

PRESS RELEASE

HOST CITIES 2015 WILL EXPLORE SPORT-TOURISM TIES *Key summit in Dubai puts 'tourism opportunity' on forward-looking agenda*

13 October 2015 – There are just five weeks until Host Cities 2015 in Dubai which this year focuses on embracing the future of events, including how cities can make the most of the 'tourism opportunity'.

The link between sporting and tourism ambitions is high on the agenda at the summit which runs from 18-19 November at Fairmont the Palm. It will see experts explore how to balance local engagement, regional tourism and international awareness, and choose the right event for positioning a city to the outside world.

Events play a vital role in the growth and appeal of any global city. In Dubai they are expected to help achieve the ambitions set out in 'Tourism Vision 2020' and targets to attract 20m visitors per annum (from 11m in 2013) and generate US\$82 billion in annual tourism revenues by the time the United Arab Emirates welcomes the World Expo in five years, a first for the Middle East, North Africa and South Asia (MENASA) region.

Dubai has already built a reputation for hosting major events. The Dubai Tour (cycling), Dubai Duty Free Tennis Championships and Dubai World Cup (the world's richest horse race) are among those which attract an international audience. They can also encourage visits to sports attractions and venues. The Omega Dubai Desert Classic and DP World Tour Championship, which this year follows Host Cities from 19-22 November, have for example helped position Dubai as a leading destination for golf tourists.

How cities can maximise such tourism opportunities from hosting events is just one feature of the forward-looking programme at this, the 4th edition of Host Cities – presented by Emirates Airline. The international summit promises to explore how the hosting strategies of cities today will shape the cities of tomorrow.

Speakers feature Lord Sebastian Coe, double Olympic Gold Medalist and former LOCOG & London 2012 Bid Chair, now President of the International Association of Athletics Federations (IAAF) and Chairman of the British Olympic Association; and Her Excellency Reem Al Hashimy, UAE Minister of State, Board Representative of Expo 2020 Dubai Higher Committee and Director General, Bureau Expo 2020 Dubai.

Others include Sir Hugh Robertson KCMG DL, former Olympic Minister, London 2012 and Executive Director, Falcon and Associates; Debbie Jevans, former CEO of England Rugby 2015 and Director of Sport at London 2012; David McLaren, Director, PGA European Tour; and Charmaine Crooks, C.M. Member of the Order of Canada, five-time Olympian, Silver Medalist, former IOC Member, IOC Ethics Commission & Canadian Centre for Ethics in Sport.

Other topics at Host Cities 2015 will help delegates identify trends in strategies for bids, engagement, sponsorship and funding that can be applied to different event types, budgets, cultures and geographies.

To register and for information visit www.host-cities.com

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