

ECONOMIC
IMPACT STUDY

ECONOMIC
IMPACT STUDY

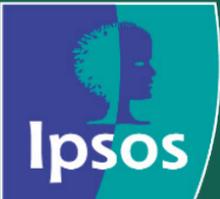
**ECONOMIC
IMPACT STUDY**

ECONOMIC
IMPACT STUDY

ECONOMIC
IMPACT STUDY

ART DUBAI 2023

GAME CHANGERS





CONTENT

- 1 Study Introduction
- 2 Management Summary
- 3 Economic Impact Study
- 4 Visitor Survey
 - 4a Respondents Profile
 - 4b Visitor Profile
 - 4c Visitor Experience
 - 4d Art Acquisitions

1

Study Introduction

1. STUDY INTRODUCTION

BACKGROUND & OBJECTIVES

IPSOS was commissioned by Art Dubai to conduct an Economic Impact & Visitor Survey.

Feedback from Art Dubai visitors both VIP and General Attendees presents insight on visitor behavior and experience and provides a clear overview of the 'new money' coming into Dubai as a direct result of Art Dubai Fair.

Objectives of the Study:

1. Demographic and visitor profile of Art Dubai visitors
2. Traveling profile of visitors
3. Visitor experience at Art Dubai
4. Awareness & impact of Art Dubai partners and communication tools
5. Economic impact of Art Dubai
6. Impact of Art Dubai and Art Week from an industry point of view

Research Methodology:

To answer the objectives, two online surveys were carried out:

General & VIP attendees:

An online survey was hosted by Ipsos and sent out to the Art Dubai 2023 visitors database. Economic impact data was weighted for General Attendees and VIPs based on Art Dubai ticket details. Only attendee spend and experience was captured, other stakeholders were not included.

1. STUDY INTRODUCTION

APPROACH OVERVIEW

GENERAL & VIP ATTENDEES

Country	Various
Universe	Art Dubai Fair 2023 attendees
Research Technique	Online Interviews (CAWI)
Selection Procedure	Art Dubai 2019 visitors database - VIP & General Attendees
Sample Size	<ul style="list-style-type: none">• 975 respondents• 467 general attendees• 508 VIP attendees
Field Work	March 2023

2

Management Summary

2. MANAGEMENT SUMMARY

KEY ECONOMIC IMPACT METRICS

34,000

visits to Art Dubai held between
1st to 5th March 2023*

AED 142.9 M

of new money into the
Dubai economy
(direct economic impact)

23,423

total hotel nights
paid in Dubai

8,557

unique attendees came
from outside Dubai and
Art Dubai was the main
reason for travelling to
Dubai for

78%
of them

30%

of attendees were first
time visitors to Art Dubai

**This figure includes children under the age of 12.*

VISITOR IMPRESSIONS

Overall positive impression of Art Dubai

88%

GENERAL PUBLIC

92%

VIP ATTENDEES

Likely to attend Art Dubai 2024

91%

GENERAL PUBLIC

92%

VIP ATTENDEES

First time visitors of Art Dubai

34%

GENERAL PUBLIC

21%

VIP ATTENDEES

Based on a scale of 1 to 100

3

Art Dubai Economic Impact

3. ART DUBAI ECONOMIC IMPACT

KEY ECONOMIC IMPACT METRICS

IMPACT OF ART DUBAI 2023

31,111

cumulative visits to Art Dubai held
between 1st to 5th March 2023

AED 142.9 M

of new money introduced into
the Dubai economy
(direct economic impact)

8,557

unique attendees (general public and VIPs),
from outside Dubai of which

6,688

were primary attendees*

4,328

unique attendees paid for

23,423

hotel nights in Dubai

**Art Dubai was their main reason for travelling to Dubai / a reason combined with other events for travelling to Dubai*

3. ART DUBAI ECONOMIC IMPACT

BREAKDOWN OF THE DIRECT ECONOMIC IMPACT

Cumulatively, **31,111** general public and VIPs visited Art Dubai 2023, with an estimated **22,053** unique attendees. Of those attendees:

	REGULAR	VIP
Total Unique Visitors (Dubai Residents)	10,074	3,422
Total Unique Visitors (Non Dubai)	5,652	2,905
*Primary Unique Visitors (Non Dubai)	4,010 (71% of visitors who are non residents of Dubai)	2,679 (92% of visitors who are non residents of Dubai)
*Primary Visitors Who Stayed at Hotels	2,431	1,898
Average Number of Nights Spent (in Dubai)	5.3	6
**Average Total Spend/Primary Visitor	AED 15,100	AED 30,800
Total Spend	AED 60.5 M	AED 82.5 M

**Primary Visitor: Non-Dubai resident whose main reason to come to Dubai was Art Dubai*

***Including flight tickets, all transport, accommodation, leisure & entertainment, personal shopping and F&B*

3. ART DUBAI ECONOMIC IMPACT

BREAKDOWN OF THE DIRECT ECONOMIC IMPACT

BREAKDOWN OF ATTENDEE SPEND	DIRECT ECONOMIC IMPACT (MILLION IN AED)
Transport (including flight tickets)	37.166
Accommodation	32.878
Personal Shopping	31.448
Food & Beverage	25.730
Leisure & Entertainment (Ticketed Attractions)	15.724
TOTAL	142.946

** Direct Economic Impact
all direct and incremental expenditure --'new money' brought into the host economy due to the staging of the Art Dubai 2023 (i.e. externally sourced from non Dubai based visitors)*

