AN EXTRAORDINARY OPPORTUNITY
FOR TRAVEL COMPANIES WORLDWIDE
20 OCTOBER 2020 – 10 APRIL 2021
On 20 October 2020, the doors of Expo 2020 Dubai will open for six months, welcoming millions of people from around the world to an experience like no other.

With its theme, ‘Connecting Minds, Creating the Future’, Expo 2020 Dubai will illustrate that together we are creating brighter and smarter ideas for a better future for all.

Expo 2020 will transport visitors to new worlds through immersive pavilions where 180 participating countries will showcase the best each has to offer: their innovations, world-class architecture, captivating storytelling, live performances and much more.

Inspired by its subthemes of Opportunity, Mobility and Sustainability, Expo 2020 will be an opportunity for discovery and personal enrichment.

Visitors to Expo 2020 will not only share in the celebration and see what the future has to hold, but they will also be challenged to become a part of creating that future.

And they will walk away feeling connected, enriched and inspired.
A MASSIVE FESTIVAL OF CULTURE, INNOVATION AND EDUTAINMENT

Expo will be a massive melting pot of enlightening, inspiring, empowering experiences and new connections. A place to be entertained and wowed by new dimensions of culture, innovation and edutainment. A festival of fun, sound, and colour enjoyed with first class food and beverages from around the world.

The site will be packed with performances, shows and activities to suit every taste, morning, noon and night.

Expo 2020 will boast no fewer than 10 entertainment stages and 48 artistic installations to host more than 60 events per day. You’ll see musical performances featuring some of the leading artists from around the world, small and large acts, 3D art shows, sculptures, kinetic works, and light shows to name just a few.

The centrepiece of Expo 2020’s 4.38sqkm site will live long after the doors close in April 2021, an iconic structure to inspire generations to come. The Al Wasl Plaza will be a cavernous, 150m-wide space topped by an awe-inspiring steel trellis structure towering 67 metres above its tens of thousands of visitors each day during Expo.

This dome will double as a massive projection space, allowing images to be beamed on it that will enthral the crowds below.

Expo will also offer a taste of the world’s best cuisine on an unmatched scale. From street food to gourmet fare, there will be something for everyone. The figures alone are mouth-watering: more than 30,000 square metres of front-of-house food service space has been reserved, with more than 200 outlets offering F&B on site for some 85,000 meals an hour at peak times.

And Expo will be a shoppers’ paradise too with a whopping 6,000 square metres of retail space, six permanent stores on-site and numerous kiosks, pop-ups and other mobile retail opportunities. It’s estimated that there will be some two million on-site retail transactions over the six months of Expo with no fewer than 5,000 Expo 2020 Dubai products available both on the site and throughout the UAE.
A WORLD EXPO FOR ALL

If you’re looking for top entertainment, cuisine and culture, or technology that will shape our future, you’ll find it at Expo 2020 Dubai’s dazzling site.

A live stage from morning until night, Expo 2020 will roll out thousands of performances, parades, cultural celebrations, forums for sharing ideas, concerts, places to shop, art, food and dance. Events especially geared towards families, professionals, people of all ages and backgrounds, will ensure that there is something for everyone.

FLIGHT TIME FROM DUBAI

1/3 of the world’s population lives within 4 hours flying time from Dubai

2/3 of the world’s population lives within 8 hours flying time from Dubai
**EXPO 2020 FAST FACTS**

- 25 million visits
- 70% of visitors coming from abroad
- 180+ participating nations
- 2/3 of the world’s population is only an 8-hour flight away

**THE EXPO 2020 DUBAI SITE - A UNIVERSAL STAGE OF WONDER**

Expo 2020 Dubai sits in the south of Dubai, a gateway to the east and west, within an eight-hour flight of two-thirds of the world’s population. A new branch of Dubai’s ultra-modern metro system, named Route 2020 in Expo 2020’s honour, will connect visitors to the rest of this thrilling city. Expo 2020 is also just 20 minutes by road from the fast-expanding Al Maktoum International Airport, ultimately planned to be the world’s biggest and a great option for those using charter and private planes.

If you come to the Expo 2020 site by car, we are connected by three major highways and have more than 30,000 car park spaces to ensure there’ll be easy access for visitors joining the fun. And we’re organising a direct bus service and facilitating easy taxi and chauffeur operations with ample drop-off and pick-up zones to ensure an overall anticipated Expo 2020 attendance of around 25 million is kept on the move.

The four entry gates are equipped to handle large group arrivals, including private coaches, with drop-off facilities and designated bus parking.

