

MOBILE

## Mall of Emirates streamlines Chinese visits in localized app

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*Dubai's Mall of Emirates Chinese language app*

By STAFF REPORTS

The Mall of Emirates in Dubai, United Arab Emirates is making shopping easier for Chinese consumers visiting the destination with the launch of a visitors' application.

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Mall of Emirates' mobile app was designed with Chinese consumers in mind and offers a simple, easy-to-navigate guide to Dubai's "shopping resort." With a roster of more than 630 international brands operating stores within the Mall of Emirates, an app will help Chinese tourists make the most out of their experience and ensure decent foot traffic to leading labels within the mall.

### Mobile mall

Dubai may be trailing key luxury retail destinations such as New York and London today, but the market is projected to experience the fastest growth in sales over the next five years, according to a new report from Savills.

The Middle Eastern city currently welcomes around 14.3 million overnight visitors each year, with the number expected to rise 9.7 percent by 2020 ([see story](#)).

Mall of Emirates' app will offer Chinese consumers custom content telling them what they will need to know about Dubai and the Mall of Emirates even before their arrival.

Essentially creating a gateway to the Mall of Emirates, the app provides consumers with access to a holiday planner and download directory as well as helpful information such as tourist and beach attractions, weather, travel tips and VIP tours and a store locator. To streamline the purchasing process, the app also includes a currency converter and a tip calculator.



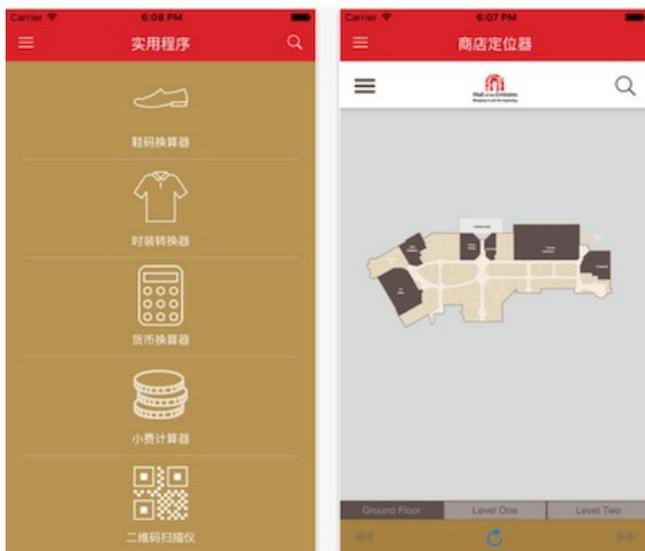
*Screenshot of Mall of Emirates' Chinese language app*

Using geotargeting, the app will share essential information about the Mall of Emirates when the consumer arrives in Dubai.

Additionally, Mall of Emirates' app includes links detailing the range of luxury fashion brands, jewelers, watchmakers and dining and entertainment options available to consumers. The mall's new Luxury Fashion District boasts more than 80 brands between its Fashion Dome and Via Rodeo areas such as Louis Vuitton, Chanel, Christian Louboutin, Versace, Dolce & Gabbana, Ferragamo and Prada's Middle East flagship.

Within the mall itself, Chinese guests receive a "red carpet" welcome through Mandarin speaking assistants, offers exclusive to Chinese tourists and shuttle services. Also, payments are simplified with the mall accepting Union Pay.

To market the app and in-mall services, the Mall of Emirates was featured during the Dubai Tourism Roadshow 2016 which made stops in the Chinese cities of Shenzhen, Wuhan, Yinchuan, Lanzhou and Urumqi March 2-12.



*Screenshot of Mall of Emirates' Chinese language app*

"With growing numbers of Chinese visitors stopping in Dubai to enjoy world-class shopping and duty free prices, we are delighted to make the experience more welcoming and easier for them with this innovative mobile application," said Hussain Moosa, associate director for Mall of Emirates, in a statement.

Mall of Emirates app is available free of charge from the Apple [App Store](#).

Acknowledging the potential of Chinese tourists, hospitality brand Four Seasons Hotel & Resorts created a similar app for guests from China.

In December 2015, seeing value in localization, Four Seasons Hotels and Resorts reconstructed its mobile app to make bookings easier for Chinese guests.

Four Seasons launched its app earlier in 2015, but rather than merely translating it into Chinese, the chain instead

decided to design an entirely different app for the new market. The dedication and precision required in tailoring an app to a specific market is emblematic of Four Seasons' focus on service and the consumer's convenience ([see story](#)).

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