



IN ASSOCIATION WITH

Talabat.com

FEBRUARY 10, 2017

BARASTI, LE MÉRIDIEN MINA SEYAH, BEACH RESORTS & MARINA, DUBAI

POST-EVENT REPORT

THANK YOU



Motivate would like to extend a big thank you to sponsors of Try Dubai, without whom this event would not have been possible. We do hope that the event was as enjoyable for you as it was for us. We are very proud to have been supported by some of the city's big brands!

We look forward to working with you all during our second Try Dubai in 2018.

Thank you,
Motivate Events Team

YOU ARE INVITED

More than 1,000 guests attended Try Dubai, to TRY and also sign up to new classes and activities and avail the offers provided especially for the attendees of the event.



WHAT'S ON

Try Dubai

★ 2017 ★

IN ASSOCIATION WITH

Talabat.com

GET INVOLVED. JOIN A CLUB. MEET NEW PEOPLE.

**FOOTBALL • YOGA • KITESURFING • POTTERY
COMEDY • DRAMA • PAINTING • ROCK CLIMBING
WAKEBOARDING • RUGBY • SURFING
VOLLEYBALL • CANYONING
AND MUCH MORE**

★ ★ ★

**WHEN: FEBRUARY 10, 2017 TIME: 11AM-5PM
WHERE: BARASTI, LE MÉRIDIEN MINA SEYAH, BEACH RESORT & MARINA, DUBAI
WHO: ALL AGES WELCOME**

DETAILS

Sponsored by

Talabat.com guzzle. Ras Al Khaimah Tourism Development Authority barasti the TRACK meymoun golf CLASSPORT MOTIVATE



THE VENUE

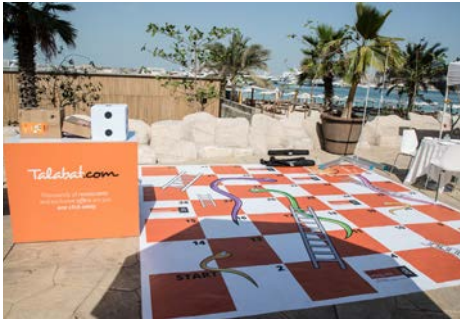
The world-famous Barasti Beach Bar has always been one of the city’s most vibrant bars – and it’s now better than ever following a huge renovation.

Barasti boasts vast outdoor seating area with views of the sea and the skyline of Dubai Marina, ideally located near popular expat residential locations such as JLT, Dubai Marina and JBR.



VENUE ACTIVATION





HEADLINE SPONSOR

The headline sponsor of the event, Talabat.com, took on a prime location on Barasti Top Deck, with a fun for all game of snakes and ladders. The participants of the famous board game were able to win themselves vouchers to be redeemed on Talabat.com.



At their stand, attendees also had the opportunity to learn how to order food in Arabic.

Later in the day, Talabat.com took to stage to award the top two winners of the 'Planking Challenge' with free food vouchers for a year!

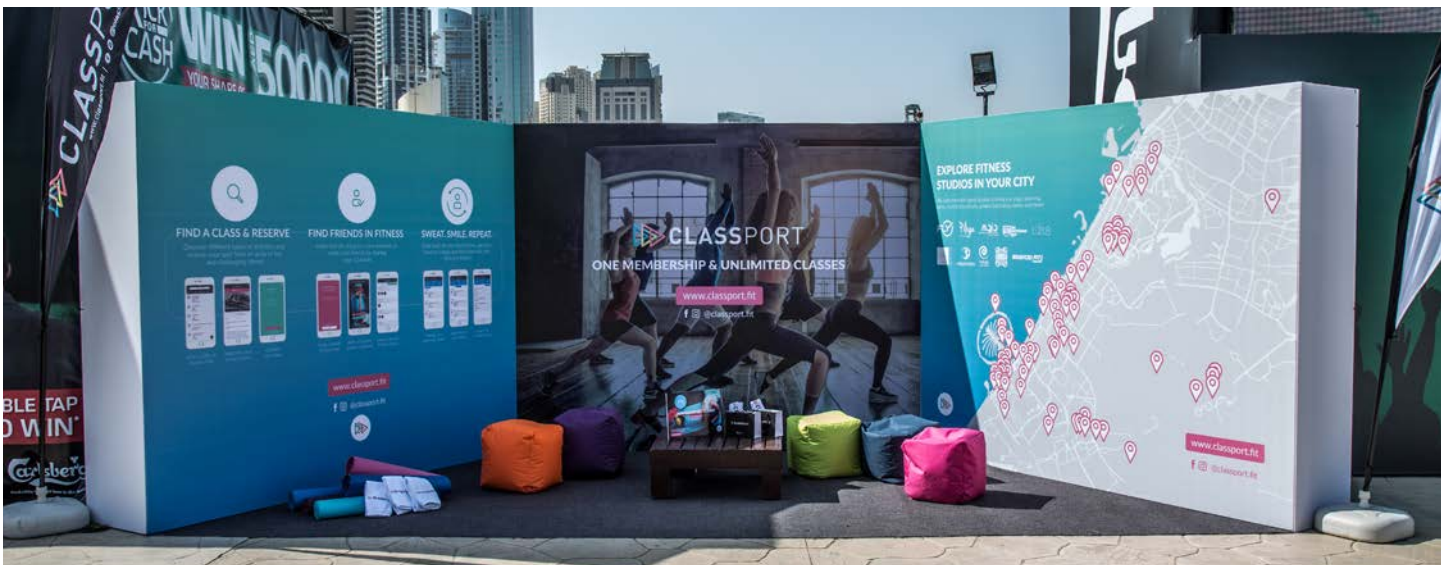


SPONSOR



Classport created a lounge-like set up at the venue where you could explore the different classes that are available through this genius app.

The Barasti Roof Garden was taken over on the day by the different free-to-try classes and demonstrations, powered by Classport.



SPONSOR



Guzzle's impressive Hummer was displayed at the entrance of Barasti with promo staff handing out flyers informing attendees of the Guzzle app.

In the main event area, Guzzle's quirky set up allowed attendees to play a specially designed game for a chance to win a free subscription to the app... not to mention a free pint of cold beverage!



SPONSOR



RAK Tourism used the informative tactic to draw the attendees' attention towards all the activities that are available in the Emirates of Ras Al Khaimah such as rocky mountains and zip lines. Jebel Jais Via Ferrata is one of the newest experiences provided through RAK Tourism, and attendees had the chance to win the experience at the event.



SPONSOR



The super-premium Italian motorcycle manufacturer, MV Agusta, has an illustrious racing past and produces everything from supersport motorcycles to sport touring bikes. With a great display of five motorbikes, attendees were able to get up close and personal with the beasts.



SPONSOR

The Track displayed an inflatable golf net, proving to be quite popular with the event visitors. This allowed attendees to give the sport a try and walk away with free golf accessories, invites to their driving ranges and free lessons.



