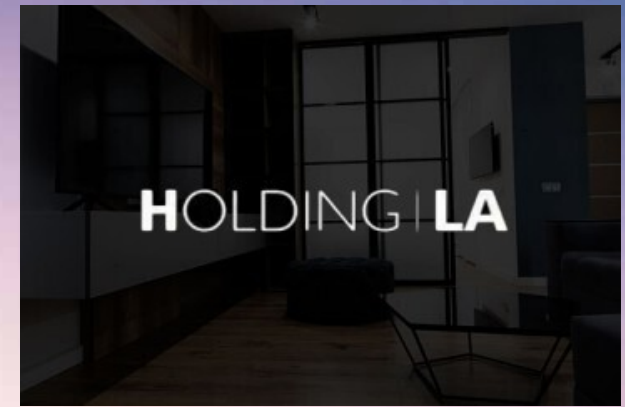


▶ DUBAI:
**THE WORLD'S
LEADING CITY**



DUBAI: THE WORLD'S MOST DYNAMIC CITY

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As one of the world's most popular and desirable destinations, Dubai has proven a magnet for foreign investors, working professionals and visitors from across the planet.

A fast-growing metropolis that is home to more than 200 nationalities, Dubai is a cultural melting pot that is recognised among the world's most liveable and safest cities, as evidenced by its third-placed ranking in a 2023 list of the world's top 10 cities published by The Economist*.

Home to the region's most diversified economy, Dubai continues to invest billions in creating a business ecosystem that supports innovation, entrepreneurship, and ambition.

It is also one of the most popular tourism destinations on the planet, attracting millions of visitors from across the world each year who are drawn to the city's vast and diverse attractions.

Read on to discover the top reasons why Dubai is so special and why the city's story of success is only just beginning...

Source: <https://www.khaleejtimes.com/business/economy/dubai-ranks-3rd-in-worlds-top-cities-beating-new-york-london-and-paris>

AN INNOVATIVE **GLOBAL BUSINESS HUB**

Home to the region's most diversified and innovative economy, which is forecast to grow at a rate of 3.8% in 2023 on the back of strong private sector growth, Dubai is a magnet for multinational businesses and investors looking to capitalise on the emirate's strong economic growth while gaining access to fast-growing regional markets.

It is also one of the world's smartest cities, ranking 29th worldwide in the Smart City Index 2021, up 14 places compared to 2020.

The index, which is compiled by the Swiss-based Institute for Management Development (IMD) working with Singapore University for Technology and Design (SUTD), is based on the responses of 15,000 residents living in 118 cities worldwide and

covers 'smart' public services ranging from health and safety to mobility and governance.

Dubai is also recognised as a digital innovator, with its government recently becoming the first in the world to implement a 100% paperless strategy across all departments and public services.



UAE ranked FIRST in the MENA region and
16th
worldwide in the **World Bank's most recent Ease of
Doing Business** report

Dubai ranked FIRST in the MENA region and
12th
globally in **FDI Intelligence's Global Venture Capital FDI
2022** report

Dubai ranked FIRST in the MENA region and
19th
worldwide among 114 cities surveyed in the **2021 Global
Financial Centres Index**

Dubai ranked
1st
in the MENA region in the **2022 Global Power City
Index (GPCI)**, issued by Mori Memorial Foundation's
Institute for Urban Strategies

