

ARABIAN FALCON H O L I D A Y S



**INTERNATIONAL TOURISTS'
MOST FAVOURED
ATTRACTIONS IN DUBAI**

AN AFH MIDDLE EAST ECONOMIC REPORT

“BURJ KHALIFA AND DUBAI FOUNTAIN ARE THE MOST FAVOURED ATTRACTIONS AMONG INTERNATIONAL TOURISTS



HIGHLIGHTS

1. Survey of international tourists revealed top 5 attractions in Dubai
2. Burj Khalifa and Dubai Fountain are the most favoured attractions among international tourists
3. Euromonitor International ranked Dubai as the world’s seventh most popular city for travellers
4. Dubai welcomed 3 million visitors in first two months of 2017
5. 14.9 million tourists visited Dubai in 2016
6. Tourism growth in Dubai outpaces global growth
7. Dubai to attract 20 million tourists and AED 300 billion in tourism revenues annually by 2020
8. Dubai shopping festivals attracted over 56 million visitors in 2016
9. Tourism Vision 2020 involves tourism offerings across events, attractions, infrastructure, services and packages
10. Dubai attracted AED 25.5 billion in foreign direct investments in 2016

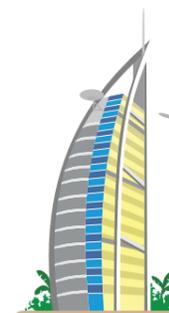
CONTENTS

SURVEY REVEALS TOP DUBAI ATTRACTIONS FOR INTERNATIONAL TOURISTS

TOURISTS SPEND AN AVERAGE OF ONE WEEK TO EXPLORE AND ENJOY ACTIVITIES IN DUBAI

A HOLISTIC APPROACH

70% OF INTERNATIONAL TOURISTS KEEN ON STAYING LONGER



Tourist

growth in Dubai outpaces global growth



Increased investments, a strong focus on ensuring happiness, along with customer satisfaction make **Dubai a highly attractive destination**



“**DUBAI WELCOMED
OVER 3 MILLION
VISITORS IN FIRST
2 MONTHS OF 2017,
YIELDING 12%
YEAR-ON-YEAR
GROWTH**”

SURVEY REVEALS TOP DUBAI ATTRACTIONS FOR INTERNATIONAL TOURISTS

Burj Khalifa, the 828-metre tall stunning work of art and an incomparable feat of engineering, and Dubai Fountain, the world's second largest choreographed fountain system, have been rated as the favourite attractions among international tourists in Dubai, according to the latest Arabian Falcon Holidays survey with 1,212 respondents.

The popularity of Dubai's shopping malls as well as Dubai Aquarium and Underwater Zoo, follows next, clearly marking the success of Dubai's endeavours toward developing unique and innovative leisure attractions.

Dubai's growing popularity as the world's most preferred tourist destination is also marked by the factor that over 70 per cent of tourists surveyed are eager to stay longer in Dubai and explore more. The desire to stay longer is over and above the one to two weeks' vacation they already booked in Dubai, the Arabian Falcon Holidays survey has revealed.

Mohannad Al Sharafuddin, Founder of Arabian Falcon Holidays, the largest independent timeshare player in the Middle East, said: "The vision of Dubai's leadership has led the emirate to outpace global growth in tourism. Increased investments toward attracting tourists to Dubai, a strong focus on ensuring happiness for all, along with 100 per cent customer satisfaction through initiatives such as the launch of Smart Happiness Index, make Dubai a highly attractive destination that offers an unmatched experience to international tourists."

"Speedy and comfortable procedures, starting right at the time you enter the airports, a friendly and efficient customer service in addition to a large number of unique attractions for all age groups and interests, make Dubai the place of choice for families and businesses alike," Al Sharafuddin added.

The Department of Tourism and Commerce Marketing (DTCM) reported an outstanding 12 per cent year-on-year growth over the first two months of 2017. Dubai received over three million visitors, nearly four times the rate of the previous year.

