

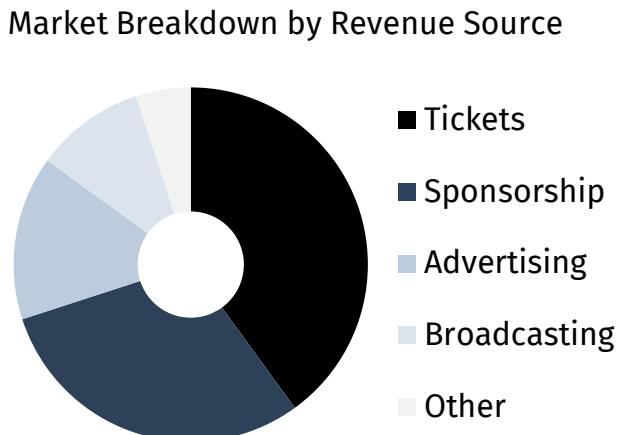
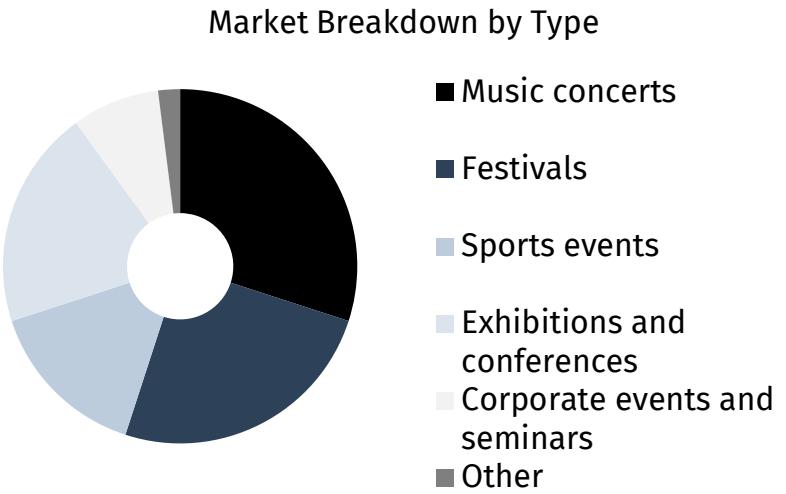
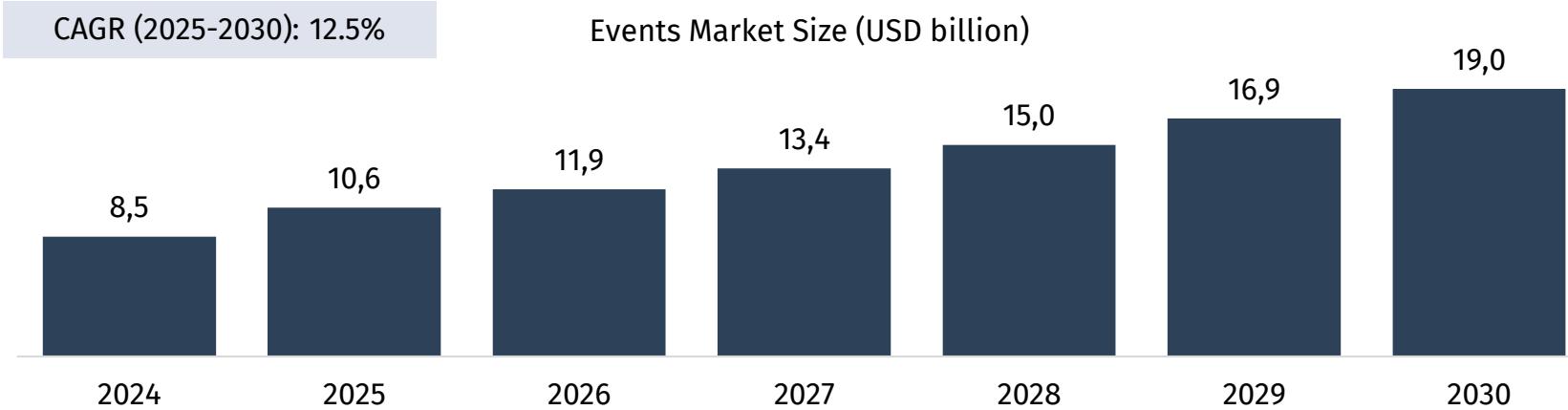
EVENT Industry and MICE Tourism

Market Study

United Arab Emirates

November 2025

MARKET PROFILE



The UAE events market is experiencing dynamic growth. The industry has become a strategic government priority, viewed as a powerful tool for economic diversification, reducing reliance on the oil sector, and strengthening the country's global positioning.