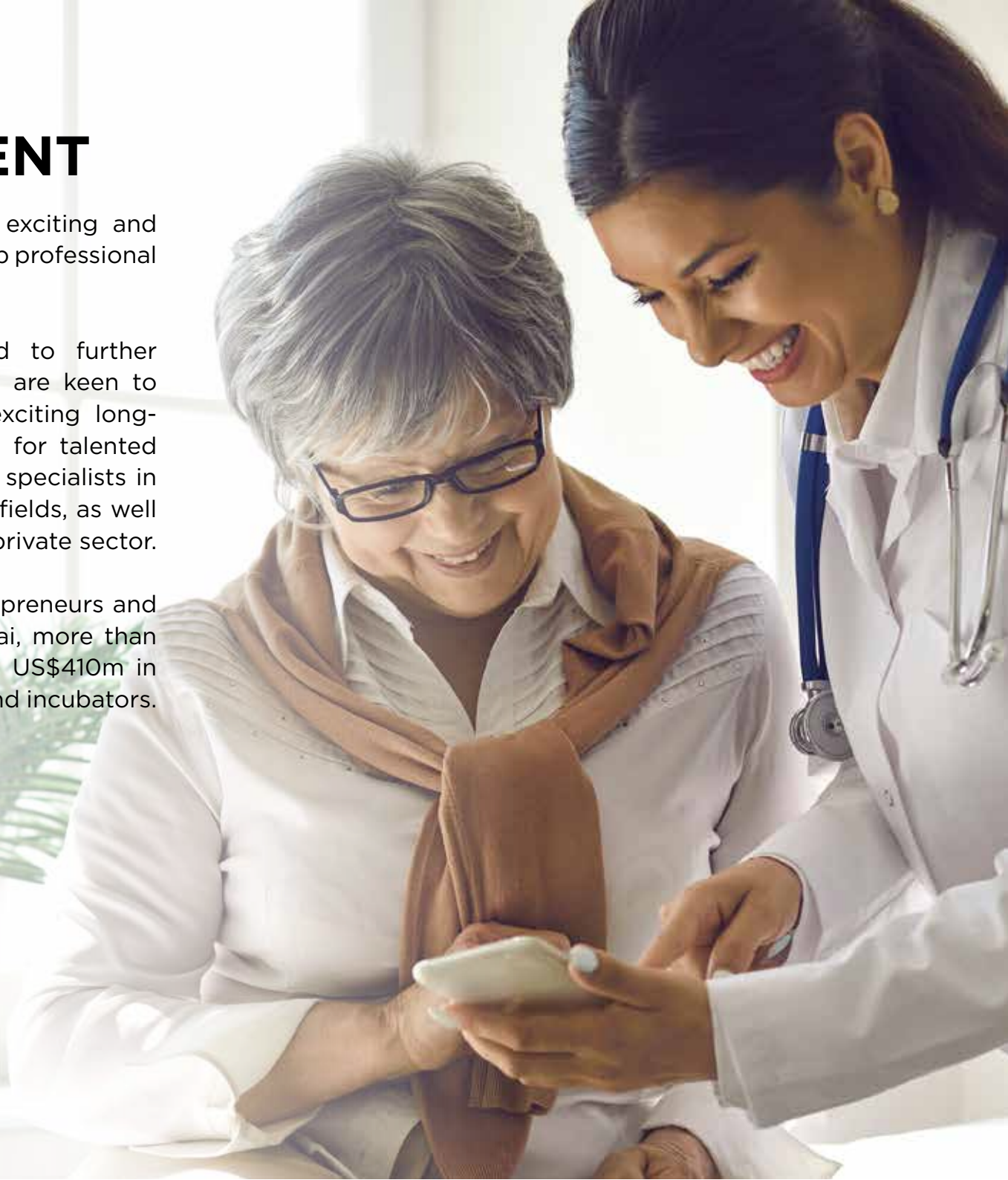


A MAGNET FOR THE **WORLD'S BEST TALENT**

Dubai's reputation as one of the world's most exciting and dynamic business hubs has made it a magnet for top professional talent from 200+ countries worldwide.

In recent years, UAE authorities have moved to further consolidate the country's appeal to expats who are keen to lay down more permanent roots, by offering exciting long-term residency options, including five-year visas for talented students and entrepreneurs and 10-year visas for specialists in medical, scientific research, culture and technical fields, as well as investors and senior executives working in the private sector.

It is also working to lure the world's leading entrepreneurs and innovative start-ups to set up operations in Dubai, more than doubling its financial support for the latter from US\$410m in 2019 to US\$1.1bn through the provision of grants and incubators.



