

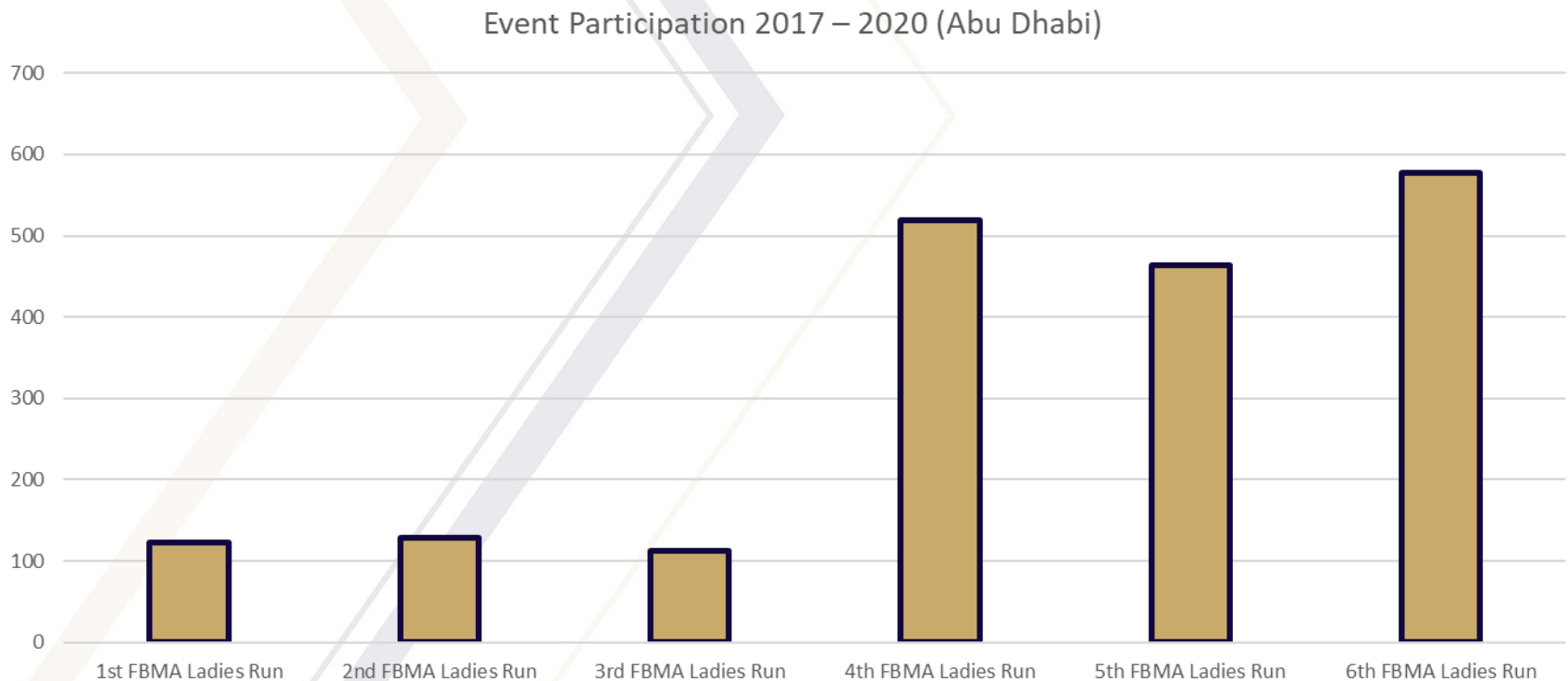


FATIMA BINT MUBARAK  
LADIES SPORTS ACADEMY

# FBMA RUN REPORT

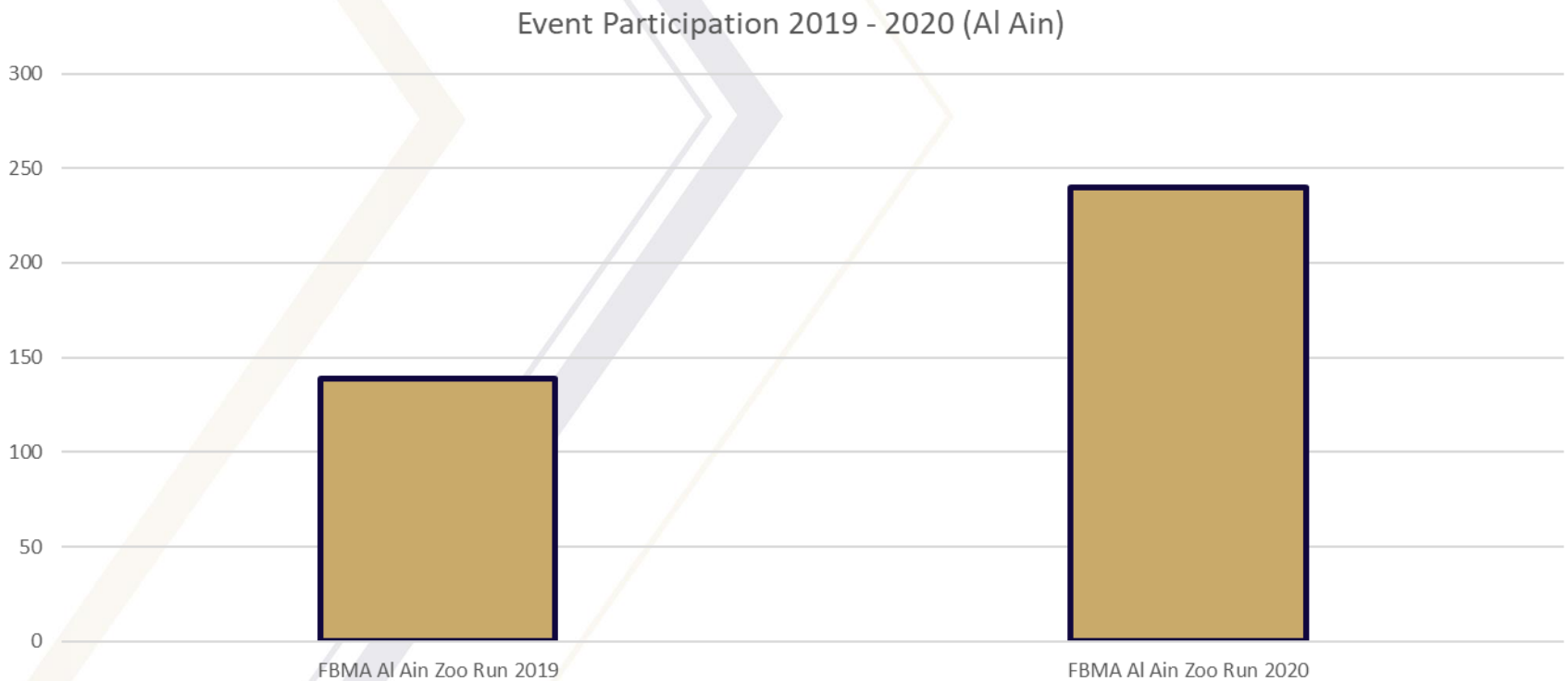
# EVENT PARTICIPATION

- When looking at the individual events you can see the growth in attendance from 2019 onwards where a move to an open event at Al Hudayriat Island acted as a catalyst for growth



