THE STATE OF TICKETED EVENTS IN DUBAI

STRATEGY AND TOURISM SECTOR DEVELOPMENT

JULY 2016

ANNUAL INDUSTRY REPORT 2015

PREFACE

Dubai's event industry, which is a core pillar of the city's tourism destination proposition, remains a strong and growing contributor of economic value to the emirate's GDP. Building off a mature calendar of regularly renewed, world-renowned leisure and business events, the event offering is well complemented by a widely diversified mix of entertainment, sport, theatre, art and cultural entrants, collectively aimed at attracting international and domestic audiences. The success of Dubai's event industry in its ability to deliver sustained interest in its calendar has earned Dubai, recognition as the 'World Festival and Event City' for three years since 2012 by the International Festivals and Events Association.

Dubai Tourism continuously works with the industry to enhance the quality, refresh the variety and bring in innovative concepts to the calendar on a regular basis. 2015 saw the full implementation of Dubai's e-Permit platform. This industry enabling solution caters for all processes pertaining to licensing and permitting for events to be facilitated through a single online interface managed by Dubai Tourism. On the consumer enablement side, the e-Ticketing system creates a unified distribution platform for the convenient booking and purchase of tickets for all types of registered ticketed events in Dubai, with seamless integration to a highly secure mobile and electronic payment gateway.

Close collaboration across all the fundamental levers of sector development, between government, public and private sector stakeholders - from venue developers and operators, to event organisers and the network of promoters and distributors – has been instrumental in laying the foundations for Dubai's success to date.

Looking ahead to 2020 and beyond, as the events industry prepares to cater for the evolving needs of an even more diversified target of 20 million visitors to the emirate, sustained cross-industry partnership will be even more crucial to retain Dubai's status as the leading global event destination.

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OVERVIEW OF FINDINGS

This report covers the period January 1 - December 31, 2015 and provides a snapshot of the performance of ticketed events hosted in Dubai across the 3 main categories of Entertainment, Sports and Culture. Together, these categories constitute 27% of the total volume of unique ticketed events hosted during the 2015 calendar year and account for 60% of the number of tickets recorded as sold for the period.

Last year saw a total of 656 system-registered ticketed leisure events being delivered across various venues in Dubai. Collectively, the average duration of events across the Entertainment, Sports and Culture genres was found to be around 2.75 days, with a total of 1.1MM tickets being sold during 2015.

From an organiser perspective, event types are a key indicator of the optimal scale they should target for a particular event to be sustainable, based on indicative market demand and the price point that the consumer is willing to spend on similar genres. For instance, Sports events tend to be much larger scale with lower price points, governed by the mass nature of the events and the infrastructure capacities; Entertainment events appear to be able to absorb significant demand for majority of the shows to be hosted in under 1,000 seater venues; while Cultural events indicate a much more balanced spread in numbers between medium to large scale range depending on the niche nature of their audience, or acts that need highly specialised locations.

Within these specific event categories, the UAE residential population and international travellers already in Dubai, have the highest potential to be event attendees, and should hence be the primary target for event related marketing – this is validated by the very low percentage of tickets purchased overseas across event genres. Online bookings are gaining in popularity as the maturity and security of e-commerce transactions grows within the domestic market and the near-region. In most event categories, between 45-69% of the purchases are made online, reflecting the trend of increasing affinity and comfort within the UAE and GCC markets to use both electronic and mobile payment channels – particularly for event related purchases.

In general, peak sales are within 2 weeks of an event irrespective of event type with event-day sales being a dominant category. Propensity of more advanced (4-5 weeks before the event) ticket purchases is limited to those buying tickets either from other countries as part of their Dubai trip planning process, or for extremely sought-after events – like niche plays, performances etc., or for premium seats or crucial games within popular sporting events.

In conclusion: Across Entertainment, Sports and Cultural events, the findings summarised in this paper quantify the magnitude of their direct contribution, and highlight the diversity and depth of Dubai's events calendar, particularly in its ability to cater to mass and niche audiences across the year. For the industry, these insights serve as a reference to assess performance of their specific shows relative to industry average, so they are better equipped to scale and price events in the context of market appetite. Additionally, the report delves into purchaser demographics, sales channel effectiveness in the lead-up to the event, and nationality-specific nuances by event type to facilitate more informed decision making.

We expect to continue to publish similar white papers, to evolve our collective knowledge of, and agility in response to, key trends within the events industry, so that all stakeholders can collaboratively contribute to growing the direct and total GDP impact driven by events on Dubai's economy.

KEY NOTES

- 'Entertainment' events referenced in this paper, cover all forms of music, comedy and live performances, while 'Sport' events refer to events that entail paid viewing rather than participating in sporting activities at an event, and 'Culture' covers varieties of theatrical performances, art and literary events.
- For the purposes of performance reporting and data insights presented in this study, only events that were registered and hence fully captured by the e-Ticketing system in 2015 have been evaluated to ensure sanctity and auditability of the information. As such, in some event categories, specific event types may be eliminated due to insufficiency or invalidity of pertinent information – these have been duly referenced.
- Additionally, where 2 or fewer events are featured in the calendar within a specific sub-type, to preserve anonymity and confidentiality of the event-specific data sets, a few sub-types have been aggregated.
- Ticket buyer profile information is based on the online transaction data only and not on sales at box office or at event gate-sales. Consequently, any demographic details provided, pertain to the purchaser (covers purchases in Dubai and overseas) and is not reflective of the actual event attendee.
- Onsite gate-sales in the context of this paper are aggregated under box office and can be inferred based on 'event day' sales albeit there may be a small percentage of such tickets being purchased at a box office location different to the venue of the event.
- Data on lead times for ticket sales based on channel and/or country of purchase, reflect the time of release of tickets to the market by the ticket seller, estimated to be a close proxy, and well aligned with the timing of demand spike.

