



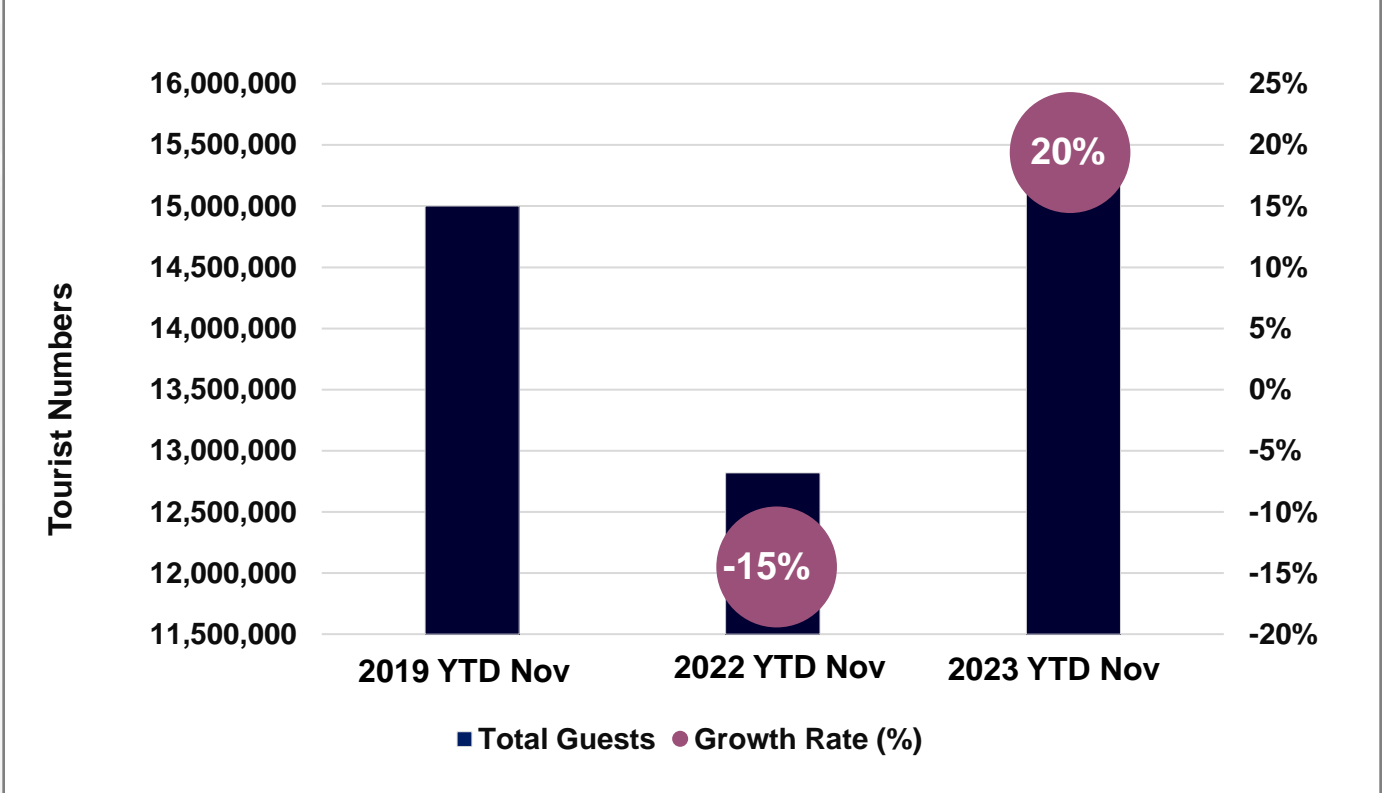
# Dubai's Hospitality Sector in a Post-Pandemic World

