

## **DESTINIA.COM LAUNCHES PROMOTION IN PARTNERSHIP WITH UBER FOR DUBAI TRAVELLERS**

*-The promotion will soon be available in Jeddah and Riyadh, Saudi Arabia*

**Dubai, 15 June 2015:** [Destinia.com](http://Destinia.com) has announced the launch of an exclusive promotion in partnership with Uber, the smartphone application that connects drivers and riders in more than 300 cities across the world. The promotion will grant an Uber airport ride worth AED 100 to travellers booking their flight to or from Dubai via Destinia.com throughout 2015.

Designed for travellers leaving or arriving in Dubai, the promotion will be exclusive to first-time Uber users, allowing them to discover the advantages of booking a private car for their journeys, and giving them the option of travelling in style from the second they start their journey.

In a survey conducted by [Destinia.com](http://Destinia.com) during the second half of 2014 with more than one thousand global travellers, the online travel agency reported that 87 per cent of the Arabic speaking travellers polled supported private car ride services such as Uber. The survey indicated that lower cost and ease of booking were top reasons to choose the service.

Ines Chueca, Strategic Partnerships Manager in MENA region of Destinia.com, said: "Since inception, Destinia.com has always been focused on providing bespoke services to travellers from around the world.

"Having received positive feedback about private car ride services, we decided to offer our faithful customers travelling to and from Dubai the opportunity to discover the advantages of booking flights with us, and travelling with Uber, the leading private car service."

The Uber partnership and promotion in Dubai reinforces the relationship between Destinia.com and the Emirate. One of Europe's top online travel agencies, Destinia.com partnered last year with Dubai Corporation for Tourism and Commerce Marketing (DTCM) for a microsite that saw Dubai's popularity as a destination on the travel portal increase by 182 per cent. The brand re-launched last year in the Middle East, where it has offices in Cairo and Dubai.

Swiftly growing in the region, Destinia also has extended their partnership with Uber for travellers flying to or from Jeddah and Riyadh announcing that the promotion in these cities will soon be available. The online travel agency is looking to expand this service in other MENA markets in the near future.

Focusing on the region's needs, the website was the first of its kind to offer its services in Arabic, and currently works in 32 other languages. Destinia.com aims to be one of the region's top three online travel agencies by 2017.

**ENDS**

**Notes to editors:**

**About Destinia.com**

Destinia.com is an international online travel agency with offices in Spain, Egypt and Dubai. Destinia.com received 65,7 million unique users in 2014). Founded in 2001, Destinia.com has 150 employees and almost two million clients.



Destinia.com boasts a selection of 300,000 hotels and 600 airlines and processes reservations in 32 languages. The company pioneered offering **space travel** (2006) and accepting **bitcoin** payments (December 2013); launched the first app for **Google Glass** to book hotels (May 2014) and has developed a virtual reality experience with the **Oculus Rift** (April 2015).

Discover Destinia.com in the UAE by visiting: [www.destinia.ae](http://www.destinia.ae)

Visit our [press room](#)

**Twitter:** @Destiniacom

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