

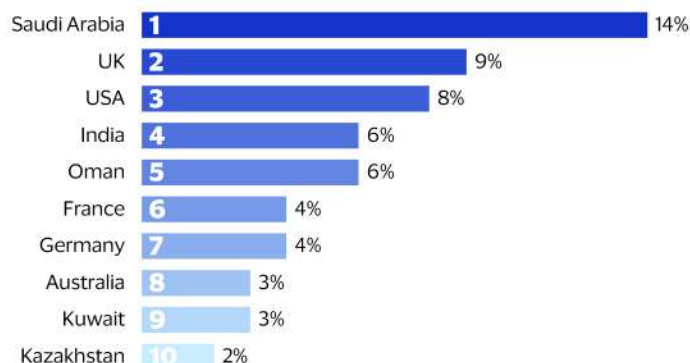
# Travel Pulse

VISA

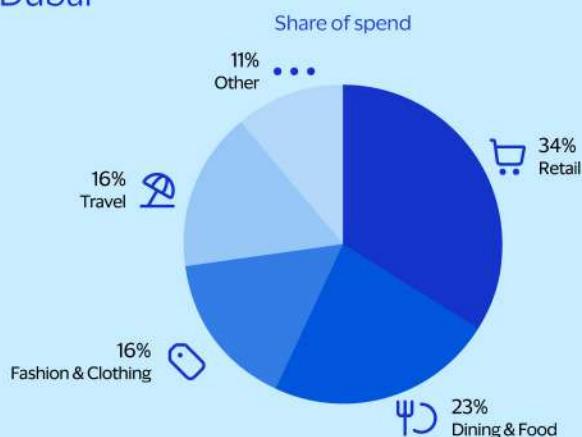
## Dubai as a travel destination

Dubai ranks among the world's leading cities for cross-border spending, drawing visitors from a diverse range of countries. Here is a glimpse on Dubai visitors spend trends, as Visa cardholders can now access curated experiences and exclusive privileges in this vibrant destination.

### Top 10 countries that visitors to Dubai come from



### Top 5 merchant categories driving spend in Dubai



### Average spend per visit for new and returning travelers



\$540

Per one-time visitor

\$575

Per two-time visitor

\$890

three times and more

### Entertainment



+69%

in spend  
(FY25 vs FY24)

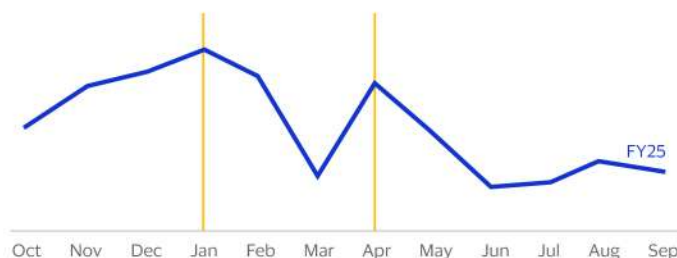
### Taxi



+58%

in spend  
(FY25 vs FY24)

### Visitors spend in Dubai shows significant seasonality



**Additional Information and Methodology:** This report has been prepared using VisaNet transaction data related to the use of cards which are issued by Visa outside UAE. The transaction data has been anonymized before being analyzed for trends. VisaNet data utilizes fiscal years which span from October 1 to September 30. For example, FY25 would be from October 1, 2024 to September 30, 2025. Only cross-border card present transactions are considered in this analysis, with PoS+Cash transactions for overall volumes and just PoS transactions for merchant related spends. Only consumer cards are considered. The figures for repeat travelers are prepared based on FY23, FY24, FY25 data using the following methodology: Cards which have a card present transaction in Dubai in FY25 were identified, their transactions were checked in other years, identifying their average trip duration and spends. "Entertainment" is identified at an industry level. "Taxi" is identified at merchant category level and represented by Taxicabs/Limousines. Dining & Food refers to the category Restaurants & Quick Service Restaurants along with Food & Drinks. Fashion & Clothing refers to the category Department & Apparel. Retail refers to General Retail Stores & Professional Services.