



Travel to Dubai

Media Kit and Rate Card

www.traveltodubai.ae

About Travel To Dubai

www.traveltodubai.ae

TravelToDubai.ae is one of the UAE's fastest-growing digital travel and lifestyle platforms, dedicated to showcasing Dubai as the world's most dynamic tourism and entertainment destination.

We create engaging, SEO-driven content across **hotels, restaurants, nightlife, attractions, events, shopping, visas, and travel guides**, helping residents, tourists, and business travelers make the most of their Dubai experience.

Our Goal:

To be the leading travel and lifestyle guide for Dubai by combining **authentic storytelling, strong SEO strategy, and multi-platform content distribution**, while providing advertisers with premium visibility in front of a high-intent audience.

Why Travel To Dubai?

- **Trusted Resource:** Comprehensive, updated content that ranks on Google and serves millions of travel planners annually.
- **Engaged Audience:** Highly active readers and social media followers looking for inspiration and recommendations.
- **Cross-Platform Reach:** Website + Instagram + YouTube + TikTok + Facebook + Twitter, ensuring advertisers benefit from a 360° presence.
- **Local + Global Appeal:** Catering to Dubai residents, GCC travelers, and international tourists researching Dubai.



Our Online Presence

64.5K+ 12.5M

Website Visitors

Consistent growth in organic traffic

Social Media Reach

Across all platforms combined

85%

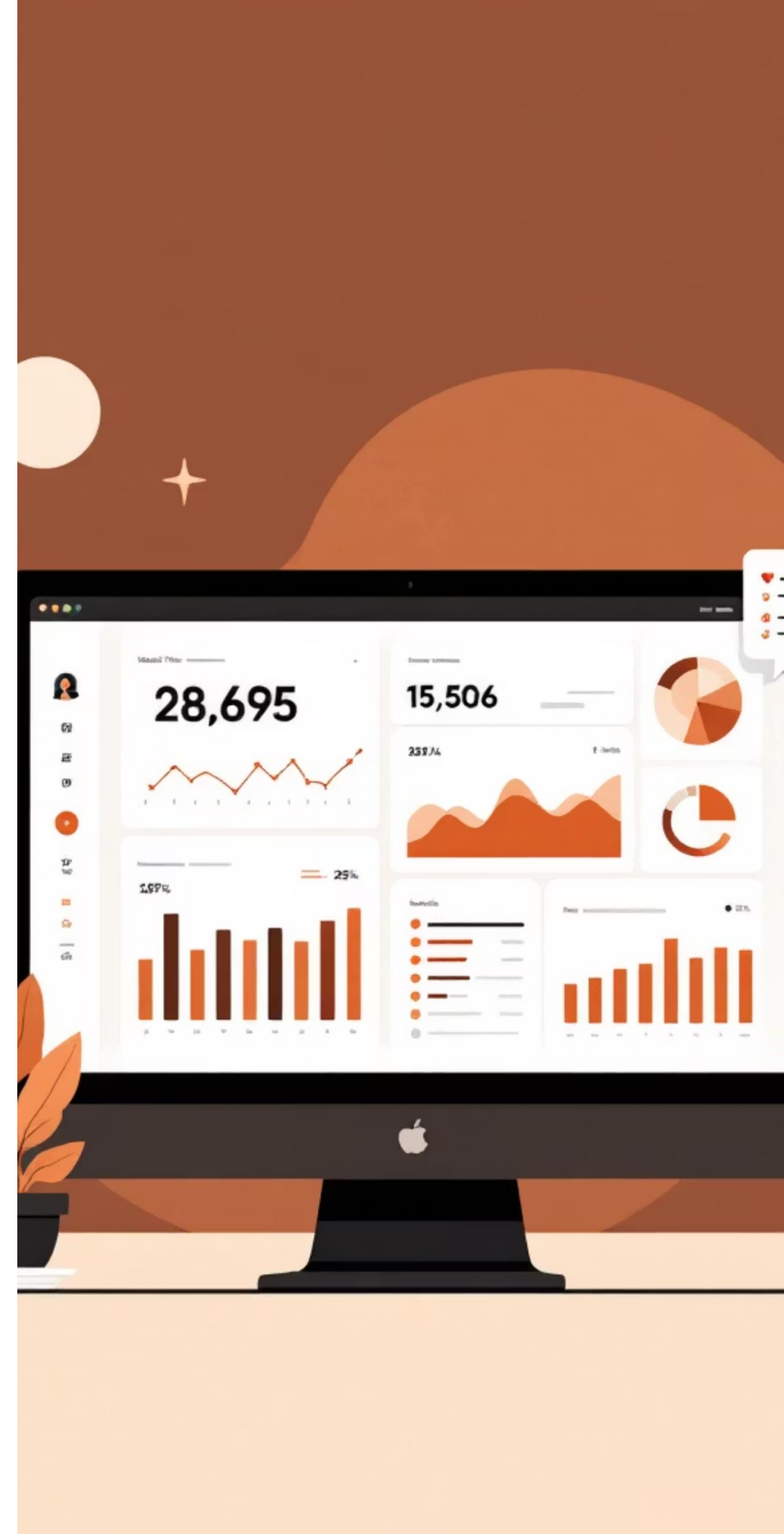
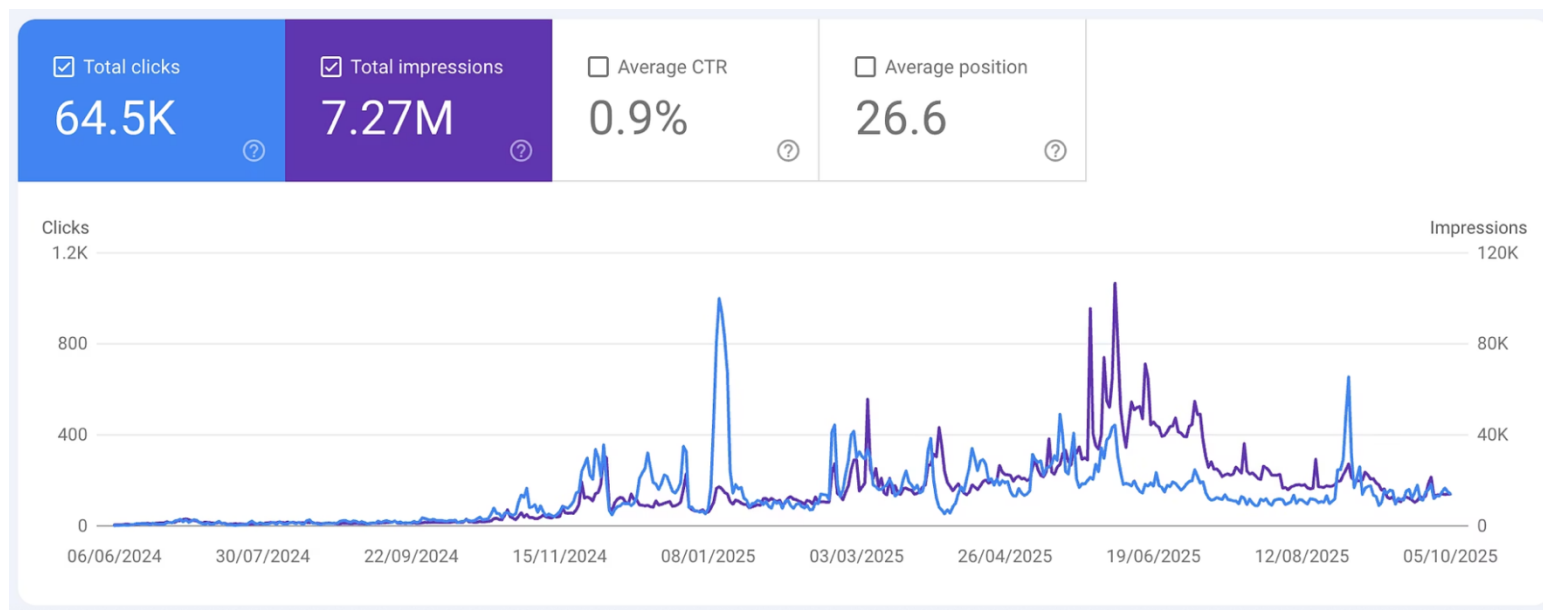
Engagement Rate

Above industry average

7.27M

Total Impression

Website reach





Editorial Categories on **TravelToDubai.ae**

Our content strategy spans a diverse range of categories, ensuring comprehensive coverage of Dubai's dynamic travel and lifestyle landscape.

Breaking News

Real-time coverage of Dubai's tourism, hospitality, aviation, and entertainment industries — from major announcements to exclusive updates and policy changes.

Seasonal Highlights

Special coverage during Dubai's peak travel seasons and events — including Ramadan, Eid, Dubai Summer Surprises, UAE National Day, Christmas, and New Year celebrations.

Launches & Openings

First looks and detailed insights into **new hotels, restaurants, attractions, malls, entertainment venues, and experiences** launching across the UAE.

Features & Editorials

In-depth, story-driven articles and lifestyle features exploring **culture, design, innovation, and travel experiences** across Dubai and the UAE.

Reviews

Authentic and informative reviews of **hotels, restaurants, brunches, nightlife, events, and attractions**, providing clear recommendations for travelers and residents.