ACTIVATIONS



ACTIVATIONS



ACTIVATIONS



ru:
ACTIVE
SPORT SERVICES



يادوي
YADAWEL



**THE PHYSICAL
TRAINING COMPANY**



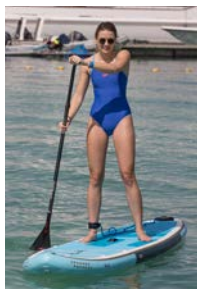
**COURTYARD
PLAYHOUSE**
Improvisation | Acting | Comedy



thejamjar

ATTENDEES

Try Dubai welcomed all age groups throughout the day at Barasti. From babies to toddlers and teenagers to grandparents, the event was swarming with families enjoying a day out in the sun, exploring hobbies and activities to TRY in 2017.



DEMO CLASSES



80S YOGA
CLASSPORT

Free classes took place throughout the day at Barasti's Roof Garden. Attendees had to sign up in advance to reserve a space and turn up to the venue in their gear. Classes included Booty Barre, 80s Yoga, Painting, Comedy and Drama improv to name a few, with free paddle boarding sessions taking place down at the beach all day.



BODYWEIGHT SHRED
CLASSPORT



BOOTY BARRE
CLASSPORT



COMEDY CLASS
DUBOMEDY



FLYWHEEL
CLASSPORT

DEMO CLASSES



PADDLE BOARDING
FAHRENHEIT



SUNSET YOGA
ILLUMINATION



DRAMA
COURTYARD PLAYHOUSE



PAINTING MASTERCLASS
JAMJAR

PRINT AD

What's On Dubai
What's On Abu Dhabi
Golf Digest
Stuff
Good
Hype

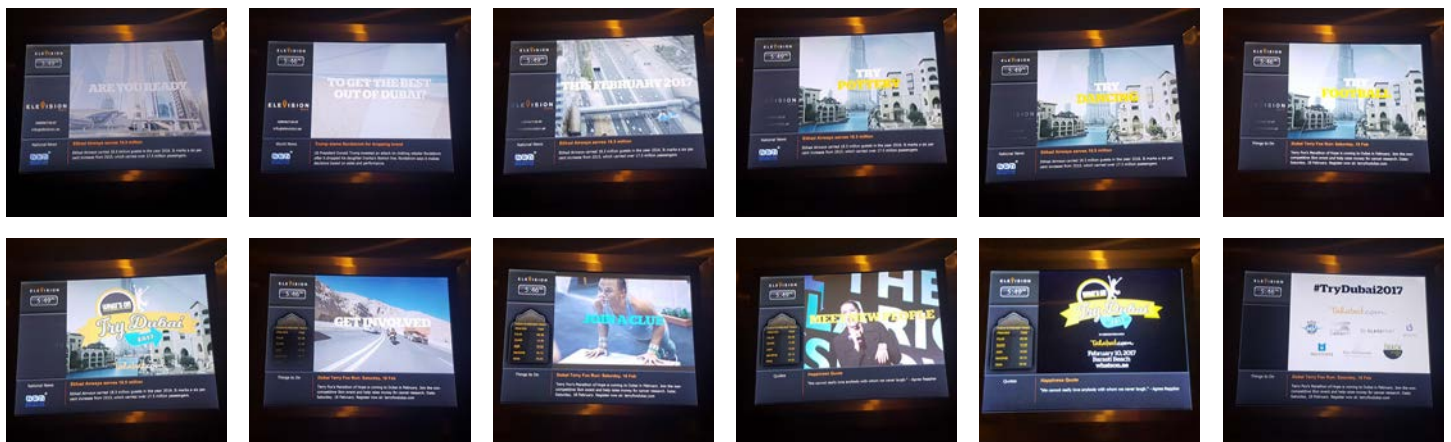


EDM

E-mail blasts were sent out to the database on 1st January and 9th February

ELEVISION

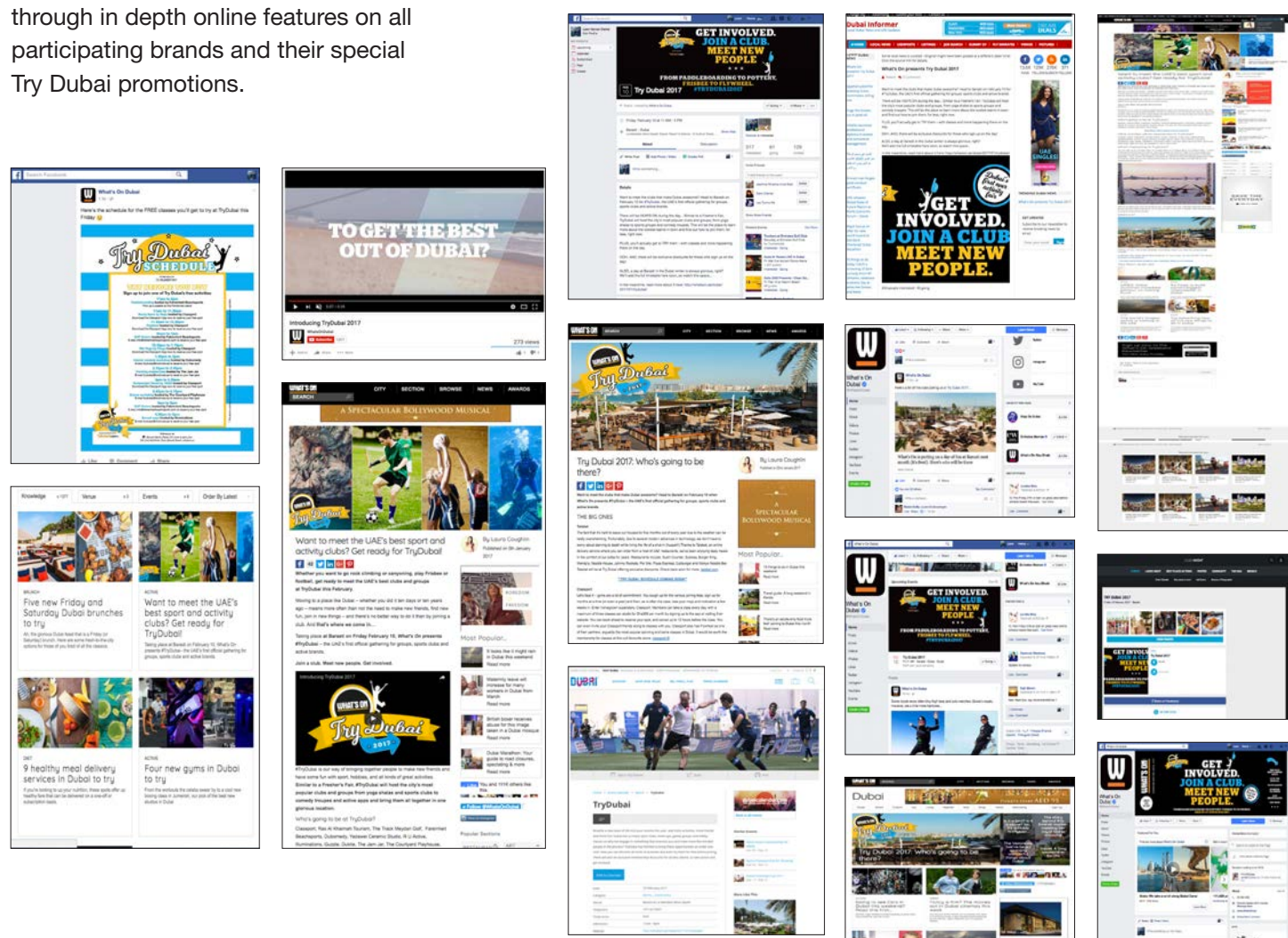
Advertisements in the elevator across Dubai Media City from 25th January leading up to the event.



