

Vamp

UAE WINTER SEASON 2026/27

The Winter Season Watch List

Your guide to the UAE's biggest moments,
and where to focus your creator strategy.



@beoncloud9 for Johnson & Johnson

Find the reason to join in

The biggest cultural moments in the UAE rarely stay contained to the event itself.

National Day, race weekend, the shopping festival, Ramadan and the festive season create their own worlds of style, food, travel, socialising and conversation.

Brands don't need to be part of the official event to participate in what it creates. There are countless ways to find a relevant role in the culture that forms around it.

Creators can bring those moments to life, connecting brands with the people already participating and giving audiences a reason to join in.

Use the calendar to look beyond the headline. See what each moment creates, where people are participating and where your brand can add something worth joining.

Creator investment keeps climbing, and the winter season is already taking shape.

76.9%

of marketers in YAAP's CMO study call influencer marketing a top priority for their brand.

76.5%

are moving budget out of traditional and other digital channels and into creators.

80%+

of holiday revenue came from creator relationships that started before October.

50%+

above rate card is what creators quote for a single last-minute Q4 post.

The best creators don't wait for your brief. Their calendars fill first, with the brands already in the room.

Sources: YAAP, CMO influencer marketing report, March 2025 (50 CMOs, Middle East focus). Traackr State of the Holiday Season 2026 with ShopMy and Lumanu data.

The creator side

In this region, creators choose brands too. Here's what wins the good ones.

REPUTATION

Top 3

Brand reputation is now a top-three factor in which brands creators work with, ahead of the fee.

EXPERIENCES

80%

say connecting with the brand is the main reason to attend an event, up from 66% a year earlier.

ACCESS

63%

say VIP experiences matter when choosing who to work with, up from 51%.

AI

49%

are positive about AI, up from 29%. Most expect better tools and analytics, not replacement.

THE WHITE SPACE

The best creators pick partners on reputation and real experiences, not just the fee. Give them something worth turning up for.

Source: Weber Shandwick MENAT, InfluAnswer Arabia, second edition, June 2025. Survey of MENA content creators; sample size not published.

The booking clock

It's October. Here's what's still open, and when each window closes.

MOMENT	WHEN	BRIEF VAMP BY	STATUS
White Friday	27 Nov	26 Oct	LAST CALL
National Day + Abu Dhabi GP	2 to 6 Dec	2 Nov	CLOSING
DSF + New Year's Eve	Dec to Jan	9 Nov	OPEN
Ramadan + Eid al Fitr	Feb to Mar	8 Dec	OPEN
Mother's Day	21 Mar	22 Jan	OPEN

MOVING LATE?

We're built for that too. Trend-led creator content, turned around fast and live while the moment is still happening.

05 White Friday to DSF

Seven weeks that make the UAE retail year.



+68%

year-on-year conversions on UAE shopping apps over White Friday 2025

~3x

what UAE shoppers spend per order in November sales, vs the MENA average

3,500+

stores and 1,000+ brands in on the last Dubai Shopping Festival

TWO WAYS IN

Gift guides

Gift guides, top-ten lists and "what I'm buying" round-ups. Your product in the list shoppers save and come back to.

The DSF day out

Creators turn the festival into a plan: the live events, the drone show, the night market. Your brand in every part of the day.

WHAT YOUR BUDGET GETS YOU

AED 120K

Gift guide inclusion with 14 paid creators, plus barter with 20 more.

AED 240K

18 creators across TikTok and Instagram, with paid amplification on top performers.

AED 360K+

Gift guides and DSF moments, always-on from White Friday to the final weekend, with usage rights.

BRIEF VAMP BY

26 Oct for White Friday. 9 Nov for DSF.

Sources: AppsFlyer White Friday 2025 UAE data, via Khaleej Times, Dec 2025. Flowwow x Admitad, 4.5M+ November sale orders, 2023 to 2024. Dubai Festivals and Retail Establishment, DSF 2025/26, via Gulf News. *Deliverables listed are one example. Final creator numbers, deliverables and social audience will be determined during talent selection on the Vamp platform.

06

National week

2 TO 6 DECEMBER 2026

Eid Al Etihad runs straight into race weekend on Yas Island. One long weekend, two of the country's biggest moments.



339,000

fans across race weekend and the after-race concerts in 2025, a record

203,000

through the gates at Yas Marina Circuit, up from 192,000 in 2024

136,000

at four nights of after-race concerts, a crowd in its own right

TWO WAYS IN

Trackside

Creators inside the paddock energy. Fashion, food, hospitality and the moments fans can't see on TV.

The long weekend

No ticket needed. Family, food, the outfits and the plans around Eid Al Etihad on 2 and 3 December.

WHAT YOUR BUDGET GETS YOU

AED 120K

The National Day long weekend with 14 paid UAE creators, plus barter with 20 more.

AED 240K

18 creators across the long weekend and race week, plus a creator event.

AED 360K+

A hosted creator experience across the whole week, with usage rights.

