

## PRESS RELEASE

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For Immediate Release

### **‘Summer is Dubai’ Heats Up Retail and Tourism Sectors**

**Dubai, UAE:** The Department of Tourism and Commerce Marketing (DTCM) recently concluded its annual program, ‘Summer is Dubai’. The campaign spans over three months and aims to promote Dubai as a tourist destinations for summer tourists and families. ‘Summer is Dubai’ encompasses several festive initiatives including *Dubai Summer Surprises*, *Ramadan in Dubai*, *Eid in Dubai*, and *Modhesh World*. YouGov evaluated the impact of the event across the Middle East using YouGov BrandIndex, a tool that assesses consumer perception to determine brand health.

As part of ‘Summer is Dubai’, participating malls across Dubai planned numerous activities to increase footfall. Among participating malls, Dubai Mall remained the clear leader in *Buzz* score, finishing with 42.3 points. Mirdiff City Centre witnessed an increase of 6.5, the highest jump in *Buzz* score during the campaign, to reach a *Buzz* score of 30.7 points. Dubai Festival City also so a strong performance in *Buzz* score, gaining 6.0 points during the campaign to reach 30.1 points.

The campaign attracted domestic and international tourists to Dubai, reaching its peak in August with the sixth edition of ‘Eid in Dubai’ celebrations, in addition to post Eid events and summer attractions that continued until 7<sup>th</sup> September. During the same period, the ‘Hotels & Resorts’ sector witnessed an improvement in *Buzz* score as well. Leading in *Buzz* score improvement within the category, Ramada Hotel witnessed a 7.2 point increase. Jumeirah Hotel & Resorts topped the *Buzz* score chart with 25.5 points, while Grand Hyatt Hotel ranked second, gaining 5.3 points to reach a *Buzz* score of 24.1. Leading in *Buzz* score improvement within the category, Ramada Hotel witnessed an increase of 7.2 points.

Upon conclusion of the ‘Summer is Dubai’ campaign the Emirate will now focus on preparations for the Dubai Shopping Festival, the largest annual shopping festival set to begin in January 2014.

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A) Hotels & Resorts: Top 5 Buzz

Rank	Brand	Score*
1	Jumeirah Hotels & Resorts	25.5
2	Grand Hyatt Hotels	24.1
3	Rotana Hotels & Resorts	24.0
4	Hyatt Hotels	21.9
5	Hilton Hotels & Resorts	20.7

B) Hotels & Resorts: Top 5 Buzz Improvers

Rank	Brand	Change in Score*
1	Ramada	6.94
2	Grand Hyatt Hotels	5.29
3	Shangri-La Hotels	5.21
4	IBIS	5.08
5	Hyatt Hotels	4.9

C) Malls: Top 5 Buzz

Rank	Brand	Change in Score*
1	Dubai Mall	42.3
2	Mall of the Emirates	37.6
3	Mirdiff City Centre	30.7
4	Dubai Festival City (DFC)	30.2
5	Deira City Centre	27.0

D) Malls: Top 5 Buzz Improvers

Rank	Brand	Change in score*
1	Mirdiff City Centre	6.6
2	Dubai Festival City (DFC)	6.0
3	Burjuman	5.4
4	Wafi	3.4
5	Mercato	3.0

\*Scores based on a 6 week rolling average

YouGov BrandIndex measurement scores range from 100 to -100 and are compiled by subtracting negative feedback from positive. A zero score means equal positive and negative feedback. YouGov's BrandIndex highlights the top 5 brands and ranks consumer perception across two sectors viz. Malls and Hotels & Resorts. These brands were rated using YouGov BrandIndex's Buzz score, which asks respondents: 'Have you heard anything about the brand in the last two weeks, through advertising, news or word of mouth, and if so, positive or negative?'

**About BrandIndex:**

YouGov BrandIndex is the first and only service that measures the fundamentals of brand health every day. BrandIndex is a daily measure of brand perception among the public, tracking over 550 brands across multiple sectors simultaneously. BrandIndex interviews over 30,000 people per year in the UAE and KSA, which not only gives an instantaneous picture of a brand's health, but also of the competitors and sector as a whole. BrandIndex survey is conducted using YouGov's proprietary online panel. BrandIndex has been Operational since April 2009 in the UAE and is available in KSA, USA, UK, Germany, France, Sweden and Denmark.

For further information, please visit: <http://www.brandindex.com/>

**About YouGov:**

**YouGov - Middle East & North Africa**

YouGov is a full service market research agency, with proprietary online panels, that covers the entire MENA region, Pakistan and India. As part of the YouGov group of companies, we endeavor to provide our clients with the appropriate custom or product research solutions, depending on their exact requirements. As well as being the Middle East's most quoted research agency, due to quality of our work & the experience of our researchers, we are seen as the region's premier Qualitative and Quantitative research suppliers.

For further information visit: <http://research.mena.yougov.com/>

**For media inquiries, please contact:**

Karima Berkani

Marketing Manager

T +971 55 338 2051 | [karima.berkani@yougov.com](mailto:karima.berkani@yougov.com)

**For sales information, please contact:**

Tanya Sharma

YouGov BrandIndex Executive

T +971 55 338 2347 | [tanya.sharma@yougov.com](mailto:tanya.sharma@yougov.com)

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