3. ART DUBAI ECONOMIC IMPACT

METHODOLOGY & DEFINITIONS

ASSUMPTIONS, DEFINITIONS AND DATA SOURCES

AREA	ASSUMPTIONS/ DEFINITIONS
Host economy	Within / from the Emirate of Dubai
Primary & Casual	<ul style="list-style-type: none"> • Primary Visitors were defined as those who said the Art Dubai was their main reason / a reason combined with other events for travelling to Dubai 100% of their expenditure was accounted for in Direct Economic Impact • Casual Visitors stated that they were at the Art Dubai as they were in the area at the time 0% of their expenditure was accounted for in Direct Economic Impact
MEASUREMENT	ASSUMPTIONS/ DEFINITIONS
Gross Expenditure	All expenditure associated with the event within the host Dubai economy (i.e., total money circulating in host economy, whether internally or externally sourced) value not presented in this study.
Direct Economic Impact	All direct and incremental expenditure --'new money' brought into the host economy due to the staging of the event (i.e., externally sourced from non Dubai based visitors, that is based on spend claimed by visitors across the 5 categories)
Total Economic Impact	Considers 'indirect and induced' returns by application of economic multipliers value not captured in this study

Ipsos sourced data regarding the event audiences and spend as possible from

- An online Attendee Survey (sent to various ticket levels of general public and VIP attendees)
- Art Dubai shared actual number of attendees

CATEGORY	DATA SOURCES
Attendees	Attendee survey / Art Dubai ticketing database
Economic Spend	Extrapolation via visitor survey that was administered by Ipsos

4

Visitor Survey

Respondents Profile

Visitor Profile

Visitor Experience

Art Acquisitions

4. VISITOR SURVEY

4a

Respondents Profile

Visitor Profile

Visitor Experience

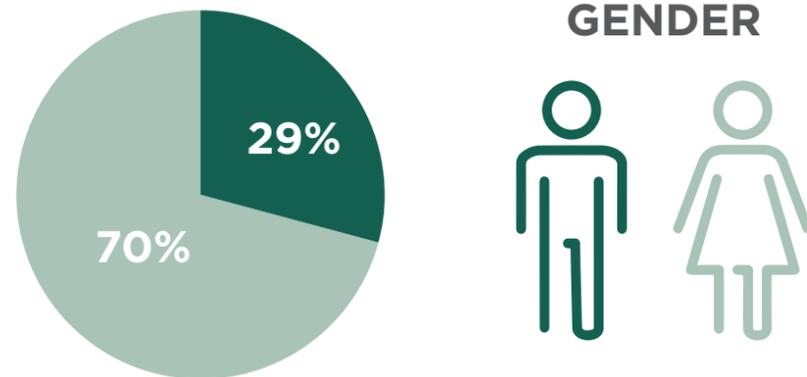
Art Acquisitions

4. VISITOR SURVEY | 4A. RESPONDENTS PROFILE

Art Dubai attendees were predominantly female (56% of all VIP and 70% of general attendees), with an average age of 45 y.o. (amongst VIP attendees) and 39 y.o. (amongst general attendees).

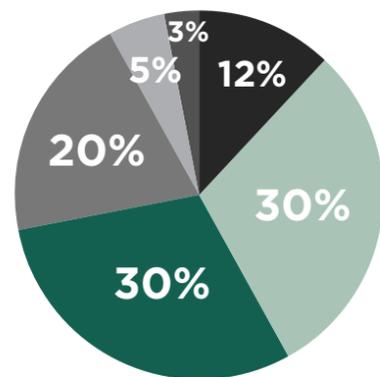
GENERAL PUBLIC

GENDER



AGE

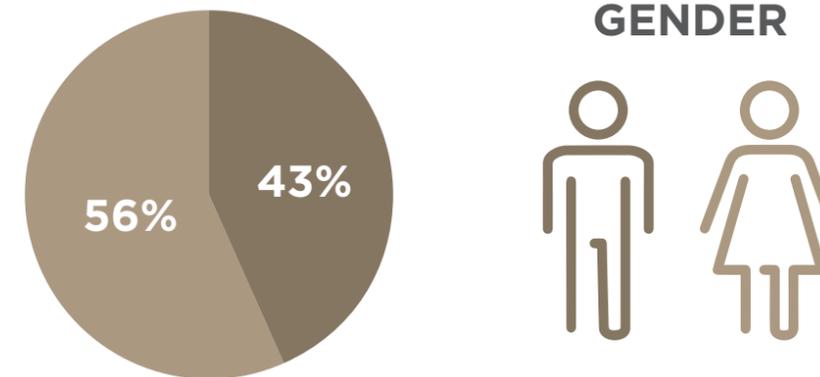
- 18-25 YEARS
- 26-35 YEARS
- 36-45 YEARS
- 46-55 YEARS
- 56-60 YEARS
- ABOVE 60 YEARS



Average Age
39 years

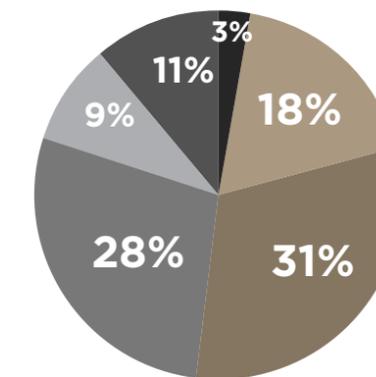
VIP ATTENDEES

GENDER



AGE

- 18-25 YEARS
- 26-35 YEARS
- 36-45 YEARS
- 46-55 YEARS
- 56-60 YEARS
- ABOVE 60 YEARS



Average Age
45 years

4. VISITOR SURVEY | 4A. RESPONDENTS PROFILE

Over half of VIP attendees were UAE residents, with 63% of them being Western. At the same time, amongst general attendees, 87% were UAE residents, with 59% being Westerns, 24% being Asians and 10% Arabs.