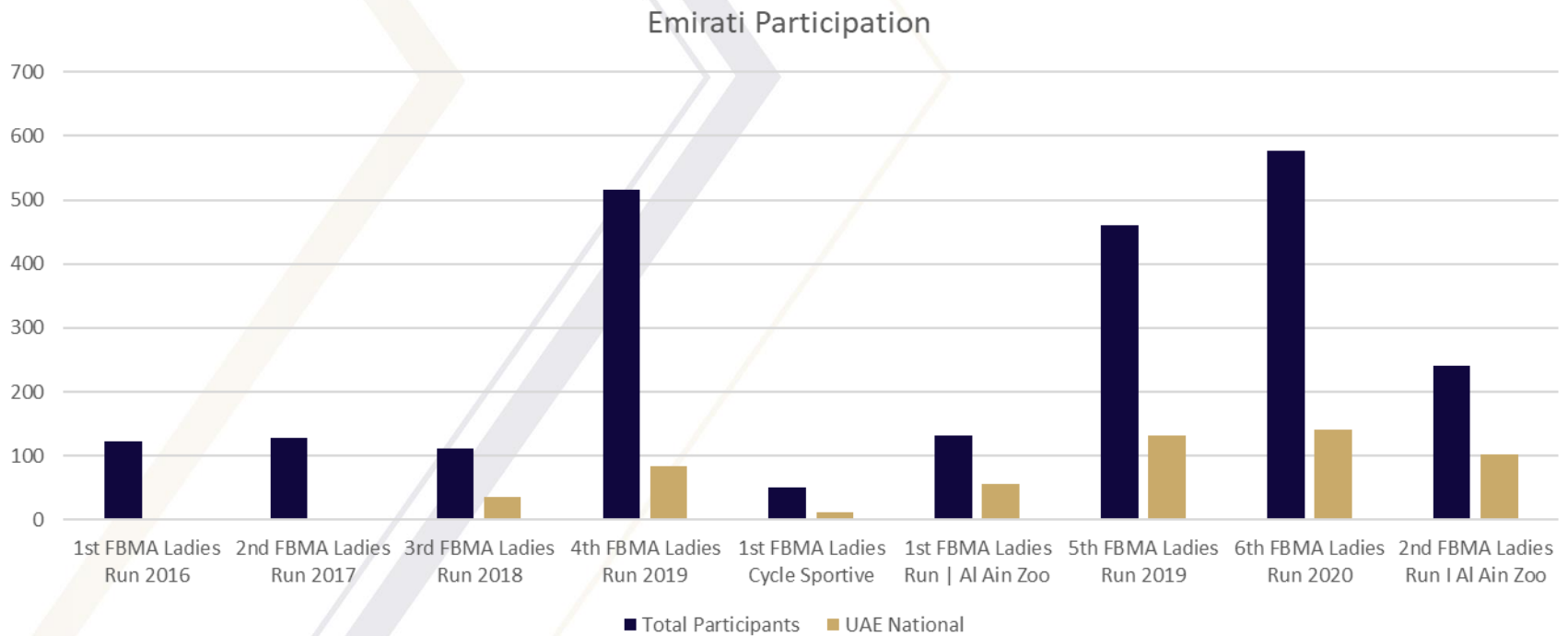
# EVENT PARTICIPATION

- Events in Al Ain have also showed signs of growth with the thematic of a run in the Zoo attracting interest.



# EMIRATI PARTICIPATION

- The average Emirati participation in FBMA events, 25%, is 2x higher than the all event average.
- Key insight – High proportion of Emirati Participation in Al Ain.