PRE-EVENT MARKETING

ONLINE COVERAGE

Strong editorial coverage promoted the event, sponsors and partners through in depth online features on all participating brands and their special Try Dubai promotions.



PRE-EVENT MARKETING

TENT CARDS

Tent cards carrying sponsor logos and event details were placed on display at Barasti two weeks leading to Try Dubai.



WEB BANNERS

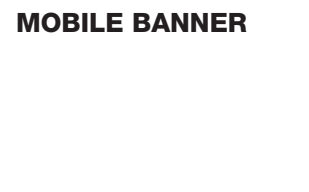
Marketing campaign promoting the event was live from January 2017 staright up to the day of the event.



LEADERBOARD
229,520 IMPRESSIONS



HALF PAGE
482,292 IMPRESSIONS



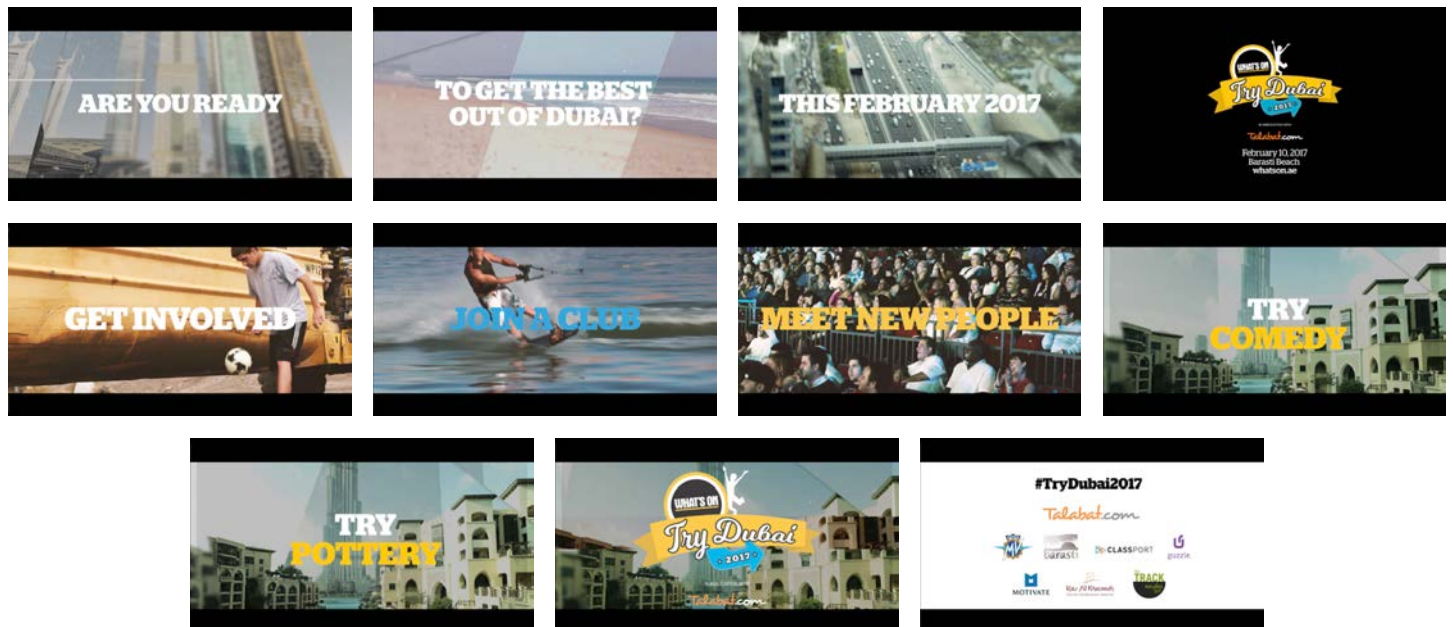
MPU
120,636 IMPRESSIONS

MOBILE BANNER

PRE-EVENT MARKETING

CINEMA AD

The Try Dubai cinema ad featured in VOX Cinemas from 25th January to 9th February.



Get involved, meet new people, and do something new at Try Dubai in association with Talabat.com, a brand new event hosted by *What's On*. Join new sports teams, take up a new class, and get brilliant discounts off all the best memberships across the city. Try Dubai on February 10 at Barasti Beach. Check out What's On dot ae for more.

RADIO AD

Radio adverts were broadcasted on Dubai 92 from 25th January until 7th February.

PRE-EVENT EDITORIAL COVERAGE

HYPE MAGAZINE

ISSUE #163 5-11 FEB, 2017

CUTTING-EDGE MUSIC, LIFESTYLE & CLUB CULTURE IN THE EMIRATES

HYPE
YOUR WEEK SORTED!

ARE YOU READY FOR TRY DUBAI?
GET INVOLVED. JOIN A CLUB.
MEET NEW PEOPLE.

Every Sunday / 05 February - 11 February 2017

CLEANING UP
Clean Bandit are ready to rock Dubai **p26**

German ace Christian Löffler gives Hype the lowdown **p14**

OMAN ROAD TRIP
Experience this beautiful part of the Middle East **p28**

WHAT'S ON
Try Dubai
2017

FREE
163

PRE-EVENT EDITORIAL COVERAGE

HYPE MAGAZINE
ISSUE #163 5-11 FEB, 2017



TRY DUBAI

Gain entry into the most awesome groups and clubs in the city for less this month

Been itching to try canyoning in the UAE but don't dare go by yourself? Or perhaps you've been dying to try an art class, but don't know who to go with? At Try Dubai, you'll get the chance to do it all by meeting some of the best clubs, communities and companies that make Dubai awesome. Best of all, you'll get the chance to try out some of these activities for free on February 10. And that's not all. Each one is offering brilliant discounts and deals exclusively for Try Dubai visitors. Check out these 21 brilliant deals at Try Dubai 2017. See you at Barasti!



THE BIG ONES

01. Talabat

Saving: eat for a year on Talabat + more
Thanks to Talabat, an online service that allows you to order from a host of restaurants, we've been enjoying meals in the comfort of our sofas for years. Meet the guys behind the brand and use the TryDubai promotion code for Dhs40 off one order with Talabat. Keep your eyes peeled for an epic challenge at Try Dubai for a chance to win big with Talabat. Download the Talabat app (Apple and Android).

