

PRESS RELEASE

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Dubai Parks and Resorts reports visitation for H1 2019

*641 thousand visits in Q2 2019, 5% higher than Q2 2018
Filipino National Day Celebration delivers record weekend visitation
Hotel strategy on track with Rove Hotel opening in June 2019*

DXB Entertainments PJSC (DFM:DXBE) today announced that Dubai Parks and Resorts, the region's largest integrated theme park destination, attracted 641 thousand visits in Q2 2019, up from 612 thousand in 2018, representing a growth of 5%.

In celebration of Philippines Independence Day, Dubai Parks and Resorts launched an exclusive bundle offer for Filipino residents in the UAE, providing access to all the parks, for non-stop entertainment during the four-day celebration from June 12-15. The special promotion attracted over 92 thousand visits, welcoming many first-time visitors to the destination.

For the first half of the year, visits were 1.40 million, marginally lower than the 1.46 million visits delivered in the prior year with international visits comprising 40% of the total visitation. The Lapita Hotel™ reported a healthy increase in average occupancy to 63% in H1 2019, up from 55% reported in the same period last year.

On June 16th, 2019 the third-party Rove at The Park Hotel became the second hotel to open its doors at Dubai Parks and Resorts. The 579-room hotel forms part of the company's strategy to have more than 1,300 keys at the destination by the second half of 2020.

Mohamed Almulla, CEO and Managing Director, DXB Entertainments, said "We increased international visitation to 40% of the total visitor mix during the first half of the year, in line with our strategy to drive growth through targeting tourists. Lapita Hotel occupancy has grown by 15% compared to prior year, and I am pleased to welcome Rove Hotel, the second hotel at our destination, which opened its doors to guests on June 16th.

“The ability for international visitors to stay at our destination as part of a bundled hotel package deal is becoming increasingly important, as evidenced by the steady growth in occupancy at Lapita Hotel. With the opening of Rove Hotel, we are pleased to broaden the overall hotel offering to appeal to a wider demographic.”

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DXB Entertainments PJSC

DXB Entertainments PJSC (previously Dubai Parks and Resorts PJSC) is a Dubai-based operator of leisure and entertainment destinations and experiences. The Company is traded on the Dubai Financial Market (DFM) under the trading symbol “DXBE”. We bring together a diverse portfolio of world-class brands to offer entertainment in the areas of theme parks, family entertainment centres and retail and hospitality.

For more information, go to: www.dxbentertainments.com