



UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

| INVESTING IN TOURISM IN THE UAE



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The Tourism Sector Consists of a Wide Range of Segments

Transport	Accommodation	Food and Beverage	Adventure Tourism and Recreation
<p>This sector provides the movement while people are travelling.</p> <p>The sector is divided into four categories: Air, Railway, Water, and Ground transport.</p>	<p>Includes businesses that provide short-term places for travellers, vacationers and others. In addition to lodging, a range of other services may be provided at these businesses.</p>	<p>The food and beverage sector encompasses all types of establishments supplying food and beverages for consumption from fine dining and ethnic restaurants to institutional food.</p>	<p>Includes businesses that provide experiences where customers request active, recreational experiences or travel adventures where they can learn about nature and/or culture.</p>
Tourism Services	Travel Trade	Attractions	Events and Conferences
<p>The tourism services sector is made up of the organizations, associations, government agencies, and companies that specialize in serving the needs of the tourism industry as a whole rather than the needs of travellers specifically.</p>	<p>Travel Trade refers to tour operators, travel agents, receptive operators, and wholesalers. These professionals organize and contract to buy travel products to sell to groups or individuals.</p>	<p>Includes historic sites, museums, zoos, cultural attractions, amongst other things. Many attractions are educational in nature, others are solely for entertainment.</p>	<p>Events and conferences bring people with a common interest together to learn about new things or share a common experience.</p>

Key Factors Shaping Global Tourism: Responsible Travel

Consumers are rethinking their travel habits and shifting towards responsible travel

- As consumers rethink how their activities—including travel—interact with societies, natural resources, and ecosystems, they **increasingly double down on sustainability**.
- Travellers have **grown more aware of their visitor footprint and the negative impact of over-tourism** on the ecology as well as challenges related to food, water, and energy waste.
- Consumers increasingly **seek destinations and travel options that are aligned with their green values and the commitment to minimise their impact on the planet**.

Entities in the travel business must align their operations with the trend of responsible travel

- This **growing market trend forces travel businesses to rethink every aspect of how they run their operations to create a more resource-efficient and carbon-neutral tourism sector of the future**.

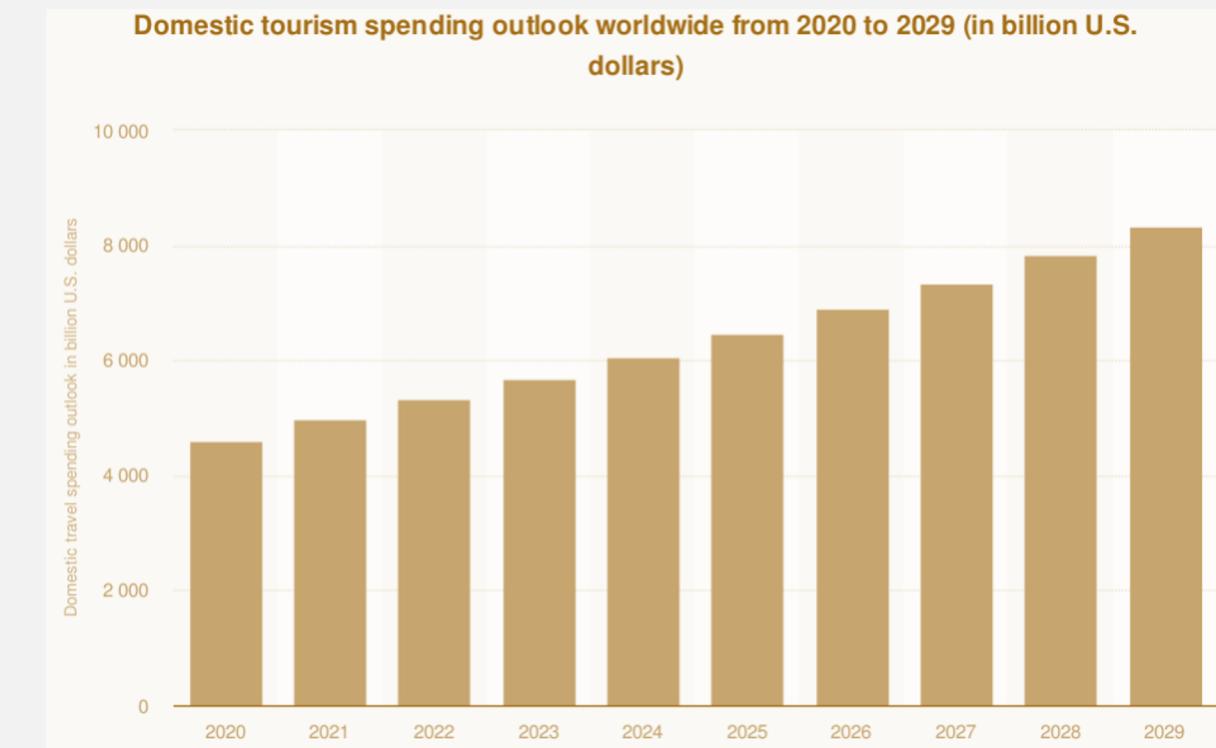


Source: Infosys BPM

Key Factors Shaping Global Tourism: Demand Evolution

Increased focus on domestic trips and outdoor destinations

- Due to heightened uncertainty about the virus spread and potential travel restrictions, **travellers' behaviour has shifted toward the known, predictable, and reliable.**
- Consumers today **value flexibility and are booking on much shorter lead times.**
- A recent study demonstrates that **80% of bookings are now made within a fortnight of departure**, as opposed to 36 days in pre-COVID-19 times.
- Travellers of today **tend to travel shorter distances.**
- The World Travel & Tourism Council estimates that in 2020 **domestic visitor spending was less negatively impacted as it decreased by 45%**, compared to international visitor spending, which took a much bigger hit declining by 69.4%.

