

To: [REDACTED]
Cc: Kami Katz [REDACTED]; [REDACTED]
Bcc: jeevacation@gmail.com[jeevacation@gmail.com]
From: [REDACTED] on behalf of Tim Zagat [REDACTED]
Sent: Wed 6/20/2012 2:19:32 PM
Subject: Dubai Tourism

Dear Alba -

I am thrilled that we are progressing on our first Dubai survey. I hear we are getting a really good response from consumers. What I want to do now is to explain how the survey results can be helpful to Dubai Tourism:

First, we suggest holding "awards ceremonies" in each of Dubai's key feeder markets. The idea would be to gain publicity for Dubai's best hotels, restaurants, nightspots, shops and attractions in cities such as London or New York.

Second, we propose producing a pocket size guide to Dubai of 80 to 128 pages including key local restaurants, attractions, etc. We would also include maps and advertising pages if you request.

Third, we would be happy to either create or license our content for use on your website or ours and to ensure that the site is visible, through Google, to the entire world.

Lastly, the survey results will allow you to see how customers rate local restaurants, nightlife, shopping, etc. If a restaurant gets a food rating of 25, on our scale of 30, but only a 16 for service, that indicates that customers don't like the service nearly as much as the food. If the restaurateur cares about this, he should work to improve his service.

I know that you are sensitive about pricing and would be glad to review costs with you once we know what elements of this program interest you. I really believe a Zagat for Dubai would have great benefits for your tourism industry.

Sincerely,

Tim Zagat

--

=====

Tim Zagat

ZAGAT

Telephone: [REDACTED]



=====