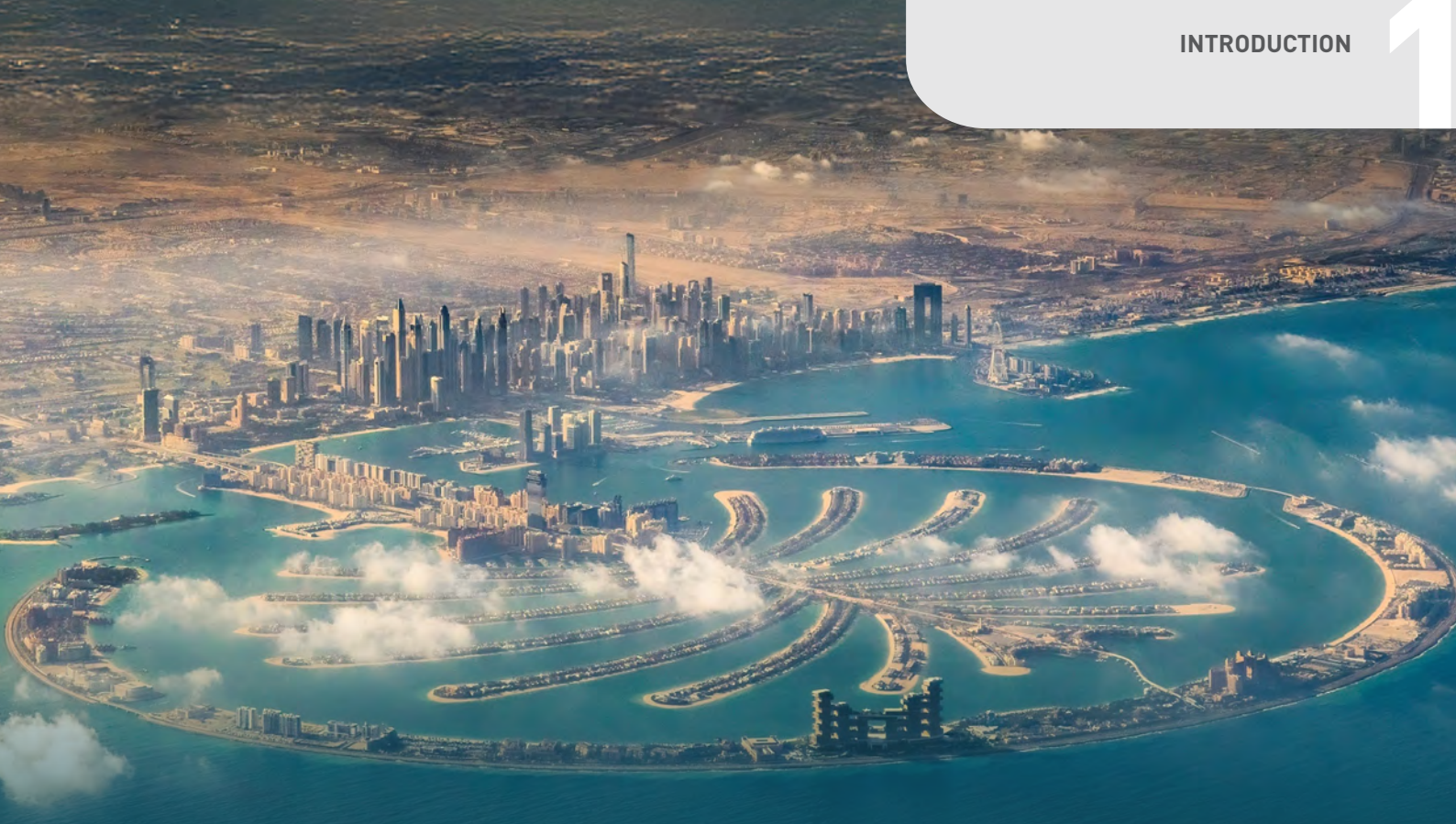


DUBAI DEPARTMENT OF ECONOMY AND TOURISM

ANNUAL VISITOR REPORT 2024



WELCOME NOTE

Dubai's back-to-back record-breaking visitation performance underscores the visionary leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, solidifying the emirate's ascent as a global tourism leader and aligning with the ambitious Dubai Economic Agenda, D33, to double the size of Dubai's economy in the decade up to 2033 and further consolidate its position as a leading global city for business and leisure.

At the heart of our collective achievements is the steadfast commitment and efforts of our partners and stakeholders, and a collaborative framework that has fostered resilience and driven transformative innovation, enabling us to navigate global headwinds while leveraging new opportunities.

Innovation and sustainability are central to our growth strategy, creating a tourism ecosystem that is both agile and sustainable, welcoming visitors from around the world with experiences that resonate across diverse cultures and interests.

This report chronicles another year of excellence, delving into the key drivers and strategic pillars that have propelled Dubai's exceptional performance, from its unrivalled travel connectivity and diverse destination offerings to the global acclaim for our world-class hospitality, gastronomy and infrastructure, as well as our resolute commitment to safety, security and exceptional service.

As we forge ahead in 2025 and beyond, enhancing collaboration with stakeholders will be paramount to elevating our offerings and driving sustained growth across all industry segments, ensuring that every resident and visitor experiences the dynamic spirit of Dubai – a city that seamlessly blends heritage with modernity, ambition with authenticity, and strives to become the world's premier destination to visit, live and work in.



His Excellency Issam Kazim
CEO of the Dubai Corporation
for Tourism and Commerce
Marketing (DCTCM)



↑ Dubai welcomed
18.72M international
visitors in 2024

Another milestone year for Dubai's tourism sector

Dubai consolidated its reputation as one of the world's most popular destinations in 2024, welcoming a record number of international visitors and celebrating landmark achievements across the tourism, hotel and hospitality sectors

Dubai further reinforced its position as one of the world's leading destinations in 2024, with its groundbreaking success powered by visionary leadership, expanded global partnerships and a future-focused tourism development strategy.

