



an unforgettable snow experience

MARKET

From the timeless tranquility of the desert to the lively bustle of the souk Dubai offers a kaleidoscope of attractions for visitors. In a single day the tourist can experience everything from rugged mountains and awe-inspiring sand dunes to sandy beaches and lush green parks, from dusty villages to luxurious residential districts and from ancient houses with wind towers to ultra-modern shopping malls.

Ski Dubai in Mall of the Emirates, Dubai, opened its doors in December 2005 and is the world's largest indoor snow resort with the world's third largest ski slope measuring 400 metres and a large snow park of 3,000 square metres. The Leisure Park is the Middle East's first indoor snow and ski resort offering a unique liberation and exhilarating experience like no other in a vibrant, energetic, fun and cool environment. The park is covered with real snow generated by patented snowmakers that mimic the natural precipitation process to deliver real, high-quality snowflakes to the slope and surrounding chilled areas. The left-hand side of the slope is a black run designed for professionals.

SNOW MAKING

Snow is made using a simple procedure similar to the way snow is artificially made at outdoor ski resorts. Pure water, with no chemicals added, is put through a chiller to cool. It is then sent through pipes to the snow guns which are on the ceiling. When the cooled water is blown out into a freezing cold environment it crystallises and makes snow. The temperature during the time when snow is made is -7c to -8c. The final product is real snow, as if it came from nature!

The Ski Dubai facility is specially designed as a massive cold box which makes Ski Dubai one of the best refrigerators in the world! There are 23 blast coolers (air conditioner type machines) that chill the air and maintain a temperature of -1c during operating hours. There are also kilometres

of glycol tubing running through the floor (similar to the back of your refrigerator) that chills the snow keeping the base of the snow solid and 30 tons of fresh snow is made daily to cover the base.

The Thea Award-winning Ski Dubai indoor snow ski resort is the first of its kind anywhere in the world. Attached to the third largest mall in the world – the Mall of the Emirates – Ski Dubai is a 25-storey-high real indoor snow mountain with five runs, ski lifts, a beginner run, a snowboarding half-pipe, a chalet style café and more. An observation tower in the Snow Park overlooks the resort to give Dubai's residents and visitors a unique glimpse of a winter wonderland in the middle of the desert.

Ski Dubai is divided into two primary areas. The first is the Snow Park, a snow-scape located within the massive Ski Dubai dome that includes real snow covering activities such as tobogganing, a bobsled run, tubing, a kids climbing wall and a viewing tower linked by a suspension bridge that provides views of the slope. Entry is through a snow cavern. Enclosed beneath the ski ramp this area boasts an enormous ice dragon as well as interactive exploration zones with tunnels leading off in all directions. If visitors get too cold they can retreat to the film theatre, showing snow based educational movies, or warm up with a hot chocolate at the Ice Café where the bar, tables and surrounds are all sculpted from blocks of ice.

The target market of Ski Dubai covers all age groups and nationalities - in fact anyone who enjoys skiing or just enjoys the winter weather. The Snow Park tends to appeal more to families, with a secondary interest from corporate groups for team building opportunities. The snow park is particularly appealing for guests with limited snow experience, including regional visitors, due to the absence of any skill requirements. The slope has a wide target audience, with a focus ranging from young teens to adults, covering a range of nationalities. The third product is snow

school lessons; again covering almost all age groups and nationalities. Instruction is available for all ages and all levels of ability.

Ski Dubai targets both tourists and residents, with an approximate 50/50 split of guests.



ACHIEVEMENTS

Ski Dubai's achievements are remarkable, starting from the technology required to create a snow facility in a region where outside temperatures reach over 45 degrees centigrade.

Since its inception in 2005, Ski Dubai has become a focal leisure point for both the community and tourists. After a year or so of operation, the resort reached a major milestone in its short history and welcomed its one millionth visitor.

As the first snow resort in the Middle East, Ski Dubai's role has included introducing a relatively new sport in the region. The snow sports culture has been cultivated through increasing awareness of skiing and snowboarding and encouraging enrolment in snow school programmes. Ski Dubai has developed the Dubai Winter Sports Club to offer advanced training for more experienced guests and enable them to compete in competitions.

Ski Dubai has established a calendar of annual events including a fortnightly Freestyle Night, weekly slalom nights and seasonal events which are gaining a growing audience.

In May 2008, Ski Dubai hosted the first ever international snow event in the Middle East region - The Ski Board World Cup which saw participation from riders all around the world and was a huge success. Ski Dubai generated record releases regionally and worldwide. The event on its own has pulled the brand into new heights.