Listings & Roundups

Curated "Best of Dubai" collections — **Top 10 brunches, staycations, rooftop lounges, budget hotels, and family attractions** — designed for SEO reach and easy discovery.

Travel Updates

Stay informed with **visa changes, airline launches, new routes, airport advisories, and travel regulations** impacting tourists and expats in the UAE.

Guides

Comprehensive, step-by-step guides on **Dubai Metro, Tram, RTA Buses, Car Rentals, Airport Transfers, and City Navigation** — tailored for new visitors and frequent travelers.

Things To Do

Weekly and monthly recommendations for **events, attractions, concerts, brunches, and family-friendly experiences**, highlighting what's trending in the city.

Add-On Categories

Interviews & Spotlights: Exclusive conversations with **chefs, hoteliers, event organizers, and travel influencers**, offering insider perspectives on Dubai's lifestyle scene.

Offers & Deals: Daily and seasonal **discounts, hotel packages, brunch offers, and attraction deals**, encouraging readers to explore more while saving.

Beyond Dubai: Exploring the UAE and GCC — **Abu Dhabi, Sharjah, Ras Al Khaimah, Fujairah, Ajman and more** — with weekend getaways and travel itineraries.


Traveltodubai.ae Article Placement

Our website offers diverse editorial opportunities designed to seamlessly integrate with user experience, ensuring your message reaches our engaged audience effectively. Explore the various placements available across our website and mobile platforms.


HOME • RESTAURANTS • ABU DHABI • 24 BEST UNLIMITED BREAKFAST SPOTS IN ABU DHABI

24 Best Unlimited Breakfast spots in Abu Dhabi


Explore Abu Dhabi's top unlimited breakfast offers in 2025 – perfect for weekend brunches, family outings, and delicious buffet spreads across the city.

 Swathi PUBLISHED DATE: JULY 17, 2025

SHARE THIS POST: [in](#) [t](#) [f](#) [m](#) ABU DHABI



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[ChatGPT](#) [Grok](#) [Perplexity](#) [Google AI](#)

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Time to start the day with a hearty feast. In 2025, indulge in some of the best unlimited breakfast deals in Abu Dhabi – a popular trend among both residents and tourists. You can explore different cuisines and create unforgettable memories – all at unbeatable prices.

From luxury hotel buffets to budget-friendly get-togethers and a comfortable cafe culture, the UAE capital is famous for its food scene. You can find innumerable [restaurants in Abu Dhabi](#), catering to different tastes, preferences, budgets and moods.

In the mood for inexhaustible delicacies?


Let's explore some of the top unlimited breakfast spots in Abu Dhabi, featuring international cuisines, regional delights and continental highlights. You can find a number of choices, making these the best spots to fuel the day of Abu Dhabi sightseeing or business meetings.

These popular restaurants are located in different parts of the Emirate, such as Yas Island, Abu Dhabi Corniche, Khalifa City, Madinat Zayed Shopping Centre, Abu Dhabi Airport and more. Isn't it incredible?


HOME • THINGS TO DO • 15+ THINGS TO DO IN DUBAI THIS WEEK 20TH SEPTEMBER: FREE THINGS, EVENTS, CONCERTS, OFFERS, AND MORE

15+ Things to do in Dubai this week 20th September: Free things, Events, Concerts, Offers, and more


Discover Dubai's Best Weekly Adventures: Free Activities, Premium Brunches, Luxury Staycations, World-Class Events, Amazing Concerts, Vibrant Nightlife Options!

 Aamna Khan PUBLISHED DATE: SEPTEMBER 17, 2025

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Ready to discover why millions travel to Dubai every year for unforgettable experiences?

The entertainment, food, and adventures offered this week in Dubai are insane and feature why exactly Dubai is the most popular fun and excitement destination in the Middle East.


The city has something spectacular for all people, from world-class restaurants like Shangri-La Dubai, which has authentic Chinese cuisine to Park Hyatt Dubai's award-winning Thai cuisine, to luxury staycations.

There are plenty of [things to do in Dubai](#) this week with the family. The city can offer something special to all people, be it budget-friendly entertainment, a fantastic experience with the food or a show. From free [attractions in Dubai](#) to world-class entertainment, here's your complete guide to the best things to do in Dubai this week and throughout the week.


HOME • RESTAURANTS • DUBAI • ARMANI/DELI REOPENING THIS SEPTEMBER: INDULGE IN DELICACIES AT ONE OF BEST ITALIAN RESTAURANTS IN DUBAI

Armani/Deli reopening this September: Indulge in delicacies at one of best Italian restaurants in Dubai


Armani/Deli reopens Sept 18 at Armani Hotel Dubai, blending Italian tradition, artisanal flavors, and contemporary dining in the heart of Burj Khalifa.

