FREQUENTLY ASKED QUESTIONS

March 2016

Contents

e-Permit and e-Ticketing Platforms

In September 2013, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, issued Decree No.25 of 2013 concerning the development and implementation of a fully integrated e-Permit and e-Ticketing platform.

With the objective of supporting and developing the events sector – a key pillar of the strategy behind Dubai's Tourism Vision. The decree appoints Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) as the body responsible for the development and management of an online system through which all procedures related to the application, processing and licensing of event permits are operated. The system also includes a centralised platform for the sale and distribution of tickets for all events in Dubai.

For more information including Decree, Resolution, User Manuals and forms please visit:

http://www.visitdubai.com/en/event-planning/leisure-events/permits-licences-tickets

1. e-Ticketing Platform

Q: What is the e-Ticketing platform?

A: As per the law, each event registration record/ticket has to be tracked by DTCM. The e-Ticketing system is an online platform that facilitates tickets and registration records for all events in Dubai. The system enables the tracking process via integration with existing events' ticketing and registration companies through Application Programming Interface (API).

Q: When was the e-Ticketing platform launched?

A: The e-Ticketing platform came into place on Tuesday 9th September 2014.

Q: How Does the e-Ticketing platform work?

A: Prior to introducing the e-Ticketing platform, Dubai Tourism used a manual ticketing process that was time consuming that included stamping tickets; the introduction of the automated ticketing platform provides the industry with an efficient, transparent and auditable electronic ticket sales process. The system can be operated as a consumer-facing ticketing solution via a white label or as a backend or Application Programming Interface (API) linked with existing ticketing systems in place.

Q: What does the e-Ticketing platform offer the Industry?

A: The e-Ticketing platform was developed and implemented to expand and diversify the ticket distribution channels, guarantee full collection of Dubai Tourism fees, enable analysis of the events industry, and ensure customer protection and satisfaction. The e-Ticketing system benefits first and foremost the event organiser. Hotels, airlines, tour operators, travel agents and other ticket aggregators can subscribe to the new system that will consequently increase the marketing and distribution channels available to event organisers, resulting in the positive development of Dubai's events sector.

2. Ticket Sellers – Application Programming Interface (API)

Q: What is an authorised API integrated Ticketing/Registration Company?

A: API Integrated ticketing/registration companies are establishments servicing events taking place in Dubai. These companies are required by law to integrate with Dubai Tourism's e-Ticketing platform to be able to operate in the emirate of Dubai.

API companies undertake responsibility to ensure events they service are in accordance with the emirate's regulations.

Q: Who can be an authorised API integrated seller?

A: Existing ticketing/registration companies wanting to operate in the emirate can be an integrated seller if they are in possession of a platform. Companies new in the emirate or industry can also become integrated sellers provided they acquire a ticketing/registration solution, complete the technical and business requirements.

Q: Do I require a DED or Freezone Trade License to become integrated with Dubai Tourism?

A: Existing ticketing/registration companies with a valid Dubai Trade License (DED or Freezone) are able to integrate with Dubai Tourism as an authorised ticketseller/registration provider.

Limitation on the activities might apply as per restrictions applied by the trade license issuing authority.

Q: How can a Ticketing/Registration company become integrated?

A: In addition to the business process, the API integration is a technical process the Interested Ticketing/Registration companies must undertake. The company must dedicate a technical team to complete the technical requirement and conduct the proper testing to ensure their platform complies with Laws and Regulations.

The business process where agreements and guarantees are undertaken by Dubai Tourism and interested party; can be completed in parallel with the technical one.

Q: Are there different classifications of API integrated sellers? And what is the difference?

A: There are two different categories of API integrated sellers. Category A and B sellers are all fully integrated sellers authorised to operate in full capacity in the emirate. The difference is with the degree of pre-required guarantees vis-à-vis the Ticketing Fees.

Ticket Seller category	Ticketing Fees Guarantee

API Category (A)	Corporate guarantee to be submitted to Dubai Tourism. Dubai Tourism reserves the right to claim additional guarantee if the aggregate of ticketing fees for events sold and fees calculated for tickets of approved events reaches the limit.
API Category (B)	Submit a manager's cheque equivalent to 10% of the total value of tickets issued for each event they sell tickets for.

Q: Who classifies authorised API Integrated sellers?

A: Dubai Tourism uses an internal process to classify API integrated sellers.

Q: What are the criteria taken into account when classifying authorised API sellers?

