

Dubai Tourism roadshow sees flydubai tap into East African market

Joining 14 Dubai-based partners in showcasing a wide range of services and upcoming attractions, flydubai is participating in Dubai's Department of Tourism and Commerce Marketing's (Dubai Tourism) first-ever East Africa roadshow. The roadshow offers a great platform for local operators to meet directly with the airline and learn first-hand about the services and choices passengers from the market have when choosing to fly directly to Dubai for business or leisure.



flydubai will take part in the roadshow in Kampala on 24 August, where it will then continue to Dar es Salaam on 30 August.

Commenting ahead of the roadshow, Issam Kazim, CEO at Dubai Tourism, said: "The potential of Uganda and Tanzania as a source market is positive, and this roadshow provides us with the opportunity to directly interact with the operators here and showcase what Dubai has to offer. We look forward to making long-lasting and fruitful trade relationships during the trip to further grow the tourism market in Uganda for the benefit of all."

flydubai was launched in 2009 to help create free flows of trade and tourism in the region and further support Dubai's vision to become an internationally recognised aviation and tourism hub.

Opening up underserved markets

Sudhir Sreedharan, SVP commercial operations at flydubai (GCC, Africa and Indian Sub-Continent), said: "We are very pleased to take part in Dubai Tourism's first-ever roadshow to East Africa and to showcase brand Dubai and flydubai. We are committed to opening up underserved markets and providing reliable, direct air links to destinations that previously had no or very few connections to Dubai.

East Africa is a very important market that has shown significant growth over the past few years. We currently operate 82 weekly flights to 11 points in Africa, including three weekly flights to Entebbe and four weekly flights to Dar es Salaam and Zanzibar. These weekly frequencies will increase to four flights to Entebbe and seven flights to Dar es Salaam and Zanzibar from October."

flydubai currently flies to 11 destinations in North and East Africa: Addis Ababa, Alexandria, Asmara, Dar es Salaam, Djibouti, Entebbe, Hargeisa, Juba, Khartoum, Port Sudan and Zanzibar. Business Class is available on most of the routes on the flydubai network and the carrier has recently introduced Wi-Fi and Live TV on select flights. The carrier, which is



Sudhir Sreedharan

the second largest operator out of Dubai International, has built a network of 90 destinations in 44 countries and operates more than 1,700 flights a week out of it is home in Dubai International (DXB), Terminal 2 and the newly opened Al Maktoum International - Dubai World Central (DWC).

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