



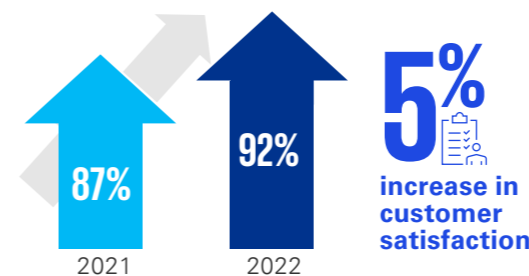
**Dubai International Airport was voted the world's busiest airport in 2022.<sup>23</sup>**

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## Visitors' choice

According to the Department of Economy and Tourism in Dubai, 2.95 million visitors have stayed in Dubai between June and August 2022. This is 1.78 million more visitors compared to the corresponding period in 2021. Hotel occupancy in Dubai has also increased from 65.1% to 71.1% in November 2022 compared to the previous year, with an ADR of AED 792 and a AED 433 RevPAR.

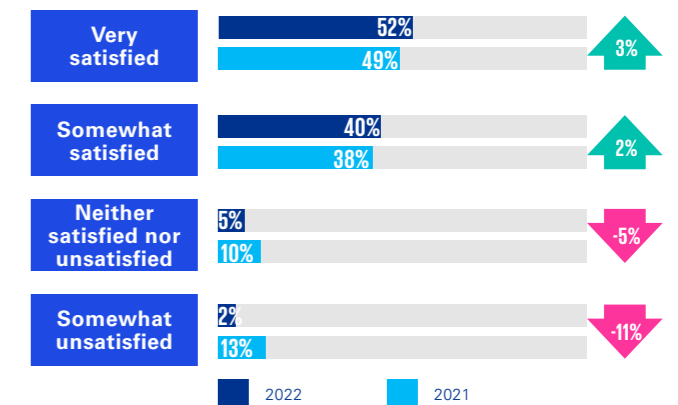
Dubai International Airport was voted the world's busiest airport in 2022.<sup>23</sup> Dubai also reported a 182% year-on-year increase in international visitors.<sup>24</sup> His Highness Sheikh Mohammed Bin Rashid expressed that one of the nation's strategic goals is investing AED 100 billion in the tourism sector to increase the UAE's attractiveness to international visitors.<sup>25</sup>



Consumer satisfaction is running extremely high. When residents were asked about their satisfaction with the experience of staying in a hotel during the last 12 months, an overwhelming majority, 92%, answered they were satisfied. This indicates a 5% increase in customer satisfaction from 87% in 2021. The number of customers who were not completely satisfied with their stay in Dubai has also decreased from 23% in 2021 to 7% in 2022.

Many of these satisfied clients are Dubai residents, not merely tourists. Two thirds of operators surveyed expect to attribute below 20% of room nights to domestic guests in FY22.

### Were you satisfied with the experience of staying in a hotel in Dubai during the last 12 months?



We also asked consumers what their first choice of destination would be to fly to in the next 12 months. The majority (31%) has chosen Europe as their next choice of destination, after which South Asia comes in as second (15%) and other Middle Eastern countries as third (14%).

The operators we surveyed indicated that digitalization and sustainability remain priority areas for 67% said the uptake of technology has significantly transformed their business over the last three years. Their clients are benefiting from technologies like contactless check in, with customers receiving their keys in their mobile phones, which has obviated the need for them to visit the front desk and physically meet people. Operators are also moving progressively away from plastic bottles, reducing carbon emissions, and promoting inclusion and diversity. They are benefiting from the UAE government's economic acceleration initiatives and now reaping the benefits of safety measures adopted early on in the pandemic.