The emirate welcomed a record 18.72 million international overnight visitors, marking a nine per cent year-on-year (YoY) increase over 2023's previous benchmark of 17.15 million.

The milestone achievement underscores Dubai's remarkable appeal as one of the world's most dynamic destinations and reflects the ambitious goals of the Dubai Economic Agenda, D33, which aims to double the size of Dubai's economy in the decade up to 2033 and further consolidate Dubai's position as a leading global destination for business and leisure.

The achievement is also testament to the bold vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and the direction of His Highness Sheikh Hamdan bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, and Chairman of The Executive Council of Dubai, to establish Dubai as one of the world's

most innovative and forward-looking cities. The continued growth of Dubai's economy is the result of a cohesive, future-focused strategy built on world-class infrastructure, unique and compelling attractions, and ever-increasing levels of foreign direct investment (FDI).

This integrated approach has not only enhanced the city's global competitiveness but also reinforced its status as one of the world's most dynamic and desirable destinations.

Dubai's success on the world stage was further underscored by a series of prestigious international accolades in 2024, including:

- Being named the **No.1 global destination** for an unprecedented third consecutive year in the Tripadvisor Travellers' Choice Awards.
- Ranking **No.1 globally for foreign direct investment (FDI) into tourism-related projects**, according to The Financial Times' fDi Markets real-time tracking database.
- Being named **the world's leading shopping and exhibition destination** respectively at the 31st annual World Travel Awards.

2024 DUBAI TOURISM MILESTONES

18.72M International visitors
(+9% YoY)No.1 

For city cleanliness

No.1 Middle East's leading
cruise portNo.1 

Global FDI into tourism

No.1 

Middle East destination

Top5 

Safest cities in the world

No.1 Global destination for
third consecutive yearNo.1 Middle East's leading
airport

Sources: Tripadvisor Travellers' Choice Awards, Numbeo Safety Index by City rankings, Financial Times Ltd fDi Markets, Global Power City Index, World Travel Awards

- Being recognised among **the top five safest cities in the world** in the Numbeo Safety Index.
- **Dubai International (DXB) retaining its crown as the world's busiest international airport for the 10th consecutive year**, handling 92.3 million passengers – a new all-time high.

These achievements are a powerful testament to Dubai's resolute commitment to excellence across every aspect of the tourism ecosystem – from its diverse range of attractions and unique visitor experiences to its thriving hospitality sector, vibrant international events calendar, and unmatched global connectivity.

Dubai maintained its reputation for world-class service in 2024, with consistently high visitor satisfaction reflected in both survey results and online reviews.

International guests cited the city's exceptional infrastructure, outstanding accommodation and attractions, and accessible environment as key drivers of satisfaction.

As one of the world's leading destinations, Dubai's tourism industry continues to strive for even greater heights, setting the benchmark for others to follow.

Sustainability remains central to this vision. Aligned with the UAE's Net Zero 2050 strategy and

the United Nations Sustainable Development Goals (SDGs), Dubai is advancing a responsible tourism model designed to lead on a global scale.

Through strategic initiatives led by the Dubai Department of Economy and Tourism (DET) – including the Dubai Sustainable Tourism (DST) programme – the city is working closely with industry partners to embed environmentally conscious practices across the sector.

For 2024, 153 hotels were awarded the DST Stamp for meeting DET's 19 Sustainability Requirements, underscoring the hospitality sector's commitment to long-term environmental stewardship.

As part of Dubai's broader accessibility drive, the Dubai College of Tourism (DCT), part of DET, introduced new training modules in inclusive service and sensory awareness, supporting the city's journey towards becoming the first Certified Autism Destination™ in the Eastern Hemisphere and further enhancing service standards across key touchpoints.

At the same time, DET is leveraging technology to transform the visitor journey. Through the Visit Dubai platform, AI-powered tools and immersive virtual experiences now allow travellers to customise itineraries and preview attractions – redefining how they engage with the city before they arrive.

Dubai's hotel sector grows in size, sophistication and global stature

Dubai's hotel and hospitality sector remained a cornerstone of the city's tourism success in 2024, recording another year of sustained growth, elevated occupancies and rising international acclaim

Dubai's ability to match increasing demand with diversified supply – spanning luxury, lifestyle, midscale, and extended-stay offerings – reinforced its position as one of the world's most dynamic hotel markets.

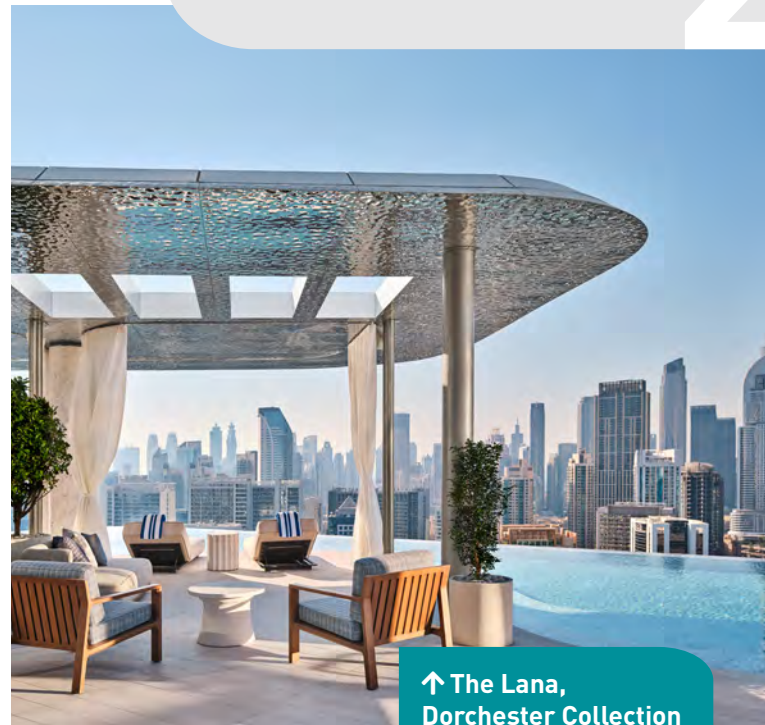
By the end of 2024, the emirate's hotel inventory reached 154,016 rooms across 832 establishments, up from 150,291 rooms in 2023. According to STR data, Dubai now ranks among the top global cities for total hotel room supply, almost on par with London and surpassing other leading destinations such as New York, Bangkok, Los Angeles, Paris, Singapore and Istanbul.

