

Tourism Sector Performance

Progress and Trends

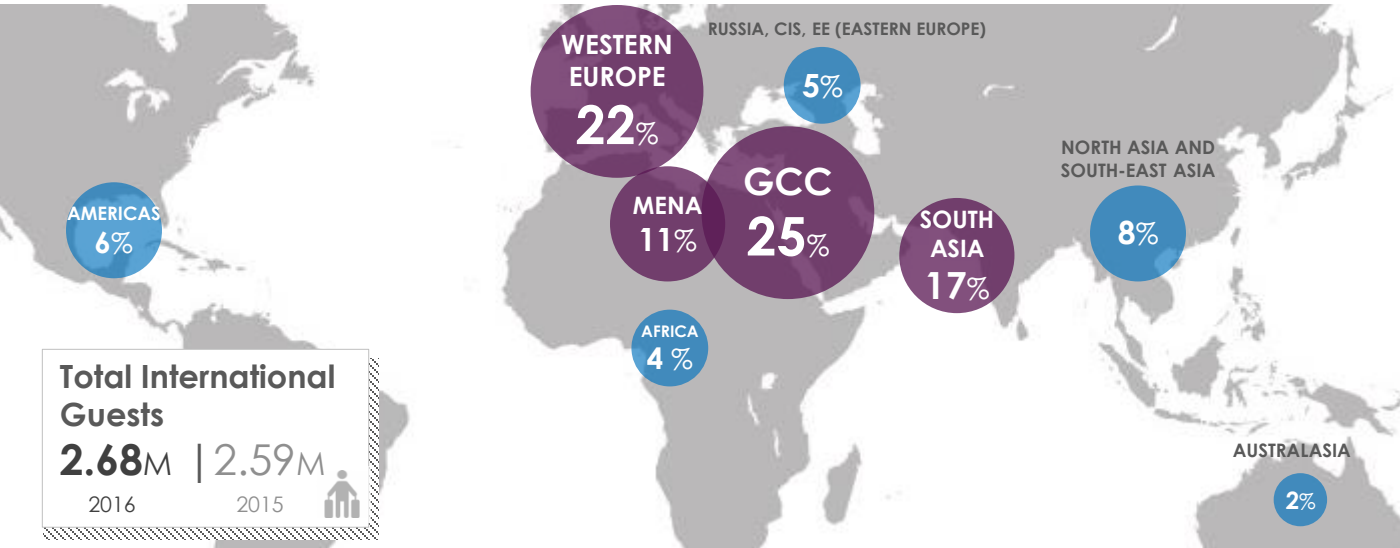
2016 Jan – Feb Report

Dubai Tourism Update

DUBAI TOURISM 2016 : PERFORMANCE REPORT

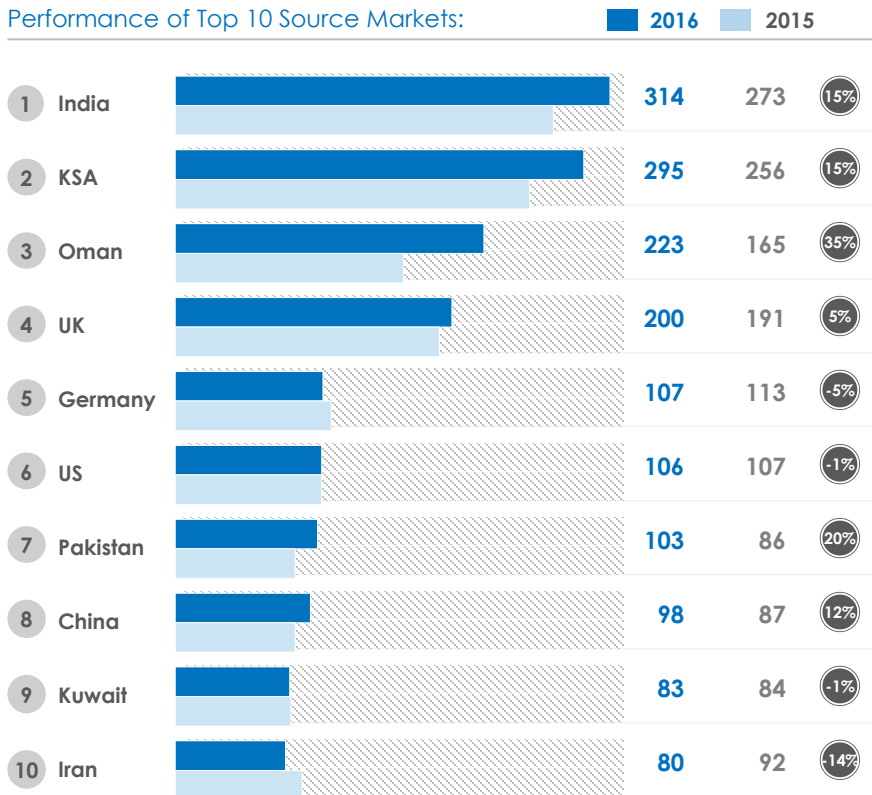
Visitor Performance by Source Market – YTD Feb 2016