A: Dubai Tourism exclusively categorises approved ticket sellers taking into account a number of criteria, including but not limited to:

- Whether the tickets seller is a government entity (within the emirate)
- The number of years' work in the field, inside and outside the emirate
- Goodwill
- The number and value of tickets sold since commencement of work in the emirate.
- The geographical presence outside the emirate

Q: How long does the API Integration process take?

A: The API integration process can be completed in as little as three weeks provided the business requirements do not provide any hindrance for both parties.

Q: Are there any fees for becoming an Authorised API seller?

A: There is a one-off, non-refundable registration fee of AED10,000 that must be paid after completing the integration and prior to servicing your first event in Dubai. This fee is for one time integration whilst successive integrations attract new fees.

Q: Does Dubai Tourism have preferential Integrated API partners? Or provide advice to organisers?

A: Dubai Tourism deals with all integrated API partners equally. DTCM does not provide advice to organisers on whose services they should use. The eTicketing team is committed to maintaining a professional relationship with all API partners ensuring they abstain from discussing information with other partners whether technical or business in nature.

Q: Does Dubai Tourism publish and maintain a list of Authorised API partners?

A: Dubai Tourism maintains an alphabetically ordered list of integrated API partners published on eform.etixdubai.com accessible to all event organisers.

Q: Is there mandatory data that must be collected?

A: The current regulations stipulate that certain data must be collected by the API integrated ticketing/registration companies for all events they service within the emirate and share this with Dubai Tourism. These mandatory fields depend on the nature of event.

Business events:

- Nationality
- Country of Residence

Entertainment, Sports, Religious and Charitable events:

- Full Name
- Phone Number or;
- Email Address
- Nationality

Q: What if the Data is owned by the event organiser/promoter?

A: Dubai Tourism understands the importance and sensibility of data and how it represents a capital for its owners. The regulations mandate the sharing with of the above mentioned fields with Dubai Tourism.

Q: What will be the Data used for?

A: Dubai Tourism uses the data to:

- Conduct Big Data Analysis
- Conduct market research
- Examine industry trends

DTCM will not use the data to promote events. The data will not be shared with event organizers or with ticket sellers/registration companies.

Q: As an Integrated API seller, what are my responsibilities?

A: Users of the e-Permit and e-Ticketing systems are responsible and liable for:

- All risks related to the usage of these systems. Dubai Tourism is not be responsible for any losses, claims, costs or damages (including loss of business or profit) resulting from the use of the systems.

- The provision/making-available of electronic security systems and preventive policies and procedures (related to risk analysis from a technical or business perspective) which are requisite to minimise risks resulting from the use of the systems.

- Obtaining a licence to access these systems with the utmost diligence and ensuring that all protective measures are taken to prevent the use of the licence in an illegal manner or contrary to the purpose for which the permit was issued.

Additionally, users of the e-Permit and e-Ticketing systems are liable to prevent inappropriate use of the systems by their staff and/or by those who have any degree of access to them. As well as altering the access credentials and passwords which staff members are aware of or may have access to, in the event that the relationship with such staff members ends (irrespective of the nature of the relationship), users must promptly inform Dubai Tourism of any misuse of the systems.

3. Ticket Sellers – White Labels

Q: What is a White Label?

A: Dubai Tourism offers a complete ticketing solution for selected venues that would like to sell tickets for events taking place at their venues. The package includes a Box office application, Branded desktop site and mobile site.

Q: Who can use Dubai Tourism's White Label solution?

A: Currently, Dubai Tourism makes the White Label solution available to selected venues only. Interested parties are advised to contact the e-Ticketing team on eticketing@dubaitourism.ae with their requirements.

Q: Are there different classifications of White Labels? And what is the difference?

A: There are three different categories of White Labels. Category A and B White Labels are both complete solutions that address venues' ticketing needs. The difference is with the degree of pre-required guarantees vis-à-vis the Ticketing Fees.

White Label Category	Ticketing Fees Guarantee
Category (A)	Corporate letter or Bank guarantee to be submitted to Dubai Tourism Dubai Tourism reserves the right to claim an additional Guarantee if the aggregate of ticket fees for events sold and fees calculated for tickets of events pending approval reaches the limit.

Category (B)	Execute bank guarantee account agreement whereby proceeds from ticket sales are to be transferred in full to an escrow account maintained by a financial institute approved by Dubai Tourism.

Q: Who classifies White Label sellers?

A: Dubai Tourism uses an internal process to classify White Label sellers.