ENTERTAINMENT EVENTS

OVERVIEW

NUMBER OF UNIQUE EVENTS

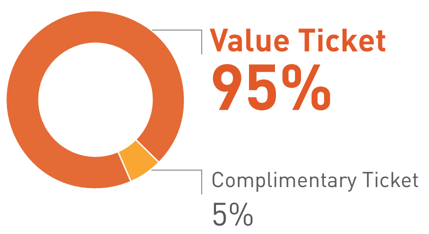
544

NUMBER OF EVENT DAYS

1,551

NUMBER OF TICKETS FOR EVENTS

728,660



AVERAGE TICKET PRICE

296 AED

AVERAGE PER TRANSACTION

3.2 TICKETS

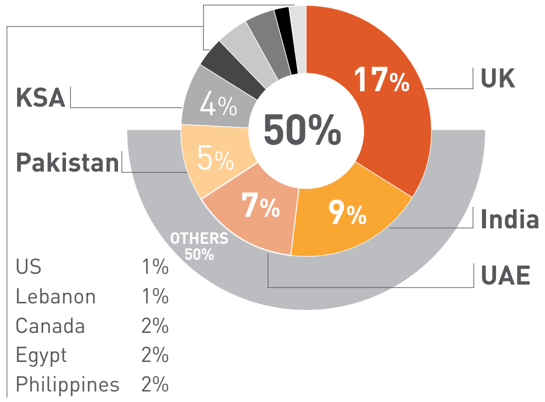
With 544 unique events in the Entertainment category, this is the single largest leisure segment within Dubai's annual calendar - a testament to the popularity and variety of sub-types that fall within this category.

Duration of events (measured as event days) is another key indicator of market demand. In this segment, events range between 1 and 7 days with an average of 2.9 days for the entire category during 2015.

Average ticket prices for this category are at AED 296/- resulting in transaction values averaging at nearly AED 950/- per purchase. Entertainment events are able to command a higher price than other categories, reflective of strong consumer willingness to spend on events across all genres within this segment.

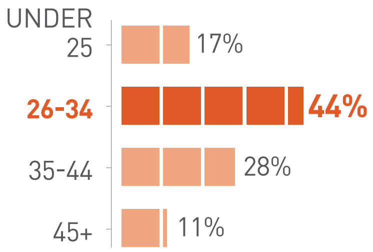
AGE/DEMOGRAPHIC

TOP NATIONALITIES*



* All data is reflective only of purchasers and transactions conducted online. This excludes box office sales. Also, invalid data sets have been grouped under 'Others' to avoid misrepresentation of any specific nationality category

AGE**



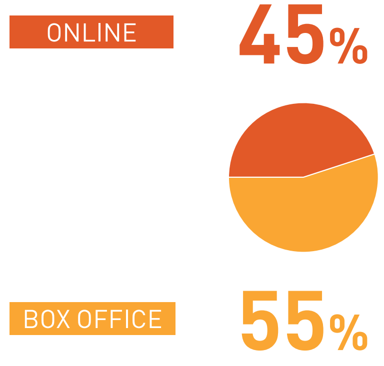
** Undisclosed data fields (age is optional) or invalid data entries have been excluded from the analyses – all age data is reflective of purchasers and not of attendees

In general, online ticket purchasers are broadly diversified across nationalities albeit consumers from the UK show a much stronger preference for this mode of transaction, potentially reflective of a greater historic comfort with electronic payment mechanisms.

Over 94% of all transactions were fulfilled in the UAE, either by residents or international travellers to Dubai during the period. In that context, it is important that event marketing campaigns mainly focus on attracting UAE residents and international visitors already in Dubai. Of the international transactions, 43% were from KSA - mainly Saudi Nationals, while overall, expat communities across the region account for 10-15% of the international ticket buyers.

TICKET SALES

SALES CHANNEL

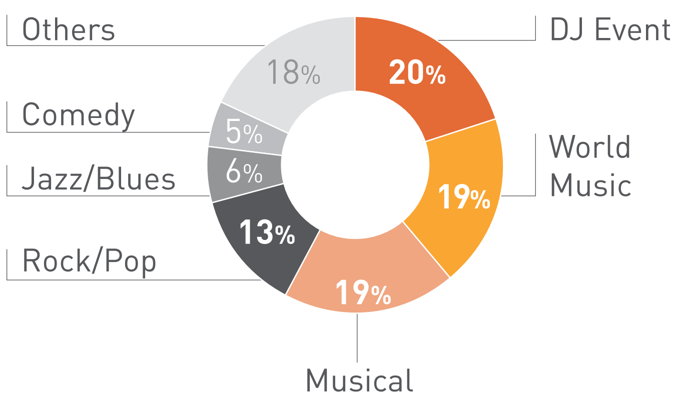


Online transactions are gaining in prominence with internet penetration across the near region among the highest globally, and the market getting more confident with the security of electronic payment systems.

However, traditional box office purchases continue to lead in volume of transactions, accounting for 55% of the Entertainment event tickets sold last year. This behaviour provides an opportunity to drive impulse purchase, influencing higher event attendance at point of sale in locations frequented by residents and tourists – particularly closer to event date.

EVENT INFORMATION

EVENT TYPE | by Number of Tickets

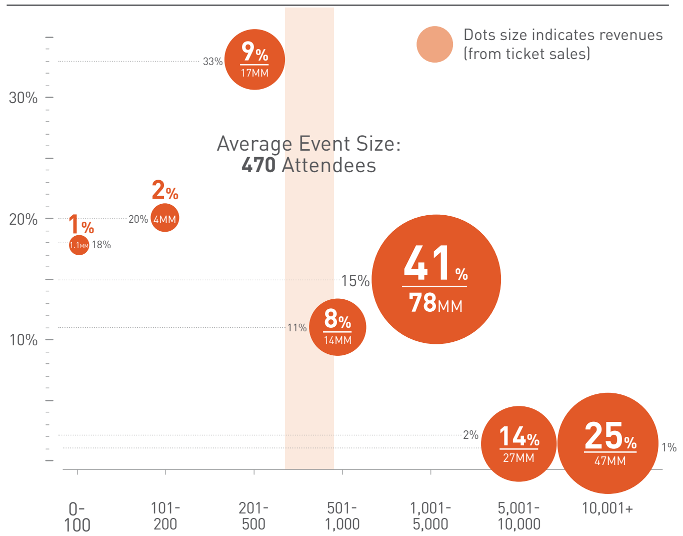


Entertainment events span a variety of genres, not just concerts and live performances but also interactive stage shows like comedy acts.

