



e-Permit and e-Ticketing

Frequently Asked Questions

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e-Permit and e-Ticketing Platform

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 for 2020 to welcome 20 million visitors per year by the end of the decade – 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.

1. What is the Unified Electronic Permitting System (UEPS)?

- The UEPS is an electronic system that aims to unify the issuance of permits for the different types of events held in Dubai. It enables entities that plan to hold an event in Dubai to submit their application together with all required documents and fees through a single point, and then receive communications and approvals from the relevant entities accordingly. The system was developed in response to Decree Number 25 for the year 2013, entitled “Electronic System for the Licensing of Events and Marketing and Distribution of Tickets in Dubai”.

2. What is the objective of introducing the platform?

- The e-Permit platform has been introduced to facilitate greater efficiency for event organisers and government entities responsible for granting permits. The platform hosts a comprehensive database to capture accurate details of all events taking place in Dubai, which will in turn result in greater competencies in resource planning across government entities. Furthermore, the e-Permit System ensures that event organisers and/or hotels and venues fully understand all the necessary stages of the event planning process, including all integral elements that affect whether or not the event takes place.

3. Will all events permits be issued through the e-Permit?

- Yes, all events have to get the permit through e-Permit platform.

4. Is there any event not required to get an e-Permit?

- Yes, certain event types in hotels and public venues are not required to go through the e-Permit platform as long as they don't sell tickets. The event information still has to be communicated as a notification containing basic information to the relevant entities.

Event types include:

- ✓ Personal events (weddings, birthdays, anniversaries, meals, reunions, etc.)
- ✓ Internal events conducted by corporates and other entities for the benefit of their employees.
- ✓ Events conducted by diplomatic delegations in UAE entities (embassies, consulates, UN entities, etc.).
- ✓ Internal events held by schools and universities in their premises for their students or employees.
- ✓ Events held by government entities as part of their mandate

5. Will conferences and exhibitions require permit?

- All conference and exhibition events require permit regardless of the venue type nature: conference centre, exhibition centre, hotel, and university or school auditorium.

6. Who should apply for conference and exhibition permit?

- Event organizers are requested to apply for conference and exhibition permit as per the regulations related to their trade license source.
- For international and Free zone organizers, the hotels may apply for the event permit taking place in their premises.

7. Who has access to the new e-Permit system?

- Venues and event organisers can access the system.

8. Will the e-Permit and e-Ticketing platform be integrated?

- Yes, in the case of ticketed events, once a permit is granted an event will be created in the e-ticketing platform, with organisers of special ticketed events then needing to:
 - Apply for a permit
 - Receive permit approval
 - Visit the following link for more information about e-ticketing:

http://www.visitdubai.com/en/Event-Planning_new/Business-Events/Permits-And-Licences

9. What is the timeline for getting approval?

- The timeline for processing a permit application is 5 – 8 working days, with the application only able to be processed once payment has been received. The exact timeframe depends on the type of event and activities involved, and will be communicated for each application separately.

➤ FAQ: About Registration

10. How can I access the system?

- To access the system, please use the following URL: <https://epermits.dtcn.gov.ae/>

11. How will payments be made through the system?

- Fees for registration and permits can be paid through the following channels:
 - Online payment using any of the specified credit cards
 - Cash/cheque payment made at the counter at DTCM (Cashier)
 - Direct deposit into DTCM's bank account.
- Fees are paid in advance, with no refund for non-technical events, while refunds for technical activities are calculated based on the selected services and paid after receiving technical approval.

12. What is the licence source?

- The licence that will identify where the user is allowed to hold the event (where the event can take place).

13. If a licence expires next month, can I register in the system?

- No, the licence must be valid at least four weeks prior to the event start date, and the system will automatically send a notification to renew the licence three months before expiry.

14. What are the entities that authorise the licence?

- There are several entities that authorise the licence, including Community Development Authority, Department of Tourism and Commerce Marketing, Dubai International Financial Centre, Department of Economic Development, Dubai Municipality, TECOM, Trakhees and others.

15. What if I choose to organise ticketless event, but later decide to organise a ticketed event?

- You should contact DTCM (+971 6005 55559 / ePermit@dubaitourism.ae) in order to add/edit your information.

