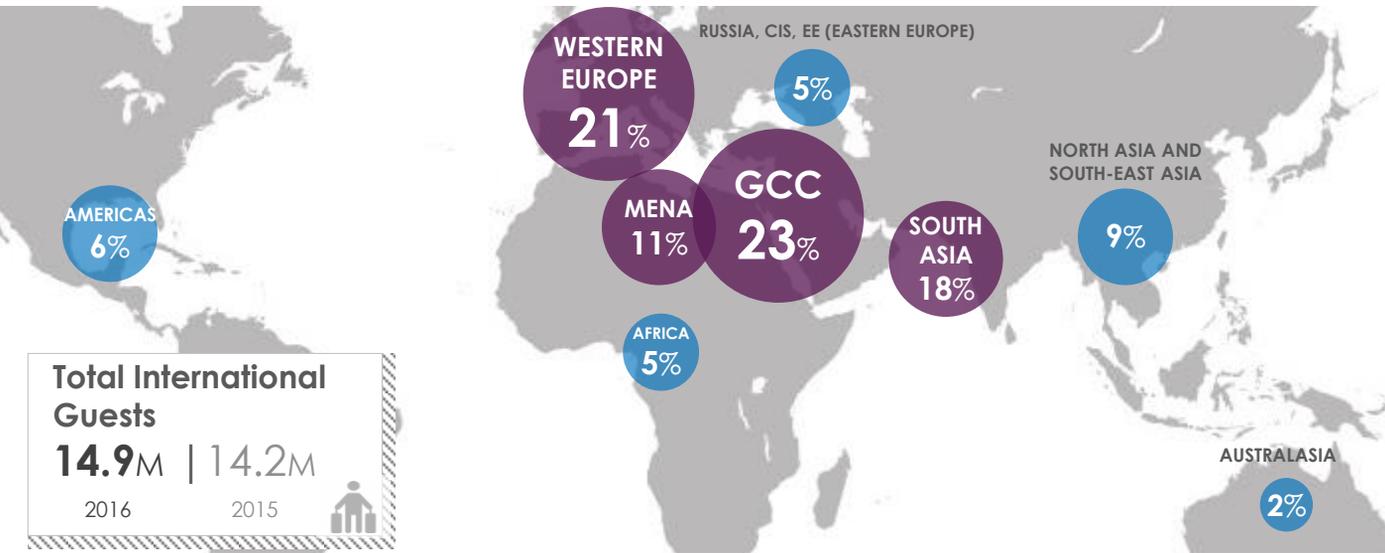


# DUBAI TOURISM 2016 : PERFORMANCE REPORT

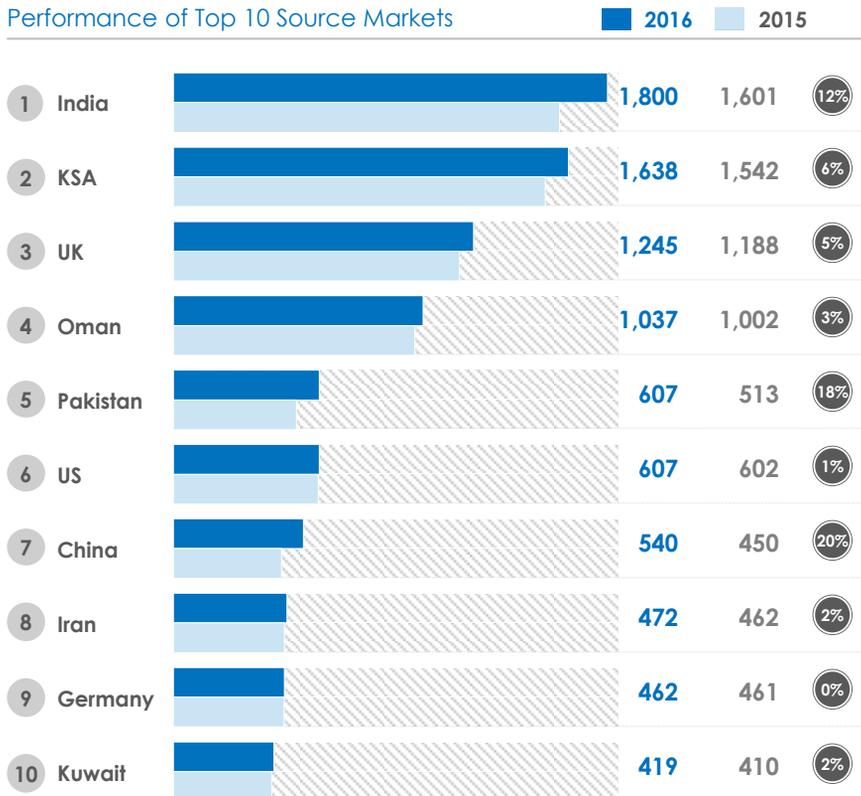
## Visitor Performance by Source Market – Jan-Dec 2016

