

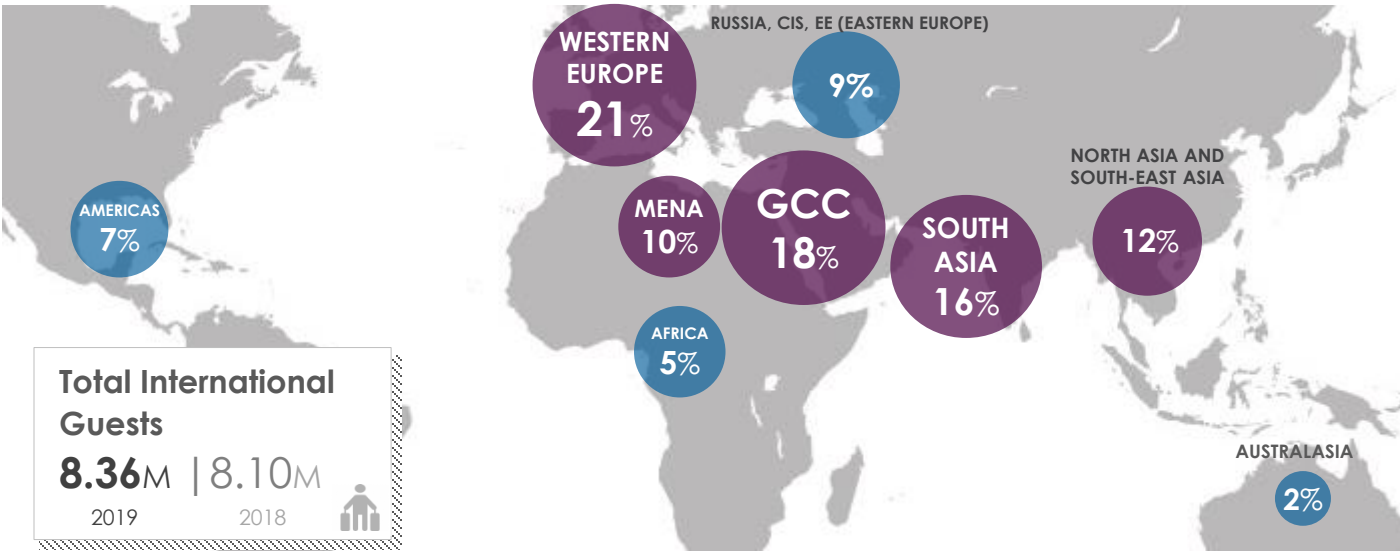


# TOURISM SECTOR PERFORMANCE PROGRESS AND TRENDS

2019 JAN - JUNE REPORT | DUBAI TOURISM UPDATE  
SECTOR STAKEHOLDER REPORT | STRICTLY CONFIDENTIAL

# Visitor Performance by Source Market – YTD Jun 2019

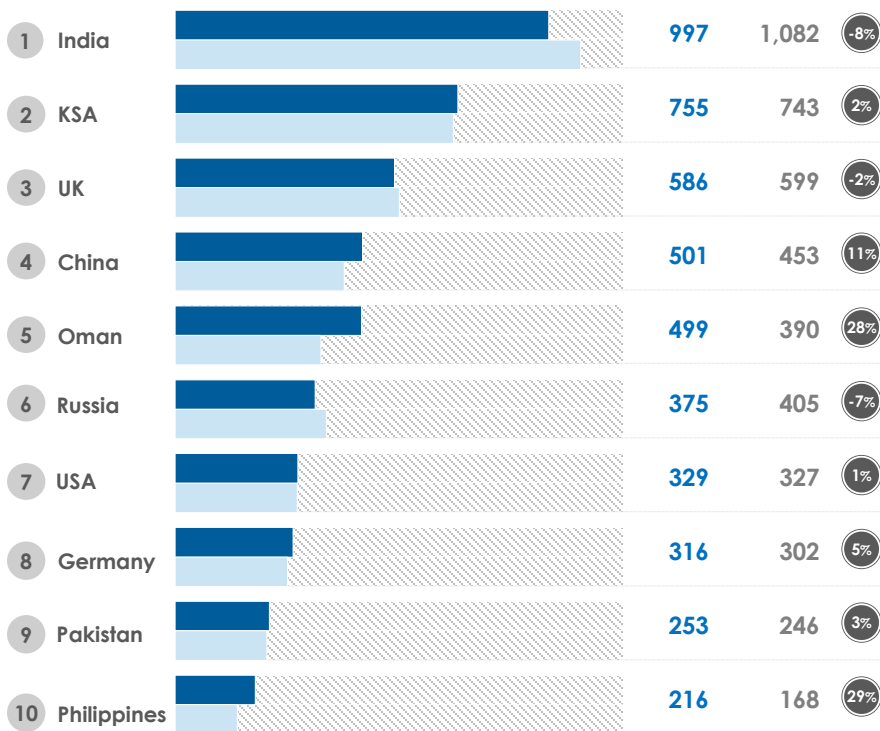
## SOURCE OF VISITOR BY REGION (% in Jan - Jun 2019)