# 1<sup>st</sup> FBMA Ladies Run

Location

Westin Golf Resort

Date

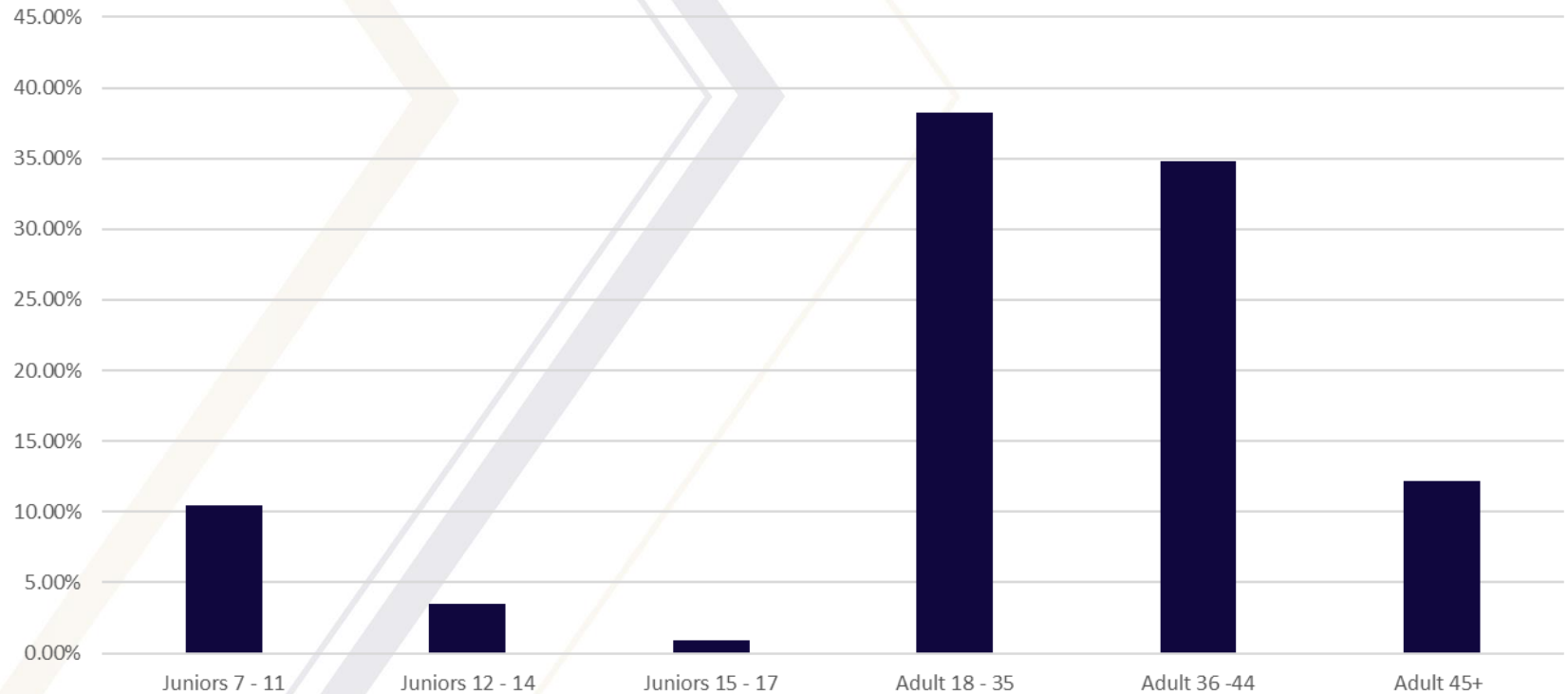
29<sup>th</sup> April 2016

UAE National

Unknown

Abu Dhabi Resident

Unknown



# 2<sup>nd</sup> FBMA Ladies Run

Location

Date

