

# Tourism Flows in the United Arab Emirates

September 2023

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## Tourism Flows in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Tourism flows in the United Arab Emirates soar, with surging demand and strategic growth initiatives  
Surge in outbound travel as the expatriate community takes flight, and more visas drive inbound travel  
India leads arrivals, while GCC and Western Europe also contribute to Dubai's vibrant travel industry

#### PROSPECTS AND OPPORTUNITIES

Surging MICE travel poised to give a boost to inbound flows  
Positioning for resurgence: Dynamic travel industry adapts to the release of pent-up demand and strategic growth  
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