

33 years in the business



It's another active and eventful month here in the UAE – Dubai plays host to the Dubai World Cup, the world's richest horserace home to big style, big hats and a US\$30 million prize pot. On top of that, it was also Arabian Adventures MIE's birthday, we celebrated 33 years of exciting events and innovative incentives across the region, from the intimate to the enormous.

Here's what else has been happening this month:

Al Seef is now open



Once home to fishermen, pearl divers and weavers, Al Seef is now a bustling waterside destination filled with boutique shops, cafes, restaurants and hotels – the perfect place to kick back on a picturesque terrace and watch traditional dhow boats by the water. After lunch, why not jump on one yourself and watch the city slowly pass you by?
[Click to read more](#)

Take the stage



Since opening in 2016, the Dubai Opera House has hosted some of the world's most impressive cultural events, from theatre and operas to ballets and concerts. Now this gorgeous venue is offering the chance for an event to take centre stage – yours! For the first time, a spectacular gala dinner can now be held on the stage itself, combining outstanding food, with never-before seen views of one of the world's most incredible interiors.
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Elevate your event

One Dubai venue is taking meetings, incentives and events to a whole new level - the 112th to be precise. Set within the world's tallest building, Burj Level 112 is a multipurpose space, with a flexible interior that can be adapted to match any event or theme, and an outdoor terrace with simply unbeatable views of the city. If you're looking to celebrate in style, then this could be the perfect choice - and the ultimate spot to watch the sun set.
[Click to read more](#)



Refurbished and refreshed

Surrounded by lush gardens and with its own two kilometre-long private beach, Al Qasr Hotel at Madinat Jumeirah has now completed its much-anticipated refreshment. This no-expense-spared rejuvenation combines traditional Arabesque architecture with fresh contemporary touches across 164 rooms and suites, whilst staying faithful to the elegance and ambience that made it one of the city's most loved hotels.
[Click to read more](#)



Team update from Wilma

“ I love this time of the year as it's busy with a variety and range of event operations all at the same time. Yes it does get incredibly busy and stressful, but the buzz and energy are on another level altogether and I enjoy it tremendously!

Top tips for planning ahead...

- Begin planning as soon as you possibly can
- Remain flexible
- Negotiable
- Assign responsibilities
- Create a shared document/folder
- Have a backup plan
- Do a run-through

Sometimes despite all the planning, things can go wrong. All you need to do then is keep your sense of humour!

Above all, have fun!”



Wilma Colaco
Associate Director Events

The Arabian Adventures Meetings, Incentives and Events Team

