

# GOOD PRACTICE

## Live Sport



**City**  
Dubai

**Country**  
United Arab Emirates

**Population**  
2.106.177

**Mission**  
To establish Dubai Sports City as the world's leading sporting destination, hosting major events and attracting the biggest brands from across the world by way of participation and sponsorships.

**Organization**  
Dubai Sports City

**Target Group**  
Citizens of all ages



### Objectives

“Live life, the ultimate sport”

Create world class sporting infrastructure in Dubai and making it a destination for the sporting world .

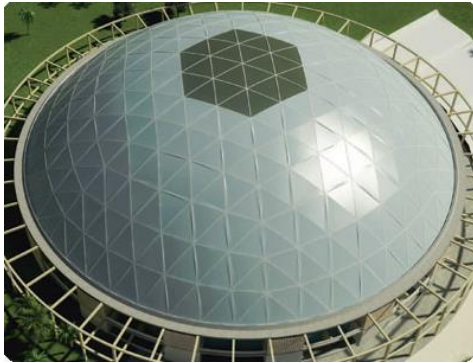
### The Concept

"A city within a city"  
Here you can get everything that you dream of on your doorstep- from state-of-the-art sports venues and international sporting events, to top of the line sports academies, providing a platform for youth development, recreational sporting facilities, residential and commercial developments, together with all the related amenities expected in a purpose-built city, including international schools, medical facilities, hotels, community centers and entertainment venues.

### The Features

- 60,000-seat multi-purpose outdoor stadium for rugby, soccer and track and field events
- 25,000-seat capacity dedicated cricket stadium,





- 10,000-seat multi-purpose indoor arena for hard court games, ice hockey, concerts and other events
- Field hockey stadium for 5,000 spectators
- The Dubai Sports City Football Academy is an ideal venue for amateur/professional team training requirements in addition to hosting local leagues and tournaments
- “Socatotots”, the world's first soccer specific pre-school development program for children from six months to school age
- Other academies include the Butch Harmon School of Golf (fully operational since the past one year) and additional academies for rugby, swimming and athletics.
- The academies will boast a state-of-the-art high performance gymnasium, world class sports science and rehabilitation facilities as well as a full sports medical clinic.
- The primary shopping destination at Dubai Sports City, Arena Mall, will have a leasing capacity of 1.4 million square feet. This will be complemented by two retail hubs and a waterfront promenade featuring boutiques, restaurants and cafes

Residential communities, superb dining, shopping and entertainment and even a vibrant commercial district, provides a unique opportunity to watch, learn, play, live, work, shop and live sport.

### **For more detail, please contact:**

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