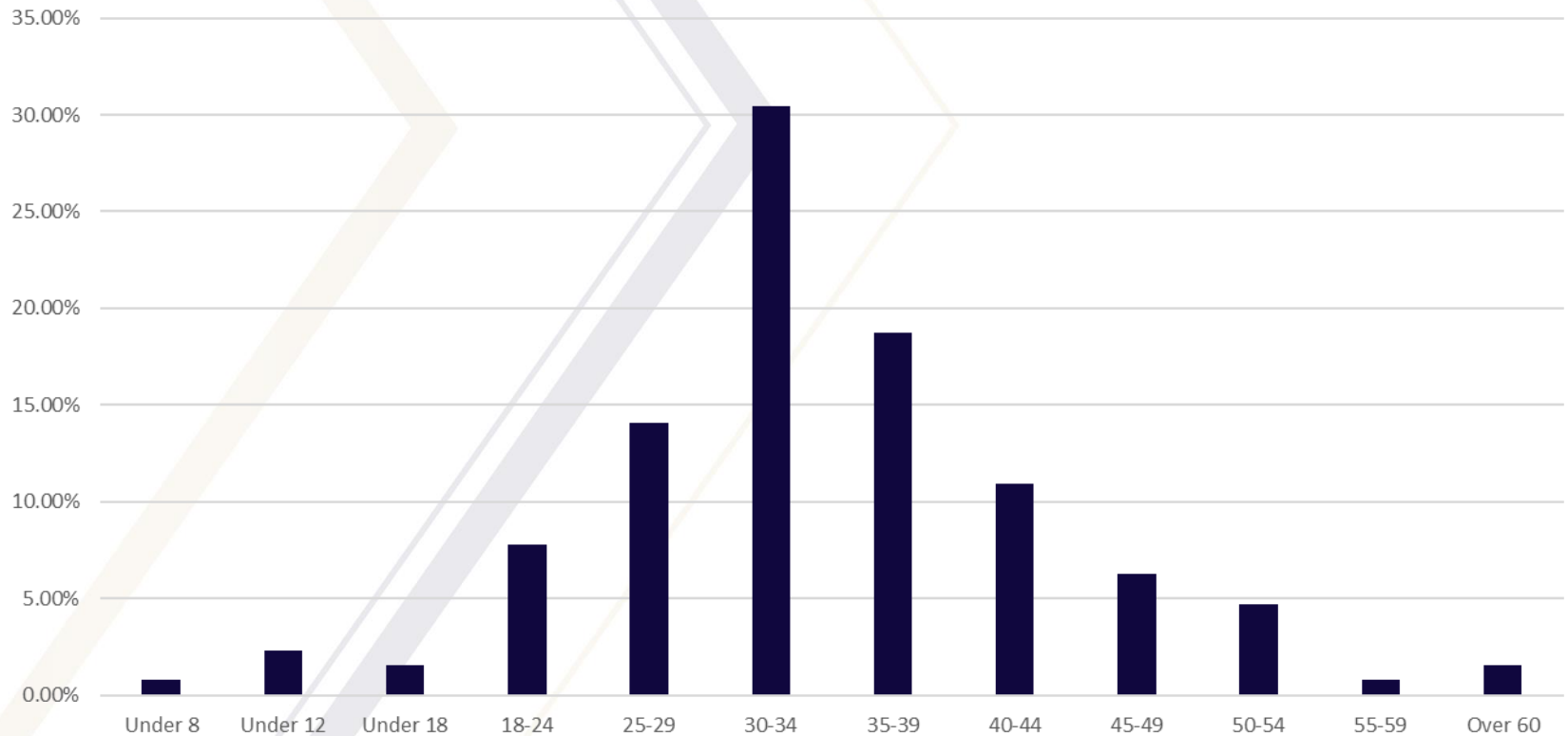
19<sup>th</sup> April 2017

UAE National

Unknown

Abu Dhabi Resident

Unknown



# 3<sup>rd</sup> FBMA Ladies Run

Location

Date

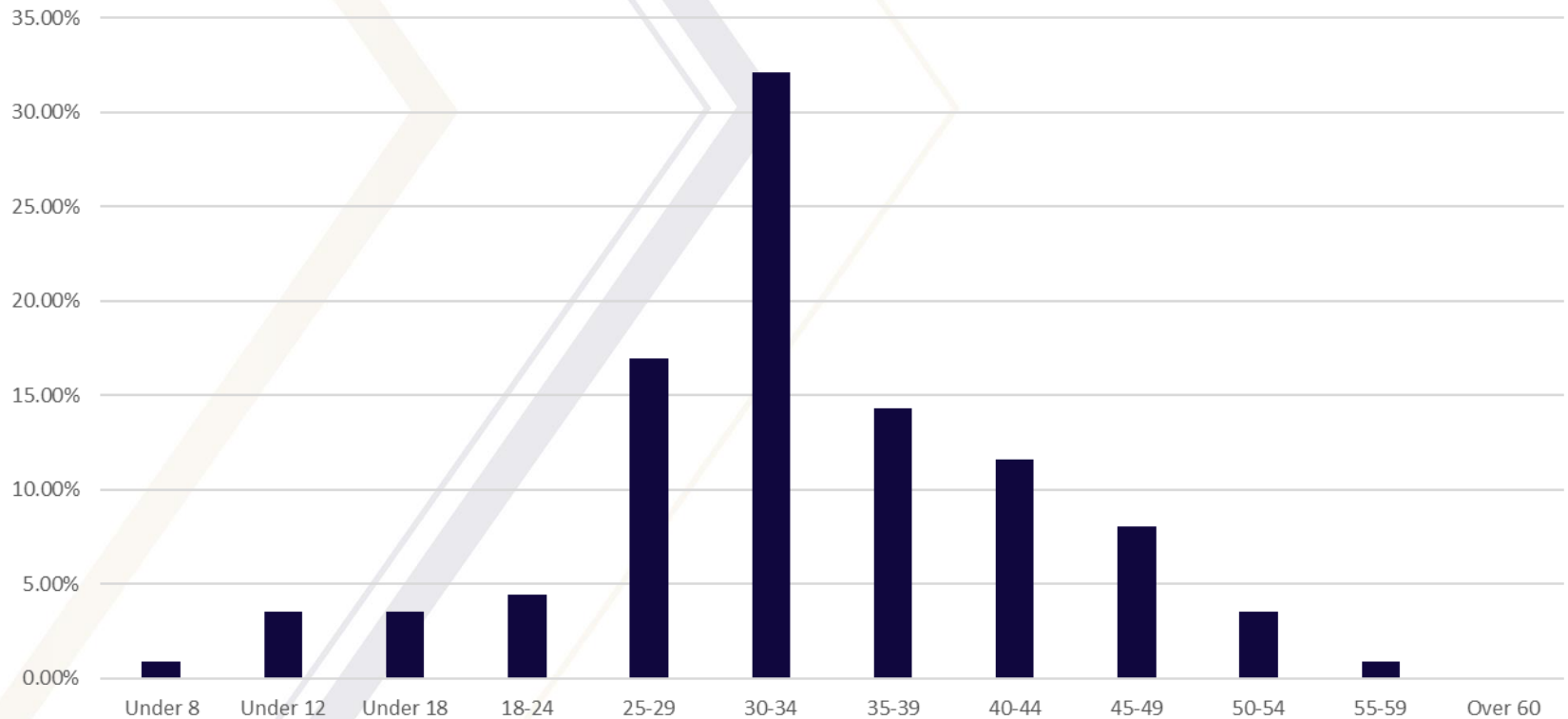
28<sup>th</sup> April 2018