16. What type of sub venue can I add?

- You can hold an event only at the venue types shown in the system. If you have another venue type according to your licence, please contact the e-Permit team.

17. What if the venue doesn't have a sub venue?

- In such cases, the name of the sub venue can be the same as name of the venue.

18. What if I haven't submitted all the sub venues and then I want to add more later?

- You can access the system and update your registration information by clicking 'Update Registration'.

19. What documents are required for registration?

- For registration purposes, you are only required to submit a copy of the licence source, with a maximum file size of **10 MB** permitted and **.html, .htm, .aspx, .exe, .xhtml** and **.dll** files not accepted.

20. Do I have to print the record number?

- You need the record number in order to pay fees and follow up with DTCM about the record's status.

21. After registration how I can access the system?

- Your account will only be made active once DTCM approves the account. After this, an email will be sent to the registered address containing your username and an automatically generated password. When you first login you will be asked to set a new password, which should have a minimum of six characters and must not contain the symbols \$, % or #.

22. How can I renew the trade licence on the system?

- You will need to access the system, update all registration information and upload the new trade licence, which will be updated once DTCM has approved the record.

23. What is the difference between an event and an activity?

- An event is limited to a single occasion and held on a one-off basis, with the organiser applying for the permit as early as six months in advance.

- An Activity is a recurring or series of events, with the venue applying for the permit, whose validity is limited to a maximum of three months.

24. What is the Technical Activities?

- Technical activities such as Fireworks Shows, Laser Shows, Balloons Shows, Aerial Photography, Serving Foods, Road Ads, Public Transport Services, etc. all of technical activities should take permit from different entities. The technical permit will be approved by different entities such as Civil Aviation, RTA, Civil Defense, Ambulance, and Dubai Police. Note: not yet activated Technical approval
- Technical activities include firework displays, laser shows, balloon shows, aerial photography, the serving of food, roadside advertisements, public transport services, etc. All technical activities should apply for a permit from the related government body, such as Civil Aviation, RTA, Civil Defense, Ambulance and Dubai Police. Note: Technical activity approval has not yet been activated in the e-Permit system.

25. What will display in missing information section?

- The system will display a list of applications that have missing information and need to be updated.

26. When can I make amendments to the permit?

- You can make amendments to your application after it has been approved and after you have paid the amendment fees if the changes apply to the venue, performer and date. Fees are AED800 + AED10 knowledge fee + AED10 Innovation Dirham.

27. When can I cancel the permit?

- You can cancel your application at any time, but will not receive a refund.

28. If DTCM rejects the permit, where can I find it?

- The rejected permit will be displayed in the 'in progress' section, with the status marked as 'Rejected'. The system will automatically send you a notification on the status of your permit, marked as 'Issued', 'Missing info', 'Rejected', etc.

29. What types of permit will be issued by the system?

- Entertainment, Sport, Business, Religious and charity permit event types.

30. What is a business event?

- A business event is one related to the business sector – including, without limitation, a gathering of sellers and buyers, a promotion of a commodity or service, awareness-raising, an exchange of information or a discussion of certain subjects of a business or economic nature.

Examples: Business meetings, conferences, seminars and lectures, as well as trade exhibitions and auctions.

31. What is an entertainment event?

- An entertainment event is one which takes place with the participation or attendance of members of the public on a one-off basis, and which involves shows or activities designed to entertain, for free or otherwise.

Examples: Music, theatre, circus, dance, performance arts and fashion shows, as well as art exhibitions, public lectures and cultural/art/literature symposia.

32. What is a sports event?

- A sports event is one which involves the practice of one or more sports, whether at competitive or practise level, which involves professional or amateur participants, which takes place at locations designated for sports activities (playgrounds, halls, etc.) or locations that may be used for such activities (beaches, desert and mountain areas, etc.), and which is open to the public to attend as spectators.

Examples: Football and boxing matches and boat races (except those organised by local, federal and international sports federations).

33. Do sports events require a permit from the e-Permit system?

- Yes, organisers of sporting events must apply for a permit through the e-Permit system.