 Shrabani panda PUBLISHED DATE: SEPTEMBER 2, 2025

SHARE THIS POST: [in](#) [t](#) [f](#) [m](#) DUBAI



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There is a lot to see and do in Dubai and food definitely is a major part of the list. There are innumerable restaurants in Dubai selling delicacies from different cuisines. Armani/Deli at Armani Hotel Dubai is one of the most prominent names, for sure.


Counted as one of the best [Italian restaurants in Dubai](#), Armani/Deli Dubai is on a short summer break. But things are getting really exciting as the premium contemporary Italian dining destination is all set to reopen its doors on September 18, with Armani/Deli reopening September 2025 becoming one of the most anticipated events for food lovers.

This reopening is happening just in time for the upcoming cooler season. Your experience is going to be elegant, sophisticated and memorable. It is rightfully said that [Armani/Deli](#) is your gourmet market in the heart of Dubai.


HOME • HOTELS • RAK HOTELS • ROVE HOTELS EXPAND THEIR LOCATION TO RAS AL KHAIMAH – OPENING, AMENITIES AND FEATURES

Rove Hotels Expand their Location to Ras Al Khaimah – Opening, Amenities and Features

One of the fast growing hospitality brands in UAE, Rove Hotels is further expanding and spreading as they announce a new hotel in Ras Al Khaimah.


 Vinodhini PUBLISHED DATE: APRIL 12, 2025

SHARE THIS POST: [in](#) [t](#) [f](#) [m](#) RAK HOTELS



Source: Rove Hotel Al Marjan

Don't have time to read? Use AI to summarize this article:
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UAE is known for its surreal tourist locations and the impeccable hospitality available for the tourists and guests. The sheer number of hotels and resorts come in handy for the renowned and buzzing tourist attraction and there are new ones popping from scratch while the known and fast growing brands expand their names in various locations in the country.

One such budding and blooming hospitality brand is Rove Hotels who are planning on building their first hotel at Al Marjan Island, Ras Al Khaimah. Making a name for themselves and raising to top standards through years of services and accommodation in the UAE, the Rove Hotels are now securing a benign spot at the buzzing tourist and leisure spot, the Al Marjan Island.

Al Marjan Island is a top tourist attraction in Ras Al Khaimah that now has a luxury stay option in the form of Rove Hotels that is now open for guests, providing prime facilities and activities

From prominent banner positions to immersive native content and interactive video spots, our mobile inventory provides a powerful way to connect with travelers actively planning their Dubai experience.

Traveltodubai.ae Advertising Opportunities



Website

Premium placement on our high-traffic travel platform



Instagram

Visual storytelling for luxury travel experiences



YouTube

Long-form video content and shorts



Facebook

Community engagement and brand awareness



Twitter

Real-time updates and trending content



TikTok

Viral short-form video content

Package: Home Page Takeover

Leader board + Banner + Footer square

Exclusive for one brand for 30 days

Ideal for focusing on a specific narrative or new offering for your hotel, restaurant, nightclub, cafe, tour operators, rent a car, or travel company.

Includes:

1 Feature Article (400–1000 words)

Professionally written editorial coverage.

Backlinks & Media Assets

3 permanent backlinks + 3–6 exclusive photos or videos.

