

Coca-Cola Arena Fuels Dubai's Basketball Boom with Historic First Season

Over 61,000 fans and a city united as Dubai Basketball heads into Historic playoffs on Sunday, 11th May

One city. One team.



Dubai, UAE – 9 May 2025 – Coca-Cola Arena, the region's premier venue for international live entertainment and sport, is marking a historic milestone as it concludes the debut ABA League season with Dubai Basketball, the city's first professional basketball franchise and the arena's official anchor tenant.

During the nine-month season, Coca-Cola Arena welcomed **over 61,000 fans**, including **5,700 international visitors** – highlighting Dubai's rising position as a hub for global sports tourism.

The season drew over **200,000 website visits** and saw more than **12,000 Dubai Basketball merchandise items** sold, creating strong digital engagement and fan enthusiasm ahead of Dubai Basketball's highly anticipated playoff debut against Cedevita Olimpija on Sunday, 11th May at Coca-Cola Arena.

The landmark decision to make Dubai Basketball the official anchor tenant at Coca-Cola Arena marked a major step forward for professional sports in the city. The partnership has helped transform Dubai's basketball scene and fueled the team's ambition to reach the

HOME OF DUBAI'S BASKETBALL

EuroLeague - one of the highest levels of European basketball. Their debut ABA League season brought top European teams like Partizan and Crvena Zvezda to Dubai, giving fans a front-row seat to elite international talent on the home court.

Mark Jan Kar, General Manager of Coca-Cola Arena said, “Dubai Basketball’s playoff success in their debut season marks a major milestone, not just for the team, but for the growth of professional sports entertainment in the region. At Coca-Cola Arena, we see this as a powerful endorsement of Dubai’s market potential, fan engagement, and the experiential opportunities tied to high-performance sport. We’re proud to be the home court of a team that’s delivering both on and off the court.”

Coca-Cola Arena’s investment in infrastructure, including a FIBA-compliant court, custom LED displays, broadcast-grade AV, and dedicated team facilities, ensured the delivery of world-class home court experiences and set a new benchmark for professional basketball in the region. Fans continue to enjoy elevated game day experiences, with Founding Season Pass holders receiving priority access to home game fixtures, reserved seating, fast-track entry, merchandise discounts, exclusive player meet-and-greets, and premium food and beverage offerings throughout the season.

Beyond the court, Dubai Basketball made a lasting impact in the community. More than **20,000 school students** attended games throughout the season, while the team participated in **18 community initiatives**, including **16 school visits** and **2 charity events** demonstrating a strong commitment to youth development and inclusion. Initiatives with **Falcons Academy** and **Heroes of Hope** provided unforgettable game-day experiences and direct interactions with players, giving students and People of Determination a chance to connect with the sport in an inspiring way.

As Dubai Basketball heads into its first-ever playoffs, Coca-Cola Arena remains at the core of the team’s journey, bringing fans together, creating unforgettable moments and showcasing legendary sports. **Secure your playoff tickets, grab your exclusive first season merchandise and be part of this historic moment for Dubai Basketball! [Link](#)**

One city. One team.

-ENDS-

For more information and media enquiries, please contact:

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About Coca-Cola Arena

Opened in June 2019, Coca-Cola Arena has revolutionized the live entertainment industry in the UAE and throughout the Middle East. With a 17,000-seat capacity and unique automated seating design, the arena is equipped to host a diverse range of events all year round, establishing Dubai as a major destination on the global events circuit.

The award-winning arena is the premier venue for sporting tournaments, international concerts, comedy shows, live theatre, corporate gatherings, exhibitions and conferences, gala dinners and the official home of Dubai Basketball, the city's first professional sports franchise team competing in European league competitions.

Located in the heart of City Walk, Coca-Cola Arena is just 15 minutes from Dubai International Airport and a 5-minute walk from the nearest Metro station. The Dubai landmark is an asset of the Dubai Holding Entertainment portfolio and is managed by ASM Global, the world's leading venue management company.

Follow us on Instagram: [@CocaColaArena](https://www.instagram.com/CocaColaArena) and Facebook: [Coca-Cola Arena](https://www.facebook.com/Coca-Cola-Arena).

About Dubai Basketball

Founded in 2023, Dubai Basketball is a newly established professional basketball franchise that plays in Europe's Adriatic Basketball Association (ABA) League for the 2024/25 season. The franchise has assembled a strong roster of players, with the team represented by countries including the Philippines, USA, Serbia, Croatia, Slovenia, Jordan, Turkey, Latvia, Italy, Bosnia, and France. The franchise plays their home games in the ABA League at Coca-Cola Arena.

Dubai Basketball stands as a testament to the power of passion and dedication in shaping the landscape of basketball in the UAE and beyond. Its foundation is built upon a diverse and talented team, consisting of FIBA-certified coaches, former professional players, business experts, and passionate enthusiasts.

Dubai Basketball is committed to catalysing positive social change, where dreams are not just envisioned but realised, talents are not merely found but nurtured, and aspirations are not only lived but fulfilled.

Keep up to date with the latest news on Dubai Basketball by visiting www.dubaibasketball.com or on its social media platforms:

Facebook - <https://www.facebook.com/dubaibasketballclub>

Instagram - <https://www.instagram.com/dubaibasketballclub/>

X - <https://x.com/dubaibasket>

YouTube - <https://www.youtube.com/@DubaiBasketball>