

United Arab Emirates Tourism Report Q3 2016

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Abstracts

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BMI View: Tourism in the UAE will continue its trend of strong growth over the coming years. The country, already seeing high number of business travellers and high-end tourists, is looking to diversify and cater for a greater share of the market. New mid-market and budget accommodation is planned by many of the major domestic and international hotel chains hoping to encourage families and younger travellers to the country. With strong governmental support, a relatively peaceful political environment and significant investment from both home and abroad, the tourism sector in the UAE will present plenty of opportunities over the forecast period.

Key Updates And Forecasts

There has been a lot of activity by domestic and international hotel chains recently. Accor has announced it will build two new hotels near Dubai airport, aimed at capitalising on surging passenger traffic. Domestic chain Jumeirah Group also plans to create a new hotel at their resort in Dubai.

In May 2016, a new agreement was established between Ras al Khaimar, one of the emirates that make up the UAE, and the tourism board of India. India represents one of the fastest growing markets for UAE and it is hoped the new deal, which will see specialised marketing campaigns and newly created tourism itineraries, will boost numbers to the emirate.

Talks have been held, discussing the possibility of easing travel between UAE and Oman. The close proximity of the two nations and their shared cultural routes should make them important markets for tourism. Travel in the past, however, has been hampered by security concerns and political issues.

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