



## FAQS About Dubailand:

<b><i>What is Dubailand? And why is there a need for such a project?</i></b>
<p>Dubailand is a tourism, entertainment and leisure destination. It was established under the auspices of HH with a simple mandate, develop an initial critical mass of entertainment projects that will attract <b>15 million tourists</b> to Dubai by the year 2010. The concept behind the development was to take advantage of the comparative geographical advantage that Dubai has of being within a 3-4 flying time range from Europe and Asia, thus having access to over a combined GDP of USD 1.1 trillion and 1.5 billion in population. Another factor that was considered was to strategically phase out the dependence on oil revenues and establish a sustainable economy through higher value added services.</p>
<b><i>When was Dubailand launched?</i></b>
<p>The work on Dubailand started long before its announcement date (23<sup>rd</sup> October 2003), projects were envisioned, their feasibility was established, the market demand was considered and the final product that emerged was a development spanning over 2 billion sq.ft in size with 45 mega projects and 200 sub-projects. At its launch the estimated investment required from the private sector was approximately AED 18 billion, as we have started signing projects this number has become obsolete because of the tremendous response from the private sector. We are now looking at a first phase investment from the private sector of approximately AED 20-25 billion.</p>
<b><i>When will Dubailand be completed?</i></b>
<p>Dubailand is a city, and cities keep on growing and developing, therefore; there is no definite completion day for the entire project. Furthermore, Dubailand's development is related to the development of the different projects being developed within its virtual boundary walls, and the more project opens the more developed Dubailand becomes. Six projects will finish by 2007 forming the 1<sup>st</sup> operational phase of Dubailand</p>
<b><i>What are the time scales for its various phases?</i></b>
<p>Dubailand will be completed in four phases. The first phase will see completion around 2006-2007, with the ending phases following suit and completing in 2015-2018</p>
<b><i>What are the projects and facilities that Dubailand will feature?</i></b>
<p>Dubailand is strategically located so as to facilitate access from the airport and the neighboring Emirates. It is situated on the Emirates Ring Road and is in close proximity to the other land marks in Dubai like the Burj Al Arab, and the Emirates towers and is only an hour way from the nation's capital Abu Dhabi. Dubailand has been sub-divided in to six zones to effectively manage the development and ensure that the growth is balanced in all of the zones. These zones will provide product diversity, different cultural and socio economic mix and an initial critical mass of projects that will catalyze other peripheral uses.</p> <p>The zones are</p> <p><b>Attractions and Experience World</b> – 145 million sq.ft - a world of vibrant characters, with its theme parks clustered around a landmark viewing tower and forming a "must see" attraction. The themed experiences and attractions for the entire family will form both a playground and a spectacle. It will be eclectic and pulsating, day and night. Projects include: anchor theme parks, The Global Village, themed water parks, Kids City, Giants</p>



## World

**Retail & Entertainment World** – 45 million sq.ft - The development's energy center, a vibrant destination of family entertainment and innovative retail concepts in a themed environment. An indoor and outdoor environment providing a vibrant mix of retail and entertainment. Projects include: Flea Market, World Trade Park, Auction World and Factory Outlets.

**Themed Leisure and Vacation World** – 311 million sq.ft - The creation of appealing retreats for meeting the international demand for quality vacation village residences and resort hotels. The attraction is imaginative and creative themed development concepts in an exotic edge of the desert but adjacent to major leisure and entertainment facilities. Designs are themed escapism and will incorporate amenities such as formal waterfronts, canals, lakes and parks; the area itself is located alongside the Resort's unique central linear park. Projects include: Women's World, Destination Dubai, Desert Kingdom and Andalusian Resort & Spa.

**Eco Tourism World** – 806 million sq.ft – An area devoted to preserving the desert heritage of Dubai and creating a habitat for animals from the region to be showcased in their elements. This area will also try to recreate the Safari experience and will provide a taste of the desert life through camp areas. Projects Include Desert Safari, Sand Dune Hotels, Desert Camps and Dubai Heritage Vision.

**Sports and Outdoor World** - 206 million sq.ft - A stimulating arena of outdoor sports activities and mild adventure which responds to a strong and broad market interest amongst both residents and visitors. The activities will optimize the use of the expansive area to build facilities capable of hosting world events as American football, soccer, cricket, rugby, etc. Projects include indoor and outdoor venues, traditional and extreme sports such as Dubai Sports City, Emarat Sports World, Plantation Equestrian and Polo Club, Autodrome and Dubai Golf City.

**Downtown** – 5.66 million sq.ft - A gateway to the overall development centered in Dubailand and forming the resort's downtown, business and administrative district. A unique land bridge with impressive gateway towers and water cascades will create a strong sense of arrival and development identity for the Resort City. The Downtown retains the open space and leisure character of the overall development through its landscaping, water features and grand scale squares and piazzas. Projects include: Mall of Arabia the largest mall in the world. City Walk, which includes art displays, entertainment and outside dining. It also consists of wide boulevards, street cafes and theaters, lush parklands, lawns museums and common gardens. It also consists of Virtual Game World, which will be a cyber heaven with 3D interactive games.

### ***Which unique projects will be like nowhere else in the world?***

Dubailand is considered unique in combining different entertainment, leisure, sports, retail and other tourism attractions. The main concept of Dubailand is one of kind in this region, however there are a few projects that have been launched that are quite interesting for this part of the world, particularly the Sunny Mountain Ski Resort project which will contain the first indoor skiing facility in the region.

### ***How does Dubailand fit into the overall framework of Dubai, of the UAE, of the region and of the world?***

Dubailand will not only be Dubai's entertainment location of choice, but it will represent the whole of the U.A.E as being the regions largest entertainment and leisure destination point, if not the world.



***Where will Dubailand be located and when is work planned to start?***

Dubailand is conveniently located on the Emirates Ring Road, just 10 minutes away from either the Dubai International Airport or Emirates Towers and just 20 minutes from Sharjah and 60 minutes from Abu Dhabi.

Work has already begun at creating the best-in-the-world facilities, the first of which is the Dubai Autodrome, with its business park and race track is already operational. Also the Global Village will see completion by January 2005.

Work on the road network and two interchanges will begin in the forth quarter of 2004 with completion staggered from the forth quarter of 2005 through to the first quarter of 2006.