02. Classport

Saving: 25 per cent off
If variety is the spice of life, Classport is the most seasoned app of all. As a member of the active app, you'll have access to some of the very best classes across multiple studios and gyms worth thousands. You can take a class every day at a different studio, with a



maximum of three classes per studio, and be in charge of a schedule that suits you. Sign up for your first month's membership at Try Dubai and pay just Dhs299. Want to try before you buy? On February 10, Classport is hosting four free workouts. classport.fit

03. Guzzle

Saving: 50 per cent off
A brilliant new app that gives you access to food, experiences, pools and beach passes, plus hundreds of two-for-one drinks offers at some of the best venues in town, including Mahiki, Cargo, Fibber Maggies and Tribeca. You can literally scan what's happening around you and the city and make use of the deals close by. Just

head for the Guzzle stand inside Barasti on February 10 to find out more. getguzzle.com

04. The Track Meydan Golf

Saving: 20 per cent + more
We love this golf course because it welcomes all levels of golfers to give the sport a try, with its unique pay to play structure. Head to The Track tent for free access to their driving range, free lessons and discount packages. meydangolf.com

05. MV Augusta UAE

Saving: ten per cent off apparel + more
Motorheads will know the brand name. The Italian motorcycle manufacturer has an

illustrious racing past and produces everything from supersport motorcycles to sport touring bikes. They're a welcoming community who run regular riding rides. Meet them and get discounts off bikes and apparel. mvagustauae.com

06. Rak Tourism

Saving: 15 per cent off
When it comes to outdoor adventure, there's one emirate that's supreme: Ras Al Khaimah. There are rocky mountains and epic zip lines. Jebel Jais Via Ferrata is one of the newest experiences, and you could win the chance to try it, or get 15 per cent off. jebeljais.ae

OUTDOOR ADVENTURE & WATERSPORTS



Xtreme Wake UAE



Dukite

01. Xtreme Wake UAE

Saving: Dhs100 off
Meet Karim and Ahmed, the dynamic duo who have helped nurture a flourishing wakeboarding community in the UAE. They have a home base in Ghantoot (complete with boats, barbecues and brunch options), and they host regular meet-ups for their devoted following of boarders. Learn from them, and become a part of the community for less, with a special discount off weekday boarding if you book before the end of March. There's no better way to start the work week than with a session on the water. xtremewakeuae.com

02. Dukite

Saving: 25 per cent off
Have you ever sat on Kite Beach and looked out towards the kitesurfers and said, 'I'd love to do that'? Well, Dukite are the team that'll teach you. These friendly instructors

offer kitesurfing lessons. Find out more at Try Dubai and get 25 per cent off lessons and kit at their store. dukite.com

03. Fahrenheit Beachsports

Saving: free paddleboarding + more
Want to try paddleboarding? Fahrenheit is an excellent place to start. The new watersports concept is inviting Try Dubai ladies to sign up for the girls-only paddleboarding fitness sessions, or take advantage of two-for-one deals on all non-motorised watersports at their centre. Love surfing? They'll tell you all about surfing in the UAE. You'll even have the chance to win a surflet trip! fahrenheitbeachsports.com

04. Adventurati Outdoor

Saving: 15 per cent off
Love being outdoors? Ebrahim Al Khaja and Fadi Hachicho - aka Team Adventurati - live for sharing their passion for the outdoors, leading hiking, canyoning and rock climbing escapades for over a year now. Reserve your spot for an Adventurati trip in February and get 15 per cent off. adventurati-outdoor.com



PRE-EVENT EDITORIAL COVERAGE

HYPE MAGAZINE ISSUE #163 5-11 FEB, 2017



HEALTH & WELL-BEING

01. Illuminations

Saving: free meditation sessions
If holistic wellbeing get your chakras excited, then you'll want to meet the good folks from Illuminations. The centre is offering meditation passes to Try Dubai visitors, plus a range of other discounts at their main centre.
illuminations.ae

02. Real Pilates

Saving: up to 20 per cent off
Award-winning studio Real Pilates is as much a sanctuary as it is a place to practise Pilates. Meet the team at Try Dubai, find out about the classes, and take advantage of exclusive packages.
real-pilates.com

03. Phoenix Rising

Saving: 15 per cent off
If you've never seen AcroYoga before, prepare to witness a little bit of yoga and a hint of acrobatics, as the yogi contingent demonstrate an altogether different kind of practice. The Try Dubai deal includes discounts to anyone signing up on the day for sessions.
phoenixrising.ae

04. The Physical Training Company

Saving: two-for-one deals
A supportive fitness community with friendly personal trainers, the Physical Training Company runs circuit classes at their Training Room as well as personal training. Sign up at Try Dubai for buy-one-get-one free circuit classes and two people for the price of one on semi-private personal training.
thephysicaltrainingcompany.ae



ARTS & CULTURE

01. Dubomedy

Saving: Dhs250 off courses
When it comes to the kings of comedy in Dubai, Mina and Ali are at the top of their game. Whether you want to hone your improv comedy skills, or learn how to perform stand-up, Dubomedy will show you how.
dubomedy.com

02. Courtyard Playhouse

Saving: Dhs250 off drama courses
The Desert Monologues is probably the

most well recognised drama course in Dubai and attracts hundreds of budding thespians every year. It takes participants through a variety of drama-based activities and culminates in monologue performances at The Courtyard Playhouse, a theatre space in Al Quoz.
courtyardplayhouse.com

03. Yadawei Ceramic Studio

Saving: 50 per cent off + more
Proof that Al Quoz is the hipster haunt of Dubai, it now has a brilliant pottery studio where you can learn where to sculpt or use the pottery wheel. Yadawei Ceramic Studio is offering 50 per cent off sculpture and pottery on the wheel classes, as well as a buy one month, get one month free for Try Dubai visitors. That's a saving of Dhs975!
yadawei.net

04. The Jam Jar

Saving: 15 per cent
One of the top arts spaces in town, The Jam Jar is the place to get hands on with art by painting in their studio. Sign up to take part in a free painting class at Try Dubai or get discounts off DIY painting packages.
thejamjardubai.com

PRE-EVENT EDITORIAL COVERAGE

HYPE MAGAZINE ISSUE #163 5-11 FEB, 2017

SERVICES

MrUsta

Saving: Dhs50 off

Whether you need to paint your house, fix your car or plan a party, meet MR Usta at Try Dubai, download the app and get Dhs50 off your first service. They'll find the right person for the job you need doing.

mrusta.com



TEAM SPORTS

01. Duplays

Saving: Dhs100 off memberships

Whether it's rugby, netball, football or ultimate Frisbee that floats your boat, Duplays is the sports league for champions as well as newbies. You can sign up with your mates as a team, or log in as an individual and Duplays will assign you to a team. It's that easy. Get discounts off memberships when you sign up at Try Dubai.

duplays.com

02. RU Active

Saving: two-for-one sessions

Calling all netballers in Dubai, RU Active wants you! Even if you haven't played netball since school, but you want a run-around and meet your people, the Back To Netball sessions are the perfect place to start. You'll get two sessions for the price of one and there are also deals on youth leagues for children under 12.