Distinct sub-types covered in this study for 2015 include DJ Events, World Music (international and regional talent performances), Musical Shows (incl. dance troupes), Rock/Pop, Jazz/Blues, and Stand-up Comedy with Others that are consolidated under a common category.

Nearly 60% of the ticket sales are covered in the top 3 genres indicating the mass demand for these types of entertainment events.

EVENT SIZE | by Number of Events vs Revenue



Average volume of ticket sales and average revenues by event type are good indicators of the potential for specific event types, and also reflective of the events that have a greater untapped potential for more to be added.

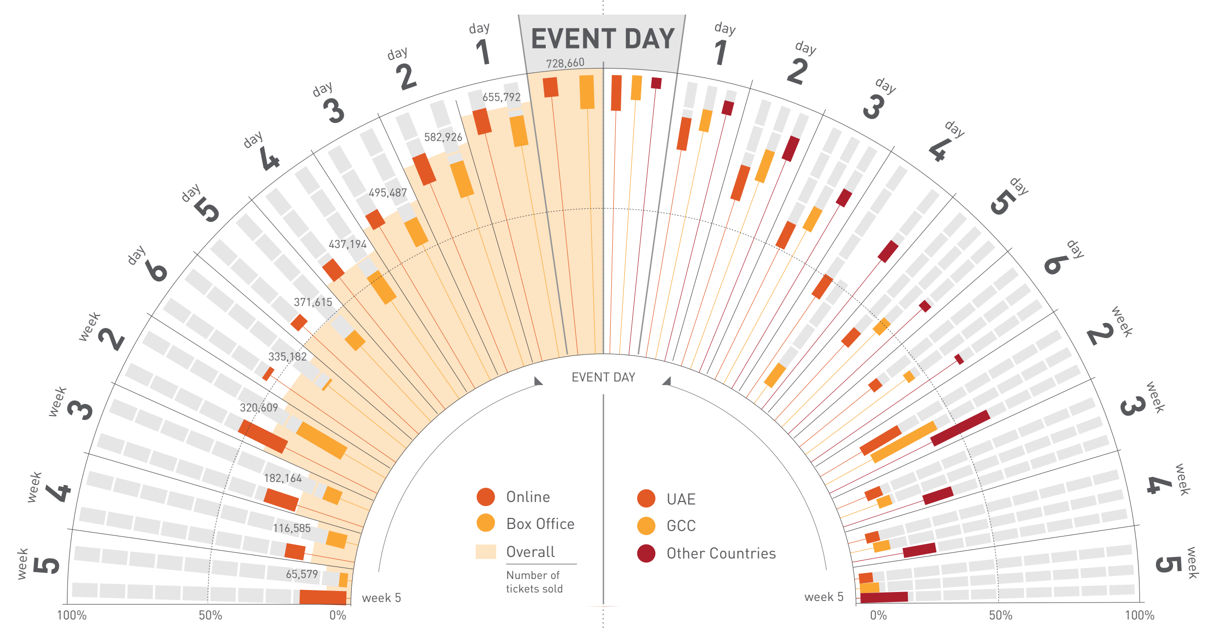
In the Entertainment category, 2015 was dominated by mid-size events with 82% having a capacity of below 1,000 attendees. Consequently, the average event size in a given day across the segment landed at 470 tickets.

That said, larger scale events (1,000+) show a high turnover (80% of total revenue) and present an opportunity for organisers to explore further.

LEAD TIME

SALES CHANNEL

COUNTRY OF PURCHASE



Ticket purchases made well in advance of the event are generally online while box office dominates the later bookings unless it is an international purchase which is entirely online. Reflective of very short lead times for decision making to attend events in general, 56% of Entertainment tickets sold in 2015 were issued in the final week leading up to the event.

International tourists typically make their event purchases between 2-5 weeks ahead of the event, potentially aligned with their travel bookings to Dubai. The domestic market shows a steady ramp-up in volumes leading into the event with a spike in purchases within 3 days of the show.

ENTERTAINMENT EVENTS

SPEND COMPARISON

DJ EVENTS

240 AED

Average Price

	Nationality	Comparative Price to Average
1	UK	▲
2	India	▼
3	Pakistan	▼

	Country of Purchase	Comparative Price to Average
1	UAE	–
2	KSA	▼
3	Kuwait	▲

WORLD MUSIC

147 AED

Average Price

	Nationality	Comparative Price to Average
1	India	▲
2	UK	▲
3	Pakistan	▲

	Country of Purchase	Comparative Price to Average
1	UAE	▼
2	KSA	▲
3	UK	▲

ROCK/POP

372 AED

Average Price

	Nationality	Comparative Price to Average
1	India	▼
2	UK	▲
3	Philippines	▼

	Country of Purchase	Comparative Price to Average
1	UAE	▼
2	UK	▲
3	KSA	▲

Variances by Nationality

Based on a specific segments' affinity to an event type, there is a significant variance observed in the average willingness to pay – either for more premium tickets, or for exclusive events commanding a higher ticket price – ranging from 30% to nearly 2.5 times, within just the top 3 nationalities of purchasers. This indicates potential for organisers to address such latent demand with more events within a specific genre.

Targeting Country of Purchase

Genres within Entertainment events can have a stronger appeal to some markets, driving higher international ticket purchases. For example, regional markets are a highly-targeted audience for Arabic concerts that can be a key driver of their decision to visit Dubai. In such cases, the willingness to pay within these markets could be as high as 3 times the pricing in the UAE market. Similar variances are observed across event sub-types.

TOP EVENTS

BY TICKET REVENUE

1. One Direction
2. Dubai Jazz Festival
3. Disney on Ice
4. Michael Bublé Live
5. Drake Live in Concert
6. Redfest DXB
7. The Illusionists 1903
8. Ed Sheeran
9. Mama Mia
10. New Year in Atlantis

TICKETS SOLD

1. Disney on Ice
2. One Direction
3. Dubai Jazz Festival
4. Redfest DXB
5. Mama Mia
6. Michael Bublé Live
7. DSF Arabic Concerts
8. The Illusionists 1903
9. Ed Sheeran
10. Drake Live in Concert

Correlation between Scale and Revenues

There is a strong correlation between the number of event attendees and potential revenue generations for this category of events. This is evident in that 9 out of the top 10 Entertainment events by volume of ticket sales during 2015 are also in the top grossers list for the same period. Demand is not only able to drive scale but also at a premium, consequently yielding higher returns for the industry – all of which is reflected in the dominance of large-scale entertainment events.