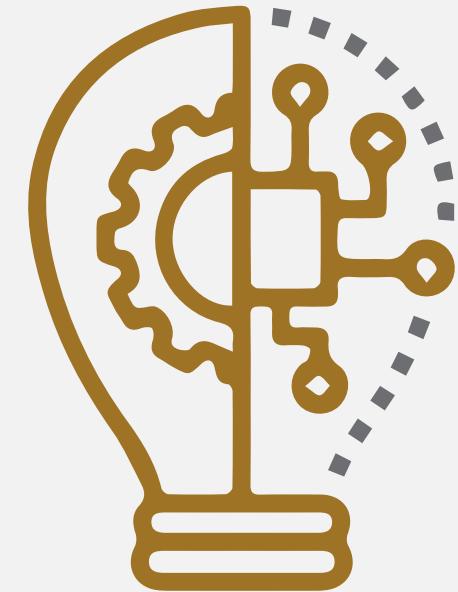


Source: Infosys BPM

Key Factors Shaping Global Tourism: Tech & Innovation

Technology is increasingly being integrated into the tourism industry

- Travel businesses are **exploring how technology can be used to drive demand and facilitate safe travel.**
- Novel technologies such as **virtual reality (VR) deployed at the decision-making stage of the customer journey** can help customers experience destinations before the travel—and from the comfort (and safety) of their homes.
- **Augmented reality can be used to offer travellers real-world experiences combined with virtual elements** as the best of both worlds.

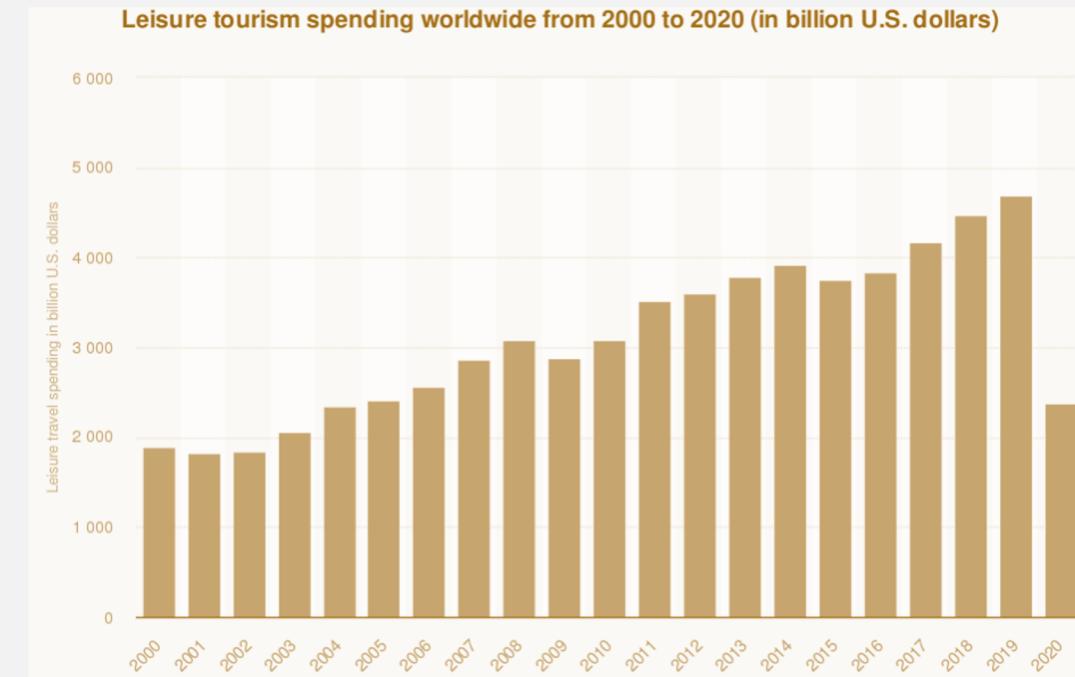


Source: Infosys BPM

Key Factors Shaping Global Tourism: Leisure and Business Travel

Leisure travel will lead the recovery; Business travel could see a permanent shift

- **Leisure travel will lead the recovery** in the tourism and travel sector.
- **Business travel—a key revenue generator for hotels and airlines—could see a permanent shift or may come back only in phases** based on proximity, reason for travel, and sector.
- **Regional and domestic business travel is expected to return first.**
- **A full recovery to pre-pandemic levels within this sector is not expected to happen before 2025.**



Source: Infosys BPM

Tourism Sector Prior to COVID-19

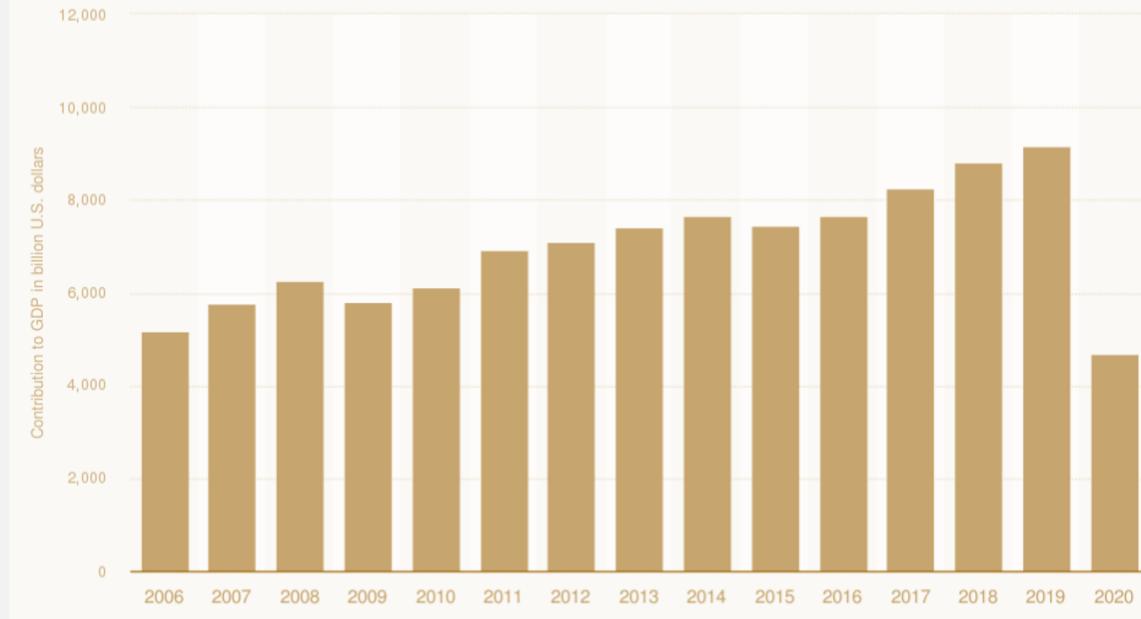
Tourism sector was one of the largest sectors prior to 2020