Q: Who owns the data submitted through the White Label solution?

A: The respected venue owns the data with full access for sales that take place on their White Label.

Q: Do White Labels have access to system reports?

A: The respected venue has access to an excessive range of reporting. Additionally, new reports can be added to the system for their use.

Q: Does Dubai Tourism provide training for White Label venue staff?

A: At a minimal cost per trained staff, Dubai Tourism provides full training on the system that includes the Box Office application and system reports.

Q: Does Dubai Tourism provide support for White Label venues?

A: Dubai Tourism has a dedicate team that provides around the clock support. Additionally, a team member is oncall throughout the week to provide assistance and support for critical issues.

Q: Is there a fee associated with White Label solution?

A: An annual non-refundable subscription fee of AED5000 applies to each White Label partner.

Q: Does Dubai Tourism provide hardware with the White Label solution?

A: Hardware associated with running ticketed venue operations is not included in the solution. Items such as Ticket Printers, Scanners and Ticket Stock are the responsibility of the venue.

Q: How long does it take to acquire a White Label solution?

A: Successful rollout of the White Label solution can take from 6 to 12 weeks depending on the venue's capacity and requirements. In addition to the technical rollout, business processes such as contracts and agreements are completed in parallel.

Q: What if I decided to use the services of an Integrated API and my White Label solution?

A: The White Label solution accommodates the selling tickets through multiple channels including integrated API partners. Adequate reporting is in place to reconcile event sales and distinguish between each sales channel.

4. Ticket Sellers – Organisers

Q: Can an event organiser sell their own tickets?

A: Organisers can opt for hard tickets to be printed by their preferred ticketseller. The organiser can sell these through their preferred channels.

Q: Can an event organiser and Integrated API sell tickets to the same event?

A: Dubai Tourism does not restrict organisers from selling their own tickets through a multitude of channels including via Integrated API partners. Organisers have to approach their designated API seller to print their hard tickets on their behalf.

Q: Can an event organiser sell their own tickets through any entity?

A: Dubai Tourism has no reservations for organisers to sell their ticket through their preferred channels including restaurants, stores, agencies etc. The tickets however must be printed by an Authorised API seller and compliant with the regulations.

5. New Event

Q: After obtaining a permit, how can an organiser apply for a ticketed event?

A: Organisers are required to register their company on eform.etixdubai.com using it to submit their complete documents to have their event built.

Q: What other documents are required to submit an event on eForm?

A: Organisers must submit the below documents available on to have their event built.

- **ePermit** copy obtained from the e-Permit platform.
- **Ticket Fee Form.**
- **Venue NOC** detailing the event details, date and capacity.
- **Venue Map** if the event is reserved seating.
- **Manager's Cheque Receipt** if the event is sold via a Category B API. The cheque should be for 10% of the total expected sales.

The event build process will start once the above documents and event details are submitted.

Q: How can the eForm be used?

A: Once you create an account on eform.etixdubai.com, the organiser has access to range of documents including a detailed eForm user manual and above mentioned forms.

Q: I require help with eForm to submit my event. What should I do?

A: Once you access eForm, a detailed User manual and FAQs are available for download. You are urged to go through the details and if you have any issues, to contact the call centre on +971 6005 55559.

Q: Can I make amendments to my event after it has been built or gone onsale?

A: Amendments can be made at any time during the lifecycle of an event. Please contact the e-ticketing team with your event details and changes on eticketing@dubaitourism.ae.

Q: What are ticket fees?

A: As per the law and where applicable, DTCM collects 10% ticket fees of the face value of each ticket/registration amount. Each ticket/registration record has a unique barcode issued from DTCM e-Ticketing platform, based on which the ticket fees will be calculated.

The revenue generated from this fee is reinvested by Dubai Tourism in the industry by supporting events with growing international visitors' potential. .

For ticketed events or events with registration, ticket fees are 10 percent of the face value of the ticket/registration. For invitations only/free registration events, ticket fees are 1 AED per invitation/free registration.

Q: My ticket price includes F&B and/or bundled experiences; will the add-ons attract Fees?

A: Ticket Fees are calculated based on the face value displayed on the tickets/registration. It is recommended that add-ons such as F&B, items such as merchandise and bundled experiences are

separated from entry tickets/badge. Whether Electronic or Hard Tickets, the general practice is a separate ticket for entry and a separate tickets/receipt/voucher for add-ons.

Q: What are co-located events?

A: By definition, co-located events are events held at same venue, same day/times and organised by the same organiser.

