

# TRADE COMMUNICATION TOOLKIT COVID-19

7<sup>th</sup> September 2020

# CONTENT

- The Current Situation: Overview
- General Health & Safety Measures to Follow
- Recovery and Messaging
- Destination Awareness
- Training Courses & E-Tools
- Useful Links (official channels for latest updates)
- FAQ
- Appendix

"As the world navigates through these unprecedented times, 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, so together we build back business when the world becomes safer to travel for all."

## THE CURRENT SITUATION: OVERVIEW



Thanks to the city's inherent strengths, the collaborative spirit of its government and private sectors, Dubai has demonstrated an effective strategy to combat the global pandemic, with safety for all at its complete core.

- As of 1<sup>st</sup> September, the UAE had conducted over 7 million tests, with the % of positive tests per 100,000 below 1% and is ranked in the Top 10 globally for COVID-19 testing
- Safety and security measures adopted by the city's authorities to safeguard residents and visitors are among the most stringent and sophisticated taken worldwide

# WHAT'S OPEN & OPERATING

- with precautionary measures and strict protocols



HOTELS AND PRIVATE BEACHES



PUBLIC BEACHES



VITAL SECTORS



PRIVATE AND PUBLIC SECTOR



AIRPORTS



RESTAURANTS, CAFES & BARS



RETAIL SECTOR



AMUSEMENT & THEME PARKS AND RECREATIONAL AREAS



MICE (LOCAL FROM 15TH SEPTEMBER AND INTERNATIONAL EVENTS FROM 1ST OCTOBER)



POOLS AND WATER PARKS



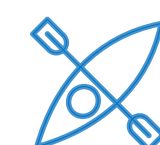
PUBLIC TRANSPORT



MANUFACTURING, CONSTRUCTION AND LOGISTICS



PUBLIC PARKS



ALL WATER SPORT ACTIVITIES



GOLF, CRICKET, RACKET AND BALL SPORTS, BOWLING AND CYCLING



FAMILY AND ENTERTAINMENT FACILITIES



GYMS AND HEALTH CLUBS



# GENERAL HEALTH & SAFETY MEASURES TO FOLLOW

## CURRENT RESTRICTIONS



**The public are required to strictly follow precautionary measures which include:**

- Maintaining physical distance from others as per guidelines
- Wearing a face mask (gloves optional)
- Undergoing temperature checks



## DUBAI IS READY TO WELCOME VISITORS



- Dubai has reopened its borders to international tourists and visitors on 7th July, whilst continuing its commitment to assure the safety and well-being of all, implementing new, transparent and easy to follow travel guidelines.
- The city is ready to welcome visitors and has regained its vibrant energy following the reopening of attractions, facilities and amenities including public and hotel beaches, shopping malls, restaurants, swimming pools, water parks and golf courses, as well as the resumption of popular activities like water sports and camping.
- From 1st August all tourists, residents, citizens and transit passengers must present a valid negative PCR test. Negative COVID-19 certificates will be valid for up to 96 hours from the time of the PCR test. Tourists may test at any lab accredited by their health authority in their country and are not required to translate the test. Travellers are advised to check their country's travel advisory for latest guidance on outbound trips, as well as the carrier requirements.
- Director General, His Excellency Helal Saeed Almarri gave a key update on the strategy underpinning Dubai's re-opening to international travellers, tourism forecasts, Dubai's readiness as well as initiatives driving demand for the city, see here: [https://www.linkedin.com/posts/dubaitourism\\_as-dubai-readies-to-re-open-to-tourists-from-activity-6681821837581656064-d7zy](https://www.linkedin.com/posts/dubaitourism_as-dubai-readies-to-re-open-to-tourists-from-activity-6681821837581656064-d7zy)

# DESTINATION AWARENESS SAFETY MEASURES



While we are ready to welcome visitors from around the world once again, our primary focus will continue to be safeguarding all resident and visitor communities throughout the city. The following videos feature stunning footage of iconic Dubai experiences and landscapes, including beaches, our malls and golf courses as well as the city's skyline, each showcasing the new protocols we have in place to keep residents and visitors safe #WeWillSeeYouSoon



Dubai Retail



Golf Courses



Outdoor Activities



Beaches



# DESTINATION AWARENESS

## WTTC SAFE TRAVELS ACCREDITATION & DUBAI ASSURED

### WTTC SAFE TRAVELS STAMP

Dubai has been granted the World Travel & Tourism Council's (WTTC) Safe Travels stamp, the world's first ever global safety and hygiene stamp by the WTTC. The specially designed stamp will allow travellers to recognise governments and businesses around the world which have adopted health and hygiene global standardised protocols - so consumers can experience 'Safe Travels'

"As we reopen Dubai's doors to tourism and welcome our international visitors back to the city, our foremost priority is their wellbeing, achieved through stringent hygiene and safety protocols that have been deployed across all tourist touch points. The WTTC's Safe Travels stamp endorses Dubai's strong global cooperation in combating the pandemic with comprehensive and effective measures to ensure guest health and safety. We trust that our efforts not only provide an optimised experience for our visitors, but also secure their health and that of their families, further cementing the confidence that our guests have had thus far in Dubai, and encouraging people from every corner of the world to visit one of the safest cities in the world this summer."

