

# Sharing The Love

Dedicated to love and passion, two things you need an abundance of working in events. Luckily there's a lot to get passionate about in the UAE, including old and modern wonders, diverse culinary scene and water ways you have to see to believe. In fact, here are just a few things to already love about 2018.

## The Dubai Frame has opened



The latest addition to the city's ever-changing skyline – the Dubai Frame has now opened, providing a new attraction for you and your guests to explore. Rising from beautiful parkland and resembling a giant, golden picture frame, this 50-storey landmark offers amazing views across Dubai, as well as the dizzying drop to the ground below through its part glass floor.

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## It's the Year of Zayed

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زاید



YEAR OF  
**ZAYED**

After raising millions for good causes in 2017's Year of Giving, the United Arab Emirates has announced that 2018 will be the Year of Zayed. Marking 100 years since the birth of the nation's founding father, Sheikh Zayed bin Sultan Al Nahyan, the Year of Zayed will focus on experiences that spread his message of tolerance, coexistence and welcome to all races. Talk to the Meetings, Incentives and Events team about the unique events happening all around the country and how they can be incorporated into your tailor-made programme.

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## Ras Al Khaimah now has the world's longest zipline

Longer than 28 football fields, this new, record-breaking zipline is perfect for those with a passion for action. Starting high up the flanks of the UAE's tallest mountain, Jebel Jais, the ride features two lines running side by side, allowing friends, family or colleagues to fly together across some of the most beautiful scenery in the country.

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## La Mer - Dubai's newest beachside hangout



With its central location close to both old and new Dubai and its treasure trove of one-of-a-kind shops, bars and licensed restaurants set right on the sand, Dubai's latest beachside hangout, La Mer, is perfect for groups looking to maximise their leisure time to the fullest. After your tour, why not stop off and enjoy the endless ocean views, take a walk along timber promenades fringed with palm trees, or splash around in safe, shallow waters. If that's not enough, it will even feature a waterpark and an artificial surfing wave soon.

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## Team Focus: Why I love Dubai

“ I just love this part of the world; I love the warm weather, the sand, the lifestyle and the people. From beautiful beaches to record-breaking buildings, Dubai has so much to offer that it's hard not to fall in love with it!

Kite Beach is my favourite spot and I go almost every weekend. I feel like I'm being welcomed home as soon as I see the kite surfers rolling over the waves and hear the call to prayer. It's a vibrant, trendy beach where I like to meet with friends, take a seat outside and soak in the wonderful atmosphere surrounded by funky cafes, delicious food trucks and great local musicians. It's also my place to do full moon yoga once a month, listen to the waves and restore energy to my chakras.

But I have to say there is nothing more romantic than watching the sun set over the Arabian Desert. A short 45-minute drive from home takes us to the never-ending dunes where we can sink our feet in the sand, roll down the sides, or just enjoy some marshmallows grilled over a fire pit.”



**Nadia Aribi**  
Events Manager

[Read more about Nadia's experiences](#)

The Arabian Adventures Meetings, Incentives and Events Team

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