



## Wer ist Platinum Heritage Tourism

With expertise in not only luxury but culture, wildlife and history, Platinum Heritage reveals Dubai and the United Arab Emirates with an authenticity beyond the reach of any other desert safari or adventure tour company. Our tours are exclusive and created for discerning travellers, who expect the highest level of luxury, service, and attention to detail. After all, we are not just providing a luxury tour. We have a greater role: we are introducing you to Dubai.

Platinum Heritages' distinguishing characteristics are encapsulated in the following set of principles:

### Respect

- For our Guests and their particular expectations, requests, requirements, beliefs and values
- For the culture, tradition and heritage of the UAE
- For our staff with the goal of becoming the best employer in the UAE
- For the Royal Family for their generosity, vision and our mutual goal of preserving the culture and heritage of the UAE
- For the environment in which our tours are privileged to present

### Sustainability

- Preservation of the culture and heritage of the UAE
- Preservation of the fragile eco-systems we discover during our tours; the amazing sand dunes, flora and fauna
- Reduction in our environmental footprint by limiting the use of non-renewable fuels wherever possible
- Support for local communities by sourcing from local suppliers