

Leveraging Dubai's tourism vision

Benefiting from its world-class air transport infrastructure and its status as one of the safest countries in the world, Dubai was on track to be the fourth most visited city in the world in 2018.

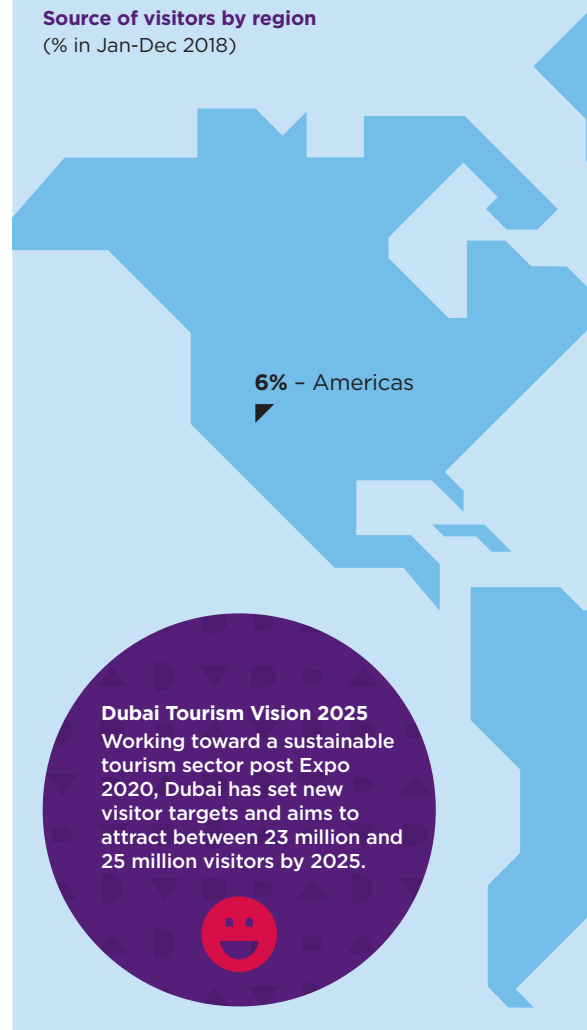


Key travel and tourism demand drivers continue to show a positive outlook for the sector and despite economic pressures in certain key source markets, international tourist arrivals to Dubai reached 15.9 million in 2018.

Dubai has once more demonstrated its ability to offset the reduction in tourist arrivals from certain markets by redirecting its efforts on attracting visitors from alternative markets, emphasising the stability of the tourism sector. While aligning our sales and marketing strategy with Dubai Tourism & Commerce Marketing's international campaigns and leveraging our existing relationships with prominent trade partners, DXBE has been able to achieve strong capture rates in key source markets such as Russia and the Indian subcontinent.

During the year our sales and marketing efforts mainly focused on capitalising on local demand while raising international brand awareness and strengthening our distribution network. Achieving growth in international visitation will remain a key area of strategic focus over the coming year and as we continue to expand our local and international strategic partnerships. Our priority will be to optimise our product offering and offer customised high-yielding packages specific to our target segments.

Source of visitors by region
(% in Jan-Dec 2018)



Dubai Tourism Vision 2025
Working toward a sustainable tourism sector post Expo 2020, Dubai has set new visitor targets and aims to attract between 23 million and 25 million visitors by 2025.

International passenger traffic

Dubai International Airport retained its title as the busiest international airport in the world for the fifth consecutive year with a total of 89.1 million passengers.