Regional characteristics:

Dubai serves as the premier financial and events hub, attracting large international congresses, luxury corporate events, and high-end brand shows.

Abu Dhabi is established as the capital and cultural cluster, specializing in major government summits and large-scale events linked to art and sports.

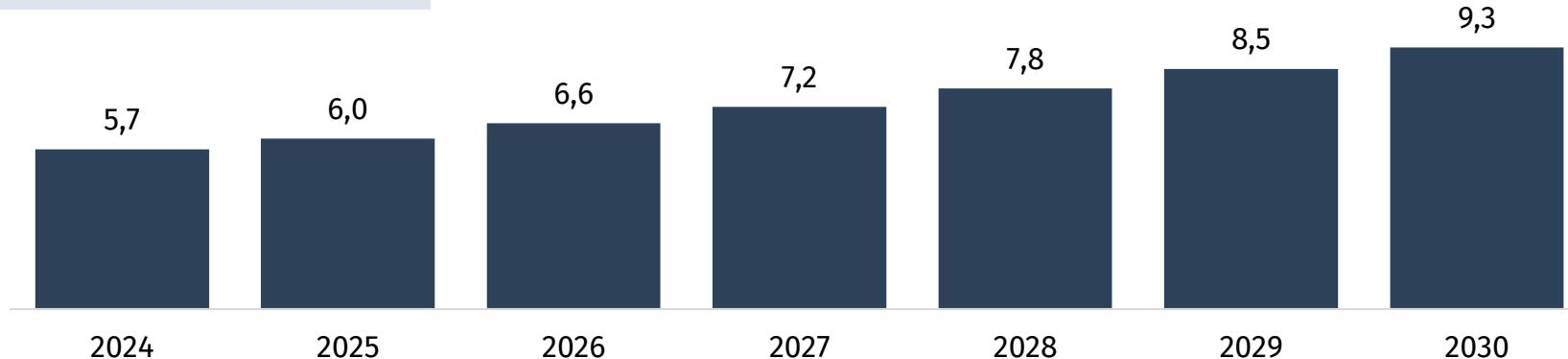
Sharjah positions itself as a center for family and cultural tourism, offering events for local audiences, festivals, and cost-effective conferences, with a prominence on traditional and educational events.

Ras Al Khaimah and Fujairah have carved out a niche in eco- and adventure tourism, making them ideal for team-building, active off-sites, and retreats against a backdrop of natural landscapes.

MARKET PROFILE

CAGR (2025-2030): 9.0%

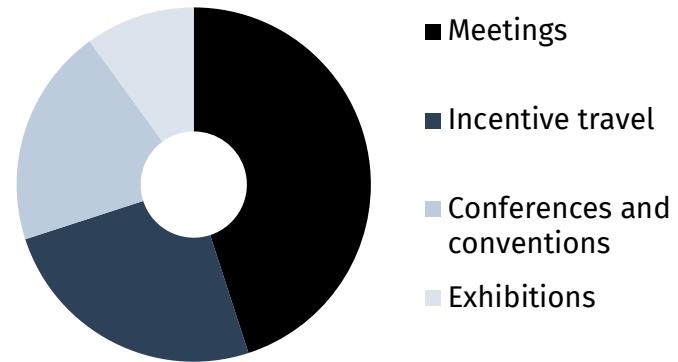
MICE Tourism Market Size (USD billion)



Market Breakdown by Customer



Market Breakdown by Type



The UAE's MICE tourism market holds a distinct position in the country's economy, combining business event organization with high-level tourism services.

The annual market volume is estimated at approximately USD 6 billion, with a significant portion of expenditures allocated to hotels, transportation, and related services, making MICE a key driver of the UAE's economic growth.

Thanks to international air carriers, strategic location, high service standards, and developed infrastructure, the UAE attracts participants from across the globe, ensuring exceptional comfort, safety, and logistical support.

