

Icons of Porsche Travel Experience launched for 2025 festival

25/09/2025 The new Icons of Porsche Travel Experience takes the spirit of the region's biggest automotive festival and makes it the UAE's most desirable driving experience.

The new Icons of Porsche Travel Experience is a luxury travel experience allowing guests to drive Porsche sportscars on the roads of the United Arab Emirates, stay in five-star accommodation, and experience the region's largest Porsche festival over five unforgettable days.

The dream-come-true experience will see guests sample the Porsche 911 GTS, 911 GT3, 911 GT3 Touring, 718 Spyder RS and 718 GT4 RS models.

The Icons of Porsche Travel Experience is the ultimate Porsche experience taking in three driving days across the region's most defining landmarks, from thrilling mountain passes and heritage-rich deserts, to skyscrapers and modern architectural marvels.

This initial event is the first Porsche Travel Experience for this Middle East region. From 2026, Porsche

Travel Experience will include journeys across the UAE, Oman and Saudi Arabia.

The Icons of Porsche Travel Experience 2025 includes overnight stays at world-class resorts such as Atlantis The Royal, Ritz-Carlton Al Wadi, The Chedi Al Bait and Marriott Resort Palm Jumeirah, the official hotel for Icons of Porsche.

Guests will drive a variety of high-performance Porsche models, the kind of sportscars that many dream of experiencing. The program includes a morning coaching session at the FIA-sanctioned Dubai Autodrome race track in addition to a memorable road trip to the summit of the highest mountain in the UAE, Jebel Jais, standing at 1934 metres above sea level.

The 12km dual-lane road to the top of Jebel Jais is a myriad of twists and turns reminiscent of the most famous European mountain passes and described by America's Road & Track magazine and 'one of the world's best driving roads'.

At the top, thrill-seekers have the option to hook up to the world's longest zipline certified by the Guinness World Records and literally fly an impressive 2,830 metres back to Earth.

Culinary highlights include a four-course dinner at Estiatorio Milos in Atlantis The Royal hotel, overlooking Skyblaze, the world's first and only fire and water fountain show. Another dining experience comes at Farmhouse by Syrco, highlighting local flavours and responsibly sourced ingredients, all inspired by classical and local traditions.

Two waves of the experience are on offer, one prior to Icons of Porsche and ending with festival attendance. The other will start at the festival with driving experiences after. The Icons of Porsche Travel Experience takes the spirit of the region's biggest automotive festival and makes it the UAE's most desirable driving experience designed to ignite a passion for adventure the Porsche way.

Limited spaces now available

Limited spaces are available for the Icons of Porsche Travel Experience:

- Wave One runs from Wednesday November 19 to Sunday November 23

- Wave Two begins on November 23 and concludes on Thursday November 27.

Tickets are $9911 per person and can be purchased online here. For further information please contact info.experiencce@porsche-mea.com

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