SHAQ DREAMS OF ABU DHABI: NBA LEGEND STARS IN A DIGITAL CAMPAIGN THAT HIGHLIGHTS ABU DHABI AS THE ULTIMATE HOLIDAY DESTINATION

Abu Dhabi, 15 February 2023: The Department of Culture and Tourism – Abu Dhabi continues its partnership with globally recognised basketball legend Shaquille O’Neal with the latest instalment of videos that invite visitors to ‘find your pace’ in the emirate.

The campaign ‘Shaq Dreams of Abu Dhabi’ features three videos of the sports star dreaming up the perfect Abu Dhabi holiday.

The first video, ‘Fine x Fun’, focusses on the destination’s ample opportunities to unleash your inner foodie or indulge in family-friendly activities and entertainment.

The second video, ‘Calm x Party’, highlights the destination’s contrasting aspects for those who seek to relax and restore on its pristine beaches or shake it up in the city’s vibrant nightlife and entertainment scene.

The third video, ‘Culture x Adventure’, features the destination’s abundant offerings to inspire and excite through its art and culture scene or thrilling desert adventures.

‘Shaq Dreams of Abu Dhabi’ is live, with a new video releasing weekly across visitabudhabi.ae digital and social channels.

IG: https://www.instagram.com/reel/CoZqs8Njw2F/?igshid=MWI4MTIyMDE=
YT: https://youtu.be/4h-LFt1Yz-4
FB: https://fb.watch/izI6WuVz/
TW: https://twitter.com/visitabudhabi/status/1623298016210829316?s=46&t=blSfD2ITqmzshSyHqHmH2g

About the Department of Culture and Tourism – Abu Dhabi

The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi’s culture and tourism sectors, fuelling economic progress and helping to achieve Abu Dhabi’s wider global ambitions. By working in partnership with the organisations that define the emirate’s position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the emirate’s potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies, and systems to support the culture, tourism and creative industries.
DCT Abu Dhabi’s vision is defined by the emirate’s people, heritage, and landscape. We work to enhance Abu Dhabi’s status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives and creative thought.

For more information about DCT Abu Dhabi and the destination, visit tcaabudhabi.ae and visitabudhabi.ae.