The latest Emirates NBD Economy Tracker Index shows that the first quarter of 2017 witnessed fastest growth in non-oil private sector in the last two years, with travel and tourism being the best performing sub-sectors monitored by the survey.

According to data released by Euromonitor International, Dubai is ranked as the world's seventh most popular city for travellers with more than 14 million visitors last year.

In 2016, Dubai welcomed over 14.9 million overnight visitors, recording a healthy five per cent increase over the previous year according to the statistics released by the DTCM. The four-year CAGR recorded in Dubai's tourism is eight per cent, which is double the global travel industry growth over the same period as forecast by the United Nations World Travel Organisation (UNWTO).

Tourism is a major pillar and a key contributor to the emirate's economic growth and diversification to non-oil economy. The growth in tourism has been particularly remarkable after His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE's Vice-President and Prime Minister and Ruler of Dubai, approved the Dubai Vision 2020 for the tourism sector. This lays a strategic roadmap with the goal of attracting 20 million tourists (doubling the number welcomed in 2012) and AED 300 billion in tourism revenues annually by 2020.

To achieve this, Dubai will focus on three key areas: positioning the emirate as a leading family, event and business destination.

2017

witnessed fastest growth in non-oil sector in the last 2 years



20 million
Dubai visitors by
2020



Dubai ranked as world's
7th most popular city for
travellers



**Burj Khalifa
Dubai Fountain**
favourite tourist attractions
in Dubai



“**EVERY DUBAI ATTRACTION SURPRISES TOURISTS WITH ITS UNIQUENESS AND ATTRACTIVE OFFERINGS**”



The preferences of international tourists, as revealed by the AFH survey, clearly show that family attractions top the list of favourites.

Following Burj Khalifa, shopping malls, Dubai Aquarium and Underwater Zoo are The Palm and Dubai restaurants as favoured attractions among tourists, according to the survey which included only non-residents.

“We only included non-residents in the survey to get a truly clear picture of what has impressed an international tourist, who has travelled all the way from his country of origin to explore Dubai. The preferences of the tourists will also act as a guide map for industry players,” Al Sharafuddin said.

While Burj Khalifa is the most preferred attraction due to its worldwide popularity being the tallest building and also the tallest free standing structure in the world which offers the highest outdoor observation deck, the Dubai Fountain’s daily performances with water reaching up to 140-metre height, offers a captivating water, music and light spectacle for the tourists, making it a compelling tourist attraction.

The 10-million litre Dubai Aquarium Tank, one of the largest suspended aquariums in the world, attracts children, adults and explorers alike. The aquarium houses thousands of aquatic animals from over 140 species, over 300 sharks and has the largest collection of Sand Tiger Sharks in the world.

Ranked among the top 5 hottest shopping destinations, Dubai is home to some of the world’s best shopping malls which offer a unique blend of shopping, leisure and entertainment.

These include Dubai Mall, one of the world’s largest shopping malls; Ibn Battuta, the largest themed shopping mall in the world; and Mall of the Emirates, with over 1,200 outlets and a host of world-class attractions such as Ski Dubai.

Add to these are the highly popular shopping events such as the annual Dubai Shopping Festival, which attracted over 56 million visitors in 2016, and Dubai Summer Surprises. Dubai’s popularity as a shopping destination only continues to grow.

The Palm, the world’s largest man made islands housing the popular Atlantis The Palm resort that showcases the largest water park in the Middle East and Dolphin Bay, attracts millions of tourists every year.

Among the top five is also the variety of restaurants across Dubai. With residents from over 200 countries, there is an abundant choice of cuisine in Dubai for its tourists who can savour food from almost any geographical location they would like to.

Dubai’s Garden Glow, Jumeirah Beach, Jumeirah Mosque, Desert Safari, Burj Al Arab, Waterparks, Dubai Parks and Resorts and Global Village, which welcomed over 5.6 million visitors this season, are also among the hot spots for international tourists, the survey results showed.