- The sector accounted for **10.4% of global GDP (USD 9.2 trillion)**, **10.6% of all jobs (334 million)**, and **was responsible for creating 1 in 4 of all new jobs across the world**.
- International visitor spending amounted to **USD 1.7 trillion in 2019 (6.8% of total exports, 27.4% of global services exports)**.

Proactive measures of governments proved beneficial for the sector

- The proactive action of some governments around the world has effectively enabled the sector to **save millions of jobs and livelihoods at risk through retention schemes**.
- If international mobility and travel is resumed by June this year, **the 62 million jobs lost in 2020 could return before the end of 2022**, therefore, powering global economic recovery.

Total contribution of travel and tourism to gross domestic product (GDP) worldwide from 2006 to 2020 (in billion U.S. dollars)



Source
WTTC
© Statista 2021

Additional Information:
Worldwide; WTTC; 2006 to 2020

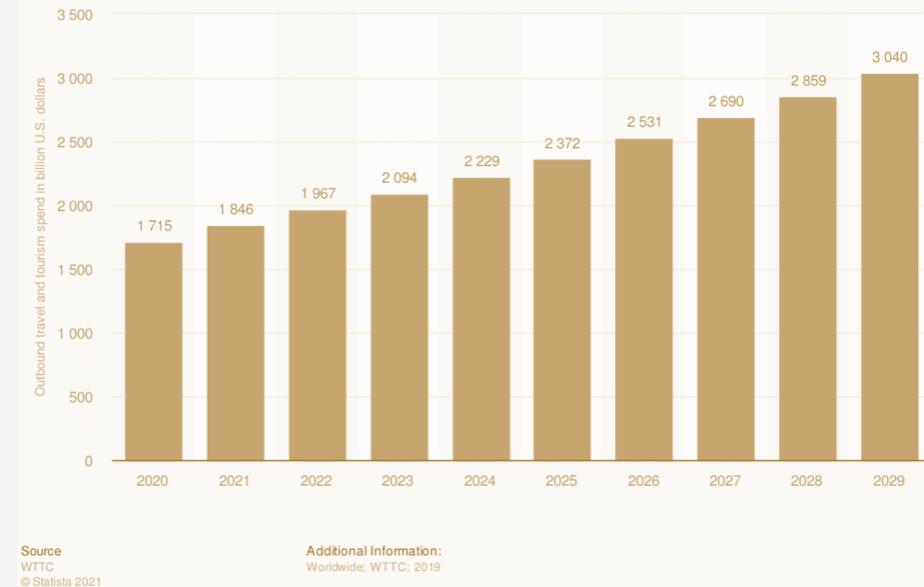
Source: World Travel & Tourism Council

Tourism Sector Expected Trends in the Coming Years

Greater digitisation and environmental sustainability can improve how the industry operates

- According to UNWTO, by 2030 the **total number of tourist trips is expected to reach 37.4 billion, of which 17.4 billion will be international and domestic overnight arrivals (1.8 billion international/15.6 billion domestic)**.
- Revenue is expected to show an **annual growth rate (CAGR 2021-2026) of 17.13%, resulting in a projected market volume of USD 949,579 million by 2026**.
- Sustainable Investments in the tourism sector has been oriented towards Green Transitions suggesting frameworks to shift from a growth-paradigm to a sustainable-paradigm in the long term in order to develop financial instruments for resilience and renewal of the tourism sector.**

Outbound travel and tourism expenditure outlook worldwide from 2020 to 2029 (in billion U.S. dollars)



Source: World Travel & Tourism Council

Investment in Tourism Sector in the MENA Region

FDI projects into Middle East and Africa

- Between 2015 and 2019, 281 tourism FDI projects were announced in the Middle East and Africa (MEA), generating more than **USD 23.1 billion in capital investment and more than 41,000 jobs**.
- 2019 was the region's best year for tourism FDI during the past five years.
- The number of tourism FDI projects recorded in 2019 in the region rose by **55.2%** from 2018, **capital investment increased by 46.6% and jobs by 63.3%**.
- The UAE accounted for **more than one-quarter** of the Middle East and Africa's tourism FDI projects between 2015 and 2019.
- The **UAE was the region's top destination** in terms of capital investment and job creation in the tourism cluster.

TOP 10 COUNTRIES IN THE MIDDLE EAST & AFRICA FOR TOURISM FDI, 2015–2019

0-10 20-30 40-50 60-70

10-20 30-40 50-60 70-80



Source: UNWTO

Looking Ahead: Use Of Tech In Tourism

Technology is a crucial part of the tourism industry

- In the last decade, Travel Tech startups presented several innovative approaches that offered both production and use of new technologies to create a new value within the tourism industry.
- Around **USD 449 billion has been invested in Travel & Mobility Tech startups from 2014 to 2019**.
- The travel tech sector reached **USD 61.6 billion in unicorn valuations**.
- According to Morningstar Equity Research, the booking market represents around **USD 600 billion with growing expectations between 35.5 to 39.4% by 2029**.
- **Vaccine passports and digital health passes** will be integral to domestic and international tourism in 2022.
- **Biometric boarding that will use face-recognition technology; contactless check-in; and automated baggage handling** are expected measures that will be put in place to keep with safety and hygiene measures.

