

Law No. (15) of 2013
Establishing the
Dubai Corporation for Tourism and Commerce Marketing¹

We, Mohammed bin Rashid Al Maktoum, Ruler of Dubai,

After perusal of:

Law No. (1) of 1997 Establishing the Department of Tourism and Commerce Marketing and its amendments;

Law No. (3) of 2003 Establishing the Executive Council of the Emirate of Dubai;

Law No. (9) of 2004 Concerning the Dubai International Financial Centre and its amendments;

Law No. (25) of 2008 Concerning the Department of Economic Development;

Law No. (27) of 2006 Concerning Management of the Government of Dubai Human Resources and its amendments;

Law No. (32) of 2008 Establishing the Government of Dubai Legal Affairs Department;

Law No. (35) of 2009 Concerning Management of the Public Funds of the Government of Dubai and its amendments;

Law No. (3) of 2013 Concerning the Dubai Corporation for Festivals and Retail Sector Promotion;

Decree No. (22) of 2009 Concerning Special Development Zones in the Emirate of Dubai;

Decree No. (17) of 2013 Concerning Licensing and Classification of Hotel Establishments in the Emirate of Dubai; and

The legislation regulating free zones in the Emirate of Dubai,

Do hereby issue this Law.

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¹Every effort has been made to produce an accurate and complete English version of this legislation. However, for the purpose of its interpretation and application, reference must be made to the original Arabic text. In case of conflict the Arabic text will prevail.

Title of the Law
Article (1)

This Law will be cited as “Law No. (15) of 2013 Establishing the Dubai Corporation for Tourism and Commerce Marketing”.

Definitions
Article (2)

The following words and expressions, wherever mentioned in this Law, will have the meaning indicated opposite each of them unless the context implies otherwise:

Emirate:	The Emirate of Dubai.
Executive Council:	The Executive Council of the Emirate of Dubai.
DTCM:	The Department of Tourism and Commerce Marketing.
Director General:	The director general of the DTCM.
DCTCM:	The Dubai Corporation for Tourism and Commerce Marketing.
CEO:	The chief executive officer of the DCTCM.
Dubai Brand:	A set of human, cultural, civic, tourism-related, and economic values that characterise the Emirate, and which constitute the approach which the public and private sectors must follow in interacting with others at the local, regional, and international levels.
Marketing:	The commercial marketing for the Emirate and its tourist facilities, products, and services through advertisement, event organisation, festivals, exhibitions, entertainment shows and commercial offers, social media, digital marketing, and other means of communication.
Hotel Establishments:	This includes hotels, resorts, hotel apartments, guest houses, university dormitories, youth hostels, budget hotels, floating hotels, holiday homes, and other establishments as determined by the DTCM.

Establishment of the DCTCM
Article (3)

Pursuant to this Law, a public corporation named the “Dubai Corporation for Tourism and Commerce Marketing” is established. The DCTCM will have legal personality, and the legal capacity required to undertake all acts and dispositions that ensure the achievement of its objectives. The DCTCM will be affiliated to the DTCM.

Scope of Application
Article (4)

This Law will apply to all activities relating to tourism and commerce marketing and to establishments operating in these areas of business in the Emirate, including Special Development Zones and free zones such as the Dubai International Financial Centre.

Head Office of the DCTCM
Article (5)

The head office of the DCTCM will be located in the Emirate. The DCTCM may establish branches and representation offices within and outside of the Emirate.

Functions of the DCTCM
Article (6)

The DCTCM is the Government entity responsible for marketing tourism and commerce in the Emirate. For this purpose, the DCTCM may, in coordination with concerned entities:

1. market the Emirate as a prime destination for tourism, entertainment, business, and event organisation;
2. establish an effective partnership with entities concerned with tourism and commerce in the Emirate;
3. establish trade relations with international, regional, and local companies to increase travel bound to the Emirate for tourism and trade purposes;
4. promote the Emirate as a global trade hub featuring essential facilities for conducting business and organising events, attract tourists and businessmen to the Emirate, and meet their needs and requirements;
5. promote the Dubai Brand developed and adopted in coordination with competent entities in the Emirate;
6. increase the effectiveness of the Emirate's marketing spending through an integrated approach leveraging all tourism sector stakeholders, encourage longer duration of stay and drive higher tourist spending, and consequently increase the tourism sector contribution to the Emirate's GDP;
7. promote integration between the public sector and the private sector, and reinforce their partnership to market tourism and commerce in the Emirate;
8. promote the Emirate to attract regional and international business companies to establish regional offices in the Emirate;