MARKET FORCES

Growth Drivers			Market Constraints		
Factor	Impact on Forecast CAGR, ~%	Geographic Scope	Factor	Impact on Forecast CAGR, ~%	Geographic Scope
Government incentives for MICE tourism	+1.8%	Across UAE, strongest in Dubai & Abu Dhabi	Seasonality due to extreme summer heat	-0.8%	Across UAE, most significant in northern emirates
Growth in corporate marketing budgets	+1.5%	Central Dubai, spreading to Abu Dhabi	Strict crowd control regulations	-0.5%	Across UAE, most relevant for Dubai & Abu Dhabi
Increase in international tourist arrivals	+1.2%	Across UAE, primary impact in Dubai, Abu Dhabi, Ras Al Khaimah	Reliance on sponsorship in volatile macroeconomic climate	-0.4%	Across UAE, especially large-scale events
Development of exhibition venue infrastructure	+1.0%	Southern Dubai, focus on District 2020	Limited mid-tier venue capacity outside Dubai	-0.3%	Northern emirates, also impacting Abu Dhabi
Year-round, climate-controlled indoor venues	+0.8%	Across UAE, especially in northern emirates			
Automated e-visa system for event attendees	+0.5%	Across UAE			

Source: Mordor Intelligence

MARKET PLAYERS

Music Concert and Festival Organizers



Sports Event Organizers



Exhibition and Conference Organizers



دبي معرض العالم للمعارض
DUBAI WORLD TRADE CENTRE



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THE CYCLONE
EVENTS MANAGING CO. LLC



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MARKET PLAYERS

Music Concert and Festival Organizers

Company	Location	Profile	Notable Events
 117 LIVE	117 Live Dubai	A production company specializing in organizing major international concerts and entertainment shows in the Middle East.	The Rolling Stones, Coldplay, Sting, Post Malone, PUBG Mobile Asian Tournaments
 MENA Live Events	Dubai	A major promoter and organizer of live performances, from pop and rock concerts to family shows and comedy acts. Actively developing the comedy show scene.	Taste of Dubai Festival, Taste of Abu Dhabi, performances by comedian Ruslan Usaty, NBA All-Star Game
 Flash Entertainment	Abu Dhabi	A regional entertainment industry leader, organizing mass events from mega-concerts to sporting events.	Creamfields Abu Dhabi Festival, Guns N' Roses concert, UFC Fight Island tournament, Kendrick Lamar concert
 LIVE NATION	Live Nation Middle East Dubai	Regional division of the global live entertainment leader. Holds exclusive rights to promote many international artists in the region.	Bruno Mars concert in Dubai, Imagine Dragons show, Clash of Worlds concert series at Al Maha
 Blu Blood Middle East	Dubai	International production company specializing in premium entertainment, including boxing, concerts, and comedy shows. Actively works with talent from India, Pakistan, and South Africa.	Symphony of Stars with Atif Aslam & Sami Yusuf, YO YO Honey Singh World Tour, The Script concert, Monologues' show with Russian stars
 11TM Entertainment	Dubai	Creative concert and event agency producing pop concerts, EDM festivals, and urban entertainment events. Operates at the intersection of sports and entertainment.	Dubai Music Week, New Year's Eve concert on Al Maryah Island

MARKET PLAYERS

Sports Event Organizers

Company	Location	Profile	Notable Events
 Dubai Sports Council (DSC)	Dubai	Government body responsible for developing the sports sector in the emirate. Coordinates and supports all major sporting events in Dubai.	Dubai Marathon, Dubai Fitness Challenge, Dubai Duty Free Tennis Championships, Global Sports Week summit
 UFC (Middle East)	Abu Dhabi / Dubai	Regional office of the premier Mixed Martial Arts organization. Regularly holds major UFC tournaments in Abu Dhabi.	UFC Fight Island series, UFC 294: Makhachev vs Volkovski 2, UFC 308
 Emirates Racing Authority (ERA)	Abu Dhabi	Government body managing equestrian sport and horse racing, responsible for organizing races and managing racetracks.	Dubai World Cup, Dubai Crown Prince Cup series, Dubai International Racing Day
 IMG (Middle East)	Dubai	Global company in sports, fashion, and media, managing talents and organizing events. Organizer of one of the region's oldest tennis tournaments in Dubai.	Turkish Airlines EuroLeague Final Four 2025 – Abu Dhabi, youth sports and education events
 World Triathlon Corp / IRONMAN	Dubai	Global leader in triathlon events. Hosts stages of the prestigious IRONMAN series in the UAE, attracting thousands of athletes.	IRONMAN 70.3 Dubai, IRONMAN Middle East Championship
 Emirates Sports Group	Dubai	Private company specializing in organizing and promoting mass participation sporting events. Known for creating successful public running events.	WORLD CUP Qatar Fan Zone (Dubai), Emirates NBD Corporate Run