Q: What is the definition of crossover?

A: Crossover is the process of allowing event attendees from one event to attend the other co-located events. This process may require a patron to re-register and/or obtain another ticket.

Q: is crossover allowed for my co-located events?

A: Crossover for events that meets the co-located requirements (Same venue, dates and organiser) is possible. The organiser must notify the eticketing team by emailing eticketing@dubaitourism.ae to ensure the events are configured properly and the regulations are adhered to.

Q: I have multiple events taking place at the same time and same venue. Can attendees' crossover from any one event to attend my other events using the same ticket?

A: Crossover events allow event attendees holding valid tickets, to crossover to secondary co-located events. If the organiser is requiring registration or a fee is charged for the secondary events entry, this should be configured in the system and reflecting on customer's tickets. Please contact the eticketing team for more information eticketing@dubaitourism.ae

6. Event Sales and Operations

Q: In the scenario where a number of outlets are selling tickets for a particular event, how do you suggest tickets are distributed?

A: If pre-printed tickets are being sold at different locations, it is at the event organiser's discretion as to how these are divided and distributed. If a particular outlet is selling more, a simple collection of additional tickets from one outlet and delivery to another will suffice. However, it is recommended that the event organiser has a process in place to manage this, and keeps continuous track of how many tickets have been allocated to each outlet.

Q: What about the scenario where there are multiple ticket sellers for my event?

A: Events can either be exclusively sold by one seller or have multiple sellers and outlets. This is completely at the event organisers' discretion.

In the case where multiple sellers are to receive ticket allocations, Dubai Tourism simply needs to be made aware of this, to enable access to the e-Ticketing platform's centralised inventory.

Allocations to different sellers can be done in two ways:

1. **Full Access** – this means that all sellers have access to the ticket inventory, and no minimum or maximum allocations are set. This will stop event organisers having to manage ticket allocations.
2. **Set Allocations** – this means that the event organisers stipulate the exact number of tickets that can be sold by multiple sellers. Each seller is then only able to transact the tickets the event organiser has allocated to them, and if they sell out or under sell, the event organiser needs to reset the allocations.

Where pre-printed tickets are involved, as per the above point, the tickets need to be returned prior to being released back into the centralised inventory.

Q: If I only sell a percentage of tickets for an event, what do I do with the remaining unsold tickets?

A: All unsold tickets must be returned to your appointed ticket seller, as long as they remain unused and as originally supplied.

Q: Is there a standard design or can tickets be customised?

A: Tickets transacted through the white label solution are formatted in a consistent style. However, the pre-printed background of the ticket can be branded according to the seller's needs. Tickets can be hardcoded to include the maximum information about an event.

API sellers can format and brand tickets as per their existing process or create templates for the purpose of maintaining consistency.

The only mandatory elements that must be placed on the ticket are the barcode, barcode number and ticket type and price that are passed through the API integration. Complimentary tickets must also be labelled as such.

Q: How can I sell from an unintegrated outlet?

A: Organisers can use unintegrated agencies to sell their hard tickets on their behalf.
Hard tickets printed through integrated ticketing companies can be distributed to agents to be sold over the counter. Unsold tickets must be returned attached to avoid attracting the fees.

Q: Is scanning tickets mandatory?

A: Scanning is vital for event security management and upholding consumer rights. Whilst it is not currently mandatory, it is part of Dubai Tourism plan to make it mandatory for all events to be scanned and the Patron Access Control data to be shared with the department.

Q: My Event has been sold via multiple scanning, who can scan my tickets?

A: If the event has been sold via multiple Integrated API partners, the organiser must liaise with his event sellers to extract the barcodes and forward these to the scanning service providers.

In the scenario where tickets have been printed at Dubai Tourism and sold by the organiser, the eTicketing team can provide the organiser with a barcode extraction of the hard tickets.

Q: Can I add prices/special offers to my event?

A: Prices and price type codes can be added at any stage during the lifecycle of an event. Please contact the e-Ticketing team on eticketing@dubaitourism.ae with your event details and prices/offers you would like added.

Q: Can I offer discounts for my event?

A: Discounts and special offers can be added to your events and offered for your event buyers at any stage during the lifecycle of the event. Considerable discounts should be made available to the general public to ensure these will not be used internally as a substitution for complimentary tickets using existing prices. Please contact the e-Ticketing team on eticketing@dubaitourism.ae with your event details and prices/offers you would like added.

