

Dubai attracts 17.5 m visitors in Jan–Nov

- A Monitor Desk Report

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Dhaka: Dubai received 17.5 million overnight visitors between January and November 2025, up 5pc from the same period a year earlier, according to figures from the Dubai Department of Economy and Tourism.

The increase comes at a time of softer global travel demand, underscoring the emirate's ability to attract visitors across leisure, business and a growing segment of healthcare-related travel.

Tourism officials and analysts said the growth reflects a broader and more diversified visitor base. Emirates NBD, in its latest economic outlook, noted that alongside traditional leisure travel, Dubai has strengthened its appeal through major business events, exhibitions and an expanding range of cultural and lifestyle attractions.

Improved air connectivity has also supported the rise, with airlines

increasing routes and capacity to bring travellers from Europe, Asia and Africa directly into the city.

A more stable regional environment has further boosted confidence among international visitors planning longer stays.

Dubai's hospitality sector has continued to expand in response to the higher visitor numbers. New hotels and restaurant concepts are opening across key areas, supported by government policies aimed at reducing early-stage operating costs.

One such measure is the Dubai Hotel Incentive Scheme, which reimburses municipality fees on hotel rooms during the first two years of operation.

Analysts said the programme is encouraging new market entrants and helping developers accelerate projects, particularly in the mid-scale and lifestyle hotel segments.

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