

ABU DHABI

YOUR EXTRAORDINARY STORY



Desert experiences | Island & beach life | Food, glorious food | Itinerary ideas

ABU DHABI WOWS MICE GROUPS LIKE NO OTHER DESTINATION

With its world-class hotels, outstanding meeting and event space, extensive attractions, immersive activities and natural beauty that spans across more than 200 islands and more than 400 miles of sunny coastline, Abu Dhabi represents the very best of what the Middle East can offer to MICE groups.

The capital of the United Arab Emirates, Abu Dhabi has found prominence as a MICE destination for myriad reasons. It's an important business and political hub, serving as home to 94 percent of the UAE's oil reserves and also nearly all of the region's gas reserves. The city, in fact, accounts for about two-thirds of the UAE's total economy. So it makes sense that this economically powerful destination is an important place on the world map for meetings and incentives.

But Abu Dhabi's appeal is based on more than just business economics. This sophisticated city is a carefully designed metropolis, the urban hub of the Emirate of Abu Dhabi, which occupies 80 percent of the total landmass of the seven emirates that make up the UAE. The destination represents all of the excitement of the Middle East, with eye-catching architecture, outstanding accommodations and meeting facilities, countless

cultural and outdoor activities and world-class, group-friendly cultural institutions like the Louvre Abu Dhabi, which opened in 2017.

The weather is another strong selling point. Even during the warmest months, visitors can count on extensive air conditioning at its modern facilities, while sun-soaked beaches provide irresistible settings for MICE attendees to relax and enjoy. Getting to Abu Dhabi is a pleasure, thanks to Abu Dhabi International Airport, one of the world's fastest growing hubs, with flights from 96 destinations in 56 countries. Once here, groups will appreciate the fact that this city has less traffic and more cultural offerings than nearby Dubai. In addition, Abu Dhabi's international sophistication assures that groups will be able to enjoy alcoholic beverages in bars, hotels and restaurants, and women won't have to worry about strict dress codes. Indeed, this is a city that is well versed at welcoming diverse groups from around the globe.

Abu Dhabi's extensive array of meeting spaces is also a big draw, as are the variety of accommodations and easily accessible attractions and unique experiences. Visitors will be wowed by important sites like the gorgeous Sheikh Zayed Grand Mosque, which accommodates up to

40,000 worshippers, and the many picturesque islands, including Yas Island, which is home to the Yas Marina Circuit, which hosts an annual Formula 1 race. On Saadiyat Island, meanwhile, groups can explore what will soon become the world's largest concentration of premier cultural institutions, including Louvre Abu Dhabi, the Zayed National Museum and Guggenheim Abu Dhabi, a stunningly designed museum by famous architect Frank Gehry, which is scheduled to open soon.

Groups can also enjoy a variety of excursions while in Abu Dhabi. Among the noteworthy options is the dramatically beautiful Al Dhafra, where the desert meets the sea and visitors can enjoy off-road adventures while touring ancient forts and ruins. Other popular sites include Qasr Al Hosn, the oldest building in Abu Dhabi, and the city of Al Ain, a UNESCO World Heritage Site where the historic Al Jahili and Al Qattara forts are among the most photographed attractions; Al Qattara is also home to an arts center.

With so much to offer, Abu Dhabi is a perfect choice for planners looking to truly impress MICE groups with facilities and experiences they won't find anywhere else.

