

PRESS RELEASE

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Louvre Abu Dhabi Welcomes Record-Breaking 1.4 Million Visitors in 2024

A milestone year shaped by captivating exhibitions, vibrant cultural programming, and inspiring global partnerships



© Department of Culture and Tourism–Abu Dhabi. Photo: Siddharth Siva

Abu Dhabi, UAE – 10 February 2024: Louvre Abu Dhabi proudly celebrates a record-breaking 1,422,021 million visitors in 2024, marking its highest attendance since its grand opening and bringing the total visitor count to over 6 million. This achievement showcases the museum’s dedication to creating meaningful cultural connections through world-class exhibitions, engaging educational initiatives, and immersive visitor experiences.

Reflecting its global appeal, international visitors made up 84% of total attendance, with UAE residents comprising the remaining 16%. Across all visitors—both international and residents—China and Russia led with 12% each, followed by India (7%), and France and the UK (6% each). This underscores the museum’s broad reach as well as its cherished role within the local community.

Noteworthy moments of 2024 included International Museum Day (18 May) and the UAE National Day (2 December), which recorded single-day attendance milestones of 15,075 and 15,477 visitors, respectively, driven by innovative programming that sparked curiosity and connection.

H.E. Saood Abdulaziz Al Hosani, Undersecretary of the Department of Culture and Tourism – Abu Dhabi, remarked: “Louvre Abu Dhabi’s record-breaking yearly attendance reflects the museum’s contribution to the cultural transformation of the emirate. Through its collections, exhibitions and programming, this institution has enriched lives both in the UAE community and around the world, revealing cultural connections and showcasing our shared humanity.”

Manuel Rabaté, Director of Louvre Abu Dhabi, reflected: “2024 marks a defining year for the museum, truly our best yet across every aspect. As we celebrate our seventh year, we reflect on the growth and maturity we’ve achieved, a testament to the confidence we’ve built since our opening. Our deep connection to local culture and heritage has been a driving force, as evidenced by the repeated visitation from UAE residents. We’ve not only contributed to, but also benefited from, the exceptional tourism success of the emirate. This success is reflected in the museum’s ongoing evolution and the 1.4 million visitor mark achieved in 2024. It also plays a key role in paving the way for other cultural institutions to join us, further enriching and elevating Abu Dhabi’s dynamic arts and cultural landscape”.

Exhibitions and Curatorial Highlights

The museum’s exhibitions in 2024 captivated audiences and earned widespread acclaim, drawing over 663,000 visitors. Highlights included *Cartier: Islamic Inspiration and Modern Design*, *From Kalila wa Dimna to La Fontaine: Travelling through Fables*, *Louvre Abu Dhabi Art Here 2024*, and *Post-Impressionism: Beyond Appearances*, which emerged as a standout, welcoming 175,705 visitors and offering fresh insights into this iconic artistic movement.

The museum’s commitment to expanding its collection through major acquisitions and prestigious loans played a significant role in driving visitor numbers throughout the year. Through three carefully curated rotations in 2024, Louvre Abu Dhabi continued to enrich its universal narrative and reinforce its reputation as a leading cultural destination, attracting visitors from all over the world.

Louvre Abu Dhabi’s Children’s Museum flourished, welcoming 357,117 young visitors in 2024. The ongoing success of its flagship exhibition, *Picturing the Cosmos*, has drawn around 500,000 visitors since its opening in 2023. Coupled with dynamic initiatives like summer camps, special activations in partnership with Mohammed Bin Rashid Space Center in presence of Emirati Astronauts, the Children’s Museum continues to stand out as a creative haven for young minds.

Cultural and Educational Engagement

This year, Louvre Abu Dhabi deepened its connection with the community through a record 64,223 student and teacher visits, a 41% increase from 2023. By aligning its educational resources with school curricula, the museum empowered educators to weave art into everyday learning.

Meanwhile, dynamic cultural programming attracted 18,735 attendees, creating moments of shared joy and discovery through initiatives such as the talks series, outdoor film screenings, live dance and music performances, and secret dinners inspired by the museum's latest exhibition.

Among the standout events, the first-ever Masquerave featuring DJ Peggy Gou brought 3,000 guests together under the museum's iconic dome for a night of unforgettable celebration. Eid Al Etihad festivities invited visitors to honour the UAE's rich heritage, while outdoor activities, including kayaking, catamaran tours and the Louvre Abu Dhabi Run transformed the museum experience into an adventurous journey of exploration.

Digital Innovations In 2024

Louvre Abu Dhabi expanded its digital footprint, welcoming 173,400 app users in 2024 and introducing AI-powered features that made discovering its collection easier and more engaging than ever. The entire collection is now accessible online, opening doors to audiences worldwide.

