

# TABLE OF CONTENTS

Foreword by the Chairman

Foreword by the Undersecretary

10 Chapter 1

VISION AND STRATEGIC OBJECTIVES

16 Chapter 2

2020 HIGHLIGHTS

24 Chapter 3

TOURISM DEVELOPMENT

48 Chapter 4

LEISURE EVENTS

82 Chapter 5

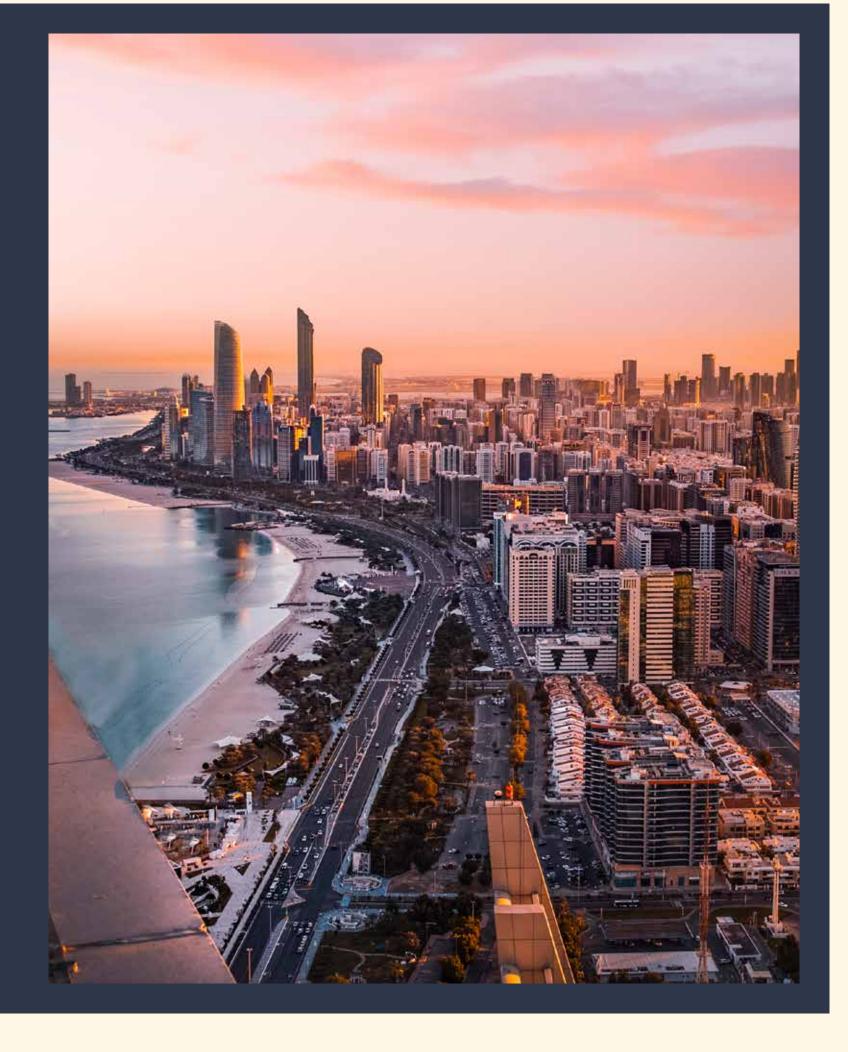
BUSINESS EVENTS

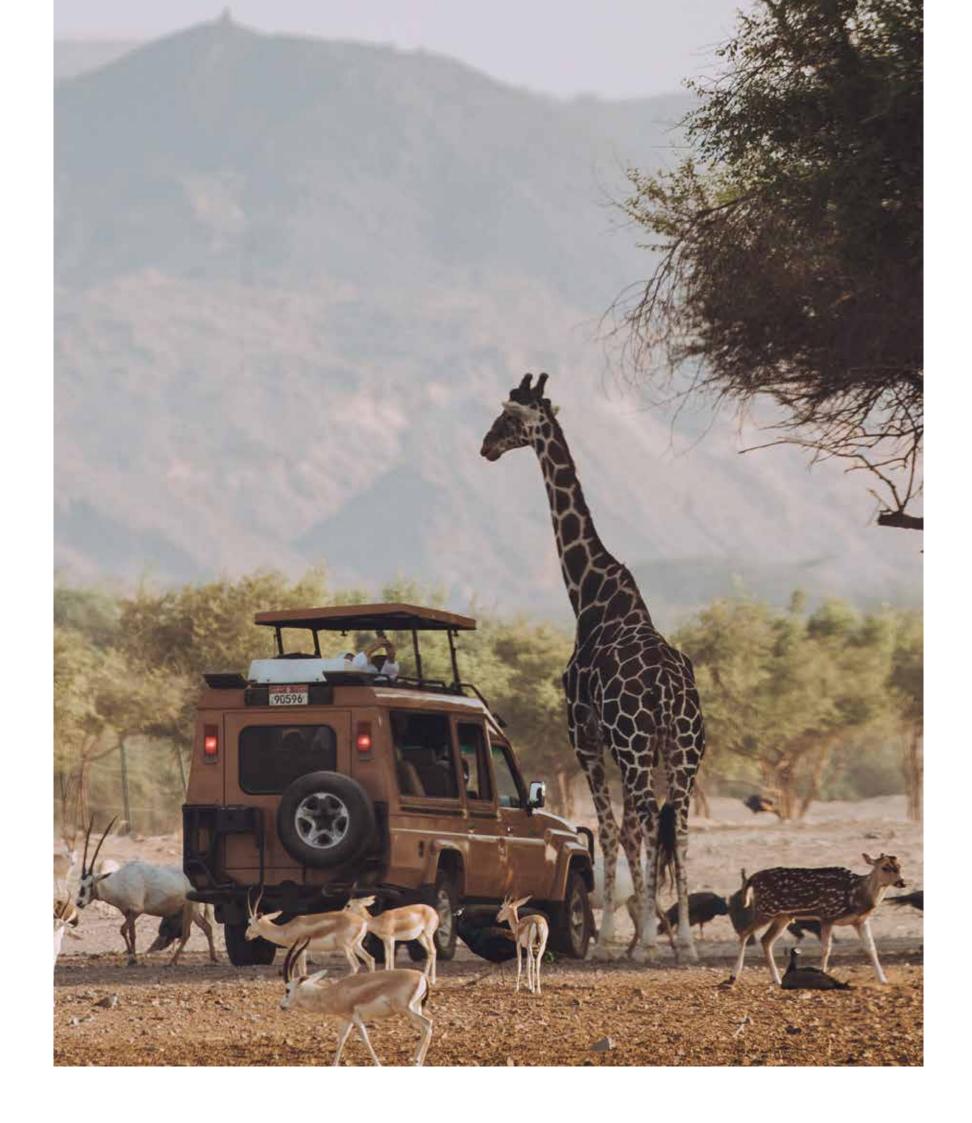
116 Chapter 6

MARKETING

158 Chapter 7

LOOKING TO 2021





# FOREWORD FROM THE CHAIRMAN

With an overarching mandate to position Abu Dhabi as a preeminent, must-see destination for travellers, the Department of Culture and Tourism – Abu Dhabi drives the continuing transformation of the emirate with the aim of establishing it as a brand leader and major player on the international stage.

DCT Abu Dhabi expertly leverages the emirate's heritage, culture and leisure assets in the pursuit of this end, creating positive, high-quality visitor experiences and reputational gains in the process. The Department works hand-in-hand with public and private sector partners to underpin the overall development of the industry as we market and promote the destination to the world.

Our objectives are achieved by strategically investing resources into the emirate's ever-expanding range of attractions, and by developing expansive programmes of engaging and exciting events which target the predilections of global audiences. These high-profile events are created and actioned in partnership with sponsors and industry stakeholders locally, regionally and internationally.

The year 2020 was like nothing we have encountered so far. The global pandemic meant we had to be more agile, creative, and inventive as an organisation. But, with those challenges came the opportunity to adapt, and we managed to achieve a considerable amount even under less-than-ideal circumstances. We turned our

focus inward, and used the tourism slowdown to re-evaluate our internal and external policies, to ensure they were fit for purpose and in line with the latest global trends. We are looking forward to rolling them out imminently.

With safety a priority, we successfully launched the 'Go Safe' certification programme across the emirate in 2020, swiftly countering the negative impacts of COVID-19 by boosting hygiene standards in Abu Dhabi's hotels and major retail and leisure attractions to give every visitor muchneeded confidence in safety.

We delivered three incredible UFC events, all immensely successful, not only as global sporting events, but they also served as proof that Abu Dhabi is ready to welcome visitors safely once again to our shores. UFC was swiftly followed by the world's most popular Twenty20 cricket tournament, with several high-profile IPL matches held in the capital between September and November.

We also launched successful campaigns to rejuvenate tourism, with the StayCurious initiative, the Rediscover Abu Dhabi campaign, Abu Dhabi Culinary Season, and Retail Abu Dhabi all helping to support the sector at a critical time.

MOHAMED KHALIFA AL MUBARAK



## FOREWORD FROM THE UNDERSECRETARY

Putting Abu Dhabi front-of-mind for travellers and converting this interest into boosting visitation numbers is the key mandate for the tourism sector at the Department of Culture and Tourism - Abu Dhabi. Under optimum conditions, this mandate is achieved by effectively promoting the emirate's diverse assets to the world, with a strategic focus on key overseas source markets.

Last year's pandemic framed this mandate in a new way, but I am delighted to say that despite the challenges, DCT Abu Dhabi responded with a steadfast commitment to excellence on the global, regional and domestic stages that has characterised the Department's output every year since its inception.

DCT Abu Dhabi's achievements in 2020 delivered pioneering safety programmes such as our Go Safe Certification, created a "safe zone" in Yas Island, and delivered technology-powered solutions that aimed at protecting and promoting the well-being of our employees, partners and the wider community. In addition, we launched some of our most sought-after experiences virtually, and conceived and implemented initiatives that gained global recognition such as the #StayCurious initiative – which allowed users to explore Abu Dhabi and all its offerings from the comfort of their own living rooms. We also launched the Rediscover Abu Dhabi campaign, which helped to keep Abu Dhabi at the forefront of peoples' minds at a critical time.

Underpinned by a spirit of unity and collaboration, DCT Abu Dhabi achieved extraordinary feats, despite the challenges, and as we head further into 2021, a year which also marks the momentous 50th anniversary of our great nation, we can look forward to continuing to build on our emirate's position as a diverse and world-class destination.

We consistently promote Abu Dhabi as 'a place like no other', and with the successes DCT Abu Dhabi achieved in 2020 on multiple fronts, we can truly be proud that this description is more accurate now than ever before.

Our emirate offers authenticity, thrills, cutting edge attractions and world-class events, family-friendly offerings and limitless luxury, yet all encompassed by our own rich heritage.

In 2020, DCT Abu Dhabi continued to build Abu Dhabi's product and experience offerings, with special emphasis on the digital and online channels. Our close collaborations with multiple stakeholders assisted in our efforts across the 12 months.

An events calendar impacted by lockdowns and travel restrictions severely cramped expansion, but despite the challenging landscape, our events bureau still managed to organise and execute several high-profile events, whilst adhering to our own stringent health and safety protocols.

Globally recognised events such as UFC, IPL cricket, Retail Abu Dhabi, Abu Dhabi Showdown Week, Abu Dhabi Engine Week and Abu Dhabi Culinary Season played a crucial role in maintaining Abu Dhabi's reputation on the world stage, with footfall numbers showing that – if these metrics were extrapolated into a scenario pre-pandemic – these initiatives would have been amongst the most popular ever organised by DCT Abu Dhabi.

As we look ahead to 2021, we have many highprofile events lined up, including the T10 cricket league, Retail Abu Dhabi, Abu Dhabi Culinary Season, Mother of the Nation Festival, Abu Dhabi Showdown Week, and Abu Dhabi Race Week featuring the Formula 1 Etihad Airways Abu Dhabi Grand Prix.

With all this lined up, we are more committed than ever before to work tirelessly towards welcoming international visitors back again, as we strive to reinforce Abu Dhabi's position as a leading global destination.

SAOOD ABDULAZIZ AL HOSANI



CHAPTER

VISION AND STRATEGIC OBJECTIVES



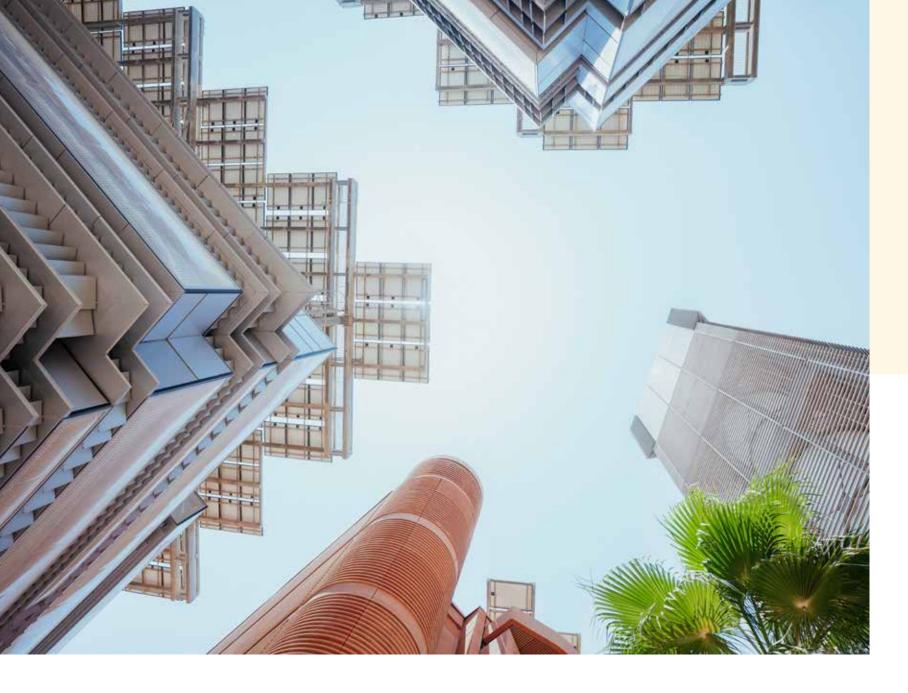
Abu Dhabi's Tourism Strategy has been developed with input and analyses from experts and trusted data sources both within Abu Dhabi and worldwide. The Strategy has two main elements:

- Leisure: where the main reason for the trip is to take a vacation or visit friends and/or relatives excludes educational, medical or business trips.
- MICE: Meetings, Incentives, Conferences and Events.

Tourism is a key sector in Abu Dhabi's competitiveness plan, attracting 2.8 million overnight international visits in 2019. Tourism Strategy aims to double the sector size to AED 33 billion and 23 million visits by 2030.

In 2019, Abu Dhabi attracted 13.3 million total leisure visits. The Tourism Strategy will focus on Abu Dhabi's 10 world-class sites and has identified a further seven sites with high potential for future development.

In 2019, Abu Dhabi attracted 1.4 million total MICE visits. According to CAGR 2023–30 projections, the trend to virtual events will continue.



MICE generates lasting city value, with average economic value at around twice the spend of leisure travel. In addition, some 33 per cent of MICE visitors also engage in B-Leisure and Abu Dhabi benefits from foreign direct investment and knowledge transfer.

Abu Dhabi's strengths in the MICE market include:

- A well-connected, pro-business destination in a strategic location.
- Affordable luxury hotels and iconic venues with world-class amenities, as well as entertainment options that include authentic Emirati culture.
- An open, convenient, safe city.

The Tourism Strategy focusses on 20 MICE markets in the Greater Middle East, Asia, Europe and the Americas and on 15 industry sectors across Abu Dhabi's GDP drivers, growth industries, and trade and other industries.

The objectives of the Tourism Strategy for both the Leisure and MICE sector can be distilled as:

- Focus on the right visitors.
- Deliver the promised experience.
- Create lasting city value increasing average spend per night.

The remainder of this annual report highlights the sector achievements in light of the adaptations made in response to COVID-19.