UAE National

32.14%

Abu Dhabi Resident

75.19%



# 4<sup>th</sup> FBMA Ladies Run

Location

Al Hodayriyat Island

Date

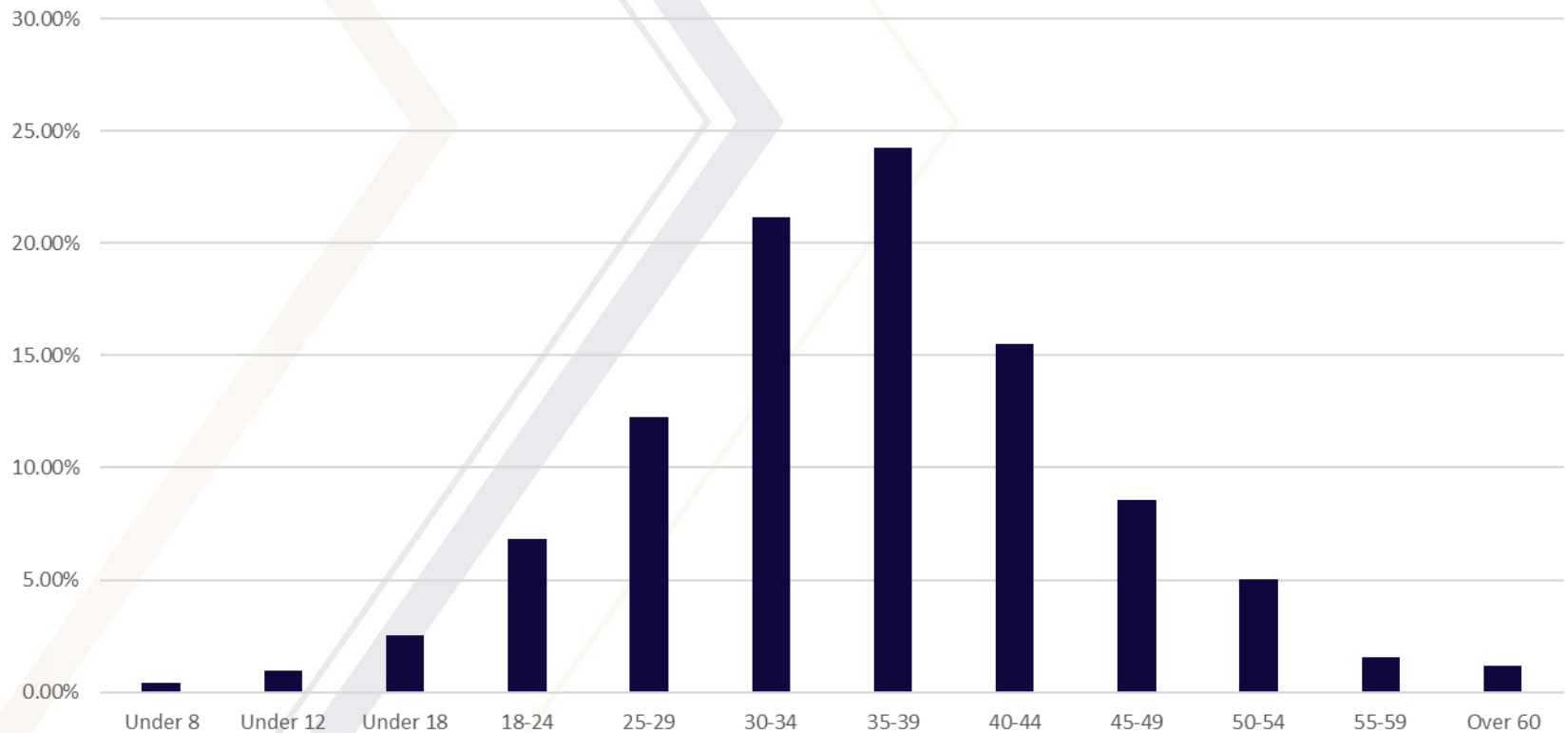
25<sup>th</sup> January 2019

UAE National

16.31 %

Abu Dhabi Resident

90.01%