SOURCE OF VISITOR BY REGION (% in Jan - Feb 2016)



TOP 20 SOURCE MARKETS FOR VISITORS TO DUBAI (*'000 visitors YOY Jan - Feb 2016 | 15)

Performance of Top 10 Source Markets:



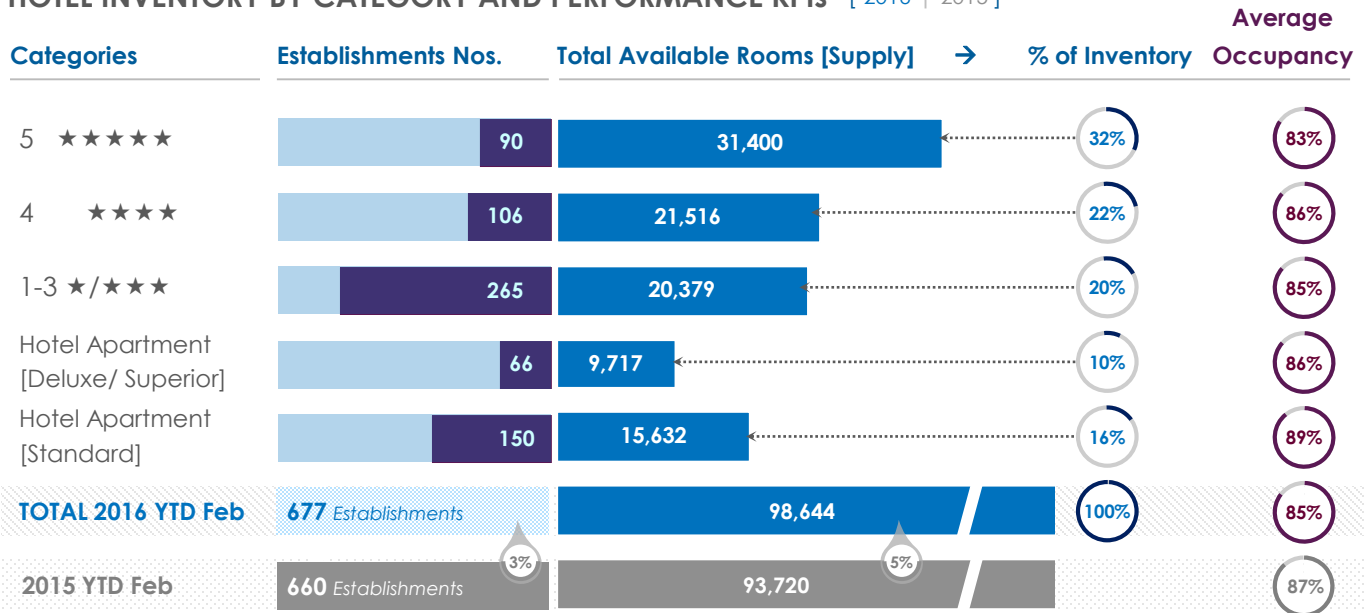
Top 11-20 Source Markets

Rank	Country	2016	2015	% Change
11	Egypt	59	59	1%
12	Philippines	53	41	27%
13	France	50	51	-3%
14	Italy	44	46	-6%
15	Australia	40	42	-3%
16	Qatar	40	33	23%
17	Jordan	35	41	-15%
18	Russia	35	42	-15%
19	Canada	34	31	9%
20	Netherlands	27	30	-9%

DUBAI TOURISM 2016 : PERFORMANCE REPORT

Accommodation Supply and Demand – YTD Feb 2016

HOTEL INVENTORY BY CATEGORY AND PERFORMANCE KPIS [2016 | 2015]



Occupied Room Nights

4.95 | 4.71 Million

Guests' Length of Stay

3.7 | 3.8 Nights¹

Average Daily Rate

613 | 694 AED

Revenue per Avail. Room

522 | 602 AED

¹ Nights and revenue figures are reflective of reported hotel data including residents and hoppers; Source: Tourism Statistics & Reporting - Dubai Department of Tourism and Commerce Marketing; The classification "Premium" has been amended to "Superior" in alignment with official classification standards.

DUBAI TOURISM 2016 PERFORMANCE

Data Interpretation and Definition Reference:

All reported information follows the same methodology as the Tourism Performance report published in Q1-2015. International guests are reflective of overnight tourists to Dubai that are adjusted downward for leakage from Dubai airport to other emirates (travelers not spending a night in Dubai), residents staying in hotels (noting that all reported hotel information includes this population), hotel-hoppers that are defined as travelers checking in/re checking in within a 48 hour window; and adjusted upwards for travelers entering through other emirates as their first port of entry and those staying with friends and family estimated from DIVS survey data [field surveys conducted by Dubai Tourism]

JAN-FEB 2016

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