Crucially, this growth in supply has been matched by strong demand. In 2024, occupied room nights rose by 3 per cent year-on-year (YoY) to reach 43.03 million, up from 41.70 million in 2023 and marking a new all-time high. The citywide average occupancy rate climbed 1 percentage point to 78.2 per cent, ranking among the highest globally and demonstrating the sector's ability to absorb increased capacity while maintaining world-class guest satisfaction.

Despite global economic headwinds and intensifying competition, Dubai's hotel sector successfully balanced pricing strength and value, with the citywide average daily rate (ADR) rising slightly to AED538 in 2024, while revenue per available room (RevPAR) increased by two per cent YoY to AED421.

STR data further revealed that Dubai continues to offer more competitive ADRs than peer cities including London, Paris, New York and Singapore, reinforcing the city's value proposition across both mid- and premium-market segments.

The industry's strong performance was underpinned by a wave of exciting openings last year that bolstered Dubai's reputation as one of the world's leading hotel markets.



↑ The Lana, Dorchester Collection opened in Feb 2024

Notable additions included:

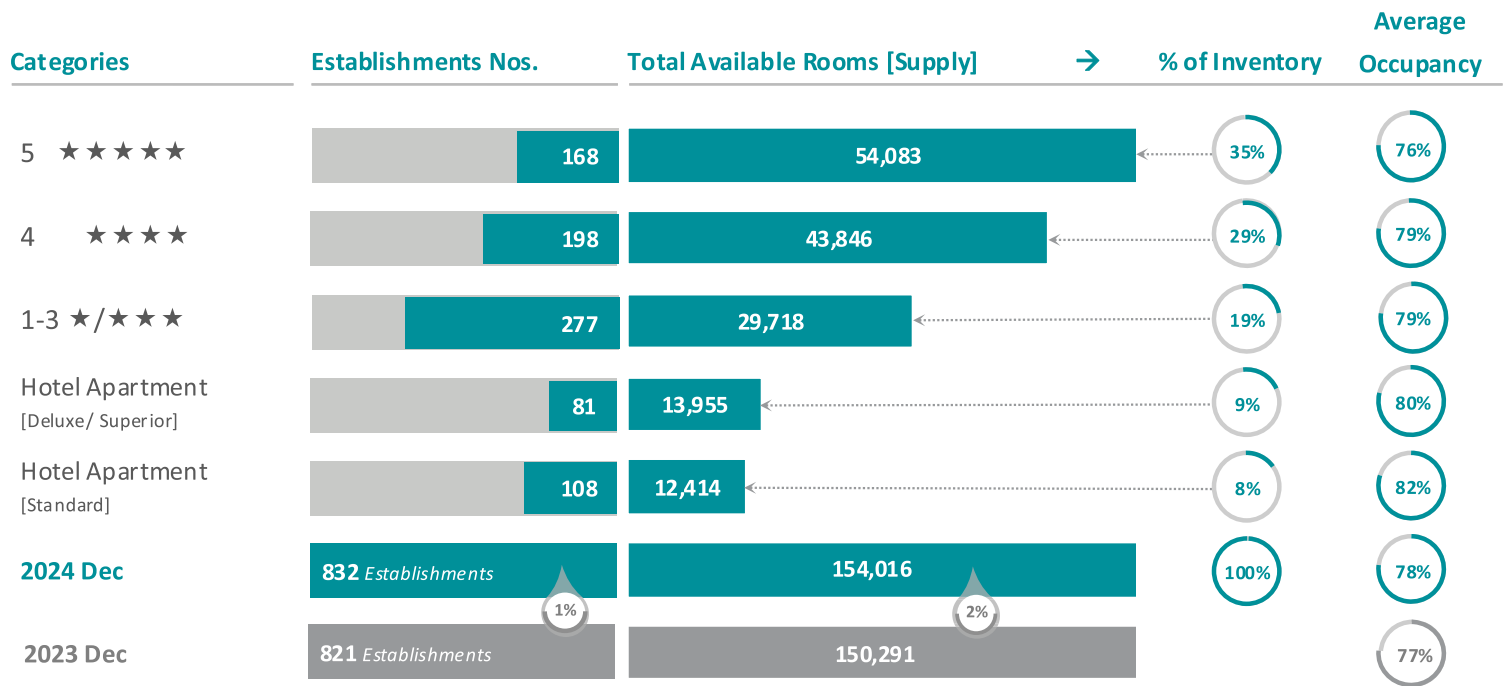
- **The Lana, Dorchester Collection:** The first Dorchester hotel in the Middle East, ranked 23rd in The World's 50 Best Hotels of 2024.
- **One&Only One Za'abeel:** Dubai's first 'vertical urban resort', known for The Link – the world's longest cantilever, suspended 100 metres above ground and offering sweeping views of the city skyline.
- **SIRO One Za'abeel:** A pioneering, wellness-focused property promoting fitness, recovery and performance-driven hospitality.
- **FIVE Luxe JBR:** Situated on JBR Beach, this resort offers 222 rooms and suites, along with 276 residences. Amenities include a private beach club, a 7,000 sq ft spa and multiple dining venues.
- **Delano Dubai:** Marking the brand's Middle East debut, this beachfront resort located on Bluewaters Island boasts 251 rooms and suites with design nods to its Miami origins.

These exciting launches built on the momentum generated by the opening of Atlantis The Royal in 2023, which climbed to No.9 in the 2024 edition of The World's 50 Best Hotels, reinforcing Dubai's growing influence in the ultra-luxury space.