*A swift recovery and return to sustainable growth*

# Skyrocketing tourism continued into 2023



YTD 2019 vs YTD 2022 and YTD 2023



Source Market

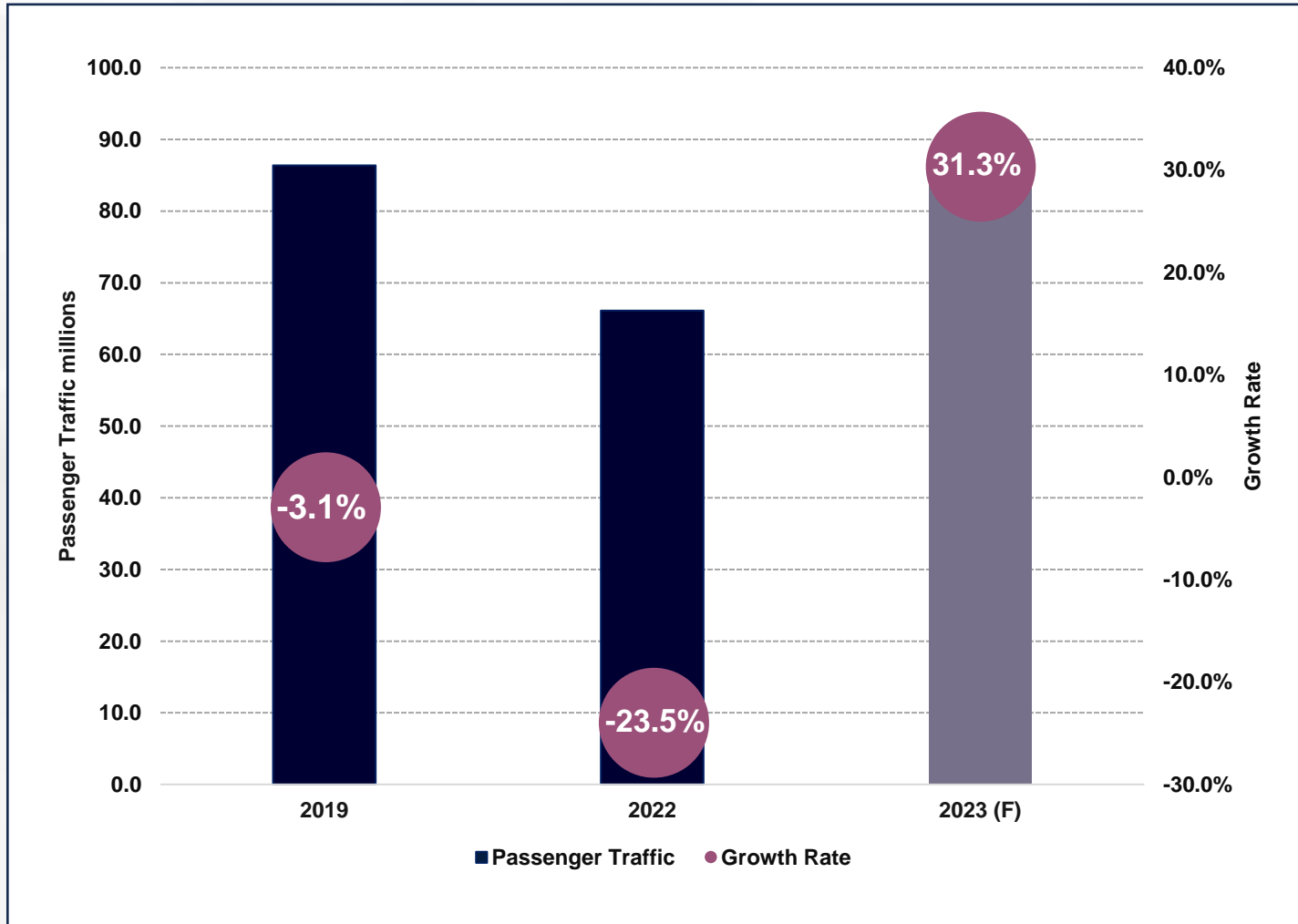
Source Market	YTD Nov 2023	YTD Nov 2022
Western Europe	19%	20%
South Asia	18%	17%
GCC	16%	21%
Russia and CIS	13%	11%

A dark, blue-tinted photograph of an airport terminal. The scene is filled with the silhouettes of people walking and standing. Large windows in the background show a bright sky, creating a strong contrast with the dark interior. The overall atmosphere is busy and modern.