- His Excellency Helal Saeed Almarri,  
Director General, Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)



### DUBAI ASSURED

Dubai has launched a compliance programme to recognise hotels and retail establishments, F&B outlets and attractions that have implemented all public health protocols for the prevention and management of COVID-19, as part of the efforts to ensure that Dubai is at its highest level of safety preparedness, as it continues to welcome tourists following the reopening of the city to international visitors on 7th July

A verification and validation process has been established in collaboration with the Department of Tourism and Commerce Marketing (Dubai Tourism), Department of Economic Development (Dubai Economy) and Dubai Municipality for issuing the 'DUBAI ASSURED' stamp to hotel and retail establishments, F&B outlets and attractions that have complied with all health and safety guidelines issued by these three government entities in accordance with the preventive protocols issued by Dubai's Supreme Committee of Crisis and Disaster Management

The specially designed 'DUBAI ASSURED' stamp will be issued free of charge and will be valid for 15 days. It will be renewed every two weeks upon further verification by inspectors from the relevant authorities

The stamp has been issued to more than 1000 establishments

Please visit [www.DubaiAssured.ae](http://www.DubaiAssured.ae) for more details

## DESTINATION AWARENESS EMIRATES AND FLYDUBAI COVER CUSTOMERS FROM COVID-19 EXPENSES



Emirates and FlyDubai will cover their passengers for COVID-19 related medical expenses and quarantine costs when they travel to and from the UAE and around the world with the carriers

Emirates will cover these costs through to 31st October and FlyDubai will cover the costs through to 30th November 2020

For full details on the industry-leading initiatives to boost travel confidence please click on the following links: <https://mediaoffice.ae/en/news/2020/July/23-07/emirates> and <https://news.flydubai.com/flydubai-offers-passengers-free-global-cover-for-covid-19>

A photograph of the Dubai skyline at dusk, featuring the Burj Khalifa as the central focus. The sky is a deep blue with some light clouds. The city lights are beginning to glow, and the Burj Khalifa is illuminated from within.

## DESTINATION AWARENESS 'READY WHEN YOU ARE'

We made you a promise that we would see you soon. That time has come.

Dubai is ready for you to visit once again.

Ready when you are...

[#VisitDubai](#)

# PHASED MESSAGING STRUCTURE

Despite the challenges presented by COVID-19, we see a significant interest in future travel within our target audience groups globally. As such a phased campaign calendar with a sequential messaging structure has been developed:



\*The messaging structure will be consistently applied across all markets, including regions with always-on messaging frameworks such as the GCC and India/Pakistan, as well as markets with seasonal campaigns focused on specific time periods. Actual dates of each messaging framework will be dependent on market conditions and environment in Dubai.

# USEFUL LINKS

DUBAI AIRPORTS

EMIRATES AIRLINE  
(online hub)

MINISTRY OF HEALTH &  
PREVENTION

DUBAI MEDIA OFFICE (DMO)

FEDERAL AUTHORITY FOR  
IDENTITY AND CITIZENSHIP

NATIONAL EMERGENCY CRISIS  
AND DISASTERS MANAGEMENT  
AUTHORITY (NCEMA)

DUBAI MUNICIPALITY (DM)

DUBAI SPORTS COUNCIL

MINISTRY OF FOREIGN AFFAIRS AND  
INTERNATIONAL COOPERATION

DUBAI HEALTH AUTHORITY

GENERAL DIRECTORATE  
OF RESIDENCY AND FOREIGN AFFAIRS

DEPARTMENT OF  
ECONOMIC  
DEVELOPMENT (DED)

FLYDUBAI

For specific reference, these links are also shared in the Q+A as and where relevant to particular questions



# TRAINING COURSES & E-TOOLS

E-TOOLS AT YOUR FINGERTIPS	DUBAI 360	THE DUBAI INTERACTIVE MAP	A STORY TAKES FLIGHT – DISCOVER DUBAI THROUGH THEIR EYES	THE DUBAI VIDEOS	DUBAI BRAND ASSETS/ IMAGES/LOGOS/VIDEOS	ARE YOU INVOLVED IN STUDENT RECRUITMENT? – VISIT THE STUDY DUBAI PAGE AND GET ASSETS TO ASSIST YOU
TRAINING COURSES FOR YOU AND YOUR TEAM	<b>DUBAI EXPERT</b> Learning game assists you to learn more about Dubai through a series of persona linked missions		<b>DUBAI WAY</b> The course that the tourist facing workforce of Dubai take to learn to deliver exceptional experiences to all of Dubai’s visitors everyday	<b>DCT: TOUR MARKETING &amp; MANAGEMENT</b> Learn the basics with this short course from Dubai College of Tourism		
			<b>DUBAI WAY: INCLUSIVE SERVICE</b> Discover the role of empathy in achieving the best standard of customer service for people of determination and a truly inclusive society			
DUBAI CALENDAR	<b>EVENT CALENDAR WIDGET          DUBAI BUSINESS EVENTS (DBE)</b>					

# FAQ

Please see the following slides



# TRAVEL UPDATE



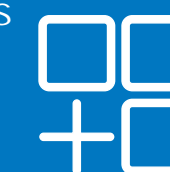
## WHEN WILL DUBAI BE OPEN FOR TOURISTS?