VC deal count in Travel and Mobility Tech startups in Asia



Source: Morningstar Equity Research



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Growth Outlook for Tourism Investments in UAE

All contribute to UAE ranking 33rd in Travel & Tourism Competitiveness Index (2019) – leads the Arab world and the MENA region

15,790,000

International tourist arrivals

US \$21,048.3 Million

International tourism inbound receipts

US \$49.115 Billion

Travel & Tourism industry GDP

US \$1,333

Average receipts per arrival

Expected combined monetary force of aviation and tourism-related activities in Dubai (2030):

\$88.1Bn

11.6%

Travel & Tourism industry share of GDP

Source: World Economic Forum; World Travel & Tourism Council

The Tourism Growth Environment in the UAE

UAE tourism sector's economic importance growing

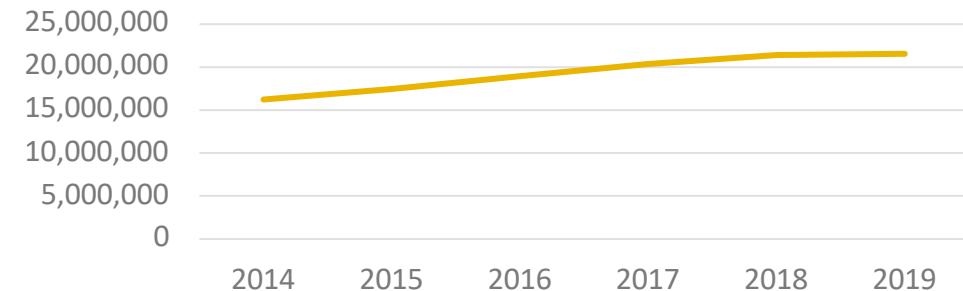


The rise in visitor numbers boosted hotels' revenue by more than 31% to USD 3.08bn in the first six months of 2021.

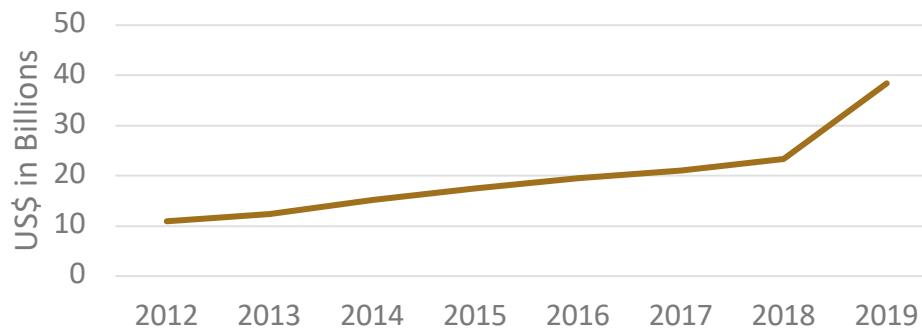


Investment in the travel and tourism sector is forecast to rise by 11% per annum over the next 10 years to USD 20.3bn in 2027, 11.2% of total investments.

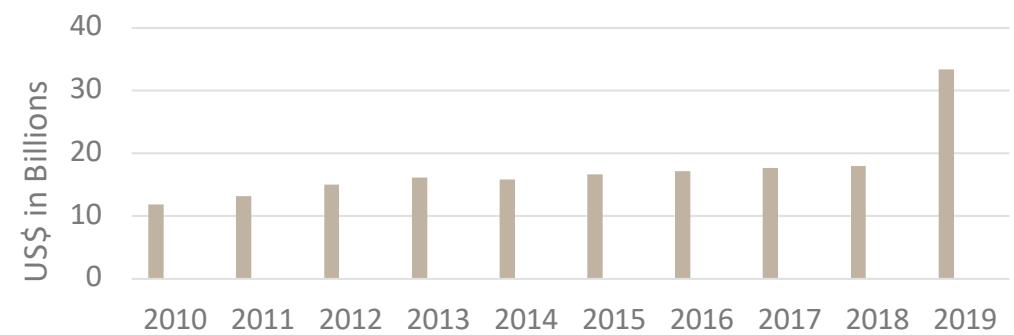
International tourism, number of arrivals - United Arab Emirates



International tourism, receipts (current US\$) - United Arab Emirates



International tourism, expenditures (current US\$) - United Arab Emirates



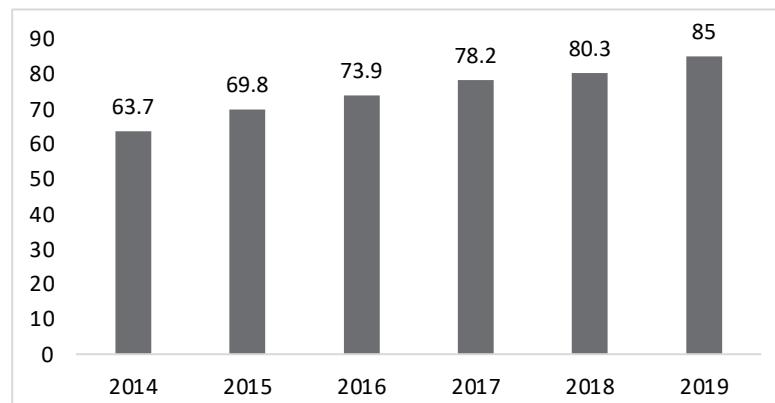
Source: MOE; World Bank

The Tourism Growth Environment in the UAE

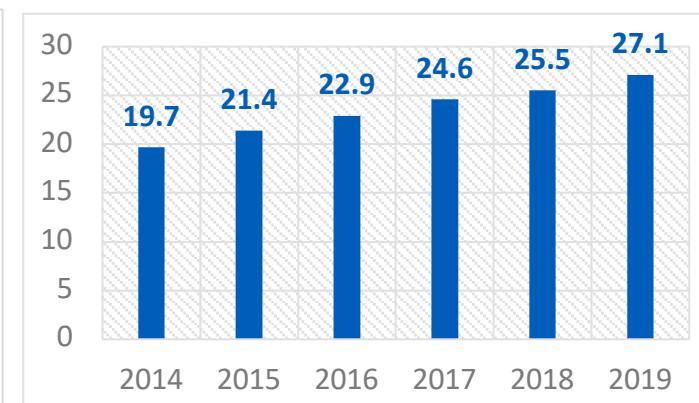
The number of nights spent in UAE hotels has increased steadily over the last 5 years. In H1 of 2021, the average length of visitor stay grew 12.5% to 4.1 nights.

