

Booking in the United Arab Emirates

September 2023

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Booking in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hotels encourage direct booking, challenging intermediaries

Continued rise of an omnichannel approach

PROSPECTS AND OPPORTUNITIES

Hotel booking landscape set to evolve, with the rise of direct bookings and shifting dynamics

Intermediaries will continue to dominate booking, despite growing interest in direct reservations in the United Arab Emirates

CATEGORY DATA

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Table 4 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

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DISCLAIMER

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