ru-active.com



Try Dubai SCHEDULE

TRY BEFORE YOU BUY

Sign up to join one of Try Dubai's free activities

11am to 5pm

Paddleboarding hosted by Fahrenheit Beachsports

Pick up a paddle at the Fahrenheit stand

11am to 11.30am

Booty Barre by Naya hosted by Classport

Download the Classport App now to reserve your free spot

11.45am to 12.30pm

Flywheel hosted by Classport

Download the Classport App now to reserve your free spot

Noon to 1pm

SUP Sisters hosted by Fahrenheit Beachsports

E-mail info@fahrenheitbeachsports.com to reserve your free spot

12.45pm to 1.15pm

80s Yoga by Piloga hosted by Classport

Download the Classport App now to reserve your free spot

1.30pm to 2pm

Improv comedy workshop hosted by Dubomed

E-mail trydubai@motivate.ae to reserve your free spot

2.15pm to 2.45pm

Painting masterclass hosted by The Jam Jar

E-mail trydubai@motivate.ae to reserve your free spot

3pm to 3.30pm

Bodyweight Shred by 1SIX8 hosted by Classport

Download the Classport App now to reserve your free spot

3.45pm to 4.15pm

Drama workshop hosted by The Courtyard Playhouse

E-mail trydubai@motivate.ae to reserve your free spot

4pm to 5pm

SUP Sisters hosted by Fahrenheit Beachsports

E-mail info@fahrenheitbeachsports.com to reserve your free spot

4.30pm to 5pm

Sunset yoga hosted by Illuminations

E-mail trydubai@motivate.ae to reserve your free spot

February 10

Barasti Beach, Dubai, Fri 11am to 5pm, free.
Taxi: Barasti Beach, Tel: (04) 4273000, whatson.ae

* The above schedule is subject to change. Keep checking Try Dubai's events page or whatson.ae for updates.

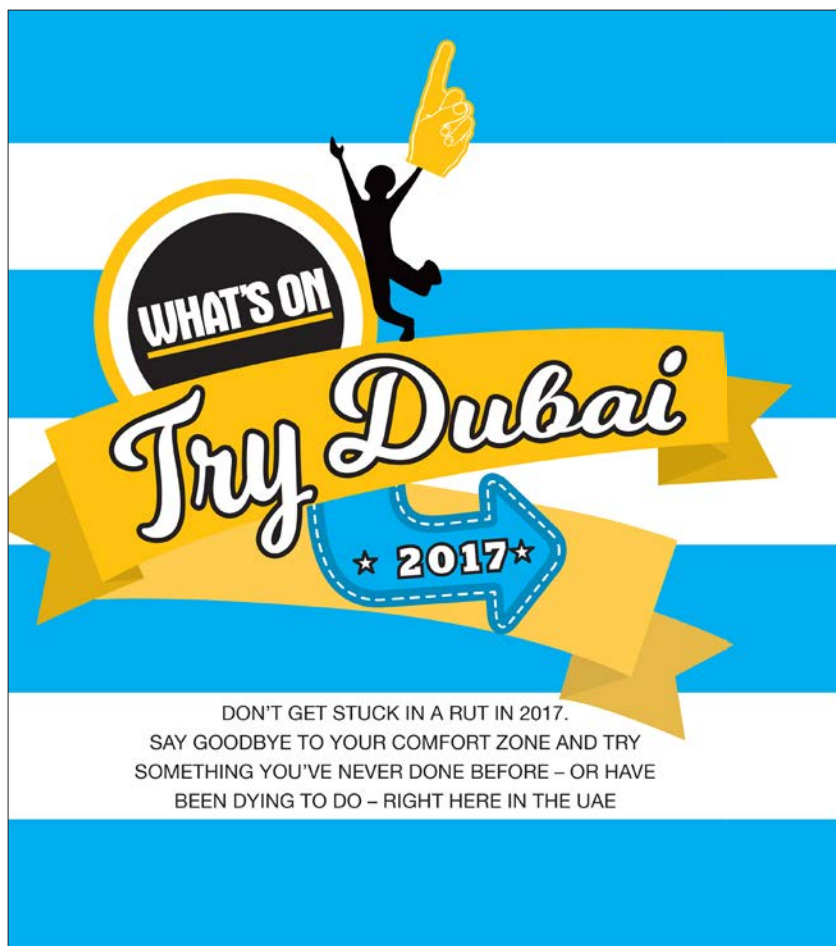
PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE JANUARY 2017 ISSUE



PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE JANUARY 2017 ISSUE



WHAT'S ON

Try Dubai

★ 2017 ★

DON'T GET STUCK IN A RUT IN 2017.
SAY GOODBYE TO YOUR COMFORT ZONE AND TRY
SOMETHING YOU'VE NEVER DONE BEFORE – OR HAVE
BEEN DYING TO DO – RIGHT HERE IN THE UAE



**GENERAL SPORT
Duplays**

Fancy meeting new people in Dubai while competing in social sporting activities? Duplays - the region's biggest sporting club organisers - specialise in a variety of social and competitive sporting leagues, corporate team-building activities, running games and events for all skill levels at venues across the city. Offering everything from netball and ultimate frisbee to football, basketball, touch rugby and more, there's a sport to suit all.

duplays.com



**GENERAL SPORT
Aktiv Nation**

Let's face it, between the months of June and October, playing sports in Dubai outside is almost impossible. Enter Aktiv Nation, a 26,000 square foot indoor sports sanctuary. Open all year, Aktiv Nation offers enthusiastic players the perfect place to play everything from futsal and indoor cricket to basketball, volleyball and badminton, and in a Dubai first, indoor beach volleyball and indoor street cricket.

aktivnation.com



**NETBALL
RU Active**

Netballers in Dubai can train and play competitive netball with RU Active. Originally set up to develop the sport of netball within Dubai, it has blossomed into a very popular sporting club in the city. Adults can choose from the premier league, competitive league, social league and mixed league - a summer attraction where fellas get to join, too.

ru-active.com



**HORSE RIDING
Emirates Equestrian Centre**

There's nothing quite like cantering around desert dunes on horseback. While there are plenty of stables that offer hacks, for lessons the Emirates Equestrian Centre is the spot. Approved by the British Horse Society Centre, the riding school, found out close to Bab Al Shams resort, offers everything from children's pony rides to hour-long group adult classes and private show jumping lessons.

emiratesequestriancentre.com

01.2017_What's On_23

PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE JANUARY 2017 ISSUE



WELL-BEING

YOGA 136.1

With free meditation sessions, plenty of weekend-long workshops, film screenings and more, this is more of a community centre than a yoga studio. We've recently become regulars at the extra-stretchy 7am Iyengar class, which is held every weekday, and we already know half of the class on a by name basis. As yogis would say, this place has a nice energy.

d36point1.ae



136.1

PILATES Mojo

The classes are busy, the regular clientele are fit (but not exclusive) and the Cardio class is Pilates on 'roids (you'll definitely feel it the next day). Oh, and there's a little juice bar out front too.

ilovemymojos.com



Barre

SPINNING Flywheel

Twenty minutes after our first Flywheel class the instructor added us as a friend on Facebook - that's how quickly you become a part of the crew



at Flywheel. This spinning studio is all about competition (you race against the others in the class) but it's also an exceptionally friendly place. We know plenty of people who are now friends with, or even

married to, those that they met on the bikes. That said, we do find ourselves antisocially sweaty post-session.

