

preimo

UAE TRAVEL TRENDS:

Tourists value experience
more than price

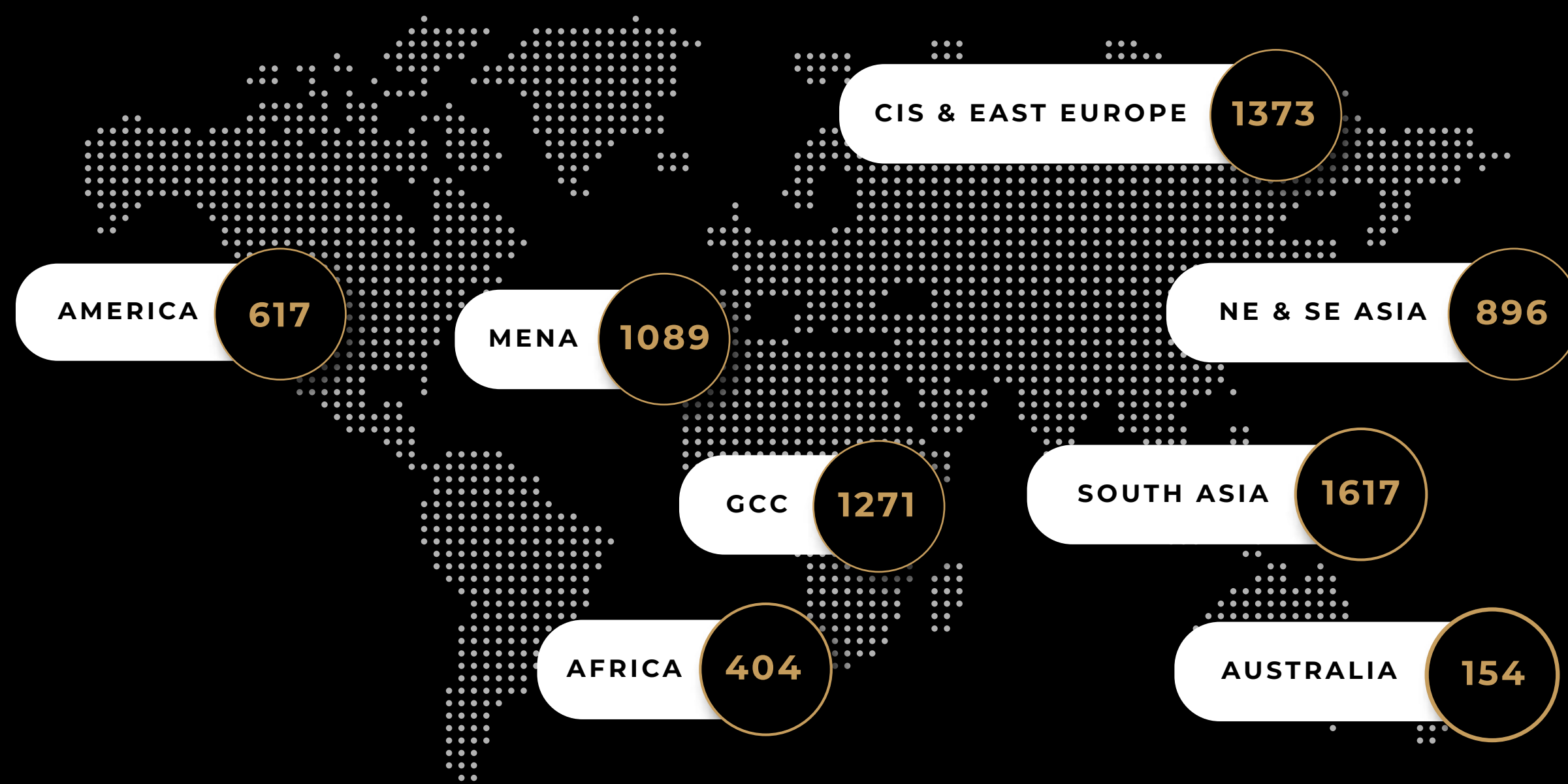


Rising Demand For Customized Travel Experiences

Recent surveys reveal a significant shift in UAE travellers preferences, with over 60% of luxury travellers prioritising unique and customised experiences over cost. This trend highlights a growing demand for exclusivity, where travellers seek personalised itineraries, luxury stays, and off-the-beaten-path adventures.

In the UAE alone, 61% of travellers favour tailored experiences, reflecting a broader trend in the region, including neighbouring Saudi Arabia.

Here is the incoming tourist volume in Dubai from all around the world



► Value Over Price: The New Travel Metric

The focus on value rather than price is evident among high-net-worth individuals in the UAE, with 61% emphasising the importance of value-driven travel experiences. This shift is not just about luxury; it's about the perceived worth of the travel experience, encompassing cultural enrichment, adventure, and immersive participation. This trend indicates a move away from mere observation to active engagement in travel activities.

Growth In Experiential And Luxury Travel Segments

Dubai's tourism sector has witnessed a remarkable growth in experiential and luxury travel. The city welcomed 9.31 million overnight visitors between January and June 2024, a 9% increase compared to the same period in 2023. This growth is fueled by travelers seeking more than just accommodation—they are looking for unique experiences that blend luxury with cultural and wellness elements, driving the sector's overall performance.

