosing from a wide variety of things to see and do. Each pass offers unbeatable value and convenience – there's no need for cash or a pocketful of tickets. Simply present your pass and you're in.

### How it works

1. Pick & Choose: Select the pass of your choice and the attractions you'd like to visit
2. Show & Go: Present your card or iPass at entry or when booking
3. Enjoy & Share: Tag **#DubaiPass** and share your experiences with family and friends



### DUBAI FLEXI ATTRACTIONS PASS

SAVE UP TO 40%



### DUBAI SELECT ATTRACTIONS PASS

SAVE UP TO 50%



### DUBAI UNLIMITED ATTRACTIONS PASS

SAVE UP TO 60%

SCAN FOR MORE DETAILS



DUBAI PASS



GO DUBAI PASS

## Go Dubai Pass

Enjoy even more flexible savings with the Go Dubai Pass. With access to more than 45 of the emirate's most loved destinations and activities, you have more control to curate a perfect holiday experience that's gentle on the wallet. Say goodbye to multiple cash transactions and keeping track of different tickets – you just show your digital pass and enjoy the experience.

### How it works

1. Pick & Choose: Once you've purchased your pass, it's ready to use
2. Download & Go: Add your pass to the Go City app and start exploring
3. Enjoy & Share: Tag **#GoDubai** when you share your experiences on social media



ALL-INCLUSIVE PASS



EXPLORER PASS





# BUSINESS TRAVELLER

Positioned at the nexus of the East and West, **Dubai** is a futuristic hub for global trade, attracting travellers who aspire to bring positive change to global markets.

## VISIT



### Warm welcome

Emirati hospitality is legendary. Rooted in ancient Arabian customs, where desert travellers were welcomed with open arms, this tradition lives on today and is reflected in exemplary standards of service.

### Flights

Dubai is easily accessible from around the world, with one-third of the globe's population able to reach the city within four hours, and two-thirds less than eight hours away.



### Visa ease

Many nationalities enjoy visa-free entry to the UAE, while others are eligible for visas on arrival or transit visas, making Dubai one of the easiest places in the world to host meetings and events.

### Activities

With new places to visit every season, you'll never get bored. From record-breaking theme parks and popular malls to special desert safaris and golfing retreats, follow your own beat.



# VISIT



## Food

The city is home to thousands of restaurants, from fine dining to budget bests. Whether you're craving a specific cuisine, innovative flavours or fresh fare, you'll find it all in Dubai.

## Top hotels

Dubai has a diverse range of hospitality offerings, from five-star luxury in iconic hotels to lifestyle options at trendy precincts. There's a great mix of international and homegrown brands, so take your pick.



## Stay connected

Every visitor receives a free prepaid SIM card on arrival at the airport and fast, convenient Wi-Fi is also available at many of Dubai's top sights and attractions. Simply sign up and surf away.

## Did you know?

Dubai ranked first in the region and 8<sup>th</sup> overall in the Global Power City Index 2024.



Museum of the Future



# LIVE



## Relocate to Dubai



Home to a multicultural population from across the globe, Dubai is one of the world's best places to live and work. A number of new residency programmes have launched recently, aimed at attracting the best and brightest, including remote workers, investors, entrepreneurs and specialist talents.

## Work remotely



The one-year virtual working programme lets you live and work by the beach. You'll have access to all the standard services residents benefit from, including telecoms, utilities and schooling.

## Invest today



Start a business or invest in property in Dubai and you can apply for five- and 10-year residency visas. As part of the new Golden Visa programme, expats can live, work and study in the UAE without needing a sponsor

## Safety first



Did you know that the UAE is recognised as one of the safest countries in the world? It's easy to feel instantly at home in Dubai, making it a great choice for families.

## Languages



Dubai is home to hundreds of nationalities and both Arabic and English are spoken across the city. As you spend more time here, you're very likely to hear Russian, Tagalog, Hindi, Urdu, Portuguese and many other languages.

# CONNECT



## Hosting the world

Dubai offers an unrivalled international setting for corporate meetings, incentive travel programmes and business and leisure events, thanks to its easy accessibility, strategic geographical location and world-class venues.



