

Safety first



In an effort to assist travelers and owner/operators, the World Travel & Tourism Council established the Safe Travels global protocols and stamp in early 2020. In recognition of the emirate's successful citywide management of the pandemic, Dubai was awarded the Safe Travels stamp in July 2020, cementing its position as one of the world's safest destinations.⁸ Locally, the emirate launched the

Dubai Assured stamp in June of 2020, with the goal of assuring visitors that hotels, restaurants, retail outlets and attractions are in line with international health and safety standards and protocols.⁹

Among UAE residents, we find more than three-quarters (77%) of those planning to stay in Dubai would take into consideration whether or not the property

received a Dubai Assured stamp, certifying its sanitization protocols. Consumers continue to express a high degree of concern around Covid-19-related safety measures. Many feel appropriate monitoring, high standards of cleanliness and effective handling of common spaces are critical when it comes to improving customer experience and creating a sense of safety.

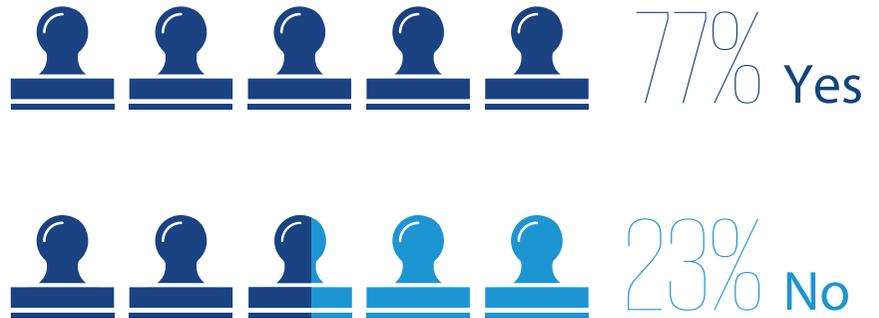


In line with awareness of government-led sanitization policies and owner/operator efforts, 80% of consumers are confident that Dubai's hotels apply the required level of sanitization.

Some staycationers suggest hotels provide masks and sanitizers during the stay to complement the experience. More than half (55%) stated they were likely to stay at a hotel in Dubai, notwithstanding

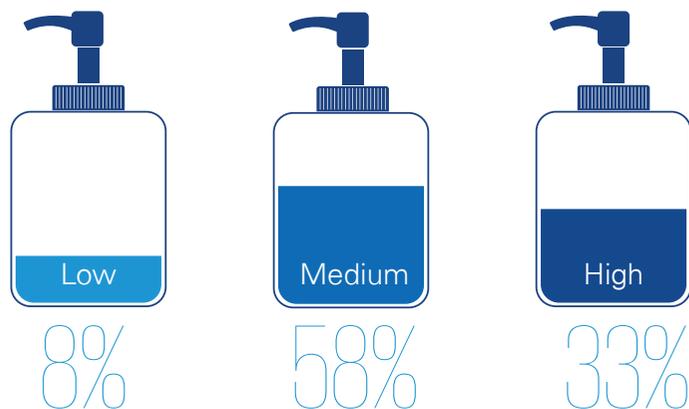
Covid-19. However, only 38% have vacationed in a local property to date, indicating potential for growth.

Would you consider whether a property had received the Dubai Assured stamp before making a hotel reservation?



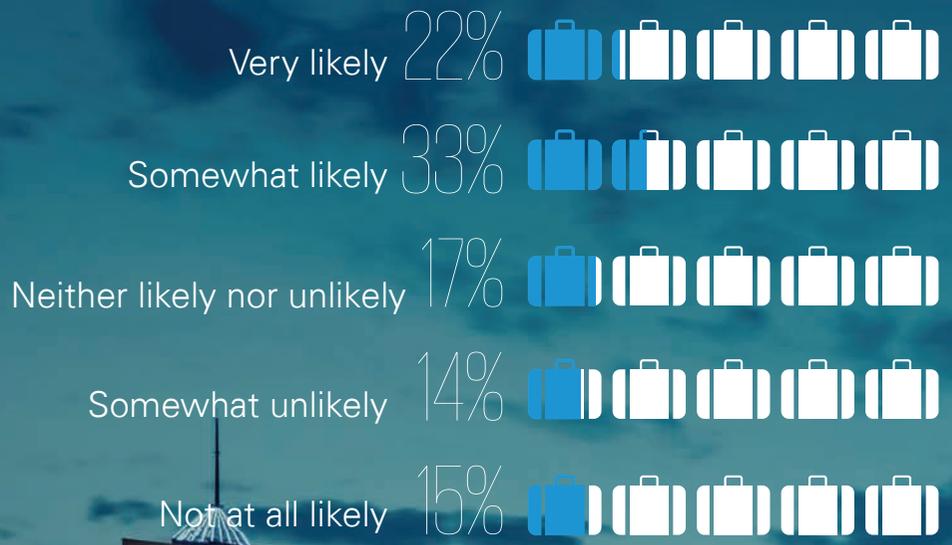
Source: KPMG Dubai hospitality survey 2021 – consumers

Given sanitization requirements related to hotel operations, how would you rate the additional operational complexity and operational costs caused by Covid-19?



Source: KPMG Dubai hospitality survey 2021 – operators

How likely are you to stay in a Dubai hotel room/hotel apartments/holiday home, given the Covid-19 pandemic?



Source: KPMG Dubai hospitality survey 2021 – consumers