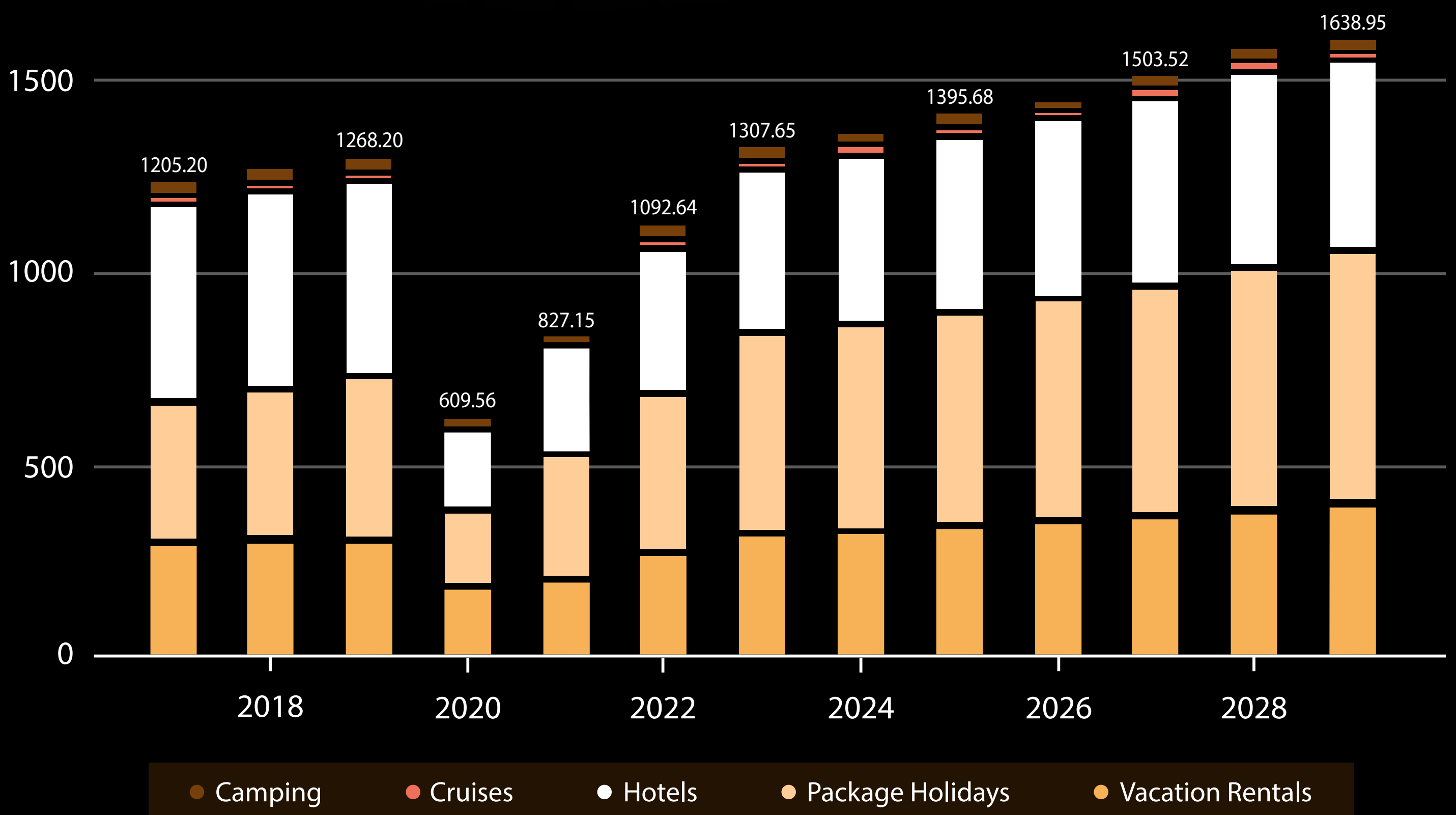
Accommodation Supply & Demand - YTD 2024

Categories	Establishment No.	Available Rooms (Supply)	→ % of Inventory	Avg. Occupancy
5 Stars ★★★★★	365	52,885	33%	77%
4 Stars ★★★★	196	43,593	29%	80%
1-3 Stars ★/★★★	275	28,321	19%	78%
Hotel Aparment (Deluxe)	80	13,624	9%	80%
Hotel Aparment (Standard)	109	12,456	8%	82%
2024 Jun	823 Establishments	150,875	100%	79%
2023 Jun	810 Establishments	148,689		78%

Future Market Projections & Opportunities

The UAE's travel and tourism market is projected to grow at a rate of 3.93% annually between 2024 and 2029, reaching a market volume of US\$1,639.00 million by 2029. The largest contributor, the Package Holidays market, is expected to generate US\$535.80 million in 2024, with a significant 80% of total revenue projected to come from online sales by 2029. These numbers underline the increasing importance of digital platforms in offering bespoke travel experiences.

Projected Market Volume (2024 - 2029)



Supporting Tourist Experience With Premium Services

Supporting tourist experiences with premium services is Preimo's speciality. We offer bespoke concierge services and luxury transportation, setting new standards in experiential travel. Whether it's a tailored wellness retreat or a cultural tour, Preimo enriches your journey, blending luxury with authenticity.

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