Q: Is it possible to sell my tickets at a variable pricing depending on demand?

A: Variable pricing can be made available to be used by your designated Integrated API seller. The organiser must specify the variable amounts the tickets can be sold for so the e-Ticketing can allocate codes to every price point and pass the details to the API sellers.

The Integrated API seller must manage the codes with the organiser to activate/deactivate pricetype codes as they see fit.

Q: My complimentary quota has been allocated, how can I request more?

A: The complimentary quota is set in the regulation as mandated in *Executive Resolution No1-2015*. Once your complimentary quota has been depleted, additional capacity incurring the fees of the category issued from can be added. Please contact the e-Ticketing team on

eticketing@dubaitourism.ae with your event details, complimentary capacity and category you would like added.

Q: In the scenario of multiple events within one show, can I use the total complimentary allocation in one of the events?

A: In the scenario of multiple events under one ePermit, the total complimentary allocation of 10 per cent can be used in any one of the events or in each of the events.

Q: What if a consumer wishes to return a ticket prior to an event – are refunds accepted?

A: The system allows for refunds, but the decision whether or not to issue refunds rests with the organiser.

Dubai Tourism's 10 per cent ticket fee will not be applied on refunded tickets.

Q: Is it possible to return tickets prior to an event via API integration?

A: Yes, the ticket sales agency integrated with the e-Ticketing platform via API is able to return the tickets.

Q: What if an event is cancelled or postponed?

A: Dubai Tourism must be notified of cancelled or postponed events as soon as possible. The event organiser must complete a Cancelled or Rescheduled Event form and NOC from the venue confirming the cancellation or postponement details including the newly announced date. Both documents must be submitted to Dubai Tourism and refunds should be made in full within the date of cancellation announcement.

Q: My event is not selling well and my Artist/Venue agreement dictates a minimum attendance for the event to take place. How can I add more complimentary capacity without incurring the fees?

A: If an event is not selling well and the organiser faces the risk of cancelling the event due to low attendance contractual agreements, the organiser should contact the e-Ticketing team on eticketing@dubaitourism.ae with the event details.

Q: I'm a ticket seller holding a free zone trade license– can I sell tickets in the emirate's mainland?

A: Tickets sellers registered in free zones may sell or distribute tickets online but they are not allowed to sell or distribute tickets via box offices/outlets located outside the free zone areas.

7. Post-event and settlement

Q: My event has already taken place, when should I be settling the Fees?

A: Once the event has taken place, it is expected the settlement should take place within 30 calendar days of event start date. Late settlements incur substantial fines.

Q: My event was sold via Hard Tickets, How can I complete the settlement?

A: For hard tickets printed by an Integrated API seller, the organiser must return the unsold tickets to the API seller who needs to settle the event.

The API printed but returned tickets should be made available to DTCM for verification purposes when requested.

Q: My event was sold through Integrated API sellers, which party is responsible for settlement?

A: For leisure events (Entertainment, Sports, Culture and charity) sold via Integrated API sellers, the ticket seller will be invoiced as they are the party collecting the event earnings.

For Business events sold via Integrated API sellers, the organiser will be invoiced as they are the party collecting the event earnings.

Q: My event was sold through Multiple Integrated API sellers, which party is responsible for settlement?

A: Each Integrated API seller is responsible for settling their ticket sales as each are collecting the event earnings separately.

For business events, the organiser is the only party invoiced and responsible for settling the event.

Q: My event was sold via an one or many integrated API seller. What is the reconciliation process?

A: Post-event, the integrated API seller must send their final numbers to the e-Ticketing team to compare to the e-Ticketing platform numbers. Once confirmed, the invoice will be generated under the *Payment Centre* account of the responsible party (Ticket Seller for Entertainment, Sports, Culture and charity and organiser for Business events)

Q: My event has genuine requests for refunds. Is this allowed post event?

A: Refunds requests post-event are allowed as long as the organiser has given permission for refunds to be processed.

Q: My event has genuine requests for refunds. Is this allowed post-settlement?

A: Refund requests post-settlement are not allowed and no refunds will be issued once the settlement process has been completed.

8. Business events

Q: What are the different types of conferences/exhibitions registration?

A: Registration is classified into three categories:

- Non-ticketed conferences/exhibitions or free entry events; are events with an open door policy where there is no online or onsite registration required for the visitors to attend the event.
- Ticketed conferences/exhibitions with free/complimentary entry; where there is either an online or onsite registration required for the visitors to attend the event even or there are invitations issued to delegates.
- Ticketed conferences/exhibitions; where there is an online or onsite paid registration required for the visitors to attend the event.

