

UAE Event Management - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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Report description:

The UAE Event Management Market size is estimated at USD 41.47 million in 2024, and is expected to reach USD 108.02 million by 2029, growing at a CAGR of greater than 10% during the forecast period (2024-2029).

The country's growth in digital media and entertainment accelerated as a result of COVID-19's disruption of live entertainment and sporting events. Both the public and private sectors are making significant investments in ICT infrastructure. The introduction of COVID-19 accelerated the shift to digital revenues and compelled companies to modify their operating strategies in order to capitalize on the increase in on-demand content.

Event planning in the UAE has traditionally been seen as an interesting and important task. The reason is that in today's current, quick-paced world, event management is a whole new concept. Events are programs like parties or public gatherings for specific purposes like holidays or political campaigns. A career in event management assists people in planning a social or business gathering. Everywhere, different kinds of events happen frequently, from politics to commerce.

The United Arab Emirates is famous for its expensive and elaborate events, which attract the highest-profile clients and VIPs from all over the world. With more businesses and individuals realizing the value of having events to enhance their brand image and create special experiences for visitors, the event sector in both countries is expected to grow further over the coming years. The application of technology in terms of enhancing the event experience is another trend. This includes integration with social media, interactive display screens, virtual and augmented reality, and more. Moreover, technology not only provides a more lively and stimulating experience for visitors but also gives valuable information to event organizers.

UAE Event Management Market Trends

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Expanding Hospitality Industry is Booming the Market

One of the major Gulf nations that have been making a significant contribution to the hospitality sector is the United Arab Emirates. The COVID-19 pandemic's prolonged closing of international borders led to a sharp decline in the amount of money the sector was generating. However, during the research period, the country's advantageous location, rapidly expanding top-tier airlines, and better transportation infrastructure helped it to grow quickly. The United Arab Emirates is only an eight-hour flight away from two-thirds of the world's population, and international airlines like Emirates and Etihad Airways, which provide world-class international travel, are increasingly important factors in the country's tourist industry's expansion.

Growth of Sports Events is Contributing to the Market

Sports events play a significant role in tourism as a whole. Visitors who visit sporting events frequently combine this with local tourism. Sports are at the center of tourism initiatives that aim to expand the UAE's entertainment sector. The potential for luring tourists to play important sports in distinctive settings at UAE megaprojects is significantly greater. Massive partnership, investment, and sponsorship opportunities exist in every aspect of the sports value chain - venues or facilities, sports leagues or clubs, sports professionals, equipment, merchandising, etc. - thanks to the large-scale, internationally renowned events that take place in the UAE.

UAE Event Management Industry Overview

The report covers major players operating in the UAE event management Industry. In terms of market share, few major players currently dominate the market. However, with technological advancements and product innovations, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping into new markets.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS AND INSIGHTS

4.1 Market Overview

4.2 Market Drivers

4.3 Market Restraints

4.4 Market Opportunities

4.5 Industry Attractiveness - Porter's Five Forces Analysis

4.5.1 Threat of New Entrants

4.5.2 Bargaining Power of Buyers

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- 4.5.3 Bargaining Power of Suppliers
- 4.5.4 Threat of Substitute Products
- 4.5.5 Intensity of Competitive Rivalry
- 4.6 Insights on Key Trends and Recent Developments in the Market
- 4.7 Insights on Government Regulations in the Market
- 4.8 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Type
 - 5.1.1 Music Concerts
 - 5.1.2 Festivals
 - 5.1.3 Sports
 - 5.1.4 Exhibitions and Conferences
 - 5.1.5 Corporate Events and Seminars
 - 5.1.6 Other Types
- 5.2 By Source of Revenue
 - 5.2.1 Tickets
 - 5.2.2 Sponsorships
 - 5.2.3 Advertising
 - 5.2.4 Broadcasting
 - 5.2.5 Other Sources of Revenue
- 5.3 By End User
 - 5.3.1 Corporate
 - 5.3.2 Individual
 - 5.3.3 Public

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 SkyHigh
 - 6.2.2 TEC
 - 6.2.3 The event company
 - 6.2.4 Emerald
 - 6.2.5 Plan3Media
 - 6.2.6 CWE
 - 6.2.7 M&N
 - 6.2.8 Great Wall Events
 - 6.2.9 GM Events
 - 6.2.10 Artes*

7 FUTURE OF THE MARKET

8 DISCLAIMER AND ABOUT US

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