

حكومة دبي

GOVERNMENT OF DUBAI

دبي

للسياحة Tourism

TRADE COMMUNICATION TOOLKIT COVID-19

May 2020

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“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 12th May, the UAE had conducted 1.5 million tests 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

- Vital sectors (e.g. healthcare services, food supply outlets, delivery services, etc.)
- Private sector (offices are operating at 30% capacity)
- Airports (limited for repatriation and residents return only)
- Hotels & private beaches
- Restaurants & Cafes (operating at 30% capacity)
- Retail Sector (operating at 30% capacity with no children under 12 or adults over 60 allowed)
- Wholesale Sector & Maintenance Shops
- Public Transport
- Manufacturing, Construction and Logistics
- Public parks
- Water Sports Activities, Boat Rentals and Sky-Dive (no more than 5 people per group)

THE CURRENT SITUATION: OVERVIEW CONT'D

CURRENT RESTRICTIONS

- **Hotels** pools, gyms, sauna and massage facilities are currently not allowed to operate.
- **Restaurants & Cafes** can operate at a 30% capacity, a two-metre physical distance should be strictly maintained between individuals. All diners and staff should wear masks
- **Family and entertainment facilities:** Cinemas and prayer rooms are **not** allowed to operate
- **Retail Sector:** Shopping malls, markets and commercial outlets can open daily to the public from 9:00 am to 8:00 pm with a limited capacity of customers per store. Individuals above the age of 60 and children between three and 12 years of age are currently not allowed to enter malls. Additionally, retail outlets are continuing to push their online platforms.
- Reduced restrictions on movement for the general public as part of the first phase of easing restrictions, the stringent curbs on public movement is now limited to the period between 8.00pm and 6.00am. During this period, the public will be allowed to leave homes only for medical emergencies.
- The public will be required to strictly follow precautionary measures which include:
 - Maintaining physical distance from others as per guidelines
 - Wearing a face mask (wearing gloves is optional)
 - Undergoing temperature checks
- A maximum of 30% of the workforce of all organizations are allowed to work from their offices (a mask must be worn) while the rest will be required to work from home

RECOVERY: A PHASED APPROACH

- The recovery for Dubai will take a phased approach; the Dubai Government and Federal Authorities have put in place immediate relief measures to support the travel and tourism industry and will continue to further incentivise recovery by putting all safeguards and measures in place for safe travel once restrictions are lifted
- Director General, HE Helal Al Marri outlined plans for the recovery and gave an overview on the current situation in a recent interview, see [here](#)
- Dubai Tourism is working with all relevant bilateral organisations to have a coordinated approach to the gradual re-opening of markets, as well as with Emirates, flydubai, other airline partners and relevant authorities to support the planned reopening of routes.
- Dubai Tourism is committed to working with hotels and all stakeholders to collectively address these strategic decisions as a destination, and will be ready to welcome the world on removal of travel restrictions in the coming months in the final phase of recovery – prudently and cautiously but with confidence, allowing a ‘new normal’ to be executed and exceptional customer experiences to be delivered.

LOOKING AHEAD

- Emirates Airline, which was named among the world's top five airlines in Skytrax's annual survey of 21 million international travellers in 2019, will resume selected scheduled passenger flights from 21 May onward (for repatriation and the return of residents) and has made tentative plans to recommence regular flights in July as demand for international travel returns, pending the lifting of travel restriction.
- Authorities are preparing for a full reopening of UAE's borders, subject to the removal of travel restrictions by implementing a series of strategic measures in conjunction with their federal counterparts designed to ensure the virus does not enter the emirate through its sea and land ports.
- Travellers will be welcomed to Dubai in a safe and secure environment ensuring seamless use of contactless technologies and advanced equipment for screening incoming and outgoing passengers to safeguard the city from any spread of infection.
- World-Class cleaning and disinfection processes across all facilities, attractions and assets to ensure a risk-free experience for tourists in the city are being implemented

Ultimately...

- The remarkable development and momentum of Dubai's tourism sector over the past decade and its ambitious plans for the future – which remain undiminished despite the current challenges – will ensure the city's continued success as one of the world's most popular destinations

MESSAGING IN THE CURRENT PHASE: DESTINATION AWARENESS.

We will continue to share the latest news with you on an ongoing basis, for now please refer to the following activations (slides 8 & 9) for further messaging and ways to enjoy Dubai, stay connected until we can welcome our visitors again:

EXPERIENCE DUBAI FROM A DISTANCE

Dubai's cultural centres, fitness experts and top-tier chefs, amongst others, have made it easy for those with wanderlust to access and experience some of the best Dubai has to offer – and all from the comfort of their very own homes.

Listed below are key activations, for specific links please refer to the appendices and see supporting press releases shared separately

- Discover Dubai's Museums.
- Discover Dubai's Art Galleries
- Online Cooking Classes and Demos.
- Online Fitness Classes.
- Thrill Rides For The Whole Family by Dubai's Leading Theme Parks.