34. As an organiser, do I have to pay the ticket fees for sports events?

- Yes, all sports events are subject to Dubai Tourism ticketing fees if the spectators are paying to watch the event(s).

35. For sports events such as marathons and cycling contests where attendees require a ticket to participate in the sports activity, does the organiser have to pay Dubai Tourism’s ticketing fees?

- No, for sports events where attendees are paying to participate in the sports activity, the organiser is does not have to pay Dubai Tourism’s ticketing fees.

Example: A marathon where attendees pay to participate.

36. What is a religious event?

- A religious event is one that is held to mark religious occasions or to put forward or discuss subjects of a religious nature.

Examples: Lectures, seminars and religious celebrations.

37. Are Eid, Christmas, Ramadan Iftar and Suhour events considered as religious events?

- No, Eid and Christmas events are not considered as religious events unless they are held to put forward or discuss subjects of a religious nature.

38. As a corporate, do Eid, Christmas, Ramadan Iftar and Suhour events require a permit from the e- Permit system?

- Yes, a permit is required for Eid, Christmas, Ramadan Iftar and Suhour events.

39. What is a charity event?

- A charity event is one that is intended for the collection of monetary or other donations to be used for charitable purposes, or which focuses on matters of a humanitarian or charitable nature, provided that the party organising the function is licensed to do so in accordance with Dubai laws and regulations.

Examples: Donation collection, lucky draws for charitable purposes, auctions for charitable purposes.

40. What documents are required for events?

For all types of event, you will need to upload a venue NOC, copies of the coordinator and owner’s passport, along with the following additional documents, which vary according to the event type.

Example:

- Entertainment events:

- Passport copy and photo of each performer.
- Sport events:
 - Event brief and sponsorship package.
- Business events:
 - Conferences: passport copy and photo of each performer (speaker, lecturer, etc.).
 - Exhibitions involving several companies: list of all companies participating in the exhibition.
- Charity and religious events:
 - Copy of advertising materials (if applicable).
 - Auctions: photo of all items up for auction.
 - Passport copy and photo of each performer (speaker, lecturer, etc.).

41. Can any event organiser apply for an entertainment event?

- To hold an entertainment event, you will need to have “Parties & Entertainments Services” included in your company trade licence.
- For business events, you will need to have “Conference Management and Exhibitions Organizing” included in your company trade licence.
- For sport events, you will need to have “Rallies and Sport Tournaments Organizing Services, Sports Exhibitions Organizing, sports Services” Included in your company trade licence.

42. What type of events can I for through the e-Permit system?

- You can apply for different events such as entertainment, business, charity, sport and culture events.

43. Should I add performers for sport events?

- No, sport events do not require any performers to be added.

44. Should I add performers for exhibition events?

- No, exhibitions do not require any performers to be added, but you will need to upload a list of the companies participating in the exhibition.

➤ Event/Activity FAQ

45. What is an event?

- An event is a gathering of any number of people that takes place at a certain time, over one or multiple days; in an indoor or outdoor location within Dubai that is approved by Dubai Tourism; and for a certain purpose (entertainment, sports, charity, etc.), whether ticketed or not, free or chargeable.

46. What are the characteristics of an event?

- (a) Includes a group of persons willing to attend/participate
- (b) Has a predetermined start and end time
- (c) Takes place at a certain location/locations approved by Dubai Tourism within the emirate (including special development areas, free zones and Dubai International Financial Centre)
- (d) Has a specific purpose (entertainment, viewing sports, marketing, conferences, etc.)
- (e) May require entrance tickets or otherwise
- (f) May be free of charge for attendance

47. What is an activity?

- An activity is a recurring series of entertainment events, organised and hosted by a venue registered with Dubai Tourism with a validity period of between one week and up to three months.

48. What is the difference between an event and an activity?

- An event is limited to a single occasion and held on a one-off basis, with the organiser applying for the permit as early as six months in advance. An activity is a recurring series of entertainment events, organised and hosted by a venue registered with Dubai Tourism with a validity period of between one week and up to three months.

49. What do I do if I'm a venue and need to hold an event?

- The venue should deal with an event organiser to hold the event.