Beyond the luxury segment, Dubai's hotel pipeline remains well-balanced, with the city's guestroom inventory forecast to reach 158,845 by the end of 2025, driven by a 3 per cent increase in the number of four-star hotels set to open in the city. This category alone is expected to account for an additional 2,215 rooms by the end of 2025.

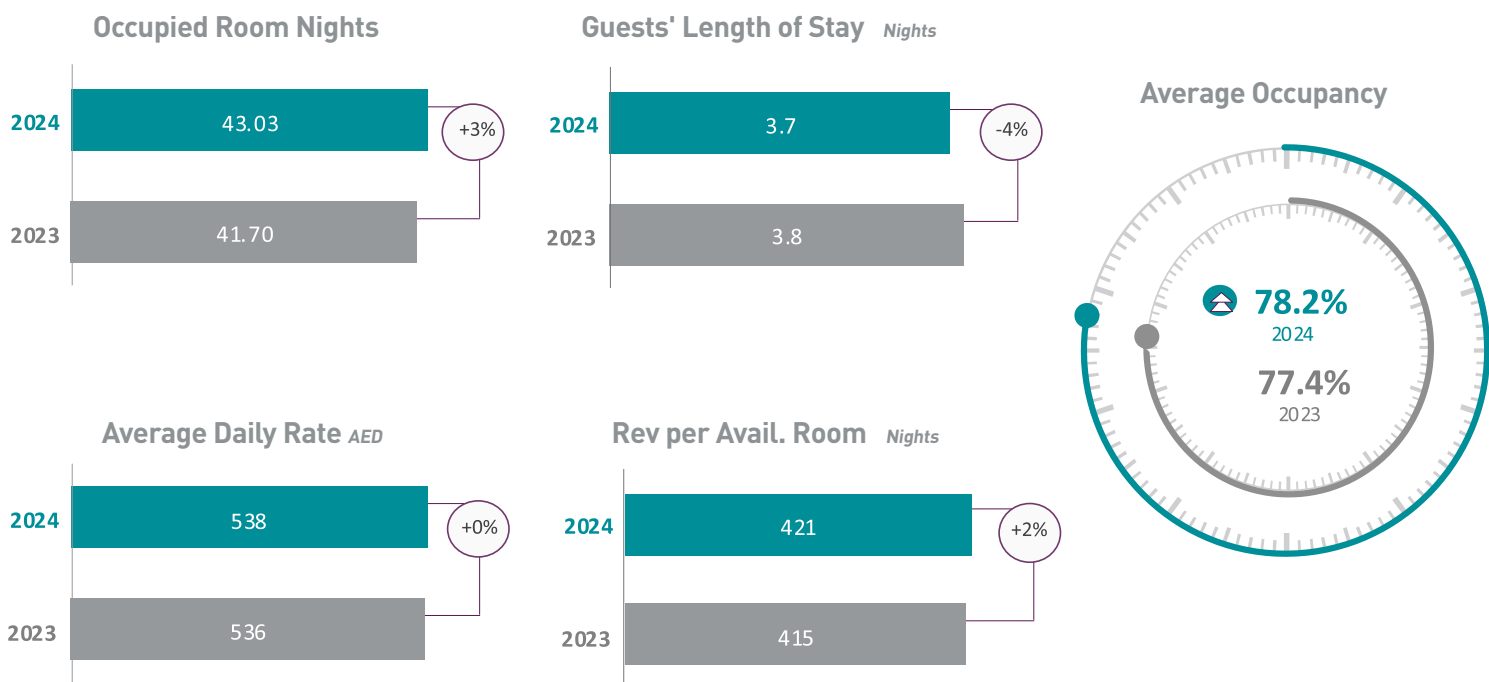
HOTEL INVENTORY BY CATEGORY AND PERFORMANCE KPIs

2024 2023



VISITORS DRIVE ECONOMIC GROWTH IN HOTELS (YoY Jan - Dec)

2024 2023



Notes:

- (1) Establishment Nos and Total Available Rooms are reflective as the actual numbers end of Dec 2024
- (2) 1-3 Star includes Guest House and Budget Hotels; 4 Star includes Floating Hotel
- (3) Nights and revenue figures are reflective of reported hotel data including residents and hoppers
- (4) Occupancy is reflective of the YTD status and hence not directly corresponding to the monthly capacity (rooms available) depicted in the data alongside

Source: Global Competitiveness & Reporting - Dubai Department of Economy and Tourism

Dubai strengthens appeal among couples and families

Dubai's reputation as one of the world's most versatile tourism destinations continued to grow in 2024, with couples and families accounting for 78% of all international arrivals

This significant share reflects the city's wide-ranging appeal, inclusive experiences and commitment to delivering world-class hospitality for all ages.

According to the 2024 Dubai International Visitor Survey (DIVS), leisure travel remained the dominant purpose of visitation to the emirate, accounting for 77 per cent of all international arrivals last year.

While slightly below the 2023 figure (78 per cent), the result reflects Dubai's enduring appeal as a top-tier holiday destination.

The average group size also remained consistent at 2.6 in 2024.

Meanwhile, the proportion of arrivals visiting family and friends held steady at 14 per cent, highlighting Dubai's status as a 'reunion destination', with the city's large expatriate population proving active and important advocates for the city.

Notably, business travel accounted for eight per cent of all arrivals in 2024 – a figure that was not only consistent year on year, but underlined Dubai's importance as a leading regional and global hub for meetings, incentives, conferences and events (MICE).

DUBAI MALL REIGNS AGAIN AS VISITOR EXPERIENCES DIVERSIFY

Downtown Dubai reaffirmed its status as the emirate's premier tourism district in 2024, driven by its iconic landmarks and world-class attractions that remain central to the Dubai visitor experience.

Dubai Mall maintained its unmatched popularity, welcoming an extraordinary 99 per cent of all international visitors for a third consecutive year. Its adjacent attractions – including The Dubai Fountain and Burj Khalifa – saw further gains, with At the Top Burj Khalifa visited by 48 per cent of international guests, an impressive increase from 40 per cent in 2023.