On-site Video Shoot

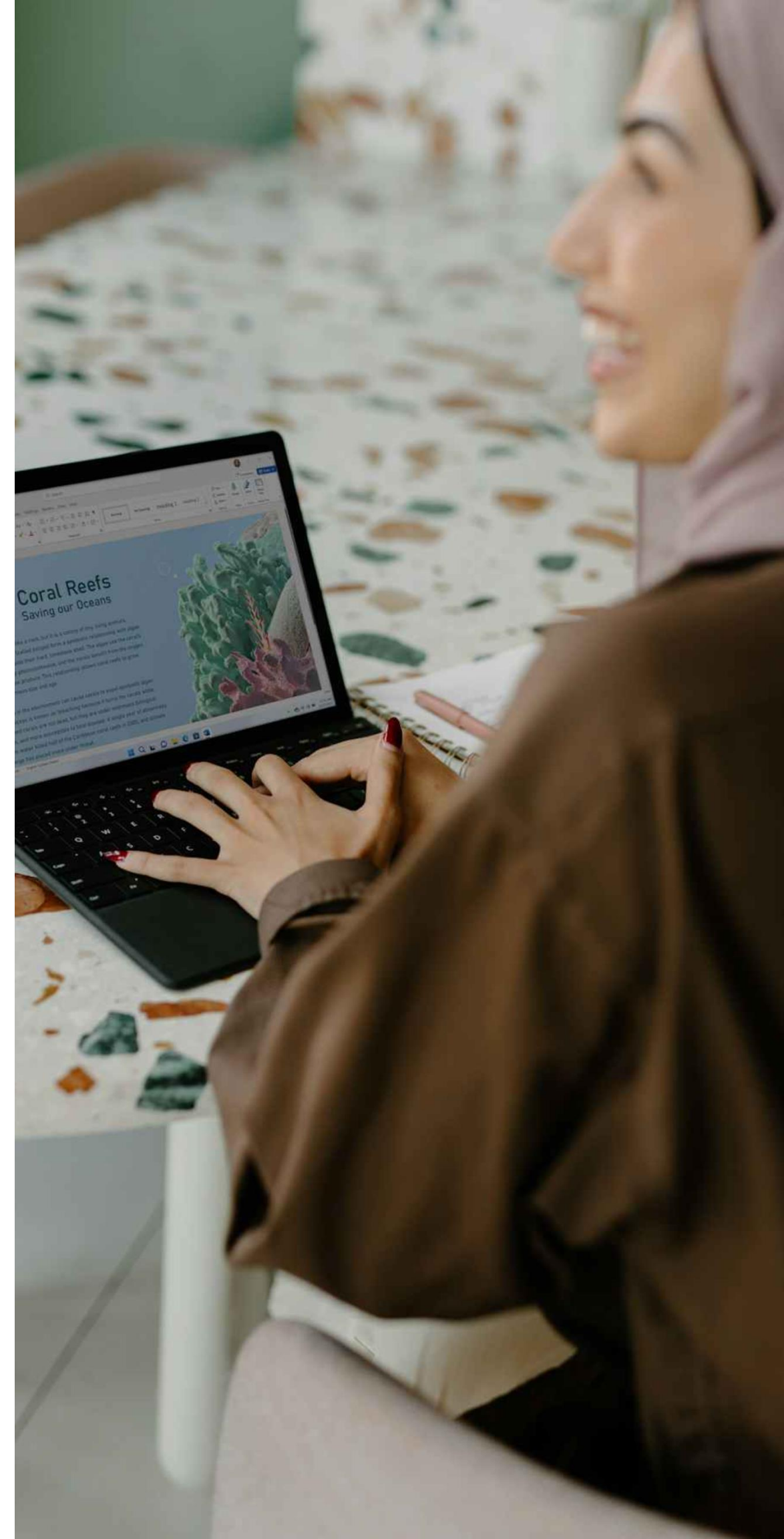
Short-form video production (IG Reel + embedded in article).

Listing Feature

3 Listing Feature included in this package.

Rate

AED 7000 / 30 days



Package: Banner Advertising

Homepage, Category & Article Pages

Maximize your brand's visibility across TravelToDubai.ae with premium, high-impact banner placements strategically positioned. Reach active travelers and UAE residents actively searching for hotels, restaurants, attractions, and travel offers.

Placement Options:

Leaderboard (Top Banner) AED 100 / CPM

Eye-catching visibility on homepage and article headers.

MPU (Mid-Page Unit) – AED 80 / CPM

High-engagement ad block within content for superior CTR.

Sidebar / Skyscraper – AED 75 / CPM

Continuous visibility as users scroll through articles.

Footer Takeover - AED 2000 / per month

Ideal for CTA-driven campaigns and brand recall.

Performance Highlights:



Targeted Impressions

From UAE, GCC, India, and Europe.



19,000+ Monthly Unique Visitors

With strong session duration and travel intent.



Optimized Rendering

For both desktop and mobile ads.



Flexible Formats

Available as static, HTML5, or rotating banners.

Pricing Model:

For customized offer and deal. [Contact us.](#)

Package: Website Profile Feature Article + Video Promotion

Exclusive Editorial Coverage + Short Video Feature

Ideal for focusing on a specific narrative or new offering for your hotel, restaurant, nightclub, cafe, or travel company.

Includes:

Feature Article

(400–1000 words)

Professionally written editorial coverage.

Backlinks & Media Assets

3 permanent backlinks + 3–6 exclusive photos or videos.

On-site Video Shoot

Short-form video production (IG Reel + embedded in article).

Press Releases

3 complimentary press releases + 5 Listing Feature included in this package.