## Trade talk

The city hosts a busy calendar of trade exhibitions, presenting the opportunity to grow business networks, gain insights into emerging trends and tap into a wealth of insider knowledge.



## Collaborative approach

With Dubai's weekends aligned to international business markets, a culture of collaboration continues to thrive. The city's private and public sectors work closely together to create unique experiences for delegates and visitors.



## Regional hub

International companies can establish and forge a strong presence in Dubai, tapping into growth opportunities in the region.



## Innovation first

Dubai has a strong knowledge base and strategies for innovation across sectors, including renewable energy, transport, education, health, technology, water and space.



# UNWIND



## Zuma

An all-time favourite with the city's business set, Zuma's take on Japanese food is revolutionary. Don't leave without trying the miso black cod.

[zumarestaurant.com](http://zumarestaurant.com)

## Il Gattopardo Dubai

Feel the timeless glamour of the Italian Riviera at this sophisticated eatery atop the 51st floor of ICD Brookfield Place. Exquisite cuisine, 1960s vibes and even a striking leopard sculpture await.

[gattopardo.restaurant](http://gattopardo.restaurant)



## CÉ LA VI

Admire skyline views at this rooftop restaurant with a menu that mixes Asian-inspired plates and international favourites.

[celavi.com](http://celavi.com)

## Tatel Dubai

Indulge in a memorable Spanish fine dining experience – highlights include the potato omelette with black truffle and slow-cooked beef ribs served with a signature rice.

[tatelrestaurants.com](http://tatelrestaurants.com)



# UNWIND



## COYA Dubai

The menu here is extensive and offers dynamic twists on South American classics, providing a meal that's bursting with flavour.

[coyarestaurant.com](http://coyarestaurant.com)

## MiMi Mei Fair Dubai

Enjoy opulent Chinese fine dining in Downtown Dubai, with signature dishes including the apple wood-fired roasted Peking duck and live native lobster prepared three ways.

[mimimeifair.com](http://mimimeifair.com)



## TOTÓ Dubai

Merging Italian cuisine with the golden era of Italian cinema, TOTÓ Dubai was developed in partnership with several sporting legends including Cristiano Ronaldo.

[totorestaurants.com](http://totorestaurants.com)

## The First Collection Waterfront

Guests at this Business Bay property can enjoy scintillating canal views plus round-trip transportation to Palm Jumeirah's Soluna Beach Club.

[thefirstcollection.ae](http://thefirstcollection.ae)



# EVENTS



## Arabian Travel Market

28 Apr - 1 May 2025



The leading trade fair for the Middle East's inbound and outbound travel industry, get ready to network, negotiate and identify the latest trends.

[wtm.com](http://wtm.com)

## INDEX

27 - 29 May 2025



Part of the Middle East Design and Hospitality Week, INDEX is the region's largest interior design fair, attracting the best brands and suppliers.

[indexexhibition.com](http://indexexhibition.com)

## GITEX Global

13 - 17 Oct 2025



This highly successful technology exhibition brings together the best and brightest to celebrate next-generation breakthroughs.

[gitex.com](http://gitex.com)

## The Big 5

24 - 27 Nov 2025



One of the largest and most influential events for the construction industry, discover the latest products and network with suppliers.

[thebig5.ae](http://thebig5.ae)

## Dubai International Boat Show

19 - 23 Feb 2025



Showcasing luxury superyachts, fine leisure crafts and marine technology, it's one of the region's unmissable marine events.

[boatshowdubai.com](http://boatshowdubai.com)

## World Government Summit

11 - 13 Feb 2025



This international meeting focuses on the next-generation agenda for governments and the steps needed to solve humanity's challenges.

[worldgovernmentsummit.org](http://worldgovernmentsummit.org)

Download the official Dubai Calendar app or visit the website to see a full list of upcoming shows and events.

[dubaicalendar.com](http://dubaicalendar.com)



# BEST IMAGES OF DUBAI



Find here **DUBAI's**  
best images for you  
to download and use



# DUBAI MAP



Scan to download  
the official Dubai map



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Government of Dubai, Department of Economy and Tourism

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Disclaimer: All efforts have been made to ensure accuracy of information at the time of print (January 2025). Dubai's Department of Economy and Tourism accepts no responsibility for errors or omission.

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