Dubai Frame, the iconic observation deck in Zabeel Park, welcomed 31 per cent of all international visitors, underscoring the attraction's growing reputation as a symbol of the city's innovation-meets-heritage story.

This trend was also highlighted by the rising popularity of the Museum of the Future, which drew 31 per cent of all visitors to Dubai, more than doubling from the 14 per cent who visited in 2022.

Elsewhere, Global Village welcomed 34 per cent of all international visitors, up from 32 per cent



At the Top Burj Khalifa welcomed 48% of all visitors

in 2023. This YoY increase reflected growing demand for multicultural, family-oriented experiences.

Cultural and heritage destinations also saw a modest increase, drawing 66 per cent of international visitors, up from 64 per cent in 2023, in line with global trends favouring authenticity and local storytelling.

Meanwhile, Dubai's beach and marine attractions welcomed 72 per cent of visitors, down from 77 per cent in 2023. This shift likely reflects the diversification of traveller interests across a wider range of lifestyle destinations and experiences beyond the waterfront.

Desert safari experiences remained a core pillar of Dubai's adventure offering, though visitation softened slightly to 43 per cent, down from 48 per cent the previous year.

This may signal a growing appetite for alternative nature-based experiences, such as Hatta's mountain excursions and sustainable desert retreats.

BUCKET-LIST APPEAL DRIVES FIRST-TIME VISITS, WHILE SATISFACTION REMAINS HIGH

Dubai's reputation as a bucket-list destination reached new heights in 2024, with 38 per cent of international visitors citing this as their primary motivation for travel – up from 34 per cent in 2023.

This trend reflects the growing effectiveness of Dubai's global marketing campaigns, digital storytelling and its reputation as a city of iconic experiences and world-first attractions.

The average length of stay held steady at 10 days, underscoring sustained interest in longer, more immersive itineraries that allow travellers to explore the breadth of Dubai's cultural, lifestyle and leisure offerings.

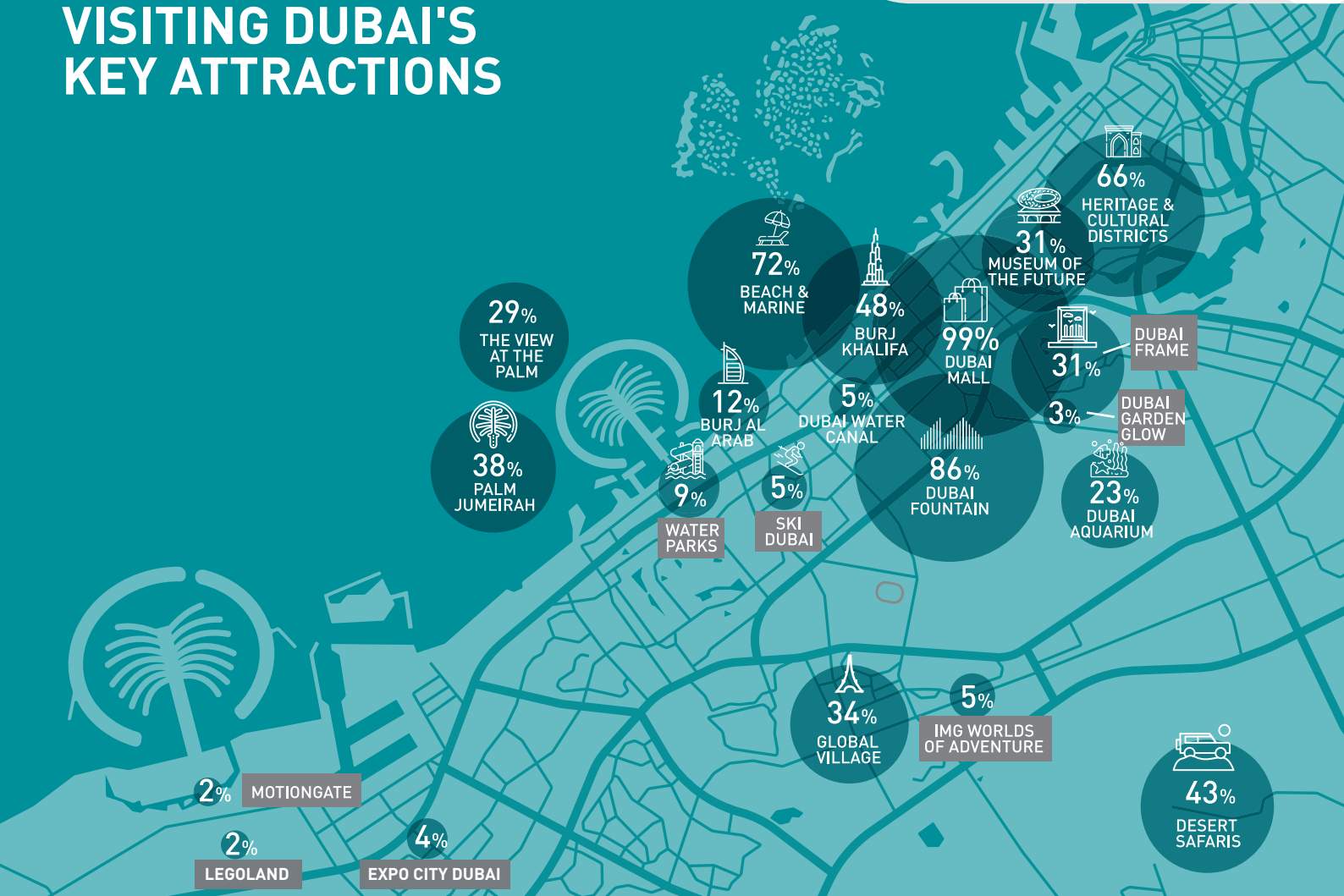
Digital platforms continued to shape decision-making. Ten per cent of visitors cited social media or influencer content as their main source of travel inspiration, outpacing traditional travel agents and advertising – a clear reflection of how global travellers are increasingly discovering destinations through online, peer-driven channels.

