

Economic revival

Expo 2020 Dubai arrived just in time to revive the hospitality industry post-pandemic.¹⁸ By the end of Expo, the hotel occupancy rate in Dubai reached 96%, the highest it has been in 15 years.¹⁹

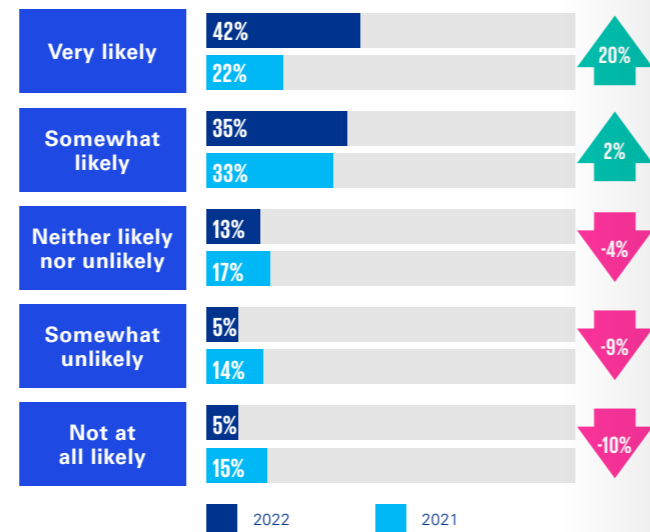
Dubai remains the world's top destination for attracting foreign direct investment (FDI) into tourism in 2021 as per the Financial Times' FDI Markets data. Dubai ranked number one in FDI capitals, projects, and job creation in the tourism sector in 2021, with over 30 projects and attracting an FDI worth USD 1.7 billion (AED 6.4 billion).²⁰

According to the World Travel and Tourism Council (WTTC), Dubai's tourism sector contributed USD 29.4 billion to the UAE's economy in 2022.²¹ As cities finally eased travel restrictions post pandemic, Dubai is forging ahead of Doha and London where tourism spending reached USD 16.8 billion and USD 16.1 billion respectively. In its recent Cities Economic Impact report, WTTC highlights the important role tourism is playing in driving GDP growth and economic recovery. Travel and tourism is anticipated to create 126 million global job opportunities globally over the next decade. WTTC also indicates that the sector is expected to generate up to 8% of jobs by 2032 in the examined locations. The report explores 82 international cities including Riyadh, Doha, Dubai, London, Antalya, Warsaw and Orlando, Florida.²²

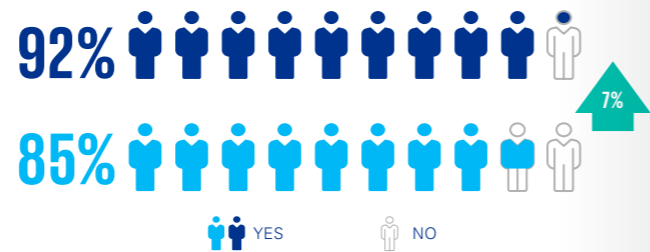
More than three quarters (77%) of respondents say they are likely to stay at a Dubai hotel room currently, despite the current economic/geopolitical conditions. The possibility of consumers booking a hotel in Dubai has increased by more than 20% compared to 2021 results and this figure rises significantly for the next twelve months. Almost all (92%) consumers said they would plan to stay again in a hotel in Dubai in the next year.

Indeed, seven in ten respondents have already stayed in a hotel in Dubai during the last 12 months.

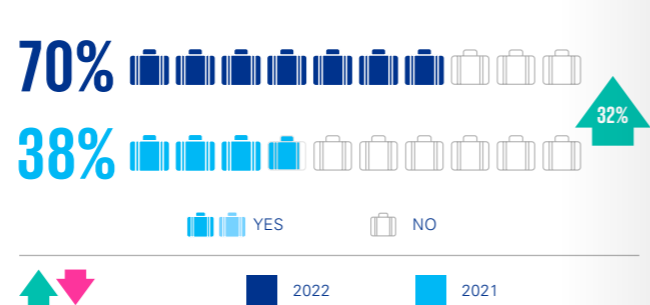
How likely are you to stay in a Dubai hotel room, given the current economic/geopolitical conditions?



Would you plan to stay again in a Dubai hotel in the next 12 months?



How likely are you to stay in a Dubai hotel room, given the current economic/geopolitical conditions?



Dubai's gross operating profit per available room is currently seven times higher than 2019's, according to hospitality consultancy STR. This has been fuelled by strong international arrival numbers, as well as Ramadan falling earlier in the year.

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