50. Who will approve the initial permit and technical approval permit?

- Initial permit: DTCM and Dubai Police, Tecom, Trakhees, DIFC, DSC, Islamic Affairs, etc.
- Technical permit: Civil Aviation, RTA, Civil Defense, Dubai Ambulance, Dubai Municipality and Dubai Police.

51. What is the difference between Single Occurrence and Multi Occurrence?

- Single Occurrence: an event held over a specific time period (a one-off event)
- Multi Occurrence: an event held at different times and on multiple dates.

52. My licence will expire next month – can I apply for an event?

- Yes, you can apply for an event and event start date should be with one month grace period after expiry date.

53. What if my licence source expiry date after 35 days and my event after 33 days , can I apply for the permit?

- Yes, you can hold an event within two months after the licence expiry date.

54. Is there a limit to the number of sub venues that can be registered?

- No, this is unlimited.

55. Do I have to enter details of all performers in the system, even if there are 100 performers, for example?

- Yes, you have to add details of all performers in the system.

56. What do I do if I am holding the same event at multiple locations?

- The same event at different locations requires a separate permit for each location.

➤ **Technical FAQ**

57. What entities are involved in technical issuance?

- A number of entities are involved, including RTA, Dubai Municipality, Dubai Ambulance, Dubai Police, Civil Defense and Dubai Civil Aviation Authority.

58. What are technical activities?

- Events may involve numerous activities that require technical approval, such as firework displays, laser shows, illuminated balloons, roadside advertising, parking reservation, food serving, alcohol and stage construction or modification.

59. What is the minimum requirement for a technical activity?

- There is no minimum requirement, and you can apply for unlimited technical activities.

60. What is the technical payment process?

- Technical payment is made after approval has been received from the relevant entities.

61. Is there a fixed fee for gaining technical approval?

- No, each entity involved in the event will have different fees, which the system will calculate and display. **Note: technical approval has not yet been activated.**

➤ **Payment FAQ**

62. How are payments made through the system?

- Fees for registration and permits can be paid through the following channels:
 - Online payment using any of the specified credit cards
 - Cash/cheque payment made at the counter at DTCM (Cashier)
 - Direct deposit into DTCM's bank account (it takes 3-4 working days to confirm payment)
- All fees are paid in advance.

63. If DTCM rejects an application, will a refund be issued?

- Refundable.

64. What do I do if payment has been made, with funds deducted from my company's account, but the system shows an error message?

- Contact DTCM's call centre on (+971) 6005-55559 or email ePermit@dubaitourism.ae.

➤ **Other FAQ**

65. If I want to hold a private event at a hotel, at what point is a permit required, and is it based on capacity or type of entertainment?

- Private events at hotels do not require a permit, unless there are three or more performers, in which case a permit is required.

66. What about urgent events that need to be held within the next few days?

- You can apply for an urgent event, subject to an additional fee of AED500.

67. Why does DTCM not add all venues and organisers to the system instead of requiring the registration process?

- This is done to ensure we have up to date and accurate information about hotels and other organisers.

68. If I apply for an event on the 15th of the month and get approval on the 20th, will the permit start from the 15th or 20th?

- In this case, the permit will start on the 20th.

69. If the main performer is rejected, will a refund be issued?

- Refundable.

70. Are the fees for e-Permits the same as those for manual permits?

- Yes, the fees are the same – only the process is different. However, e-Permits are also subject to additional fees of AED200 and AED10 Innovation Dirham.

71. Is it possible to login from any computer or device?

- Yes, you can access and use the system from any device.

72. If the system crash is there is any alternative?

- Yes, we have a redundant server.

73. If there are any changes, will I receive a notification?

- Yes, you will receive notifications of all changes.

74. If I want to know why an application was rejected, can I contact the relevant entity or DTCM to discuss the matter?

- Yes.

75. Can I apply for multiple permits at the same time in order to reduce management fees?

- Permits for each venue will be submitted separately, but event organisers can apply for the same event that occurs at different times and locations on one record to reduce fees.

76. If I want to erect an outdoor tent like a Ramadan tent, what should I do?

- You will need to apply for a permit to erect the tent, and then access the system in order to register the tent as a sub venue.