- Tourists and visitors are welcomed back to Dubai from 7 July 2020 onwards, according to Dubai airports' official flight schedules and subject to airports being operational at their departure destinations
- Please also check your country's travel advisory for latest guidance on outbound trips



## WHAT ARE THE INTERNATIONAL TRAVEL REQUIREMENTS WHEN TRAVELLING TO DUBAI?

- The following requirements are necessary when travelling to Dubai:
  - From 1 August all tourists, residents, citizens and transit passengers must present a valid negative PCR test. Negative COVID-19 certificates will be valid for up to 96 hours from the time of the PCR test
  - Tourists may test at any lab accredited by their health authority in their country and are not required to translate the test. Travellers are advised to check their country's travel advisory for latest guidance on outbound trips, as well as the carrier requirements
  - The UAE government has specified designated laboratories for tourists flying from India, Pakistan and Bangladesh, so they must get a certificate from one of these labs
  - Tourists are required to bring an official printed certificate of the negative PCR test – SMS and digital certificates are not accepted
  - Infants and children below 12 years old are not required to do the COVID-19 PCR test. Additionally, children with moderate to severe disabilities are exempt from PCR test requirements
  - Fulfil entry visa requirements to visit the UAE
  - Ensure you have medical travel insurance with international coverage before travelling
  - If you are travelling with Emirates or FlyDubai, the airlines will provide free global cover for COVID-19 health expenses and quarantine costs, please see the following links for further details: <https://www.emirates.com/ae/english/help/covid19-cover/> and <https://news.flydubai.com/flydubai-offers-passengers-free-global-cover-for-covid-19>
  - Complete the Health Declaration Form before departure to ensure the passenger has no COVID-19 symptoms
  - Please check with your airline carrier if you are arriving in Dubai from a destination that will require a second test on arrival
  - Tourists are required to register all their details in the COVID-19 DXB app <https://apps.apple.com/app/covid19-dxb-smart-app/id1504818399>
  - Note: Airlines have the right to deny travellers if they display any symptoms of COVID-19
  - If tourist is tested at the airport, he/she must remain in their hotel or residence until they receive the test result. If the test result is positive, tourist will be required to undergo isolation and follow the Dubai Health Authority guidelines



## IS IT SAFE TO TRAVEL TO DUBAI? WHAT MEASURES DO YOU HAVE IN PLACE?

- The Ministry of Health and Prevention (MoHAP) alongside other relevant authorities continue to prioritize, monitor, and assure the safety and the well-being of all visitors and residents of Dubai as the utmost priority
- Dubai Tourism continues to work diligently under the guidance from the World Health Organization to maintain rigorously high standards of public safety, so the wellbeing of all residents and visitors remains uncompromised
- Dubai has launched a compliance program, Dubai Assured to recognise hotels and retail establishments, F&B outlets and attractions that have implemented all public health protocols for the prevention and management of COVID-19, as part of the efforts to ensure that Dubai is at its highest level of safety preparedness, as it continues to welcome tourists following the reopening of the city to international visitors on 7 July





# TRAVEL UPDATE



## DO TOURISTS HAVE TO PAY FOR THE TREATMENT AND QUARANTINE STAY IN A HOTEL?

- The traveller will bear the cost of treatment and isolation. Should their carrier be Emirates or FlyDubai they will automatically receive free global cover for COVID-19 related costs (medical and quarantine expenses) when they travel to and from the UAE and around the world free of charge through to 31st October (or 30th November if FlyDubai is their carrier), please see the following links for further details and terms and conditions <https://www.emirates.com/ae/english/help/covid19-cover/> and <https://news.flydubai.com/flydubai-offers-passengers-free-global-cover-for-covid-19>
- Alternatives for isolation include institutional quarantine (dedicated hotels/buildings), home or hospitalization and potential options based on the patient's assessment. The 14-day isolation period will be completed while following all necessary precautionary measures and monitoring of symptoms



## WHAT DO I NEED TO KNOW OR WHAT ARE RULES I HAVE TO FOLLOW WHEN IN DUBAI?

- Responsibilities of travellers:
  - Adhere to all official measures and requirements established by the Dubai Government and other countries before travelling and after returning to Dubai
  - Disclose any symptoms before travelling by filling in the form provided by airlines
  - Tourists will bear the costs of examination and treatment abroad, in the event they are infected with COVID-19, so are advised to have international health insurance coverage before travelling. Unless travelling with Emirates or FlyDubai who will both cover their customers for COVID-19 medical and quarantine expenses when they travel to and from the UAE and around the world free of charge
  - Take precautionary measures and self-monitor for any symptoms of COVID-19
  - Follow the isolation guidelines in the case you show symptoms on arrival and the result is "positive" Follow the isolation guidelines



## WHERE ARE THE MEDICAL UNITS PROVIDING COVID-19 TESTS LOCATED FOR TOURISTS?

- Please see the following link for details on current testing centers, which is being regularly updated: <https://c.ekstatic.net/ecl/documents/health-screening-documents/approved-laboratories-in-dubai.pdf>



# AIRPORT PROCEDURES & FLIGHTS



## WHAT PROCEDURES WILL THERE BE IN THE AIRPORT FOR VISITORS?

- Please find all relevant information at the Dubai Airports website under <https://www.dubaairports.ae/alert/latest-covid-19-update->



## WHEN WILL THE EMIRATES FLIGHT ROUTES BE FULLY RESTORED?

- Emirates Airline created an online hub for information and guidance in response to the latest developments in the COVID-19 outbreak around the world. Whether you are checking when they will next be operating in your location, need guidance on what to expect if you are travelling soon, or need to review options regarding keeping your ticket for the future, please visit the following website of Emirates Airline: <https://www.emirates.com/ae/english/help/travel-updates/#3524> and <https://www.emirates.com/ae/english/help/covid-19/>



## WHAT ARE THE PROCEDURES UPON ARRIVAL AT DUBAI AIRPORTS?

- From 1 August all tourists, residents, citizens and transit passengers must present a valid negative PCR test. Negative COVID-19 certificates will be valid for up to 96 hours from the time of the PCR test
- The PCR test can be repeated for tourists who had tested negative before departing but display COVID-19 symptoms
- All arrival passengers have their temperature taken with thermal screening devices



## ARE TRANSIT TRAVELLERS REQUIRED TO FOLLOW THE SAME PROCEDURES RELATED TO CONDUCTING COVID-19 PCR TEST AND SIGNING THE HEALTH DECLARATION FORM ETC.?

