

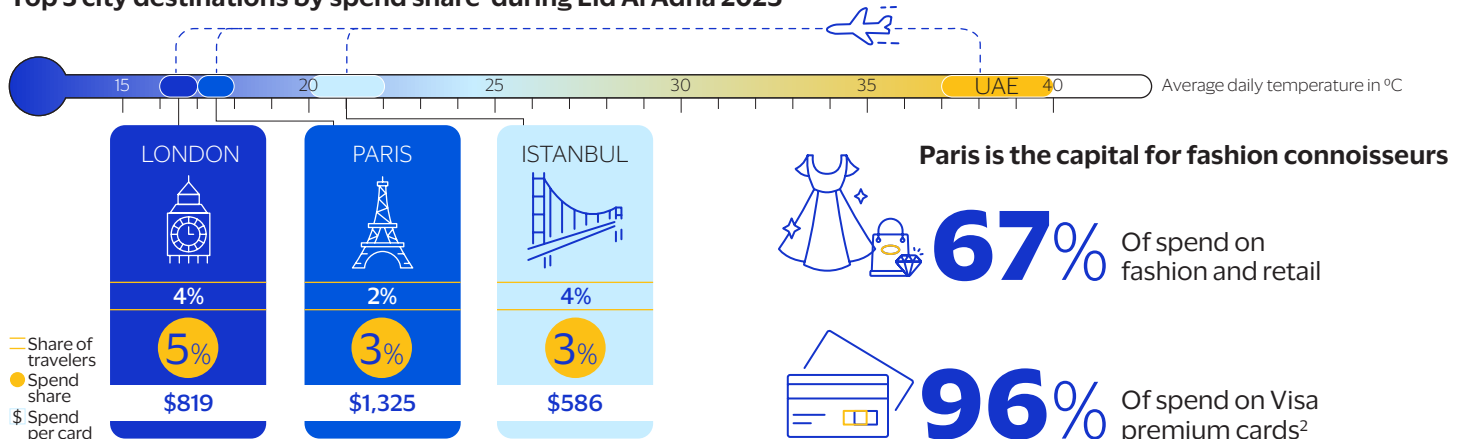
EID AL ADHA 2025 SPECIAL

The Eid Al Adha impact on UAE outbound travel

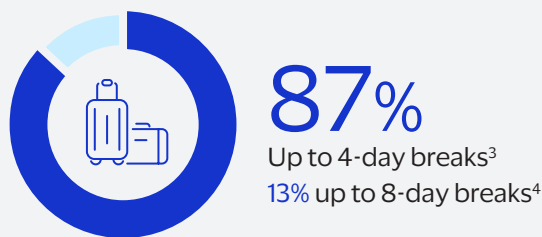
Eid Al Adha (June 5-8) sees a spike in UAE outbound travel to quick getaways and cooler destinations. Eid travelers from the UAE increasingly opted for shorter trips, mindful of the need to return to school and work after the break that coincided with the weekend.

The Eid Al Adha UAE traveler seeks cooler climes

Top 3 city destinations by spend share¹ during Eid Al Adha 2025

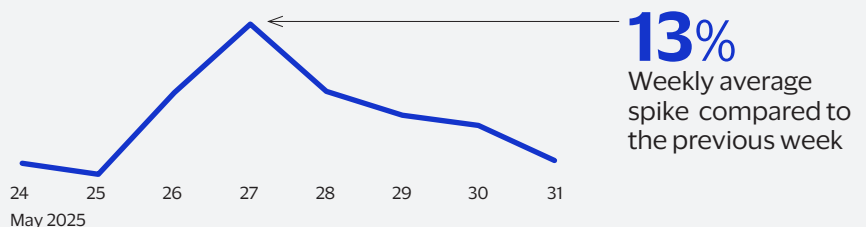


Short breaks are more popular



Holiday planning

Flight booking spend⁵ spikes when the holiday dates are announced



Big spend on public transport

11% Share of transactions are on **Transport for London (TFL)**

A weekend in London

Fashion shopping is a big draw

\$785 Spend per card at **Harrods** (#1 for fashion and accessories), with **Selfridges** coming in at \$464

9 Of the top 10 merchants where UAE travelers spent are in the shopping and apparel category



1 by transactions

Food outlet



Pret A Manger

Supermarket



Tesco

Retailer



Boots

Staycation spend soars

Eid Al Adha 2025 saw higher domestic spends over the previous year

12%

Frequent travelers chose a staycation this year, compared to 10% in 2024

+68% Spend

+63% Number of transactions

+20% Spend per card

Way forward: Visa data reveals that Eid travel habits continue to evolve, with more UAE residents opting for local experiences and short-haul trips during the holiday. This reveals an opportunity for banks and tourism authorities to partner with local merchants to offer attractive staycation rewards, collaborate with key merchants at home and abroad for exclusive cardholder discounts, personalize offers using spending data, and encourage early, family-friendly bookings with special incentives.

Additional Information and Methodology: This report has been prepared using transaction data related to the use of cards issued by Visa globally. The transaction data has been anonymized before being analyzed for trends. **1.** Cross-border card-present spends. **2.** Premium cards are Visa Platinum, Visa Signature, Visa Infinite, Visa Infinite Privilege. **3.** Up to 4 days duration during the Eid days (5-8 June 2025). **4.** Up to 8 days including weekends (31 May - 8 June 2025). **5.** Card-not-present airlines spend. Text and design are by [White Paper Media Consulting](#).