

Natalie Tours' sales grow by 76%

The number of tourists holidaying with Natalie Tours in Dubai from January to March increased by 76% compared with the same period of last year. At the same time, according to the Dubai Department of Tourism and Commerce Marketing, in the first quarter of the year, the total number of Russians who visited the emirate increased by 27% and amounted to more than 80,000.

Natalie Tours' share in tourist traffic from Russia to the UAE, according to the company, approached 40% in the first quarter of the year. The increase in sales has been facilitated by strategic cooperation with the government-owned flydubai airline. A contract was signed in late summer 2010 which brought about a significant increase in tourist traffic from the Urals and Volga region to the UAE.

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