3rd

The UAE ranked third worldwide in **IMD World's Talent Ranking report**, highlighting the availability of skilled professionals

2nd

Dubai was rated the world's second **best destination for expats overall in the 2022** Expat Essentials report published by InterNations

4th

UAE was voted the world's fourth-**best place to live and work** in HSBC's 2021 Expat Explorer survey, rising 10 places from 2020



WORLD-CLASS LIVING STANDARDS

With its ultra-modern infrastructure, sun-drenched climate, and relatively affordable cost of living, it is easy to see why Dubai ranks among the world's best cities to live, work and play.

Home to a fast-growing multicultural population of 3.5 million, Dubai continues to attract expats from across the globe, keen to experience the city's incredible mix of employment opportunities, lifestyle offerings and overall living standards, which include world-class healthcare, education, accommodation, transport and leisure facilities.



1st

Dubai was named the **world's most diverse city** in Resonance Consulting's 2023 World's Best Cities Report

1st

Dubai ranked first in the **Expat Essentials Index** published by InterNations, which assesses cities based on their liveability appeal

5th

Dubai ranked fifth overall in **Resonance Consulting's** 2023 World's Best Cities Report

86%

The majority of expats surveyed for HSBC's 2021 Expat Explorer study said Dubai offered **better living standards** than their home country



ONE OF THE WORLD'S MOST POPULAR **TOURISM DESTINATIONS**

The world's most-popular destination in 2022 according to Euromonitor's Top 100 City Destinations Index, Dubai is a thriving tourism hotspot, with a fast-growing collection of world-class hotels and leisure attractions.

Dubai has led the global travel industry's recovery from COVID-19, with the city on track to surpass its benchmark 2019 (pre-pandemic) performance in 2023.

In 2022, the emirate welcomed 14.36 million overnight visitors, almost double the 7.28 million arrivals reported in 2021 during the pandemic.

Perhaps more impressively from a hotel investment perspective is the fact Dubai's hoteliers reported 37.43 million occupied room nights last year, up 19% compared to 2021 (31.47 million) and 17% compared with 2019.

The city's average daily rate (ADR) of AED536 was up 19% YoY and 29% compared with 2019, while revenue per available room (RevPAR) increased 30% compared to 2021 and 25% in 2019 to reach AED391.



1st

Dubai was declared the **World's Number 1 tourism destination** in the 2022 and 2023 **TripAdvisor Travellers' Choice Awards**

1st

Dubai was recognised as the **world's best coastal city** by UK-based comparison website, Compare the Market

1st

The UAE was named the travel industry's **'most recovered country'** in 2022 by Travelport, noting its tourism volumes had recovered to 110% of its 2019 levels

1st

Dubai was the **world's most popular destination** in terms of **international visitor arrivals in 2022**, according to Euromonitor data



TAX-FREE LIFESTYLE BENEFITS

With zero personal income tax, as well as no tax levied on dividends and interest, Dubai residents are free to spend their disposable incomes as they see fit, with many choosing to splurge on the city's incredible lifestyle offerings.

Dubai's relative affordability is globally renowned: in Mercer's 2022 Cost of Living City survey, Dubai ranked 31st worldwide, well ahead of rival business hubs including San Francisco, Los Angeles, New York, London, Tel Aviv, Hong Kong, Shanghai and Beijing, among others.

The UAE dirham is also tied to the value of the US dollar - the world's benchmark trading currency - ensuring strong fiscal stability.

Many are also choosing to invest in the city's booming property market, which remains undervalued despite its popularity, according to UBS's 2022 Global Real Estate Bubble Index report.



1st

Dubai was named the MEASA region's **top lifestyle destination** in Julius Baer's 2022 Lifestyle Index

1st

Dubai was named the region's **best city in Resonance Consulting's World's Best Cities** report for 2023

4th

Dubai ranked fourth overall in the **'consumer purchasing power'** category of Deutsche Bank's 2019 Mapping the World's Prices report



ONE OF THE WORLD'S HAPPIEST CITIES

As the Middle East and North Africa (MENA) region's most progressive city and society, it is unsurprising to discover Dubai is also rated one of its happiest cities.