Number of hotel guests has also been growing consistently. Some 8.3 million guests flocked to hotels in the UAE in H1 of 2021, a 15% year-on-year increase.

of Nights Spent in UAE Hotels (in millions)



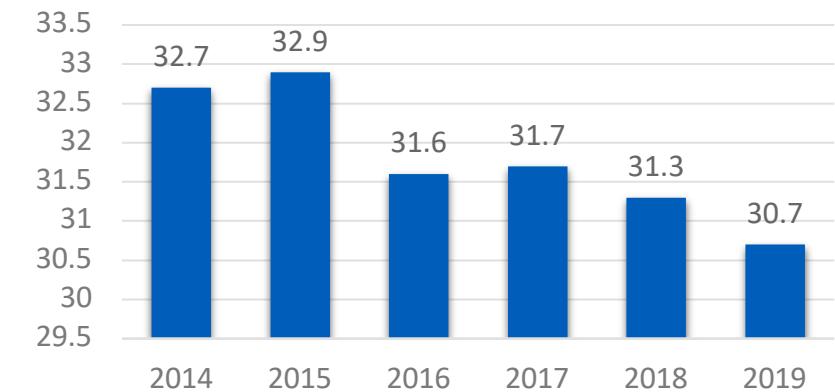
of Hotel Guests (in millions)



Hotel occupancy has seen consistent growth. UAE recorded 62% hotel occupancy rate in H1 2021, outperforming 10 other major global tourism destinations including China, USA, Mexico, UK, and Turkey.

Hotel revenues amounted to AED 30 billion (USD 8.17 billion) in 2019 alone, and the number of hotel rooms reached more than 180,000 in 2020.

Total Hotel Revenue (in AED billions)

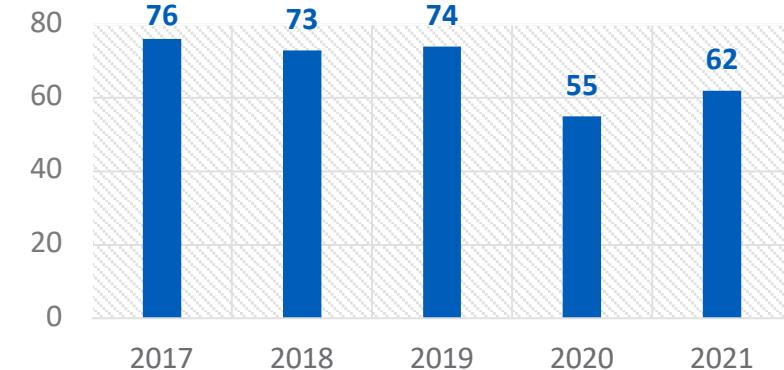


Source: MOE; Arabian Business

Growing Hospitality Market in the UAE

- The number of hotel rooms in the UAE has been at a steady increase from **148,630 in 2015 to 162,230 in 2017 to 183,190 in 2019.**
- Hotels in the UAE recorded a surge in occupancy as the **hospitality sector revenue jumped more than 31%** during the first half of 2021.
- The **supply of branded hotels** in the UAE is expected to reach about **126.8 thousand hotel keys by 2023**. This was an increase from about 98.6 thousand hotel keys in 2019.
- Over the last five years, there has been a **steep surge in demand for the 'home-away-from-home' experiences** that short-term rentals offer. The holiday homes sector saw a **40% year-on-year increase** from 2015-2019.
- As of January 2019, Airbnb experienced a **63% year-on-year growth** in UAE visitors and thus has launched an Arabic website.
- The demand for AirBnB (particularly in the summer) is driven by UAE nationals and UAE residents. Ras Al Khaimah has proven popular with a 66% boost in year-on-year summer visitor numbers to stays in Airbnb.

Occupancy Rates of Hotels in UAE (%)



Number of hotels in UAE



Source: Zawya; Statista

New Hotels Set To Open in the UAE

Illustrative, non exhaustive



**InterContinental Mina Al Arab,
Ras al Khaimah**

Located on the waterfront, this hotel will have 350 guest rooms and suites, a health club and spa, two swimming pools, and several restaurants whilst covering an area of 43,770 sq m.



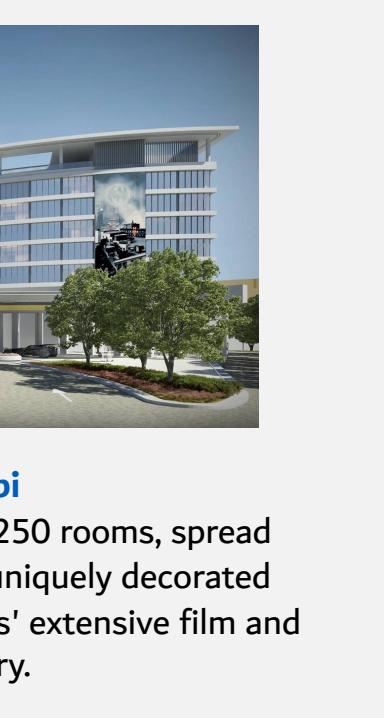
WB Abu Dhabi

The hotel will have more than 250 rooms, spread across eight storeys and with uniquely decorated interiors celebrating Warner Bros' extensive film and television library.



Hilton Abu Dhabi Yas Island

Located in Yas Bay, the five-star Hilton Abu Dhabi Yas Island has 545 rooms, including 59 suites, and a huge outdoor pool complex.



The St Regis Dubai, The Palm

Located on the trunk of Dubai's Palm Jumeirah, the long-awaited St Regis Dubai, The Palm, will be home to one of the world's highest infinity pools with 289 rooms and suites.



Mandarin Oriental Wasl Tower

The second Mandarin Oriental property to reach Dubai will be a 63 storey property that will feature 257 rooms, suites, and serviced apartments.