**Total International Guests**  
**8.36M** | 8.10M  
 2019 | 2018

## TOP 20 SOURCE MARKETS FOR VISITORS TO DUBAI ('000 visitors YOY Jan - Jun 2019 | 2018)

### Performance of Top 10 Source Markets



### Top 11- 20 Source Markets

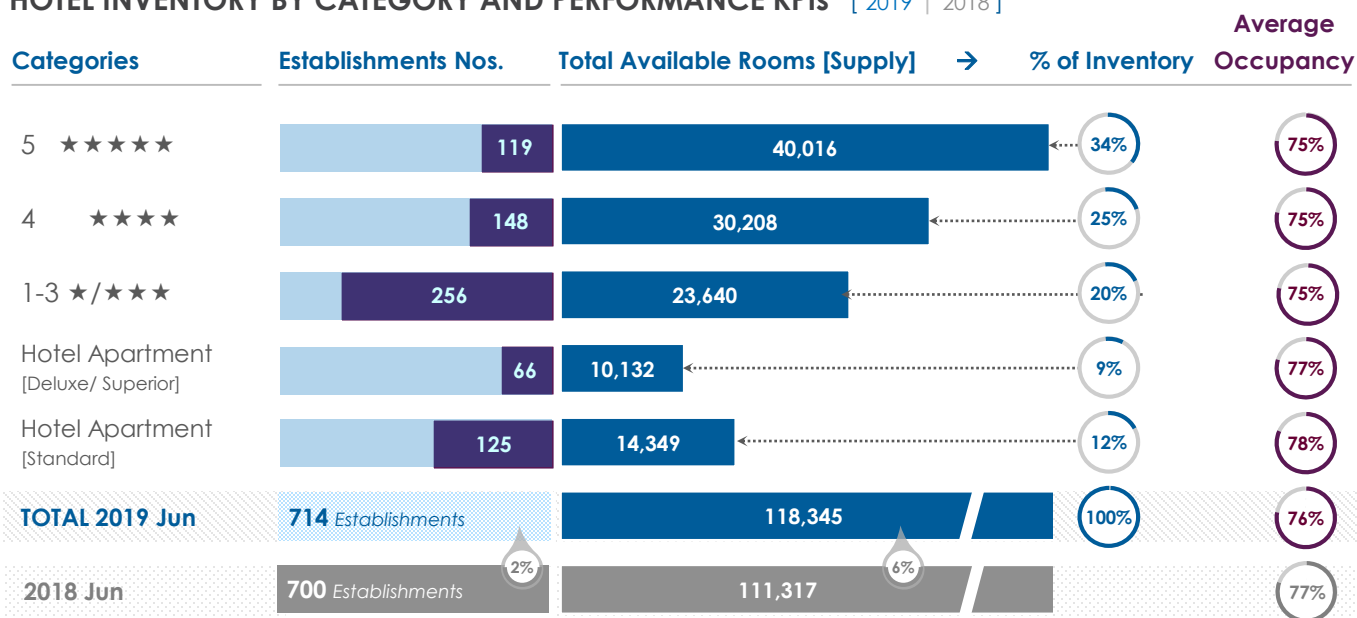
Rank	Country	2019	2018	YOY Change
11	France	204	186	10%
12	Kuwait	167	179	-7%
13	Egypt	161	147	10%
14	Iran	150	212	-30%
15	Italy	129	123	5%
16	Australia	120	116	3%
17	Nigeria	92	72	28%
18	Jordan	88	90	-1%
19	Canada	87	83	4%
20	Netherlands	73	73	1%

Note:

(1) Visitor figures are corrected for Outliers. Outliers include markets where initial est. indicate higher/ lower growth than both Hotel & Dubai border Overnight (ON) growth. Dubai border ON growth was used as a proxy to est. Visitor growth in these markets

# Accommodation Supply and Demand – YTD Jun 2019

## HOTEL INVENTORY BY CATEGORY AND PERFORMANCE KPIS [ 2019 | 2018 ]



Occupied Room Nights	Guests' Length of Stay	Average Daily Rate	Revenue per Avail. Room
<b>15.71</b>   14.97 Million	<b>3.5</b>   3.6 Nights <sup>1</sup>	<b>444</b>   501 AED	<b>336</b>   388 AED

Note:  
 (1) Nights and revenue figures are reflective of reported hotel data including residents and hoppers;

## DUBAI TOURISM 2019 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 (travellers 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 travellers checking in/re-checking in within a 48 hour window; and adjusted upwards for travellers 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-JUNE 2019

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