GENERAL PUBLIC



Avg. duration living in UAE **8.4 years**

86% were a UAE resident
75% were from Dubai

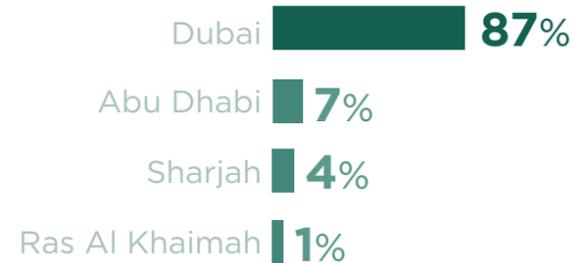
VIP ATTENDEES



Avg. duration living in UAE **10.2 years**

62% were a UAE resident
55% were from Dubai

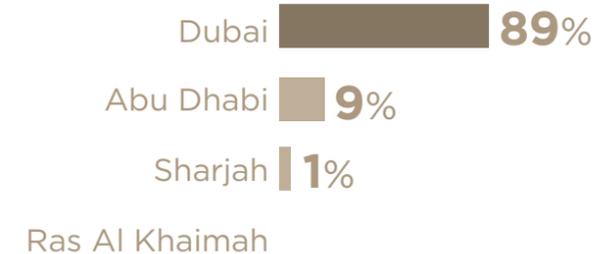
UAE RESIDENTS (404)



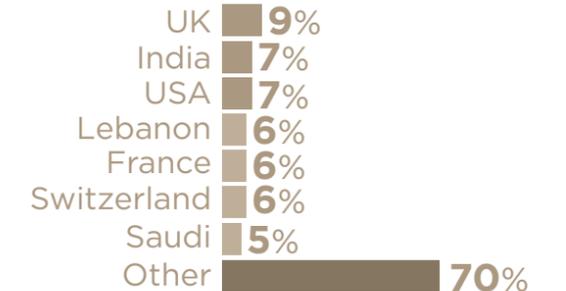
NON-UAE RESIDENTS



UAE RESIDENTS (312)