ANNUAL REPORT 2020 TOURISM 15



## **HOTEL INVENTORY**

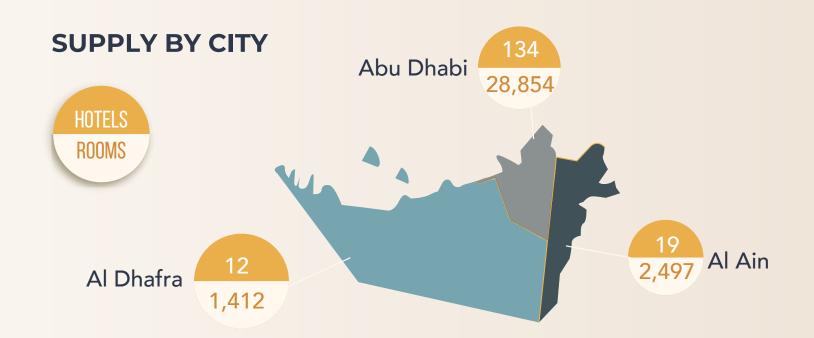
165



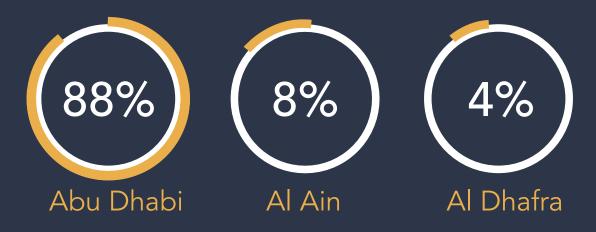
32,763



ROOMS



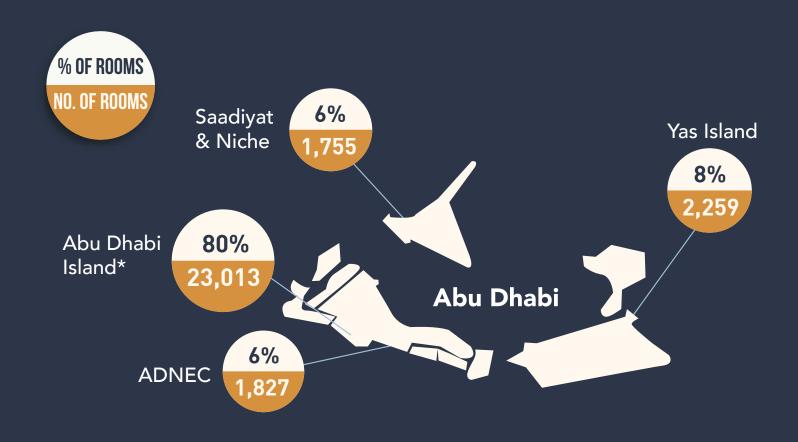
#### **DISTRIBUTION OF ROOM SUPPLY BY CITY**



#### **DISTRIBUTION OF ROOM SUPPLY BY CATEGORY**



## DISTRIBUTION OF ROOM SUPPLY BY ABU DHABI ZONES



<sup>\*</sup> Abu Dhabi Island includes Corniche, Marina, Bateen, Al Markaziyah, Al Zahiya, Al Maryah Island, Al Maryah Island, Al Reem Island, Al Maqtaa Creek, Al Gurm Corniche, Zayed Sports City, Khalifa City & Outskirts

## HOTEL PERFORMANCE

Across the key Middle East markets, Abu Dhabi recorded the highest occupancy rate in 2020 and reported one of the lowest declines in RevPAR vs 2019

Source: Smith Travel Research (STR)

#### **HOTEL GUESTS & OCCUPANCY**



## **HOTEL REVENUES**

3.65 Billion AED



F&B



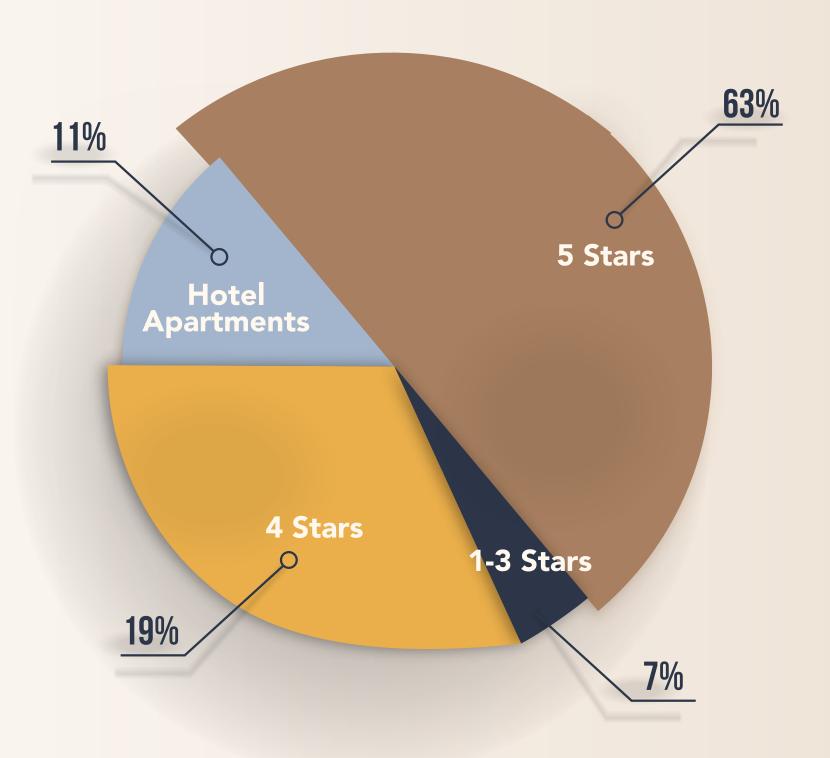
2,140
MILLION

1,150
MILLION

357
MILLION

#### **TOTAL REVENUES BY CATEGORY**

AED 3.65 Billion



## HOTEL ARR AND REVPAR



187 REVPAR (AED)

#### **HOTEL ARR & REVPAR BY CITY**

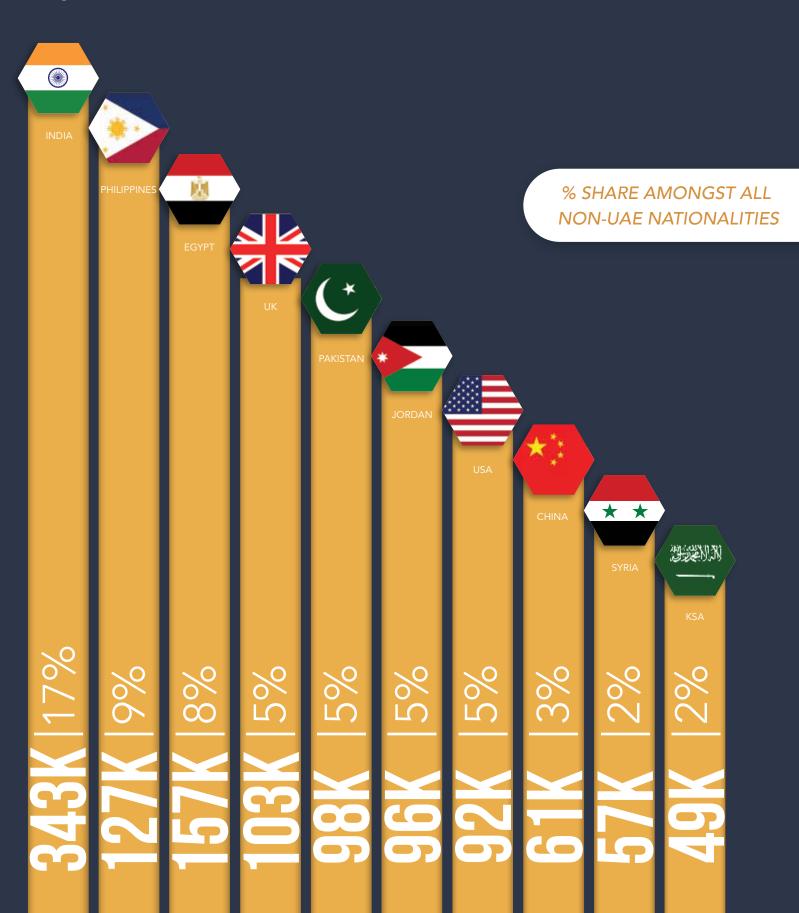


#### **HOTEL ARR & REVPAR BY ZONES**



## HOTEL GUESTS NATIONALITIES

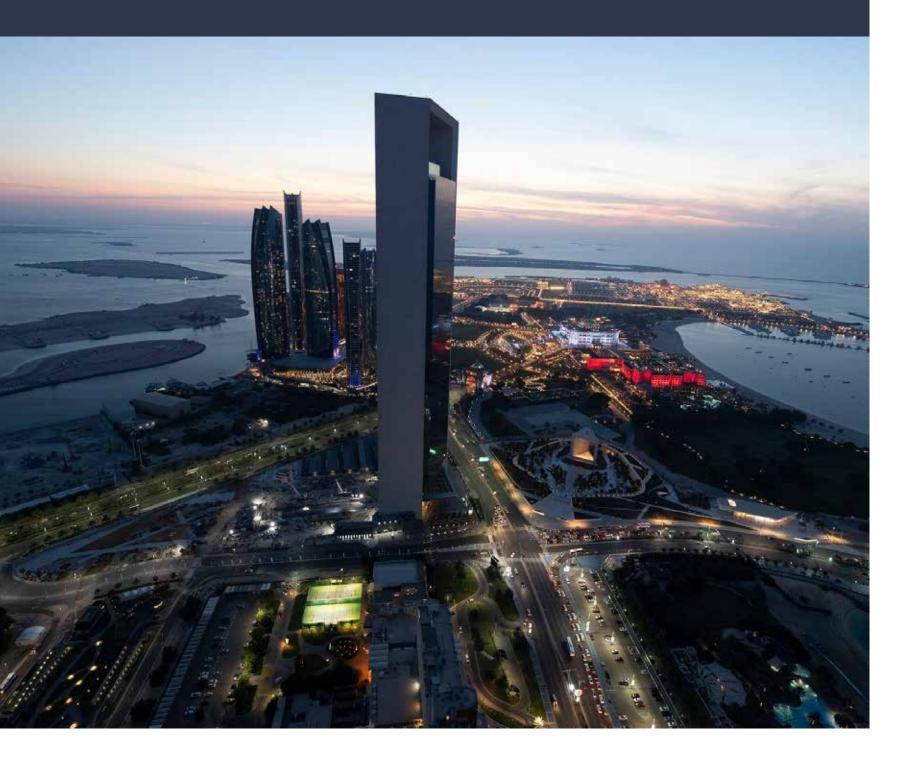
**Top NON-UAE nationalities for Abu Dhabi hotels** 





TOURISM DEVELOPMENT

# Industry Development



#### Abu Dhabi Marketplace Platform



The 'Abu Dhabi Marketplace' platform, which is a new booking channel for Abu Dhabi's diverse offerings, where domestic and international visitors can book these offerings directly through the platform, or via Abu Dhabi hotels concierge personnel on a hotel concierge portal.





#### **Virtual Emirati Eid Experiences**



#StayCurious #StayEntertained #عيدنا\_فرحتكم Virtual Emirati Eid Experience | تجربة العيد الإماراتي الرقمية مع عبد الرحمن الزعابي | Virtual Emirati Eid Experience

85 views • Streamed live on May 23, 2020











. .

Curated virtual Emirati Experiences, designed for Eid and delivered by Emirati tour guides to give a compelling overview of Eid traditions/history/rituals in the United Arab Emirates. Presented by two Emirati tour guides, and involving their family members to guarantee an authentic Eid Experience.

#### STATISTICAL DATA

HIARA TOURS

4 TOURS WITH
53 PARTICIPANTS

**EMIRATI HOUSE EXPERIENCE** 

6 TOURS WITH
150 PARTICIPANTS





( aluco 9-8 8-9pm

STAY CURIOUS Eid In Abu Dhabi



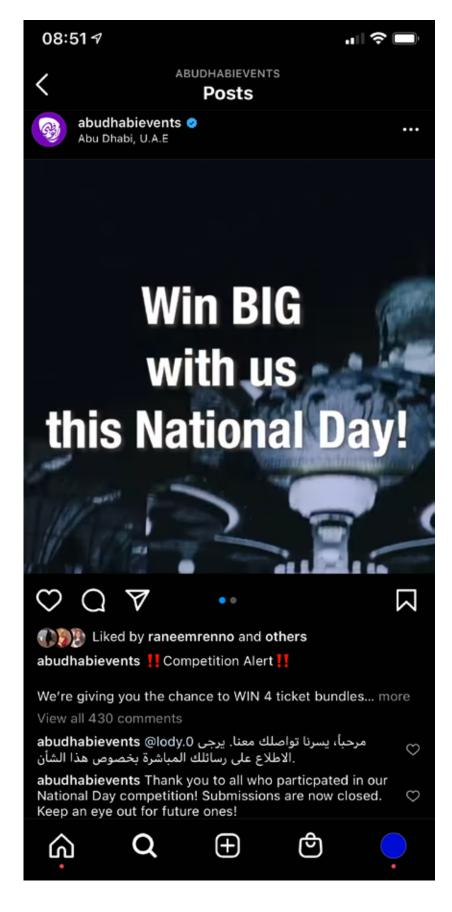
ANNUAL REPORT 2020 TOURISM 29

#### **Social Media Competition Initiative**

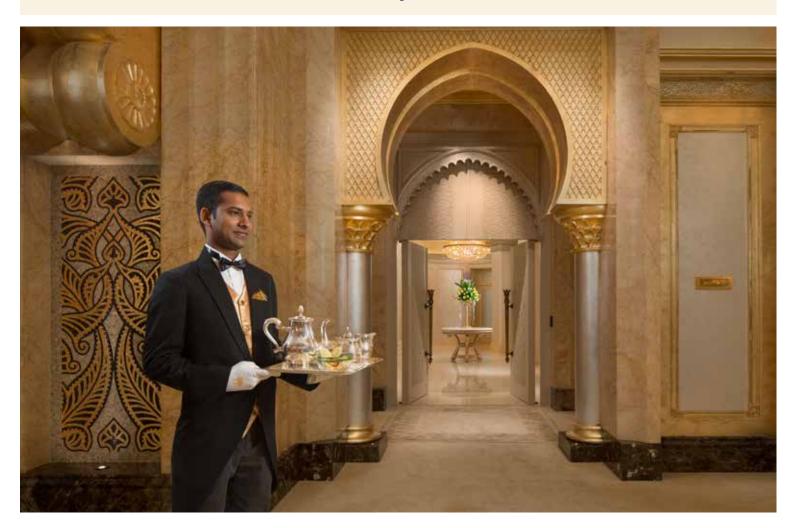


Four bundle theme park tickets were gifted to 49 winners during a 'Social Media Competition Initiative', as it was an opportunity for family members to enjoy time together to purchase accompanying tickets, which increases footfall and promotes the attractions.

Families celebrated National Day together at different attractions and theme parks, such as Ferrari World Abu Dhabi, Warner Bros World Abu Dhabi, and Qasr Al Watan.



#### **Abu Dhabi Hotels Kosher Certification Project**





In line with the Department of Culture and Tourism – Abu Dhabi Kosher Food Circular No. 65 for hotel establishments, and in line with efforts to increase our hotels' readiness to welcome Jewish guests to the Emirate of Abu Dhabi, the Department signed an Agreement with the 'Emirates Agency for Kosher Certification' founded and led by Rabbi Levi Duchman. Together, an Emirate-wide hotel certification initiative was launched, to certify all Abu Dhabi hotels that serve kosher food.



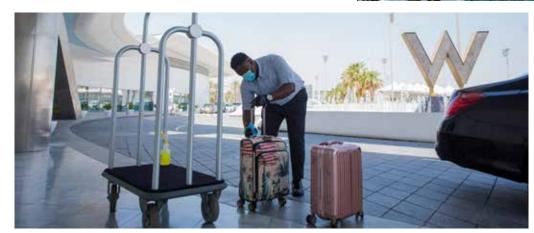


#### Go Safe



The 'Go Safe' certification is a voluntary programme implemented by DCT Abu Dhabi to help establishments in the Tourism Sector achieve minimum levels of cleanliness, hygiene and social distancing environments with the aim of reducing the risk of spreading the COVID-19 virus at these locations.







#### **Payby**



A cashless payment infrastructure application that provides a fast, secure, one-stop payment solution. Payby cashless solutions will cover many tourism stakeholders such as hotels, attractions and DMCs. The cashless solutions will provide a seamless payment tool that will encourage touchless payments.



#### **Emirati Cuisine Programme**





Due to the scarcity of places where visitors and residents can experience Emirati cuisine, and the general lack of awareness of Emirati cuisine and how it stands out from other Arab cuisines, the 'Emirati Cuisine Programme' was developed in collaboration with the Emiratisation Unit, to encourage hotels to serve more Emirati dishes, generate interest in Emirati cuisine, and position Abu Dhabi as an ideal destination for authentic cultural experiences.







#### In The Mix







In The Mix Festival was a three-day, open-air extravaganza featuring music, food and beverages, fashion and games. Taking place at Zayed Sports City, the event attracted more than 2,000 visitors with over 30 partner outlets including Butcher and Still, The Smash Room, the Fairmont Hotel and many others. Local bands and acts entertained the crowds during the day and early evening, while international artists and DJs kept the buzz going into the early hours.

#### **Abu Dhabi and Sichuan TV**

## DATE FROM 13 – 19 JANUARY 2020

Abu Dhabi and Sichuan TV network (China) worked together to develop a TV programme that highlighted the beauty of Abu Dhabi, which was broadcast in the Sichuan province of China during the 2020 Chinese New Year celebration.







#### **Abu Dhabi Off-Road Routes**



- Identified six different off-road routes in the emirate of Abu Dhabi, including Al Ain and Al Dhafra region based on three categories (beginner, intermediate and advanced) offering the visitors a new experience in the Abu Dhabi desert.
- **2** Routes are on Visit Abu Dhabi for people to track.
- Allow visitors to experience the off-roading in the Abu Dhabi desert.
- 4 Routes showcase some attractions and natural sites.

#### **Desert Camp**







In February 2020, the Desert Camp introduced a new concept of camping "Camping upon request". The event targeted operators and DMCs for 'glamping' experiences and overnight offerings. The objective of the Desert Camp bespoke event was primarily to showcase what the spectacular desert areas in Abu Dhabi emirate could be hosting in the upcoming 2020 winter seasons (pre-COVID-19 plans) as well as other seasons of the year.

The participation of regionally recognised operators in the desert and camping expertise with innovative concepts has showcased the desert camping products and experiences in a modernised, entertaining contemporary-themed way that retains an Emirati heritage, cultural and traditional feel.







## **Event Recap**



#### 50+ Attendees

DMC's strategic stakeholders, hotel representatives, operators, attractions, DCT departments representatives, etc.



## **15 Tour Operators**

DMC's attended such as Turning Point Tourism, Sharaf Tours, Magic Arabia, Highway Travel & Tourism, Arabian Night Village Arabian Adventure, Seawings and Anex Tours.



#### 4 Hotel Representatives

attended such as Ayla Hotels, Cristal Hotel, Gloria Hotels, Oaks Hotels, Grand Mercure.



## 5 Regionally recognised operators

participated (NARA SCAPE Destination Insight, Glamp-inn, Starlight Camp)



#### 5 diverse Desert Camping

Camping options showcased (bubble tents, bell tents, dome units, creative pop ups, contemporary set ups)



#### 3 Certified Emirati Tour Guides

attended, including Hamad Al Bloushi- Qasr Al Muwaiji tour guide, Saleh Al Amri, Mariam Al Shamsi



# 10+ Leisure activities and Emirati cultural elements showcased

such as Arabic coffee experience, Ayyala, Yola, and harbiyah, fire S 11+ performance, Mohamed Bin Zayed Falconry and Desert Physiognomy School, off road maps, outdoor projector/cinema, violin playing, camel rides, horse rides, henna, etc.

ANNUAL REPORT 2020 TOURISM 39

# Policies and Regulations



#### **Tourism Policy Review & Priority Identification**

As the regulator of the tourism sector in Abu Dhabi, the Department of Culture and Tourism - Abu Dhabi recognises its role in planning and supporting the development of tourism assets, ensuring positive, high-quality visitor experiences, supporting the development of the industry through its public and private sector partners, as well as marketing and promoting the destination to the world.

To achieve these objectives, DCT Abu Dhabi works to ensure its public tourism policies are fit-for-purpose to ensure best use of resources, that investor and visitor challenges are addressed, and an ever-growing tourism industry is supported and incentivised. As such, in 2020, DCT Abu Dhabi conducted a thorough review of tourism policies in order to prioritise the policy areas to focus on and support the development of the tourism sector in the coming years. Focussing on DCT Abu Dhabi objectives and aspirations, a set of policy priorities have been highlighted.