SPORTS EVENTS

OVERVIEW

NUMBER OF UNIQUE EVENTS

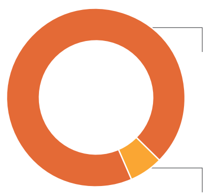
37

NUMBER OF EVENT DAYS

95

NUMBER OF TICKETS FOR EVENTS

385,860



AVERAGE TICKET PRICE

200 AED

AVERAGE PER TRANSACTION

2.3 TICKETS

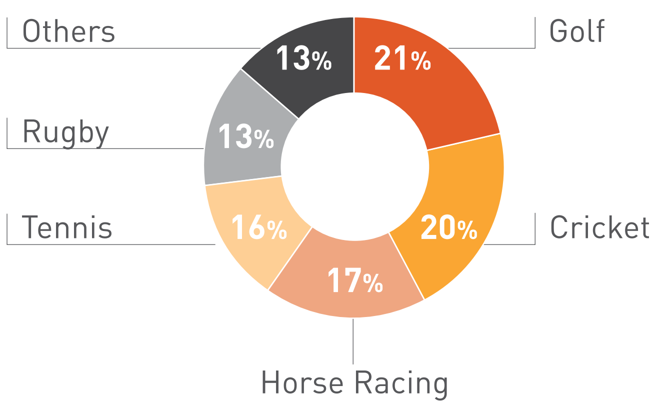
Dubai hosted 37 ticketed events in the Sports category in 2015, which boasts the largest individual event attendance, making sporting events critical anchors within Dubai's calendar. On an aggregate basis, this segment averages at over 8 times the sales volume per event when compared to the Entertainment category.

Given the nature of sporting events, this category is expected to have multiple-day tournaments or a mini-series, as is evidenced by an average duration of 2.5 event days during 2015.

With an average ticket price of AED 200/- netting at an average transaction value of just over AED 460/-, overall value per purchase is under that of 50% of Entertainment events. Although this reflects a more mass market audience with higher variance in price tiers, people are also prepared to pay a premium dependent on the 'fan base' for the sport.

EVENT INFORMATION

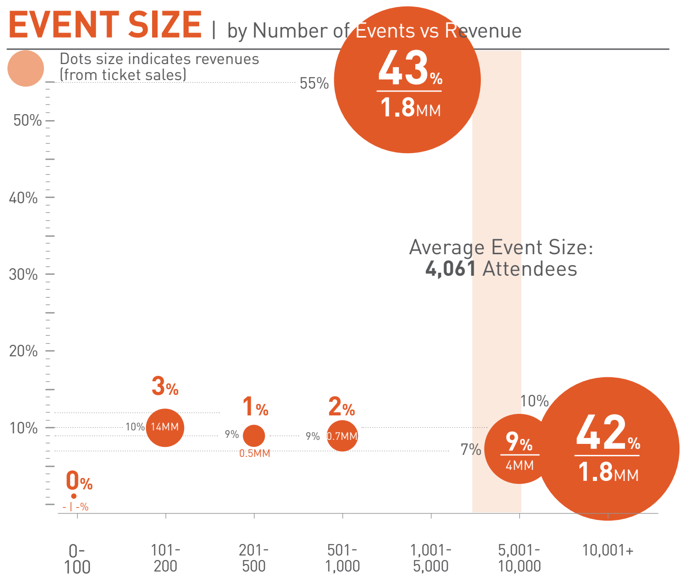
EVENT TYPE | by Number of Tickets



Sports events in Dubai's calendar are broadly reflective of the kind of sports that appeal to the resident and regional nationality mix – ranging from Cricket for the Subcontinent, Football for the GCC and Rugby for the Western markets. In addition, sports with wide global fan following like Tennis and Golf, or niche events like Horse Racing, Extreme Sports etc. are all integral to the variety of events within this category.

Over 70% of all ticket sales are across Golf, Cricket, Horse Racing, Tennis and Rugby indicating mass interest in these sub-types, from the domestic and visiting international segments.

EVENT SIZE | by Number of Events vs Revenue



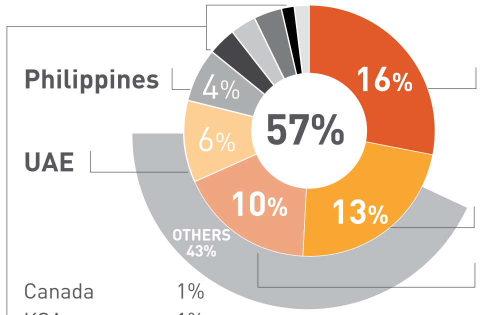
Sports events category is dominated by very high attendance volumes averaging at over 4,000 per event day - driven by the mass audience nature of sports events and the scale of associated facilities.

Over 70% of the events are in the 1,000+ attendee range and together drive over 90% of the ticket revenue.

Smaller events may be more niche in their target segments, yet can command higher ticket prices, and have the ability to attract a selective fan-base as the main driver for visitation.

AGE/DEMOGRAPHIC

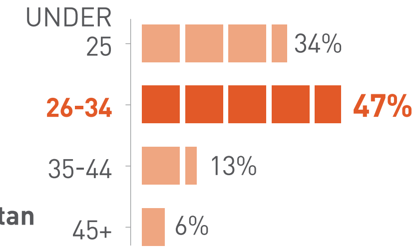
TOP NATIONALITIES*



Canada	1%
KSA	1%
US	2%
Egypt	2%
Lebanon	2%

* All data is reflective only of purchasers and transactions conducted online. This excludes box office sales. Also, invalid data sets have been grouped under 'Others' to avoid misrepresentation of any specific nationality category

AGE**



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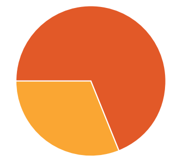
There is a distinct nuance in nationality-based propensity to purchase Sports events tickets online. While UK remains highest in share of online bookings, driven both by their e-payment maturity and the attractiveness of all main event categories to this demographic, the Subcontinent interestingly accounts for nearly 23% of electronic transactions. This significant increase relative to other event types, is potentially due to high demand on cricket events in the sports calendar.