Q: Are conferences/exhibitions considered as non-ticketed events?

A: Conferences/exhibitions which are open for the public are considered non-ticketed events as long as there are no invitations or registrations online or onsite required for attendees. For such events, the organiser should hold non-ticketed permit.

Q: Are free entry conferences/exhibitions considered as ticketed events?

A: If attending the conference/exhibition is free of charge but requires invitation or registration for attendees to access the event, a fee of AED 1 is applicable on each issued registration.

The event registration should not start prior to the event code supplied by Dubai Tourism to the ticket sellers/registration company.

Q: Are free invitation/registration exhibition/conference eligible for complimentary tickets?

A: Completely free invitation/registration events are subject to AED 1 fees per ticket based on the total number of tickets/registrations record. There complimentary tickets percentage does not apply to free to attend events.

Q: Are paid entry conferences/exhibitions considered ticketed events?

A: Yes, if the conference/exhibition is charging entry/registration fees, the conference/exhibition are considered ticketed events and Dubai Tourism charges 10 per cent on the face value of each sold/registered ticket.
The event registration should not start prior to the event code supplied by Dubai Tourism to the ticket sellers/registration company.

Q: Are paid exhibition/conference eligible for complimentary tickets?

A: Yes, paid exhibitions/conferences are eligible for up to 75% complimentary registrations. The complimentary registrations are not subject to any fees.

Q: Whilst Pre-registration for my event is free, we do charge for registrations on site. Is my event considered Free or Paid event?

A: Business events where pre-registration is free but attendees are charged for onsite registrations are considered free events. As such, free event arrangements where an AED1 per attendee applies.

Q: How can I apply for my Business Event?

A: Applying for business events is the same process as for other event types:

    1 - Register as an organiser on eform.etixdubai.com

    2 - Complete the Ticket Fee Form (required to calculate capacity and 10% DTCM fee)*

    3 - Draft Managers Cheque payable to DTCM with 10% of total expected sales (calculated using Ticket Fee Form)
    4 - Complete and submit your New Event Notification (NEN) on
    https://eform.etixdubai.com/

Dubai Tourism encourages all organizers to submit their applications as early as possible to avoid any unexpected delays.

Q: What are the sales channels to register the event visitors'?

A: Event registrations can be done through any of the API partners who are integrated with DTCM e-Ticketing system.

For small Association events, where registrations are managed offline and not using a Registration agent, barcodes can be provided in advance by Dubai Tourism to be printed by the organisers on all badges. It is the responsibility of the Organiser to ensure all badges have a valid Dubai Tourism barcode printing using the correct font.

Q: Can I use my company website for event delegates' registration?

A: Yes, the delegates' registration can be done online as long as the company completed the API development with Dubai Tourism's e-Ticketing system.

If you would like to integrate your registration system with DTCM; please contact e-Ticketing department on eticketing@dubaitourism.ae with a copy of your trade license.

Q: Can I print my own badges?

A: Badges may be printed by any of the registration companies who are integrated with DTCM e-Ticketing system and may have any design as long as DTCM barcode is printed on the badge.

Q: Who are DTCM approved partners?

A: An alphabetically ordered list of DTCM approved API sellers is available to all event organisers on https://eform.etixdubai.com

Q: Can I have the event visitors' registration processed at the venue entrance?

A: Yes, the event visitors' registration can be processed at the venue entrance by any of the Dubai Tourism approved API partners.

Q: In the scenario of ticketed exhibition/conference, do the event presenters, coordinators and media agents require a badge on the day of the event?

A: Yes, all event coordinators, presenters and media agents require event badges with DTCM barcode.

Q: For paid events, Do the complimentary percentage allowed include the exhibitor badges, media and VIP attendees?

A: Yes, for Paid business events the 75% complimentary tickets includes all types of free to attend visitors or exhibitors. In the scenario of paid exhibitions/conferences, the media, presenters and event coordinators badges are considered as part of the complimentary capacity which is up to 75% of the total event capacity.

Q: Should all attendees' mandated data be collected and shared with DTCM?

A: DTCM appreciates that some event attendees opt to not disclose some of the data (particularly VIP guests) or it is confidential. The allowable quota for such cases depends on the nature of the event.

Event organisers are encouraged to disclose the number of badges/tickets where data cannot be collected and shared across for this to be reviewed and considered for approval.

