



In March 2022, the occupancy in the UAE was the highest in the world at 85%, 34.2% higher than the global rate.⁷

The impact of Gitex¹⁷



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A plethora of exciting events

There are a host of reasons to remain in the country for a holiday, with a slew of exciting events that happened this year or are planned for the future. The global events being hosted in the UAE including Expo 2020, Formula 1, NBA Games and UFC 280 have contributed to the hospitality industry's exceptional performance this year.⁸ The FIFA World Cup in Qatar has particularly rejuvenated the sector,⁹ with flight prices increasing by almost 1,200% prior to the tournament.¹⁰ Some hotels have also been dispensed to host and facilitate flights for World Cup visitors who are flying to the match directly from the Dubai.¹¹

Meanwhile, this year's Future Hospitality Summit was held at Madinat Jumeirah, Dubai, bringing together the industry's most eminent leaders to share their insight and discuss growth opportunities for 2023.¹²

The summit promoted ESG and sustainability development within hospitality and tourism through its sustainable hospitality challenge sponsored by Neom.¹³ This year's record-breaking GITEX generated AED2.6 billion in total economic output, 60% higher than its previous 'best' of 2019 at AED 1.6 billion (USD437 million), reflective of Dubai's MICE (meetings, incentives, conferences and exhibitions) sector post-pandemic recovery. It attracted more than 170,000 attendees, 40% (68,000) of which were international.¹⁴

Dubai Shopping Festival (DSF) also returned this year for 46 days of entertainment, concerts, shopping deals, and dining. DSF, which is organised by Dubai Festivals and Retail Establishment, is now in its 28th edition.¹⁵

January 2023 will see the Dubai Desert Classic golf tournament being held at the Emirates Golf Club, featuring a number of top seeded players. From 2022, the Dubai Desert Classic is now part of the DP World Tour's Rolex Series for the first time.¹⁶