In the same month, the landmark leisure destination welcomed its two millionth visitor. More records were also broken during the five-day Eid al Fitr break when Ski Dubai welcomed over 32,000 visitors.

It is the combination of constant innovation in terms of product offering, exciting events and excellent customer service that allows Ski Dubai to enjoy a growing attractiveness and generate such media coverage across the globe.



HISTORY

On the 25th October 2005, Dubai-based weather forecasters were stunned by snow falling at Ski Dubai, the Middle East's first indoor ski resort at Mall of the Emirates. The public was advised to gear up and keep warm as Dubai saw its first ever snowfall! Layer after layer of snow began to fall at Ski Dubai using the technology of the world-renowned Acer Snowmec system which creates real snow (made the same way as in nature). The snow looks, feels and even tastes just like "wild snow".

The Snow Park was the first area that opened at Ski Dubai in November 2005; with the slope opening in December.

PRODUCT

Ski Dubai is the first indoor ski resort in the Middle East and offers an amazing snow setting to enjoy skiing, snowboarding and tobogganing or just playing in the snow. The construction covers an amazing 22,500 square metres covered with real snow all year round.



Ski Dubai has five runs that vary in difficulty, height and steepness. The longest run is 400 metres with a fall of over 60 metres, making it the world's first indoor black run. Skiers and snowboarders of all skill levels will enjoy these various slopes and snowboarders can also practice their stunts on the 90-metre long quarter pipe. Kids and parents alike will have fun in the interactive Snow Park which is the largest indoor snow park in the world with 3,000 square metres.

You don't have to worry about ski clothing or equipment either. Ski Dubai has thought of it all and offers guests the use of winter clothing, ski and snowboard equipment. Your skis will carry you down the slope and the quad-chairlift and tow lift will promptly carry you back to the top for another run.

You will enjoy themed restaurants; the St Moritz Café at the entrance to Ski Dubai and the Avalanche Café at mid-station, with views of the slope. An exclusive retail shop, Snow Pro, has expert staff to advise you on your equipment needs and the team of professional instructors will guide you through the simple, fun process of learning to ski or snowboard.

At Ski Dubai you will enjoy:

- Use of quality equipment and clothing included in the ticket price
- Qualified professional instructors
- State of the art ticketing system
- Changing areas with locker rental
- Private kids party rooms
- Exclusive retail shop – Snow Pro
- St Moritz Café and Avalanche Café

FEATURES

- 85 metres high (approximately 25 storeys) and 80 metres wide
- Five different runs of varying difficulty and length, longest run of 400 metres
- Full capacity of 1,500 guests
- 3,000m² Snow Park with a snow cavern
- Chairlift, tow lift and flying carpets
- Mountain resort theme



RECENT DEVELOPMENTS

Ski Dubai is always looking for innovative ways of promoting the facility. During summer 2006 Ski Dubai teamed up with fitness solutions company Fitness 02 to give fitness enthusiasts a whole new exercise experience with Snow Fit Boot Camps. The camps take participants through a challenging workout in the snow involving strength and endurance training, muscle toning and fat burning exercises along with snow based exercises such as hill running and tubing.

Ski Dubai also offered opportunity for avid snowboarders and skiers to ride and ski with pros through its summer camps in synergy with the well known sports brands such as brands Burton, in 2006 - 2007, and Spyder in 2008. In 2007 the participating riders were Gigi Ruf, Sani Alibabic and Keir Dillon. The riders took guests with basic snowboarding skills to a higher level, which culminated in a freestyle competition.

In 2008 famous world champion skier, Daron Rahlves, came specially to assist Ski Dubai's instructors in the finale of the summer camps where he demonstrated his skills to the young fans and coached them for the final summer competition.

Constant innovation is the key to Ski Dubai's success in attracting both residents and tourists to this iconic landmark.

PROMOTION

Ski Dubai runs a number of promotions throughout the year, both to current guests and new visitors. The trick to successful promotions is to maintain interest through a variety of different mechanisms. Promotions include value added offers, discount passes for specific target groups and combined tickets with other leisure facilities. Promotions are generally seasonal and as diverse as possible.

BRAND VALUES

Ski Dubai's brand values include liberation, fun and innovation, combining the magic of snow play with the opportunity to participate in exhilarating sports in an unusual environment. The brand is dynamic and novel, offering something for everyone.

www.skidxb.com

Things you didn't know about SKI DUBAI

If you used all the snow in Ski Dubai, you could make 750 million average size snowballs.

112,500 people could fit shoulder to shoulder inside the snow area at Ski Dubai.

In just one year the chairlift travels 18,144 kms.

Around 50,000 pairs of socks are given out to Ski Dubai guests every month.

Superbrands