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Upcoming projects

Half of operators are optimistic about the effect of new hospitality megaprojects in the region on Dubai's hospitality industry. However, a third of operators worry it may be detrimental due to the possibility of visitors being diverted to other countries.

Luckily there is no dearth of major projects in the pipeline in the UAE.

His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai recently announced his plan for the tourism industry in which the success of the sector vitalizes the country's economy, reaching a GDP of AED 450 billion by 2031. Reaching this goal would require an annual AED 27 billion increase in tourism investments including travel, aviation and hospitality.²⁸

The Dubai-based developer, Nakheel, is set to launch Dubai Islands, which will be comprised of five islands across a total area of 17 sqkm. They will offer a mix of residential, retail leisure and hospitality services.²⁹

The islands will have more than 80 hotels, including luxury and wellness resorts, as well as boutique, family and eco-conscious hotels.³⁰

Once completed, the Dubai Creek Harbour project will cover 6 square kilometres including serviced apartments residential space and parks.³¹ Dubai Creek's exclusive waterfront view, luxurious design and strategic location, 10 minutes from Dubai International Airport and 15 minutes from Downtown Dubai, are set to define the future of living in Dubai and further stimulate the city's economy.³² The recently opened, Address Grand Creek Harbour is the first five star hotel to be established within this property.³³

In addition, Dubai is set to complete building the world's tallest hotel by end of 2023. Ciel in Dubai Marina, which is expected to reach a height of 365 metres, has its grand opening scheduled for the first half of 2024. It is designed by the London architect NORR.³⁴

The Al Quoz Creative Zone in Dubai is to be turned into one of the world's largest creative hubs. It is expected to attract about 33,000 people a day, and possibly house 20,000 creatives once complete.³⁵

Meanwhile Dubai Islands will comprise five islands with a total square area of 17 sq km, and have more than 20km of beaches, 2 sq km of parks and open spaces and golf courses overlooking the Arabian Gulf. The islands will also be home to more than 80 resorts and hotels.³⁶

Abu Dhabi's Department of Culture and Tourism unveiled plans in March 2022 for a museum in the Cultural District on Saadiyat Island—the Natural History Museum Abu Dhabi. It is due to be completed at the end of 2025.³⁷

AlJurf is a Riviera-style project along the Arabian Gulf coast between Abu Dhabi and Dubai, and will feature shops, restaurants, boutique hotels, parks, heritage sites and a canal.³⁸