NON-UAE RESIDENTS



NATIONALITY



NATIONALITY



4. VISITOR SURVEY

4b

Respondents Profile

Visitor Profile

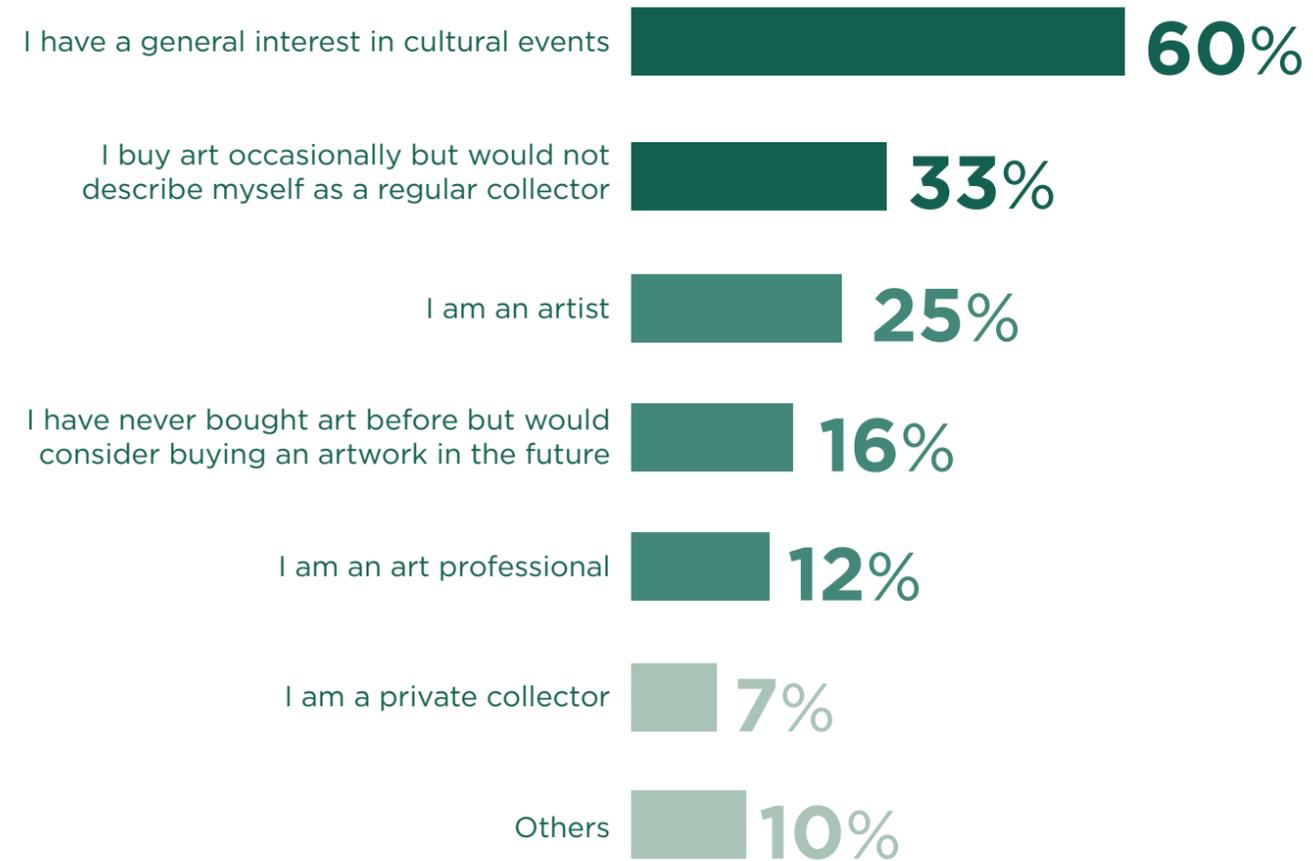
Visitor Experience

Art Purchase

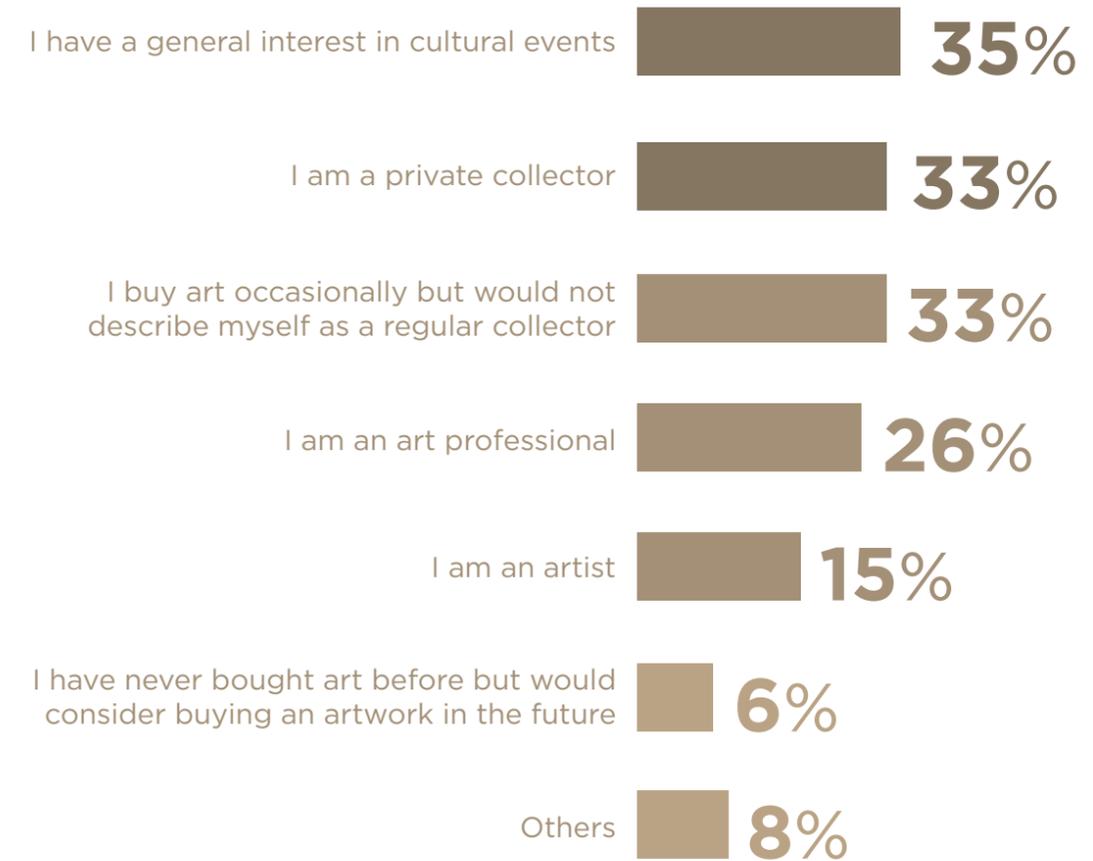
4. VISITOR SURVEY | 4B. VISITOR PROFILE

Around 1/3rd of general attendees express general interest in cultural events and buy art occasionally. Amongst VIP attendees, 35% have general interest in cultural events and 33% consider themselves private collectors

GENERAL PUBLIC



VIP ATTENDEES



4. VISITOR SURVEY | 4B. VISITOR PROFILE

Vast majority of attendees (both VIP – 92% and general attendees – 69%) came to Dubai specifically because of Art Dubai event. Amongst VIP high footfall on 1st date which declines by each day.

REASONS FOR VISITING DUBAI

GENERAL PUBLIC

79%

Visited Art Dubai before

1/2

claimed they have had better experience in 2023

1st visit  **34%**

1x before  **15%**

2x-3x before  **26%**

4x-5x before  **10%**

6x before or more  **15%**

VIP ATTENDEES

92%

Visited Art Dubai before

2/3

claimed they have had better experience in 2023

1st visit  **21%**

1x visit before  **8%**

2x-3x before  **24%**

4x-5x before  **13%**

6x before or more  **33%**

ART DUBAI ATTENDANCE BY DAY

GENERAL PUBLIC

49%

Had a better experience in 2023

39%

Had a similar experience in 2023

12%

Had a worse experience in 2023

VIP ATTENDEES

70%

Had a better experience in 2023

24%

Had a similar experience in 2023

6%

Had a worse experience in 2023

4. VISITOR SURVEY

4C

Respondents Profile

Visitor Profile

Visitor Experience

Art Acquisitions

4. VISITOR SURVEY | 4C. VISITOR EXPERIENCE

While VIP attendees – discovering new artist and potentially acquire art from the participating galleries were equally important, for general attendees discovering new artist was important for visiting Art Dubai.