dubai.flywheelsports.com

BARRE Define Dubai

Despite being one of the newest studios in Dubai Marina, Define Dubai has already built up a loyal following for its spinning, barre and aerial yoga classes. The studio has a welcoming vibe, with events designed to encourage participation - such as the baby and barre classes, and the barre to bar evenings, where your session is followed by a trip to The Scene for after-gym drinks (and discount prices).

dubai.definebody.com

MEDITATION Illuminations

From daily meditation classes and yoga activities as well as self-empowering workshops and energy healing sessions, Illuminations continues to be one of the leading wellness centres in Dubai.

illuminations.ae

LIVE BETTER WITH THESE APPS



GUZZLE

A must-have app for any thirsty resident in Dubai. Guzzle gives you access to hundreds of two for one drinks offers in the best venues in town, including Tribeca, Fibber Magees, Mahiki and Cargo... for free. See what's happening around you and make use of the deals close by. Simply show the bartender the offer on your app and away you go. Users can also sign up for Guzzle Premium, which offers up to Dhs250,000 in savings on food, brunches, pool and beach passes and drinks at just Dhs33 a month.

getguzzle.com





STYCK

An step monitor that rewards days where you achieve more than 7,000 steps. Prizes range from paddleboarding sessions to juice detoxes.

styckapp.com



WASHMEN

Offering dry cleaning, laundry and pressing services, Washmen are your go-to stain-removing specialists.

washmen.com

24_What's On_01.2017

WHAT'S ON MAGAZINE

JANUARY 2017 ISSUE



PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE JANUARY 2017 ISSUE



ARTS & CULTURE

COMEDY Dubomedy

If you constantly have your mates in stitches it might be time to take this comedy thing more seriously. Sharpen your gags with Dubomedy – the UAE's local comedy pioneers. Sign up for a weekly comedy course, or try your hand at improv lessons, or tackle a stand-up workshop, and meet a few fellow comedians in the city.

dubomedy.com



POTTERY Yadawei Ceramic Studio

Unleash your inner artist at Yadawei, a cool pottery studio in Al Quoz. It's the perfect place to leave the outside world behind and get creative. You can take part in a workshop or course, or simply sign up for a membership that allows you open access to the studio. You'll learn all about throwing a pot, glazing a vase, firing up the kiln and more.

yadawei.net

ART We Love Art

Dubai resident, artist and model Denise Schmitz loves art. So much so that she set

been getting creative juices flowing. The studio recently moved into their new and improved home in Alserkal Avenue where it's bringing Dubai's creative contingent together with their series of art workshops. Adults and children alike can try their hand at a variety of courses, from learning the basics of watercolours, abstract painting techniques, using acrylics and how to master flowers.

thecjamjardubai.com



ART The Jam Jar

For 12 years The Jam Jar has

FILM The Scene Club

From Emirati filmmaker Nayla Al Khaja, The Scene Club has been bringing independent, international and uncensored films to Dubai for almost a decade. From a Kiwi vampire 'mockumentary' to local Arabic indie dramas, the monthly showings are a mixed bag and have always impressed at film festivals. The club recently went private, (annual memberships start at Dh260), which means they've taken things up a notch with

up We Love Art, an open art community that offers short beginner courses, one-day workshops and, (our favourite) Paint & Grape classes. These twice-monthly classes give people the chance to re-create a famous masterpiece – think Dali's *The Persistence Of Memory* or Van Gogh's *Sunflowers* – while sipping on drinks. It's not quite paint-by-numbers, but the pre-sketched canvas makes it a beginner-friendly way to put brush to canvas.

weloveart.ae



DRAMA The Courtyard Playhouse

Budding thespians in the city needn't look further than The Courtyard Playhouse, Dubai's own dedicated theatre space with a 58-seater auditorium. With a packed calendar of events, including its popular Desert Monologues workshops, improv classes, National Theatre Live screenings, and full-blown productions, the founders have nurtured the theatre community to offer excellent classes for all levels.

courtyardplayhouse.com

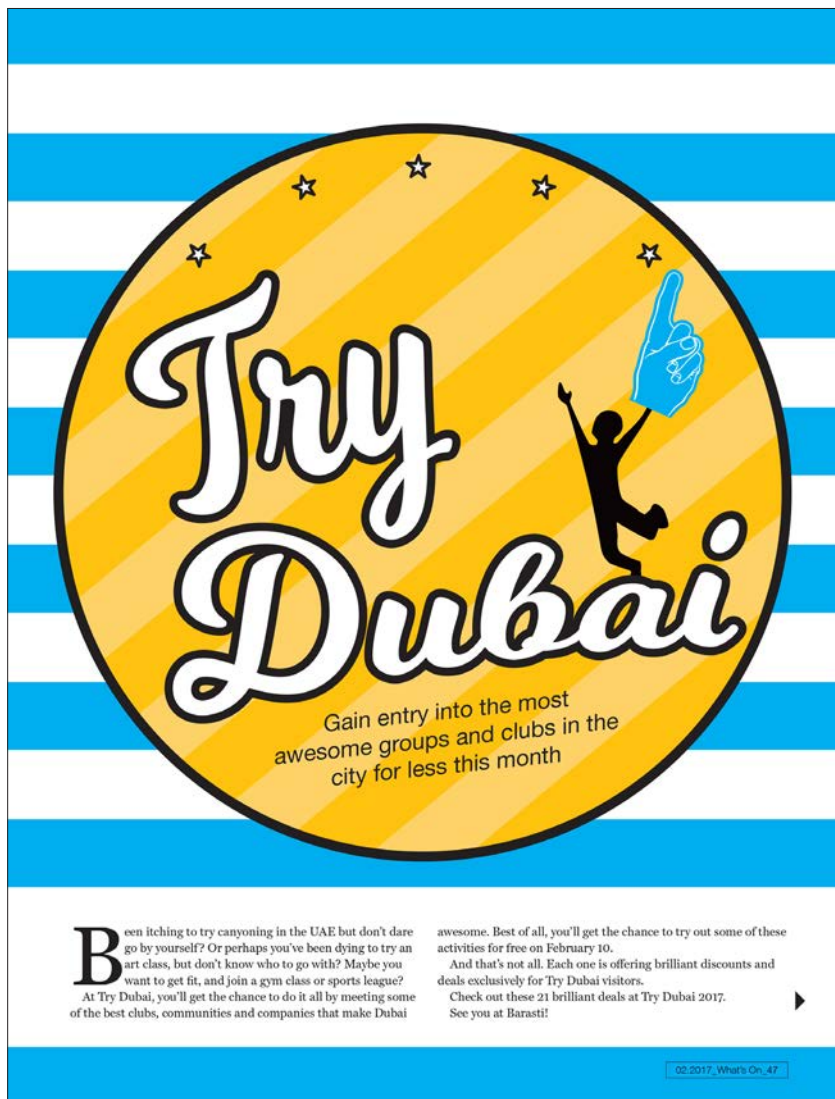
screening at VOX cinemas and special food and film nights.

thesceneclub.com

26_What's On_01.2017

PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE FEBRUARY 2017 ISSUE

A large circular graphic with a yellow background and diagonal stripes, set against a background of horizontal blue and white stripes. The text "Try Dubai" is written in a large, white, cursive font. Below it, in a smaller, black, sans-serif font, is the text "Gain entry into the most awesome groups and clubs in the city for less this month". To the right of the text is a black silhouette of a person jumping or running, with a blue hand icon pointing upwards towards the top right corner of the circle. There are several small white stars scattered around the top edge of the circle.

