

DDF prepares to host Dubai Duty Free Tennis Championships



Following COVID-19 guidelines, it's been announced that tournament organizers will host the annual event in line with health and safety protocols and free of spectators

Preparations are well underway for the annual Dubai Duty Free Tennis Championships, which will be hosted at the Dubai Duty Free Tennis Stadium next week. It will be the 29th time that the star-studded ATP tournament has been hosted in Dubai. Following COVID-19 guidelines, Dubai Duty Free organizers have prioritized the health and safety of all participants of the two-week event.

"The tournament has grown to become one of the major highlights of Dubai's sporting calendar and we are looking forward to welcoming back the world's best players once again," says Colm McLoughlin, CEO & Executive Vice Chairman, Dubai Duty Free.

Headed by Ramesh Cidambi, COO, Dubai Duty Free, the tournament organizing committee has been working alongside the Dubai Sports Council and Dubai Health Authority and adhering to the protocols put in place by the Supreme Committee of Crisis and Disaster Management. In line with current health and safety protocols, the event will be free of spectators.

"We have been in constant communication with the Dubai Sports Council and the Dubai Health Authority on the protocols required for staging this world-class event in Dubai. We would like to thank the UAE authorities for their ongoing support and we look forward to staging a great tournament," shares Cidambi.

Frequent consultations have also been ongoing with officials from both the ATP and WTA Tours to ensure the wellbeing of all players and officials who will be attending the event.

“We are putting all the precautions in place to ensure the safest of environments for everyone involved. Although tennis fans will not be able to be present at the tournament, the good news is that Dubai Sports Channel will carry each and every match played on Centre Court live from first ball to last, so everyone will be able to watch their favorite players in Dubai.

The global media coverage of the tournament last year was estimated at US\$1 billion, so the eyes of the world will be on Dubai during the two weeks of the tournament,” adds Salah Tahlak, Tournament Director, The Dubai Duty Free Tennis Championships.

The Dubai Duty Free Tennis Championships is owned and organized by Dubai Duty Free and held under the patronage of H. H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.