

Beat: Travel

## AL AHLI HOLDING GROUP PARTNERS WITH TWENTIETH CENTURY FOX CONSUMER PRODUCTS

### FOX WORLD THEME PARK AND RESORT IN DUBAI

PARIS - LOS ANGELES, 04.11.2015, 18:32 Time

**USPA NEWS** - Al Ahli Holding Group (AAHG) in an international licensing partnership with Twentieth Century Fox Consumer Products, announced plans to build a Fox-branded theme park and resort in Dubai. This will be the second 20th Century Fox World theme park and the first Fox-branded resort.

Al Ahli Holding Group (AAHG) in an international licensing partnership with Twentieth Century Fox Consumer Products, announced plans to build a Fox-branded theme park and resort in Dubai. This will be the second 20th Century Fox World theme park and the first Fox-branded resort. The deal allows for a roll-out of up to three additional Fox-branded resorts in territories outside Dubai.

The licensing partnership with AAHG also calls for the creation of the world's first Fox-branded resort, where themed rooms and dining opportunities will offer visitors a chance to further immerse themselves in the entertainment brands and rich history of 20th Century Fox.

Highlights of 20th Century Fox World, Dubai will include :

- Theme park consisting of themed lands and attractions based on Fox properties, including, Ice Age, Rio, Planet of the Apes, Aliens, Predator, Night at the Museum and Titanic, The Simpsons and Sons of Anarchy.
- A broad attraction mix, ranging from media-based dark rides to thrill rides that will tell new stories based on Fox film and television brands.
- A themed retail street featuring unique shopping and dining based on Fox properties.
- The world's first Fox-themed resort hotel.

'20th Century Fox World, Dubai is the second Fox theme park destination and marks an important step forward in our global theme park strategy. Fox World will be a world-class destination that will help fuel Dubai's emergence as a global tourism destination,' said Jeffrey Godsick, President of Twentieth Century Fox Consumer Products.

'Fox's rich history of great entertainment-based intellectual properties from movies, television shows and animation concepts will help us spearhead this project and add value to our latest offering in the global entertainment space. As part of our international deal with Fox, we look forward to building these attractions and resorts globally starting with Dubai as the first location and additional Fox branded resorts that we hope to open across other territories in the future,' added Khammas about AAHG's deal with Fox.

Source : Fox Consumer Products

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**Article online:**

<https://www.uspa24.com/bericht-6108/al-ahli-holding-group-partners-with-twentieth-century-fox-consumer-products.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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