- From 1st August all tourists, residents, citizens and transit passengers must present a valid negative PCR test (which is valid for 96 hours). Tourists may test at any lab accredited by their health authority in their country and are not required to translate the test. In addition undergoing thermal scanning for a temperature equal 37.50 or above

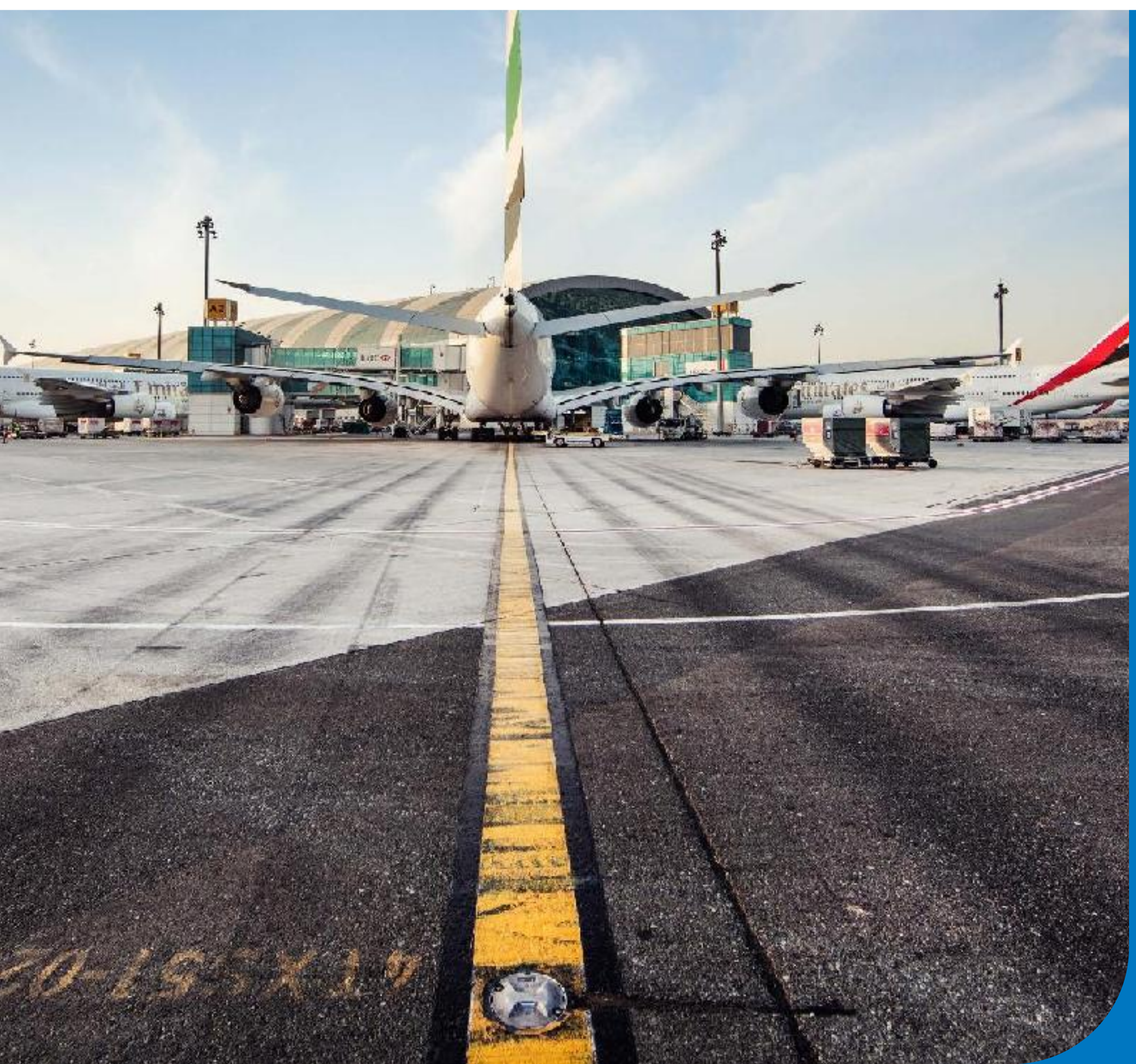


## HOW WERE PEOPLE TESTED AT THE AIRPORT IN DUBAI?

- Emirates Airline conducted on-site rapid COVID-19 tests for passengers. Please find further information here <https://www.emirates.com/media-centre/emirates-becomes-first-airline-to-conduct-on-site-rapid-covid-19-tests-for-passengers/>



# AIRPORT PROCEDURES & FLIGHTS



## WHAT ARE THE PROCEDURES FOR EXITING DUBAI AIRPORTS?

- Tourists are required to download the COVID-19 DXB app (<https://apps.apple.com/app/covid19-dxb-smart-app/id1504818399>)
- A 14-day quarantine is imposed for all positive COVID-19 cases
- Compliance with all precautionary measures applied in Dubai (wearing masks, maintaining 2m social distance and washing hands regularly)



