





# TOP 10

## MOST FOLLOWED DUBAI TOURISM GUIDES

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 @cyber\_gear  
 [www.cyber-gear.com](http://www.cyber-gear.com)

**Cyber Gear**  
THE INTERNET COMPANY  
WEB / BIG DATA / AI / MOBILE / SOCIAL / DIGITAL

CELEBRATING  
**23**  
YEARS

# DUBAI MEDIA OFFICE



# 2,026,912

TOTAL FOLLOWERS



# 161

FOLLOWING



# 110,341

TWEETS



[www.mediaoffice.ae](http://www.mediaoffice.ae)



[twitter.com/DXBMediaOffice](https://twitter.com/DXBMediaOffice)



May 2009

The Government of Dubai Media Office works in conjunction with local government agencies to tweet the latest government news. Dubai Media Office is also one of the most popular government accounts on social media. Being the official media Twitter account of the government of Dubai gives it undeniable authority. With almost 2 million followers on Twitter, Dubai Media Office account tops our curated list.



## TWEETABLE TWITTER TIPS



Keeping your Tweets to under 100 characters makes them easier to quote and comment on.



The three most retweeted words are "You", "Twitter", and "Please".



# EXPO 2020 DUBAI



## 1,050,728

TOTAL FOLLOWERS



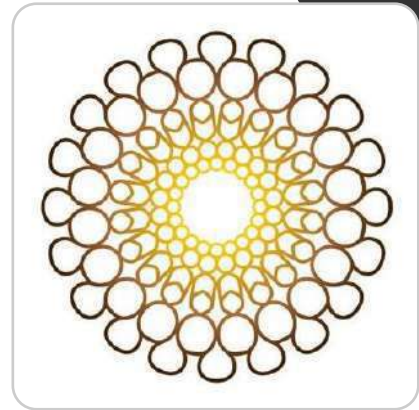
## 244

FOLLOWING



## 11,492

TWEETS



[www.expo2020dubai.ae](http://www.expo2020dubai.ae)



[twitter.com/expo2020dubai](https://twitter.com/expo2020dubai)



November 2011

The World Expo2020 is Dubai's flagship event; expected to unite over 180 nations and a multicultural audience of over 25 million visitors. Expo2020 will showcase Dubai's stunning architecture, bring together the diverse masses to share thoughts and innovative ideas, and let the visitors indulge in a plethora of multinational cuisines. Aptly named the 'Crossroads of the World', the World Expo is finally at home in the Middle East.



## TWEETABLE TWITTER TIPS



A Tweet starting with an @ mention will only appear in the timelines of people who follow you AND that person.



Tweets with images uploaded directly to Twitter are 94% more likely to get retweeted.



# TIME OUT DUBAI



# 560,962

TOTAL FOLLOWERS



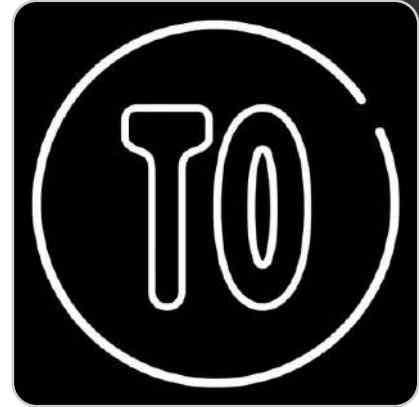
# 60

FOLLOWING



# 19,896

TWEETS



[www.timeoutdubai.com](http://www.timeoutdubai.com)



[twitter.com/TimeOutDubai](https://twitter.com/TimeOutDubai)



August 2008

Time Out Dubai is one of the top read online publications in the UAE. Time Out Dubai takes you on a journey through the city with latest information on things to do in Dubai, including best restaurants, bars, clubs, events, hotels and where to go, plus latest Dubai news. With a significant following on social media, Time Out Dubai has built a large number of followers on Twitter in quick time.



## TWEETABLE TWITTER TIPS



Tweets with “quotes” in are 30% more likely to be retweeted, ones with at least one #hashtag are 55% more likely.



If people are following a brand on Twitter, they are 67% more likely to purchase from it than if they weren't.




# DUBAI CALENDAR

 **480,064**  
TOTAL FOLLOWERS

 **121**  
FOLLOWING

 **14,851**  
TWEETS

**DUBAI**

 [www.dubaicalendar.com](http://www.dubaicalendar.com)

 [twitter.com/Dubai\\_Calendar](https://twitter.com/Dubai_Calendar)

 August 2012

Dubai Calendar is an initiative of the Department of Tourism and Commerce Marketing in Dubai. Dubai Calendar showcases almost every event happening in Dubai with comprehensive information on each event. If you're a tourist or a resident of Dubai, Dubai Calendar account is a must follow.



## TWEETABLE TWITTER TIPS

☞

15% of millennials on Twitter access Twitter at least ten times a day!

☞

☞

77% of people are more likely to buy from a brand if their CEO is active on Twitter.