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THE PERFECT DESTINATION FOR A SPECTACULAR EVENT

A destination already globally renowned as a city of the future and one of the world’s most visited with nearly 16 million coming last year (Source: DTCM 2017), Dubai is the perfect host city for Expo 2020. It presents travel companies the opportunity to offer their travellers a safe, tolerant, delightfully diverse, unique experience that can encompass cutting-edge iconic landmarks, majestic sand dunes, clean Gulf waters and the UAE’s Emirati traditions.

The UAE has something for everyone. It is a country where thousands of years of history have shaped a way of life and an Emirati culture that has become respected and admired all over the world. From these solid foundations has sprung one of the most vibrant and dynamic cities and business/tourist centres in the world, showcasing the most extraordinary display of amazing skyscrapers and futuristic architecture.

In perfect warm winter temperatures during Expo, visitors to Dubai, Abu Dhabi and the five other enchanting Emirates, can revel in its beautiful beaches and water parks, enjoy world-class shopping malls and traditional souks. They shouldn’t miss too the incredible views from the top of the Burj Khalifa, the world’s tallest building, and the exotic flavours of the Middle East.

The UAE is where the past meets the future. It is the perfect stage for a spectacular world event based on innovation, collaboration and culture.
THE IDEAL LOCATION AT THE CROSSROADS OF THE WORLD

The Expo 2020 Dubai site will be home to world-class, cutting-edge architecture that has all been designed with its end-user – you and me – in mind. The massive Al Wasl Plaza takes centre stage but by no means stands alone as a crowd puller. The Sustainability Pavilion, for example, designed by globally renowned architectural firm Grimshaw, promises to be a sustainable showcase for the entire region for decades to come. It is very largely self-sustaining with solar panels providing the energy it needs as well as structures designed to capture water from the humidity in the air.

Then there’s the Mobility Pavilion, designed by iconic architects Foster + Partners, and the Santiago Calatrava-designed UAE Pavilion, a dazzling masterpiece of imagination, envisioned to replicate the national bird, the falcon, in flight. The entire site is divided into ‘thematic districts’, which will host the other national pavilions, offering Expo’s millions of visitors a world of cultural and technological experiences in just one place. There will be so much to see that even if you visit two, three or more times, you’ll always find something new to excite and engage you.
AN EXTRAORDINARY OPPORTUNITY FOR TRAVEL COMPANIES

Expo 2020 is on track to reach its target of 180 countries taking part and more than 25 million visits are expected from all corners of the planet, making Expo 2020 an extraordinary opportunity for the entire tourist industry. With 70 per cent of Expo 2020’s visitors anticipated to come from outside of the UAE, Expo 2020 is preparing itself for large-scale engagement throughout the world.

Expo 2020 wants to work with travel companies who are willing to proactively promote Expo and sell tickets with value added travel and visitor services. Bundled travel packages can include:

- Air Travel
- Accommodation
- Desert safaris, sport and adventure experiences
- Entertainment
- Hospitality and culinary experiences
- Visits to local attractions such as the world’s tallest building, the Burj Khalifa, the Sheikh Zayed Grand Mosque, the Louvre Abu Dhabi, and many more
- Shopping at one of the world’s largest shopping malls, the Dubai Mall
- And much more

Travel companies can develop their own travel packages that will leverage the not-to-be-missed opportunity that is Expo 2020, introducing this region to visitors for the first time and encouraging those en route to other destinations to break up their trip for a day or two to enjoy Expo.

As an authorised reseller, you will be supported with promotional videos and marketing materials and given permission to use a dedicated reseller logo. Once tickets start to be issued by Expo, easy direct access will be provided to Expo’s B2B ticketing platform. Expo 2020 will offer commissions on an incremental scale based on the number of tickets a reseller sells. The more Expo tickets a travel company sells, the better the commission will be.
Start by learning more about what an incredible event Expo 2020 will be. Check out Expo 2020 Dubai or the DTCM stand at an industry tradeshow and visit our website at expo2020.com.

Reseller candidates can take the first steps towards becoming an Expo 2020 Dubai Authorised Ticket Reseller by registering at expo2020dubai.com/resellers. You will be invited to complete a questionnaire telling us about your organisation as well as your related branches or satellite companies that would sell Expo tickets. It will inform us about your market(s) and experience as a travel company or MICE industry agent, your proposal of what value-added services you would bundle with the Expo 2020 offering, and your forecast of the Expo ticket sales you’ll make.

Qualified candidates will be contacted by us for more in-depth discussions about collaboration and the formal engagement process. We will provide ticket pricing parameters and more information on terms and conditions covering such areas as Expo’s policy not to offer general and territorial sales exclusivity and ambush marketing prevention. So we look forward to hearing from you from today as you add this not-to-be-missed opportunity to your portfolio of premier travel options, offering you new and exciting content for your clients, and the chance of a strong new revenue stream for your company. You can contact us through our registration form, or via direct email at ticket.resales@expo2020.ae.

STEPS TO BECOMING A RESELLER