# Inside Dubai's Airport-what do the numbers say?

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# Airport Arrivals - Dubai International Airport



Passanger numbers are up by 127% in 2022 y-o-y

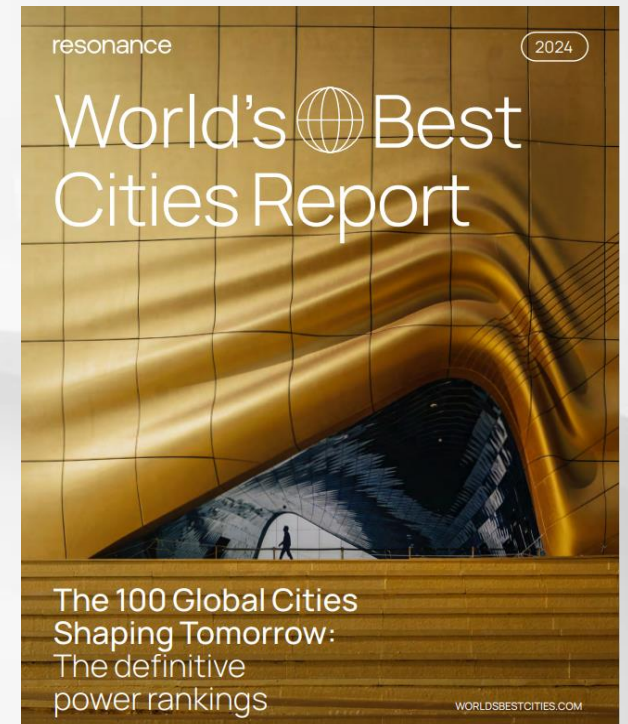
YTD September 2023 figures are up by 39.9% y-o-y

Current forecast indicate passenger numbers could reach 86.8m at year end 2023 (+31.3% y-o-y).

An aerial view of Dubai's skyline at dusk. The image shows a wide highway with multiple lanes of traffic, flanked by modern skyscrapers. In the foreground, a large, ornate, circular sculpture with intricate Arabic calligraphy is visible. The sky is a mix of deep blue and light orange, suggesting the time is either dawn or dusk. The overall scene is a vibrant representation of a modern, bustling city.

# Dubai The Shining Star

- Launch of Dubai Economic Agenda – D33.
- Aim is to double the size of Dubai's economy within the next ten years.
- Consolidate its position among the top three global cities for travel and business.
- Dubai has secured top spot as the No.1 global destination in the TripAdvisor Travellers' Choice Awards 2024.
- Dubai ranks sixth globally as the best city in the world in the World's Best Cities Report 2024.



