

## Dubai welcomes record 9.31m visitors in H1 2024

- A Monitor Desk Report

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UAE: Dubai welcomed in the first six months of 2024 a total of 9.31 million international overnight visitors, a 9 percent increase compared to the 8.55 million tourist arrivals recorded in the same period of 2023, according to data published by the Dubai Department of Economy and Tourism (DET).

Following a landmark 2023, when the city hosted 17.15 million international overnight visitors, Dubai has continued to sustain its strong tourism momentum. The growth in the first six months of this year puts the city on track for a record performance in 2024. Guided by the visionary leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and driven by DET's efforts in collaboration with stakeholders, the rise in international visitation aligns with the ambitious goal of the Dubai Economic Agenda D33 to further consolidate Dubai's position as a leading global destination for business and leisure.

His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai, said: “The strong tourism growth achieved by Dubai in the first half of 2024 is testament to the city’s ability to foster productive public-private partnerships and build extensive global networks of collaboration. With every year, Dubai continues to consolidate its status as a frontrunner in the global tourism landscape and grow in popularity as an international destination. We remain committed to maintaining this successful trajectory and boosting the tourism sector’s contribution to Dubai’s GDP. By further developing our infrastructure and providing exceptional services for visitors, we aim to set new benchmarks and records in 2024.”

Dubai’s Department of Economy and Tourism (DET) collaborated extensively in the first half of 2024 to drive growth in key markets. Working with over 3,000 global partners across 80 markets, as well as domestic stakeholders, DET implemented targeted campaigns that resulted in impressive visitor numbers.

Through bespoke strategies and activities showcasing Dubai’s unique offerings, dynamic appeal, and exceptional connectivity, the city has solidified its reputation as a top-tier travel destination for both traditional and emerging markets.

In the January to June 2024 period, the GCC and MENA regions accounted for a substantial 26 percent share of overall visitors, with 1.27 million (14 percent) and 1.09 million (12 percent) arrivals respectively. Western Europe contributed a significant 20 percent of visitors, totaling 1.89 million.

South Asia emerged as another major source market, generating 1.62 million visitors (17 percent), while the CIS and Eastern Europe region also drove 1.37 million (15 percent) arrivals.

Notably, North-East and South-East Asia saw their share of visitors grow from 8 percent at the start of the year to 10 percent (896,000) by the end of H1 2024, buoyed by a strong rebound from China. Other regions, including the Americas (617,000 / 7 percent), Africa (404,000 / 4 percent), and Australasia (154,000 / 2 percent), also experienced an uptick in visitation to Dubai.

## Expanding hotel inventory to meet rising demand

Dubai's accommodation offering continues to be a core strength of the city's destination appeal for global visitors. In the first half of 2024, several high-profile hotel openings have added to Dubai's diverse hospitality portfolio, including The Lana - the first Middle East property from Dorchester Collection, SIRO One Za'abeel (Dubai's first fitness-focused hotel), and Hilton Dubai Creek Hotel & Residences.

Dubai's hotel sector has maintained strong performance across key metrics in the first six months of 2024. According to the latest data from the Department of Economy and Tourism (DET), the emirate's average hotel occupancy reached 78.7 percent, a slight 1.0 percentage point increase compared to the same period in 2023. Occupied room nights grew by 3 percent, reaching 21.35 million by the end of H1 2024, up from 20.73 million in H1 2023. Average daily rate (ADR) rose 4 percent year-on-year to AED558, while revenue per available room (RevPAR) increased by 6 percent to AED439.

Dubai's overall hotel inventory continued to expand, with the total available rooms reaching 150,879 by the end of June 2024, up from 148,689 rooms in June 2023. The number of hotel establishments in the city also increased from 810 to 823 during this period. This strategic growth in accommodation options aims to meet the rising demand and ensure Dubai offers visitors a wide range of choices across different categories and price points.

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