



## Shop Bahrain Wraps Up GCC Roadshow

**Manama, Bahrain January 2, 2017:** Shop Bahrain, the Kingdom's largest nationwide festival, concluded a Gulf wide roadshow covering the cities of Riyadh, Doha and Kuwait.

The roadshow included press conferences that were attended by a large number of media along with a promotional stand located in Marina Mall Kuwait.

"The GCC roadshow aimed to announce the calendar of events and activities organized as part of the third edition of Shop Bahrain. We are keen on hosting a fun-filled festival of family oriented programs and events for Bahrainis, residents and tourists to enjoy," said Chief Executive of the Bahrain Tourism and Exhibitions Authority, Shaikh Khaled bin Humood Al Khalifa.

"The press conferences were successfully attended by the media across all target markets. We also hosted an in-mall activation in Kuwait that attracted huge crowds and was a great success. In addition we launched an online competition giving participants the opportunity to win an all-expense paid trip to Bahrain during the festival," he added.

Shop Bahrain is the largest nationwide festival in the Kingdom, taking place from January 19<sup>th</sup> until February 18<sup>th</sup> 2017. The Shopping Festival is expected to reinforce the position of the Kingdom as a tourist destination with close proximity for visitors from neighboring Gulf countries. The festival will include a variety of family oriented activities and events, and will offer a unique fun filled shopping experience with prizes for the duration of thirty days.

The "Shop Bahrain" Festival is organized in collaboration between the Bahrain Tourism and Exhibitions Authority and Tamkeen, in cooperation with its' strategic partners: Batelco, Yusuf Bin Khalil Al-Moayyed & Sons and Gulf Air.

It aims to achieve the Kingdom of Bahrain's strategic development plan for the tourism sector and to increase the net contribution of the tourism sector in the national economy through enhancement of net occupancy rate of hotels and visitors to commercial complexes and tourism facilities such as restaurants.

Shoppers and visitors can learn more about "Shop Bahrain" through the website: [www.shopbahrain.com](http://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.

**-Ends-**

**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.

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