## WHERE CAN I FIND THE LATEST INFORMATION FOR EMIRATES AIRLINE FLIGHTS AND REFUNDS IN REGARDS TO COVID-19?

- For updates on the latest flight routes please find further details on the website <https://www.emirates.com/ae/english/help/travel-updates/>. For more information about the flights, please find the Essential Travel destinations guide here <https://www.emirates.com/ae/english/help/essential-travel/>
- In order to put customers first, Emirates Airline has updated its COVID-19 travel waiver policies into one simplified approach. Please find further details here <https://www.emirates.com/media-centre/emirates-puts-customers-first-in-covid-19-waiver-policies/>



## WHAT IS EMIRATES AIRLINE DOING TO KEEP AIRCRAFTS CLEAN?

- In response to the latest developments in the COVID-19 outbreak around the world, Emirates is taking extra steps that go above and beyond industry and regulatory requirements to ensure its customers' health and comfort, and provide them with confidence and peace of mind when planning their travel. Please find further information here <https://www.emirates.com/media-centre/emirates-of-fers-travellers-added-peace-of-mind/>



# DESTINATION DUBAI - ATTRACTIONS



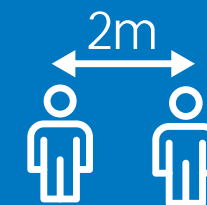
## WHAT ARE THE CURRENT REGULATIONS FOR POOLS AND WATER PARKS?

- Water parks and pools are now open, subject to the following guidelines
  - Water parks to limit capacity at 50% at this stage
  - Pool staff, trainers and visitors must wear face shield or mask at all times, but shall remove it during the activity which require body and face submersion (i.e. during swimming sessions inside the pool, when coach is demonstrating techniques)
  - Visitors and pool users should maintain 2m social distancing at all times inside and outside the pool. Members of a single group (up to 5 members) can be seated together while maintaining 4m social distancing between two groups
  - Swimming pools to maintain the hygiene and sanitization requirements as per Dubai Municipality guidelines inclusive of maintaining regular cleaning regime, water testing, the chlorine concentration (between 1.0 and 2.0 PPM) <[https://www.dm.gov.ae/health\\_safety\\_approved\\_list/](https://www.dm.gov.ae/health_safety_approved_list/)>
  - Sun-Beds should be placed at a minimum distance of 2m between single people and 4m between groups of people
  - Pool Bars are not allowed



## WHAT ARE THE CURRENT REGULATIONS FOR BEACHES?

- Private and public beaches are open and must follow stringent procedures as shared by Dubai Municipality and Dubai Tourism
- Private beaches attached to hotels are allowed to operate, subject to the following guidelines:
  - Compulsory wearing of masks for all guests including children
  - Life jackets to be disinfected after each use
  - High intensity sanitation of full common space at beaches post operation hours
  - Full compliance to physical distancing: 2m between people and 4m between two groups of people at beaches & sun beds (2m if same family for sun beds)



## WHAT IS THE STATUS OF DUBAI'S ATTRACTIONS OPENING?

Many attractions and entertainment options can be found online. Please visit the Dubai Calendar under <https://www.visitdubai.com/en/events/#/?type=Leisure>, where you can find many virtual attractions and events



## DESTINATION DUBAI - ATTRACTIONS



### WHAT ARE THE CURRENT REGULATIONS FOR THEME & AMUSEMENT PARKS AND RECREATIONAL AREAS?

- Theme & Amusement Parks and Recreational Areas and outdoor & indoor play areas are now allowed to operate whilst adhering to the latest safety guidelines shared by Dubai Municipality and Dubai Tourism
- No party bookings, events or celebrations are allowed
- Increase the frequency of cleaning and disinfection of the entertainment area before and after operating and during operating hours
- In rides or games that involve multiple groups, people of a single group are allowed to be seated together
- Every alternate vehicle to be left empty, while taking into consideration the ride balance
- Parades and one to one meet and greets are not permitted



## DESTINATION DUBAI - HOTELS



### WHAT MEASURES ARE BEING TAKEN TO KEEP HOTELS STERILIZED?

- The Dubai Municipality has implemented numerous guidelines for the intensified process of cleaning and disinfection. Please find further information here: <https://www.dm.gov.ae/en/Business/HealthAndPublicSafety/Pages/default.aspx>



### WHAT IS THE STATUS ON HOTELS AND ATTRACTIONS OPENING?

- Hotels are open and continue to operate rigorous sterilization and disinfection procedures. The following video showcases the safety measures hotels are implementing <https://dubaitourism.getbynder.com/share/B15095A9-0257-44F2-AF9E10D688CBDB3D/>
- Hotels must follow the latest directives issued by Dubai Tourism, for more information contact your trade lead
- Front office staff must follow stringent protocols of health and safety as issued by Dubai Municipality and Dubai Tourism
- There are specific guidelines for disinfection, lobby rules, common areas housekeeping, laundry, room service, check-ins and checkouts amongst others
- Online and contact less in-room check-in/check-out is recommended where hotels have e-commerce capabilities
- Hotel Establishments must follow mandatory sterilization and sanitization requirements and ensure appropriate time intervals are provided for effective sterilization and sanitization between Check-Out and Check-in of New Guests. In the event of any rooms occupied by "Suspected Cases" or "Front-Line Guests" – any additional sterilization requirements mandated by Authorities must be adhered to
- All elevators must have markings on the floor that indicate social distancing and users must comply by standing on these markings
- Hotels must have dedicated isolation zones in line with DMHS guidelines for suspected cases identified as part of screening process
- Nightclubs are also not operating as a precautionary measure. Minibars are not in use; refreshments can be ordered via in-room dining
- Hotels are using a gradual phasing model relaunching facilities operations under a stringent health and safety guidelines and procedures that will be in place to ensure seamless, but safe experiences for all guests
- Salons are allowed to operate at 100% capacity, following the precautionary measures as per Dubai Municipality and Dubai Tourism
- Massage and spa services can now operate (excluding, Steam rooms, saunas, inhalation rooms, ice rooms, Jacuzzis, hot bath/Moroccan bath/Turkish hammam)
- Attractions: Water parks, aquariums, theme and amusement parks, spring and summer camps and kids zones can operate following stringent guidelines
- DJ and solo performers are allowed to perform, following strict safety guidelines
- Events
  - Meetings, exam, and trainings are allowed under strict physical distancing, and HSE protocols
  - MICE Local Events can resume from 15th September 2020
  - International MICE Events can resume from 1st October 2020
  - Leisure and Other Events can resume from 15th September 2020