#### **Development of Abu Dhabi Tourism Quality Scheme**

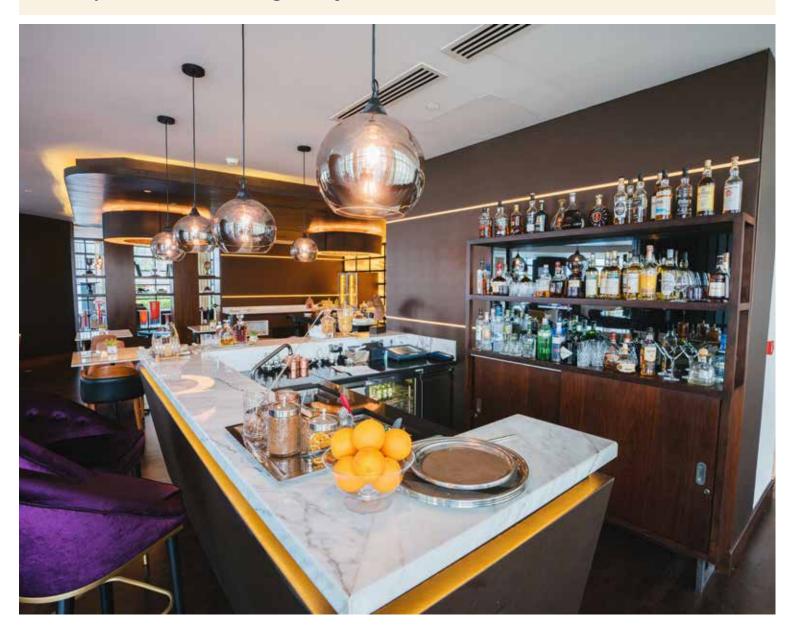


In 2020, DCT Abu Dhabi initiated a project to establish a fully fledged quality framework for Tourism attractions, products and activities in Abu Dhabi. The framework aims to support the overall growth of the tourism sector by enhancing the visitors' experience and creating a more transparent business environment for entrepreneurs. The Framework's main objectives are the following:

- Improve overall quality of products and services within the tourism industry, business practices, market readiness and profile
- Raise the levels of demand and offer an enhanced guest experience for visitors.
- Promote competitiveness within the industry and provide valuable and reliable information on quality standards for the tourism and the travel industry.

DCT Abu Dhabi will be working in 2021 to roll out the framework in coordination with the relevant stakeholders.

#### **Development of Alcohol Regulatory Framework**



In 2020, and following changes to regulations and legislation, DCT Abu Dhabi completed the development of the Alcohol Regulatory Framework and a supporting manual detailing the standards and requirements that must be met in order to issue relevant licences.

This manual gives an overview of the licensing process requirements, guidelines, regulations and policies defined by DCT Abu Dhabi based on international practices.

To formulate a transparent licensing process and ensure compliance through collaboration with stakeholders, DCT Abu Dhabi has developed a risk-based licensing framework for alcohol activities in Abu Dhabi. DCT Abu Dhabi will apply the risk-based approach to ensure efficiency in allocating DCT resources, while maintaining high quality and safe operations for the relevant activities of the sales and service of alcohol in the emirate.

42 ANNUAL REPORT 2020 TOURISM 43

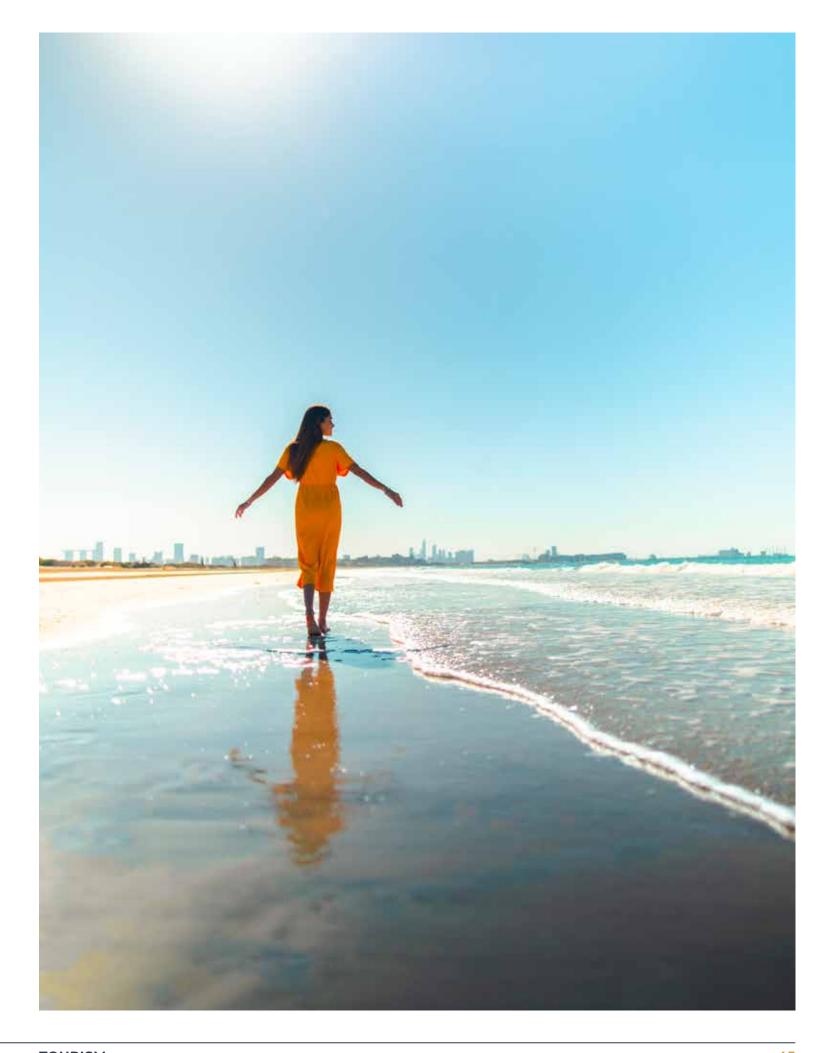
#### **Development of Holiday Homes Policy Framework**



In 2020, new regulations governing the provision and use of holiday homes were introduced in the Emirate of Abu Dhabi. Abu Dhabi is aiming to welcome and support more diverse accommodation options that can service different tourist segments. The objective of these regulations is to ensure the visitor experience in the Emirate of Abu Dhabi is maintained to the highest standards of excellence, regardless of the type of accommodation chosen, and to promote the Emirate as a destination of excellence and distinction. In line with international best practices, select policy tools have been adopted in the regulations to achieve sector objectives.

DCT Abu Dhabi also published a policy manual for holiday homes in 2020, which includes the full set of quality standards, licensing requirements, and all information for unit owners and authorised operators who are interested in the holiday home and short-term rentals industry.

DCT Abu Dhabi is also partnering with local, regional and international stakeholders across the public and the private sectors to ensure effective governance of the activity.

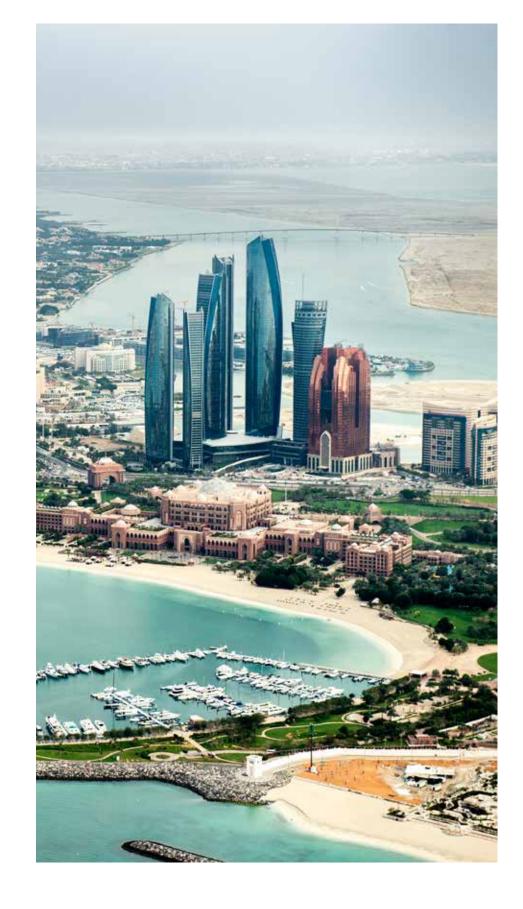


## Agreement with Civil Defense on regulating holiday homes in the Emirate of Abu Dhabi

## Collaborations



Following the approval of the Holiday Homes Regulations in 2020, DCT Abu Dhabi worked closely with Civil Defense to develop a joint agreement to govern and define the R&R between both entities. This agreement supports the development of this new sector, while ensuring the health and safety aspects of different accommodation types. The agreement will guide the operational processes across both entities for licensing requests to register a holiday home unit in the emirate.







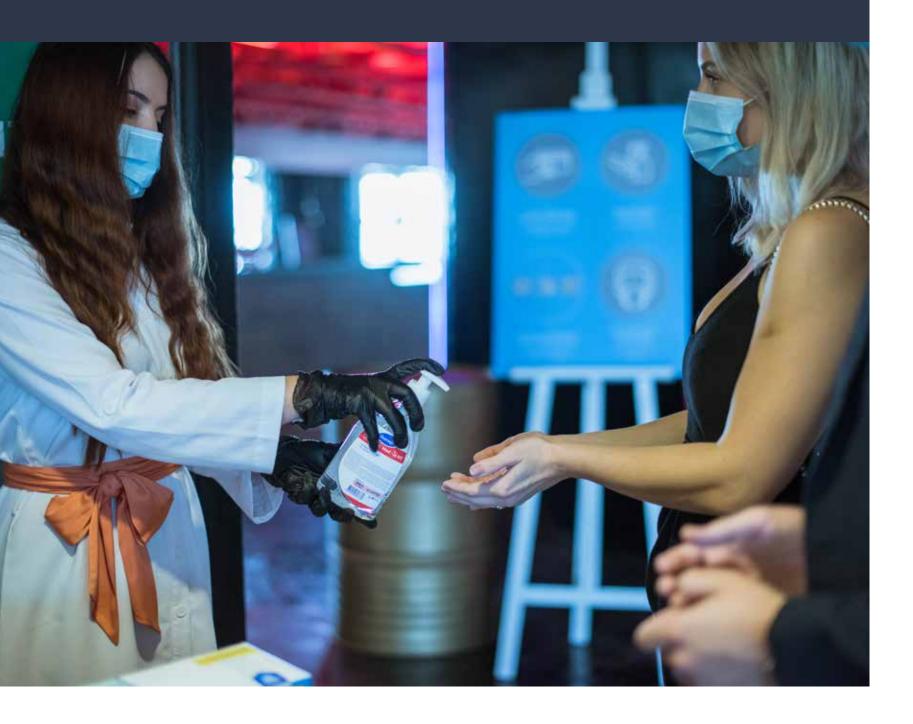
The tourism sector is charged with reinforcing Abu Dhabi as a world-class destination, in line with our commitment to conserving, promoting and leveraging the emirate's heritage, culture and tourism assets

DCT Abu Dhabi fulfils its mandate through continued investment in Abu Dhabi's diverse array of leisure, entertainment and cultural attractions, and a comprehensive programme of profile-raising events organised in partnership with a network of spensors and industry stakeholders.

DCT Abu Dhabi works with an extensive network of partners and sponsors to create extraordinary cultural events and entertainment for the emirate. Through partnering with entities across both private and public sectors, DCT Abu Dhabi can present a broad range of anchor events that raise Abu Dhabi's international profile and attract local, regional and international interest.

DCT Abu Dhabi works closely with the emirate's tourism industry partners providing industry related guidance, to ensure service providers exceed global standards of excellence.

# 2020 A Year of Challenges and Opportunities



With a firm emphasis on social distancing and avoidance of gatherings, the travel and hospitality sectors were among the worst hit by the COVID-19 pandemic. The events landscape changed dramatically almost overnight. As Abu Dhabi is the hub of the biggest events in the region, it, like so many other places all over the world, has faced the harsh reality of rescheduling, postponing or cancelling several events and projects on the calendar and facing a period of uncertainty.







However, since day one of the COVID-19 crisis, the Abu Dhabi Convention and Exhibition Bureau (ADCEB) has adapted to the new challenges and tackled the crisis in an agile way; looking into solutions that enhance all necessary safety measures to protect employees as well as providing all the necessary guidelines, policies and measurements to manage such unprecedented changes in the tourism and events industry ecosystem and the whole community at large.

The COVID-19 crisis impacted governments, societies and economies around the globe in 2020 and will permanently reshape our world as it continues to unfold. However, it brings with it immense opportunities to innovate, be more agile, accelerate digital transformation, leverage a broad range of possibilities and challenge genuine capabilities to do whatever it takes to make it happen despite all ambiguity and uncertainties around such an unprecedented situation.

The Events Bureau managed to turn the obstacles and challenges of the global economic shrink into huge opportunities for growth and unleash the emirate's potential for development and innovation at different levels.

#### **Stay Curious Campaign**



Abu Dhabi has become the capital of major global events, hosting international and regional tournaments in addition to mass events tailored to global audiences. As a result of the spread of COVID-19, live content makers have turned to virtual platforms to interact with the public and take advantage of current technologies to create an interactive environment, and to keep pace with this global trend. To establish Abu Dhabi as a global destination for innovative initiatives, the Abu Dhabi Live! comes to serve this vision and highlight the destination and its continuity as an incubator for events.

AbuDhabiEvents.ae platform is the official platform for the events agenda in Abu Dhabi, and this platform was used to host a series of innovative content that went out world-wide. Local and international content makers created an interactive virtual environment that continues to build and support Abu Dhabi's march as the global destination for major events and events.

Over the course of six entertainment and educational episodes, the event attracted more than 14.79 million social media hits.













#### **Abu Dhabi Talks**





Online live sessions with Bear Grylls, Robert Kiyosaki and Nicolas Vuvjic.



Project created in light of the pandemic and lockdown to keep viewers engaged.



It capitalised on the fact that worldwide, people were spending four times more time than usual on screens.

















## **Overall Performance**

PLATFORM	REACH	IMPRESSIONS VIEW	S CLICKS INS	SOCIALGEMENT
<b>f</b>	4,817,934	12,296,116	47,640	29,668
INSTAGRAM	4,757,501	17,607,263	16,702	19,641
TWITTER	1,954,734	1,174,103	6,953	27,268
SNAPCHAT	3,174,912	5,330,491	23,172	-
LINKEDIN	133,552	321,227	5,726	5,790
INFLUENCERS	-	573,809	6,301	-

#### **Eid in Abu Dhabl**







Abu Dhabi Calendar served to support and promote all the events taking place during Eid. Abu Dhabi Calendar organically supported each event and promoted any halo communications as well as standalone posts from Emirati experiences.





## **Online Viewership**

#### **#STAYCURIOUS | EID IN ABU DHABI**





13,000 ((O)) TOTAL NUMBER OF VIEWERS TUNING IN LIVE

11,263

INSTAGRAM TV VIDEO VIEWS

#### **WALEED**



14,815 TOTAL NUMBER OF VIEWERS TUNING IN LIVE

11,754

#### **BADER**



22,820

( VIEWERS TUNING IN LIVE

7,567

INSTAGRAM TV VIDEO VIEWS

**TOTAL** 

TOTAL NUMBER OF VIEWERS

50,635

INSTAGRAM TV VIDEO VIEWS

30,584

#### **#STAYENTERTAINED | EMIRATI EXPERIENCES**

#### **ABDULRAHAM ALZAABI**



48 TOTAL NUMBER OF VIEWERS TUNING IN LIVE

368 VIDEO VIEWS

#### **MAITHA ESSA JUMAA**



**36** TOTAL NUMBER OF VIEWERS TUNING IN LIVE

299

VIDEO VIEWS (POST LIVE)

TOTAL

TOTAL NUMBER OF ((O)) VIEWERS TUNING IN LIVE 84

VIDEO VIEWS (POST LIVE)

667

58 **ANNUAL REPORT 2020 TOURISM** 59

## **Online Viewership**

#### **#STAYENTERTAINED | LIVE TALKS**

#### **BEAR GRYLLS**



5,000 ((O)) TOTAL NUMBER OF VIEWERS TUNING IN LIVE

4,629 INSTAGRAM TV VIDEO VIEWS

## **ROBERT KIYOSAKI**



24,321 TOTAL NUMBER OF
VIEWERS TUNING IN LIVE

#### **NICK VUJICIC**



14,879 ((O)) TOTAL NUMBER OF VIEWERS TUNING IN LIVE

8,594

INSTAGRAM TV VIDEO VIEWS

**TOTAL** 





13,223

#### **CULTURAL FOUNDATION - VIRTUAL CONCERT**





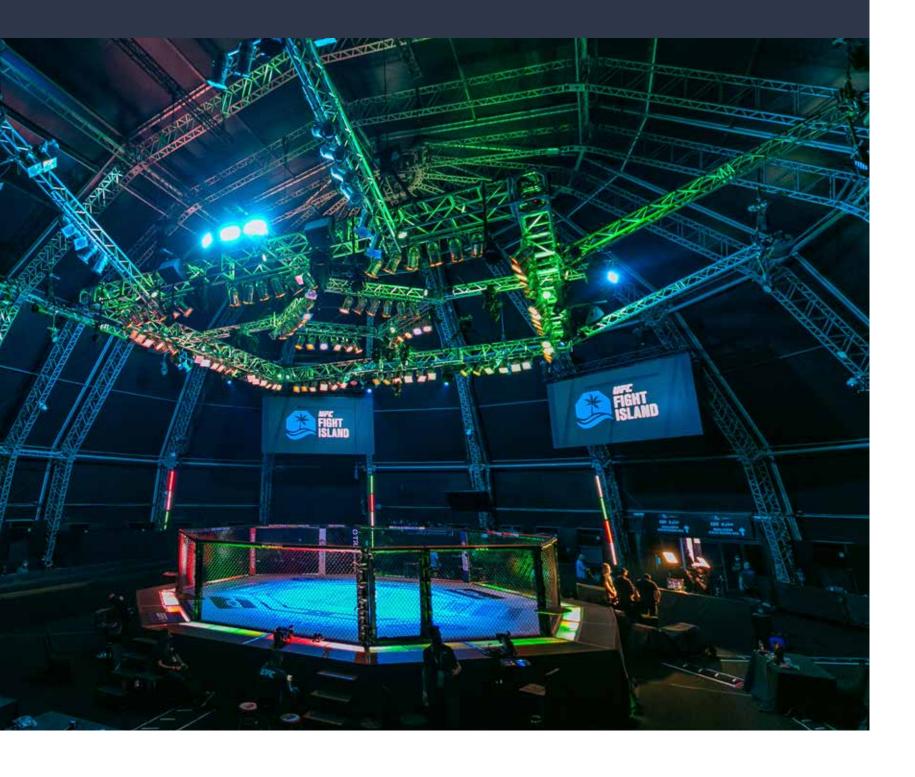


## **Overall Performance**

	FACEBOOK	INSTAGRAM	SNAPCHAT	TOTAL
REACH	7,266,301	4,464,638	546,971	
IMPRESSIONS	22,131,572	7,518,229	1,152,652	29,649,801
CLICKS	74,144	13,194	6,801	94,139
VIDEO VIEWS	1,574,920	360,185	75,250	2,010,355
SOCIAL ENGAGEMENT	1,616,394	373,909	-	1,990,303
SPENDS	\$10,542	\$7,789	\$1,039	\$19,370

<sup>\*</sup>All spends are NTM. Snapchat was only leveraged to promote the hero videos

# Themed-Week Events



Abu Dhabi Events Bureau has managed to introduce a qualitative transformation in the concept of events that shifted them from the paradigm of separate one-day activities to the "One-Titled -Themed WeekEvents", which hugely impacted the flourishing of the B2B environment.



