



Festival City Concludes; Attracting More Than 45,000 Visitors Shop Bahrain Activities Continue Across Participating Shopping Malls

Manama, 7th February 2017: More than 45,000 visitors have visited the Festival City, one of the main attractions of the third-edition of the Bahrain Shopping Festival 'Shop Bahrain', the largest nationwide event held in the Kingdom that aims to support the growth of the tourism and retail sectors.

The Festival City, held in Bahrain Bay and launched on January 19th, wrapped up its activities on Monday, 6th February after a successful period of 17 days. The event featured a festive atmosphere and a line-up of activities and entertainment for the entire family to enjoy including games, market, outdoor cinema, live performances and musical acts. Also a number of social media influencers attended the Festival.

"We are pleased with the success of Shop Bahrain. Till date, the third edition, has received more visitors compared to the figures of last year. During the first week of the festival, we have witnessed an increase of 7% in the number of visitors, which accumulates to 20,000 visitors, compared to the previous year," said the Chief Executive Officer of the Bahrain Tourism and Exhibitions Authority, Shaikh Khalid bin Humood Al Khalifa.

"More than 80% of the visitors came from the Kingdom of Saudi Arabia followed by Qatar and then Kuwait and the United Arab of Emirates. We are also expecting an influx of

tourists during the comping weeks with an aim of attracting around 80,000 visitors during the one month Festival,” he said.

“The Festival City was a great addition and further enhanced Shop Bahrain’s position as a leading tourist attraction. Shop Bahrain activities will continue with a line-up of in-mall activities, ‘The Taste Tour’ and great number of valuable prizes and cars to be won during the weekly raffle draw,” added Shaikh Khalid.

Shop Bahrain will continue until February 18th and aims to revitalize the tourism and retail sector by hosting a number of entertaining activities and weekly raffle draws that includes 12 brand new cars and over 25,000 valuable prizes. Shoppers and visitors can learn more about "Shop Bahrain" through the website: www.shopbahrain.com or through the account @shopbahrain on the social networking channels Facebook, Twitter, Instagram and YouTube. The Festival organizers have also launched a dedicated whatsapp channel on 38999111.

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About “Shop Bahrain”:

The third-edition of the Bahrain Shopping Festival “Shop Bahrain” focuses on stimulating the retail and tourism sector in a 30-day celebration of family-fun activities, events, and shopping experiences. This nationwide festival offers a unique fun-filled shopping experience that attracts visitors from Bahrain and the neighboring countries. Shop Bahrain is co-organized by Bahrain Tourism and Exhibitions Authority and Tamkeen and is held in partnership with stakeholders from the public and private sectors.