# 5<sup>th</sup> FBMA Ladies Run

Location

Al Hodayriyat Island

Date

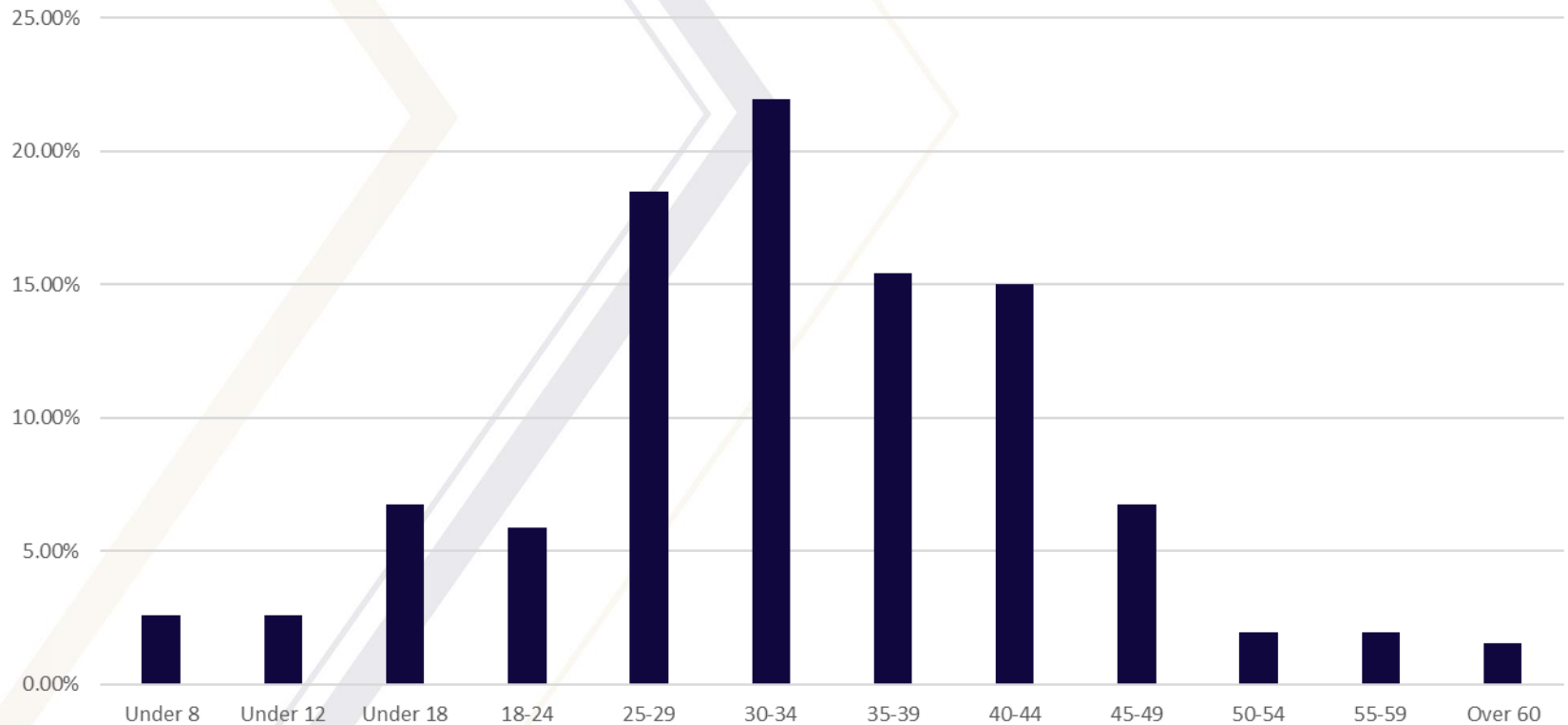
22<sup>nd</sup> November 2019

UAE National

28.42%

Abu Dhabi Resident

90.24%



# 6<sup>th</sup> FBMA Ladies Run

Location