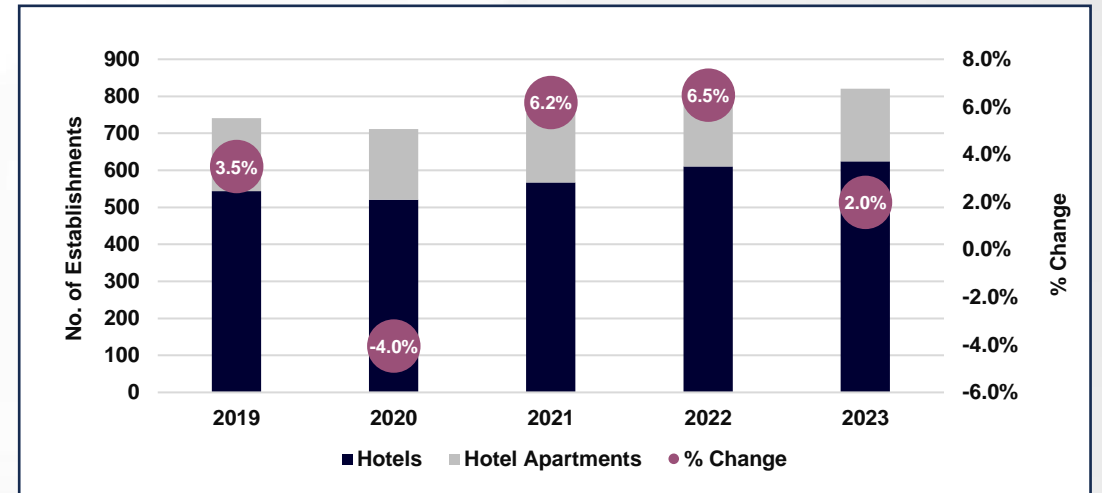
# The supply side of the picture

**Hospitality Establishments** - 820 establishments as at December 2023 up from 804 a year ago.

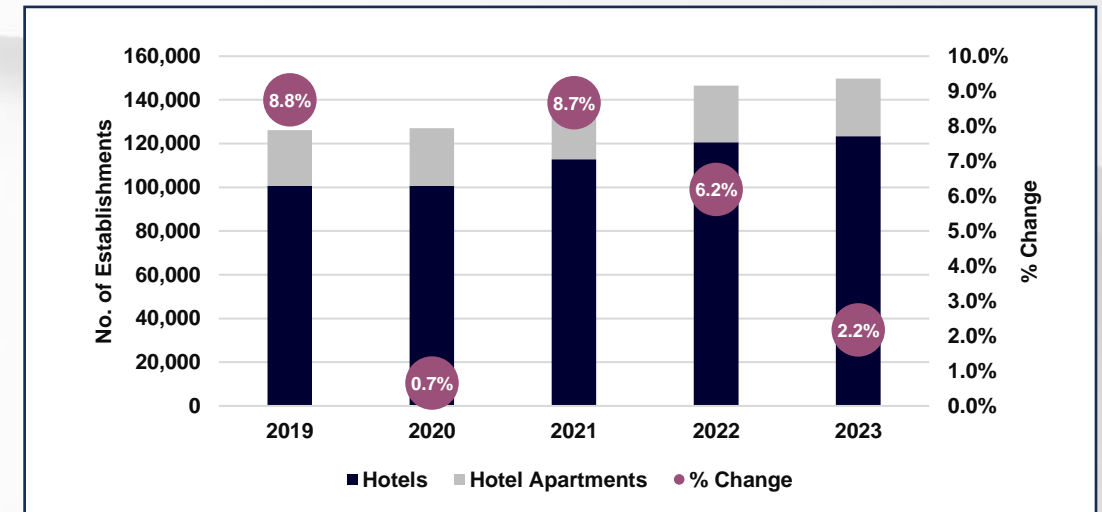
2024 expected to bring 31 new openings, this translates to a cumulative total of 851 by end of 2024.

**Hotel Rooms** - 2021 was a standout year with the largest increase during the recovery period at 8.7%. 2022 kept momentum going with a 6.2% increase. 2023 showing an increase of just 2.2% with a total room inventory of 149,685 rooms.

## Dubai Hospitality Building Supply - 2019 to 2023



## Dubai Hospitality Room Supply - 2019 to 2023



The image features a low-angle, upward-looking view of several modern skyscrapers in Dubai, rendered in a blue-tinted, semi-transparent style. Overlaid on this background is a complex financial data visualization. It includes a grid of numerical values, several line graphs with green and red lines, and various percentage change indicators (e.g., +0.45%, -1.02%, +0.10%) accompanied by small upward and downward triangles. The overall aesthetic is that of a high-tech financial dashboard or data visualization.