PRIMARY REASONS FOR
VISITING ART DUBAI

GENERAL PUBLIC



To discover new artists



To view and potentially acquire art from the participating galleries



To network and/or socialise



To visit Art Dubai Digital



To attend the talks



For professional reasons

VIP ATTENDEES



To discover new artists



To view and potentially acquire art from the participating galleries



To network and/or socialise



To visit Art Dubai Digital



To attend the talks



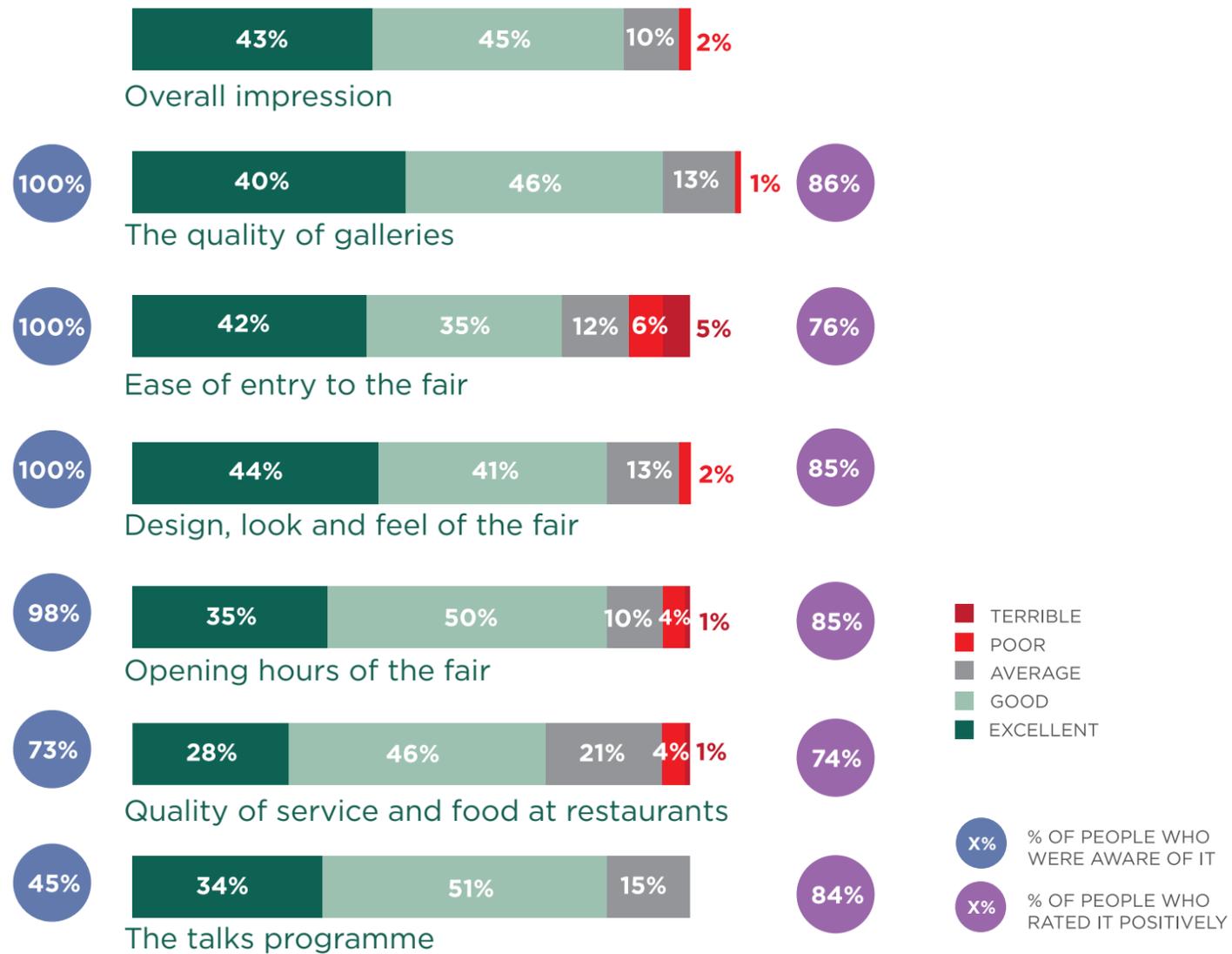
For professional reasons

4. VISITOR SURVEY | 4C. VISITOR EXPERIENCE

