

Heritage Express
ESSENCE OF THE EMIRATES

Emirati Hospitality Experience

a Heritage Express Experience





“He who does not know his past cannot make the best of his present and future, for it is from the past that we learn.”

Sheikh Zayed Al Nahyan
(Baba Zayed)

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Heritage Express

Heritage Express is proudly the only tour provider in the UAE with exclusive, fully trained, and experienced Emirati tour guides. The tour is an experience that takes guests around the many fascinating aspects of the Emirati culture by retelling stories, recalling historical milestones, providing the space for an open conversation, and gathering around delicious dishes from the local cuisine.





“

Our mission is to generate awareness and understanding among people for the purpose of enhancing cultural harmony.

Effective communication is the catalyst for cultural exchange to create cohesiveness between visitors, expatriates and UAE nationals alike, through fully immersive experiences and an integrated approach.

Abdalla bin Eisa Alserkal
Director and Chief Executive Officer



The Emirati Hospitality Experience

The Emirati Hospitality Experience aims to enhance cultural understanding relative to Emirati culture and heritage. Here, you will experience hospitality in abundance, just as it is always enjoyed.

This full experience is designed to suit all ages and interests. Whether you are looking for a family activity or a solo adventure, we guarantee that you will enjoy every cultural activity.

a Brief Look

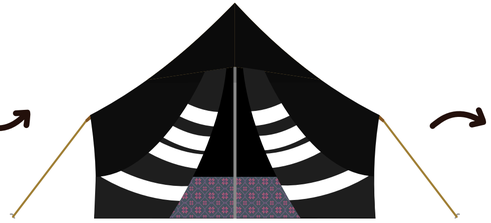
The experience takes you through an inclusive Emirati learning journey. Different aspects of the authentic culture are displayed and enjoyed at different stages of the tour. The main aim is to make the Emirati heritage feel more familiar for our guests to learn how to appreciate it and not appropriate it.



Meeting a bedouin and interacting with the different aspects of the desert life.



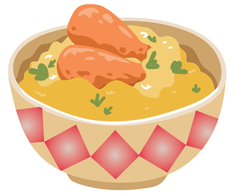
Amazing picture opportunities with our desert friends; a falcon and camels.



Go inside a real Bedouin shelter (House of Hair)!



Ride aboard our bus and tour around the 7 most significant historical landmarks in Old Dubai.



Enjoy dishes from our Emirati cuisine and an insightful Q&A session!



Valued Guests

We welcome all our visitors into the program just like we welcome guests into our homes. The entire discussion is carried out with a strong base of knowledge of Emirati culture. Every guest is encouraged to ask questions and participate in an open space to learn about any aspect of our heritage.

The Emirati Hospitality Experience is designed to allow our guests to enjoy our hospitality in abundance, just how it usually is.



Meet a Bedouin



The first step in any Heritage Express experience is ***meeting a Bedouin!*** Here, the guests can interact with the real aspects of the authentic lifestyle, ask questions and see the interactions with our desert friends.

Our experience must cover every element of Emirati culture and heritage most truthfully and authentically. This way, the guests can feel closer to our traditions and learn to appreciate them more.


Did you know ?
A camel can sleep
standing up!!
Camels
have been
domesticated
for over

Desert Friends

The Desert Friends program introduces our guests to the lifestyle of the desert. They enjoy learning about camels, our companions, and falcons.

With limitless photo opportunities available, the guests love to take those pictures for keepsakes and memories all while getting the right information directly from the source; an Emirati.

The Desert Friends program runs from October to June of every year only.







The guests enter Bait Al Shaar (House of Hair) which is an authentic Bedouin tent. Here, they can connect more with the daily lifestyle of desert life.



Historical Buildings

Historical Buildings

The Heritage Express experiences are all set within actual historical buildings and renovated Emirati houses. The old architecture and textures add so much to every step of the authenticity of the tour.

On the right, our Emirati Cultural Ambassador holds a miniature of the Barjeel; a windtower that was very common in Emirati houses for cooling. Instead of visitors, you will feel more like guests inside those houses.