Crucially, visitor satisfaction remained exceptionally high. Dubai recorded an overall visitor satisfaction score of 99.8 per cent, with 99.7 per cent of respondents indicating they would recommend the city to others.



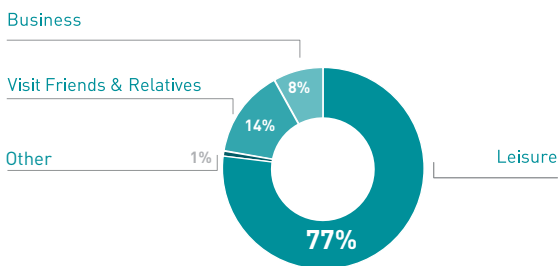
Dubai's global appeal as a 'bucket-list destination' continues to grow

% OF TRAVELLERS VISITING DUBAI'S KEY ATTRACTIONS

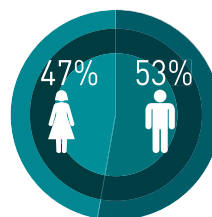


VISITOR TRENDS

PURPOSE OF VISIT



GENDER



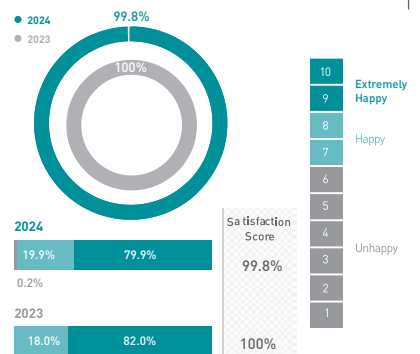
AVERAGE PARTY SIZE



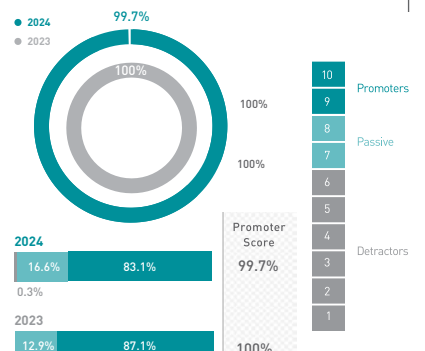
LENGTH OF STAY¹



OVERALL SATISFACTION



ADVOCACY



[1] Length of Stay Data Source Dubai Immigration length of stay has been revised for 2023
* Source: Dubai Immigration Data 2024

Culinary excellence drives visitor growth and global recognition

Dubai's rising status as a global gastronomy hub is paying dividends for its tourism sector

Dubai consolidated its reputation as one of the world's leading gastronomic destinations in 2024, with the city's dining scene playing an increasingly influential role in shaping visitor experiences and boosting international recognition.

From MICHELIN-starred dining to immersive street food experiences, Dubai's culinary landscape continues to evolve, reflecting the city's multicultural identity and commitment to quality, creativity and diversity.

In 2024, nearly 1,200 new restaurant licences were issued across the city – a remarkable number that highlights Dubai's reputation as the region's largest and most influential gastronomy hub. This growth has been matched by recognition from global institutions and audiences alike.

The 2024 MICHELIN Guide Dubai featured 106 restaurants, up from 90 in 2023, with 19 restaurants awarded MICHELIN Stars and three recognised with MICHELIN Green Stars for sustainability. In another major milestone, Trèsind Studio climbed to No. 13 on The World's 50 Best Restaurants list – the highest-ever ranking for a Middle Eastern venue – while Orfali Bros Bistro secured a place at No.64 on the extended list.

In a further boost to Dubai's international profile, the city hosted The Best Chef Awards, marking the first time they had been staged in the Middle East. Dubai-based talent was celebrated across various categories: Grégoire Berger (Ossiano) and Himanshu Saini (Trèsind Studio) received Three Knives – the award programme's highest honour – while chefs including Mohamad Orfali, Daniel Birk, and Rahul Rana were also recognised for their contribution to culinary innovation.

These milestones underscore the broader trend of gastronomy becoming a central pillar of Dubai's tourism appeal. Its inclusion in Time Out's 2024 list of The World's 20 Best Cities for Food Right Now, alongside a dedicated episode on Netflix's popular food travel series Somebody Feed Phil, further cements its global reputation as a top destination for food lovers.



Vibrant events calendar powers year-round tourism expansion

Dubai's growing collection of world-class events is boosting the city's global tourism appeal

In 2024, a packed schedule of retail festivals, citywide initiatives and business events attracted millions of residents and international visitors, reinforcing Dubai's position as a leading global hub for entertainment, culture, wellness and commerce.

Organised by Dubai Festivals and Retail Establishment (DFRE), part of the Dubai Department of Economy and Tourism (DET), these events support the goals of the Dubai Economic Agenda, D33, by driving economic activity, supporting SMEs, and showcasing the city's diverse and dynamic lifestyle to residents and international visitors.

GASTRONOMY

DUBAI FOOD FESTIVAL A HUGE HIT WITH FOODIES

In 2024, the citywide Dubai Food Festival (DFF) was a spectacular celebration of culinary excellence, bringing together diverse flavours, vibrant culture and unforgettable experiences for food lovers.

With a record 769 participating restaurants, the 23-day event showcased fine dining, street food and cultural experiences, reinforcing Dubai's growing reputation as a global gastronomy hub.

Highlights of DFF 2024 included:

- **Dubai Restaurant Week:** Featuring 68 restaurants, this annual showcase recorded a 26 per cent YoY increase in bookings, with curated menus from acclaimed venues including ROKA, 21Grams, and Carnival by Trèsend.
- **10 Dirham Dish:** With 525 eateries participating, this initiative celebrated Dubai's culinary diversity and affordability by offering signature dishes for just AED10.
- **e& Beach Canteen:** This beachfront event featured 50 food vendors – most of them homegrown – along with culinary theatres, family workshops, and a photography competition that drew more than 1,100 entries.



