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DSMG announces 10% growth in sales since the launch of 'Surprising Millions'

Dubai Shopping Malls Group (DSMG) has reported an average 10% increase in retail sales from the 23 shopping malls taking part in the 'Surprising Millions' campaign, being held as part of Dubai Summer Surprises.

United Arab Emirates: Wednesday, July 15 - 2009 at 16:53

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Majid Al Ghurair, Chairman of Dubai Shopping Malls Group, said:

'Since the start of the 'Surprising Millions' campaign in June, participating malls have recorded a healthy increase in turnover. Within the second week we recorded aggregate sales of Dhs145m and a growth of 8.2% in revenue over the first week, which show the growing popularity of the campaign. After the third week of promotions, figures from the participating malls indicated an average weekly surge of 10%. The total weekly footfall in the malls has touched 2.5m, signaling the strength of Dubai's retail industry.'

He added: 'This year's 'Surprising Millions' campaign is our largest promotion ever, aimed to boost the retail sector. With a total value of Dhs5m in cash and gifts to be won, the campaign has captured the imagination of shoppers who are all eager to try their luck. Mall-wide discounts, special offers and entertainment activities have turned this year's DSS into one of the best so far. Amid stories of recession, this event has spread a ray of hope, giving a reason to celebrate. '

As of July 02, 2009, the 'Surprising Millions' campaign has chosen 30 weekly winners, each of them receiving prizes in cash and gift vouchers. There are several instant winners were refunded their purchases on the spot.

The malls participating in 'Surprising Millions' include Al Bustan Centre, Al Ghurair City, Al Manal Centre, Al Mulla Plaza, Arabian Center, BurJuman, Century Mall, Dubai Festival City, Dubai Marina Mall, Dubai Marina Walk, Dubai Outlet Mall, Gold & Diamond Park, Ibn Batutta Mall, Lamcy Plaza, Mazaya Center, Mercato Mall, Oasis Centre, Reef Mall, Souk Al Bahar and Downtown Burj, The Dubai Mall, Town Centre, Time Square Centre and WAFI Mall.

Shoppers using their MasterCard credit cards double their chances of winning as they receive an additional raffle coupon.

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Majid Saif Al Ghurair, Chairman of DSMG.

 [Dubai Shopping Malls Group \(DSMG\) RSS feed](#)

1. Arabian Centre to host 'Surprising Millions'
2. Dubai Shopping Malls Group unveils 'Surprising Millions' summer promotion with a total prize of Dhs5m
3. Dubai Shopping Malls Group