Q: Do the 10% ticket fees apply to event registrations only or include bundled items or activities as well?

A: DTCM charges 10 per cent on the face value of the ticket/registration. Other items like F&B, city tour, merchandise and visas are not subject to DTCM 10% fees if they are not on the same registration/ ticket face value.

Free to attend Business events attract a Ticketing Fee of AED1 per ticket/badge.

Q: Will the ticket fee change if the registration attendees exceed the total complimentary percentage allowed?

A: For Paid events, If the visitors' registrations exceed the complimentary capacity allowed, the additional tickets/registration are considered as paid tickets and Dubai Tourism charges of 10 per cent on the face value of each ticket/registration badge from the related ticket/registration category price.

Q: I would like to have pre-registrations for my exhibition/conference; where some pre-registrants may not attend. Does Dubai Tourism charge 10 per cent on the total pre-registered visitors?

A: In the scenario when the pre-registration is free of charge, the attendee may receive the registration confirmation without Dubai Tourism barcode. Once the same attendee visits the box office/venue with the registration number/confirmation, then a badge with Dubai Tourism's barcode should be provided to gain entry to the event.
Dubai Tourism charges 10 percent based only on the registrant's attendance.

Q: In the scenario of big exhibitions/conferences, where there is a risk of technology failure, how can we manage event registration with DTCM integration?

A: Dubai Tourism has a contingency plan depending on the nature of event and the expected failure; detailed information will be communicated to the event organizer at the time of the event registration with DTCM.

9. Timeframes

Q: How long does it take to build an event?

A: Generally, our turnaround for event builds is 24 hours from submitting a complete application. However, the above timeline may vary and in the scenarios of large events (General Admission and Reserved seating).

Q: How long does it take to make amendments to an event?

A: Depending on the request, some minor amendments such adding prices, adjusting capacity for GA events and granting access to sellers are usually actioned within the day.
Requests that require significant changes such as reserved seat map changes might take longer to process and check.

Q: I require barcode extractions for my event, how long does it take?

A: Once approved, requests for barcode extractions should be received by the e-Ticketing team two days prior to be scheduled.

Q: In the case of multiple shows/performances, what is the timeframe for fee settlement?

A: In the case of multiple shows, the Ticketing fees (whether 10% or AED1 per ticket) must be

settled within a period not exceeding 30 calendar days after the end of each day that the event/performance takes place.

10. Complimentary Tickets

Q: What are complimentary tickets?

A: Complimentary tickets are event tickets/registration badges given away by event organisers to different entities (sponsors, artist entourage, venue staff, media, competitions etc.).

Complimentary tickets must clearly be marked as such and are not for sale or resale.

Q: What other tickets qualify as complimentary tickets?

A: Any tickets bundled with F&B, marketing (branding or otherwise), special offers, exclusivity, better visibility, convenience, special access to other facilities in comparison with other sections with significant lower value compared to other ticket prices within the equal location/zone limited to specific attendees group will be considered a complimentary ticket.

Fees of equal location/zone will apply to the above mentioned tickets.

Q: As an organiser, can I request complimentary tickets for my event?

A: Yes, Dubai Tourism permits a certain percentage of the total capacity to be issued as complimentary tickets based on the type of event.

Q: What is the permitted percentage of complimentary tickets based on event type?

A: The below are the percentage of complimentary tickets. The percentage is calculated based on total capacity of event

Type of Event	Percentage of complimentary tickets
Business	Not exceeding 75% of the total number of tickets/registrations
Entertainment	Not exceeding 10% of the total number of tickets
Sports	Not exceeding 25% of the total number of tickets
Religious	As the event organiser considers appropriate
Charitable	As the event organiser considers appropriate

Q: In the scenario of multiple category events, can I choose the category of the complimentary tickets?

A: Yes, complimentary tickets can be issued from any category.

Q: Can I sell complimentary tickets?

Complimentary tickets must not be sold or display a value.

Event organizers are obliged to print the word 'complimentary' in English, or 'مجانية' in Arabic, on each and every ticket issued and distributed for free.

Q: Is it possible to request additional complimentary tickets without paying the ticket fees?

A: Additional complimentary tickets above the allowable quantity can be requested. These will, however, attract a 10 per cent Dubai Tourism fee based on the category these tickets are issued from.

Q: What if the event is an invitation-only event with no paid tickets – will a fee still be paid to Dubai Tourism?

