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Dubai Airports and ITP Media Group to launch breakthrough media brand

Time Out DXB will promote DXB, Dubai and the UAE to the world

In a world-first, Dubai Airports and ITP Media Group have joined forces to launch *Time Out DXB*, a new media brand with the opportunity to engage with the 90 million passengers that pass through the world's leading international airport every year.

From February 2018, passengers passing through all terminals at Dubai International will have real-time access to the latest offers in food and retail outlets, plus experiences and leisure activities, via the brand-new *Time Out DXB* App and monthly *Time Out DXB* magazine. By downloading the App, using the airport's free wi-fi, they will receive curated information based on their travel status – with users able to choose between transit passengers, tourists and residents. The 88-page *Time Out DXB* monthly English-language magazine will be circulated free-of-charge throughout the airport's terminals.

The ultimate showcase for both Dubai International and the city of Dubai itself, the *Time Out DXB* brand will shed light on everything from the hottest concert in town, to the most exclusive suite in the Burj Al Arab, to the latest restaurant opening. It will also showcase Dubai International (DXB) as a 'city within a city' and a destination in its own right.

"We are transforming the airport customer experience, and the development of *Time Out DXB* is another step towards redefining the way people experience our airport and the city we call home. We have some exciting developments and new openings in the airport over the coming year and *Time Out DXB* will help passengers navigate their way through all we have on offer at DXB, now and in the future. The media brand *Time Out* is world-renowned for its ability to celebrate and promote the very best destinations around the globe, so adding DXB alongside the likes of New York, London and Sydney is quite something," said Eugene Barry, Executive Vice President, Dubai Airports Commercial Group.

Both the app and magazine will be filled with expert recommendations on airport dining and relaxation options, shopping bargains and information on the latest musicDXB concert or artDXB exhibition. From grab-and-go food outlets to luxury dining, swimming pools to spas, hotels to kids' play zones, art displays and even live music stages, Dubai International has something for everyone, providing *Time Out DXB* a rich stream of content to engage its readers.



Ali Akawi, CEO of ITP Media Group, said: “In laying out his UAE Vision 2021, His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, challenges us to ‘work harder, be more innovative’. These have been our guiding principles as we sought to develop a media brand that truly showcases a great city and a great airport, using the latest technologies to enrich the user experience. *Time Out DXB* is the result, which we believe will also inspire millions of people not just to visit Dubai, but like us, one day call it home.”

“Dubai is a leading business and tourist destination and Dubai International is a window to the emirate, playing a critical role in creating that valuable first impression and attracting transiting travellers to Dubai. We are well-primed to be a compelling destination for connecting travellers and this partnership is sure to yield dividends in terms of helping us reach our goal of 20 million tourists by 2020,” added Issam Kazim, CEO, Dubai’s Corporation for Tourism and Commerce Marketing (DCTCM).

ENDS

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Notes to editors

About Dubai Airports

Dubai Airports manages the operation and development of both of Dubai’s airports – DXB and DWC. As integrator, Dubai Airports works to balance the interests of all stakeholders to maintain aviation growth, protect operational resilience and ensure that service providers collaborate to provide a safe and secure service and improve the experience of our customers whilst maintaining a sustainable business.

DXB is the world’s number one airport in terms of international passenger traffic and number three globally in terms of total passenger traffic as reported by Airports Council International.

DXB ranks second globally for international cargo traffic.

DWC ranks 20th globally for international cargo traffic.

For hi-res images of the airports, please visit our [image library](#)



About ITP Media Group

ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 100 brands. The company delivers quality up to date content to its readers, viewers, delegates and guests through digital, print, events, awards, video content, social media platforms and social media influencers. These brands include major international and regional names such as Time Out, Arabian Business, Harper's Bazaar, Hello! Middle East, Construction Week and Condé Nast Traveller ME.

ITP strives to offer its customers the largest audience in the GCC with the highest engagement levels by adopting a 360 degree approach.

ITP Live, which was designed to extend the company's digital footprint as well as enhance its total reach on social media, has five key business areas - the region's largest social influencers' agency, video content creation, digital sales representation, ecommerce and live events.

The ITP Customer division publishes the catalogues, previews and daily show newspapers for all exhibitions organised by Dubai World Trade Centre as well as a host of specialist publications for major retail and financial organisations. ITP works in collaboration with a number of leading international partners including Condé Nast, Dennis Publishing, Dubai World Trade Centre, Epoch Messe Frankfurt, Hearst, Hola!, Mondadori, Northern & Shell, Revolution International, Rodale, Shortlist Media and Time Out International Limited.

ITP was founded in 1987 in the UK, and to reflect the international scope of its business, the company subsequently relocated to Dubai in the United Arab Emirates, where over 500 staff are based. The company also has offices in Mumbai and London.

About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Convention and Events Bureau, Dubai Calendar, and Dubai Festivals and Retail Establishment (formerly known as Dubai Events and Promotions Establishment). In addition to its headquarters in Dubai, Dubai Tourism operates 20 offices worldwide.