ABU DHABI SHOWDOWN WEEK

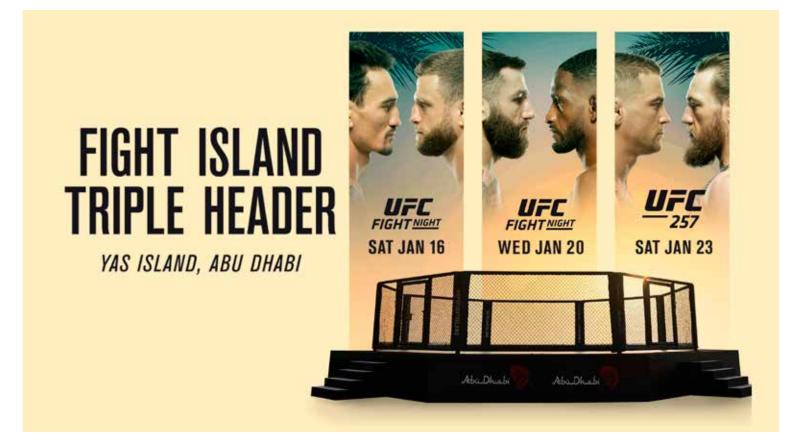


ABU DHABI MOTOR SHOW WEEK



ABU DHABI JIU-JITSU WEEK

#### **Ultimate Fighting Championship (UFC) Fight Island**



The UFC Fight Island was a great success. The opening night of UFC Fight Island inspired awe and excitement amongst UFC fans and sporting organisations across the world. This was not only thanks to the sporting spectacle, but also for the ambitious yet seamless delivery of an international event amid a global pandemic.

However, the real story was outside the octagon in the shape of the purpose-built 11km 'safe zone on Yas Island, Abu Dhabi. In just four weeks, DCT Abu Dhabi created UFC Fight Island using the world-class facilities on Yas Island. Not only that, the safety measures put in place were on "another level" according to UFC President Dana White.

having to take a test every 72 hours to ensure the area remained COVID-free. The back-to-back fight weekends signaled Abu Dhabi's readiness to revive international sport, with two editions of the series, UFC Fight Island and UFC Return to Fight Island, and a total of nine fight events taking place over the course of one and two months respectively. Boasting high levels of safety and sanitation, Yas Island provided the ideal environment to host world class international sporting events in an innovative and safe environment.

#### FIGHT ISLAND TOTAL





9,375

(••) IMPRESSIONS (MM)

3,740

▶■ VIDEO VIEWS (MM)

867

र्गेन्न INTERACTIONS (MM)

115



TOTAL IMPRESSIONS (MM)

95,584

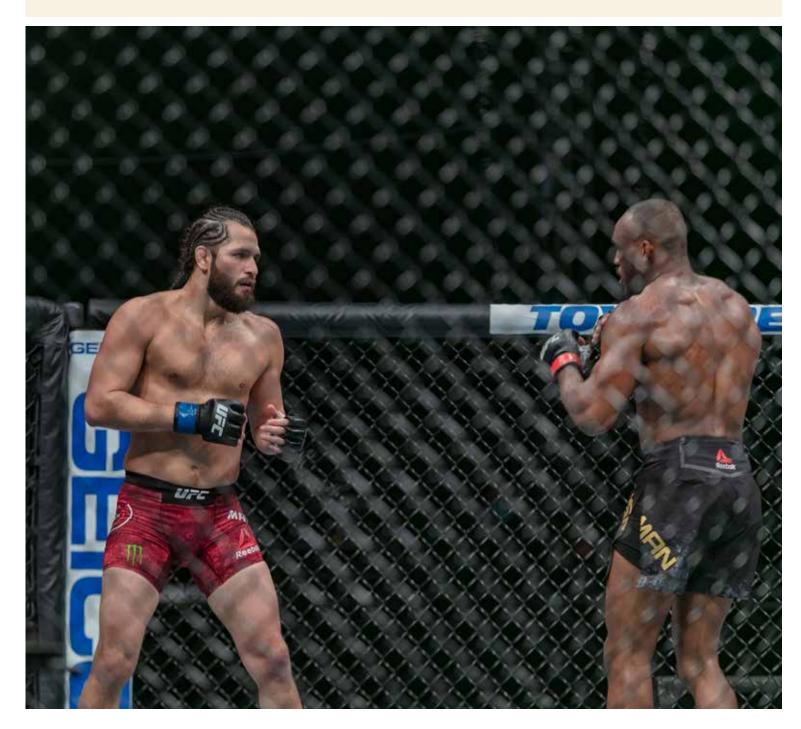
INCLUDING SOCIAL MEDIA (MM)

1,717\$

EXCLUDING SOCIAL MEDIA (MM)

846\$

#### **UFC 251: Usman VS Masvidal**



The action-packed UFC 251 card saw Petr Yan of Russia crowned Bantamweight Champion of the World, as Australia's Alex Volkanovski retained his Featherweight belt along with Nigeria's Kamaru Usman retaining his Welterweight belt, all of which were world-class fights from the start.

UFC 251 took place in the Flash Forum, on 11 July 2020, accumulating 1,074,508 in global pay-per-view (PPV) sales.



**1,074,508**UFC 251



BROADCAST REACH

GLOBAL TV HOUSEHOLD REACH (MM)

13.0 UEC 251

FIGHT ISLAND TOTAL

AVERAGE GLOBAL VIEWERS (MM)

13.0 UFC 251

FIGHT ISLAND TOTAL



2,846

8,178

UFC 251

FIGHT ISLAND TOTAL



1,140

2,240

UFC 251

FIGHT ISLAND TOTAL



205

370

UFC 251

FIGHT ISLAND TOTAL



**35** UFC 251

65

FIGHT ISLAND TOTAL



43,945

UFC 251

**76,823** FIGHT ISLAND

TOTAL

#### MEDIA COVERAGE REPORT



#### **UFC FIGHT ISLAND** SOCIAL MEDIA MENTIONS BY PLATFORM TOTAL FACEBOOK #InAbuDhabi | VisitAbuDhabi 1,443 971 4,605 **#OF POSTS** IMPRESSIONS (000) 464,210 788,240 155,850 1,408,300 #UFCFightIsland 1,009 1,018 4,534 **#OF POSTS** 2,507 **IMPRESSIONS** 164,240 525,480 803,780 1,493,500 (000)



#### **UFC 253: Adesanya VS Costa**



With the Return to Fight Island kicking off, two thrilling championship performances topped the card, as the world watched Israel Adesanya beat Paulo Costa to defend the Middleweight belt in the main event, and underdog Jan Blachowicz upset Dominick Reyes to claim the vacant light Heavyweight strap in the co-headliner.

UFC 253 took place in Flash Forum, on 26 September 2020, accumulating 633,331 in global PPV sales.

# UFC 253 GLOBAL EXPOSURE SUMMARY REPORTS





#### BROADCAST REACH

UFC 253

GLOBAL TV 10.0 HOUSEHOLD REACH (MM)

AVERAGE 8.1
GLOBAL VIEWERS (MM)

SOCIAL MEDIA UFC 253

1,902 TOTAL POSTS

781
IMPRESSIONS (MM)

188
VIDEO VIEWS (MM)

24
INTERACTIONS (MM)

TOTAL 32,613

### **MEDIA COVERAGE REPORT**

6 - 26 JULY

**COVERAGE PERIOD: JULY 6 - JULY 26** (ALL FOUR EVENTS + THEIR PRECEDING FIGHT WEEKS)

**2538 COVERAGE** 

**2538 INDIVIDUAL PIECES** OF COVERAGE (TV, ONLINE)

**60 COUNTRIES** 

MEDIA SOURCED FROM MORE THAN 60 COUNTRIES



### **Social Media Highlights**

**781M** 

**IMPRESSIONS** (AND COUNTING)

**FROM FIGHT WEEK POSTS** (SEP 21-28)

**2ND MOST FIGHT WEEK IMPRESSIONS YTD** 

**761M** 

**UFC 251** (LAST FI PPV)

608M

**UFC 246 CONOR/COWBOY** 

**761M** 

**UFC 248** (IZZY'S LAST FIGHT) 188M

**VIEWS** (AND COUNTING)

**FROM FIGHT WEEK POSTS** (SEP 21-28)

**MOST FIGHT WEEK VIDEO VIEWS YTD** 

**144M** 

**UFC 246** 

135M

**UFC 251** 

134M

**UFC 248** 

**INTERACTIONS** (AND COUNTING)

**FROM FIGHT WEEK POSTS** (SEP 21-28)

**3RD MOST FIGHT WEEK INTERACTIONS YTD** 

31.5M

**UFC 246** 

25.1M

**UFC 251** 

19M

**UFC 252** 

**#UFCFIGHTISLAND** 

558M **IMPRESSIONS** 

**#UFCFIGHTLAND WAS FEATURED IN 1,288 PIECES** OF CONTENT RECEIVING IMPRESSIONS

#INABUDHABI | #VISITABUDHABI

529 M **IMPRESSIONS** 

#ABUDHABI WAS FEATURED IN 1,259 PIECES OF CONTENT AND RECEIVED IMPRESSIONS

#### Abu Dhabi Showdown Week UFC 254: Nurmagomedov VS Gaethje



UFC 254 provided a spectacular finale to an enthralling UFC Return to Fight Island series as Khabib Nurmagomedov beat Justin Gaethje to retain his undisputed Lightweight title and then announce his retirement from the sport.

The five-event mega UFC series on Yas Island reinforced Abu Dhabi's ability to host major international events with the highest standards and underlined the United Arab Emirates capital's status as the international home of UFC.

The action-packed Return to Fight Island series welcomed 116 fighters from 32 countries in 58 fights across five weekends. It was the second edition of UFC Fight Island in the space of three months to be held inside the specially created UFC Fight Island safe zone 'bubble' to ensure the health and safety of more than 2,500 people.

Abu Dhabi Showdown Week – UFC 254 took place in Flash Forum, on 24 October 2020, accumulating 563,985 in global PPV sales.



		UFC 253	UFC 254	
BROADCAST REACH	GLOBAL TV HOUSEHOLD REACH (MM)	10.0	30.9	
	AVERAGE GLOBAL VIEWERS (MM)	8.1	11.5	
SOCIAL MEDIA	TOTAL POSTS	1,902	2,208	
	impressions (mm)	781	1,310	
	▶ VIDEO VIEWS (MM)	188	281	
	र्णें INTERACTIONS (MM)	24	53	
	TOTAL IMPRESSIONS (MM)	32,613	61,069	

#### **Travel Through Food**

DATE
15 JULY TO 31 AUGUST 2020







# Travel through food, F&B vertical for Unbox Amazing experiences, welcomed over 16,000 paid participants across the capital

Abu Dhabi Culinary Season's summer campaign "Travel Through Food" encouraged residents to explore their own city this summer, communicating the diverse dining options available between 15 July to 31 August with four core initiatives:







AED 5.6M

PR MEDIA VALUE
GENERATED IN PRINT

VAND ONLINE

COVERAGE



INDUSTRY REVENUE GENERATED



TOTAL IMPRESSIONS FROM PAID MEDIA CAMPAIGN



#### **NYE Fireworks**

### DATE DECEMBER 31 2019 - JANUARY 1 2020



The New Year's Eve fireworks show is an annual event that welcomes in the new year on 31 December / 1 January.

The fireworks are set up across eight firing stations inclusive of a sound system and lighting towers.

#### **Public-Private Partnerships**



One of the prominent developments took place at the Events Bureau was the new business model achieved between the Bureau as a government sector entity, and private businesses and companies through strategic partnerships with the private sector that largely impacted the Events Bureau's organisational effectiveness and efficiency. The new business model's positive effects were felt in retail sector development projects.

#### Abu Dhabi Retail "Unbox Amazing" Campaign



This programme created a campaign driving 2 billion AED in sales in participating stores from partner banks, and more importantly a 31% increase in sales during the COVID-19 pandemic, which has caused huge losses in retail sales across the world.

78 ANNUAL REPORT 2020 TOURISM CHAPTER FOUR / THEMED-WEEK EVENTS



The campaign enhanced Abu Dhabi's reputation as a leading regional shopping destination



The campaign highlighted the emirate's safe shopping and dining offerings to residents and visitors



Public-private sector collaboration demonstrated retail sector resilience and delivered emirate's most economically impactful summer season promotion ever

Driven by the Department of Culture and Tourism - Abu Dhabi in collaboration with the Department of Economic Development, the two-month campaign brought together:



Uniting 21 malls and more than 3,500 retailers across Abu Dhabi and Al Ain, the campaign incentives shoppers via unbeatable series of **promotions**, brand **discounts** of up to 80 per cents, **shop & win rewards** with Visa and leading banks, major prize **giveaways** and series of **trend-setting shopping experiences** underpinned by exclusive brand collections only available in Abu Dhabi.

#### **Summer Season**





The campaign enhanced Abu Dhabi's reputation as a leading regional shopping destination. The campaign highlighted the emirate's safe shopping and dining offering to residents and visitors.

Public-private sector collaboration demonstrated retail sector resilience and delivered the emirate's most economically impactful summer season promotion ever .

Driven by the Department of Culture and Tourism – Abu Dhabi in collaboration with the Department of Economic Development, the two-month campaign brought together:











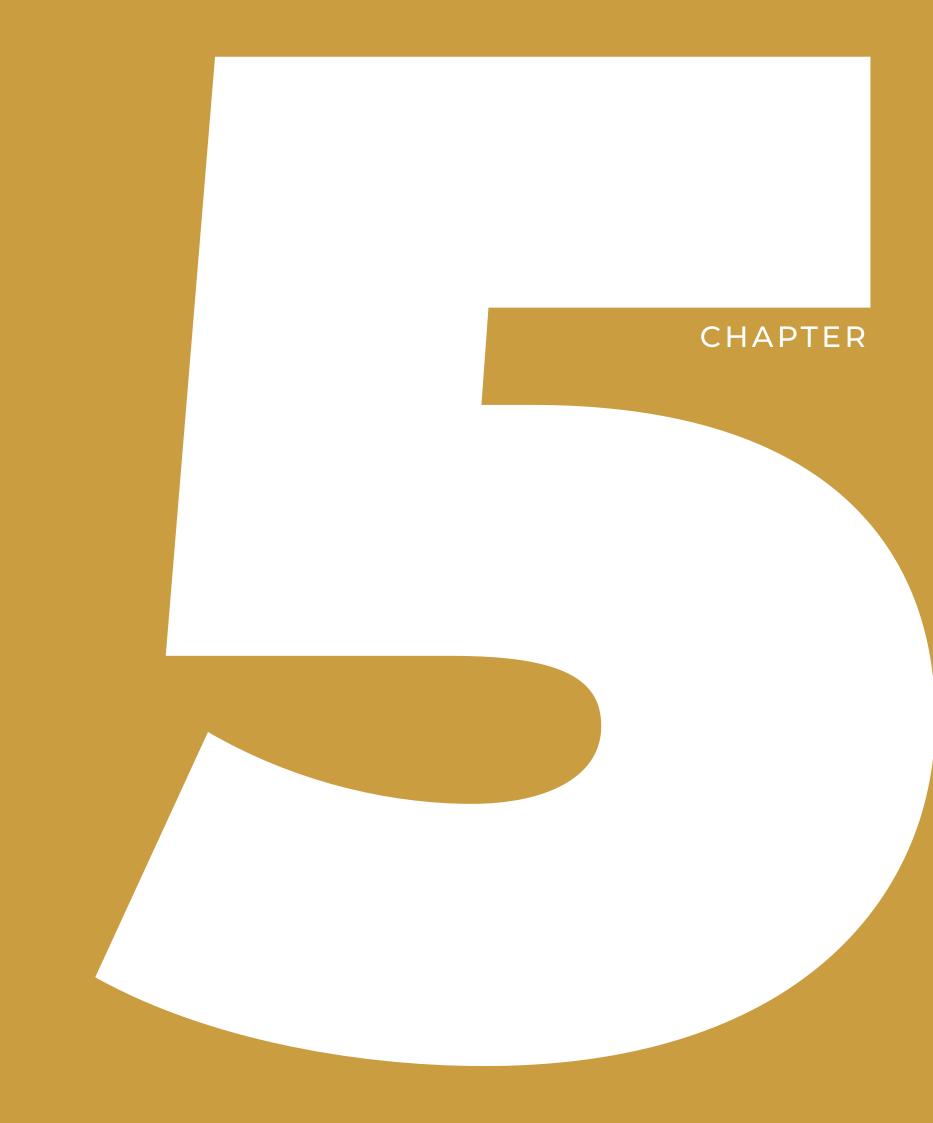








4 PARTICIPATION BANKS



#### **Business Events**



The emirate of Abu Dhabi has a vibrant economy, stable political system, world-class infrastructure, strategic location and business-friendly regulatory environment, which makes it one of the world's top destinations for world-class business events. During 2020, the Abu Dhabi Convention and Exhibition Bureau team worked with partners and stakeholders to assist them during the COVID-19 pandemic. The team assisted in planning MICE events and in easing the shift towards more virtual events.

**Abu Dhabi Economic Vision 2030:** The Government of Abu Dhabi announced a long-term plan for the transformation of the emirate's economy to reduce reliance on the oil sector as a source of economic activity and place greater focus on knowledge-based industries. ADCEB is working in collaboration with different government entities to support the 'Abu Dhabi Economic Vision 2030' by bringing world-class business events in order to build an open, efficient, effective and globally integrated business environment.

