Article Side

Dubai Shopping Festival â€“ a Shopping Extravaganza By Binil Ummer

Article published on July 16th 2012 | Vacations

Dubai is a land of paradise and excitement with a huge number of Palm trees silently glancing at the visitors. Rough peaks, Sand dunes and the gorgeous beaches of Dubai make it a very interesting tourist destination. Festivals and shopping scenarios make it even better. Luxury hotels and malls are there to enjoy the creativity and intelligence of Mankind. One of the prominent displays of creativity and marketing techniques is seen at the Dubai Shopping Festival. This inspired and artistic festival first took place in 1996 as an initiative by the then Dubai government to promote trade. But it began to stretch itself locally and then between the Arabian nations and now all over the world. The shopping festival is a carnival these days with around 3 million of people pouring in to watch and experience this shopping extravaganza. The festival starts its race every winter with global producers displaying an array of their products be it luxury or traditional. There are a lot of entertainment and extracurricular activities to go through along with the festival.

Jaw dropping discount schemes and freebies are provided with the goods and this makes visitors jump into them. The carnival is promoted as tourist campaign now days with a heavy rush sighted during the festive days. Fireworks are displayed from Day 1 of the shopping fest to mark its beginning. People from all over the world visit Dubai to watch and feel this spectacular display of architectural charm. The airports experience a major rush to the tax free city where shopaholics can fling their desires. Majority of the masses will be tourists who would like to feel and know Dubai. The majestic luxury hotels available in Dubai offer exotic comfort and elegance to Tourism in Dubai. Most of them kiss the sky with their humungous multi stored architecture. Most of the hotels in Dubai are at the heart of the city which makes it convenient for the shopaholic. Those who come to witness the Dubai shopping festival spree can enjoy their time at these luxurious hotels too. The land of Sand dunes earned the name of â€œsporting capital of Middle eastâ€• after it successfully organized a strip of events which were famous locally and internationally. The scenic beauty coupled with marketing technology has made the shopping festival a big hit among developers as well as consumers.

This series of events has promoted Dubai to the Worldâ€™s second most shopper favorite destination after the US. Every year, a funny mascot will be there to guide and entertain the tourists. The entire festival witnesses fireworks and display of other lighting and musical stuff to maintain the scene in electric form. Musicians, street performers, jugglers, magicians and other professional artists keep the fun flowing and constant. This exotic event had a major impact on the economy of Dubai. The fund from the event is snowballing and touching new marks year after year. It is much like â€œOne family, One festival and One worldâ€• in the whole world when the shopping festival marks off.

Article Source:
http://www.articleside.com/vacations-articles/dubai-shopping-festival-a-shopping-extravaganza.htm - Article Side

Binil Ummer - About Author:
Binil is an eminent writer and travel enthusiast, here giving valuable information on Tourism in Dubai Dubai is a land of paradise and excitement with a huge number of Palm trees silently glancing at the visitors.
For more information visit my a ARTICLE.

Article Keywords:
Dubai Shopping Festival, Tourism in Dubai

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!