For full guidelines on precautionary measures that must be adhered to please visit [www.dubaitourism.gov.ae/en/dxbCovid-19](http://www.dubaitourism.gov.ae/en/dxbCovid-19)



## DESTINATION DUBAI - HOTELS



### IN CASE A COVID-19 CASE IS IDENTIFIED IN ONE OF THE DUBAI HOTELS WHAT IS THE PROCEDURE? WILL THE ENTIRE HOTEL BE CLOSED FOR QUARANTINE INCLUDING ALL IN-HOUSE GUESTS?

- As a preventative measure, hotel operators must undertake contactless temperature screening for guests before completing check-in process in-line with DMHS guidelines
- All staff must follow stringent protocols of health and safety issued by Dubai Municipality (DMHS) and Dubai Tourism such as mandatory temperature checks for all onsite staff, compulsory wearing of masks for staff who are in direct contact with customers and practice social distancing
- Hotels must have dedicated isolation zones in-line with DMHS guidelines for suspected cases identified as part of the screening process
- Any guests suspected to carry symptoms must be reported to relevant authorities such as Dubai Health Authority and they will take the required action, ensuring the safety of guests and staff



### IS IT MANDATORY FOR HOTEL STAFF TO GO THROUGH THE COVID-19 TESTS? IF YES, HOW OFTEN TESTS ARE GOING TO TAKE PLACE

- Hotel staff are required to go through daily temperature checks and to follow stringent guidelines from Dubai Municipality
- COVID-19 tests are optional for people with no symptoms, and can be done as per hotel policy
- All hotel staff must follow stringent protocols of health and safety issued by Dubai Municipality (DMHS) and Dubai Tourism
- Some of the measures are:
  - Mandatory temperature checks for all onsite staff
  - Compulsory wearing of masks for staff who are in direct contact with customers
  - All staff to practice social distancing guidelines as approved by DMHS
- Please follow the latest updates and guidelines as shared by Dubai Municipality [www.dm.gov.ae](http://www.dm.gov.ae), the Ministry of Health and Prevention [www.moh.gov.ae](http://www.moh.gov.ae) and the Dubai Health Authority <https://www.dha.gov.ae/> for the lifting of further restrictions



## DESTINATION DUBAI - HOTELS



### HOW MANY TESTS WERE TAKEN IN THE UAE? WHAT IS THE NUMBER OF TESTS PER CAPITA?

- As of 1st September, over 7 million people have been tested since the outbreak of COVID-19
- A large number of health care workers are deployed to screening centers and there are 14 drive-through testing facilities available as well as a dedicated service for people of determination
- The nation has been extremely proactive in implementing many preventative measures in order to contain the spread of the virus. So much so, the UAE ranked amongst the top 10 countries in the world for the nation's response to the COVID-19 pandemic. This rate is testimony to the efficiency of the national health system and the country's readiness to tackle the virus
- For more information, please refer to the website of the Ministry of Health and Prevention <https://www.mohap.gov.ae/en/Pages/default.aspx> and the website of the Dubai Media Office <https://www.mediaoffice.ae/news/2020/April/07-04/Corona-vehicle-test-in-Dubai>



### WHAT MEASURES WERE TAKEN TO KEEP PUBLIC PLACES STERILIZED?

- The Ministry of Health Prevention (MoHAP), National Emergency Crisis and Disaster Management Authority (NCEMA) and the Ministry of Interior (Moi), implemented a massive disinfection program in collaboration with relevant federal and local authorities. The 'National Disinfection Programme' entailed a complete 24-hour sterilization programme, which started on 4 April 2020 and included all public utilities, public transport and metro services and was completed on 24 June, allowing free movement all day and night, subject to compliance to precautionary measures, including wearing masks and social distancing
- Please find further information on the website of the UAE Ministry of Interior <https://www.moi.gov.ae/en/default.aspx>





# HEALTH & SAFETY



## WHAT IS DUBAI CURRENTLY DOING TO ENSURE THE WELL-BEING OF ITS CITIZENS?

- The Ministry of Health and Prevention (MoHAP) alongside other relevant authorities continue to prioritize, monitor, and assure the safety and the well-being of all visitors to and residents of Dubai as the utmost priority, and we are working diligently alongside them to provide the necessary assistance
- The city implemented a national sterilization program and social distancing as a response to stop the spread of the virus
- Dubai continues to work diligently under the guidance from the World Health Organization to maintain rigorously high standards of public hygiene and safety, so the wellbeing of all residents and visitors remains uncompromised
- Dubai has launched a compliance program, Dubai Assured to recognise hotels and retail establishments, F&B outlets and attractions that have implemented all public health protocols for the prevention and management of COVID-19, as part of the efforts to ensure that Dubai is at its highest level of safety preparedness, as it continues to welcome tourists following the reopening of the city to international visitors on 7 July