77. Can the system display the status of the permit according to the relevant entities such as CID, DTCM, DM?

- You will be able to track your record according to the relevant entities from the system's 'in progress' section.

78. If I am using the English version of the system, is there any information that needs to be entered in Arabic?

- Yes, some information needs to be entered into the system in Arabic, such as the event profile contact name, company name and address.

79. If a ballroom is divided into sections, do I need to register all the individual sections or just the ballroom?

- No, just register the ballroom

80. Can I cancel one of the performers after I have received approval?

- Yes, you can cancel but without refund.

81. If an event ends after midnight, will the fee be calculated for one or two days?

- The fee will be calculated for one day.

82. What are the fees for activity/event permits?

Description	Amount
e-Permit fee	AED200
DTCM Management fee	AED500
Registration	AED300
Knowledge Dirham	AED10
Innovation Dirham	AED10
DTCM Event/Activity Permit for Hotels	AED800
DTCM Event Permit for Restaurants and Others	AED500

DTCM Event Performers for Hotels	AED750
DTCM Event Performers for Restaurants and Others	AED350
Amendment fee	AED800
Urgent fee	AED500

- Payment renewal fees for hotels = AED800 + AED750 per performer / month + AED10 Knowledge Dirham + AED200 e-Permit fee
- Event organisers holding ticketed events are not required to pay performer fees.
- Event organisers holding non-ticketed events are required to pay performer fees of AED750 per performer in hotels or AED350 per performer in restaurants or other venue types.
- No management fees for amendments without the addition of performers
- In the event that more than one application is applied for at the same time, management fees will be AED300 per application (event organisers can submit multiple applications at same time by selecting 'multi location event/multi occurrence')
- Karaoke/jukebox permit = AED800 per month
- Urgent fees of AED500 will be added if an event/activity is taking place within the next five working days.
- Example: An entertainment activity held at X hotel for one month with two performers is subject to the following fees:

1. Management fees = AED500
 2. Knowledge fees = AED10
 3. e-Permit fees = AED200
 4. Permit fees = AED800
 5. Performer fees = AED750 x 2 = AED1,500
- Total = AED3,010

83. Can I renew a permit online through the system?

- Yes, the user (venue/hotel) is able to renew their permit online with the ability to update the date and selected performers from the previous permit.

e-Ticketing

➤ e-Ticketing platform

84. What is the e-Ticketing platform?

- The development and implementation of the e-Ticketing system was to expand ticket distribution channels, guarantee full collection of Dubai Tourism fees, enable analysis of the events industry, and ensure customer protection and satisfaction.

85. When did the platform come into place?

- The e-Ticketing system has been live since 9 September 2014.

86. Who benefits from the platform?

- 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 event sector.

87. How does the platform work?

- Prior to introducing the e-Ticketing platform, Dubai Tourism used a manual ticketing process that was time consuming; 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) interface with existing ticketing systems in place.

➤ Types of ticket sellers

88. What is the difference between the white label and the API partner?

- White label transactions are managed directly through the Dubai Tourism e-Ticketing platform using the
- Full functionality of the application in a way that will not affect the organisation's branding or digital assets. API integration was created to allow established ticket sellers with their own platform to

communicate directly with the e-Ticketing system. Organisers and/or ticket sellers using the API integration can operate their existing ticketing application and, each time a ticket is booked, benefit from back-end integration to check the availability of the ticket in the e-Ticketing platform's central inventory. Full documentation has been provided to established ticket sellers to enable them to integrate Dubai Tourism's system seamlessly, regardless of the application or software in use.

89. Who should use the API System?

- API integration is used by existing ticket sales agencies that already use a ticketing system to run their operation.

90. Who should use the White Label System?

- During the initial phase, only selected venues will use the White Label platform.

➤ Systems user obligations

91. As a user of the system, what are my obligations?

- Users of the E-Permit and e-Ticketing systems are 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.
- Users of the E-Permit and e-Ticketing systems are responsible for 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.
- Users of the e-Permit and e-Ticketing systems are responsible for 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.

92. Do all ticket sellers fall under one category?

- No, there are three categories of ticket sellers – Category A, B and C.

