

# DSF markets are a major hit with visitors

23 Jan 2020, Dubai, UAE



With seven markets taking place in celebration of the 25th edition of Dubai Shopping Festival (DSF), visitors and residents have been enjoying a range of interactive and alternative shopping venues as well as entering awesome raffle prize draws and taking in a whole host of entertainment across the city. The free to attend markets, created in tribute to when DSF debuted in 1996, have offered so many moments of joy for everyone who visited so far. The majority of markets are taking place until the end of DSF so there is still a chance to visit.

## City Walk

All visitors to City Walk market have been fascinated by the futuristic venue and the diversity of the activations. From digital art walls, LED tunnel, a mirror maze, GIF pods to performances by celebrities including Ragheb Alama, Ahlam and Mohammed Hamaki, Assi El Hallani, Samira Saeed, it has been buzzing with happy visitors. The market also hosted 'Beauty Pop' which combined all things beauty and make up with big names from the industry. Taking place until 1 February, there is still a lot to check out including Miami Vibes food pop up, glitter stations, talent shows and much more.

## Last Exit Al Khawaneej

The destination has been transformed into an urban winter carnival with so many activities for families including an outdoor custom ice rink, a seriously fun snowball fight pit, a snow tubing slope, snowmen building zones and much more. This market runs until 1 February and there will be different talent shows taking place every weekend as well as a car boot sale.

## Al Seef

The newly redeveloped historic site brings the best of the old and the new, and is a hub for fun-filled activities and entertainment with 25 pit-stops showcasing art, music and entertainment borrowed from the past and reinterpreted for the present and future, as well as daily raffles offering life-changing prizes and the finest shopping, dining, art, and cultural entertainment from around the world. In addition to this, the market is rich with ways to learn about the culture of the UAE including a traditional wedding show and Sha'abyat cartoon shows. The market will run until 1 February.

## Al Rigga

This market has been created to bring the nostalgia of the very first DSF edition to visitors with a fun fair, food & drink and retail stalls, roaming entertainment, skilled games, atmospheric lighting and historic DSF branding. The market will host a fitness tournament on 25 January and will run until 1 February.

## Hatta

Visitors to Hatta are experiencing a traditional outdoor souk with various cultural games and activities, from bike racing, to

trampolines, VR experiences and cultural performances. The market runs until 1 February and visitors can expect live BBQs, a caravan-themed weekend and a bikers-themed weekend.

#### **Dubai Festival City Mall**

Families to the market are getting involved in a wide variety of fun activities, unique retail pieces to buy, as well as delicious bites from various food stalls, whilst also checking out the major LEGO festival taking place. Dubai Festival City Mall market runs until 14 March.

#### **Swyp Market Outside the BOX (MOTB)**

The seventh edition of the hugely popular DSF kicked off last weekend with a wide range of activities for all ages, including a free concert by popular Emirati singer Shamma Hamdan. The market offers visitors a truly unique retail experience with immersive entertainment and world-class bespoke activations in addition to performances by different schools and live performances and stage shows. From 29 January until 1 February, Fortnite fans can meet international and regional gamers who will make an appearance on stage, including YouTube sensation FaZe Adapt. Swyp MOTB runs until 1 February.

For more information, please visit [www.mydsf.ae](http://www.mydsf.ae) or @DSFSocial, @DSF\_Markets and #MyDSF for the latest news, information and events.

## **About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)**

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.