## WHAT IS GOVERNMENT PROTOCOL FOR CASES WHEN A TOURIST DIAGNOSED WITH COVID-19 WHILE IN DUBAI?

- For all medical and health and safety related inquiries, it is advised to follow the guidance of the Ministry of Health and Prevention ([www.mohap.ae](http://www.mohap.ae)) and implement all necessary precautionary measures to ensure health and safety standards are adhered to including site cleanliness, hygiene and respiratory etiquette. DHA: <https://www.dha.gov.ae/en/pages/dhahome.aspx>
- If medical help is required, please call 998 immediately
- After this the relevant authorities will advise on procedures



## WHERE CAN I SEE HOW MANY CASES OF COVID-19 THERE ARE IN THE UAE?

- In order to check the current number of COVID-19 cases in the UAE, please refer to the following webpages from the Ministry of Health and Prevention (MoHAP) [https://www.mohap.gov.ae/en/AwarenessCenter/Pages/MoHAP\\_COVID\\_Global\\_Dashboard.html](https://www.mohap.gov.ae/en/AwarenessCenter/Pages/MoHAP_COVID_Global_Dashboard.html) and the National Emergency Crisis and Disasters Management Authority (NCEMA) <https://covid19.ncema.gov.ae/en>



## STAKEHOLDER RELATIONS & EXPO DUBAI

### HOW IS THE UAE/DUBAI SUPPORTING LOCAL BUSINESSES AND STAKEHOLDERS?

- Under the directives of Vice President and Prime Minister of the UAE and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum, Dubai has launched its third stimulus package to ease the impact of the COVID-19 crisis on businesses. Worth AED1.5 billion, the new package raises the value of business incentives introduced by the emirate's government in the past few months to AED6.3 billion. Crown Prince and Chairman of The Executive Council of Dubai His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum emphasised the Government of Dubai's commitment to continue supporting all economic sectors and reinforce liquidity. As part of the package to support the tourism and entertainment sector, an initiative to refund hotel establishments and restaurants 50% of the 7% municipality fees charged on sales will be extended for the period from July to December 2020. In addition, the 'Tourism Dirham Fee' has been halved until the end of the year.
- His Excellency Helal Saeed Almarri, Director General, Dubai Tourism, recently commented: "With travel behaviours remaining fluid and travellers set to become even more discerning and prudent in their travel choices, we welcome the commitment shown by our partners to work together to help prepare the ground for a meaningful tourism restart so that the industry is well positioned to capture growth when the situation improves. Throughout this unprecedented journey that is set to lead to a new normal, Dubai Tourism reaffirms its support to its stakeholders and partners to facilitate the gradual recovery of the sector, restore confidence and trust among travellers and eventually once again highlight Dubai's position at the forefront, as one of the world's leading travel destinations."
- Dubai Tourism is also working with social media and technology partners to sustain interest in Dubai as a must-visit destination, as evident in the collaboration with Microsoft in launching 'Dubai Virtual Backgrounds' that allows users of web and video conferencing apps to download free images of iconic attractions in Dubai and use them as customised digital backdrops. As part of its #Till We Meet Again activation, Dubai Tourism also partnered with Snapchat in a novel campaign that saw four augmented reality (AR) Snapchat Lenses being developed to transport users in the UK and France to Dubai to experience the city's famous landmarks.



### WHAT ARE THE DATES FOR EXPO?

- The global mega event will now run from 1 October 2021 to 31 March 2022, a delay that allows all participants to safely navigate the impact of COVID-19, and allows the World Expo to focus on a collective desire for new thinking to identify solutions to some of the greatest challenges of our time. For more information, please visit the following website: <https://www.expo2020dubai.com/>

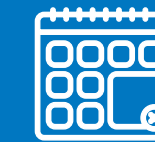


# MICE



## WHEN WILL MICE ACTIVITIES RESUME IN DUBAI?

- Meetings, exams, trainings are allowed with physical distancing and following stringent HSE protocols
- MICE Local Events can resume from 15th September 2020
- International MICE Events can resume from 1st October 2020
- Leisure and Other Events can resume from 15th September 2020
- All are to adhere to strict precautionary measures
- Wedding and social private parties are still suspended until further notice



## WHAT MEASURES ARE BEING TAKEN TO ENSURE THE SAFETY OF VISITORS ATTENDING THE EVENTS?

- Sterilization of all public areas, assets and equipment will be made ahead of the event
- On event days frequent sterilization of exhibition stands, display/refrigerator units, stages, equipment (sports, musical, electronic), F&B Areas/equipment (after every use)
- For events with multiple conference/shows on a daily basis - sanitization to be undertaken after every show/conference and sufficient time intervals (minimum of 30 minutes for all event types with less than 25 pax and 60 minutes for all event types with more than 25 pax) to be provisioned post shows/conferences for effective sanitization
- All visitors are to pre-register online prior to visiting the show/event, which includes sharing relevant details to allow for contact tracing (in-line with Dubai Tourism's registration requirements)
- Mandatory thermal scanners across all entry points for screening visitors OR all visitors to be screened through contactless temperature check prior to entering the venue
- It's mandatory for all visitors to wear face masks at all times in the venue
- Minimum of 2m social distancing to be applied with floor markings for areas where people congregate/queue
- Sanitizers to be provided across all key points
- Visitors with medical conditions such as respiratory illnesses or chronic diseases are encouraged to stay at home
- Mandatory isolation zones are to be provisioned to host suspected cases until transition to the Dubai Health Authority (DHA) for further checks wherever applicable



# MICE



## COULD YOU PLEASE SHARE DETAILS ON THE RECENT "AI EVERYTHING" BUSINESS EVENT THAT WAS APPROVED AS A SPECIAL PROTOTYPE FOR BUSINESS EVENTS ON 16TH OF JULY?