ADDITIONAL MESSAGING CONT'D

THE WORLD'S TALLEST DONATION BOX

Launched as part of the '10 million meals' campaign, the World's Tallest Donation Box enables companies, entities and the public to purchase lights of Burj Khalifa, for Dh10 each, to collectively donate 1.2 million meals or food parcels to individuals and families affected by the coronavirus (Covid-19) outbreak in the UAE. For every light purchased for Dh10 through the website www.tallestdonationbox.com, one meal is provided to someone in need, as part of the UAE's social efforts to support the most vulnerable against the economic and humanitarian challenges posed by the global pandemic.

<https://www.mediaoffice.ae/news/2020/May/02-05/World-Tallest-Donation-Box-launched-on-Burj-Khalifa-to-support-10-million-meals-campaign>

DUBAI CALENDAR

Future visitors can also enjoy the best of Dubai's local talent across fitness, culinary, dance, theatre, arts, comedy and more, thanks to a curated '**Live from Dubai**' event series every Wednesday to Thursday. For more information click [here](#) for the Dubai Calendar Instagram feed.

TILL WE MEET AGAIN



#StayHome #StaySafe

Dubai. Daarna. Home.

Where the future is just a moment away. For now, we have to take a breath, slow down and stand still. But when you return, we promise to make your stay extraordinary.

<https://youtu.be/0au8OI0W1AI>

USEFUL LINKS

DUBAI AIRPORTS

<https://www.dubaiairports.ae/alert>

DUBAI MEDIA OFFICE (DMO)

<https://www.mediaoffice.ae/>

DUBAI MUNICIPALITY (DM)

<https://www.dm.gov.ae/en/pages/default.aspx>

DUBAI HEALTH AUTHORITY

<https://www.dha.gov.ae/en/Pages/DHAHome.aspx>

EMIRATES AIRLINE (online hub)

<https://www.emirates.com/ae/english/help/covid-19/>

FEDERAL AUTHORITY FOR IDENTITY AND CITIZENSHIP

<https://www.ica.gov.ae/en/home.aspx>

GENERAL DIRECTORATE OF RESIDENCY AND FOREIGN AFFAIRS

<https://gdrfad.gov.ae/en/form/contact-us>

MINISTRY OF HEALTH & PREVENTION

<https://www.mohap.gov.ae/>

NATIONAL EMERGENCY CRISIS AND DISASTERS MANAGEMENT AUTHORITY (NCEMA)

<https://ncema.gov.ae/>

MINISTRY OF FOREIGN AFFAIRS AND INTERNATIONAL COOPERATION

<https://www.mofaic.gov.ae/en>

DEPARTMENT OF ECONOMIC DEVELOPMENT (DED)

<http://dubaided.ae/English/Pages/default.aspx>

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

[Dubai Expert](#)

Learning game assists you to learn more about Dubai through a series of persona linked missions

[Dubai Way](#)

The course that the tourist facing workforce of Dubai take to learn to deliver exceptional experiences to all of Dubai's visitors everyday

[Dubai Way: Inclusive Service](#)

Discover the role of empathy in achieving the best standard of customer service for people of determination and a truly inclusive society

[DCT: Tour Marketing & Management](#)

Learn the basics with this short course from Dubai College of Tourism

DUBAI CALENDAR

[Event Calendar Widget Dubai Business Events \(DBE\)](#)

FAQ

Please see separate document (*shared with this Toolkit*)

“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

Discover Dubai's Museums

[Dubai Museum](#)

[Etihad Museum](#)

[Al Fahidi Historical District](#)

[Al Naif Museum](#)

[Al Oqaili Poet Museum](#)

[Umm Al Sheif Majlis](#)

Discover Dubai's Art Galleries

[The Third Line](#)

[Alserkal Avenue](#)

Online Cooking Classes and Demos - samples

[Jumeirah](#)

[Tom Aikens](#)

[Il Buro](#)

[21 Grams](#)

Please ask us if you're after a particular cuisine and/or Chef

Online Fitness Classes

[Jivamukti with Dina](#)

[Dubai Fitness Challenge website](#)

[Barrys bootcamp](#)

[Crank Dubai](#)

Thrill Rides For The Whole Family by Dubai's Leading Theme Parks

[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

FB: <https://www.facebook.com/visitdubai> + 26 local pages

IG: <http://instagram.com/visit.dubai> + 9 local pages

TW: <https://twitter.com/visitdubai> + 9 local pages

YouTube: <https://www.youtube.com/visitdubai> + 1 local page

Snapchat: Visit Dubai

Tik Tok: visitdubai.ar

LinkedIn: <https://www.linkedin.com/company/businessdubai>

Dubai Calendar: <https://www.visitdubai.com/en/travel-planning/travel-tools/get-the-app>

Official hashtag: #VisitDubai #MyDubai

CONTACT US

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