Rate

AED 5,000

- *Sample: [Dream Dubai](#)*
- *Sample: <https://www.traveltodubai.ae/dream-dinner-show-dubai/>*



Package: Website Listing Feature (Annual)

Ideal for Hotels | Restaurants | Cafes | Clubs | Lounges

Includes:

1-Year Listing Feature

Unlimited Listings

Guaranteed Top Placement

1st-5th across all relevant listicles

Detailed Offer & Backlink

Description with permanent backlink & contact info

Seasonal Inclusion

Included in weekly and seasonal listings

Video Promotion

Be part Listing video posts on IG, FB, YT & TikTok

Press Releases

5 Complimentary Press Releases per year

Annual Rate per calendar year:

AED 5,000

Sample: [Things to Do in Dubai on Halloween 2025](#)



Best 15 Restaurants Near Dubai Fountain You Must Try in 2025: Dining Guide

HIGHLIGHT: Time to explore some of the best near Dubai Fountain as the key tourist attraction prepares for a grand reopening after months of

DUBAI | OCTOBER 1, 2025

12 Most Instagrammable Restaurants in Dubai 2025

These restaurants make your followers instantly jealous! Dubai's restaurant world has now become a photographer's heaven; every meal you have there is a memory

DUBAI | SEPTEMBER 23, 2025



10 Best Restaurants in Dubai 2025: Emirati, Indian, Italian, etc.

Dubai restaurants? More like culinary theme parks, honestly. When you travel to Dubai, you should be prepared to go on a tour around the

DUBAI | SEPTEMBER 23, 2025



5 Irresistible Dining Deals at Al Habtoor Grand Resort JBR: Weekly Dining Deals

Five nights, five countries; all in one Dubai resort! When you travel to Dubai, finding the Dining Deals at Al Habtoor Grand Resort JBR

DUBAI | SEPTEMBER 22, 2025

Top 13 Restaurant's Offers on Negroni Week Dubai 2025

Discover Dubai's finest venues celebrating negroni week Dubai with innovative cocktails, guest bartenders, and exclusive Italian-inspired experiences citywide.



Aamna Khan

PUBLISHED DATE: SEPTEMBER 19, 2025

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DUBAI | RESTAURANTS



Package: Press Release Service

Elevate your brand's narrative with timely and impactful announcements.

Strategically distribute your news to a broad audience, ensuring maximum visibility and media pickup.

What's Included:

Press Releases

Publish 20 x editorial press releases calendar year, each with a permanent backlink.

SEO-Optimized Article

Each PR rewritten into a newsworthy, SEO-optimized article (400–600 words).

Visual Content

Includes 2–4 high-quality photos to accompany your article.

Broad Topics Covered

Hotels, restaurants, events, travel, nightlife, tourism, announcements, launches, offers, deals, appointments, hospitality, events, travel & lifestyle. (Only UAE related)

Fast Turnaround

Efficient 24–48 hour turnaround for quick dissemination of your news.

Added benefits:

5 x Free Listing features, offers and deals.

12 Months Package

AED 8000

6 Months Package

AED 5,000

3 Months Monthly

AED 3,500

One Press release

AED 800

Ideal for UAE Targeted: Hotel / Travel / Tours / Restaurants / Nightclubs / Events / Entertainment / Activities

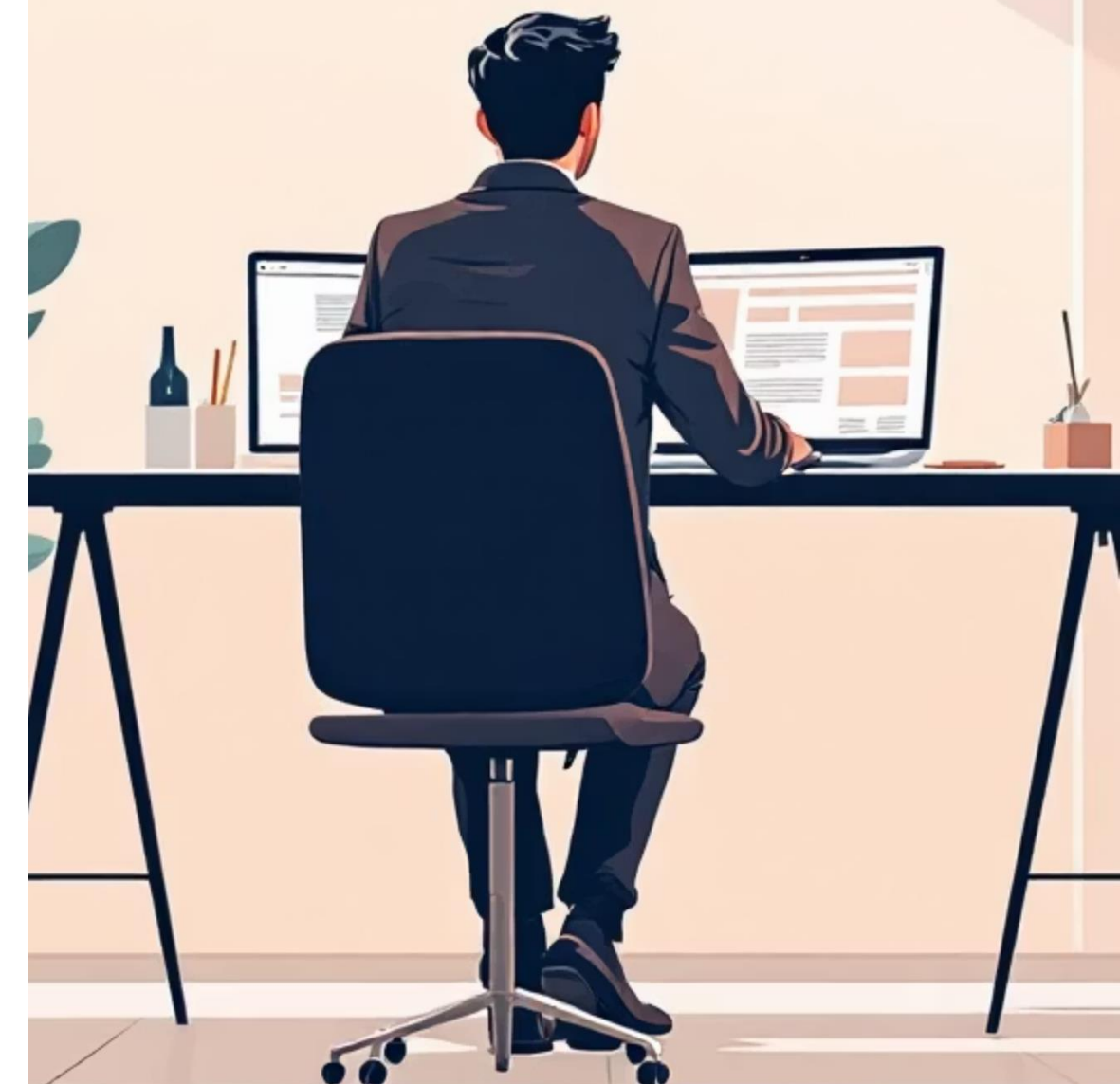
Sample: [Barasti Beach](#), [Mandarin Oriental Jumeirah Golf Estates](#), [Davidoff Dubai Concert](#)

