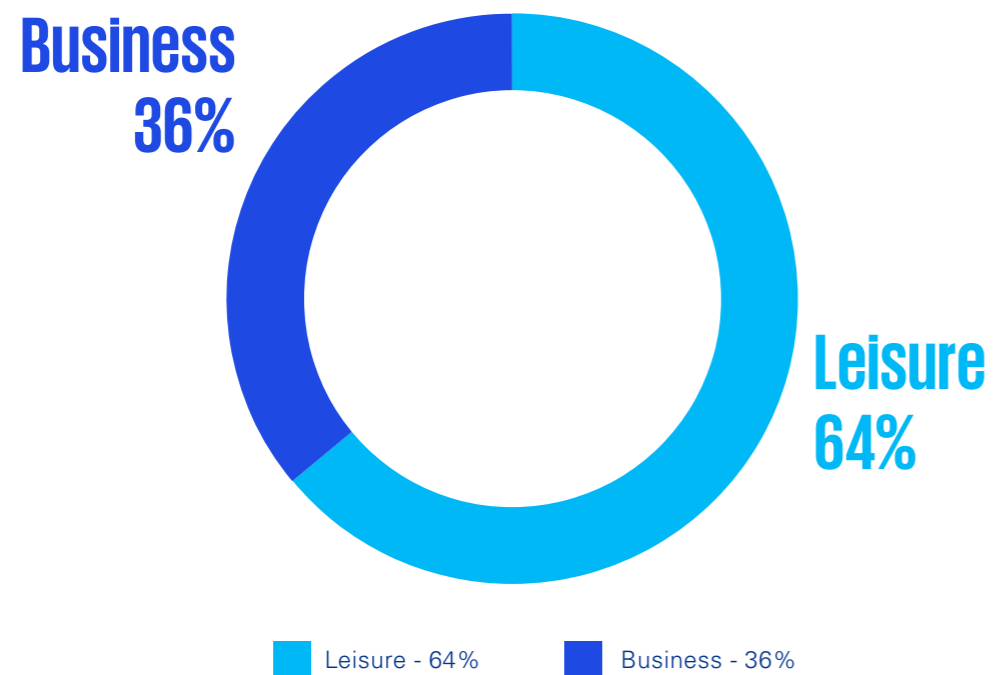


Work hard, play hard

Which of the following segments do you expect to grow at the fastest rate?



While 64% of the operators in our survey believe that leisure is set to grow at the fastest rate, 36% expect business to grow at the fastest rate in FY22. However, there is another sector that is slowly but surely gaining traction: meetings, incentives, conferences and exhibitions (MICE).

Simon Mellor, president of dmg events for the Middle East and Asia, commented to the Khaleej Times that the sector is already positively impacting the wider UAE, generating USD 653 million (£430.3 million) every year since 2000.²⁶

Dubai was one of the first cities to resume in-person business events after the pandemic. Expo 2020 attracted considerable MICE business from international organizations associated with the countries represented at the World Fair pavilions.²⁷

As Dubai becomes a global hub for business and technological innovation, there seems little doubt that the MICE industry will continue to thrive. Two-thirds (67%) of operators have said to have experienced a significant transformation in their business over the past three years, due to the uptake of technology.

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