89.1m



Fourth most visited city

Dubai was on track to be the fourth most visited city in the world in 2018 with a top-ranked spend by overnight international visitors of \$30 billion.*

USD

30bn



*Source: Mastercard Destination Cities Index



Visitors from top 10 source markets

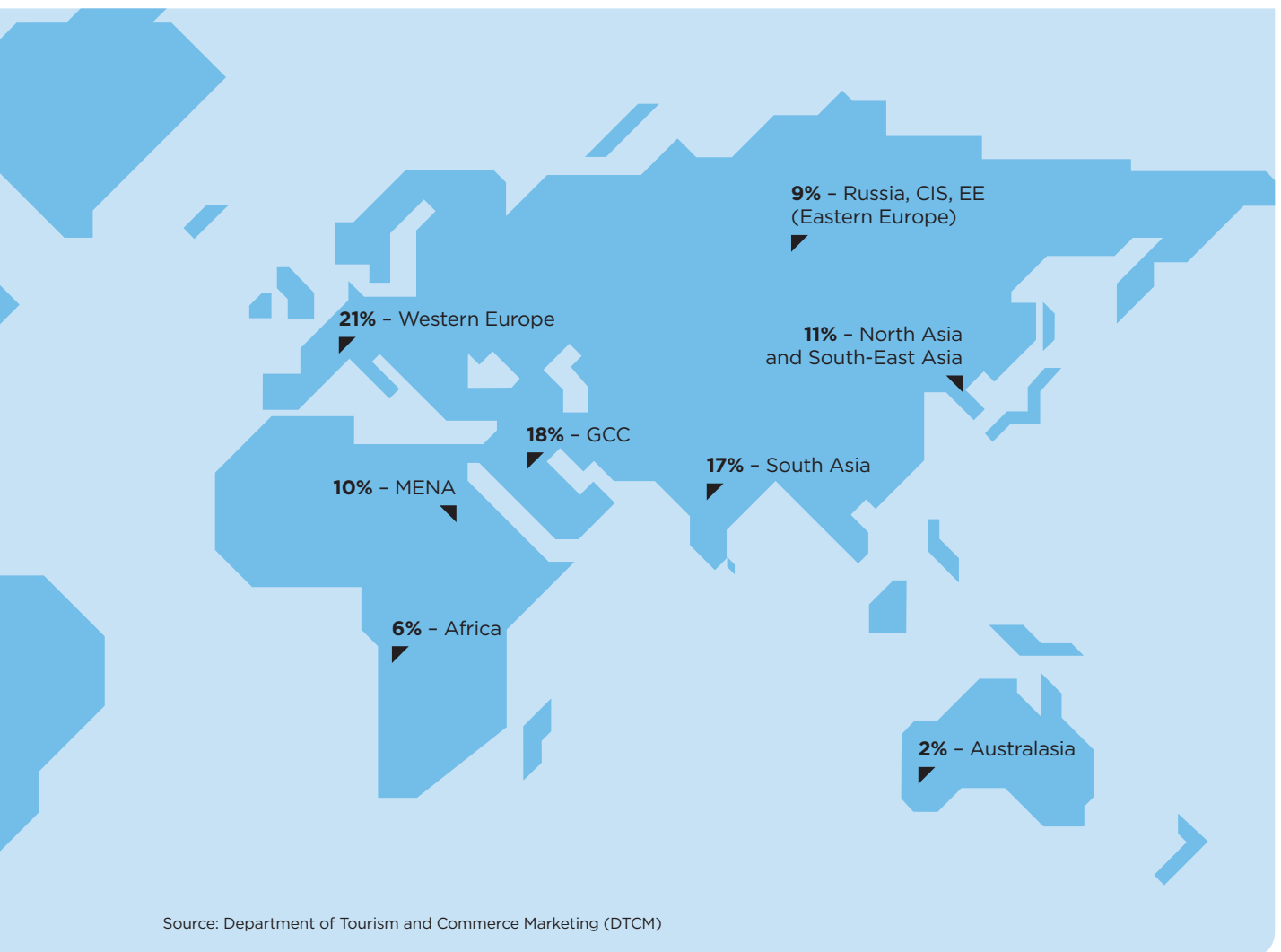
Jan-Dec 2018 ('000 visitors)

● India	2,032	● Russia	678
● Kingdom of Saudi Arabia	1,568	● USA	656
● UK	1,212	● Germany	567
● China	857	● Pakistan	513
● Oman	829	● Philippines	387



Total inbound tourists to Dubai (Jan-Dec 2018)

15.92m



Source: Department of Tourism and Commerce Marketing (DTCM)