

# 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

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