UAE expectedly continued to dominate transaction share at 94%, and of the remaining 6% purchased overseas, 25% were from the UK – re-emphasising the strong sports interest of this nationality. Of the KSA-based purchasers, 82% were by Western expats, a marked variance from other categories.

TICKET SALES

SALES CHANNEL

ONLINE 69%



BOX OFFICE 31%

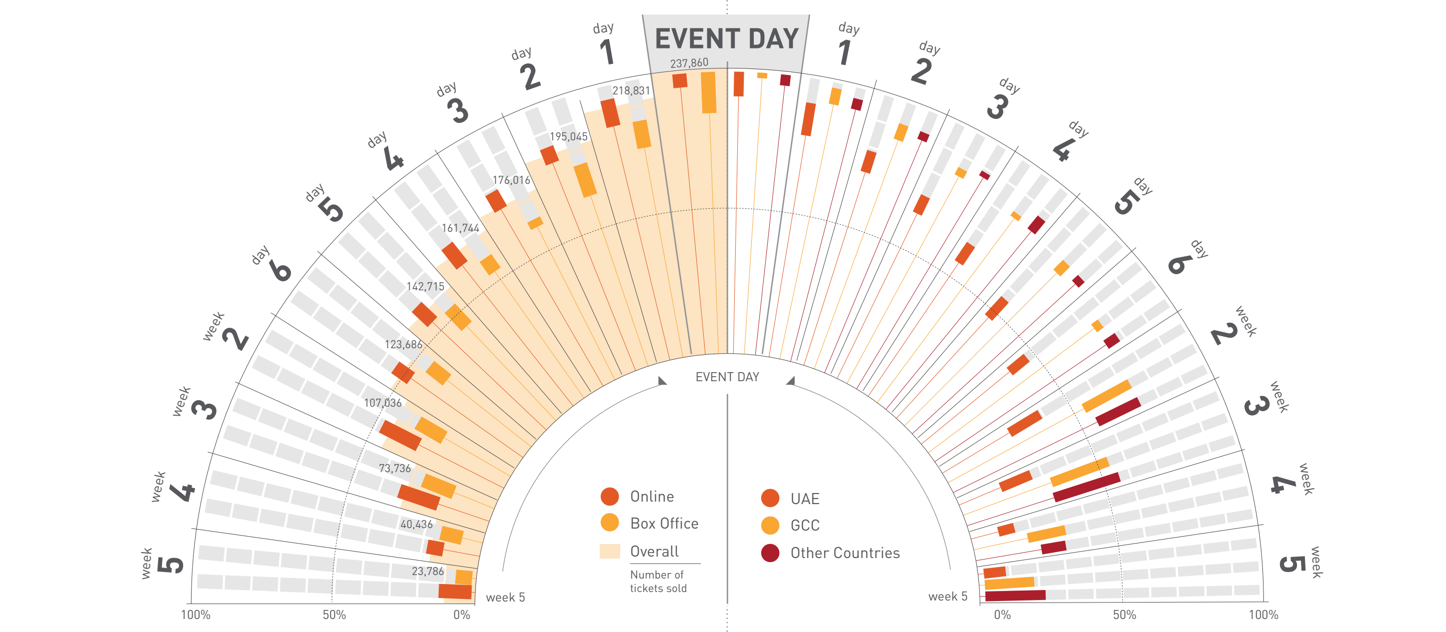
Sports events in 2015 reflect the global shift in purchasing trends with online transactions dominating the channel mix at nearly 70% of all related event purchase volumes. From the supply side, there is a clear opportunity for distributors to capitalise on this trend to secure sufficient early bookings on critical games while directing resources towards driving demand for other segments.

The remaining 30% of traditional box office transactions relate to some events in this category that cater for a mass attendee demographic with limited access to online purchasing capabilities.

LEAD TIME

SALES CHANNEL

COUNTRY OF PURCHASE



Trends in Sports events are relatively similar to what is generally observed for calendar where online channels are popular for advance purchases. On one hand, more than 50% of online sales occur between the 2-5 week timeframe. On the other hand, just over 60% of box office transactions occur during the last week leading to the event.

Aligned with general trends, international tourists conduct purchases more in advance than domestic audiences although even within UAE residents, a significant 39% of the ticket sales occur within the 2-week mark. When compared to Entertainment events where that threshold is only met 3 days before the event, this reaffirms that Sports events drive a higher advance purchase propensity.

Note: Analysis on ticket price and revenue along with age/demographic, lead time, sales channel, spend comparison and top events is not available for Horse Racing and Golf events in 2015.

SPORTS EVENTS

SPEND COMPARISON

CRICKET

50 AED – 400 AED
Published Ticket Price (Min/Max)

	Nationality	Comparative Price to Average
1	Pakistan	▼
2	India	▼
3	UK	▲

	Country of Purchase	Comparative Price to Average
1	UAE	▼
2	UK	▲
3	India	▲

TENNIS

70 AED – 700 AED
Published Ticket Price (Min/Max)

	Nationality	Comparative Price to Average
1	UK	▲
2	India	–
3	US	▼

	Country of Purchase	Comparative Price to Average
1	UAE	▼
2	UK	▲
3	India	▲

RUGBY

0 AED – 600 AED
Published Ticket Price (Min/Max)

	Nationality	Comparative Price to Average
1	UK	▼
2	Australia	▲
3	US	▲

	Country of Purchase	Comparative Price to Average
1	UAE	▼
2	UK	▲
3	KSA	▼

Variances by Nationality

Sporting events have a strong nationality skew driven by home country strength in a sport or the appeal of the sporting personalities in the draw within a demographic. For team sports in particular, note that in addition to high transaction volumes, attendees' willingness to pay a premium relative to average ticket prices is directly correlated to their home team's performance in the particular event.

