

DUBAI TOURISM LAUNCHES SPONSORSHIP SCHEME FOR LEISURE EVENTS

- Sponsorship scheme aims to provide additional incentivisation opportunities for the growth of Dubai's events sector and further support organisers across the city

Dubai, UAE, 15 April 2019: Dubai's Department of Tourism & Commerce Marketing (Dubai Tourism) has announced the launch of a new sponsorship scheme to drive continued innovation and sustainability across Dubai's events industry. Reaffirming Dubai's position as a global events hub, the scheme is designed to further empower leisure event organisers with additional incentivisation opportunities in the form of event sponsorship.



The new process will build on the growth and competitiveness of the city's event sector, which recorded an increase of over 100,000 ticket sales and 25 additional events in first quarter of 2019 when compared to the same period last year. Continuing to effectively showcase Dubai's proposition as a host city for international events from around the world, the scheme will target entertainment events and will be applicable for events that are ticketed and open to the public, with an eligible leisure event permit. With state of the art venues across the city, Dubai is well placed to compete on the global stage to host international events, as it continues to grow its reputation as a world leading leisure and entertainment destination.



The scheme will work in conjunction with the Department's ticketing and permits services to streamline management and coordination of event licensing activities and provide greater operational efficiency.

His Excellency Helal Saeed Almarri, Director General, Dubai Tourism said: "The sponsorship scheme forms part of our commitment to retain the city's status as a leading global event destination and has

been designed to build on this momentum and act as a catalyst for the local events industry. This has been further fueled by our cross-industry public and private sector partnerships, which serve as a crucial component in helping us identify and pursue opportunities to further empower local event organisers as we set the stage to welcome audiences from around the world.”

The sponsorship scheme, which will directly support leisure event organisers, will take effect for events being held from 1 May 2019 through an online application process.

Ahmed Al Khaja, CEO, Dubai Festivals and Retail Establishment, commented: “Dubai’s events sector is continuing to grow at an impressive rate, with its sustainable and engaging offerings playing a vital role in growing our tourism numbers and driving the city’s competitiveness for global audiences. The dedicated incentivisation scheme will aim to further position Dubai as a major player in the sector by providing additional support for event organisers across the city, and attracting prominent event organisers and international initiatives.”

Dubai’s position as a global events destination has been enhanced with the addition of world class event venues across the city. Dubai Opera has hosted a critically acclaimed programme of world class shows and with the venue set to welcome one of the world’s most popular musicals, ‘The Phantom of the Opera’ in October 2019, Dubai will again welcome audiences from across the region. Other flagship venues set to elevate the city’s events landscape include the launch of the new Coca-Cola Arena in City Walk 2, set to officially open its doors this summer to host world leading comedian Russell Peters on 6 June and popular musical group, Maroon 5 on 14 June, immediately confirming the emirate’s position as a destination of choice for international events. The 17,000-seat air-conditioned arena will be the largest indoor arena of its kind in the region, and will host a variety of live concerts all year round.

Leading leisure events industry partners commented on the evolution of Dubai’s events landscape and the introduction of the Dubai Tourism Sponsorship Scheme:

Mohamed Almulla, CEO & MD, DXB Entertainment said: “Dubai has firmly established itself as an international hub for leisure events in the region, with a diverse range of events and city-wide celebrations providing engaging and immersive experiences for both its multicultural residents and global tourist base. Initiatives such as Dubai Tourism’s sponsorship scheme play a crucial role in further shaping this ambition, providing a fresh avenue for Dubai’s economic growth.”

James Craven, President, Live Nation, Middle East said: “We are experiencing an exciting time of growth in Dubai’s events industry as Dubai continues to showcase its strength as a world-class leisure destination. This not only fuels our ongoing commitment to deliver the best family experiences in the region but also opens up new opportunities to continue strengthening our relationship with the wider sector. We have enjoyed great success with events from Dave Chappelle and George Ezra to the recent Wasla alternative Arabic music festival. The Dubai Tourism Leisure Events Sponsorship Scheme initiative, marks a significant milestone in the government’s support in nurturing the city’s thriving events industry, underscoring Dubai’s place on the international live entertainment map.”

Gail Clough, Co-Founder, The Laughter Factory, said: “As Dubai’s pioneering home grown comedy club, The Laughter Factory has brought in exciting line-ups from across the world to packed houses in Dubai for the last 23 years. During this time, we have seen immense growth in Dubai’s robust events programme, backed by the support of industry partners and the Dubai government. The sponsorship scheme by Dubai Tourism will help us continue to grow, empowering us to enhance our rich programme of comedy events for the diverse audiences in Dubai.”

Event organisers looking to register and apply for sponsorship, providing they meet the criteria, are invited to visit www.visitdubai.com/en/leisure-events-sponsorship to begin the application process.

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About Dubai’s Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world’s leading tourism destination and commercial hub, Dubai Tourism’s mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai’s tourism sector. It markets and promotes the Emirate’s commerce sector and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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