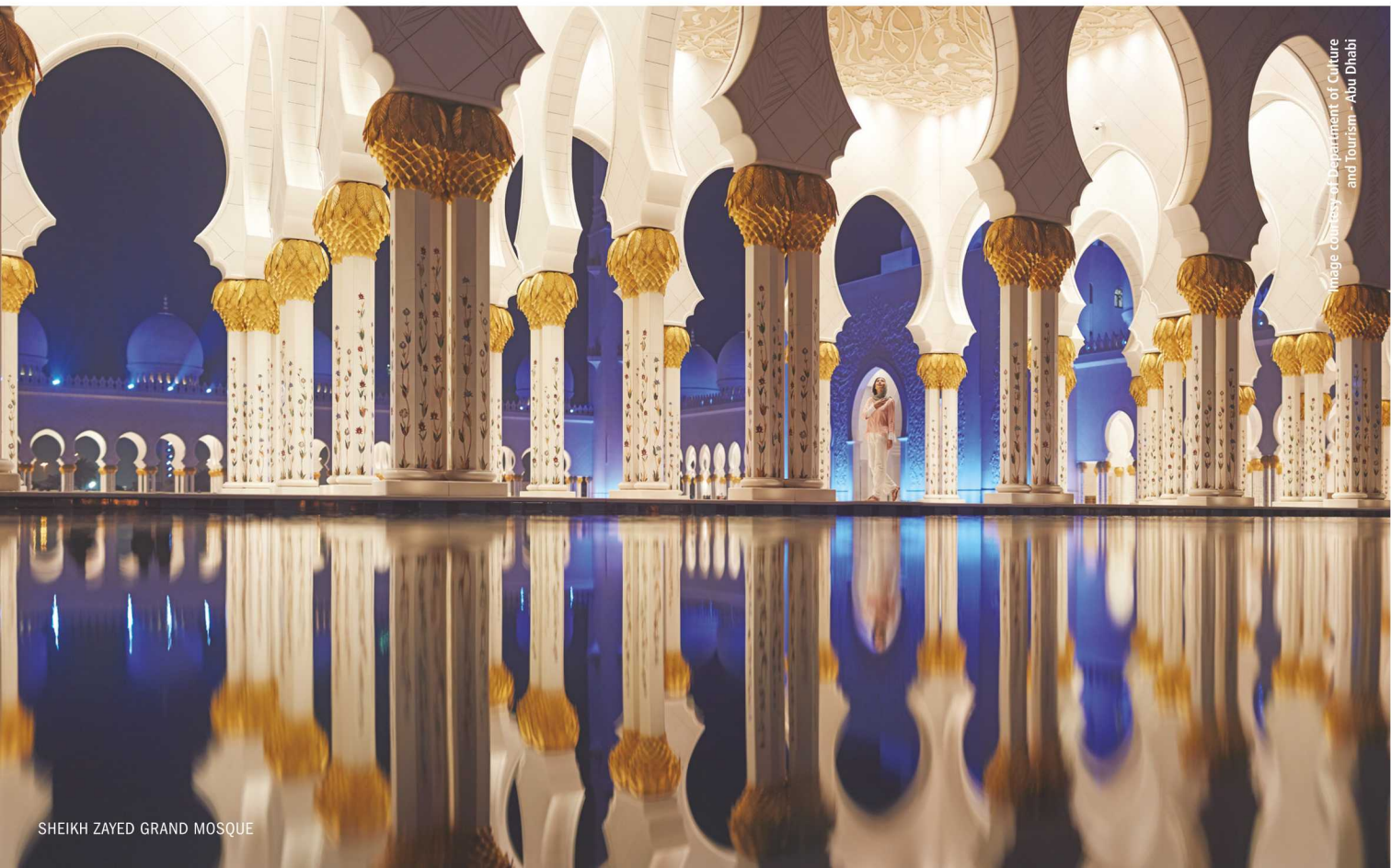


Image courtesy of Department of Culture and Tourism - Abu Dhabi

Image courtesy of Department of Culture and Tourism - Abu Dhabi



LIWA DESERT

BIG TIME EXCITEMENT

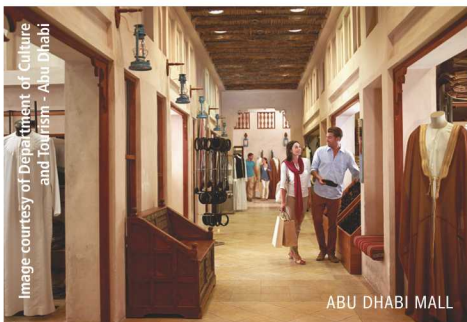
Abu Dhabi makes it easy for planners to pack lots of excitement into any MICE program. The region's vast desert, for example, provides picturesque and dramatic settings for many types of outdoor group activities. Considering that the Rub' al Khali, just a two-hour drive from central Abu Dhabi, is the largest uninterrupted mass of sand in the world — not to mention the setting for "Star Wars: The Force Awakens (episode VII)" — it's no wonder that many planners go out of their way to showcase its scenery with group outings.

One of the most exciting ways to explore the Rub' al Khali (also known as the Empty Quarter) is with a 4x4 desert driving expedition, where you can find the world's tallest sand dune, which soars more than 1,600 feet into the sky and features a 50-degree incline. Sand skiing is another action-packed way to enjoy

the desert, with guided early morning outings the best way for visitors to test their skills.

Overnight camel treks provide groups with a fascinating taste of the lives of the legendary Bedouins, the nomadic Arab people who have historically made their home in the region. Participants can even enjoy comfortable overnight accommodations and entertainment like dance performances, traditional Arab costume fittings and open-air barbecues as part of the trek. Groups can also learn about the centuries-old tradition of falconry while attending a falconer-led demonstration and joining a private guided tour of the Abu Dhabi Falcon Hospital. And for a deeper appreciation of the spectacularly clear Arabian skies, planners can arrange a memorable private dinner under the stars, complete with a guided talk by an astronomer.

