



FAIRMONT LUXURY INSIGHTS REPORT

GATEWAY TO HOME

HOTELS AS THE HEART OF THEIR COMMUNITIES

REGIONAL REPORT: UNITED ARAB EMIRATES





The Luxury Insights Report: Gateway to Home - Hotels as the Heart of their Communities is the latest volume in a series of ongoing research-led, data-driven reports. Findings explore luxury travel trends, revealing that affluent travelers perceive hotels and resorts as established authorities and trusted travel guides.

A closer look was taken to understand the priorities of savvy travelers in key markets across the globe. The following report dives deeper into the preferences of luxury travelers from the United Arab Emirates (UAE) to understand how they differ from their international counterparts.



FAIRMONT BAB AL BAHR



EXPERIENCE

Luxury travelers from the UAE are gentle explorers, enticed by experiences that are authentic, but within their comfort zone.

COMFORT CRAVERS

When exploring new destinations, affluent travelers from the UAE prefer to avoid overly touristy areas yet are hesitant to go too far off the beaten path, with 87% looking for experiences in their

comfort zone. Part of this comfort comes from luxury hotels, which greatly impact destination choices and can be a safe haven to return to at the end of the day. For 97%, hotels are an important part of the overall experience and are very likely to influence their choice of destination (79%).

97% say the hotel they choose plays an important part of the vacation experience.





COLLEAGUE CONNECTIONS

Hotel colleagues play a key role in providing unforgettable service and are essential for a memorable stay.

EXPERT TEAMS

To satisfy the need for familiar experiences, travelers from the UAE look for hotels that employ locals who are in the know. For 9-in-10, the best hotels have colleagues who are familiar with the area and can provide the inside scoop (92%), and nearly all trust recommendations about the area from hotel colleagues (96%).

SUSTAINABILITY

Concerns about their carbon footprint and sustainably responsible travels are a top priority for UAE travelers.

RESPONSIBLE TOURISM

Travelers from the UAE see sustainability as the heart and soul of their experience. Most (92%) note the importance that hotels give recommendations that are not detrimental to the community. It's also important for the hotel they are staying at to have environmentally sustainable practices (92%). These travelers look for opportunities to explore extraordinary destinations without harming the planet.



FAIRMONT FUJAIRAH BEACH RESORT



FAMILY MEMORIES

With their sophisticated design and first class service, luxury hotels set the stage for families to celebrate milestone events.

HOTELS AT HOME

It is overwhelmingly acknowledged that desired hotels provide a memorable option for social and business occasions (95% compared to the average 77%), and for 8-in-10, hotels serve as a place to celebrate special occasions and create family memories and traditions (81%). Those from the UAE are most likely to seek out specific luxury hotels locally because of the wonderful experiences they offer for attractions, dining, and self-care (79%).

COMMUNITY

Affluent travelers from the UAE are most likely to view luxury hotels as the gateway to local communities.

HOTELS AS A MIRROR FOR THE LOCAL CULTURE

Travelers from the UAE look to their desired hotels to connect them to the cultural essence of a destination. Eighty-eight per cent expect luxury hotels to provide unique experiences by being fixtures of the local history and culture.

Design and style also play a key role in connecting guests to the destination with 9-in-10 preferring hotels that reflect the local culture through architecture and design and 81% preferring the use of local artists in the decor.



THE FAIRMONT FUJAIRAH BEACH RESORT'S modern design infused with Arabesque elements reflects the local culture and history of the region. By integrating stunning sculptures and using color pulled from the majestic Hajar Mountains, guests get a taste of local culture as soon as they step foot in the hotel.



FAIRMONT DUBAI



FARIMONT AJMAN