93. Who classifies ticket sellers into categories?

- Ticket sellers are classified by Dubai Tourism and divided into three categories – A, B or C.

94. What are the criteria taken into account when classifying authorised ticket sellers?

- Dubai Tourism exclusively categorises approved ticket sellers taking into account a number of criteria, including:
 - 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

- The size and qualifications of the team operating in the emirate
- The efficiency of the electronic sales system used for operations in the emirate
- The extent of expansion of sale points and diversification of sale channels (through websites and smart phone applications)

95. As an authorised ticket seller, are there any fee guarantees I have to submit to Dubai Tourism?

- Yes, ticket sellers undertake to furnish/procure guarantees for ticket fees according to the following categories:

Ticket Seller category	Ticketing Fees Guarantee
API Category (A)	Corporate guarantee to be submitted to Dubai Tourism by 1 November 2015. *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.
API Category (C)	Execute the Escrow Account Agreement prepared by Dubai Tourism, by which the proceeds from ticket sales are to be transferred in full to an escrow account maintained by a financial institute approved by Dubai Tourism.
White-Label Category (A)	Corporate guarantee or a written Assurance Letter to be submitted to Dubai Tourism by 1 st of November. *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.
White-Label 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.
Event Organiser	Submit a manager's cheque equivalent to 10% of the total value of tickets issued for each event they sell tickets for.

96. Do all white label sites fall under one category?

- No, there are two categories of white label sites – categories A and B.

97. Who classifies white label sites into the categories?

- White label sites are classified by Dubai Tourism.

98. As a white label site, are there any fee guarantees I have to submit to Dubai Tourism?

- Yes, white label sites must submit the following fee guarantee based on their category:

White Label Category	Ticketing Fees Guarantee
Classified as Category (A)	Bank guarantee to be submitted to Dubai Tourism by 1 November 2015 at the latest. *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.
Classified as 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.

99. What is the process for event organisers who currently sell online using their own platform?

- Since 9 September 2014, all ticket sales in Dubai must be linked to the e-Ticketing system either by an API or using the white label. However, at this stage only selected venues are enabled to use the white label. Event organisers who currently sell their own tickets will need to engage with a seller who is connected to the e-Ticketing system or use the Dubai Tourism pre-printed ticket process to print ticket batches to provide to customers.

100. What about venues that do not use an API or white label platform?

- Anyone that does not use either of these systems is advised to complete an event notification form, after which Dubai Tourism will configure the event and print the tickets.

101. What are the requested documents to be submitted to Dubai Tourism when requesting the Department to build an event?

- Event notification form
- Manager's cheque – ticket fee form
- Dubai Tourism printing fee form – if an organiser wants to opt for pre-printed tickets
- Urgent fee form – if the organiser opts for an urgent application

102. Where can I get the forms?

- All forms and documents can be downloaded from the Dubai Tourism website:
www.visitdubai.com/en/Event-Planning_new/Business-Events/Permits-And-Licences/

103. How can I sell from an outlet?

- You can contact any seller who is connected to the e-Ticketing system, either through an API or white label, or directly through Dubai Tourism. Pre-printed tickets can then be processed in batches and distributed to outlets to sell. Please refer to the pre-printed ticket process for Dubai Tourism conditions and configuration instructions.

104. What about an event organiser who also acts as a ticket seller?

- Dubai Tourism is currently working on a process to enable event organisers to sell tickets in an integrated way through either an API partner or through a white label venue, and will roll out the platform in phases. The current phase applies to identified venues and existing ticket sales agencies.

➤ **Event tickets**

105. What is a ticket?

- A ticket is a form of document used to allow controlled access of people who possess this document to any type of event. A ticket may have a face value price or it can be complimentary. A ticket can come in different formats, including a physical hard copy ticket, an e-ticket, a mobile ticket, and a badge or registration record. Any form of ticket has to display a Dubai Tourism unified barcode.

106. How will you substitute the stamping process?

- If the organiser is not subscribed to e-Ticketing via the white label integration, all barcoded tickets will be printed at Dubai Tourism's offices, located in Al Fattan Plaza, Airport Road, Garhoud, and can be collected for a nominal fee per ticket.