“The choice of favourite attractions among tourists also reflects a clear preference for variety. Dubai offers a lot of opportunities for the tourists to explore. Every attraction surprises the tourists with its uniqueness and attractive offerings,” Al Sharafuddin added.

Top 5 Tourist Attractions in Dubai



1. Burj Khalifa and Dubai Fountain



2. Shopping malls



3. Dubai Aquarium and Underwater Zoo



4. The Palm



5. Dubai Restaurants

“DUBAI POSITIONED AS THE PRIMARY CHOICE FOR INTERNATIONAL LEISURE AND BUSINESS TRAVELLERS

TOURISTS SPEND AN AVERAGE OF ONE WEEK TO EXPLORE AND ENJOY ACTIVITIES IN DUBAI

Dubai's strategy to achieve its goals of welcoming over 20 million visitors by 2020 outlines the roadmap to drive and serve this visitor growth through multiple initiatives covering regulatory policy, infrastructure development, product offering enhancement, and destination marketing investments.

With the overall goal of positioning Dubai as the 'first choice' for the international leisure and business traveller, the vision will further leverage the sector by broadening Dubai's offering across events, attractions, infrastructure, services, and packages. Part of this strategy involves adapting a marketing approach to showcase Dubai to a wider audience and increasing awareness and conversion of flight and hotel bookings.

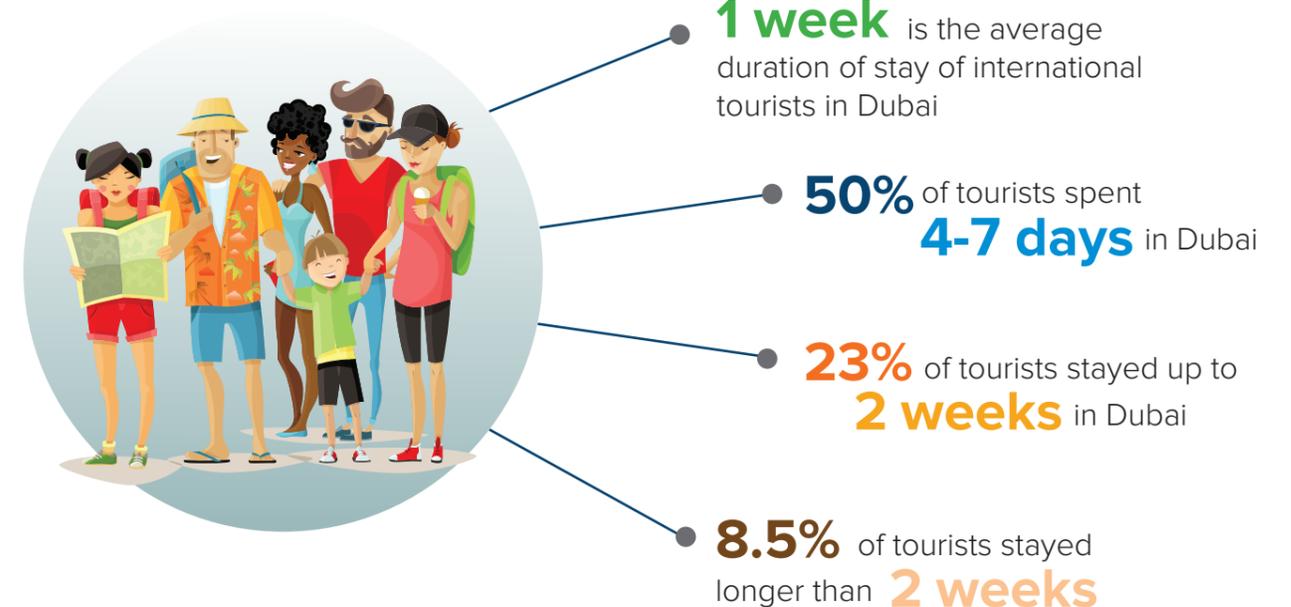
Dubai's focus on tourism has witnessed the launch of new theme parks such as Legoland, Motiongate, Bollywood Parks and IMG Worlds of Adventure. Among the main new additions to the region's tourism landscape are Mall of the World; Dubai Safari; Ain Dubai, the world's largest ferris wheel; and Dubai Harbour, which will feature a