Targeting Country of Purchase

Across categories, overseas purchases are higher on average ticket value than tickets sold in the UAE. Variances range from 2-3 times depending on the market's affinity to a specific sport, and is also driven by advance bookings for more critical games in the tournament and premium seating. Within the region however, pricing levels for sporting events are similar to the UAE – in contrast to other event categories.

TOP EVENTS

BY TICKET REVENUE

1. Dubai Rugby Sevens
2. Dubai ATP Tennis Tour
3. Pakistan vs England Cricket
4. DWTA 15
5. IPTL
6. DDF Darts Masters
7. Glory 20 Dubai
8. Masters of Dirt
9. PBA Governor's Cup
10. Global Fighting Championship

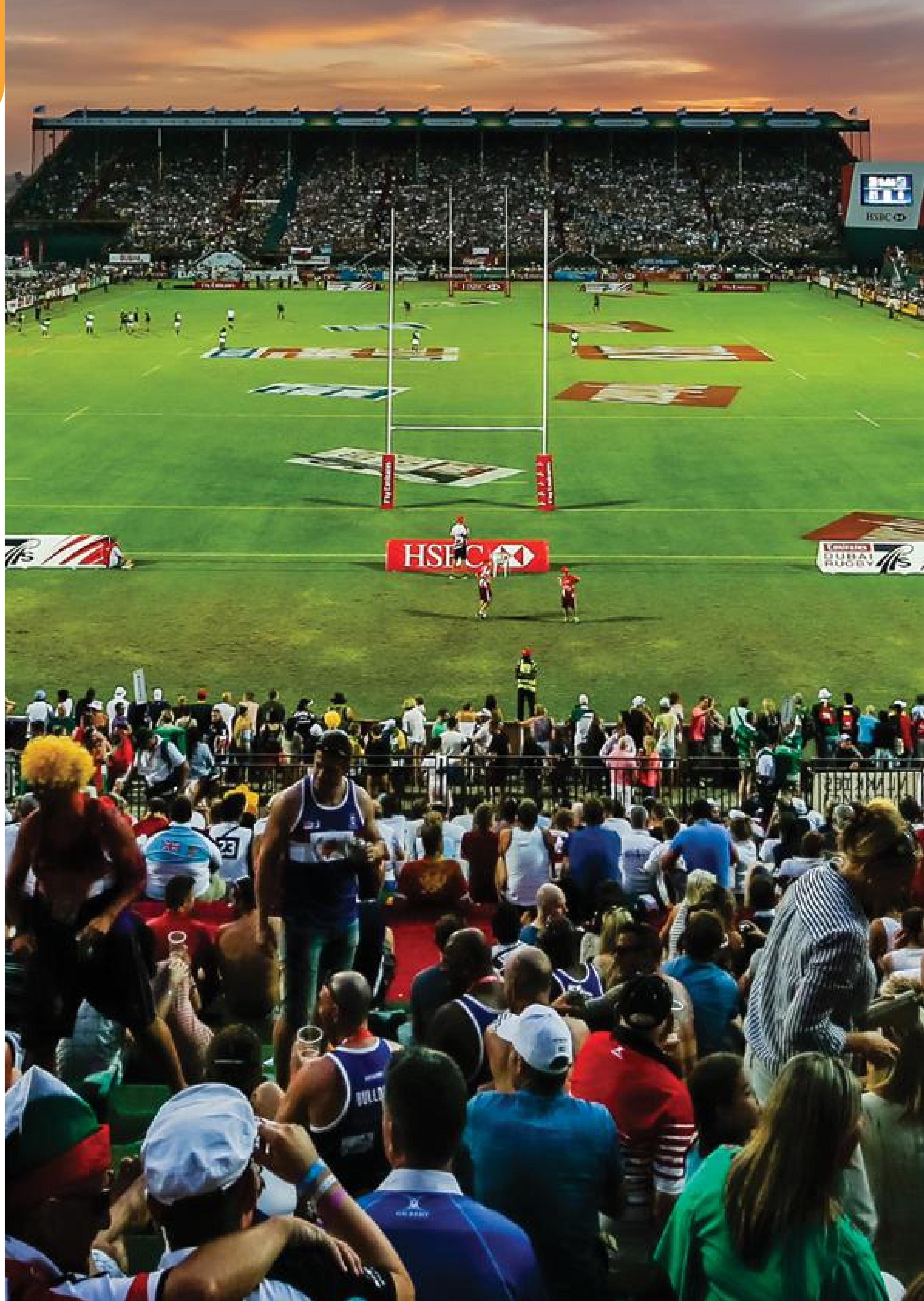
TICKETS SOLD

1. Pakistan vs England Cricket
2. Dubai Rugby Sevens
3. Dubai World Cup 2015
4. Dubai ATP Tennis Tour
5. DWTA15
6. IPTL
7. Masters of Dirt
8. Gulf Bike Week
9. PBA Philippines Cup
10. PBA Governor's Cup

Note: Horse Racing and Golf events have not been included in the revenue side analysis due to lack of availability of ticket data for the period

Correlation between Scale and Revenues

Although scale of events has a positive correlation with the total overall revenue generated by the event, sporting events also have specialised sub-segments that deliver to a niche audience and have a premium positioning – i.e. not as mass in volume but much higher average rates. This is reflected in the fact that there are a few events which have record high attendance but are not among the highest grossers on the chart.



CULTURAL EVENTS

OVERVIEW

NUMBER OF UNIQUE EVENTS

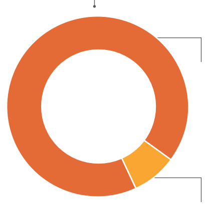
75

NUMBER OF EVENT DAYS

173

NUMBER OF TICKETS FOR EVENTS

188,270



AVERAGE TICKET PRICE

110 AED

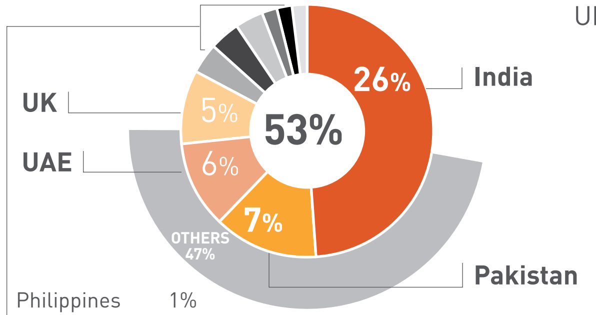
AVERAGE PER TRANSACTION

4 TICKETS

2015 saw 75 events hosted at various venues in Dubai within the Culture and Fine Arts category. The growing demand for this genre of events has resulted in the development of new specialised venue infrastructure like the Dubai Opera opening in 2016. Events in this category span a wide range of genres from multi-day festivals to one-day performances resulting in an average of 2 days for the entire segment during 2015. Pricing varies across a small number of premium events to a much larger volume of affordable events with mass market appeal, considerably driving down average unit ticket price within this segment. Given the wide community participation generated by these events, this category sees on average 4 tickets per transaction, which is up to twice that of any other event category.