9. establish companies and invest in ventures relating to DCTCM activities;
10. establish representation offices for the DCTCM and for concerned entities in different countries around the world to ensure communication channels are opened between the DCTCM and regional and international markets;
11. establish a tourist information centre as a first contact with the visitors of the Emirate, which will introduce the services, events, shows, and tourist and trade activities available in the Emirate; and
12. perform any other duties required for marketing the Emirate at the local, regional, and international levels.

**Executive Body
Article (7)**

- a. The executive body of the DCTCM will comprise a CEO appointed pursuant to a resolution of the Director General, and a number of employees.
- b. The CEO and all employees of the DCTCM will be appointed, and their professional rights and obligations determined, pursuant to a regulation issued by the Director General in this regard.

**Functions of the CEO
Article (8)**

The CEO will have the duties and powers to:

1. propose the policies, strategic plans and operational programmes of the DCTCM, and submit them to the Director General for approval;
2. prepare the draft annual budget and final accounts of the DCTCM and of its representation and marketing offices outside of the Emirate, and submit them to the Director General for approval;
3. propose the organisational structure of the DCTCM and submit it to the Director General for approval;
4. propose the regulations and bylaws required to regulate the financial, administrative, and technical affairs of the DCTCM;
5. supervise the daily work of the DCTCM;
6. represent the DCTCM before third parties, and conclude contracts and agreements required for the achievement of the objectives of the DCTCM;

7. achieve the required performance outcomes, and submit performance reports to the Director General based on targeted key performance indicators; and
8. perform any other duties assigned by the Director General.

Fees and Proceeds

Article (9)

In return for the services it provides pursuant to this Law, the DCTCM will collect the following fees and revenue:

1. a "Tourism Dirham Fee" levied on guests of Hotel Establishments. The amount of this fee, persons to whom the fee is applicable, collection rules, obligations of the Hotel Establishments in charge of collection, time frames for transfer of proceeds to the DCTCM, and fines applicable for evading the fee will be determined pursuant to a resolution of the Chairman of the Executive Council; and
2. proceeds from commercial sponsorship, marketing campaigns conducted by the DCTCM, subscriptions to the events organised by the DCTCM, establishing branches and installing show platforms for public and private entities, and the various services provided by the DCTCM. These and other proceeds will be collected pursuant to agreements concluded by the DCTCM with public and private entities that benefit from these services.

Delegation of Powers

Article (10)

The DCTCM may delegate any of its functions under this Law to any public or private entity pursuant to an agreement in this respect which determines the rights and obligations of the DCTCM and those of contracted entities as well as the terms, requirements, and specifications that must be complied with when performing the functions delegated by the DCTCM.

Financial Resources of the DCTCM

Article (11)

The financial resources of the DCTCM will consist of:

1. the financial support allocated by the Government of Dubai to the DCTCM in the annual budget of the DTCM;
2. fees and proceeds generated by the DCTCM from conducting its activities;
3. returns on the DCTCM's investment of its property; and
4. any other resources approved by the Executive Council.

Accounts and Financial Year of the DCTCM

Article (12)

- a. In regulating its accounts and records, the DCTCM will follow commercial accounting rules and standards.
- b. The financial year of the DCTCM will commence on 1 January and will end on 31 December of each year, except that the first financial year of the DCTCM will commence on the date on which this Law comes into force and will end on 31 December of the following year.

Exemption from Liability

Article (13)

Neither the Government of Dubai nor the DCTCM will be liable for any debts or obligations claimed from the DCTCM or from the companies affiliated to it.

Issuing Implementing Resolutions

Article (14)

The Director General will issue the resolutions required for the implementation of this Law.

Repeals

Article (15)

Any provision in any other legislation will be repealed to the extent that it contradicts the provisions of this Law.

Commencement and Publication

Article (16)

This Law comes into force on the day on which it is issued, and will be published in the Official Gazette.

Mohammed bin Rashid Al Maktoum

Ruler of Dubai

Issued in Dubai on 23 December 2013

Corresponding to 20 Safar 1435 A.H.