



Case Study: Dubai



The Brief

A rapidly expanding financial investment company, looking to develop its reputation within the market by treating its existing and potential clients to a few days of exclusive hospitality in an exclusive location.



JTB organized:

- Return flights to Dubai
- Luxury airport transfers
- Accommodation at 'The Jumeirah Beach' (Dubai)
- Specialist excursions & tours
- Exclusive dinners
- On-site management

The Solution

We proposed a destination central to the clients needs; Dubai as one of the up and coming financial capitals. Clients were treated as kings and queens from the beginning with a traditional Arabian Zaffa welcome, top class accommodation, fantastic dinner venues including Arabian nights themed desert dinner, chartered Dhow cruise dinners as well as a much enjoyed desert safari adventure.



Itinerary Highlights

- 18 Holes at the Dubai Creek Golf & Yacht Club
- Personal shopping trips
- Desert safari & dune bashing
- Dubai Ski World
- Private boat charter
- Themed dinner



The Testimonial

“Every day unfolded in a flawless manner. A great trip, and I could not wait to tell people that we dined in the Burj Al Arab’s underwater seafood restaurant.”