



Dubai's ongoing success story

► In otherwise difficult times, Dubai impresses with substantial growth in the tourism- and meetings industries. 2011 figures show an increase of 10% to 9.3 million visitors, as the Government of Dubai recently announced. Guests' nights soared by 23% to over 32.8 million, producing an average length of stay of 3.6 days per visitor (up by 12% compared with the previous year).



► Dubai offers 575 hotels and hotel apartment operations with a total of nearly 75'000 rooms, increasing some 5% annually. In view of the generally difficult economic times and the fierce competition of Abu Dhabi and other Emirates, Dubai's average hotel and hotel apartments' occupancy of 74% is rather excellent as well. Largest source market is Saudi Arabia with 873'000 guests, followed by India (702'), the United Kingdom (643'), surprising Iran (476') and the US (with 462' arrivals). Germany is 6th in the ranking, China 11th, and France 13th. They all produced Dubai hotel establishments' revenues of nearly AED 16 billion (Euro 3.5 billion); with an increase of nearly 20% to 2010.

► This excellent performance has been stimulated by an increasing number of regional and international meetings and incentives, as well as by a flourishing cruise industry. Dubai continues to embrace new tools, activities and infrastructures in order to guarantee an ongoing growth in the hospitality and tourism sectors. One key element is the Dubai Al Maktoum International Airport, also called World Central Airport, open for business since two years and to be completed in 2020, when it is said to be the largest airport in the world. Another example is the candidacy for the World Expo 2020, which, under the guidance of HH Sheikh Mohammed Bin Rashid Al Maktoum, identifies Dubai's commitment to increase its global awareness and to become a key hub between the Western and Eastern Worlds. www.definitelydubai.ae.

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