Been itching to try canyoning in the UAE but don't dare go by yourself? Or perhaps you've been dying to try an art class, but don't know who to go with? Maybe you want to get fit, and join a gym class or sports league? At Try Dubai, you'll get the chance to do it all by meeting some of the best clubs, communities and companies that make Dubai

awesome. Best of all, you'll get the chance to try out some of these activities for free on February 10.

And that's not all. Each one is offering brilliant discounts and deals exclusively for Try Dubai visitors.

Check out these 21 brilliant deals at Try Dubai 2017. See you at Barasti!

02.2017, What's On, 47

PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE FEBRUARY 2017 ISSUE



THE BIG ONES

Talabat

Saving: eat for a year on Talabat + more
Is there anything better than a gourmet feast in your pyjamas? We don't think so. Thanks to Talabat, an online food ordering service where you can order from a host of UAE restaurants, we've been enjoying tasty meals in the comfort of our sofas for years. Meet the guys behind the brand and use the Try Dubai promotion code for Dhs40 off one order with Talabat. Keep your eyes peeled for an epic challenge at Try Dubai for a chance to win big with Talabat. [Download the Talabat app \(Apple and Android\)](#)

Classport

Saving: 25 per cent off
If variety is the spice of life, Classport is the most seasoned app of all. As a member of the active app, you'll have access to some of the very best classes across multiple studios and gyms - including Echale,



Urban Yoga, Flywheel - worth thousands. You can take a class every day at a different studio, with a maximum of three classes per studio, and be in charge of a schedule that suits you. Sign up for your first month's membership at Try Dubai and pay just Dhs259. Want to try before you buy? On February 10, Classport is hosting four free workouts including '70s yoga and booty burrre on the Barasti Rooftop. Check out the schedule on p51 to find out more. [classport.ae](#)



Guzzle

Saving: 50 per cent off
A brilliant new app that gives you access to food, experiences, pools and beach passes, plus hundreds of two-for-one drinks offers at some of the best venues in town, including Mahiki, Cargo, Fibber Magres and Tribeca. You can literally scan what's happening around you and the city and make use of the deals close by. *What's On* readers can use the 'TryGuzzle' promotion code and get 50 per cent off the usual Dhs398 membership. Just head for the Guzzle stand inside Barasti on February 10 to find out more. [getguzzle.com](#)



The Track Meydan Golf

Saving: 20 per cent + more
We love this golf course because it welcomes all levels of golfers to give the sport a try, with its unique pay to play structure. Head to The Track tent for free access to their driving range, free lessons and discount packages. [trackmeydangolf.com](#)

MV Agusta UAE

Saving: ten per cent off apparel + more
Motorheads will know the brand name. The super-premium Italian motorcycle manufacturer has an illustrious racing past and



produces everything from supersport motorcycles to sport touring bikes. They're a welcoming community who run regular morning rides. Meet them and get discounts off bikes and apparel. [raktourism.ae](#)

Rak Tourism

Saving: 15 per cent off
When it comes to outdoor adventure, there's one emirate that's supreme: Ras Al Khaimah. There are rocky mountains and epic zip lines. Jebel Jais Via Ferrata is one of the newest experiences, and you could win the chance to try it, or get 15 per cent off. [jais.ae](#)

OUTDOOR ADVENTURE & WATERSPORTS



Xtreme Wake UAE

Saving: Dhs100 off
Meet Karim and Ahmed, the dynamic duo who have helped nurture a flourishing wakeboarding community in the UAE. They have a home base in Ghantoot (complete with boats, barbecues and brunch options), and they host regular meet-ups for their devoted following of boarders. Learn from them, and become a part of the community for less, with a special discount off weekday boarding if you book before the end of March. There's no better way to start the work week than with a session on the water. [xtremewakeuae.com](#)

Dukite

Saving: 25 per cent off
Have you ever sat on Kite Beach and looked out towards the kitesurfers and said, 'I'd love to do that'? Well, Dukite are the team that'll teach you. These friendly instructors offer kitesurfing lessons. Find out more at Try Dubai and get 25 per cent off lessons and kit at their store. [dukite.com](#)

Fahrenheit Beachsports

Saving: free
Want to try paddleboarding? Fahrenheit is an excellent place to start. The new watersports concept is

inviting Try Dubai ladies to sign up for the girls-only paddleboarding fitness sessions, or take advantage of two-for-one deals on all non-motorised watersports at their centre. Love surfing? They'll tell you all about surfing in the UAE. You'll even have the chance to win a surftrip! [fahrenheitbeachsports.com](#)

Adventurati Outdoor

Saving: 15 per cent off
Love being outdoors? Ebrahim Al Khaja and Fadi Hachicho - aka Team Adventurati - live for sharing their passion for the outdoors, leading hiking, canyoning and rock climbing escapades for over a year now. Reserve your slot for an Adventurati trip in February and get 15 per cent off. [adventuratioutdoor.com](#)



TEAM SPORTS

Duplays

Saving: Dhs100 off memberships
Whether it's rugby, netball, football or ultimate Frisbee that floats your boat, Duplays is the sports league for champions as well as newbies. You can sign up with your mates as a team, or log in as an individual and Duplays will assign you to a team. It's that easy. Get discounts off memberships when you sign up at Try Dubai. [duplays.com](#)

RU Active

Saving: two-for-one sessions
Calling all netballers in Dubai, RU Active wants you! Even if you haven't played netball since school, but you want a run-around and meet you people, the Back To Netball sessions are the perfect place to start. You'll get two sessions for the price of one and there are also deals on youth leagues for children under 12. [ru-active.com](#)



SERVICES

Mr Usta

Saving: Dhs50 off
Whether you need to paint your house, fix your car or plan a party, meet Mr Usta at Try Dubai, download the app and get Dhs50 off your first service. They'll find the right person for the job you need doing. [mrusta.com](#)

PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE FEBRUARY 2017 ISSUE

ARTS & CULTURE

Dubomedy
Saving: Dhs250 off courses
 When it comes to the kings of comedy in Dubai, Mina and Ali are at the top of their game. Whether you want to hone your improv comedy skills, or learn how to perform stand-up, Dubomedy will show you how.
dubomedy.com

Courtyard Playhouse
Saving: Dhs250 off drama courses
 The Desert Monologues is probably the most well recognised drama course in Dubai and attracts hundreds of budding thespians every year. It takes participants through a variety of drama-based activities and culminates in

Dubomedy

monologue performances at The Courtyard Playhouse, a theatre space in Al Quoz.
courtyardplayhouse.com