Our Customized Trolley Bus

Tinted windows to combat UAE heat

Shape of the windows inspired by Old Dubai architecture

Bright red symbolizing strength and hardiness in UAE

Full design inspired by UAE heritage



Dedicated door for people of determination

The bus comfortably fits 2 wheelchairs

Amazing opportunities for group pictures!

Interior mimics an authentic Emirati majlis (gathering area)



This is where our guests will enjoy the tour around Old Dubai! With the Emirati Cultural Ambassador at the front, the guests can focus on both the explanations of the history while also witnessing it from the windows on either side.

The bus itself is unlike any other because of all the extra customization we added that are inspired by Emirati themes and styles.


THE
ONLY
EMIRATI
LED
TOUR
IN DUBAI



Let's Talk UAE

The bus is one of the many spaces our guests can use to open up insightful discussions about the UAE. Here, they can engage and interact with the Emirati Cultural Ambassador at every tour stop to learn more.

Every element of our experience is designed to maximize the knowledge shared and make it accessible and entertaining for all.

Our Route

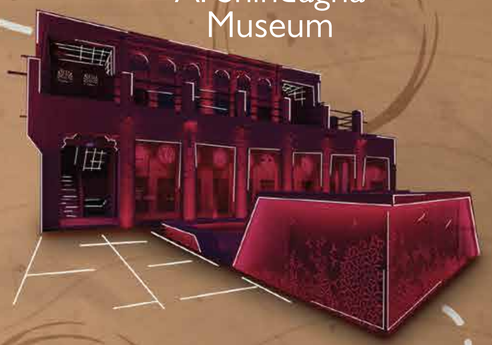
The trolley stops for ***5 minutes at each location,*** except Jumeirah Mosque where it stops for ***15 minutes and all guests receive an external walking tour.***



Jumeirah Mosque



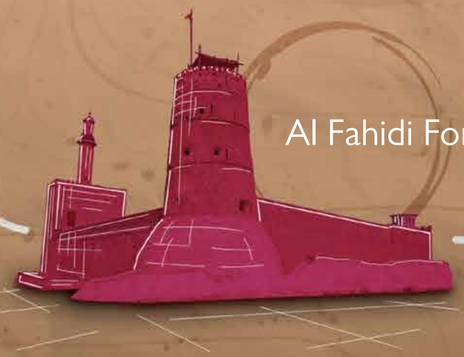
Etihad Museum: Union House



Al Shindagha Museum



Dubai Abra



Al Fahidi Fort



Al Seef



Sheikh Mohammed Bin Rashid Al Maktoum Centre for Cultural Understanding

Safety Measures

- Advanced Visibility
- Horizontal Seatbelts
- First Aid Kit
- First Aid Certified Drivers
- Fire Fighting Certified Drivers
- Fire Extinguisher
- CCTV Monitoring
- GPS Tracking





Emirati Cultural Ambassadors



Cultural Ambassadors

Our Emirati Cultural Ambassadors are trained professionals who are proud to share their culture and heritage.

We are the ***only*** Emirati-led tour providers in the country! We believe it is best to hear our stories and history directly from us! (The stories we tell are ones passed down from our grandparents and families.)

How would it be an Emirati experience without actual Emiratis?

Emirati Food & Drinks



It is in our culture to value the company more than the meal itself. We love inviting you over inside an actual Emirati house to have breakfast/lunch/dinner. But first, we can start with Arabic coffee.





Every meal enjoyed after a Heritage Express experience is held at Sheikh Mohammed Bin Rashid Al Maktoum Centre for Cultural Understanding. Of course, the sharing of knowledge continues to be the main aim of every aspect.

Our Emirati Cultural Ambassadors discuss table manners, traditions, and daily etiquette. The meal enjoyed consists only of Emirati dishes (and desserts)!




THE
ONLY
EMIRATI
LED
TOUR
IN DUBAI


CHICKEN
BIRYAN
BALALIT
DANGO
CHICKEN
NASHIF


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