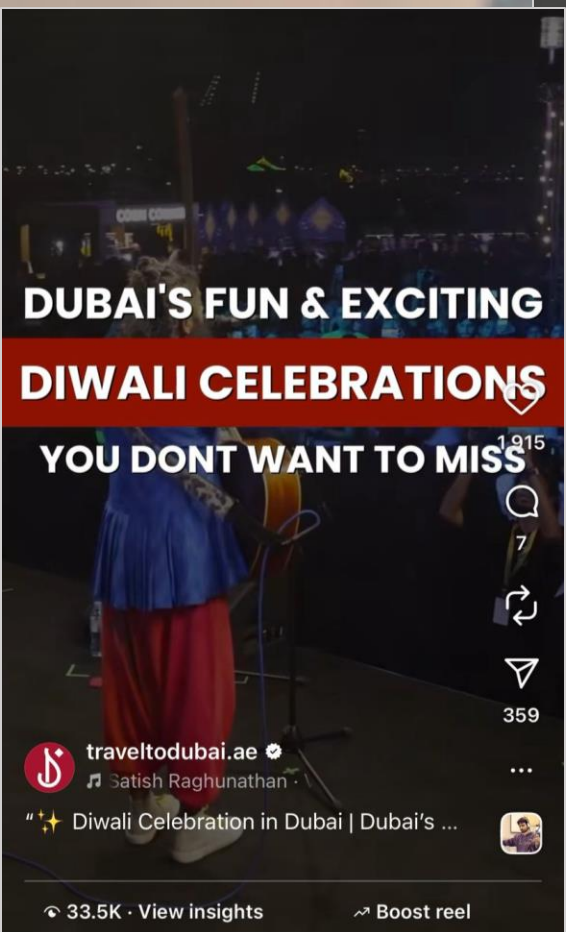


Siddharta Lounge by Buddha-Bar Yas Bay Abu Dhabi Launches New Mediterranean-Asian Menu | Fine Dining in Abu Dhabi 2025

The new menu at Siddharta Lounge by Buddha-Bar Yas Bay Abu Dhabi has combined Mediterranean and Asian cuisines to create a beautiful waterfront experience.