Yadawei Ceramic Studio
Saving: 50 per cent off + more
 Proof that Al Quoz is the hipster haunt of Dubai, it now

has a brilliant pottery studio where you can learn where to sculpt or use the pottery wheel. Yadawei Ceramic Studio is offering 50 per cent off sculpture and pottery on the wheel classes, as well as a buy one month, get one month free for Try Dubai visitors. That's a saving of Dhs975!
yadawei.net

The Jam Jar

The Jam Jar
Saving: 15 per cent
 One of the top arts spaces in town, The Jam Jar is the place to get hands on with art by painting in their studio. Sign up to take part in a free painting class at Try Dubai or get discounts off DIY painting packages.
thejamjardubai.com

HEALTH & WELL-BEING

Illuminations
Saving: free meditation sessions
 If Reiki and other forms of holistic wellbeing get your chakras excited, then you'll want to meet the good folks from Illuminations. The holistic centre is offering free meditation passes to Try Dubai visitors, plus a range of other discounts at their main centre.
illuminations.ae

Real Pilates
Saving: up to 20 per cent off
 Award-winning studio Real Pilates is as much a sanctuary as it is a place to practise Pilates. Meet the team at Try Dubai, find out about the many different classes available and take advantage of some exclusive packages, including discounts off group mat and personal training packages.
real-pilates.com

Phoenix Rising
Saving: 15 per cent off
 If you've never seen Acroyoga in action before, prepare to witness a little bit of yoga and a hint of acrobatics, as the yogi contingent demonstrate an altogether different kind of practice. Get ready for some gravity-defying shapes and poses, and you can join in! The Try Dubai deal includes discounts to anyone signing up on the day for sessions.
phoenixrising.ae

The Physical Training Company
Saving: two-for-one deals
 A supportive fitness community with friendly personal trainers, the Physical Training Company runs circuit classes at their Training Room as well as personal training. Sign up at Try Dubai for buy-one-get-one free circuit classes and two people for the price of one on semi-private personal training.
thephysicaltrainingcompany.ae

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PRE-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE FEBRUARY 2017 ISSUE

Try Dubai SCHEDULE

POWERED BY
CLASSPORT

TRY BEFORE YOU BUY

Sign up to join one of Try Dubai's free activities

11am to 5pm
Paddleboarding hosted by Fahrenheit Beachsports
Pick up a paddle at the Fahrenheit stand

11am to 11.30am
Booty Barre by Naya hosted by Classport
Download the Classport App now to reserve your free spot

11.45am to 12.30pm
Flywheel hosted by Classport
Download the Classport App now to reserve your free spot

Noon to 1pm
SUP Sisters hosted by Fahrenheit Beachsports
E-mail info@fahrenheitbeachsports.com to reserve your free spot

12.45pm to 1.15pm
80s Yoga by Piloga hosted by Classport
Download the Classport App now to reserve your free spot

1.30pm to 2pm
Improv comedy workshop hosted by Dubomeddy
E-mail trydubai@motivate.ae to reserve your free spot

2.15pm to 2.45pm
Painting masterclass hosted by The Jam Jar
E-mail trydubai@motivate.ae to reserve your free spot

3pm to 3.30pm
Bodyweight Shred by 1SIX8 hosted by Classport
Download the Classport App now to reserve your free spot

3.45pm to 4.15pm
Drama workshop hosted by The Courtyard Playhouse
E-mail trydubai@motivate.ae to reserve your free spot

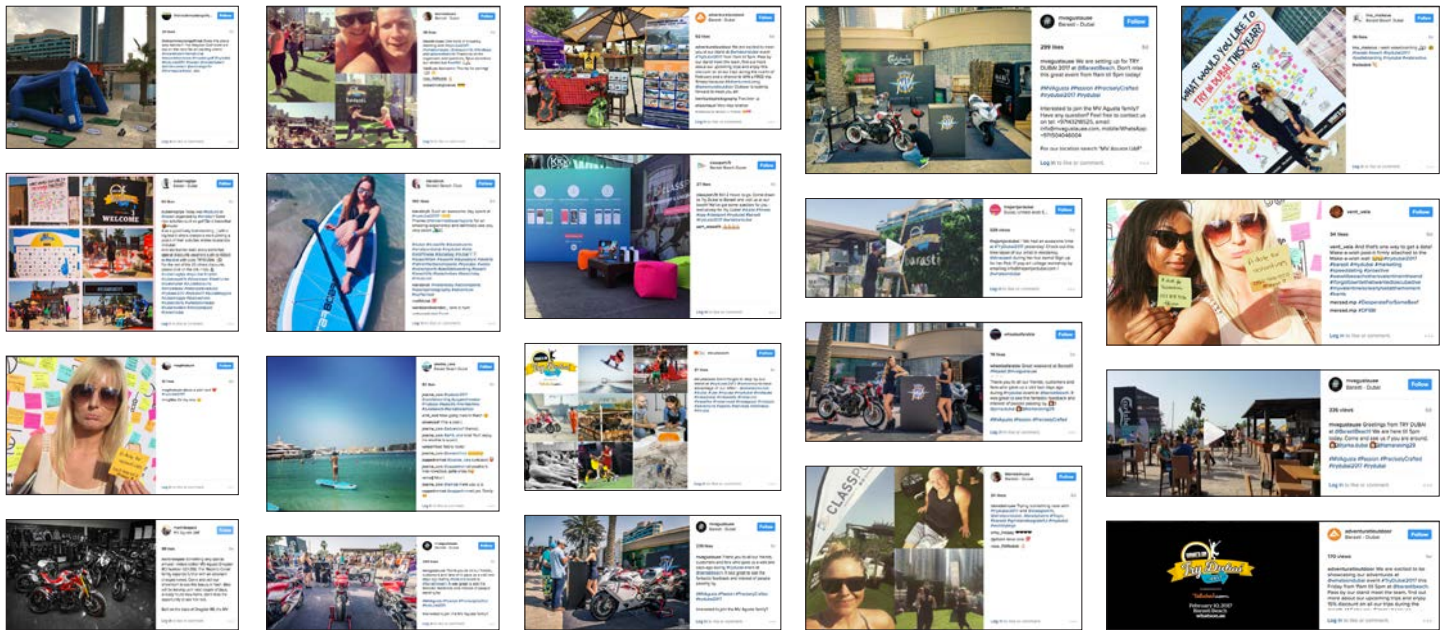
4pm to 5pm
SUP Sisters hosted by Fahrenheit Beachsports
E-mail info@fahrenheitbeachsports.com to reserve your free spot

4.30pm to 5pm
Sunset yoga hosted by Illuminations
E-mail trydubai@motivate.ae to reserve your free spot

* The above schedule is subject to change. Keep checking Try Dubai's events page or whatson.ae for updates.

February 10
Barasti Beach, Dubai, Fri 11am to 5pm, free.
Tel: (04) 4273000. Text: Barasti Beach, whatson.ae

POST-EVENT ONLINE



POST-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE MARCH 2017 ISSUE



The first ever Try Dubai festival at Barasti Beach was a sun-soaked success on February 10





Taking aim at the netball stand



Parking champions















POST-EVENT EDITORIAL COVERAGE

WHAT'S ON MAGAZINE MARCH 2017 ISSUE



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