BRIEF VAMP BY

2 November. Race access books out first.

Sources: Ethara, Abu Dhabi Grand Prix 2025 attendance release, Dec 2025. UAE 2026 public holiday calendar, via Gulf News (Eid Al Etihad holiday 2 to 3 Dec, pending official confirmation). F1 race programme 3 to 6 Dec 2026. *Deliverables listed are one example. Final creator numbers, deliverables and social audience will be determined during talent selection on the Vamp platform.

07

Peak season + NYE

December is Dubai's busiest month. The city fills up, and everyone is making plans.



@keelanbrissett for M&S

2.04M

international visitors to Dubai in December 2025, the first month ever above two million

94.1%

Dubai hotel occupancy on New Year's Eve

84.3%

hotel occupancy across December, the strongest in nearly 20 years

TWO WAYS IN

Make the plan

The Christmas brunch, the staycation, the NYE spot. Creators turn your venue or experience into the plan people book.

Get ready for it

The outfit, the gift, the getting-ready. Your product in the moments before the countdown.

WHAT YOUR BUDGET GETS YOU

AED 120K

14 paid creators, barter with 20 more.

AED 240K

18 creators across December, including a festive Christmas event.

AED 360K+

A hosted creator experience plus always-on through the season, with usage rights.

BRIEF VAMP BY

9 November. Experiences need time to host.

Sources: Dubai Department of Economy and Tourism, 2025 international visitor figures, Feb 2026. CoStar preliminary hotel data, December 2025. *Deliverables listed are one example. Final creator numbers, deliverables and social audience will be determined during talent selection on the Vamp platform.

08

Ramadan to Eid

Expected from around 8 February 2027. A month built around the table, generosity and late nights, ending in Eid al Fitr.



61%

of UAE and KSA residents are likely to shop for Ramadan on Instagram and TikTok

41%

of UAE residents plan to spend more on dining out and delivery

23%

of UAE residents say trusted creator recommendations will shape their Ramadan shopping

TWO WAYS IN

Around the table

Iftar, suhoor and the gatherings in between. Your brand in the hosting, the food and the generosity.

Ready for Eid

The outfit, the gifts, the family visits. Build through the month so your brand is there when Eid arrives.

WHAT YOUR BUDGET GETS YOU

AED 120K

14 paid creators, barter with 20 more.

AED 240K

18 creators across Ramadan and Eid, plus a creator iftar.

AED 360K+

A creator ambassador from the first iftar to Eid, with usage rights.

BRIEF VAMP BY

8 December. Ramadan plans lock early.

Sources: YouGov Ramadan consumer insights, UAE (n=1,031) and KSA (n=1,023), fieldwork Dec 2024, via Campaign Middle East. Dates are estimates, subject to moon sighting (The National, Oct 2026). *Deliverables listed are one example. Final creator numbers, deliverables and social audience will be determined during talent selection on the Vamp platform.

Also worth watching

Smaller events, niche communities and opportunities to show up where it counts.

Diwali

8 NOV

Best for food, fashion, beauty, gifting

Family, food and gifting. Be part of how people celebrate together.

BRIEF BY 26 OCT

Dubai Fitness Challenge

31 OCT TO 29 NOV

Best for sport, wellness, drinks, tech

30 minutes a day for 30 days, with Dubai Run on 22 Nov. Make participation the idea.

BRIEF BY 26 OCT

Christmas

25 DEC

Best for gifting, dining, hospitality, retail

Brunches, gifting and the hotel lobby tree. A big moment for the city's expat communities.

BRIEF BY 2 NOV

Mother's Day

21 MAR

Best for beauty, gifting, flowers, dining

Lands soon after Eid. Gifting, and a reason to go out together.

BRIEF BY 22 JAN

Dubai Food Festival

SPRING 2027 (DATES TBC)

Best for food, hospitality, restaurants

A reason to explore the city through food. Creators as the guide to what's worth trying.

BRIEF BY 22 FEB

Your moment

Got a launch coming up, or a date that matters to your category? Let's build a plan around it.

ASK US

Winter packages

Three ways in, for any moment on the list. Pick one and we'll build it around your brand.

STARTER AED 120K Get in the conversation around one moment. 14 creators paid, plus barter with 20 more 28 pieces of paid content, plus 20 from barter profiles (48+ in total) End-of-campaign report	SIGNATURE AED 240K Own a corner of the moment, on and off platform. 18 creators across TikTok and Instagram 46 pieces of content, including paid media amplification, plus a creator event or experience Usage rights on top performers Mid-campaign and final reporting	TAKEOVER AED 360K+ Lead the moment from start to finish. Creator ambassador (Mega) plus 21 supporting creators Always-on across the full moment Usage rights for owned and paid channels Full performance reporting
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Pick your moment, then make your move.

Book a 30-minute winter season planning session before 9 November.

01

Tell us your moment and your number.

02

We bring a creator shortlist and a costed plan.

03

You lock creators in before the calendars close.

vamp.com/lets-talk