Al Hodayriyat Island

Date

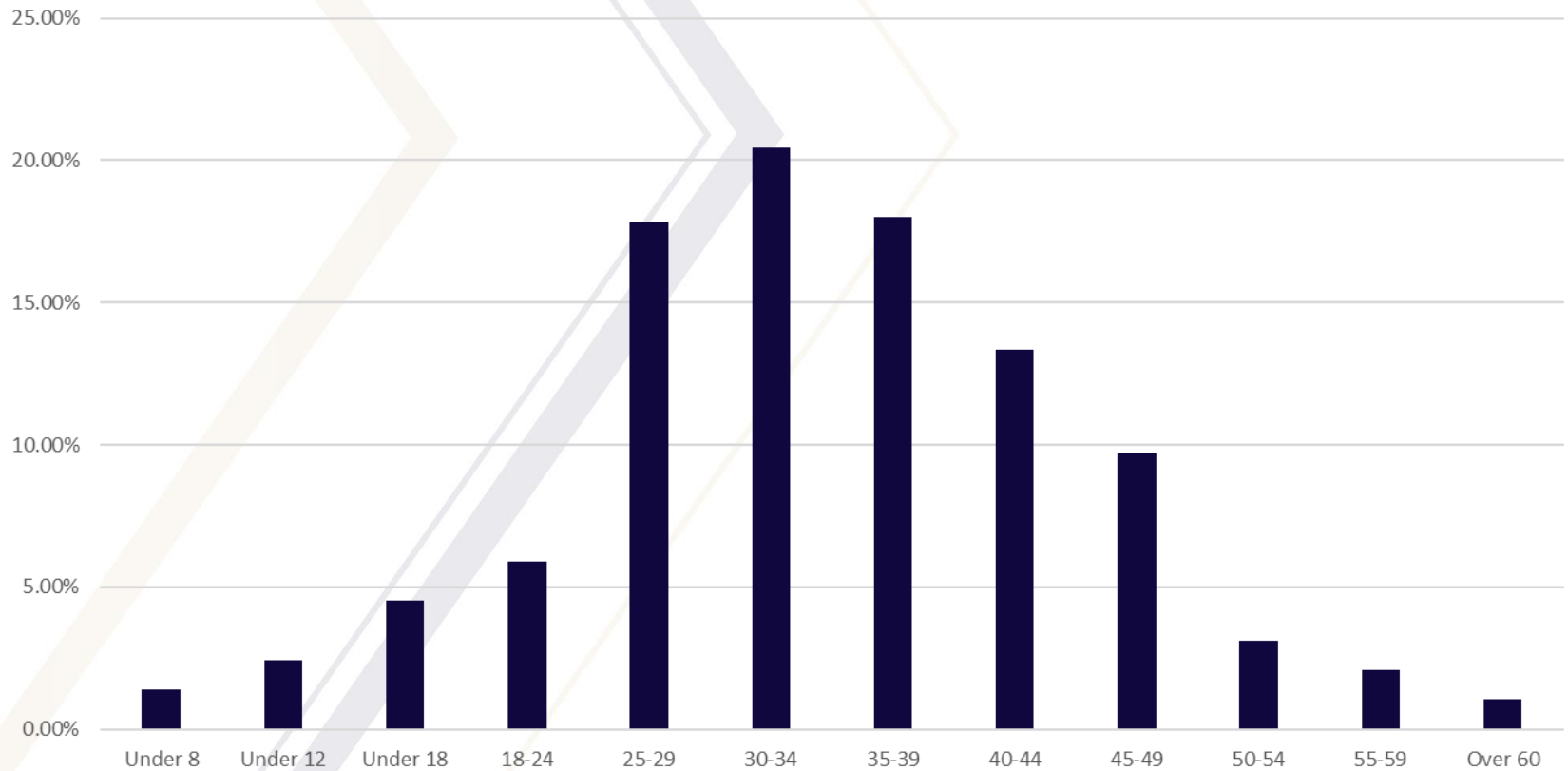
24<sup>th</sup> January 2020

UAE National

24.61%

Abu Dhabi Resident

87.02%



# 1<sup>st</sup> FBMA Ladies Run – Al Ain

Location

Al Ain zoo

Date

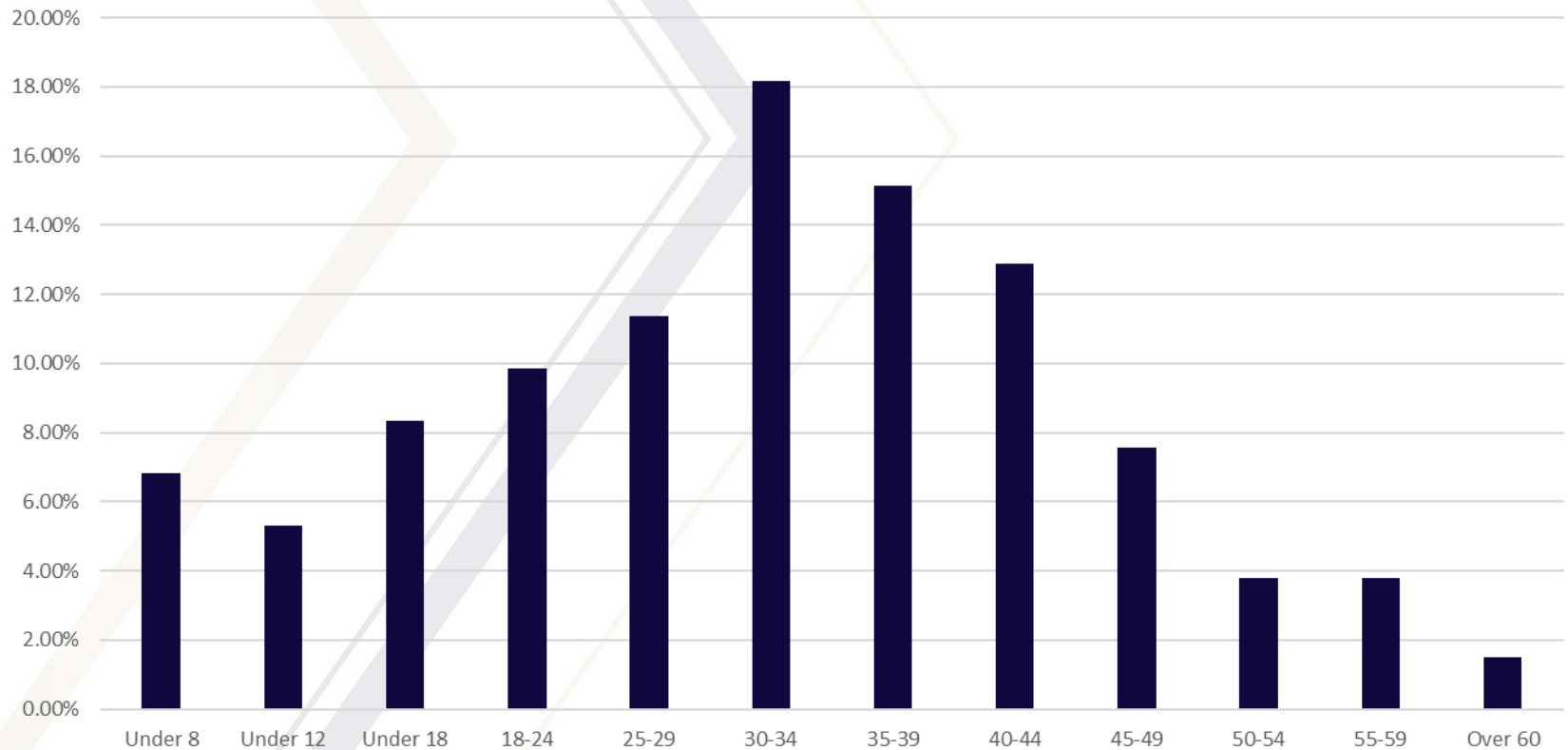
22<sup>nd</sup> March 2019

UAE National

24.61%

Abu Dhabi Resident

87.02%



# 2<sup>nd</sup> FBMA Ladies Run – Al Ain

Location

Al Ain Zoo

Date

8<sup>th</sup> February 2020

UAE National

42.50%

Abu Dhabi Resident

92.14%

