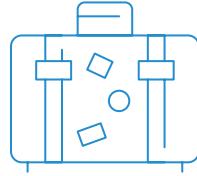


Tempting travelers to return



So, what would prompt travelers to visit? Eighty-five percent of consumers believe there should be some type of compensation for the changed experience—specifically an adjustment to price. While the culinary experience is a big part of Dubai staycations, opinion was divided as to whether changes to hotel offerings affect consumers' decisions to stay at a particular property. Some suggested an option for packages which catered to family events, such as birthdays and anniversaries, may prompt a stay during the pandemic. Long-stay options are also becoming popular among residents, as hotel rates compete with rental costs.

While leisure travel in the region will likely bounce back, the shift to remote working may change business travel in the long term. Sixty-seven percent of owner/operators believe the meetings, incentives, conferences and

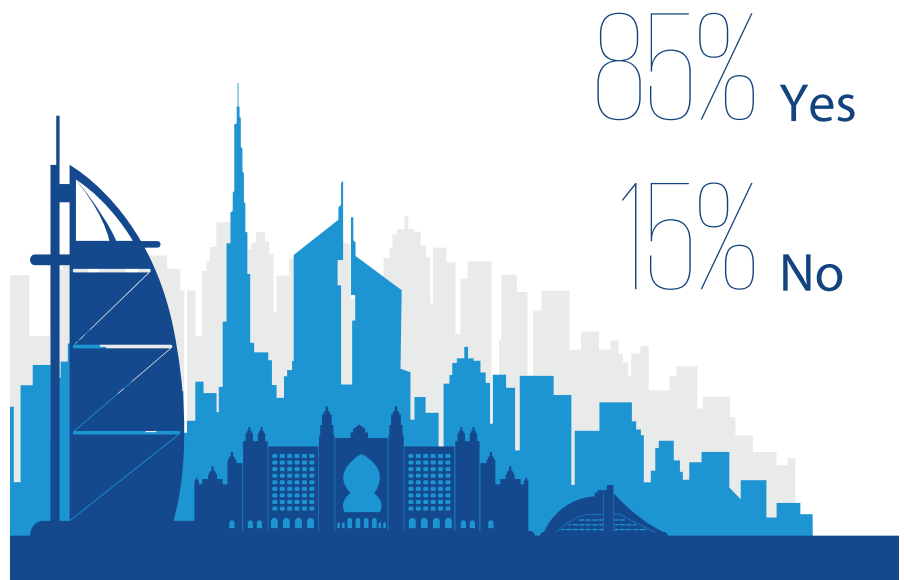
exhibitions (MICE) segment of travel to be at significant risk.¹⁰ According to a recent survey by YouGov, four in ten European business travelers say they will fly less after travel restrictions are removed as a result of video conferencing.

While only time will tell how the MICE segment will evolve, as many as nine in ten (92%) travelers to Dubai saw the emirate as the safest place in the world to conduct business meetings during the pandemic.

Several recent in-person events have welcomed guests from various destinations,¹¹ and the emirate continues to look to the future with optimism. With the re-opening of Dubai and the resumption of MICE activities building up to Expo 2020, efforts to reinforce a sense of safety will remain key in rebuilding the business travel segment.

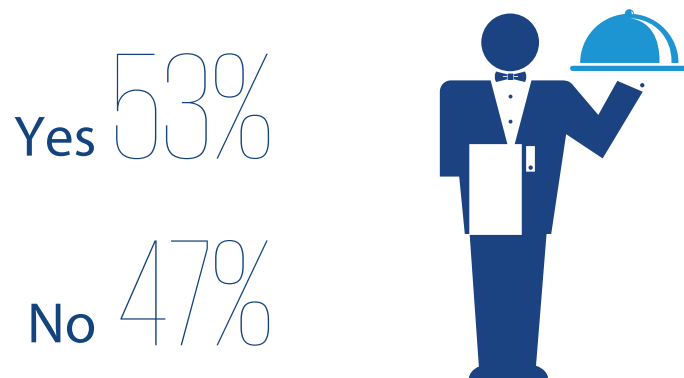
Nine in ten (92%) travelers to Dubai saw the emirate as the safest place in the world to conduct business meetings during the pandemic.

During Covid-19, many Dubai-based hotels developed campaigns/packages to boost staycations. Do you think hotels should further lower prices to compensate for changes in the customer experience?



Source: KPMG Dubai hospitality survey 2021 – consumers

Some food and beverage outlets and facilities are still closed in the Dubai hotels. Does this affect your decision to stay in a hotel in Dubai?



Source: KPMG Dubai hospitality survey 2021 – consumers