Drivers of Tourism: Destination Development

Over the last 10-15 years, the UAE government and state-owned enterprises have developed a range of tourist attractions to attract visitors from around the world

Museums & Culture



Sheikh Zayed Mosque, Abu Dhabi



Louvre Museum, Abu Dhabi

Tourist Attractions



Dubai Fountains



Burj Khalifa, Dubai



Ain Dubai, Dubai



Miracle Garden, Dubai

Theme Parks



Ferrari World, Abu Dhabi



Legoland, Dubai



Motion Gate, Dubai



Aquaventure, Dubai

Drivers of Tourism: Key Events Attracting Tourists in UAE

Events are another engine for tourism growth in the UAE. Supported by the UAE government, these events attract thousands of tourists visiting the UAE

Expo2020, Dubai



Abu Dhabi Grand Prix



Global Village



Dubai Duty Free Tennis Championship



Mubadala World Tennis Championship



Dubai Desert Classic



Drivers of Tourism: Retail Offerings & Iconic Hotels

Major companies (state-owned and family conglomerates) have developed exciting retail offerings and hotels/resorts which also serve as tourist attractions

Mall Attractions



Dubai Mall Waterfall



VR Park, Dubai Mall



Dubai Aquarium



Ski Dubai

Hotels



Emirates Palace Hotel, Abu Dhabi



Burj Al Arab, Dubai

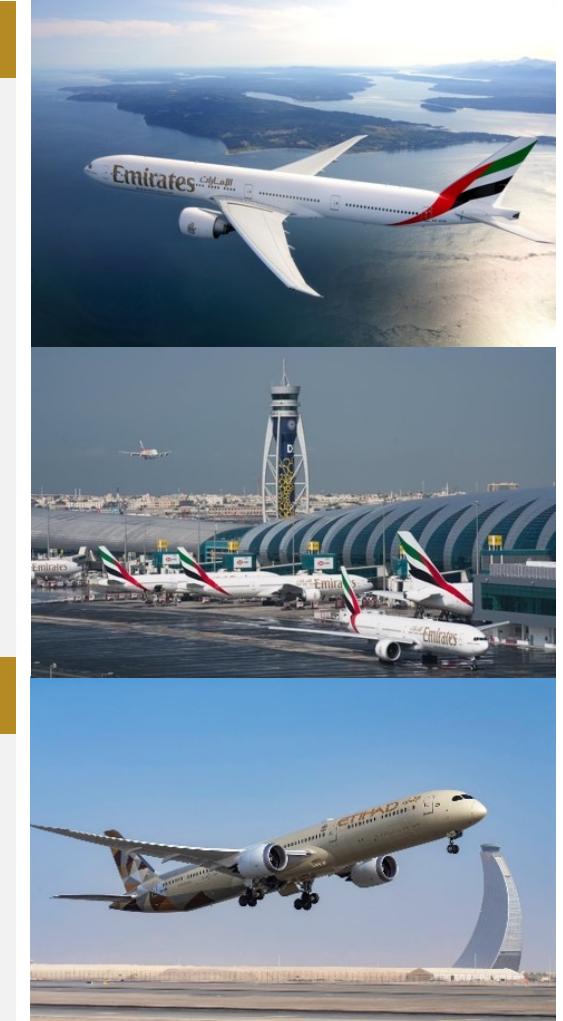


Atlantis, Dubai

Drivers of Tourism: UAE's Accessibility

Flights & Connectivity

- The UAE has 2 major international airlines, Emirates and Etihad Airlines, which **connect the UAE to 150 cities in 80 countries around the world.**
- **134 million passengers on 883,000 flights pass through UAE airports annually.**
- The country has invested approximately **AED 1 trillion (USD 272 billion) in its airport infrastructure and development projects.**
- In October 2021, **Dubai Airport** reclaimed its position as the **world's busiest airport**, handling 13 million passengers in the first seven months of 2021.
- In November 2021, it was announced that Dubai International Airport will return to full operational capacity in the coming weeks as it reopens a purpose-built facility for Airbus A380 due to rising demand.



Tourist Visas

- The UAE launched **multiple-entry tourist visas** in May 2021 for all nationalities, valid for five years.
- The initiative enables tourists to enter multiple times on self-sponsorship and remain in the country for 90 days on each visit, further extendable for another 90 days.

UAE as an Attractive Destination For Adventure Tourism

There has been a growing trend over the last years to steer tourists towards getting outside, into the country's natural environment

- The **adventure tourism market is no longer a niche sector but a more encompassing one** that attracts multitudes of travellers looking for an experience-based holiday.
- The UAE plans to bring millions more tourists into the country in the next five years, **promoting adventure tourism alongside culture and tradition in its cities, deserts, and mountains.**
- Hatta is set to be transformed into **an international tourist hot spot for adventure tourism.**
- A recent project in Hatta includes a sustainable waterfall attraction, an international hotel, a 5.4-kilometre cable car, and hiking tracks leading to Jebel Umm Al Nusour.
- RAK aims to offer tourists attractive adventure tourism spots and for this purpose will open the world's first Bear Grylls branded accommodation on the UAE's highest mountain, Jebel Jais.
- RAK houses the **world's longest zipline**, called the Jebel Jais Flight.
- Jebel Jais is a **major destination for keen hikers and climbers.**
- **Jebel Hafeet** mountain offers a view of the Rub' al-Khali, the **largest sand desert in the world**, and the city of Al Ain, an oasis included in the **UNESCO World Heritage lists.**

Recent Projects Aimed at Making the UAE a Hub for Adventure Tourism



Niche and Luxury Retreats in the UAE

The UAE has a large and diverse selection of niche and luxury retreats that caters to the needs of different peoples

- Recently, there has been an increase in **glamping** style retreats in the UAE as a new and exciting upgrade of camping.
- Hatta Dome Park** is a new addition to the glamping offerings in the UAE with 15 dome-shaped luxury tents. The resort is close in proximity to the Hatta Wadi Hub and offers activities like kayaking, mountain biking, paragliding and more.
- Moon Retreat** in Mleiha, Sharjah offers a family-friendly eco-luxury glamping experience. The retreat is close to Mleiha Fossil Rock. The resort offers an Archaeological Centre, a trek or dune bashing, horse riding or visiting a camel farm.
- Mysk Kingfisher Retreat, Kalba** is set on an island off the east coast of Sharjah. The area is an animal conservation for birds, gazelles, turtles, and crabs.