Planners will find a surprisingly diverse array of accommodation options in the Empty Quarter, ranging from the oasis-like Qasr Al Sarab Desert Resort by Anantara, where sumptuous pool villas are among the most luxurious options for VIP groups. The 111-room Tilal Liwa Hotel, meanwhile, is home to four dining venues as well as a Body & Soul Recreation Club that allows guests to relax and rejuvenate. Groups can also partake in a more authentic Bedouin experience with a private camping trip, during which guests sleep in goat-hair tents or an African-style safari tent, enhanced with luxurious amenities like feather pillows and fine bed linens.



ABU DHABI MALL

Image courtesy of Department of Culture and Tourism - Abu Dhabi

FERRARI WORLD ABU DHABI

Image courtesy of Department of Culture and Tourism - Abu Dhabi



THEME PARK FUN

Planners can inject all kinds of excitement into their programs by making use of any of Abu Dhabi's impressive array of theme parks and attractions. Ferrari World Abu Dhabi, for example, has 37 rides, including the world's fastest roller coaster, the Formula Rossa. At Yas Waterworld, groups get wet while enjoying a variety of water-themed rides and slides. Warner Bros. World Abu Dhabi, meanwhile, is billed as the world's largest indoor theme park. And at Wadi Adventure, in Al Ain, groups can try out the first man-made whitewater rafting course in the Middle East, as well as an aerial adventure course. Nature lovers will surely enjoy Arabian Wildlife Park on Sir Bani Yas Island, where more than 10,000 animals roam freely, as well as the Emirates Park Zoo, which is home to more than 1,700 animals.



SAADIYAT BEACH CLUB

Image courtesy of Department of Culture and Tourism - Abu Dhabi

JUST ADD WATER

Considering that Abu Dhabi is made up of more than 200 islands, it's no surprise that water-based activities are a big draw. Sumptuous beach clubs like Saadiyat Beach Club — along with the Nation Riviera Beach Club and InterContinental Bayshore, which are based in group-friendly properties — combine extensive meeting and event space with easy access to gorgeous beaches and activities that range from sunbathing, beach yoga and swimming to snorkeling, cruising, fishing and dolphin watching. Abu Dhabi, in fact, is home to the largest population of Indian Ocean humpback dolphins in the world, so this is a great place to take to the water and watch for wildlife.

Top-of-the-line accommodation choices for beachside group meetings and incentives include the 382-room Jumeirah At Etihad Towers, which is home to extensive designer shopping and an elegant spa. Upscale events and excursions will also do well on Zaya Nurai Island, which Condé Nast Traveler named as one of the World's Best Private Beaches. Located about 15 minutes by boat from Abu Dhabi, Zaya Nurai is perfectly equipped for groups, with a beach club, spa, conference and event space and five food and beverage venues.

Groups with smaller budgets will find plenty of options, too, with experiences like the Abu Dhabi Pearl Journey, a 90-minute cruise aboard a traditional pearling dhow, during which Emirati guides explain the region's rich tradition of pearl diving.

DELICIOUS ABU DHABI

Food is a key component of any MICE event, and Abu Dhabi excels at providing planners with mouth-watering culinary options and experiences. Emirati cuisine is noteworthy for its use of fresh produce and regional spices, with tasty dishes like lamb or chicken with aromatic rice among the most popular recipes, complemented by sweet treats like Baklava and perhaps a cup of legendary Arabian coffee. Groups can savor local and international flavors at venues

that range from desert camps and traditional sailing dhows to local street food vendors and luxurious contemporary restaurants.

Unique dining venues and experiences include Desert by Design, a program offered by the five-star Qasr Al Sarab Desert Resort by Anantara in the Empty Quarter. Candlelit tables on the sand dunes, serviced by personal butlers, set the stage for a memorable evening group event. Groups can also savor a dinner by the sea at venues like Amwaj, a seafood restaurant located at Desert Islands Resort & Spa by Anantara. High Tea at the Observation Deck at 300 or at Le Café, an Emirates Palace venue, provide additional unforgettable options, while Friday brunch is another local tradition that groups can enjoy. Planners can also treat their attendees with experiences like tapas at the new rooftop bar at Louvre Abu Dhabi, or perhaps a drink at the Rosewood Abu Dhabi's Hidden Bar, which stocks more than 150 types of gin. In Abu Dhabi, the possibilities are endless — and delicious.



Image courtesy of Department of Culture and Tourism - Abu Dhabi

THE PERFECT PLACE TO INDULGE

Abu Dhabi is an ideal destination for planners looking to treat their groups to unforgettable and indulgent experiences. Whether it's irresistible cuisine or world-class beach time, participants will feel like VIPs as they enjoy the best that this Middle Eastern hotspot has to offer.

FOR MORE INFORMATION ON MEETINGS & INCENTIVES IN ABU DHABI, CONTACT:

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