### SOURCE OF VISITOR BY REGION (% in Jan – Dec 2016)



### TOP 20 SOURCE MARKETS FOR VISITORS TO DUBAI ('000 visitors YOY Jan – Dec 2016 | 2015)

#### Performance of Top 10 Source Markets



#### Top 11-20 Source Markets

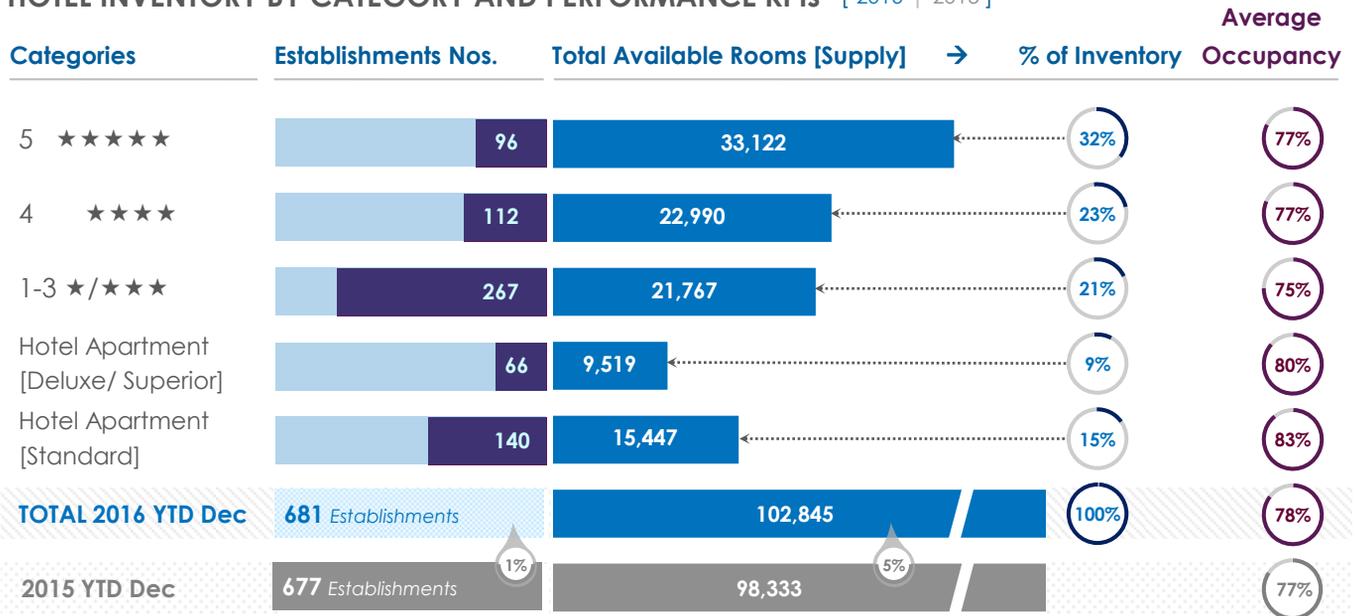
Rank	Country	2016	2015	% Change
11	Philippines	390	325	20%
12	Egypt	291	305	-5%
13	Australia	283	315	-10%
14	France	266	248	7%
15	Russia	240	211	14%
16	Italy	204	195	5%
17	Qatar	198	182	9%
18	Canada	176	168	5%
19	Jordan	162	180	-10%
20	Nigeria	160	201	-20%

Note: Overnight Visitors - Oct'16 data reflects a year to date adjustment to include overnight visitors using an additional visa category for tourists, underrepresented for the period Jan'16 – Sep'16 resulting in a net incremental +28K visitors YTD Sep'16 (Jan +4K, Feb +3K, Mar +3K, Apr +3K, May +5K, Jun +2K, Jul +2K, Aug +3K, Sep +2K); in addition to the specific visitation from this visa category for the month of Oct'16. Going forward this visa category would form part of the visitor volumes.

# DUBAI TOURISM 2016 : PERFORMANCE REPORT

## Accommodation Supply and Demand – Jan-Dec 2016

### HOTEL INVENTORY BY CATEGORY AND PERFORMANCE KPIS [ 2016 | 2015 ]



#### Occupied Room Nights

**28.00** | 26.40 Million

#### Guests' Length of Stay

**3.6** | 3.6 Nights<sup>1</sup>

#### Average Daily Rate

**511** | 569 AED

#### Revenue per Avail. Room

**397** | 439 AED

Note:

(1) Nights and revenue figures are reflective of reported hotel data including residents and hoppers;