111,216



# OF DELEGATES FROM EVENTS SUPPORTED BY ADCEB 131,420



# OF ROOM NIGHTS FROM EVENTS SUPPORTED BY ADCEB

6



# OF NEW EVENTS ANCHORED BY GHADHAN 21 PROGRAMME

#### **Abu Dhabi Climbs Business Events Destination Rankings**







Abu Dhabi had the highest number of events in the Middle East and Africa Region in the year 2019 (UIA)

Abu Dhabi was ranked 22<sup>nd</sup> worldwide (UIA)

Abu Dhabi ranked 6th in Asia (UIA)

Abu Dhabi was ranked 56<sup>th</sup> worldwide in terms of number of delegates (ICCA), having moved up 42 spots compared to the previous year when Abu Dhabi was ranked 117th worldwide in terms of number of meetings (ICCA), and moved up 44 spots compared to previous year.

#### **Awards & Accolades**

By supporting the growth of exhibitions and conferences within the emirate, and providing free assistance and support to professional convention, incentive and exhibitions planners, corporations and associations, Abu Dhabi has won the following awards in 2020, which are a clear signal of the emirate's strength in local and regional business.



#### **BEST MICE (MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS) DESTINATION - ABU DHABI**

India Best Award Travel + Leisure magazine awarded Abu Dhabi the title of Best MICE Destination 2020. Abu Dhabi also won this award in 2018.



#### **BEST BUSINESS DESTINATION -ITALIAN MISSION AWARDS**

For the second year running, Abu Dhabi was awarded Best Business Destination at the seventh Italian Mission Awards 2020 (IMA), which took place in Milan, Italy.



#### **BEST MARKETING DESTINATION -MICE CHINA**

The Best Marketing Destination sub-category award was added to the portfolio in 2019, mainly to recognise the work of the domestic and overseas Destination Marketing Organisation (DMO)/Convention & Visitors Bureau (CVB) in raising destination brand awareness and reaching more clients in the China MICE market.

#### **Highlights of In-Person Events held in 2020**



ADCEB worked closely with government entities and our key partners/stakeholders to deliver these MICE events in the first quarter of 2020. A total of 24 events took place, attracting 111,216 delegates.

#### 10TH SESSION OF THE WORLD URBAN FORUM (WUF10)



ADCEB collaborated with the Abu Dhabi Department of Municipalities and Transport for hosting the WUF10 for the first time in the Arab world under the theme "Cities of Opportunities: Connecting Culture and Innovation" The Premier Conference by UN-Habitat on Cities:

#### THE PREMIER CONFERENCE BY UN-HABITAT ON CITIES



**HEADS OF STATE** 











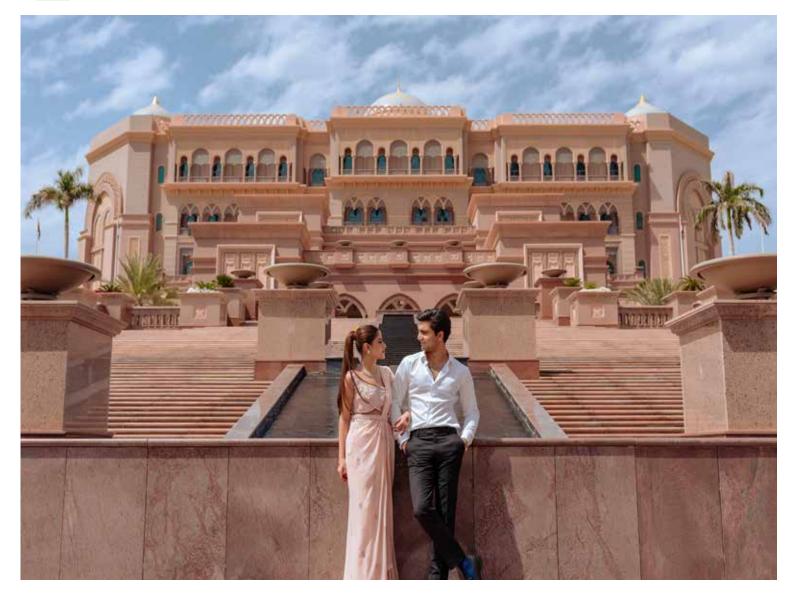






#### **Destination Wedding Sajal & Ahad**





ADCEB facilitated the organisation of Pakistani actors Sajal Ali and Ahad Raza Mir's wedding in April, one of the most eagerly awaited celebrity weddings of 2020. Their wedding resulted in AED 9 million in media coverage for the destination.



#### **Meeting Space Spring 2020**



DATE 5 TO 8 MARCH 2020



ADCEB hosted and participated in the B2B MICE trade meeting held at the Grand Hyatt Abu Dhabi, which showcased the destination to 100 influential buyers and 180 international suppliers from UK, Germany and other key European markets. This was the first time the event had been held outside of Europe.





#### Abu Dhabi Sustainability Week (ADSW) 2020





Once again, ADCEP was honoured to take part in the hosting and organising efforts of ADSW, the global platform for accelerating the worlds sustainable development.



### **ADSW'S SUCCESS**

01

WFES EXPO: GROWTH IN INTERNATIONAL ATTENDANCE FROM 21% (6,930) IN 2019 TO 32% (10,720) IN 2020; GROWTH IN EXHIBITING COMPANIES: SMART CITIES (30%), ECOWASTE (48%), ENERGY (4%)

02

AN OVERALL IMPROVED COMMUNICATIONS STRATEGY WITH MEDIA PARTNERSHIPS, AND EXCELLENT DIGITAL AND PRINT MEDIA COVERAGE THAT RESULTED IN 2,338 ARTICLES WITH A REACH OF OVER 1.5 BILLION AND AN ADVERTISING VALUE EQUIVALENT OF \$8.5 MILLION

03

THE COMMUNITY ASPECT GREW SIGNIFICANTLY, THE THREE-DAY FESTIVAL IN MASDAR CENTRAL PARK, THE ART EXHIBITION AT ADNEC AND ADSW'S FIRST SUSTAINABLE FASHION SHOW WERE HIGHLIGHTS. THE ADSW OUTREACH BUS TOOK THE EVENT ACROSS THE UNITED ARAB EMIRATES

04

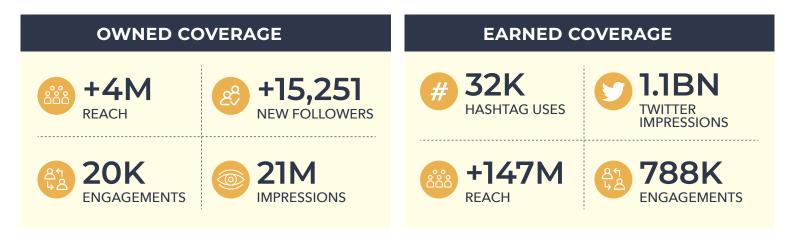
MASDAR OFFICIALLY BROKE THE GUINNESS WORLD RECORD FOR THE WORLD'S LARGEST MOSAIC MADE FROM RECYCLED MATERIALS DURING ADSW. THE MOSAIC, WHICH MEASURES 1,015 SQUARE METERS. CONTAINS ALMOST 90.500 RECYCLED ITEMS



### **ADSW Media Coverage**



## **ADSW Digital Coverage**





THE TOP TRENDING HASHTAG IN THE UAE AND THE GULF REGION AND THE 17TH GLOBALLY

## **Spotlighting In-Person Events**















# Highlights of Virtual Events Organised in 2020

Virtual events were a key focus in 2020. ADCEB worked alongside government entities and key partners/ stakeholders to deliver 17 virtual events, attracting more than 34,000 registered delegates in 2020



#### Najah



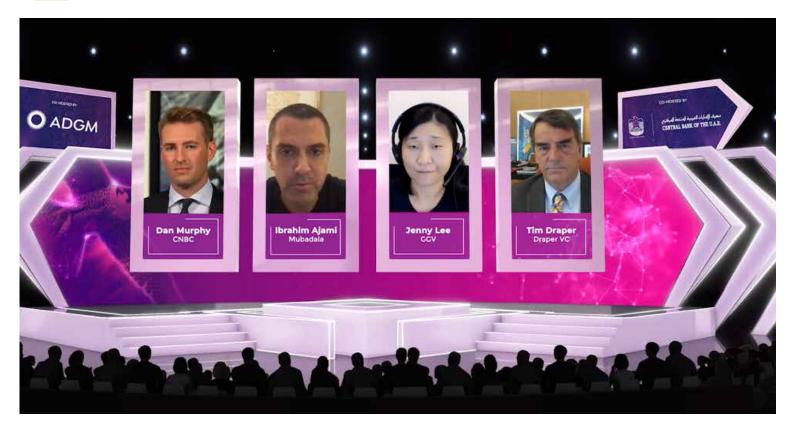
The virtual exhibition convened 21 international speakers and 3,994 international virtual attendees mostly from international universities. In addition, "Najah Connect" was launched, a year-round education hub that connects students with universities virtually.





#### Fintech Abu Dhabi 2020

# DATE 24 TO 26 NOVEMBER 2020



The event brought together members of the global FinTech community to discuss the industry's future and Abu Dhabi's role as a leading FinTech hub. Numbers of registered participants for this virtual event exceeded Abu Dhabi Global Market's expectations.





### **HEADLINE STATISTICS**



"Great to be here at the search, North America. Looking forward to hearing the pitches and meeting some great

pitches and meeting some great new innovative fintech startups."

Jan Arp, holt accelerator





1,054 HOURS OF CONTENT



48 SPEAKER



106 PARTICIPATING STARTUPS



48 JUDGES



61 REPRESENTED BY ATTENDEES



WINNERS (FINTECH100)



COMMUNIT PARTNERS



412 STARTUP APPLICATIONS



1,824 AUDIENCE INTERACTION



AVERAGE FUNDING RAISED
PER STARTUP (FOR OVERALL FINTECH)

#### **Global Aerospace Summit**

DATE 28-29 SEPTEMBER 2020









The virtual edition of the Global Aerospace Summit was hosted by Mubadala and EDGE. The fifth edition ran in an adapted format, capitalising on the opportunities offered by a virtual platform to reach a wider and more international audience, becoming truly global with more than 100 nations represented. The Summit featured two days of strategy driven discussions and was a platform for learning and networking as part of the most influential gathering of aviation, space, defence and aerospace professionals from around the world.







#### **ATTENDEE STATISTICS**



4,076
REGISTRANTS



102
COUNTRIES



**127**SPEAKERS



2,235
INTERNATIONAL REGISTRANTS



MINISTERS
ATTENDED









Online Readership



Social Shares



**Estimated Coverage Views** 









### Other virtual Events Organised in 2020

14
NUMBER OF OTHER VIRTUAL EVENTS















# Secured Events

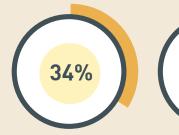


#### **Bids Won**



ADCEB worked closely with government entities and our key partners to assist and support them in winning the following bids for business events. ADCEB won 12 bids for business events in 2020 — up from eight in 2019 — including the World Chinese Life Insurance Congress and International Dragon Awards for 8,000 delegates in August 2022

#### THE BREAKDOWN OF BIDS WON PER INDUSTRY SECTOR



Telecommunication and Technology



Healthcare Equipment and Services



Energy



Financial Services



Others

# Key Projects



#### **Channel Development**

ADCEB participated in key physical B2B events and virtual events to create awareness of Abu Dhabi as a MICE destination and engage with potential MICE intermediaries to generate business leads.



#### PURE MEETING AND EVENTS - FRANCE

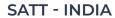






Number of Visitors







Number of Buyers



Number of Visitors



MICE EXPERT - FRANCE



Number of Buyers



Number of Visitors

#### **Channel Development**

Virtual Travel Mart: B2B event organised by Experience Hub, the one-stop destination partner promoting Yas Island.



#### **CVENT**



Number of Visitors





VIRTUAL TRAVEL MARKET



Number of Buyers



Number of Visitors





**MALT** 



Number of Buyers



Number of Visitors







ARABIAN TRAVEL MARKET



Number of Buyers



Number of Visitors





#### **Stakeholders Engagement**



To strengthen Abu Dhabi's standing as a leading business-events destination, ADCEB has partnered with several leading global organisations including: The Energy Cities Alliance, the Future Convention Cities Initiative, the ICCA, Meeting Professionals International, the Society of Incentive Travel Executives and UFI - the Global Association of the Exhibition Industry.

#### **ISRAEL VIP DELEGATION**

DCT Abu Dhabi and Etihad Airways hosted a delegation of Israeli travel trade in Abu Dhabi, where they were offered a familiarisation tour of the destination. ADCEB presented the destination's MICE offerings and had a productive networking session with the Israeli delegates.



#### 1. Meetings and Incentives Activities

#### Teacup Catchup — Networking Event for MICE Agents in Collaboration with Arabian Adventures

Created in collaboration with Arabian Adventures (a United Arab Emirates-based destination management company, or DMC), Teacup Catchup offered a centralised platform for key MICE buyers, providing an opportunity to build on existing client relationships with the new team onboard.

#### Outcomes:

- Learning from the key players about market dynamics within the meetings and incentives segment for corporate travellers in China
- Corporate booking trends considering global travel uncertainty
- Reconnect with the partners.





#### Rediscover Abu Dhabi – China Virtual Roadshow

Two days of hospitality and inspiration for the China market: an online platform to invite MICE buyers in collaboration with the travel trade to build new client relationships in the MICE segment.

The platform showcases Abu Dhabi as the safest city to host MICE groups in 2021/22 and highlights the 'Go Safe Campaign Certification' launched by DCT Abu Dhabi to ensure that hotels and attractions are in the best position to welcome visitors. This reinforces Abu Dhabi's positioning in the business and MICE segment, looking out for potential leads or business opportunities for coming years.

#### Outcomes:

- No. of stake holders: 37 Abu Dhabi stakeholders participated, including representatives from airlines, DMCs, hotels and attractions
- Meeting duration: 15 minutes each session
- No. of buyers: 100 Chinese buyers from the travel trade industry.

#### 2. M&I Webcasts and Webinars

#### ADCEB Webinar and Webcasts

ADCEB developed webcasts and webinars aimed at promoting Emirati cultural experiences as an offering for business events. The webcasts also served as educational tools for the DMCs and international corporate clients to explore Abu Dhabi as a destination for MICE groups. Emirati artists and artisans were showcased in the webcasts, enhancing the Abu Dhabi business tourism proposition with cultural experiences for their delegates.

#### Outcomes:

- The Louvre Abu Dhabi Webcast
- The Abu Dhabi: A Marriage of Sand Art and Music. Discover the City Through the Lenses of Local Artists Webcast



#### The Guida Viaggi Webinar

Guida Viaggi is a leading trade magazine and website in Italy with a bimonthly publication of 11,000 copies and a readership of 25,000. ADCEB hosted the webinar 'Abu Dhabi- la destinazione perfetta per i tuoi eventi' (Abu Dhabi, the perfect destination for your events) with industry partners to showcase the offerings and opportunities in Abu Dhabi. The webinar was attended by 80 MICE agencies.

ADCEB also hosted two roundtable discussions, moderated by Guida Viaggi, on the following topics:

A) "Il futuro del MICE passa per Abu Dhabi" (The future of MICE is in Abu Dhabi)

B) "Il futuro del MICE passa per Abu Dhabi" (Abu Dhabi, the future of MICE passes through Abu Dhabi)

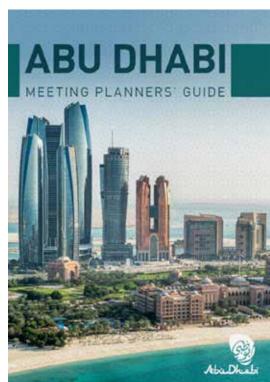
The two roundtables generated social media buzz for Abu Dhabi and the event was well promoted through Guida Viaggi's newsletter and website.





#### 3. Abu Dhabi Meeting Planner Guide

ADCEB worked on producing a Meeting Planner Guide, an essential marketing tool for the destination detailing MICE features. The guide will bring together information and specifications on: Abu Dhabi as a destination; event venues; accommodation; local attractions; vendors/suppliers; as well as proposed group activities/itineraries to assist an event organiser/meeting planner in efficiently planning their next business event in Abu Dhabi.







#### 4. Stay Curious Campaign

DCT Abu Dhabi was in a unique position to remind the public of the wonders of Abu Dhabi. The aim was to inspire the public to #StayCurious through these times of hardship, highlighting Abu Dhabi through all DCT Abu Dhabi virtual initiatives.

ADCEB developed content for webinars covering new trends in the meetings industry such as meeting design, sustainability, wellness, etc., as most business events were suspended from March 2020 onwards because of the COVID-19 pandemic. The team began work with the top MICE partners, collating information on MICE-related webinars and e-conferences on a weekly basis, and shared that information via the #StayConnected portal, to ensure that Abu Dhabi's MICE industry was apprised of the tools and resources available to cope with post-COVID-19 trends.

ADCEB participated and spoke at 14 webinars/ e-conferences

These 14 webinars/
e-conferences convened 7,617
participants globally.













#### **Business Development**

#### 1. ABU DHABI GOVERNMENT ENGAGEMENT

Abu Dhabi Government Engagement: The Department of Culture and Tourism – Abu Dhabi had contacted with more than 15 Abu Dhabi government entities to explore collaborations in developing the business tourism sector in the Emirate by setting a plan for cooperation to work on attracting and hosting high-level conferences and exhibitions in the targeted sectors (based on the Economic Vision 2020).

#### 2. PARTNER AGREEMENT WITH ETIHAD AIRWAYS

It is vital for a destination to have an official airline partner agreement to be offered to clients and delegates visiting the destination. The offer will financially benefit and support the host organisers, which helps Abu Dhabi to attract the business event and its visitors to the destination. Etihad Airways (EY) will play a key role in bringing visitors via its extensive route network.

#### 3. CVENT PARTNERSHIP

Cvent is a company that specialises in meetings, events and hospitality management technology. The partnership allows ADCEB to collect data on upcoming MICE bookings for Abu Dhabi and the region and provide us market insights to assist ADCEB and its stakeholders to target future business.



ANNUAL REPORT 2020 TOURISM 113

#### **Industry Development**

Announced a partnership with Professional Convention Management Association (PCMA) to provide industry development and education for local stakeholders

#### 1. ABU DHABI ADVISORY SUMMIT AND EDUCATIONAL EVENTS

- Meeting for stakeholders
- Ambassador Training
- Government Meetings

#### 2. CONVENTION SERVICES MANAGER TRAINING (CSM)

A three-day long programme, with approximately six hours of classroom time per day. This programme is designed for anyone who is at the service delivery end of a meeting or convention

Renewed Association Relations Partnership with the International Congress and Convention Association

The partnership will help ADCEB to strengthend our relationships with international associations and develop our profile within the international association community.



