

# DUBAI IS MORE POPULAR AMONG INTERNATIONAL VISITORS THAN EVER



Dubai welcomed a record-breaking number of international visitors in 2023, with 17.15 million tourists, marking a 19.4% increase from the previous year and a 2.5% increase from their previous record year of 2019. The city's mix of luxurious and affordable hotels, restaurants, and cultural attractions is a major draw for international visitors.

Of the total guests, 28% came from neighboring MENA countries, while Western Europe and South Asia accounted for 19% and 18% of arrivals, respectively. **Eastern European countries recorded a share of 13%.** North and Southeast Asia, North and South America, Africa, and Australasia each accounted for single-digit percentages of international arrivals.

## **New Luxury Hotels**

The number of luxurious hotels in Dubai is rapidly increasing. One of the newest additions is Atlantis the Royal, which has enhanced the city's upscale offerings since its opening in February 2023. Other recent openings include Banyan Tree Dubai, which boasts an award-winning spa and a variety of outdoor dining options. The Vida Creek Beach Hotel's modern architecture overlooking Dubai Creek Harbor also impresses guests with its exclusive beach experience.

This year, several new hotels are set to open in Dubai. Mama Shelter Dubai is an affordable option for solo travelers and targets a younger clientele. SIRO One Za'abeel focuses on fitness, relaxation, and wellness. Jumeirah Marsa Al Arab is set to usher in a new era of luxury dining. At the same time, The Lana, a Dorchester Collection hotel, promises incredible rooftop scenery that transforms from a poolside during the day to a lively lounge bar late in the evening.

## **Global Promo Campaign with Real Madrid**

DET (The Dubai Department of Economy and Tourism) has teamed up with Real Madrid, the Spanish football club, in a multi-year agreement to promote Dubai worldwide. This partnership is an extension of Real Madrid's existing partnership with Emirates Airlines, and it brings together two iconic brands. Dubai Parks and Resorts also announced that it will collaborate with Real Madrid to open the world's first Real Madrid theme park, known as Real Madrid World.

Dubai is known for achieving the impossible, and this was demonstrated by Luke Czepiela, the Red Bull Air Race champion, who landed his plane on the Burj Al Arab Jumeirah helipad. In 2023, Brian Grubb made history by showcasing wakeskating and base jumping at the Address Beach Resort in Dubai.

Dubai has established a solid and long-standing partnership with Hans Zimmer, the Academy Award-winning composer. The collaboration between Dubai and Zimmer goes beyond the typical concert experience. Zimmer's first performance in the Middle East occurred at the Coca-Cola Arena in Dubai during the Dubai Shopping Festival 2023, called 'Hans Zimmer Live'.

## **The Hotspot for Events**

Dubai Festivals and Retail Establishment (DFRE) promotes Dubai as a global entertainment hub with various events. The city hosted several events in 2023, including the Dubai Shopping Festival, attracting visitors from around the world. The annual event calendar of DFRE encompasses art, culture, literature, cuisine, sports, music, shopping, fashion, and other exciting promotions with alluring prizes.

Dubai is also a leading destination for business events in the region, with a massive trade fair and exhibition calendar, one of the largest in the world. **In 2023, important business and leisure events such as Gulfood, Gitex Global Dubai, and the International Boat Show took place, attracting many international visitors.** The Arabian Travel Market also drew 40,000 visitors that year.

Dubai Business Events, the city's official convention agency and a part of DET, collaborated with stakeholders to secure 349 offers for international conferences, congresses, meetings, and incentive trips in the coming years. The city is ready to break its previous record for the number of international visitors this year.

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