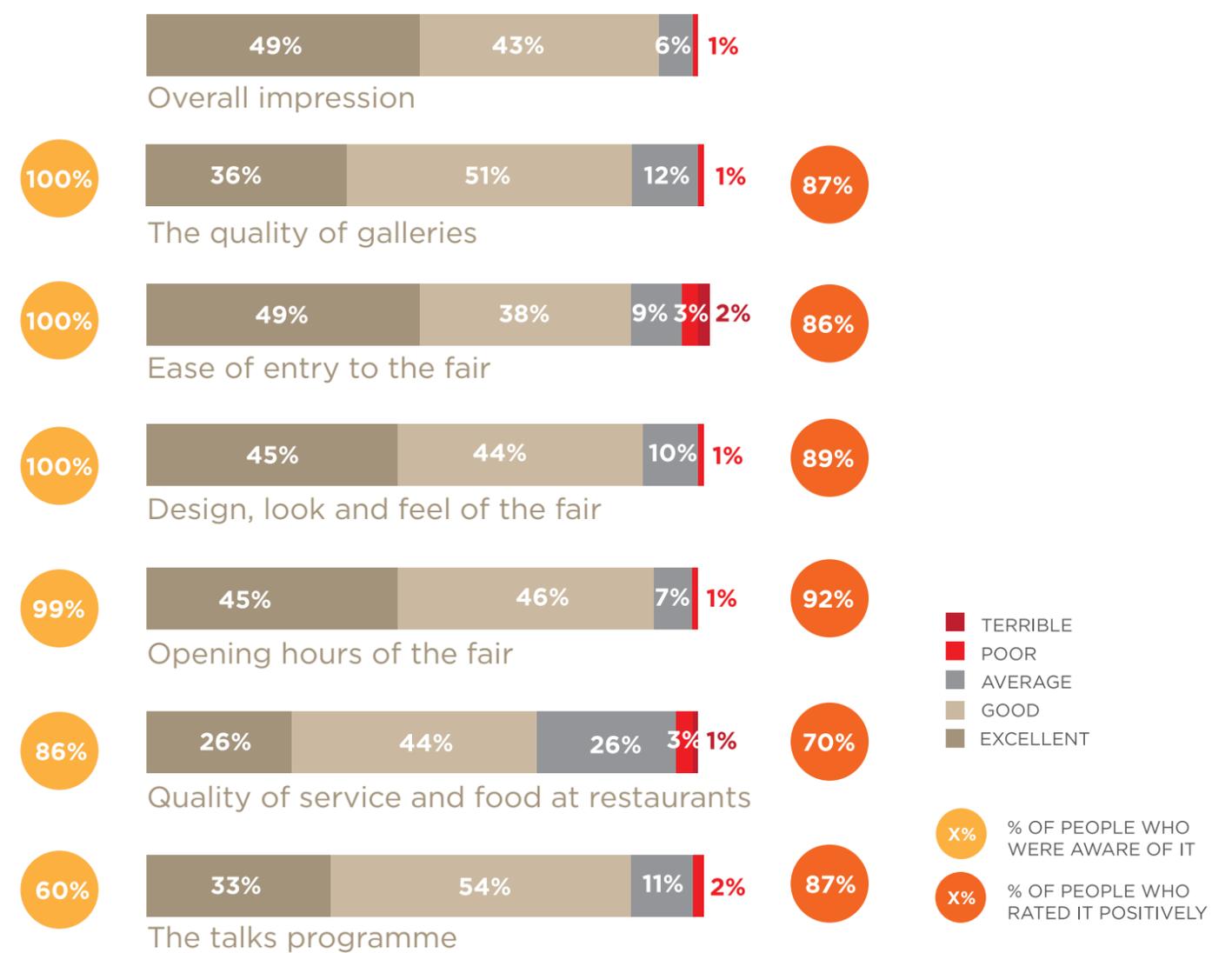
Both groups of attendees were satisfied with their experience at the Art Dubai. However, room for improvement for quality of service & food at restaurants for VIP as well as general attendees.

EXPERIENCE VISITING ART DUBAI

GENERAL PUBLIC



VIP ATTENDEES



4. VISITOR SURVEY | 4C. VISITOR EXPERIENCE

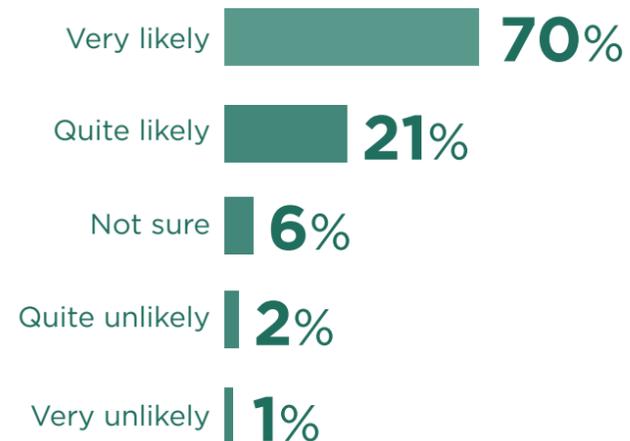
Over 90% of both VIP and general attendees are likely to attend Art Dubai in 2024. The key factor which differentiates Art Dubai from other fairs and art events is the location and the overall atmosphere.