#### Society for Incentive Travel Excellence (SITE)

The Society for Incentive Travel Excellence (SITE) is the only business events association dedicated exclusively to the global incentive travel industry. Founded in 1973, it consists of 2,500 professional association members located in 90 countries, working across the entire destination supply chain. ADCEB entered into the partnership with SITE to profile Abu Dhabi amongst its wide members around the world. Among the benefits from the SITE strategic partnership:

- ADCEB will be a Strategic Partner in SITE Annual Round Table discussions
- Profiling Abu Dhabi as a Destination Manifesto Thought Leader
- Promotion of Abu Dhabi in their Motivate Content
- Developing the MICE industry in Abu Dhabi in terms of education development
- Hosting of a Destination Workshop for leaders from the Incentive industry
- Participation at Incentive Summit Europe (TBD), SITE Night Europe and the Global Conference (TBD 2022) for education and B2B networking
- Abu Dhabi will be the SITE Executive Summit Host City in 2021 or 2022

#### **UFI - THE GLOBAL ASSOCIATION OF THE EXHIBITION INDUSTRY**

- Was part of the Middle East committee to launch the UFI Exhibition Management School (in partnership with MBB Consulting) gave an input of the UAE exhibition industry that helped to build a high-quality educational programme that meets the needs of the exhibitions industry. The first programme will start in January, 2021. The UFI exhibition management school is a continuum of the exhibition management degree that UFI initiated and has been organising since 2007. It is providing this new industry education programme for exhibition organisers it will focused on the good quality of education and training for the global exhibition industry
- Produced a campaign for the Global Exhibitions Day 2020 Participation in the 86th UFI Global Congress 2020 – Virtual

#### The Society For Incentives Travel Excellence (SITE) Advisory/ Destination Workshop

A customised three-day workshop in Abu Dhabi, included one-half day and one-full day destination immersion followed by a one-day product development discussion with DMC stakeholders. SITE brought five global travel professionals – board members – to the programme.

A half-day overview of destination Abu Dhabi, followed by a cultural half day with the Emirati House, Pearl Journey and Sheikh Zayed Grand Mosque experiences on day one. Day two included a meeting with the DCT Abu Dhabi executive director and hotel site inspections. The workshop ended on day three with a debrief and identification of opportunities and weaknesses. Abu Dhabi was able to showcase the destination to incentive experts who gave feedback and advice on the stakeholders and attractions.

#### **Virtual MICE Training Series**

A virtual training for travel agents has been completed by 577 participants through the Microsoft Teams app with 20 trainings to date. This initiative helped partner agents to understand the destination to consider Abu Dhabi for their MICE events once the pandemic is over, as well as being used as a tool to promote new venues and keep engaging with overseas partners.

Agents were directly connected with the stakeholders and can liaise directly for future potential leads. Championed the selling of Abu Dhabi as a destination and allowed the DCT Abu Dhabi to build stronger relationships with agencies.





# Destination Marketing

**2020 REPORT** 



# TOTAL RESULTS FROM ALL CAMPAIGNS

While 2020 was challenging for businesses, the Department of Culture and Tourism - Abu Dhabi's Destination Marketing team managed to make the best of it by launching successful campaigns throughout the year supporting stakeholders which resulted in:

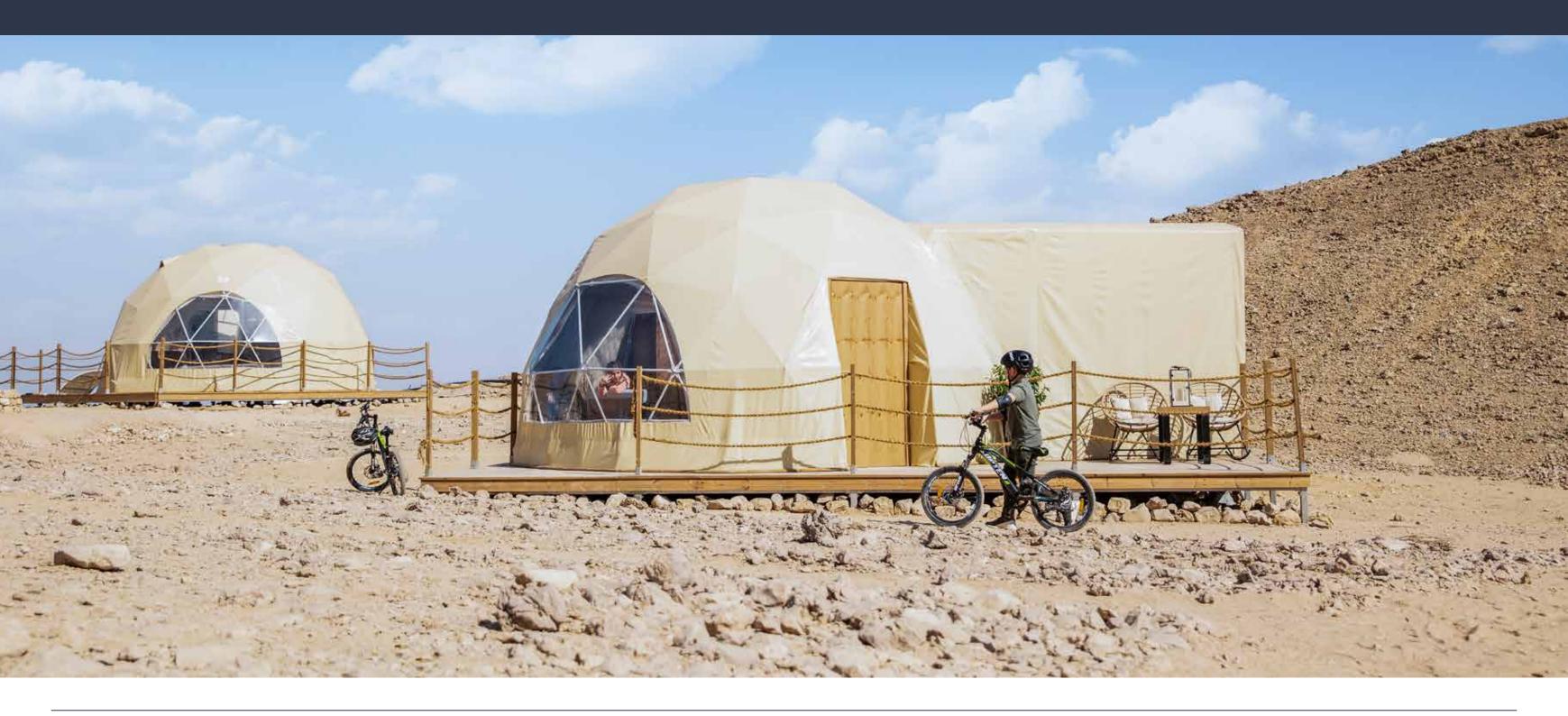


2020 WAS AN UNPRECEDENTED YEAR FOR THE WORLD, WHICH REQUIRED DCT ABU DHABI TO BE AGILE IN ITS MARKETING EFFORTS

The Destination Marketing department was tasked to study the market and change in user behaviour to develop and promote campaigns in response to the current situation.

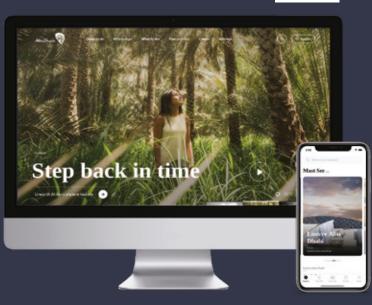


# Visit Abu Dhabi



# VISITABUDHABI.AE WEBSITE & MOBILE APP

We successfully launched the fully updated and redesigned Visit Abu Dhabi website/app. More than 170 hours of agency meetings and 300 hours of product testing went into development and implementation of strategy, user profiles and journeys, design and user experience, as well as a complete rewrite of the content across all languages, and a massive refresh of imagery and videos.







3K PAGES



750K WORDS



2.5K PICTURES



**150** 

#### **RESULTS**





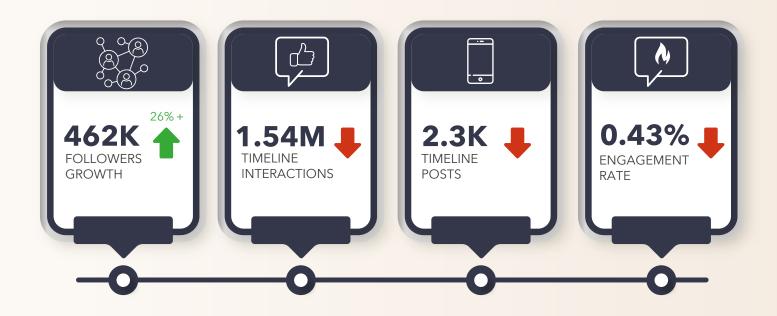
39% INCREASE PAGES PER SESSION





28% DECREASE BOUNCE RATE

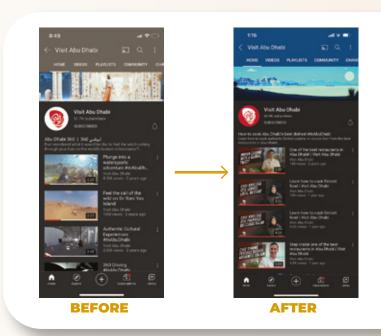
### SOCIAL MEDIA CHANNELS



**►** YouTube

#### **CHANNEL REVAMP**





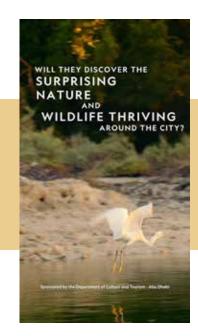
- YOUTUBE CHANNEL LOOK & FEEL OPTIMIZED.
- PLAYLIST OPTIMIZATION IN PARALLEL TO WEBSITE PILLARS.
- USE OF METADATA TO OPTIMIZE VIDEO VISIBILITY AND SEARCHABILITY.
- YOUTUBE FEATURES
   OPTIMIZED TO INCREASE
   ORGANIC GROWTH

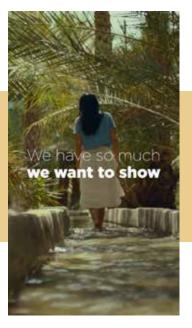
### **CONTENT CREATION**

Our internal Digital Content production team created more than 300 videos and 2,000 photos throughout 2020 to support ongoing destination campaigns, as well as other smaller tactical campaigns, projects and initiatives. This was supplemented by close collaboration with key partners to develop a further 75 items of high-quality content.















### **WECHAT MINI PROGRAMME**



We launched the WeChat Mini-programme (phase 1) to provide our Chinese audience with an enhanced and seamless experience on their platform of preference, that will allow users to have a deeper understanding of our value proposition and to facilitate their travel experience.

#### **Phase 1 results**

September – December 2019



12,661 VISITS (IDS COLLECTED)



1.5 AVG. PAGE VIEWS PER VISIT



57% AVG.





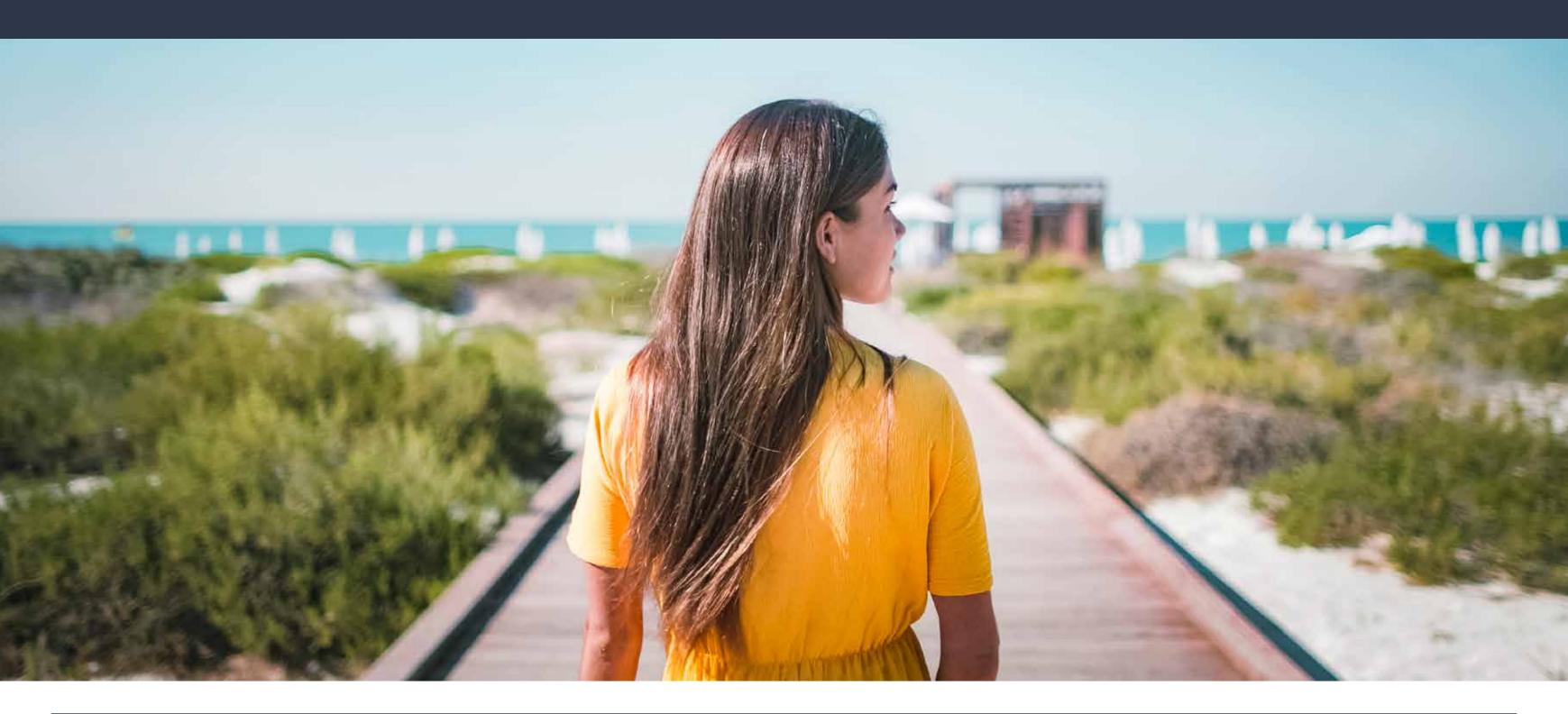






# Stay Curious Platform

As uncertainty and lockdown spread across the globe, people looked for inspiration online – the urge to connect to the world was stronger than ever.





DCT launched the #StayCurious platform to allow people around the world explore the Emirate of Abu Dhabi from the comfort of their own homes.

# STAY CURIOUS CAMPAIGN RESULTS





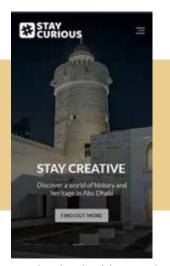
Hosted 360 videos, virtual tours of Abu Dhabi and partner content.



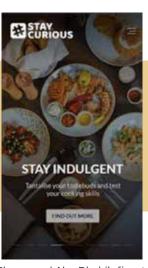
Hosted events that were happening during the campaign duration.



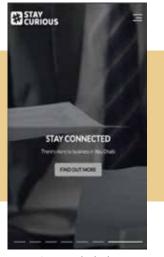
Gateway to learning material that could help people learn new skills



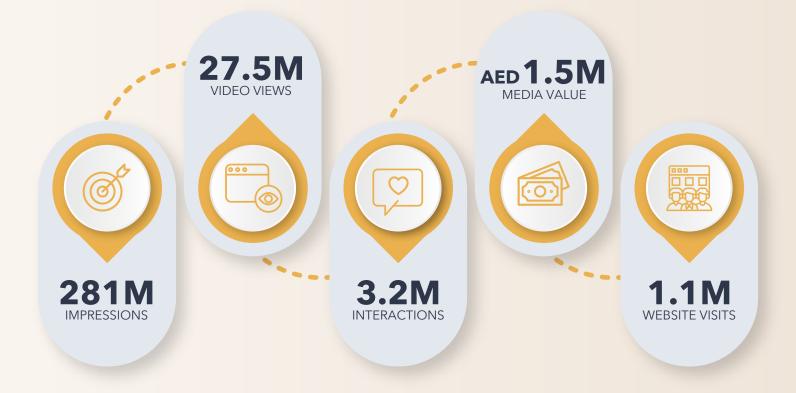
Content related to the rich arts, culture & heritage offerings in Abu Dhabi under the umbrella of Culturall.



Showcased Abu Dhabi's finest chefs & restaurants, in addition to Emirati cooking videos.



Content hub that consists of business-related events, courses and information on exhibitions.



### **MARKETS**



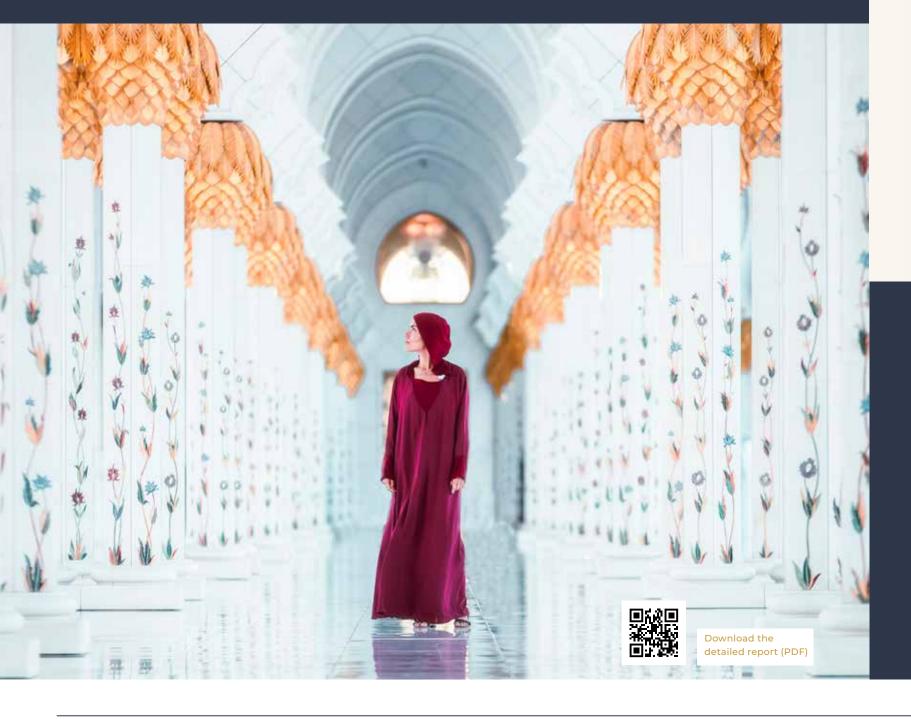


Download the detailed report (PD



# Rediscover Abu Dhabi

Drive domestic tourism by encouraging and inspiring people to step out and rediscover all that Abu Dhabi has to offer right in their own backyard



# REDISCOVER ABU DHABI CAMPAIGN OVERVIEW

The campaign promoted hotel offers, restaurants, shopping, cultural attractions and activities across the city via different mediums including social media, digital ads, influencers, PR & media coverage. It also raised awareness on the "Go-Safe" certification.















