

# The New Foundations of Value

Mapping the UAE's Cultural and Entertainment Assets  
to Real Estate Opportunity



Human-led intelligence supported by AI precision.





# A Deliberate Strategy for Enduring Value

This presentation provides a strategic overview of the UAE's world-class culture and entertainment collaborations. We will explore how these landmark projects, from global museum outposts to iconic theme parks, are not merely tourist attractions, but core drivers of the nation's economic diversification.

The narrative will follow a geographic journey, demonstrating how each curated hub generates a distinct and powerful investment thesis, underpinning real estate demand, premium yields, and long-term price resilience across the Emirates.



## 9.1 | The Cultural Powerhouse: Saadiyat Island, Abu Dhabi

Establishing a global center for art, history, and high-value cultural tourism.





## 9.1.1 Louvre Abu Dhabi (France-UAE)

- **Accord:** Intergovernmental agreement signed March 2007 with France.
- **Framework:** Brand-use and art loans extend long-term (license referenced publicly through 2047).
- **Status:** Open since 2017; anchors Abu Dhabi's global cultural positioning.

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International soft power, a year-round visitor base, and premium demand for nearby residential and hospitality assets.







### 9.1.2 Zayed National Museum (UAE)

#### Key Facts

National flagship museum; opening announced for 3 December 2025 (alongside Natural History Museum Abu Dhabi in Nov 2025), consolidating the district's global pull.

- National storytelling, education tourism, and sustained traffic that supports long-stay, family, and academic segments.



### 9.1.3 Guggenheim Abu Dhabi (USA foundation)

#### Key Facts

Frank Gehry-designed outpost progressing within Saadiyat's master schedule (district 76% complete in May 2024).

- Positions Abu Dhabi within the world's top contemporary-art circuit, driving cultural travel and second-home interest.



## 9.2 | The Entertainment Ecosystem: Yas Island, Abu Dhabi

Building a critical mass of global entertainment brands to create a year-round family tourism magnet.







### 9.2.1 SeaWorld Yas Island, Abu Dhabi (USA)

Developed by Miral with SeaWorld Parks & Entertainment; opened May 2023. The brand's first park outside the US and first without orcas.

- Family tourism, marine conservation education, employment; supports villa/hospitality demand across Yas.



### 9.2.2 Ferrari World Abu Dhabi (Italy)

The world's first Ferrari-themed park; opened 2010. Home to Formula Rossa, the world's fastest roller coaster.

- Global brand magnetism for leisure and events; bolsters the premium entertainment economy.



### 9.2.3 Warner Bros. World Abu Dhabi (USA)

Indoor theme park by Miral under license from Warner Bros.; opened July 2018.

- Weather-proof, year-round attendance; strengthens Yas's "cluster" effect with Ferrari World, SeaWorld, Yas Waterworld, and CLYMB.



## 9.3 | The Diversified Leisure Destination: Dubai Parks & Resorts

Leveraging global intellectual property to capture diverse family and sports tourism segments.







### 9.3.1 Motiongate Dubai (Hollywood IPs; USA)

Opened Dec 2016; features Lionsgate, DreamWorks, Columbia Pictures zones.

- Diversifies Dubai's family-leisure offer beyond malls/beaches; boosts nearby hospitality and E611 corridor communities.



### 9.3.2 LEGOLAND Dubai (Denmark/UK)

Opened Oct 2016 (theme park and water park). Operated by Merlin.

- Targets the primary-school family segment, drives staycation traffic; supports mid-market resorts and villas.



### 9.3.3 Real Madrid World (Spain)

World's first football-club theme park; opened Apr 2024. A Dubai Holding/Real Madrid collaboration.

- Year-round sports tourism, Year-round sports tourism, deep European/LatAm fan-base draw, a unique IP differentiator for Dubai.





## 9.4 | The Market Catalyst: Wynn Al Marjan Island, Ras Al Khaimah

- **Project:** Integrated resort developed by Wynn Resorts (USA) with Marjan & RAK Hospitality.
  - **Timeline:** On schedule for an early 2027 opening.
  - **Milestone:** Received the UAE's first commercial gaming operator's license from the federal regulator (reported Oct 2024).
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- **First-mover integrated-resort tourism, international entertainment/events, and the creation of a potential premium employment cluster and second-home demand in RAK.**





## 9.5 | The National Fabric: Pan-Emirate Cultural Platforms

Beyond destination resorts, a mature ecosystem of art fairs, performance venues, and cultural biennales provides year-round programming. This network sustains the creative economy, attracts high-net-worth visitation, and deepens the UAE's appeal as a place to live, not just visit.







## Dubai's Cultural Anchor

**Project: 9.5.1 Dubai Opera (Emaar; UAE)**

Opened Aug 2016; programming 50+ international productions per season (2025–26).

- Anchors Downtown's cultural life; supports luxury hospitality and retail.



## The Art Market Hubs

**Project: 9.5.2 Abu Dhabi Art & 9.5.3 Art Dubai (UAE)**

Leading regional art fairs attracting global galleries (120+ from 60+ cities at Art Dubai 2025) and collectors annually.

- Drive high-net-worth visitation, institutional partnerships, and sustained art-market ecosystem.





## 9.5.4 Sharjah's Cultural Capital

A UNESCO-recognized ecosystem built on the long-running Sharjah Biennial, the House of Wisdom (inaugurated Dec 2020), and year-round Sharjah Art Foundation programs.

- Academic and cultural tourism, residency programs, and creative-industries jobs supporting mid-market residential demand.



## 9.5.5 Distributed Cultural Programming

Ajman, UAQ, and Fujairah leverage heritage museums, community seasons, and east-coast festivals.

- Widens the UAE's map of weekend and short-break destinations, supporting hotel and holiday-home markets outside the megacities.



# 9.6 | The Future Anchor: Disney Arrives on Yas Island

**The Partnership'**: Strategic agreement between The Walt Disney Company (USA) and Miral, announced 7 May 2025.

**The Project'**: The 7th global Disney theme-park resort and the first in the Middle East.

**The Location'**: Prime waterfront on Yas Island, completing the entertainment cluster.

**Timeline'**: Opening date TBD (industry estimates 2030-2033).

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Massive tourism uplift with a regional draw from the Middle East, Africa, India, and Europe. Supports premium residential, hotel, serviced-apartment, and short-let demand, marking a long-term anchor for Abu Dhabi's entertainment ecosystem.



# Why These Collaborations Matter for Investors: The Three Pillars of Value

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## Brand Trust & Global Footfall

Globally recognized IPs like Louvre, Guggenheim, Ferrari, Warner Bros., Wynn, and Disney convert directly to stable, year-round visitation and premium Average Daily Rates (ADRs), lifting nearby retail, F&B, and short-let yields.



## The Placemaking Premium

Cultural and entertainment anchors drive proven price resilience and higher absorption rates for adjacent residential properties (both end-user and vacation-home) and institutional-grade hospitality assets.



## The Diversification Hedge

These powerful non-oil demand drivers align directly with national Vision 2030/2050 targets, underpinning long-term tourism GDP contribution, creating sustainable employment, and de-risking real estate portfolios.