- Dubai hosted the region's first live, in-person interactive networking business event of H2 2020 driving forward the resumption of the global events sector; attended by a congregation of UAE ministerial authorities, leading multinational CEOs, investors and tech entrepreneurs and AI visionaries
- Exemplary health and hygiene global standards were implemented to ensure uncompromised wellbeing for participants, including temperature screening, social distancing, contactless transactions and hygiene protocols, with all upcoming events set to be conducted similarly in a highly controlled manner
- Showcasing the profound effect of artificial intelligence on the UAE's pandemic recovery, the event also exemplified how participating entities, technologies and prototypes can revolutionise the country's private sector and its growth prospects in the coming years
- For further information please click on the following link: [https://www.zawya.com/mena/en/press-releases/story/Dubai\\_spearheads\\_reopening\\_of\\_the\\_global\\_events\\_sector\\_with\\_AI\\_everything\\_x\\_Restart\\_Dubai\\_summer\\_conference\\_2020-ZAWYA20200716145723/](https://www.zawya.com/mena/en/press-releases/story/Dubai_spearheads_reopening_of_the_global_events_sector_with_AI_everything_x_Restart_Dubai_summer_conference_2020-ZAWYA20200716145723/)



## WHAT MEASURES HAVE BEEN TAKEN TO MAKE SURE THE DUBAI INDUSTRY GETS THROUGH THIS TOUGH TIME?

- Under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, Crown Prince of Dubai and Chairman of The Executive Council of Dubai His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum launched the new third AED1.5 billion economic stimulus package for the next three months to support companies and the business sector in Dubai. For further information please click on the following link: [https://www.zawya.com/mena/en/press-releases/story/Dubai\\_spearheads\\_reopening\\_of\\_the\\_global\\_events\\_sector\\_with\\_AI\\_everything\\_x\\_Restart\\_Dubai\\_summer\\_conference\\_2020-ZAWYA20200716145723/](https://www.zawya.com/mena/en/press-releases/story/Dubai_spearheads_reopening_of_the_global_events_sector_with_AI_everything_x_Restart_Dubai_summer_conference_2020-ZAWYA20200716145723/)
- The Central Bank of the UAE (CBUAE) launched an AED 100 billion comprehensive Economic Support Scheme for retail and corporate customers affected by COVID-19. These measures will come into force with immediate effect. Please find further information about the CBUAE's economic support scheme here <https://u.ae/en/information-and-services/justice-safety-and-the-law/handling-the-covid-19-outbreak/economic-support-to-minimise-the-impact-of-covid-19>





“We continue to work diligently under the guidance from the World Health Organisation to maintain rigorously high standards of public hygiene and safety, so the wellbeing of all residents and visitors remains uncompromised”

# APPENDIX

	<b>DISCOVER DUBAI'S MUSEUMS</b>	DUBAI MUSEUM	ETIHAD MUSEUM	AL FAHIDI HISTORICAL DISTRICT	AL NAIF MUSEUM	AL OQAILI POET MUSEUM	UMM AL SHEIF MAJLIS
	<b>DISCOVER DUBAI'S ART GALLERIES</b>	THE THIRD LINE			ALSERKAL AVENUE		
	<b>ONLINE COOKING CLASSES AND DEMOS - SAMPLES</b>	JUMEIRAH	TOM AIKENS	IL BURO	21 GRAMS		
	<b>ONLINE FITNESS CLASSES</b>	JIVAMUKTI WITH DINA	DUBAI FITNESS CHALLENGE	BARRYS BOOTCAMP	CRANK DUBAI		
	<b>THRILL RIDES FOR THE WHOLE FAMILY BY DUBAI'S LEADING THEME PARKS</b>	MAD PURSUIT AT MOTIONGATE, DUBAI	THE BULLET TRAIN AT MOTIONGATE, DUBAI	DRAGON GLIDERS AT MOTIONGATE, DUBAI	THE VELOCIRAPTOR AT IMG WORLDS OF ADVENTURE, DUBAI	SPIDERMAN DOC OCK'S REVENGE AT IMG WORLDS OF ADVENTURE, DUBAI	THE DRAGON ROLLER COASTER AT LEGOLAND®, DUBAI



# APPENDIX



## OFFICIAL WEBSITE

Global: <https://www.visitdubai.com/en>

## SOCIAL MEDIA CHANNELS

+ 26 local pages



Visit Dubai

+ 9 local pages



visitdubai.ar

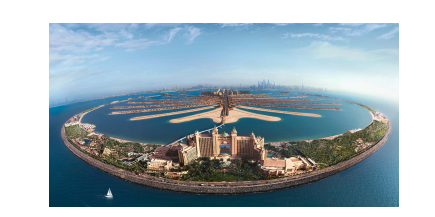
+ 9 local pages

+ 9 local pages

+ 1 local pages

+ 1 local pages

OFFICIAL HASHTAG: #VisitDubai #MyDubai



# CONTACT US

For any further questions then please don't hesitate to contact your Dubai Tourism market lead