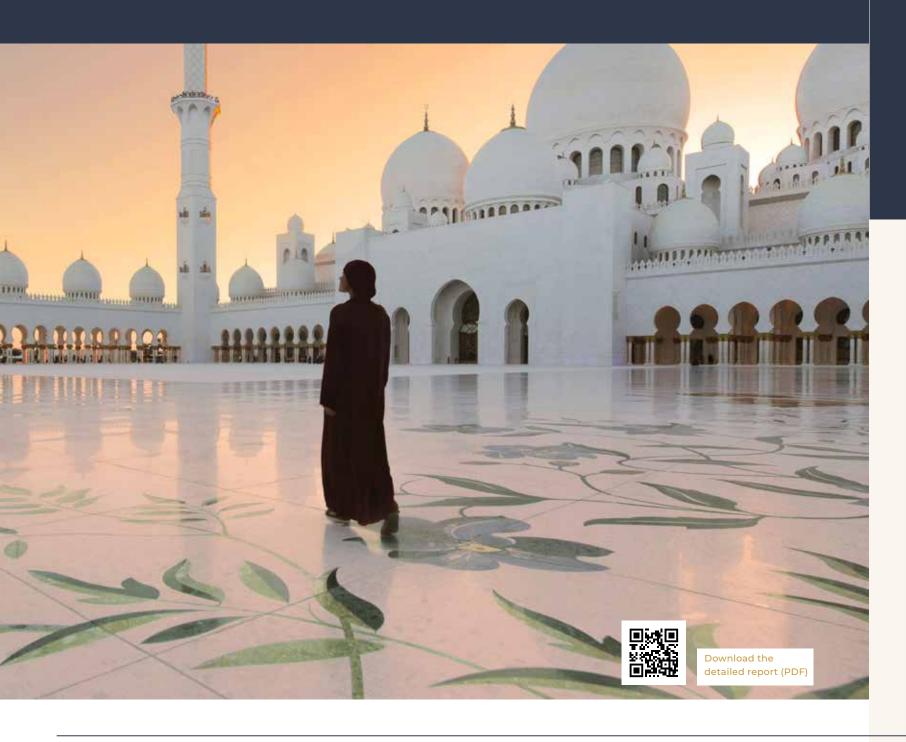






# Domestic Offers

Following the Rediscover Abu Dhabi campaign, DCT Abu Dhabi continued to support stakeholders by promoting their offers via Abu Dhabi Calendar social media accounts, driving traffic directly to their websites.



### **CAMPAIGN OVERVIEW**

For this campaign, the Destination Marketing team utilised different methods to track leads and calculate estimated ROI; looking at DCT Abu Dhabi's ecosystem, collaborating with Zomato to promote restaurants and working with MEmob technology to capture footfall attribution.



TRACK LEADS TO STAKEHOLDERS WITHIN DCT'S ECOSYSTEM

### zomato

TRACK LEADS TO RESTAURANTS VIS COLLABORATING WITH ZOMATO



TRACK FOOTFALL BY WORKING WITH MEMOB



354 ROOM NIGHTS



2.5K
RESTAURANTS

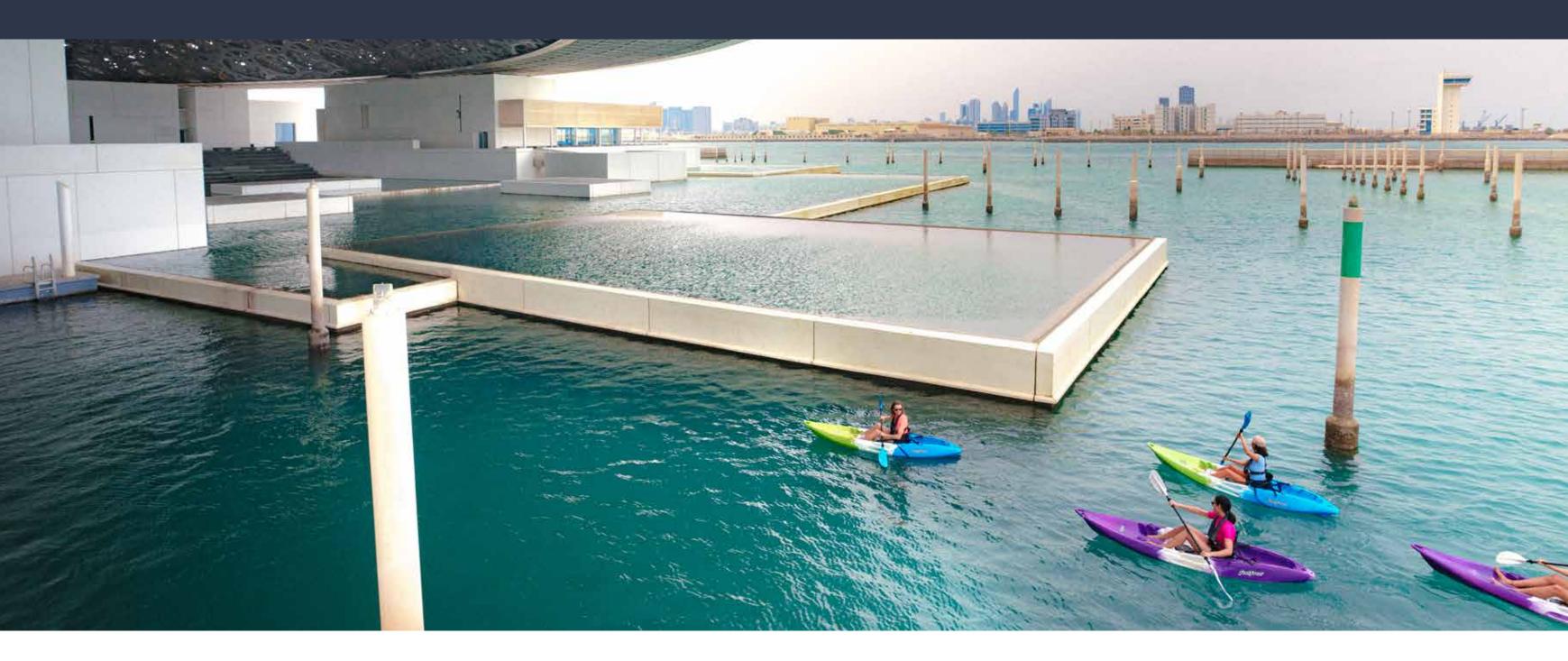


1.9K
ATTRACTION
TICKETS

# Treat Yourself



Designed to support the hotel businesses in Abu Dhabi by promoting staycation offers aimed at increasing occupancy rates.

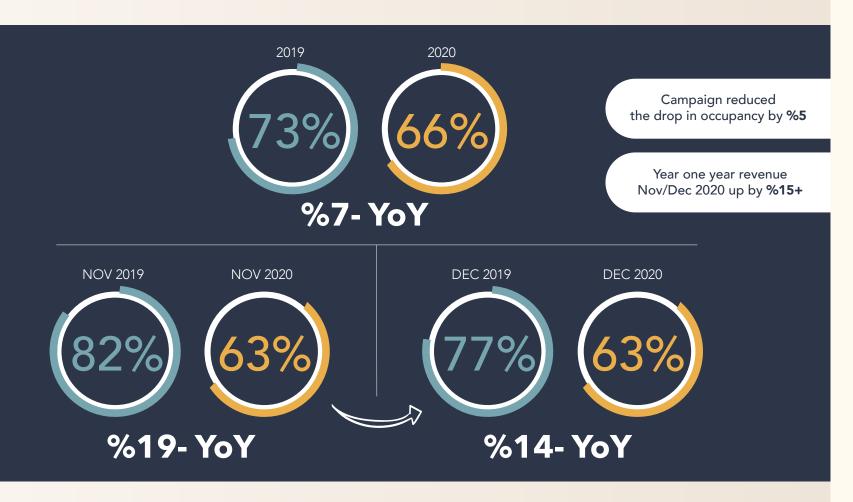


**TOURISM** 

# TREAT YOURSELF CAMPAIGN OVERVIEW

Overall occupancy in 2020 decreased by %7. Both "Rediscover AD" and "Treat Yourself"

campaigns contributed to a significant increase in occupancy in order to mitigate the hotel occupancy drop.









209K
WEBSITE VISITS

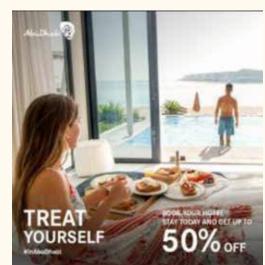


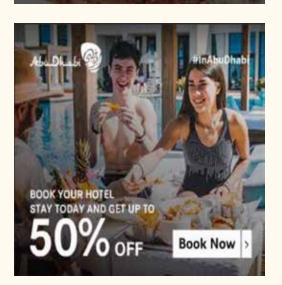
103K HOTEL LEADS\*



715KAED









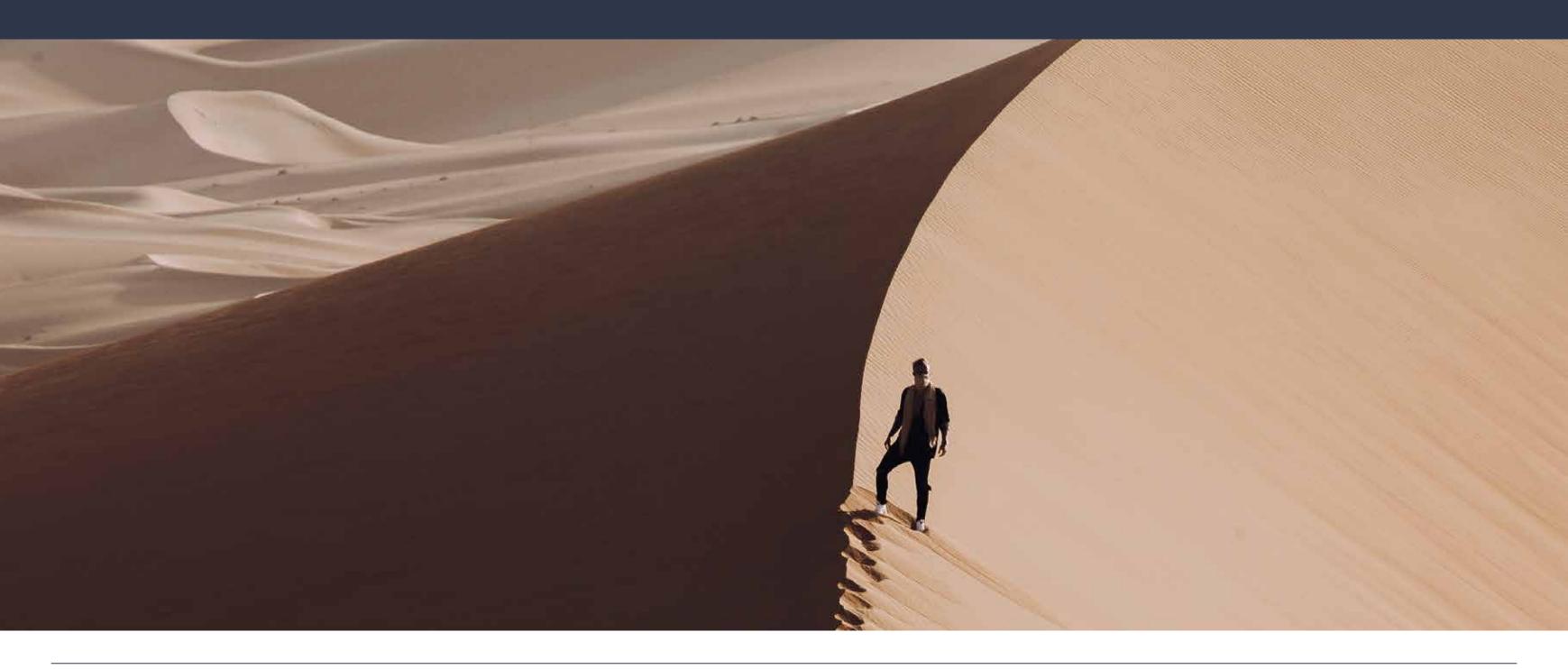
+300
PARTICIPATING
HOTELS





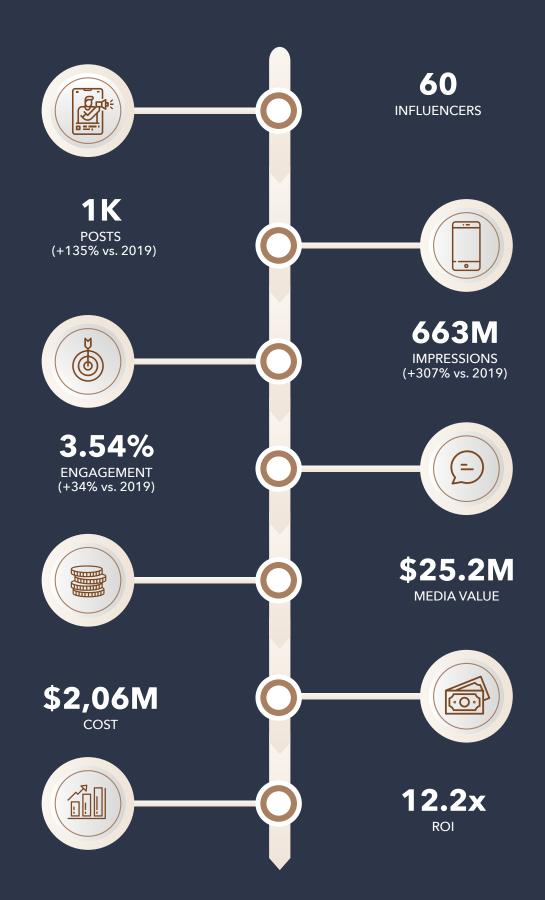
<sup>\*</sup>Hotel leads are outbound link clicks driven from the DCT website to the hotel

# Influencer Marketing

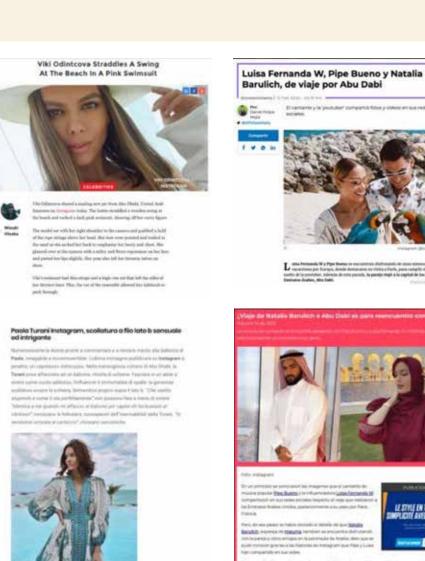


### **RESULTS**

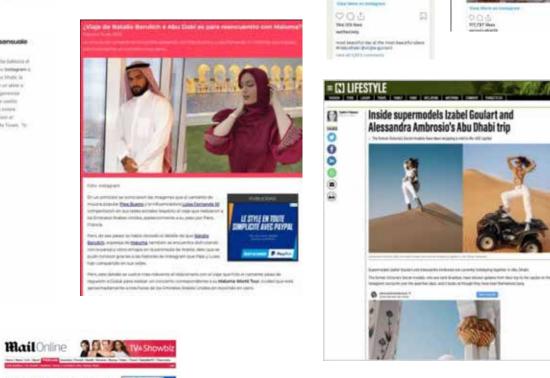




### **EARNED EXPOSURE**



7 1 0 0 0 0 0 0 20



ARAB NEWS





# **DIVERSITY OF CONTENT**































# Partnerships



### **PARTNERSHIPS**

# The second secon

Designed to inspire travel with native & original content, celebrity/influencers and distributed against ideal travel periods.

**26**Digital stories (ongoing)

**5.5M** Pageviews

**4.4M**Engagement







tripoto (



A first ever production of 3x Gigapixels and 30x virtual reality videos to provide Indian travellers with a virtual vacation during their lockdown.

28M Impressions

**6.6M**Engagement

9:02 MIN Avg. Time Spent



Editorial-led partnership led by Becky Anderson to inspire wanderlust and escapism, taking the audience on a virtual vacation in Abu Dhabi.