AGE/DEMOGRAPHIC

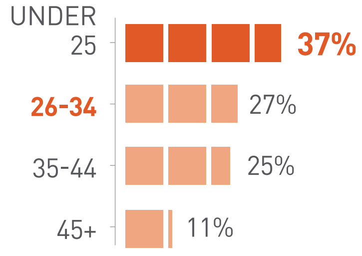
TOP NATIONALITIES*



Philippines	1%
Egypt	1%
Canada	1%
US	2%
Lebanon	2%
KSA	2%

* All data is reflective only of purchasers and transactions conducted online. This excludes box office sales. Also, invalid data sets have been grouped under 'Others' to avoid misrepresentation of any specific nationality category

AGE**



** Undisclosed data fields (age is optional) or invalid data entries have been excluded from the analyses – all age data is reflective of purchasers and not of attendees

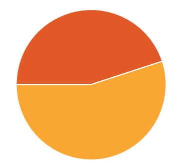
Although the interest in Culture and Fine Arts events is wide spread across nationalities, the Subcontinent (India and Pakistan) dominate the attendance with nearly 33% of online ticket sales attributable to this audience segment. The statistics largely reflect the dominance of events linked to ethnic festivities specific to these markets.

Almost 98% of all online transactions were fulfilled in the UAE, indicating focus on domestic engagement. There is potential to increase international attendees by featuring exclusive global shows in performance theatres or specialised venues. – e.g. Dubai Opera.

It is important to note that while nationals in GCC countries dominate the ticket purchase from overseas markets, expat communities across the region account for 10-15% of the total international ticket buyers.

TICKET SALES

SALES CHANNEL

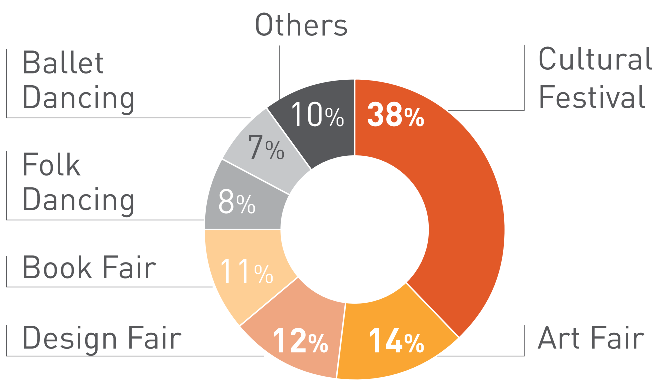


This category enjoys a more balanced representation between both methods of purchase in comparison with other event types. 47% of transactions in 2015 were fulfilled via online channels. This is reflective of larger groups (families and/or friends) needing multiple tickets and the convenience of being able to reserve in advance.

Meanwhile, traditional box office channels remain a high sales volume generator mirroring the need to continue in-city marketing campaigns targeting last minute bookings by both UAE residents and international travellers already in Dubai.

EVENT INFORMATION

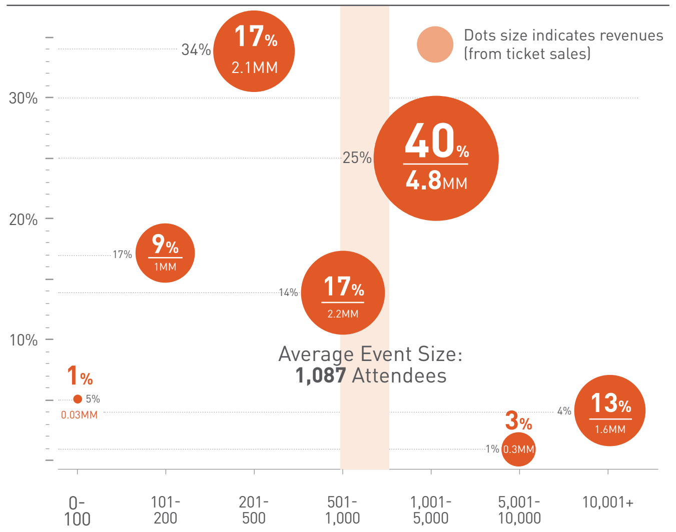
EVENT TYPE | by Number of Tickets



Within the Culture and Fine Arts category, events range from classical to modern performances specific to an ethnicity, nationality or cultural music/dance form, through to literature, poetry and art.

The specific sub-types in 2015 include: Cultural Festivals that dominate the mix; Art Fairs catering for a variety of tastes; Design Fairs embodying numerous concepts; Book Fairs covering all literary events; Folk representing all ethnic programmes; and Ballet that spans both traditional and modern/fusion impressions - as the main genres - with several others grouped under Others due to smaller volumes in each.

EVENT SIZE | by Number of Events vs Revenue



Positioned between the large-scale sporting events and the mid-scale entertainment events, Culture and Fine Arts captures on average 1,000+ tickets per event with 25% of all events having between 1,000 to 5,000 attendees.