107. Can non-dated tickets be used for daily or weekly events?

- No, non-dated tickets cannot be used in event ticketing.

108. Can non-dated tickets be used for venue-walk-ins?

- Yes, non-dated tickets can be used for venue walk-ins as long as the tickets have been generated using the venue walk-in system.

109. Is there a new standard design or format for tickets?

- 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 and barcode number that is passed through the API integration.

➤ **Ticket sales**

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

- 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.

111. What about the scenario where there are multiple ticket allocations?

- 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 releasing back into the centralised inventory.

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

- All unsold tickets can be returned to Dubai Tourism, as long as they remain as originally supplied.
- When an event organiser receives the initial pre-printed tickets, they will all be fan-folded together in batches. During the sales process, it is recommended that the first ticket at the top of the pile is allocated. However, in the case of reserved seat events where customers ask for specific seat allocations, the batch may need to be separated. In this scenario, discretion will play a major part. If
- There are four tickets still attached, this will be accepted, and in the case where one ticket out of a batch of 1,000 is not sold, and Dubai Tourism is confident that the ticket does not appear to have been used, then it will be refunded.

Please note, the above only applies to tickets printed by Dubai Tourism. If an event organiser procures pre-printed tickets directly from a seller, then the process may differ according to the seller's discretion.

113. Is the information on the ticket customized to meet the organiser's needs?

- Tickets transacted through the white label solution can facilitate the representation of numerous venue configurations, including tables, reserved seating or general admission. All tickets must be approved by the seller/event organiser prior to printing to ensure all details are accurate and avoid the need to reprint tickets.
- For sales transacted through the API, the relevant seller's capabilities must be determined.

114. If there are unsold tickets, will Dubai Tourism still expect 10 per cent of every ticket?

- The 10 per cent is only applicable on sold tickets.

115. If I offer discounted tickets to my event, will Dubai Tourism charge 10 per cent on the discounted price or 10 per cent on the original ticket price?

- Dubai Tourism charges 10 per cent on the face value of each sold ticket.

116. In the scenario where I'm an organiser and not willing to sell online tickets, is there any other way to get event tickets?

- Yes, event tickets can be printed by ticket sellers or Dubai Tourism. Once printed, the tickets will be handed over in order to distribute/sell them.

117. Can I still sell a ticket if the price is not displayed on the ticket?

- No, ticket sellers must print/display the value on all tickets regardless of the sales channels (online, box office, etc.) or type (paper tickets, electronic tickets, etc.).

➤ Ticket returns

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

- 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.

119. Is it possible to return tickets prior to an event via API integration?

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

120. What if an event is cancelled?

- In this case, the event organiser must complete a Cancelled or Rescheduled Event form and refund all tickets in full within 10 days from the date of event cancellation.

➤ **Complimentary tickets**

121. As an organiser, am I allowed to ask for complimentary tickets for my event?

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

122. What is the permitted percentage of complimentary tickets based on event type?

Type of Event	Percentage of complimentary tickets
Business sectors	Not exceeding 75% of the total number of tickets
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

123. In the scenario of multiple category events, can I choose the category of the complimentary tickets?

- Yes, complimentary tickets can be issued from any category.

124. 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 ‘تكميلاً’ in Arabic, on each and every ticket issued and distributed for free.

125. Is it possible to request additional complimentary tickets without paying the ticket fees?

- 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.

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

- If the event is ticketed, but free of charge to each client, a minimum fee of AED 1 per issued ticket 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).

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

- 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.

➤ **Timeframe**

128. How long does it take to build an event?

- Non-urgent applications take a minimum of five working days to be processed.
- Urgent applications take a minimum of two working days to be processed – subject to a fee of AED 500.

129. 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.

130. In the case of multiple shows, what is the timeframe for fee settlement?

- In the case of multiple shows, the 10 per cent ticket fees must be settled within a period not exceeding 30 days after the end of each day that the event takes place.

131. In the case of multiple shows and where an API partner is selling tickets, what is the timeframe for fee settlement?