**474**TV & Vignettes aired

**700K** pageviews to-date

**2.1** M social video views





# NAS DAILY PARTNERSHIP – ABU DHABI CONTENT



20.3M reach

10.6M video views

258K engagement







,000 CAL

**98.6M** reach

**54.3M** video views

1.4M engagement



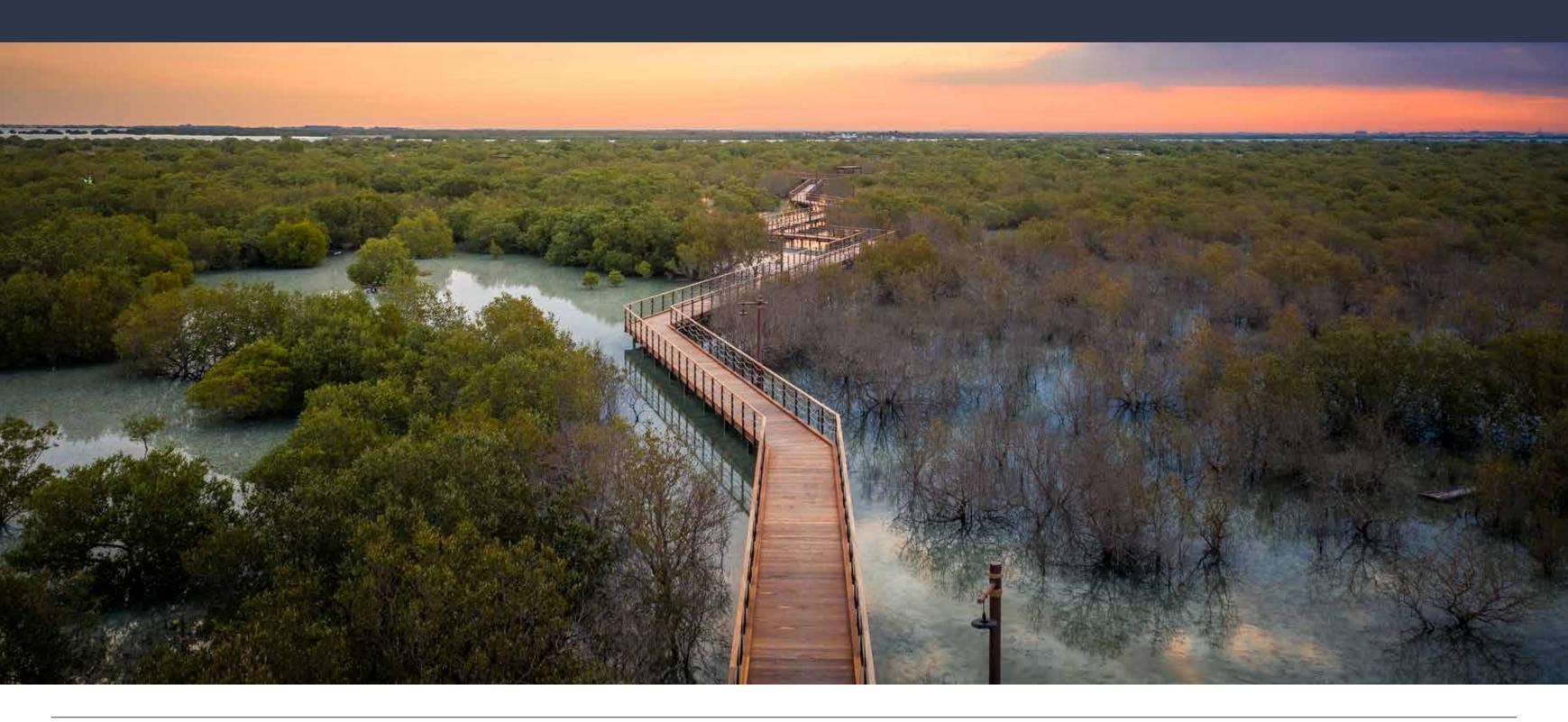
3.5M reach

1.7M video views

**59.1K** engagement



# World's Coolest Winter Campaign



### **UAE CAMPAIGN**

We supported the United Arab Emirates' national tourism campaign #WorldsCoolestWinter by providing relevant assets, and by assisting with logistics, planning, permissions and access to Abu Dhabi locations.

DCT's internal production team also accompanied Abu Dhabi leg of the production to generate additional assets.

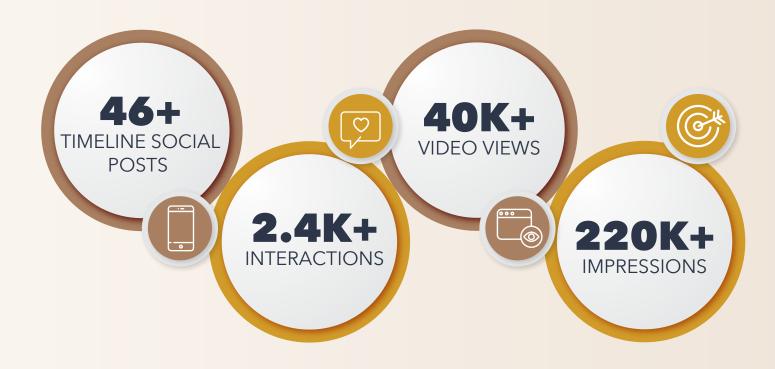


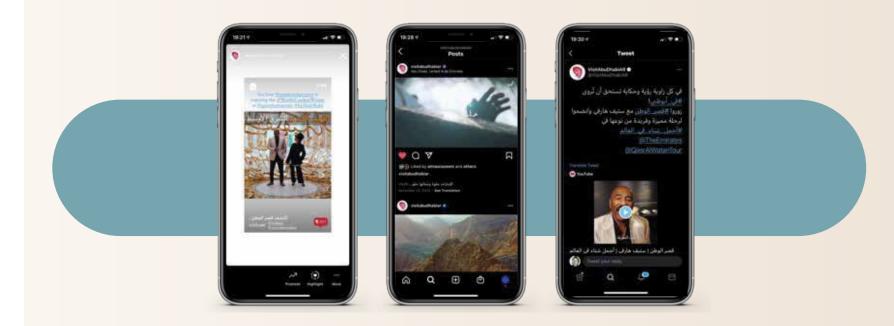




# UAE CAMPAIGN – WORLD'S COOLEST WINTER

Visit Abu Dhabi's social channels supported the nationwide campaign by re-sharing Abu Dhabi related content. The campaign started in December 2020 and continued until January 2021.



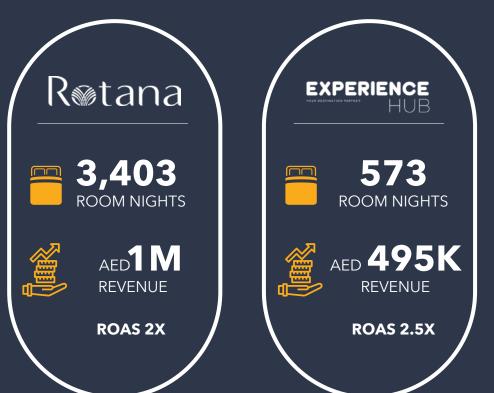


# Hotel Co-Op

While 2020 was a challenging year for hotels, DCT Abu Dhabi still managed to work with stakeholders during the first half of the year on direct-to-consumer digital campaigns to sell room nights and generate incremental revenue.



### **HOTEL CO-OP**



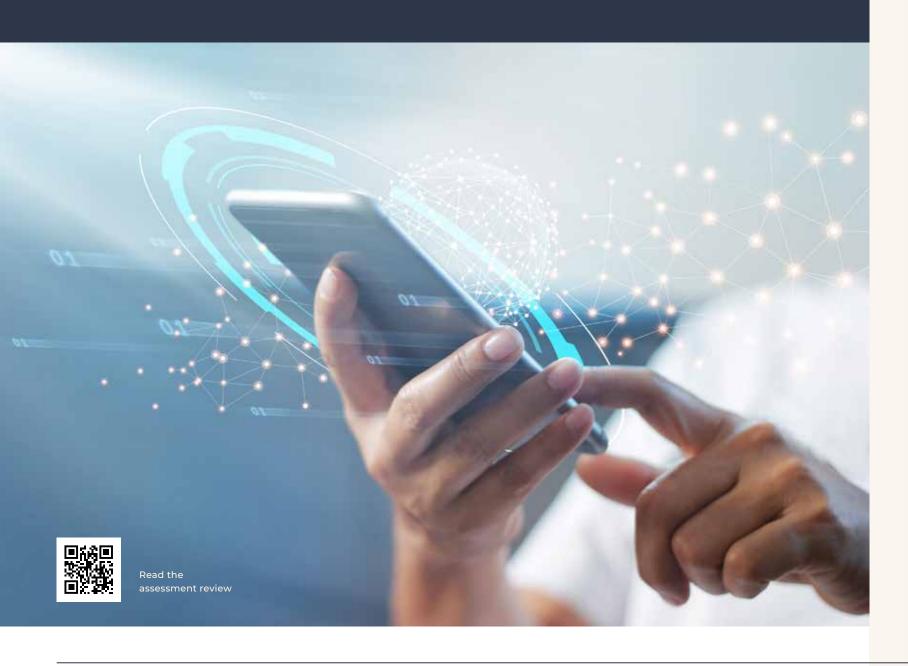


# **SOJERN**

AT THE END OF 2020, WE INITIATED A CO-OP MARKETING PARTNERSHIP WITH SOJERN, IN WHICH IT PROVIDES AN ECOSYSTEM FOR PROPERTIES IN ABU DHABI TO RUN THEIR CAMPAIGNS AND TRACK MARKETING ROI CENTRALLY. THIS WILL ALLOW DCT TO SCALE THE HOTEL MARKETING CAMPAIGNS TO INCLUDE UP TO 100 PROPERTIES IN 2021.



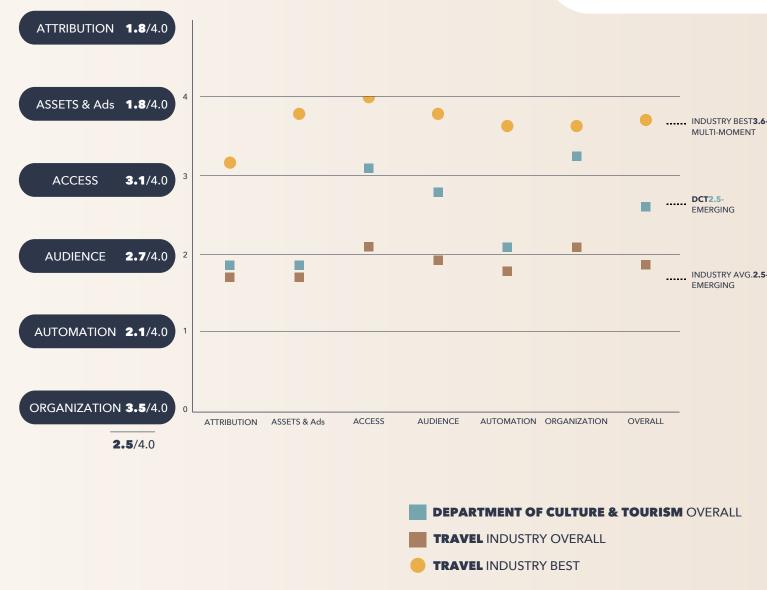
# Digital Marketing Maturity Assessment By Google

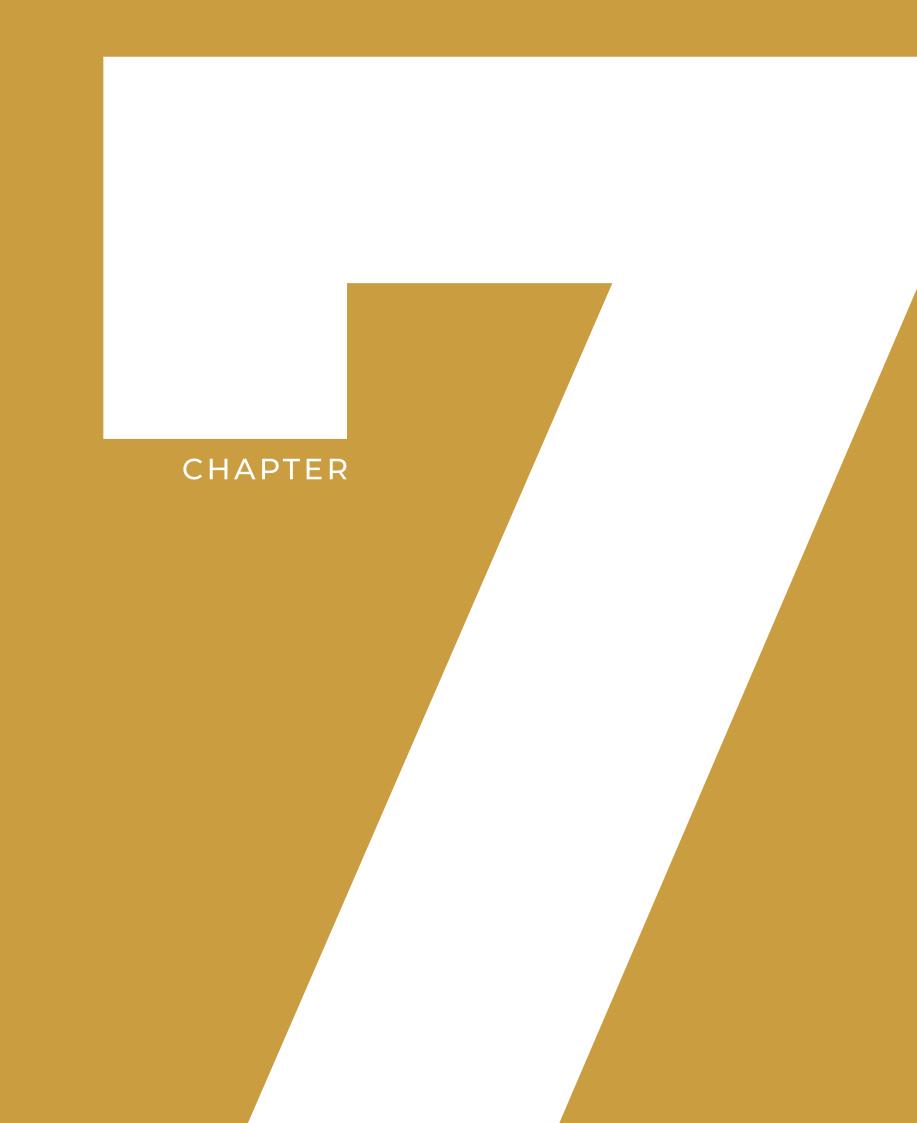


# GOOGLE DIGITAL MARKETING MATURITY ASSESSMENT

Google, in partnership with BCG, provides a framework for businesses aiming to realise the potential of data-driven marketing and automation across the full purchase journey.

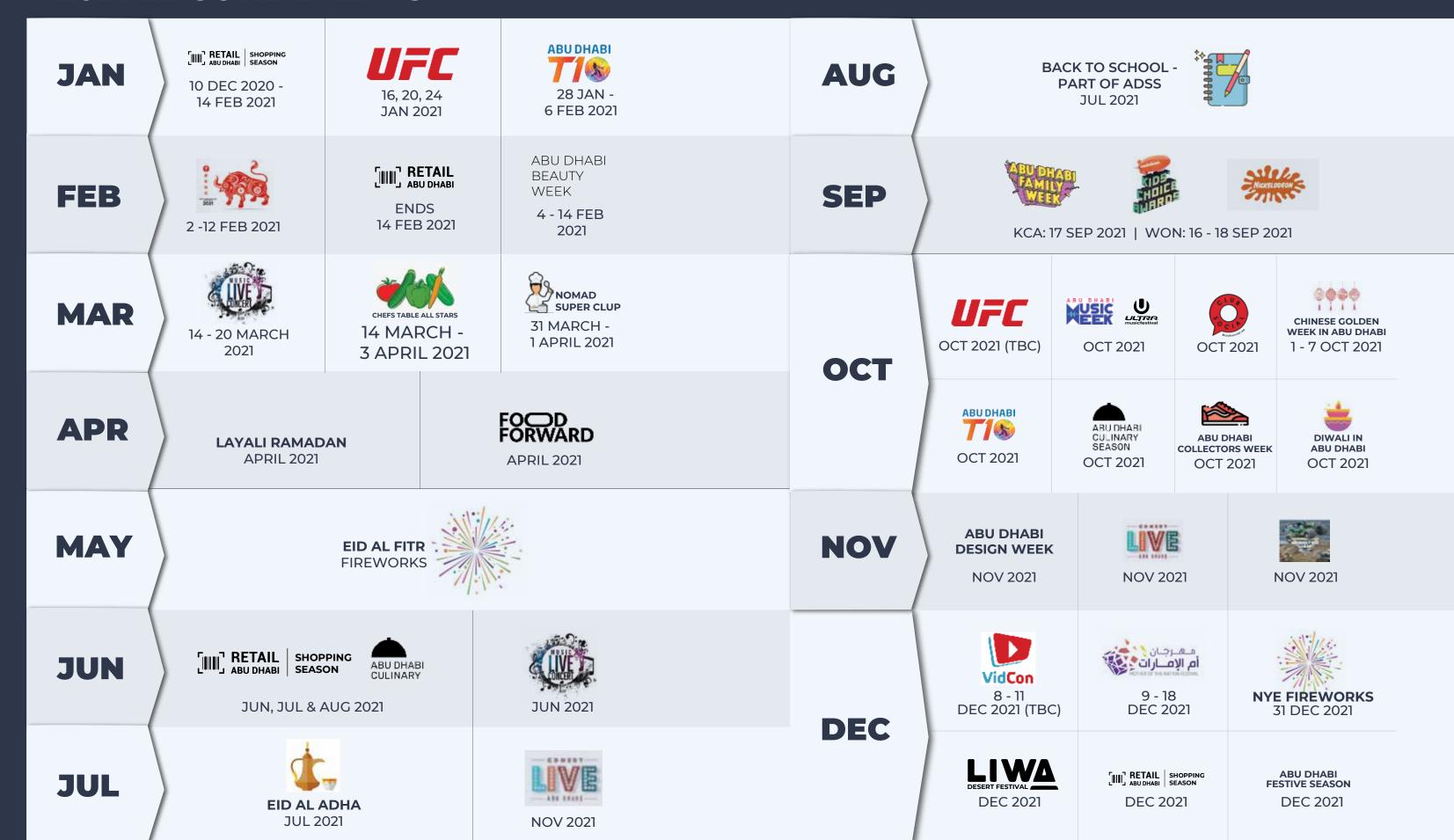
38% ABOVE INDUSTRY AVERAGE





THE WAY MOVING FORWARD FOR 2021

### **2021 LEISURE EVENTS**



### **2021 Business Events**



#### **2021 Trade Exhibitions**

- Arabian Travel Market (ATM) is the leading international travel event for unlocking business potential in the Middle East, both for inbound and outbound travel professionals. This year ATM will run as a hybrid event, a live event will be hosted at the Dubai World Trade Center from 19 16 May, in addition to a virtual event a week later from 26 24 May.
- 2 International Luxury Travel Market (ILTM) Cannes. If you are looking to break into the global luxury travel market, ILTM Cannes is an essential exhibition dedicated to the world's most exclusive and sought-after travel designers, brands and destinations. 6 to 9 December.



#### **2021 Trade Show Calendar**

DCT Annual French Workshop with Stakeholders in Paris

A full-day virtual workshop with Department of Culture and Tourism – Abu Dhabi partners based in Paris, France. Agenda will include sessions on creating offers, pushing sales, diversifying products across different segments and accounts.

Russia Roadshow

Department of Culture and Tourism – Abu Dhabi will organise the Russian roadshow for 10 to 15 stakeholders from Abu Dhabi in three cities: Moscow, St. Petersburg and Kazan. These will forge and renew the relationship with the Russian market and update partners on Abu Dhabi's product offering and implemented safety measures.

North America Roadshow

In association with DTCM and EXPO 2020, Department of Culture and Tourism – Abu Dhabi will host a virtual roadshow with top leisure operators from the US and Canadian markets. These will forge and renew the relationship with the North American market and update partners on Abu Dhabi's product offering and implemented safety measures.

# **Policies and Regulations**

- 1. Rollout of Quality Accreditation Scheme for Abu Dhabi's Tourism Sector establishments.
- 2. Licensing of Holiday Homes in the Emirate of Abu Dhabi.
- 3. Establish a Monitoring & Evaluation Framework for Tourism Policies.
- 4. Development of Sustainable Tourism Guidelines for the industry.
- 5. Developing standards to enhance accessibility of Tourism Sector Establishments.

