

Market Insights

Could the UAE's tourism growth be the key to expanding your business?



Introduction

The UAE has long been investing in its tourism and hospitality sectors to establish itself as a premier location for leisure and luxury experiences.

This strategic decision has successfully drawn in the presence of globally recognised entities in hospitality as well as culture and entertainment.

The launch of Emirates in 1985 has also enhanced the UAE's global connectivity. Indeed, the industry is pivotal in helping boost the nation's reputation, thereby massively contributing to the GDP.



Influential reputation boosters in tourism and hospitality sectors

In the first half of 2024, the UAE has seen an increase in passenger arrivals in UAE airports by 14.2% YoY. Dubai International Airport, in particular, saw a record-breaking 23 million passengers in Q1 2024 alone. The rise in visitors is a result of the country's top-tier attractions and world-class infrastructure.

Major cities like Dubai and Abu Dhabi host internationally renowned luxury hotels, such as Marriott International Inc., Hilton Worldwide Holdings Inc., and InterContinental Hotels Group. Complementarily, the leisure and entertainment industry includes multinational giants like Warner Bros. and Louvre. The upsurge of internationally recognised enterprises has inevitably attracted the presence of HNWIs in the country.

As a result, this has paved the way for the development of new partnerships and investments for local and global firms seeking to tap into the abundant business opportunities in the UAE.

Increase in Passenger Arrivals – H1 2024

14.2%

Record-Breaking Passenger Numbers – Q1 2024

23 million

Homegrown conglomerates and national airlines

1

EMAAR

Known as the master developer of iconic landmarks like Burj Khalifa, Emaar symbolises the UAE's leadership in luxury real estate and urban innovation.

2

DAMAC

A trailblazer in luxury property development, DAMAC's projects highlight the UAE's commitment to creating world-class residential and hospitality experiences.

3

Emirates Airlines

Emirates is a global leader in luxury air travel, offering an extensive network and premier service that attracts millions of international tourists to the UAE.

4

Etihad Airways

As one of the UAE's flagship carriers, Etihad is renowned for its exceptional service and connections that enhance the UAE's tourism and travel appeal.

5

Rebranded Zayed International Airport

Abu Dhabi's rebranded Zayed International Airport, which saw over 6.8 million passengers in early 2024, plays a key role in the UAE's booming tourism landscape.

6

RAK Central

Positioned in Ras Al Khaimah, RAK Central is set to attract a blend of tourists, residents, and investors, adding to the UAE's growing appeal as a destination for business and leisure.

In numbers: What you need to know

\$60 Billion

Contribution of the UAE's tourism industry to the GDP in 2023

\$12 Billion

Total revenue generated by UAE hotels in 2023

75%

Hotel occupancy rate across the UAE in 2023

No. 1

Dubai's rank as the world's top destination in TripAdvisor's 2023 Travellers' Choice Awards

28 Million

Total number of hotel guests across the UAE's seven emirates in 2023

12%

Projected growth of UAE's tourism sector by 2031

As the UAE continues to attract travellers and investment opportunities due to its vibrant and profitable tourism and hospitality sector, national forecasts indicate significant growth in GDP.

Specifically, the country projects that this industry will grow by 12% by 2031, ultimately accounting for 16% of the overall economy.

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