- API partners (category A) must settle ticket fees for all events within 30 days from the date on which Dubai Tourism issues periodic claim reports.

➤ Venue liabilities

132. As a venue, do we have any liabilities related to event operations?

- Yes, without affecting the liabilities of event organisers and ticket sellers, every venue is liable for:
 - (a) Not permitting an event to be held at the venue until the necessary permit has been obtained through the e-Permit system.
 - (b) To act in a professional manner that ensures no more than one Event takes place at the same time in the Venue, unless the Venue is designed therefor, so that every event would have an area that is separated from other Events including Box Offices.
 - (c) Controlling entrance to an event in a manner that ensures all attendees have presented valid tickets issued through the e-Ticketing system that display a valid, electronically-readable barcode and have not already been used.
 - (d) Complying with all terms and regulations that apply to the e-Permit system, in the manner prescribed by Dubai Tourism.
 - (e) Providing appropriate systems and measures to secure the safety of event attendees and other persons present at the venue for purposes related to a particular event, including emergency evacuation.

➤ Mandatory information

133. What information must ticket sellers and event registration agents obtain?

- For religious, charity, business, entertainment and sports events, the following information must be passed to Dubai Tourism via the e-Ticketing system:
 - Nationality
 - Country of residence
 - Family name
 - Email
 - Mobile number
 - Date of birth/age group

134. How is this information used by Dubai tourism?

- Dubai Tourism uses this data for various purposes including communication with ticket buyers and event registrants for market research to further improve the industry.
- Dubai Tourism will not disclose the data to any third parties unless required by law.

➤ e-Ticketing and Patron Access Control

135. How will e-Ticketing impact Patron Access Control?

- Patron Access Control is available for white label sellers as part of the e-Ticketing offering. Dubai Tourism's Patron Access Control system is in direct communication with the e-Ticketing system at all times, enabling secure scanning of every event. API sellers are still able to use their current Patron

Access Control hardware and software by uploading the barcodes for sales per event. If an event has numerous sellers and requires Patron Access Control scanning, the following two options are available:

1. All sellers manage their own scanning.
2. The event organiser engages a seller to provide the scanning service, and the barcode/customer data is collected by the event organiser from the additional sellers.

➤ Ticket sellers in free zone areas

136. I'm a ticket seller registered in a free zone – can I sell tickets in the emirate?

- Tickets sellers registered in free zones may not sell or distribute tickets outside box offices/outlets located outside the free zone in which they are registered.

➤ Fees & settlement

137. What fees DTCM applies on events related to Decree # 25?

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

138. What are e-Permit fees?

- e-Permit fees are applied on all events/activities which require a permit through e-Permit system

139. What are e-Ticketing fees?

- e-Ticketing fees are applied on all ticketing events.

140. Who should settle the 10 per cent ticket fees?

- 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.

141. How can I settle Dubai Tourism fees?

- All fees can be paid as follows:
 - 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

Dubai Islamic bank

head office – Dubai Account number: 001520005097601

IBAN: AE 430240001520005097601

➤ **e-Ticketing fees**

142. What is the printing fee if I'm printing tickets at Dubai Tourism?

- Dubai Tourism charges AED 0.50 per ticket. Printing fees are non-refundable.

143. Is there a minimum ticket fee amount per event?

- 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.

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

- AED 5,000.

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

- AED 5,000.

- **How much is the fee for annual subscription and renewal in the e-Ticketing system for ticket distributors?**

- AED 500.

146. How much is the fee for developing an Application Program Interface (API) to the e-Ticketing system for ticket sellers?

- AED 10,000.

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

- AED 500 per trainee.

148. How much is the fee for e-Ticketing urgent services?

- AED 500 in addition to any other required fees

➤ **e-Ticketing and e-Permit fines**

149. 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.

150. How much is the fine for reselling used tickets?

- AED 10,000.

151. How much is the fine for selling free tickets?

- AED 10,000.

152. 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.

153. How much is the fine for not paying tickets fees before the deadline?

- AED 2,000.

154. How much is the fine for distribution of tickets by an unauthorised party?

- AED 2,000.

155. 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.

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

– AED 5,000.

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

– AED 10,000.

158. 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.

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.