ABU DHABI | OCTOBER 14, 2025





TravelToDubai.ae | Media Collaboration Packages

Package: Social Video Feature

Instagram Reel + Facebook + TikTok + YouTube Shorts

 Duration: 30–60 seconds (Vertical Format)

Full Production

Full shoot and professional editing by our in-house video team

4-Channel Publishing

Cross-platform publishing on 4 major channels

Permanent Backlink

One permanent backlink in caption or description

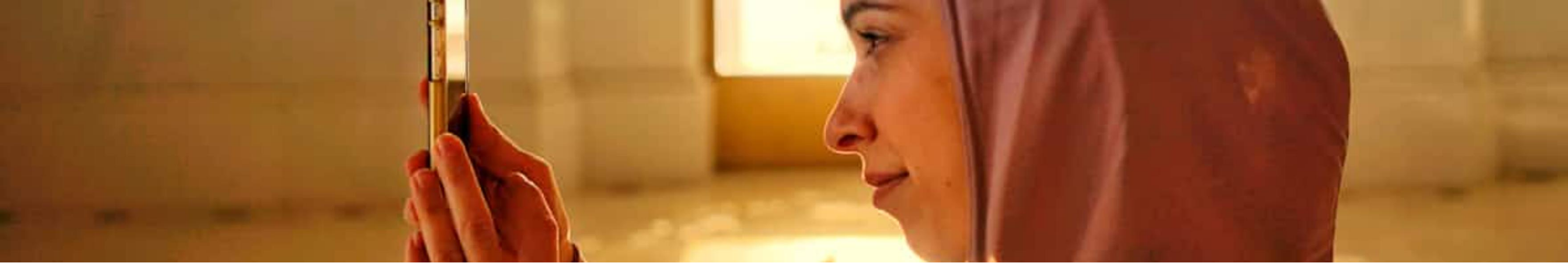
Collaboration Tag

Collaboration tag on all posts

Rate

AED 5000

Sample: Malibu Sky Lounge, Queen Elizebeth 2



TravelToDubai.ae | Media Collaboration Packages

Package: Social Media Static / Carousel Feature

Instagram Post + Facebook + TikTok + Twitter (X)

 Format: 1-5 slides

Branded Design

Branded design with all key promotional details

4-Channel Publishing

Cross-platform publishing on 4 major channels

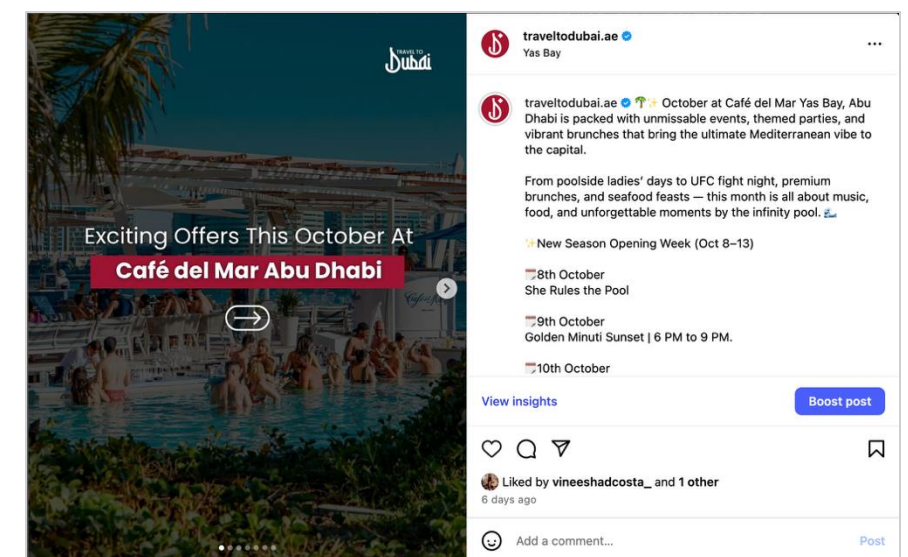
Permanent Backlink

One permanent backlink in caption

Collaboration Tag

Collaboration tag for brand visibility

Rate
AED 1,500



Sample: *Instagram post*

Partner with Travel To Dubai

Reach Dubai's vibrant travel and lifestyle audience through targeted content, strong social media presence, and impactful brand collaborations.

Targeted Digital Content

Engage your audience with compelling articles, videos, and short-form content tailored for Dubai's travel and lifestyle enthusiasts.

Social Media Influence

Leverage our strong presence on Instagram, TikTok, Facebook, and YouTube to amplify your brand message across key platforms.

Brand Collaborations

Team up with Travel To Dubai for impactful campaigns, sponsored content, and joint ventures that resonate with our loyal audience.

Connect with us

Website

www.traveltodubai.ae

Instagram

[@traveltodubai.ae](https://www.instagram.com/traveltodubai.ae)

Facebook

[Travel To Dubai](https://www.facebook.com/TravelToDubai)

YouTube

[Travel To Dubai](https://www.youtube.com/TravelToDubai)

Twitter (X)

[@TravelToDubaiAE](https://twitter.com/TravelToDubaiAE)

TikTok

[@traveltodubai.ae](https://www.tiktok.com/@traveltodubai.ae)

Email

marketing@traveltodubai.ae

Phone / WhatsApp

+971 56 286 1289

"Let's build Dubai's most exciting travel stories together!"



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marketing@traveltodubai.ae

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