1400-berth marina, a cruise ship port and terminal, a shopping mall covering 3.5 million square feet, in addition to various other attractions.

With such a wide range of attractive locations, leisure and entertainment destinations to explore, international tourists spend an average of one week to enjoy and explore the destinations.

"Dubai is unlike any other destination where you can enjoy a desert safari and ice skiing on the same day. There is an abundance of luxurious destinations and an equally fascinating heritage sites. You can shop, enjoy water parks, museums, a dhow cruise and beaches at the same time. With so many choices, tourists take at least about a week to explore," Al Sharafuddin said.

The AFH survey reveals that nearly 50 per cent of the tourists spent four to seven days in Dubai, while 23 per cent stayed up to two weeks and 8.5 per cent of international tourists stayed longer than two weeks in the emirate.



“THE STRATEGY TO ACHIEVE TOURISM VISION 2020 INVOLVES WIDENING THE RANGE OF TOURISM OFFERINGS ACROSS EVENTS, INFRASTRUCTURE, SERVICES AND PACKAGES



A HOLISTIC APPROACH

Dubai's strategy to enhance tourism takes into account much more than just developing tourist attractions.

The strategy to achieve the Tourism Vision 2020 involves widening the range of tourism offerings across events, attractions, infrastructure, services and packages in order to enhance the overall visitor experience from arrival to departure, to attract wider audience, and to encourage them to stay longer.

Dubai offers a portfolio of world class hotels with more than 100,000 hotel rooms, making it the 9th city in the world with the highest number of hotel rooms. It is home of the world's busiest international airport after seeing 83.6 million passengers in 2016, and has a robust public transport system including the longest fully automated driverless metro rail network.

Furthermore, new projects are being launched, additional investments made toward enhancing infrastructure, services and enhancing customer experience.

Dubai also remains a favoured destination for international investments. According to latest data from BNC's Dubai Overview Report published in January 2017, a total of 4,000 active projects worth an estimated AED 1.15 trillion (\$313.6 billion) are underway which include projects in urban construction sector, the utilities industry and others.

In 2016, Dubai attracted AED 25.5 billion in foreign direct investment (FDI) inflows, ranking seventh in the world in attracting foreign investment.

70% OF INTERNATIONAL TOURISTS KEEN ON STAYING LONGER

With the government taking initiatives in multiple areas, the results have already started showing.

Over 70 per cent of international tourists surveyed by AFH said they were keen on staying longer.

“The preference for longer stay is in addition to the one to two weeks holiday they have already booked. The choice to stay longer implies that they are enjoying the place and they are comfortable staying here. This is dependent on several factors such as a type of available accommodation, transportation, food and overall happiness with the place. This is not possible if any of the tourism segments are ignored— whether it is the tourist's experience at the airports, or it is the hotels, the mode of transport, food, other services, and of course the tourist attractions which they are here to explore,” Al Sharafuddin added.

The number of visitors staying for six to eight nights is the fastest growing, says ForwardKeys, which predicts future travel patterns by analysing 14 million booking transactions a day. According to the analyses, bookings for longer stays are almost 29 per cent higher than last year.

“With a clear vision and a strategic roadmap that focusses on various aspects to attract tourism, Dubai is setting exemplary standards in tourism. Through its numerous achievements, Dubai has brought many dreams to reality, and at this pace of growth, we eagerly wait to see its further accomplishments by 2020,” Al Sharafuddin concluded.

