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Surge in Dubai's accommodation fuels increase in visitor demand

The tourism industry in Dubai is booming. Figures published by Dubai Tourism and Commerce Marketing (DTCM) recently indicate that a total of £62 billion is currently invested in tourism projects in Dubai with the tourism sector directly contributing to 18 per cent of the emirate's economy.

The ever-increasing number of international visitors to the emirate is driving this investment. Overwhelming consumer demand and a consistent rise in occupancy figures is underpinning a massive drive to increase hotel capacity in Dubai. The number of hotel rooms in Dubai is projected to increase exponentially to accommodate the projected upsurge of 15 million tourists anticipated by 2015 compared to 6.9 million in 2007.

In addition 22 new hotels and 10 new hotel apartments are scheduled to open by the end of the year bringing the total to 476 hotel and hotel apartment establishments fuelling an insatiable visitor demand.

"Dubai is in the enviable position of sustaining a very strong increase in the number of international visitors year on year. Achieving world record hotel occupancy and revenue levels last year speaks volumes about the buoyancy of the emirate's tourism sector," commented Ian Scott, director of the UK and Ireland representative office of Dubai Tourism and Commerce Marketing (DTCM).

As one of the world's leading tourism destinations, the emirate's adventurous and progressive spirit resulting in a rapid pace of progression continues to drive visitor demand and the tourism industry even further. Dubai's fast-expanding portfolio of hotels and hotel apartments recorded a hike of 25.8 per cent to 50,306 units in 2007 and is forecast to rise 3.4 per cent by 2010 at 63,317 units and jump to 48.2 per cent by 2016 when the total units will cross 93,867.

Hotel revenues in Dubai rose 15.7 per cent to £1.7 billion in 2007, up from £1.5 billion in 2006 and with an all time record 6.9 million guests staying in Dubai hotels in 2007 the outlook for the emirate's tourism sector promises to be spectacular.

Many of the world's leading hotel operators are developing flagship properties in the emirate which is leading a sustained increase in visitor numbers to Dubai. Forthcoming developments which are setting the standard for hotel development include Atlantis The Palm and Desert Palm both scheduled to open later this year and the world's first Armani Hotel, scheduled to open in the Burj Dubai tower in 2009.

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