Recent Projects Aimed at Making the UAE a Hub for Luxury Retreats



نزل القمر
MOON RETREAT
by mysk



KINGFISHER RETREAT
by mysk

Luxury Desert Retreats in the UAE

The UAE is home to multiple luxury desert retreats that offer unique experiences to tourists

- **Bab Al Shams** resort is built in the style of a traditional Arabic fort and offers tourists a stay in the desert. The resort's desert ecosystem hosts gazelles, birds, geckos, and other wildlife.
- **Al Maha** is a luxury resort found within the Dubai Desert Conservation Reserve. The resort offers activities such as horse rides in the desert, camel trek, or nature walk. Visitors also get the chance to join a desert safari or practice the arts of archery and falconry.
- **Qasr Al Sarab** by Anantara is a resort located in the world's largest sand desert, the Empty Quarter. It offers visitors the chance to traverse the Rub' al Khali by camelback and engage in hammam and desert rose rituals.
- **Mysk Al Faya Retreat** resides in the UNESCO World Heritage Site of the Mleiha region. The retreat offers its visitors a unique saltwater spa.

Projects Aimed at Making the UAE a Hub for Luxury Desert Retreats



BAB AL SHAMS
DESERT RESORT & SPA

قصر الصحراء
QASR AL SARAB
Desert Resort by Anantara



AL FAYA RETREAT
by misk



AL MAHA DESERT
RESORT & SPA
DUBAI

Tours in the UAE

The UAE offers tourists several touring options to explore the country

- **Arabian Adventures** offers an array of desert-centered tours such as desert safaris, desert dune buggies, and desert experiences.
- Tourists are able to experience the UAE through Hop On Hop Off Bus Tours, Dhow Cruises, Helicopter Tours, Hot Air Balloon rides, and more.
- The travel agencies landscape in Dubai is saturated with over 140 travel agencies.



Arabian Adventures



UAE's Successful Mice Industry

The UAE MICE industry among the global leaders in the industry

- More than **2.3 million visitors** cited business as their main purpose of travel to Dubai in 2019, marking a **2% increase** compared to 2018. The 2.3 million visitors make up **10.7%** of the total visitors to the UAE in 2019.
- According to the Dubai Annual Visitor Report, **in 2019, Dubai held 301 meetings, conferences, and incentives** organized by Dubai Business Events.
- Dubai ranked **1st** and Abu Dhabi ranked **2nd** in Cvent's 2019 inaugural list of Top 10 Meeting Destinations in the Middle East and Africa.
- In 2021, the **Abu Dhabi Convention and Exhibition Bureau (ADCEB)** won the Best Marketing Destination' award at the **MICE China Forum and Awards**.

Largest MICE events held in the UAE this year



The logo for Gulffood is written in a large, flowing, black cursive script font.



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Tourism Tech Start Ups Funded in the UAE



- VistaGlobal is an AI-driven subscription-based private jet booking solution that also offers on-demand global flight coverage, aircraft leasing/finance & aviation technology.
- **Last Funding** - Secured \$200 million funding in September 2018 from Rhone Group



- HolidayMe enables users to book flights, hotels and holiday packages across multiple destinations.
- **Last Funding** – Secured US\$ 16 million in November 2018 by Global Venture Enterprise, Innoven Capital, B&Y Venture



- Ekar provides an app-based car rental platform.
- **Last Funding** – Secured US\$ 17.5 million in November 2019 by Audacia Capital, RISE Conf, I Yemni Group, Polymath Ventures



- Batuta is a marketplace for booking hotel rooms where users can discover, compare and book their preferred hotel rooms on the platform.
- **Last Funding** – Raised \$2.5 million funding by Siraj Fund Management Company



- U-Drive is an app-based self-drive car-rental platform.
- **Last Funding** – Secured US\$ 5 million in July 2021 from regional investors and venture capitalists

The Tourism Tech Ecosystem in the UAE

Illustrative, non exhaustive

Venture Capital



Incubators



Leading Tourism Tech Investors in UAE

Illustrative, non exhaustive

Investment Company	Sector of Tourism Investment	Startup Investments
 <small>Dubai Angel Investors</small>	Transportation	CarSwitch
 <small>MIDDLE EAST VENTURE PARTNERS</small>	Adventure Tourism and Recreation	Golfscape, Wego
	Transportation, Travel Trade	Careem, Safar Pass
	Food and Beverage	Round Menu
	Transport	Buseet, Welcome, Ezhire
	Transport	QuickBus, Airlift, Dharma



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Eco System Components - Tourism Communities



- Middle East and North Africa Leisure & Attractions Council (MENALAC) is a not-for-profit Trade Council representing the Leisure and Attractions companies in the Middles East and North Africa.
- It has been set up under the aegis of the Dubai Chamber of Commerce and Industry and the Dubai Association Centre in 2016
- It covers 22 territories including Egypt, Algeria, Saudi Arabia, and the UAE.



- The Dubai Travel and Tour Agents Group (DTTAG) was established in 2004 under a license from the Dubai Chamber of Commerce and Industry (DCCI).
- DTTAG aims to ensure that the interests of the travel agency community are represented with airlines, IATA, hotels, other suppliers, and also with government bodies such as Dubai Civil Aviation Authority (DCAA), Dubai Chamber of Commerce Industry (DCCI), etc to support its members, the travelling public, and the travel agency community in general.

Eco System Components - Tourism Communities



- Travel And Tourism Agencies Council (ATTAC) guides and assists tour operators and travel agents in enhancing their professional capabilities, so as to provide better travel services to the public.
- It was formed in the year 2000 by a decree issued by the Chairman of Civil Aviation Department of Abu Dhabi, and was made a part of Abu Dhabi Chamber of Commerce and Industry (ADCCI) in the year 2002.
- ATTAC is continuously auditing the travel market for illegal malpractices, in order to protect it from frauds within the travel and tourism industry.

