

TRAVEL AND HOSPITALITY

Dubai South readies for VIP Terminal opening with ad sales partnership

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Image courtesy of TML Private Jet Media

By STAFF REPORTS

The newly-built VIP Terminal in Dubai South, United Arab Emirates, scheduled to open in December, will provide ultra-high-net-worth travelers a transportation experience on par with their lifestyle.

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Dubai South's VIP Terminal within the Aviation District will be the world's first and only seven-star private aviation hub, catering exclusively to UHNW in a 5,600-square-meter facility that can handle up to 20,000 passengers in 2017. Given the affluent audience that will pass through the terminal on a daily basis, there is immense marketing potential for luxury brands who wish to gain awareness among this demographic.

On board

Dubai South has announced TML Private Jet Media as its ad sales manager. In its role at the VIP Terminal, TML Private Jet Media will manage the sales of product placement, advertising and branding experiences.

TML Private Jet Media brings to the VIP Terminal its global network of specialists to advise global, regional and local brands on strategic methods to reach high-net-worth individuals.

"The VIP Terminal in Dubai South cements our position in the world of private aviation, bringing us a step closer to becoming the region's premier aerospace hub," said Ahmed Al Ansari, acting CEO of Dubai South, in a statement. "The world-class facility is complemented by first-class services and experiences all adding to an exemplary travel experience.

"Towards this end we are happy to partner with TML Private Jet Media in order to elevate the offerings to our distinguished clients," he said.



Image courtesy of Salvatore Ferragamo

By next year the terminal is expected to accommodate 20,000 passengers and by the end of the decade 60,000 travelers will pass through the VIP Terminal in South Dubai.

"We are incredibly proud and honored to become partners in what is the most forward thinking private aviation project in the MENA," said James Rolls, CEO of Private Jet Media. "The commitment to this project by Dubai South shows a deep understanding and foresight of the predicted regional growth within the private aviation sector.

"Leveraging its strategic location, Dubai sits at the crossroads between East and West, making it the perfect business and aviation hub serving the world," he said.

Travel retail point of sales opens up opportunities for high-end brands by creating a pathway to new consumers that otherwise would be unavailable. Watches and jewelry perform particularly well in the travel retail sector, which is valued at \$5.7 billion for 2015 ([see story](#)).

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