A: the invitation is considered a ticket even if it is free to attend. A minimum fee of AED 1 per issued ticket/registration including pre-printed tickets, mobile tickets, print at home tickets and tickets issued by any ticket seller for all event types (entertainment, business, sports, religious and charity events).

Q: What if the event is a free-entry event for the public – do I still have to apply for tickets?

A: No, free entry events for the public can be held without tickets. However, a proper permit should be issued based on the type of event.

11. e-Ticketing Fees

Q: What fees DTCM applies on events related to Decree # 25?

A: The Decree covered two types of fees, e-Permit Fees and e-Ticketing Fees.

Q: What are e-Ticketing fees?

A: e-Ticketing fees are a percentage of the ticket price applied on all ticketed/registration events.

Q: Who should settle the 10 per cent ticket fees?

A: The ticket seller is responsible for settling the 10 per cent ticket fees directly with Dubai Tourism.

If the event's tickets are sold via an API partner, the API partner is responsible for settling the 10 per cent ticket fees directly with Dubai Tourism.

- If tickets are sold through the organiser (tickets printed at Dubai Tourism), the event organiser is considered the ticket seller and is therefore responsible for settling the 10 per cent ticket fees directly with Dubai Tourism.

- In the scenario of multi distribution channels (pre-printed tickets, online sales and white label sites) each ticket seller is responsible for settling their sold tickets.

Q: How are Dubai Tourism fees settled?

A: All fees can be paid used the following methods:

- Cash
- Current dated cheque to be paid at the Dubai Tourism head office or other locations specified by the Department
- Electronic transfer to Dubai Tourism's account (details below), or any other account specified by the Department:

Bank Name	Dubai Islamic Bank
Account Name	GOVT. OF DUBAI - DTCM
Account Number	001520005097601
IBAN No.	AE430240001520005097601
Branch	Main Branch
SWIFT Code	DUIBAEAD

Q: Is there a minimum ticket fee amount per event?

A: For business, religious and charity events where the event organizer can allow a large percentage of complimentary tickets/free registration, 10 per cent ticket fees is applied on the value tickets whereas the 10 per cent calculated amount is not less than AED1 of all tickets

capacity inclusive of complimentary tickets.

Q: How much is the fee for annual subscription and renewal in the e-Ticketing system for event organisers?

‒ AED 5,000.

Q: How much is the fee for annual subscription and renewal in the e-Ticketing system for white label ticket sellers?

‒ AED 5,000.

Q: How much is the fee for developing an Application Program Interface (API) Integrated the e-Ticketing system for ticket sellers?

‒ AED 10,000.

Q: How much is the fee for end-user training for white label partners on the e-Ticketing system?

‒ AED 500 per trainee.

Q: What is the timeframe for ticket distribution fee settlement?

Dubai Tourism fees must be settled 30 days after the end of an event to avoid any fines. The ticket seller will be fined AED 2,000 for the first week after this period, with the fine doubling every week thereafter. On the 16th business day after the fee due date, Dubai Tourism may take any action it deems appropriate, drawing on the guarantees provided by the ticket sellers to recover the fees and total fines.

12. e-Ticketing & e-Permit Fines

Q: How much is the fine for selling tickets that do not display an e-Ticketing barcode, or for selling tickets by parties not subscribed in the e-Ticketing system?

‒ AED 10,000.

Q: How much is the fine for reselling used tickets?

    — AED 10,000.

Q: How much is the fine for selling free tickets?

    — AED 10,000.

Q: How much is the fine for not refunding the ticket value to the client within 10 business days in the case of event cancellations?

    — AED 2,000.

Q: How much is the fine for not paying tickets fees before the deadline?

    — AED 2,000.

Q: How much is the fine for distribution of tickets by an unauthorised party?

    — AED 2,000.

Q: How much is the fine for entering data into the e-Ticketing system by unauthorised individuals (an individual who doesn't have a username and a password generated by Dubai Tourism)?

    — AED 2,000.

Q: How much is the fine for submitting inaccurate data into the e-Ticketing or e-Permit system?

    — AED 5,000.

Q: How much is the fine for organising an event without being listed on e-Permit?

    — AED 10,000.

Q: How much is the fine for Non-compliant ticket sellers or event organisers according to the provisions of Decree No. (25) Of 2013?

    — AED 1,000.

Important information:

Fines are repeatedly imposed on those who commit the violation of non-payment of fees prescribed for the issuing of tickets within the period specified by Dubai Tourism on the sixth business day after the date of imposing the fine for the first time.