Eco System Components – Education Providers

Illustrative, non exhaustive



كلية دبي للسياحة
Dubai College of Tourism

- **Dubai College of Tourism (DCT)** was established by Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) to be a world class vocational tourism college that would drive professional excellence capability in all tourism and hospitality service personnel in Dubai.
- DCT aims to be recognised as the premier vocational institution in the region and is committed to nurturing and educating human capital within the tourism, hospitality, retail and events industries.



- **The Emirates Academy of Hospitality Management (EAHM)** specialises in providing business management degrees with a hospitality focus and aims to become the world's leading hospitality management school.

Events and other Initiatives by the UAE Government In Tourism

Illustrative, non
exhaustive



- The Arabian Travel Market (ATM) is the leading trade fair for the Middle East's inbound and outbound travel industry.
- The annual business-to-business exhibition showcases thousands of products and destination offerings from around the world to influential buyers and trade visitors.
- For the last twenty-eight years, the annual event has connected products and destinations from around the world with buyers and travel trade visitors at the Dubai World Trade Centre.
- In May 2021, the first ever hybrid Arabian Travel Market event was launched, with an in-person show successfully taking place in Dubai and then ATM Virtual taking place the following week, so that people who couldn't travel could still experience the show.

Other initiatives by the UAE Government to foster innovations in the UAE tourism sector: –

Futurism programme

- The Futurism Programme aims to transform the tourism experience through an accelerator programme.

Digital Audio Tours

- DTCM has partnered with VoiceMap and PocketGuide apps to offer multilingual culture, arts and heritage-led tours for self-guided city exploration.



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Tourism Authorities in the UAE



UNITED ARAB EMIRATES
MINISTRY OF ECONOMY

<https://www.moec.gov.ae/en/home>

- The UAE Ministry of Economy was established in accordance with Federal Law No (1) of 1972.
- The Ministry set out an growth vision aiming to achieve an internationally competitive and diversified economy driven by efficient and knowledgeable UAE nationals.
- The ministry plays a major role in facilitating and enabling business landscape and formulating business-friendly policies that would consolidate the UAE's reputation as a regional and global business hub.

DUBAI
Tourism للسياحة

اقتصادية دبي
DUBAI ECONOMY

<https://dubaitourism.gov.ae/en/>

- Recently, the merger of the Dubai Economy and Department of Tourism and Commerce Marketing has been announced, it will be under the leadership of His Excellency Helal Saeed Al Marri.
- The Department of Tourism and Commerce Marketing – Dubai promotes the dynamic evolution of the city and its delivery of customisable experiences for every visitor.
- Dubai Tourism is the principal authority for the planning, supervision, development, and marketing of Dubai's tourism sector.
- Dubai Festivals and Retail Establishment (DFRE), within DTCM, aims to position Dubai as an international events and entertainment hub.
- The Dubai Corporation for Tourism and Commerce Marketing (DCTCM) is dedicated to working with private and public sector tourism and commerce partners to promote Dubai's position as a leading business and leisure destination around the world.

Tourism Authorities in the UAE

حكومة الشارقة
Government of Sharjah

هيئة التراث والسياحة بالشارقة
Sharjah Heritage & Tourism Authority

الشارقة
Sharjah
Development Authority



<https://www.sharjahtourism.ae/>

- The Sharjah Commerce and Tourism Development Authority (SCTDA) promotes and supports the commercial and tourism activities in the emirate of Sharjah, developing these sectors through various events and activities, in addition to showcasing the emirate at local, regional and international levels.
- The Strategic Goals include:
 - ✓ Promote tourism product locally and internationally.
 - ✓ Diversify overseas markets.
 - ✓ Enhance the tourist experience for Sharjah visitors
 - ✓ Develop excellence and innovation practices in the SCTDA and the tourism sector.



هيئة رأس الخيمة لتنمية السياحة
ras al khaimah tourism development authority

<https://corporate.visitrasalkhaimah.com/>

- The Ras Al Khaimah Tourism Development Authority (TDA) aims to develop the Emirate's tourism infrastructure and establish Ras Al Khaimah as a world-class destination for leisure and business travel, creating sustainable investment opportunities and enhancing the quality of life for its residents.
- In order to achieve its goals, the Ras Al Khaimah TDA has a government mandate to license, regulate, and monitor the Emirate's tourism and hospitality industry.
- One of the goals is to raise the overall competitiveness of Ras Al Khaimah's tourism industry to attract new and local investments.

Tourism Authorities in the UAE



<https://ajman.travel/en-ajmantourism>

- Ajman Tourism Development Department (ATDD) aims to highlight the importance of tourist attractions available in the Emirate of Ajman, and lay down strategic plans for tourism promotion, locally, regionally, and internationally, via holding/participating in conferences, exhibitions, and international promotion campaigns.
- ATDD is responsible for preparing legislation, rules, and regulations needed to organize and develop the tourism sector in the Emirate in cooperation with competent authorities.

دَائِرَةِ السِّيَاحَةِ وَالآثَارِ
DEPARTMENT OF TOURISM AND ARCHAEOLOGY

<http://ahd.uaq.ae/en/home.html>

- The Department of Tourism and Archaeology was established in the emirate of Umm al Quwain to promote and maintain historic buildings and archaeological sites, and to respect the heritage elements found in the emirate.

TOURISM Authorities in the UAE



<https://tcaabudhabi.ae/en/default.aspx>

- The Department of Culture and Tourism - Abu Dhabi drives the sustainable growth of Abu Dhabi's culture and tourism sectors, fuels economic progress, and helps achieve the UAE capital's wider global ambitions.
- The Tourism sector is charged with reinforcing Abu Dhabi as a world-class destination, in line with the commitment to conserving, promoting, and leveraging the emirate's heritage, culture, and tourism assets.
- The Tourism Sector is also responsible for issuing licenses for all hotel and tourism organisations, events, and conferences.