

Dubai

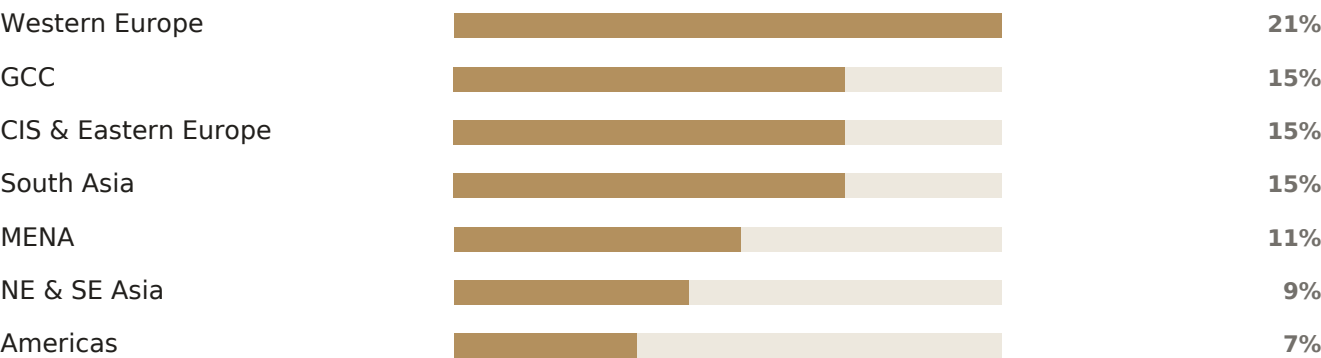
Destination One-Pager

From 86% to 23% in a matter of weeks — and back. The market isn't weak; the market is traumatised. A window of opportunity for the luxury traveller.

19.59M

international overnight visitors in 2025 (+5% — third record year)

TOP SOURCE MARKETS



Source: Dubai Department of Economy and Tourism (DET) — <https://www.dubaidet.gov.ae/>

Full destination coverage: <https://travelintelligenceoffice.com/dubai/>