

Art Dubai and Design Days Dubai Bring in US\$35M, Says Report

BY NICHOLAS FORREST | MARCH 05, 2016



Art Dubai Fair FZ LLC (The Art Dubai Group), the parent company of Art Dubai and Design Days Dubai, has released the results of an independent survey for Art Week 2015 (March 18-25, 2015).

Produced by the independent research body Repucom, the report reveals the significant economic impact Art Dubai and Design Days Dubai events have on the local economy and service sector.

According to the Economic Impact survey, US \$35 million of new money in direct visitor spend came into Dubai through the 2015 Art Dubai and Design Days Dubai events, which reportedly facilitated an estimated 6,000 art and design purchases.

The report also reveals that as much as 60% of the annual sales revenue

of local art organizations made during Art Week alone, and that 25,000 visits were made to Art Dubai and Design Days Dubai over its six event days by 15,625 unique attendees, 51% of whom were from outside Dubai.

“Our research shows that the Art Dubai Group sets the standard for cultural events in the region, bringing significant social and economic benefits to Dubai,” said Jon Long, Managing Director Middle East, of Repucom.

“In addition, the survey revealed a 92% approval rating from attendees and 100% consensus from participating art organisations that Art Week makes an important contribution to their own success and Dubai’s art industry in general.”