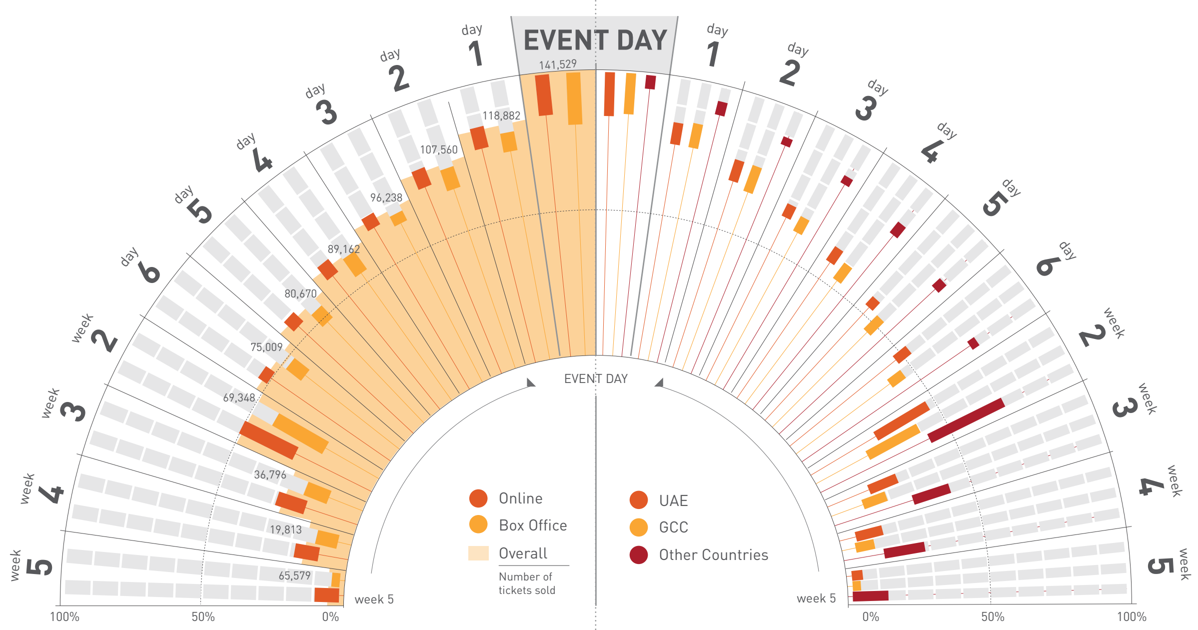
From a revenue share perspective, the 2% mega events (1,000+) contribute to around 13% of the total sales reflecting a strong market desire to attend well-established world class shows ranging from International Ballets to Literary Festivals.

Additionally, the strong attendance and ticket sales for smaller events (201-500) creates a market-wide opportunity to grow the niche events with exclusive content in the future.

LEAD TIME

SALES CHANNEL

COUNTRY OF PURCHASE



Nearly half the ticket purchases for Cultural and Fine Art related events are made 2 weeks or more in advance of the showing, with Week 2 purchases alone dominating at around 22% of the overall volume. Both online and traditional outlets are equally effective channels and well balanced in mix, irrespective of the lead time.

In addition to the low (2%) international purchases for events in this category, findings also seem to indicate that for some of these tourists, mainly GCC Nationals, these are last minute impulse buys rather than pre-planned ones.

The dominant resident market, naturally mirrors the advance booking trends, indicating the need to actively promote domestically well over a month in advance of the event.

Note: Analysis on ticket price and revenue along with age/demographic, lead time, sales channel, spend comparison and top events is not available for Art Fair and Design events in 2015.

CULTURAL EVENTS

SPEND COMPARISON

CULTURAL FESTIVAL

80 AED
Average Price

	Nationality	Comparative Price to Average
1	UK	▲
2	India	▼
3	Pakistan	▼

FOLK DANCING

75 AED
Average Price

	Nationality	Comparative Price to Average
1	India	▲
2	UK	▲
3	Pakistan	▼

BALLET DANCING

248 AED
Average Price

	Nationality	Comparative Price to Average
1	India	▼
2	UK	▲
3	Lebanon	▲

Variances by Nationality

Events in this category, particularly within the cultural and performing arts segments have a strong ethnic content affiliation and hence closely reflective of the concentration of a specific nationalities within Dubai's resident expat population. On the other hand, western classical or modern art forms appear to have a broader appeal even with a higher average price, indicating willingness to pay for an exclusive experience.

Targeting Country of Purchase

The current limited international propensity to pre-purchase within this segment, reflects a potential opportunity for organisers to assess event genres that can offer a 'must-attend' experience to drive international attendees from proximity markets. The current sample size and volume in this segment is too small to draw meaningful insight. It is also relevant to note that variances in willingness to pay also appear to be driven by the event sub-type and content, rather than by the attendees' nationality or country of purchase.

TOP EVENTS

BY TICKET REVENUE

1. Grigory Leps-MAB
2. Emirates Festival of Literature
3. Dubai Classics 2015
4. Ballet Romeo & Juliet
5. Holi Festival of Colours
6. 7c's Dandiya Festival 2015
7. Moscow City Ballet
8. Rang De 2015
9. Ballet Gala – Paris Opera
10. Sharmila Dance

TICKETS SOLD

1. 7c's Dandiya Festival 2015
2. Emirates Festival of Literature
3. Rang De 2015
4. Falguni Dandiya Festival
5. Color Land 2015
6. Holi Festival of Colours
7. Great India Dandiya Festival
8. Country Club Onam
9. Ballet Romeo & Juliet
10. World Holi Fest

Correlation between Scale and Revenues

In sharp contrast to both other event categories in this study, Culture and Fine Arts events do not show a strong correlation between attendee numbers and sales. Nearly half the events that were the top revenue makers in 2015 do not capture the high volumes of footfall. This again underpins the fact that many events in this category seek to deliver wider community engagement. As such, whilst scale isn't a profitability driver, it creates significant intangible brand value for Dubai as a cultural events destination.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ABOUT DUBAI TOURISM

Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) is the principal authority for the planning, supervision, development, and marketing of Dubai's tourism sector; for marketing and promoting the Emirate's commerce sector; and for the licensing and classification of all tourism services, including hotels, tour operators, and travel agents. Dubai Tourism plays a pivotal role in Dubai's rise to prominence as one of the world's leading tourism destinations, and is focused on achieving Dubai's Tourism Vision for 2020 – to welcome 20 million visitors per year by 2020.

For more information on Dubai Tourism, please visit: www.visitdubai.com