MARKET PLAYERS

Exhibition and Conference Organizers

Company	Location	Profile	Notable Events
dmg::events DMG Events	Dubai	International exhibition and conference organizer. Creator and organizer of the world's largest construction industry exhibition, The Big 5.	The Big 5 Global, The Hotel Show, INDEX Dubai
 DUBAI WORLD TRADE CENTRE	Dubai	The largest congress and exhibition operator in the Middle East that owns its own venue. It serves as the host venue and organizer for the emirate's most significant government and industry exhibitions.	GITEX GLOBAL, Gulfood, Arabian Travel Market, World of Coffee 2024
 messe frankfurt	Dubai	Subsidiary of the German exhibition giant. Organizes specialized trade fairs for the automotive, security, and cosmetics industries in the region.	Automechanika Dubai, Intersec, Light + Intelligent Building Middle East
 Reed Exhibitions	Dubai	One of the world's leading exhibition organizers, part of the RELX Group. Manages key B2B exhibitions in the UAE.	World Future Energy Summit, Airport Show Dubai, The Baby Show
 ADNEC GROUP	Abu Dhabi	Group managing the largest exhibition centers in Abu Dhabi and Al Ain. Developing Abu Dhabi as a global hub for international congresses and exhibitions.	INDEX, UMEX, Abu Dhabi International Hunting & Equestrian Exhibition
 Emerald Events & Exhibitions	Dubai	Private company organizing niche exhibitions and conferences. Focuses on creating networking platforms in specific B2B segments.	The Leisure Show, The Design Show, The Workspace

MARKET PLAYERS

Corporate Event and Seminar Organizers

Company	Location	Profile	
 IMPACT DESTINATION MANAGEMENT	Impact Event & Destination Management	Dubai	A leading DMC specializing in incentive travel, corporate events, and conferences. Creates unique thematic and authentic experiences showcasing the UAE spirit for corporate guests.
 THE CORPORATE GROUP	The Corporate Group	Dubai	A full-service agency offering integrated business solutions from events and training to staffing. Known for deep understanding of business processes, integrating training seminars into corporate event programs.
 MAX EVENTS DUBAI	Max Events Dubai	Dubai	A creative event agency known for its unconventional approach. Key expertise lies in memorable corporate events with a strong focus on entertainment and gamification.
 XoticXperiences Xtraordinary Xperiences Delivered	Dubai Xotic Xperiences	Dubai	An agency offering exclusive and luxurious experiences and events. Provides premium corporate events featuring private yacht and villa rentals and unique venues.
 INK	INK Events	Dubai	A dynamic agency focusing on creative conceptualization and technical execution. A key strength is organizing productive strategic workshops and business conferences with full technical support.
 THE CYCLONE EVENTS	The Cyclone Events	Dubai	An agency offering solutions for active corporate recreation and team building. Organizes high-energy outdoor events, sports tournaments, and adventure quests

CONCLUSIONS AND TRENDS

Trends and New Opportunities

Hybrid and virtual formats:

Integration of digital solutions to expand audience reach

Sustainable development (ESG):

Growing demand for 'green' events with minimal carbon footprint

Experiential tourism:

Creating unique, 'Instagrammable' moments for attendees (e.g., gala dinners in the desert or on private yachts)

Niche events:

Focus on esports, charity, and wellness retreats

Personalization:

Leveraging big data to customize participant programs

Challenges and Risks

High regional competition:

Qatar and Saudi Arabia actively investing in their national industries

Economic volatility:

Dependence on the global economic climate

Seasonality and climate:

Reduced activity during hot summer months

Perception of high cost:

The UAE is often positioned as a premium destination, potentially deterring budget-conscious organizers

Cultural considerations:

Need to account for local traditions and norms when planning events

Outlook and Forecast

Sustainable growth:

The UAE is expected to further consolidate its position as the Middle East's leading MICE destination

Diversification:

Development of the sector not only in Dubai and Abu Dhabi but also in other emirates

Investment in innovation:

Active adoption of AI, VR, and smart city technologies for events

Focus on legacy:

Shift from one-off events to long-term economic and social impact for the emirates



asercapital.ae



DSO-IFZA, IFZA Properties, Dubai Silicon Oasis
Dubai, UAE



+971 55 417 8477



sales@aser.ae