# Dubai Market Performance

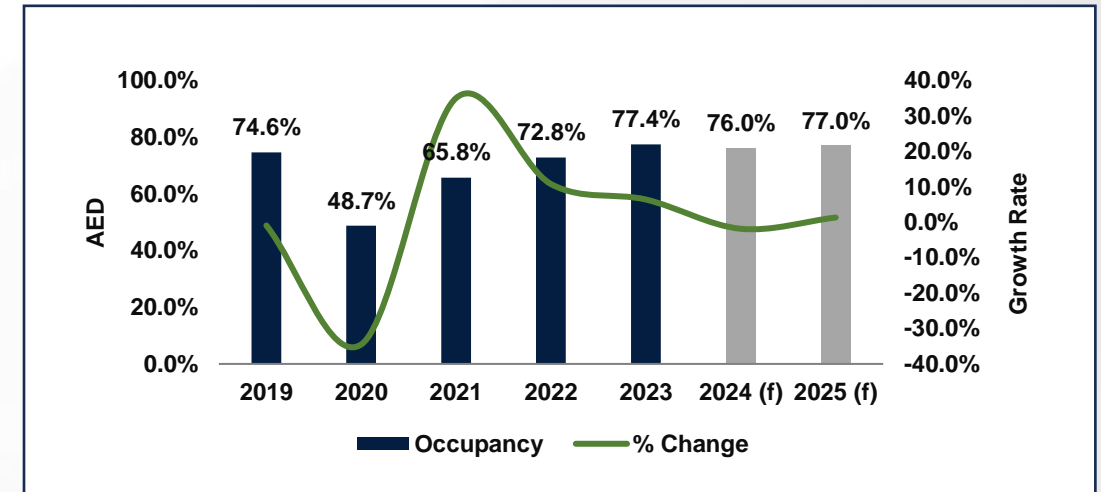


# Occupancy

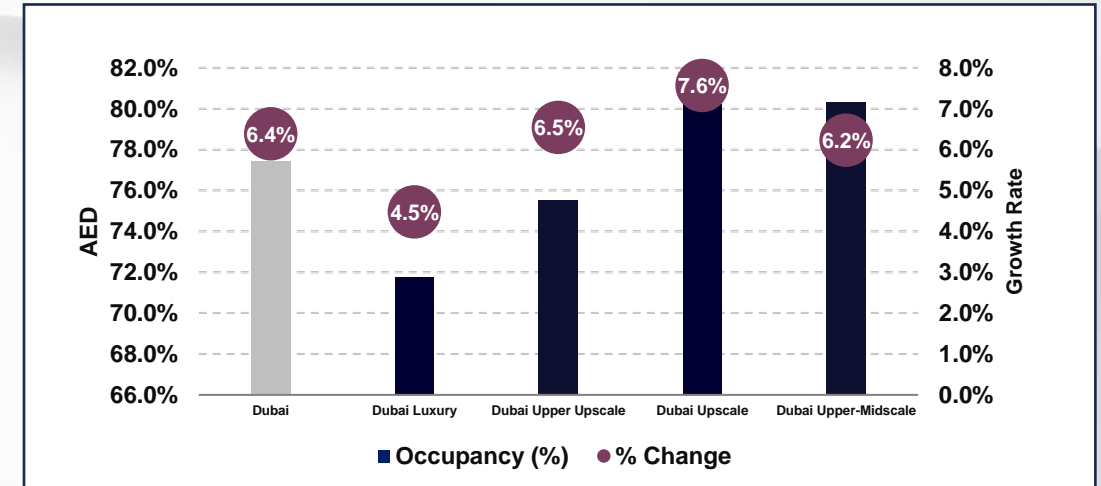
- 2022 at 72.8%, nearly reaching 2019's pre-pandemic levels at 74.6%.
- 2023, achieved an outstanding average occupancy at 77.4% surpassing pre-pandemic levels for the first time.
- Occupancy levels across Dubai increased by 6.4% y-o-y, with the Upscale and Upper Upscale segments noting the largest increases of 7.6% and 6.5% respectively. Dubai Luxury sector saw an increase of 4.5% vs 2022.

	2019	2022	2023
Dubai	74.6%	72.8%	77.4%
Dubai Luxury	72.0%	68.9%	71.7%
Dubai Upper Upscale	74.6%	70.4%	75.5%
Dubai Upscale	73.0%	75.0%	80.2%
Dubai Upper-Midscale	79.1%	75.5%	80.3%

## Dubai - Occupancy - Historic & Forecast



## Occupancy by Classification - 2023






**Market  
Performance  
Other Emirates**

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- **2023 saw a surge in demand pushed performance across the Emirates**
- **Upswing in Occupancy with figures well above the 70% mark**
- **RAK recorded the highest level of increase y-o-y at 20.2%**



As per the RAK Tourism Development Authority (RAKTDA) the Emirate welcomed a record 1.2 million overnight arrivals (+8% increase on 2022 numbers) and 24% increase in international visitors.

### ***Disclaimer***

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