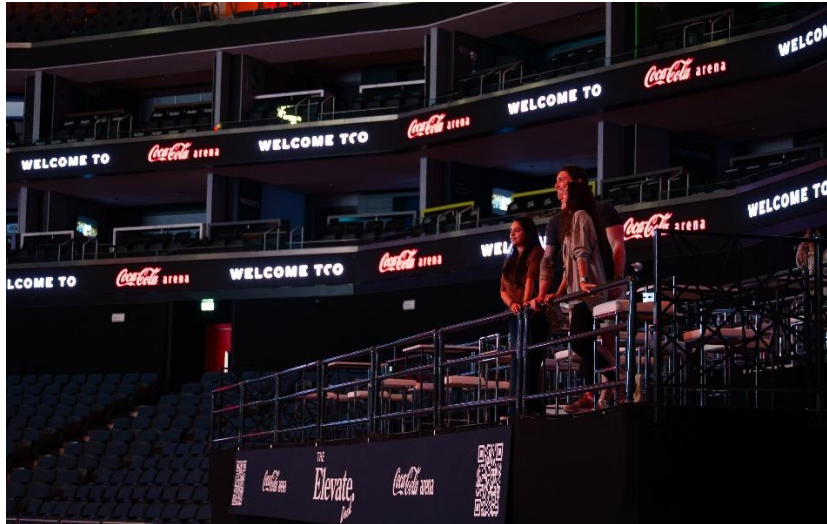




Coca-Cola Arena Launches the Ultimate Venue Experience, Inviting Guests Behind the Scenes of Dubai's Premier Entertainment Destination



30 June 2026 (Dubai, UAE) – Coca-Cola Arena is opening its doors like never before with the launch of the **Coca-Cola Arena Venue Experience**, an exciting new attraction that gives guests exclusive access to the stories, spaces and surprises behind one of the world's leading live entertainment venues.

The launch follows Coca-Cola Arena's recent recognition as one of the **Top 20 Arenas in the World** by **IQ Magazine**, placing the Dubai landmark among the most respected venues in the global live entertainment industry.

Designed as a fun, immersive and highly interactive experience, the Coca-Cola Arena Venue Experience takes guests far beyond the audience seating area, offering a rare opportunity to explore the venue through the eyes of artists, athletes, VIPs and event crews.

Visitors will discover backstage areas, artist dressing rooms, premium hospitality spaces, exclusive lounges and spectacular viewpoints overlooking the arena bowl. Along the way, guests will hear fascinating stories from some of the venue's most memorable moments, learn how world-class productions come together, and enjoy unique photo opportunities throughout the experience.

In the 6 years since opening in 2019, Coca-Cola Arena has hosted more than 500 events and welcomed over 390 international artists, including some of the biggest names in music, sport and entertainment. The new Venue Experience allows guests to connect with that history while exploring spaces usually reserved for performers and VVIPs.

Guests can choose between **two tour experiences**. The **Behind the Scenes Tour**, lasting approximately **90 minutes** offers an engaging journey through the venue's most iconic locations, showcasing the artist journey, premium hospitality experiences and the transformation of the arena from event to event. For those looking for the ultimate experience,



the **2-hour Access All Areas Tour** unlocks additional restricted areas. Discover one of the most exclusive locations in the building, *The Catwalk* gives guests a thrilling bird's-eye view of the *Bowl* while uncovering the technical mysteries that make every event an exciting spectacle.

Whether you're a music lover, sports fan, family, tourist, student or corporate group, the Coca-Cola Arena Venue Experience offers something for everyone. Combining entertainment, storytelling, behind-the-scenes access and hands-on moments, it provides a unique day out in the heart of Dubai and a chance to experience the live events magic from an entirely new perspective.

"Coca-Cola Arena has become one of Dubai's most iconic attractions and entertainment destinations, but what many people don't see is the incredible ecosystem that exists behind every show," said Mark Jan Kar, General Manager of Coca-Cola Arena. "From artists and athletes to production crews, hospitality teams and technical experts, every event is powered by passionate people working together to create unforgettable experiences. The Venue Experience brings that world to life, giving guests exclusive access to the stories, spaces and innovation behind the curtain, and allowing them to experience Coca-Cola Arena in a way that's never been possible before."

The Coca-Cola Arena Venue Experience was officially launched on 30 June 2026 and is open to the public from **14 July 2026**, with additional dates to be announced throughout the year. Tickets prices are **AED 100** for the Behind the Scenes Tour and **AED 130** for the Access All Areas Tour.

Guests can stay up to date with future tour releases by visiting coca-cola-arena.com and following [@cocacolaarena](https://twitter.com/cocacolaarena) across its social media channels.

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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. Capable of hosting live shows 365 days a year, the fully air conditioned, 17,000-capacity arena establishes Dubai as a major destination on the global events circuit. Coca-Cola Arena's unique automated seating design means it can be adapted to international and local events of all sizes, from international touring artists, sporting tournaments, e-gaming, comedy and live theatre and musical performances, to conferences, gala dinners, AGMs and weddings. Located in the heart of City Walk, Dubai's lifestyle destination, Coca-Cola Arena is a 15-minute drive from Dubai International Airport and a 5 minute walk from the closest Dubai Metro Station. The region's largest multipurpose indoor arena, Coca-Cola Arena is an asset of Dubai Holding entertainment portfolio and is managed by Legends Global, the world's leading venue management and services company.



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