☞



# LOVIN DUBAI



# 232,160

TOTAL FOLLOWERS



# 1,151

FOLLOWING



# 11,578

TWEETS



[www.lovindubai.com](http://www.lovindubai.com)



[twitter.com/lovindubai](https://twitter.com/lovindubai)



February 2009

Lovin Dubai is an online review website dedicated to showcasing the best in gastronomy that Dubai can offer, along with city reviews. Dubai being a top ranked city on the world map, has a lot to offer in terms of multinational cuisines with some of the top restaurants in fine dining. Lovin Dubai then, is the perfect companion for the travelling foodie in you.



## TWEETABLE TWITTER TIPS



Want to get more retweets? 110 -115 characters is the ideal length for your Tweet.



Keep an eye on your competitors by putting them in private Twitter lists to monitor their strategies and activities.



# DUBAI TOURISM

 **217,730**  
TOTAL FOLLOWERS

 **366**  
FOLLOWING

 **22,300**  
TWEETS

**الدبي**  
Tourism للسياحة

 [www.visitdubai.com](http://www.visitdubai.com)

 [twitter.com/dubaitourism](https://twitter.com/dubaitourism)

 August 2012

Dubai Tourism, owned by the Department of Tourism and Commerce Marketing, is the official authority in effectively planning and marketing tourism in Dubai. With a vision to make Dubai the leading travel destination for global businesses by the year 2020, Dubai Tourism takes every stride forward in making that a reality. Determined to receive 20 million visitors per annum, Dubai Tourism plays its part in making Dubai a destination of choice.



## TWEETABLE TWITTER TIPS



Click-through rates on Twitter ads are 8-24 times higher than Facebook.



Put ':)' into a search to quickly find positive Tweets about whatever "topic" you choose. Use ':(' for negative.



# WHAT'S ON DUBAI



# 212,923

TOTAL FOLLOWERS



# 10

FOLLOWING



# 11,453

TWEETS



[www.whatson.ae/dubai/](http://www.whatson.ae/dubai/)



[twitter.com/WhatsOnDubai](https://twitter.com/WhatsOnDubai)



March 2009

What's On is packed with expert opinions, complete Dubai city information guide including arts and culture, health and fitness and Dubai hotels & restaurants listings. What's On Dubai is a definitive guide to Dubai that provides well researched articles on things to do while visiting Dubai.



## TWEETABLE TWITTER TIPS



On average, B2B Marketers using Twitter generate twice as many leads as those who don't.



The fastest growing demographic on Twitter is the 55-64 year age bracket.





# VISIT DUBAI



# 149,954

TOTAL FOLLOWERS



# 604

FOLLOWING



# 8,577

TWEETS



[www.visitdubai.com](http://www.visitdubai.com)



[twitter.com/VisitDubai](https://twitter.com/VisitDubai)



February 2013

Visit Dubai is yet another venture from the Department of Tourism and Commerce Marketing to boost tourism. Visit Dubai initiates events, posts articles and keeps the public informed on happenings in Dubai.



## TWEETABLE TWITTER TIPS



The most active country on Twitter? China, where Twitter is banned yet over 35 million people have accessed it!



There are roughly 7,500 Tweets every single second. Count them!



# DUBAI CITY GUIDE



# 109,477

TOTAL FOLLOWERS



# 122,474

FOLLOWING



# 24,873

TWEETS



[www.dubaicityguide.com](http://www.dubaicityguide.com)



[twitter.com/dcgguide](https://twitter.com/dcgguide)



February 2009

Since its launch in 2000, Dubai City Guide has become one of the most popular city guides on the internet. With over 100,000 followers on Twitter, DubaiCityGuide.com is a must visit for all visitors and residents of Dubai. The site is updated 24/7 with latest news and events information. This also explains why DCG has the second largest number of tweets amongst all Dubai tourism Twitter handles!



## TWEETABLE TWITTER TIPS



The bird in Twitter's logo is called Larry, after basketball legend Larry Bird.



Twitter's original bird logo only cost them about \$15. Twitter is now worth 1,830,000,000 times that!



# #MYDUBAI



# 64,448

TOTAL FOLLOWERS



# 101

FOLLOWING



# 734

TWEETS



[www.instagram.com/mydubai](http://www.instagram.com/mydubai)



[twitter.com/MyDubai](https://twitter.com/MyDubai)



January 2014

Depicted as the social media autobiography of Dubai, #MyDubai is a fresh initiative by HH Sheikh Hamdan bin Mohammed, Crown Prince of Dubai to share Dubai's diversity. #MyDubai is a project dedicated towards the people of Dubai and its visitors to share their stories and experiences using the 'hashtag' on all platforms of social media.



## TWEETABLE TWITTER TIPS



Twitter users write enough words to fill up a novel the size of War and Peace every five seconds!



Twitter users took 3 yrs, 2 months, and a day to post the 1st billion Tweets. They now do it every 36 hours.