↑ DFF's e& Beach Canteen celebrated homegrown talent

- **Chef's Menu and Foodie Experiences:** A new format for 2024, this experiential dining initiative provided diners exclusive access to top chefs at 26 fine dining restaurants and featured 52 activations ranging from masterclasses to curated tastings.
 - **Citywide engagement:** DFF's impact extended beyond restaurants. More than 171 retail brands and five external events – including the Satwa Street Food Festival and Breakfast at The Beach, JBR – added depth to the festival's offering, while hotel activations and international media tours helped boost Dubai's profile to global audiences.
- Following 11 successful editions, DFF is undergoing its most significant evolution yet in 2025, expanding into a year-round programme of culinary events and promotions. This transformation further cements gastronomy's pivotal role in driving tourism growth under the Dubai Economic Agenda, D33, supporting the local F&B ecosystem and spotlighting Dubai's vibrant culinary scene on the world stage.



RETAIL

LANDMARK RETAIL FESTIVALS DELIVER CITYWIDE ENGAGEMENT

Dubai's retail calendar hit new highs in 2024, with the 30th edition of **Dubai Shopping Festival (DSF)** and **Dubai Summer Surprises (DSS)** delivering their biggest, boldest and most exciting editions yet.

Running from 6 December 2024 to 12 January 2025, DSF featured 38 days of non-stop activations, from headline concerts and fashion pop-ups to experiential dining and grand raffles.

The return of the 321 Festival brought star-studded live performances to Coca-Cola Arena and City Walk, while the newly launched DSF Nights at Dubai Festival City Mall presented free weekly concerts by popular local artists including Ahmed Saad, Diana Haddad and Yara Mena.

DSF Nights also introduced X Factor Live, featuring celebrity judges and live competition performances, alongside engaging brand activations like Samsung's interactive zone with AI-powered photobooths and wellness demonstrations.

Citywide excitement was amplified with daily IMAGINE laser and water shows, nightly fireworks and a mix of family-friendly entertainment, including meet-and-greets with DSF's iconic characters Modesh and Dana, and pop-up dining concepts like Helipad by Frozen Cherry and Sayf Dubai.

Meanwhile, DSS sustained the retail sector's momentum through the summer months, transforming the city into a celebration of promotions, live entertainment and prize giveaways.

The 2024 edition awarded a record AED50 million in prizes across 20 major raffles, with 3,455 winners walking away with new cars, luxury jewellery and life-changing cash prizes – reinforcing DSS's reputation as one of the region's leading retail festivals.

BUSINESS & MICE

RECORD-BREAKING BUSINESS EVENTS STRENGTHEN DUBAI'S GLOBAL REPUTATION

Dubai's status as a global business, knowledge and innovation hub was reinforced in 2024 through a stellar line-up of meetings, incentives, conferences and events (MICE), which attracted hundreds of thousands of delegates from across the globe.

GITEX Global 2024, the world's largest tech and startup event, welcomed 200,000 attendees – the most in its 44-year history.

Meanwhile, Gulfood attracted 150,000 professionals from more than 190 countries, and Arabian Travel Market (ATM) registered 46,000 attendees, reinforcing Dubai's leadership in hosting large-scale trade and industry events.

In parallel, Dubai Business Events (DBE) – the city's official convention bureau and part of DET – secured the right to host 437 new business events, marking a 20 per cent year-on-year increase.

These events are projected to bring more than 210,000 delegates to Dubai over the next several years, spanning sectors from healthcare and education to sustainability, fintech and urban innovation.



Growth across diversified source markets leads to record visitor arrivals

Dubai's sustained success in attracting international visitors reflects its diversified and responsive market strategy, supported by DET's global partnerships with leading travel, media and hospitality brands

PUBLIC-PRIVATE PARTNERSHIPS KEY TO DRIVING DUBAI'S TOURISM STRATEGY

Dubai's tourism success is underpinned by a collaborative, market-driven approach that brings together public sector leadership with private sector innovation.

In 2024, the Dubai Department of Economy and Tourism (DET) strengthened its strategic alliances with leading global hospitality brands and regional tourism bodies, reaffirming its commitment to delivering exceptional visitor experiences, strengthening Dubai's international visibility, and advancing the goals of the Dubai Economic Agenda, D33.

Through these partnerships, DET continues to foster a culture of excellence and drive industry-wide innovation – supporting growth across Dubai's accommodation, cruise, leisure and events sectors.

HOSPITALITY PARTNERSHIPS UNLOCK VALUE AND VISIBILITY

In 2024, DET signed landmark agreements with IHG Hotels & Resorts, Hilton and Emaar Hospitality Group.

DET's partnership with IHG Hotels & Resorts, which operates 27 properties in Dubai under brands such as InterContinental, Crowne Plaza, voco and the Vignette Collection, aims to integrate Dubai experiences into the group's global marketing channels and its IHG One Rewards programme, which has more than 130 million members. The partnership also includes the co-development of seasonal packages and cultural heritage tours.

A strong focus on workforce development ensures IHG employees can access specialised training through DET's Dubai College of Tourism (DCT), promoting consistent excellence in guest services.

DET also expanded its collaborative efforts with Hilton, with a shared focus on joint marketing campaigns, social media engagement and visibility through the Hilton Honors programme, which has more than 195 million global members. Hilton team members now also benefit from DET's training in customer service and cultural awareness.

Further reinforcing DET's support for homegrown brands, its agreement with Emaar Hospitality Group seeks to develop and promote new tourism products, signature experiences and destination-led culinary and



↑ Dubai is leading the region's growth as a leading cruise hub

wellness offerings.

With a portfolio of 12,600 keys globally and renowned brands like Address Hotels + Resorts and Armani Hotels, Emaar plays a vital role in shaping Dubai's luxury and lifestyle hospitality scene. The agreement also prioritises talent development, with Emaar staff benefitting from DET-led training and certification to meet international standards.

Together, these partnerships exemplify DET's approach to delivering long-term growth through grassroots initiatives.

CRUISE ARABIA ALLIANCE BOOSTS DUBAI'S STATUS AS REGIONAL CRUISE CAPITAL

Another major highlight of 2024 was the formalisation of the Cruise Arabia Alliance, a regional partnership between Dubai, Abu Dhabi, Bahrain and Oman aimed at positioning the Arabian Gulf as a preferred international cruise destination.