LIKELIHOOD OF ATTENDING ART DUBAI 2024

GENERAL PUBLIC

91%

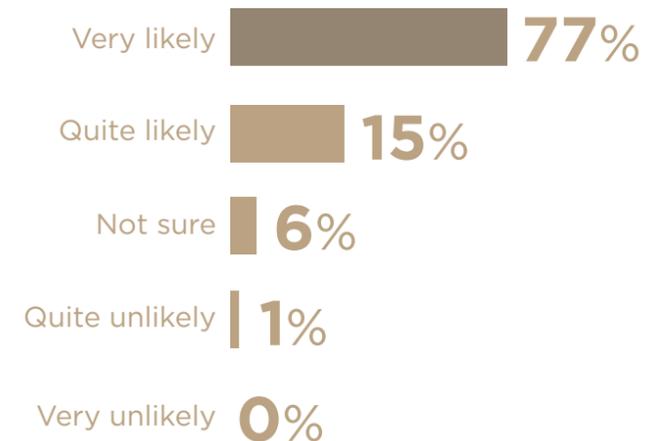
Are likely to attend Art Dubai 2024



VIP ATTENDEES

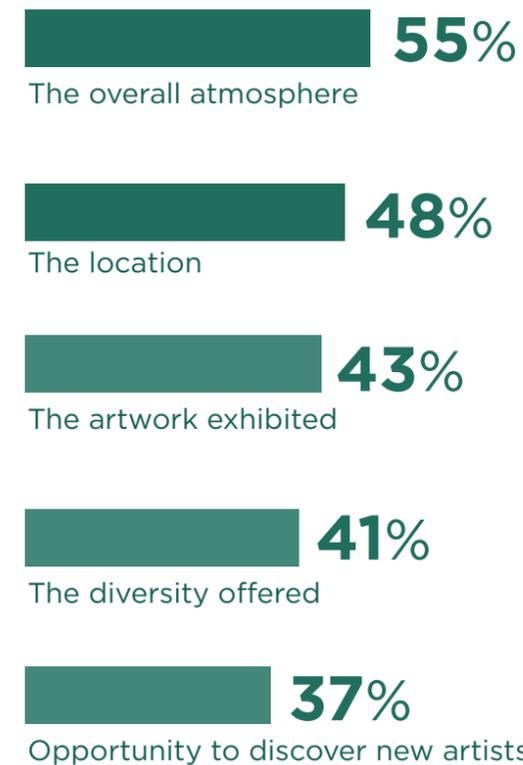
92%

Are likely to attend Art Dubai 2024

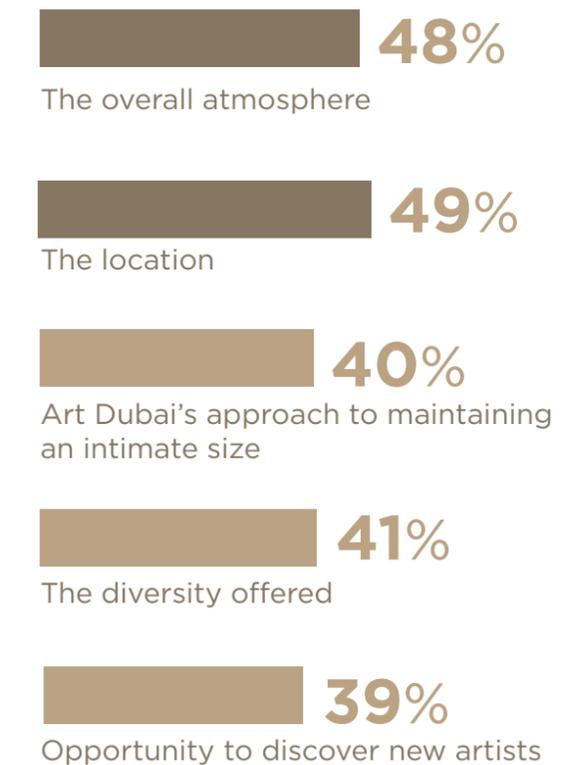


ART DUBAI DIFFERENTIATING FACTORS

GENERAL PUBLIC



VIP ATTENDEES



4. VISITOR SURVEY

4d

Respondents Profile

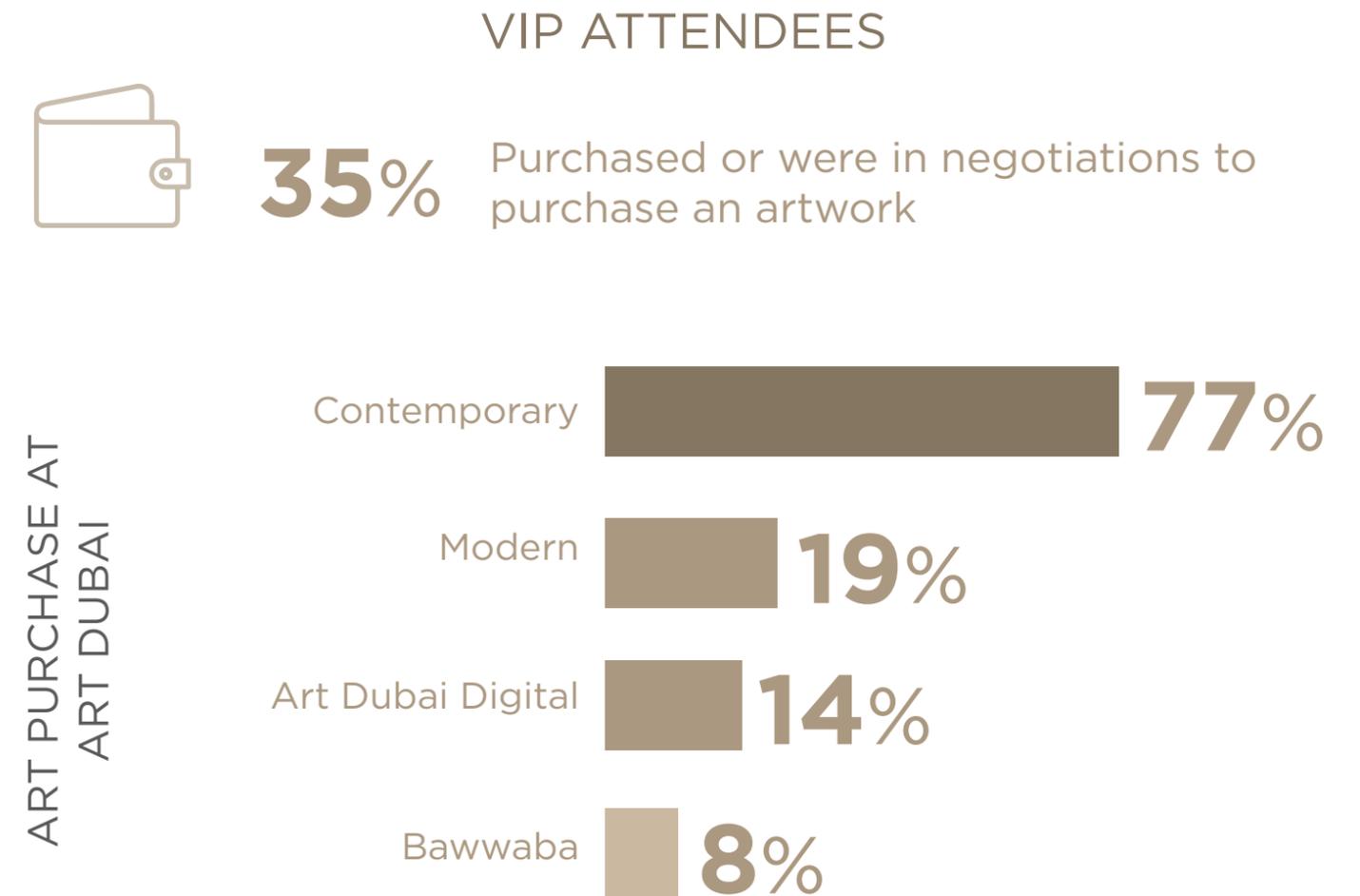
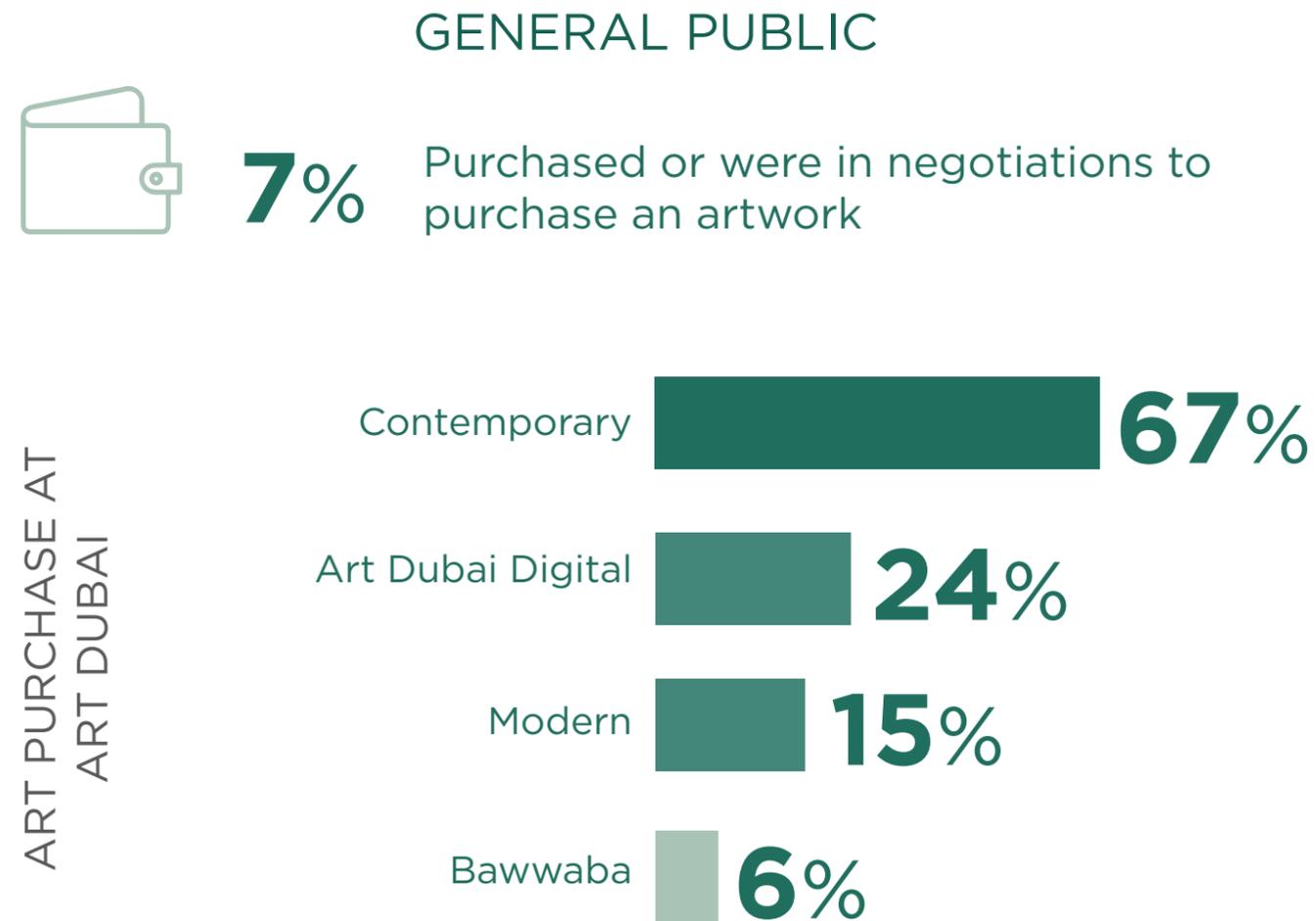
Visitor Profile

Visitor Experience

Art Acquisitions

4. VISITOR SURVEY | 4D. ART ACQUISITIONS

7% of general visitors and 35% of VIP attendees purchased or were in negotiations of purchasing artwork from Art Dubai - majority of them from the Art Dubai contemporary.



ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid 60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know how and apply the principles of security, simplicity, speed and substance to everything we do. So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

You act better when you are sure.

“Game Changers” - Our tagline summarises our ambition to help our clients to navigate more easily our deeply changing world.

ECONOMIC
IMPACT STUDY
ECONOMIC
IMPACT STUDY

**THANK
YOU**

ECONOMIC
IMPACT STUDY
ECONOMIC
IMPACT STUDY

ART DUBAI 2023

GAME CHANGERS

