

Turism i världen slår alla rekord utan statlig inblandning

Och framför allt utan Hulth & co, tack för det!

Nytt marknadskrig - största köpområdena!!!

Där leder just nu South China Mall i Dongguan med 7,1 m kvm försäljningsyta före West Edmonton Mall 6 M kvm. Vad gör då Dubai? Jo Dubais ledare Sheijk Mohammad Bin Rashid Al Maktoum sätter upp nya mål för det kommande köpområdet inom Dubais Disney World-variant Dubailand. Köpområdet med varuhus, butiksstråk över och under jorden inom Dubailand skall givetvis sammantaget bli störst i världen, totalt 7,3 M kvm försäljningsyta. Handeln i Dubailand blir till ytan hela 17 gånger större än Emirates Mall - världens nu största sammanhållna köpcenter. Dubailand är ett projekt på sammantaget helt otroliga 450 mdr SEK. Kommer det någonsin att bära sig ? Den egna närmarknaden är liten (1,4 M invånare i Dubai, ytterligare 3 M i övriga emirat). 6,5 M turister i dag skall öka till 15 M år 2015.

Samtidigt som de nya planerna annonseras kommer en varning från en hotellkonsult att ökningstakten i turistankomster tenderar att plana ut de närmaste åren. "Dubai's hospitality sector will face a sharp correction in the medium term, according to hospitality consultant Guy Wilkinson. A huge amount of new properties are set to open but previously steep increases in visitor numbers are starting to level off."

Världens största köpområden 2006 (retail zones)

RANKINGS			
World's biggest malls			
Mall	Country	Year of Opening	Retail Space (sq ft)
South China Mall, Dongguan	China	2005	7.1 million
Jin Yuan, Golden Resources Shopping Mall, Beijing	China	2004	6 million
West Edmonton Mall, Edmonton, Alberta	Canada	1981	3.8 million
Cevahir Istanbul	Turkey	2005	3.8 million
Berjaya Times Square, Kuala Lumpur	Malaysia	2003	3.4 million
Beijing Mall	China	2005	3.4 million
Zhengjia Plaza, Guangzhou	China	2005	3 million
King of Prussia Mall, Philadelphia	US	1962	2.8 million

Gulf News 6.5.07;

Gulf News Published: 06/05/2007 12:00 AM (UAE)

Dubai to have world's biggest retail zone

By Shakir Husain, Staff Reporter

Dubai: Dubai will create **the world's largest shopping area**, providing **17 times more retail space than Mall of the Emirates**, currently the biggest shopping mall in the city.

The planned retail zone will be part of Bawadi, the Dh100-billion hospitality and leisure zone in Dubailand, Dubai's Dh235-billion tourism project that will host a number of Las Vegas-style hotels and Disneyland-type theme parks.



Bawadi will provide 17 times more shopping space than Mall Of The Emirates.

"The world's largest shopping area will offer over **40 million square feet (3,7 M kvm) of gross leaseable area (GLA)**," a Dubai Holding statement said yesterday.

Bawadi, which will have **29,000 rooms in its 31 hotels** by 2016, is being developed by Dubai Holding unit Tatweer.

Dubailand aims to attract **200,000 visitors per day** and **15 millions visitors each year** once fully developed (Felräknat: 200.000 per dag ger 73 M per år ! 15 M per år ger 41.000 iu snit per dag). "The shopping area will consist of malls, boutique malls, street shopping and an underground shopping area connecting all Bawadi's elements to become the longest shopping boulevard," the statement added.

According to the press release, His Highness Shaikh Mohammad Bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, has instructed Bawadi to have the biggest shopping area in the world.

Dubai expects the tourism sector to play a key role in Dubai Strategic Plan, which calls for an 11 per cent annual economic growth to achieve a GDP of \$108 billion by 2015.

"It will represent a significant platform in the development of tourism in the emirate and will underline Dubai's status as one of the world's premier family destinations," said Mohammad Al Gergawi, executive chairman of Dubai Holding.

It will create a jumble of outlets that appears unprecedented even by some of Dubai's already announced massive retail and leisure ventures.

Mall of Arabia, part of Ilyas and Mustafa Galadari Group's City of Arabia project in Dubailand, **aims to be the world's biggest shopping mall with 10 million square feet (900.000 kvm) of GLA** upon completion. Its first phase is scheduled for completion in 2009 and will provide four million square feet of retail space.

Emaar Properties is also creating a massive mall within Downtown Burj Dubai, site the world's tallest tower. Its planned **Dubai Mall** will offer **3.7 million square feet (333.000 kvm) of retail space** in a total gross building area of 5.8 million square feet.

Among Dubai's biggest existing shopping centres, **Mall of the Emirates** has **2.4 million square feet** (216.000 kvm) of retail area, **Dubai Festival City** has **2.1 million square feet** (189.000 kvm) and **Ibn Battuta Mall** provides **3.1 million square** (279.000 kvm) feet for retail and 21 cinema screens.

Target

Saeed Al Muntafiq, executive chairman of Tatweer, said Bawadi's shopping zone will "accelerate our drive to develop a world-class hospitality and tourism project in Dubai and the region."

He told Gulf News last week that Dubai is poised by attract 15 million tourists in 2015 compared with 6.5 million last year.

Asked about Dubai's frequent launch of mega projects, Muntafiq said: "**This city is built on surprises so these surprises are not going to stop.**"

Absolute Advantage

konsulter inom turism - världens största näring

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