

# WIN A TRIP TO DUBAI WITH MISSION:POSSIBLE!

definitely  
*Dubai*  
**MISSION:POSSIBLE**  
**DUBAI 2012**

ATLANTIS  
THE PALM, DUBAI

Virgin  
HOLIDAYS

ALPHA TOURS

One&Only  
Royal Mirage, Dubai

travelweekly

If you fancy a couple of days' break from being a travel agent, then why not test your mettle as a secret agent instead? Dubai Tourism and *Travel Weekly* have teamed up with Virgin Holidays, Atlantis the Palm, One&Only Royal Mirage and Alpha Tours to find 20 agents to take part in an unbelievable new competition called *Mission:Possible Dubai 2012*.

Winners will be whisked off to Dubai on a secret four-night mission in September 2012.

There they will work in teams to crack codes and investigate the truth behind myths and rumours about the destination to be crowned champions.

Dubai Tourism UK director Ian Scott said the incredible new incentive was a perfect way for agents to discover the destination for themselves.

"I know that, especially for agents who have never been to Dubai, the destination is a little misunderstood in key areas such as family product, value, culture and nightlife, and that is limiting sales potential," he said.

"The idea behind Mission:Possible is not for me to tell the trade how it really is in Dubai, but for a group of 20 to find out for themselves while having

a lot of fun in a unique race around the city." Scott added: "They will see things that they never expected to see in Dubai, and have an incredible experience at the same time. But then, perhaps most importantly of all, on our return those 20 winners will share those experiences with other agents to help me dispel some of these myths."

#### HOW TO ENTER

If you want to accept this mission, just head to [travelweekly.co.uk/dubai](http://travelweekly.co.uk/dubai).

There you'll be asked to answer three simple questions to enter Mission:Possible.

You'll also be directed to the Dubai Expert online training programme, where you will need to have completed the Know Dubai and Sell Dubai modules to confirm your entry.

Entries close on May 31 and the trip takes place on September 14-19. Full terms and conditions are available at [travelweekly.co.uk/dubai](http://travelweekly.co.uk/dubai).

*Dubai*  
expert

ONLINE  
TRAINING  
PROGRAMME

[travelweekly.co.uk/dubai](http://travelweekly.co.uk/dubai)



During their race around Dubai, our 20 winners will have to unpick perceptions of Dubai and separate fact from fiction. Subjects on which they will need to provide essential intelligence will include...

#### Families

Is Dubai a safe or suitable destination for families or is it just suited to high-fliers and couples? Is there really suitable accommodation and entertainment options to keep families happy?

#### Culture

Should culture vultures or those looking to soak up some local experiences avoid booking in Dubai? Are there really enough authentic experiences to provide for those looking for more than sunshine?

#### Nightlife

Is it true you're not allowed to have a drink or any fun in Dubai? Are there any suitable options if customers want to have a good time when the sun goes down or even enjoy a beer by the pool?

#### Value

Surely there's no point considering Dubai unless your idea of an average holiday includes gold taps and butlers? Or are there actually holiday options to suit all budgets?

