

# ZAGAT SURVEY®

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TO: Alba Hotchkiss

FROM: Tim Zagat, Zagat Survey

DATE: June 25<sup>th</sup>, 2012

RE: Zagat Proposal for Dubai Tourism

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## **Overall Program: “2012 Best of Dubai” Program Elements:**

### **I. Custom, co-branded Zagat “2011 Best of Dubai” Guides**

- a) Co-brand 128-page full-size or 80-page pocket guides for use in Dubai Tourism marketing programs.
- b) 128-page full-size guides contains 300 Dubai Restaurants, 100 Nightlife, 50 Attractions and 200 Shopping establishments; 80-page pocket guide contain ONLY Dubai Restaurants.
- c) Option to include a marketing insert highlighting Dubai facts, tours and activities, local food and notable local chefs/restaurateurs.
- d) Custom 4-color outside and black and white inside covers with Dubai Tourism and/or sponsor branding.
- e) Guides distributed via Dubai Tourism offices, feeder airlines, travel agents, restaurants, and special key food-related events

<b>Guide Quantity</b>	<b>128-page full-size guide price per unit*</b>	<b>Guide Quantity</b>	<b>80- page pocket size guide price per unit**</b>
5,000	\$10.75	5,000	\$6.40
15,000	\$6.60	15,000	\$4.50
25,000	\$5.75	25,000	\$3.20
50,000	\$5.10	50,000	\$2.50
100,000	\$4.80	100,000	\$1.80

\*Contains Dubai Restaurant, Attractions, Nightlife and Shopping  
\*\*Contains ONLY Dubai Restaurants

### **II. PR/Launch Events**

- a) Unveil the *2012 Best of Dubai Winners* via press events in key feeder/media markets, such as New York and/or London.
  - b) Tim and/or Nina Zagat to attend and present awards for top establishments in each category.
  - c) Zagat to provide PR support, media, and press outreach.
- Fee: \$25,000 - \$50,000 (depending on scope of event)*

### **III. Content License**

- a) License to use select Zagat Ratings and Reviews on the Dubai Tourism website and in marketing/PR.
- Fee: \$10,000+ (depending on amount of content licensed)*