Launched at ITB Berlin 2024, the alliance focuses on boosting regional connectivity, improving port infrastructure, and unlocking new economic value by increasing cruise traffic to the region.

As the region's leading cruise hub, Dubai plays a central role in this collaboration. The city is home to two world-class cruise facilities: Mina Rashid, which is capable of handling 25,000 passengers and seven mega-cruise vessels simultaneously; and Dubai Harbour, the region's most advanced cruise terminal, with two berths and purpose-built amenities for seamless guest experiences.

Sustainability plays a central role in Dubai's development as a leading cruise destination. The city actively embraces environmentally friendly cruise ships, such as the MSC World Europa, the first LNG-powered vessel in MSC Cruises' fleet, and the Costa Toscana, Costa Cruises' flagship equipped with advanced LNG propulsion technology.

Dubai International soars to new heights in 2024

DXB celebrated its busiest year on record, reinforcing Dubai's role as a global aviation hub and gateway to the world

Dubai International (DXB) marked a historic milestone in 2024, welcoming a record 92.3 million passengers and surpassing the previous all-time high of 89.1 million passengers set in 2018.

This landmark performance capped a decade of dominance, with DXB retaining its position as the world's busiest international airport for the 10th consecutive year, according to Airports Council International (ACI).

Fueled by consistent growth throughout the year and capped by a record-breaking December that saw 8.2 million passengers pass through its terminals, DXB's exceptional 2024 performance reinforces Dubai's position as a premier global gateway for business, tourism and investment.

Renowned for its seamless service and world-class operational efficiency, DXB now connects travellers to 272 destinations across the globe, cementing its status as one of the world's most important aviation hubs.

Under the leadership of His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of the Dubai Civil Aviation Authority, Chairman of Dubai Airports, and Chairman and Chief Executive of Emirates Airline and Group, DXB continues to set new benchmarks for operational excellence.

Despite surging passenger traffic, the airport maintained extraordinary efficiency:

- **98.2 per cent** of passengers cleared passport control in under 10 minutes.
- **99.2 per cent** passed through security in under five minutes.
- **99.4 per cent** baggage success rate, well ahead of the global average.

Over the past decade, DXB has accommodated more than 700 million passengers across 3.3 million flights, reinforcing its critical role for global aviation.



92.3M

annual passengers (highest ever)



272

**destinations across 107 countries,
served by 106 airlines**



8.2M

**passengers in December alone
(busiest month on record)**



440,300

flight movements (+5.7% YoY)

Looking ahead, the focus remains firmly on innovation and scalability. Having surpassed its 2024 traffic forecast by 200,000 passengers, DXB operator Dubai Airports is now confident the emirate will surpass the 100 million annual passenger milestone by 2027, aided by the AED128 billion (US\$35 billion) expansion of Dubai World Central – Al Maktoum International, which is set to be the world's largest airport upon completion.

This remarkable hub – whose development aligns with the Dubai 2040 Urban Master Plan and the vision of Dubai as a '20-Minute City', where key services are accessible within 20 minutes from any location – will transform global air travel through 21st-century design and technology, underpinning future growth and helping make Dubai an even more compelling destination for millions of travellers worldwide.

Emirates expands long-haul services to drive traffic from emerging markets

Dubai's flag carrier played a key role in enhancing the emirate's global connectivity in 2024, launching new routes and services

Dubai's reputation as one of the world's most connected cities was further strengthened in 2024 through Emirates Airline's strategic network expansion to over 140 destinations, enhancing global access to and from the emirate.

In Australia, Emirates restored full pre-pandemic capacity with 77 weekly flights across five cities, reinforcing Dubai's role as a vital gateway between Asia-Pacific and Europe.

Major developments included:

- A new third daily non-stop Dubai to Melbourne service.
- Resumption of a second daily Perth service, bringing total capacity to nearly 12,000 weekly seats between Dubai and Western Australia.
- Reinstatement of Adelaide services and expanded codeshare access through its partnership with Qantas.

In Africa, Emirates increased its footprint with daily flights to Entebbe, Addis Ababa, and enhanced schedules to Johannesburg, now offering 161 weekly flights to 20 African gateways. Through 23 interline and codeshare partners, including Royal Air Maroc, CemAir, and ProFlight Zambia, Emirates extended its reach to more than 210 regional destinations.

The airline also resumed services to Lagos, Nigeria, providing First Class options and cargo capacity to support bilateral trade between West Africa and the UAE.



Emirates 2024 expansion in numbers

77

Weekly flights to Australia across five cities



161

Weekly flights to Africa across 20 international gateways



210+

Regional points served in Africa

23

Interline and codeshare partners serving Africa

CLOSING STATEMENT

The remarkable success detailed in this report serves as a compelling reflection of Dubai's enduring appeal and the visionary leadership that drives the city's progress.

As the Dubai Department of Economy and Tourism (DET) celebrates these milestones, it also looks to the future with confidence, knowing that the foundations that have been laid will propel Dubai to even greater heights in 2025 and beyond.

Guided by the long-term goals of the Dubai Economic Agenda, D33, DET will continue to strengthen its ties with established source markets while strategically tapping into emerging regions, ensuring that Dubai remains accessible and appealing to diverse audiences worldwide.

It will also always strive for new heights to showcase Dubai as a must-visit destination, attract new visitor segments and further reinforce Dubai's position as a global tourism leader.

This year also holds special significance as Dubai aligns with the UAE Year of Community, reinforcing DET's commitment to fostering meaningful connections between visitors and residents.

Indeed, none of the successes would be possible without the wholehearted support of DET's partners, stakeholders, and also the community who bring the Dubai vision to life every day through awareness and advocacy.

Dubai's tourism industry thrives when visitors experience the authentic warmth and hospitality that define Emirati culture and the city's unique multicultural fabric, creating memories that inspire return visits and positive recommendations, highlighting Dubai's position as a vibrant, must-visit destination.