To captivate younger audiences, the museum expanded its "Adventures in the Museum" podcast series in Arabic and launched *Secret of the Dome Stars*, an interactive gamified experience in the museum galleries that brought hidden stories to life in a fun and engaging way.

Looking Ahead

As Louvre Abu Dhabi celebrates its successes in 2024, the museum opened *Kings and Queens of Africa* in January 2025, an exhibition that promises to transport visitors through captivating narratives of African art and heritage. Building on the momentum of its grants and fellowships programme launched last year, Louvre Abu Dhabi remains dedicated to advancing research, fostering artistic exploration, and championing cultural dialogue.

For more information about the museum and its exhibitions, visit www.louvreabudhabi.ae or call +971 600 56 55 66. General admission tickets include access to exhibitions.

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NOTES TO EDITORS

Louvre Abu Dhabi's operating hours

Museum: Open: 10 am – 6.30 pm (Tuesday – Thursday); extended hours: 10 am – 8.30 pm (Friday - Sunday); closed on Monday.

Dome: Open: 10 am – midnight (Tuesday - Sunday) - last entry 11 pm; closed on Monday.

Museum Café: Open: 10 am – 7 pm (Tuesday - Thursday); extended hours: 10 am – 9 pm (Friday – Sunday). Closed on Monday.

Art Lounge: Open: 3 pm – 12 am (last order 11 pm); closed on Monday and during summer.

Fouquet's Abu Dhabi and Marta Bar: Open: 12 pm – 12 am (last orders at 10 pm) (Tuesday – Thursday, Sunday); weekends: 12 pm – 1 am (last order at 10.30 pm) (Friday – Saturday); closed on Monday.

Aptitude Café: Open: 9 am – 10 pm (daily including Monday)

Follow Louvre Abu Dhabi on social media: Facebook ([Louvre Abu Dhabi](https://www.facebook.com/LouvreAbuDhabi)), Twitter ([@LouvreAbuDhabi](https://twitter.com/LouvreAbuDhabi)) and Instagram ([@LouvreAbuDhabi](https://www.instagram.com/LouvreAbuDhabi)) #LouvreAbuDhabi.

ABOUT LOUVRE ABU DHABI

Created by an exceptional agreement between the governments of Abu Dhabi and France, Louvre Abu Dhabi was designed by Jean Nouvel and opened on Saadiyat Island in November 2017. The museum is inspired by traditional Islamic architecture and its monumental dome creates a rain of light effect and a unique social space that brings people together.

Louvre Abu Dhabi celebrates the universal creativity of mankind and invites audiences to see humanity in a new light. Through its innovative curatorial approach, the museum focuses on building understanding across cultures: through stories of human creativity that transcend civilisations, geographies, and times.

The museum's growing collection is unparalleled in the region and spans thousands of years of human history, including prehistoric tools, artefacts, religious texts, iconic paintings, and contemporary artworks. The permanent collection is supplemented by rotating loans from 19 French partner institutions, regional and international museums.

Louvre Abu Dhabi is a testing ground for new ideas in a globalised world and champions new generations of cultural leaders. Its international exhibitions, programming and Children's Museum are inclusive platforms that connect communities and offer enjoyment for all.

ABOUT THE DEPARTMENT OF CULTURE AND TOURISM – ABU DHABI

The Department of Culture and Tourism–Abu Dhabi (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi's culture and tourism sectors and its creative industries, fuels economic progress and helps achieve Abu Dhabi's wider global ambitions. By working in partnership with the organisations that define the emirate's position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the emirate's potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies, and systems to support the culture and tourism industries.

DCT Abu Dhabi's vision is defined by the emirate's people, heritage, and landscape. We work to enhance Abu Dhabi's status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives, and creative thought.

ABOUT SAADIYAT CULTURAL DISTRICT

Home to Louvre Abu Dhabi, Berklee Abu Dhabi, Manarat Al Saadiyat, Abrahamic Family House and the soon-to-open Zayed National Museum, teamLab Phenomena Abu Dhabi, Guggenheim Abu Dhabi and Natural History Museum Abu Dhabi, Saadiyat Cultural District is one of the greatest concentrations of cultural institutions.

Saadiyat Cultural District is a global platform, emanating from a rich cultural heritage, celebrating traditions, and advancing equitable culture. It is an embodiment of empowerment, showcasing museums, collections, and narratives that supports the region's heritage while promoting a diverse global cultural landscape.

Saadiyat Cultural District is a testament to Abu Dhabi's commitment to preserving heritage while embracing a forward-looking vision. The District invites the world to engage with diverse cultures, fostering dialogue exchange, and offers a global cultural space that supports the region and the global South.