In the United Nations' 2022 World Happiness Report, the UAE was named the Arab world's happiest country for a sixth consecutive year, while Dubai and Abu Dhabi were recognised as the MENA region's happiest cities.

The annual report, which studies 146 cities worldwide, rated Dubai 39th overall, ahead of rival cities including Paris (43rd), Singapore (49th), Riyadh (62nd), Tokyo (79th) and Istanbul (115th).

The UAE leads the region for gender equality, and in 2019, launched the 'Arab Charter on Women's Rights' to promote equal opportunities in the workplace and society across the Arab world.

The UAE also ranks among the world's most generous countries, donating the equivalent of 1.22% of its gross national income to foreign aid, easily surpassing the international target of 0.7% from 2013 to 2018.



1st

Dubai is the MENA **region's happiest city**, according to United Nations' 2022 World Happiness Report

1st

The UAE ranks first in the Arab world and 26th worldwide for promoting **gender equality**, according to the UN Development Programme's Gender Equality Index

1st

UAE's ranking in the Middle East and North Africa in the **Women, Business and Law 2021** report, issued by the World Bank



ONE OF THE WORLD'S **SAFEST DESTINATIONS**

Dubai and the UAE consistently rank among the world's safest destinations in terms of personal safety and security, according to numerous international studies.

Dubai ranked 12th globally for personal security in the EIU's Safe Cities Index, while the emirate was named the 11th safest city worldwide in a study that used crowd-sourced global data to detail crime incidents in 338 major cities worldwide.

The UAE has also won global praise for its handling of the Covid-19 pandemic. The Emirates ranked third worldwide in

Bloomberg's October 2021 Covid Resilience Report, which assesses the performance of the world's 53 largest economies and their track record of combating the pandemic with the least social and economic upheaval.

The UAE was praised for its ability to open up its economy while keeping case rates low compared to other countries worldwide.



1st

The UAE is the **world's safest country** in terms of terrorism risk, according to the **2023 Global Terrorism Index** compiled by the Institute for Economics and Peace

2nd

The UAE is rated the **second safest country in the world** by the **World Economic Forum**, out of a 2023 ranking of 136 countries globally

3rd

Dubai ranked third worldwide for **safety and security** in 2021 Expat Insider Report

7th

UAE ranked seventh worldwide for overall **safety and security** in **World Economic Forum's 2019** Travel & Tourism Competitiveness report



CUTTING-EDGE PUBLIC INFRASTRUCTURE

Dubai has invested more than US\$27 billion over the last decade creating the world's most advanced transportation infrastructure, which literally keeps the city moving.

In addition to the seemingly endless multi-lane motorways that crisscross the city, Dubai is home to one of the world's longest driverless metro networks, as well as modern and affordable ferry, bus and tram services.

According to the World Economic Forum, Dubai boasts the world's best-quality roads, while in its Hub Report, Knight Frank says the city houses the third-best transport infrastructure of any city in the world.

Never one to rest on its laurels, Dubai is also pioneering the future of autonomous and electric transportation.

Under the Dubai Autonomous Transportation Strategy (DATS), the city aims to convert a quarter of its transportation to autonomous mode by 2030, a move authorities say will improve productivity by 13%, reduce transportation costs by 44% and generate US\$4.9 billion in annual economic returns.



1st

Dubai International Airport (DXB) is the world's busiest international air hub, a title it has held since 2014, according to ACI data

160^M

The projected annual passenger **capacity at Dubai World Central**, the city's second international air hub

2^{BN}

Dubai Metro has carried more than 2 billion passengers since the launch of services in 2009



GRAND AMBITIONS FOR THE FUTURE

In a city renowned for its relentless ambition, the next 20 years presents a watershed period in Dubai's development.

The recently launched 2040 Urban Master Plan, which provides a detailed roadmap for Dubai's growth over the next two decades, foresees a lush, green city oasis that is home to 5.8 million people - up from 3.3 million today - and is a world-leader in sustainable development.

Under the plan, parkland and recreational spaces will account for 60% of Dubai's total area by 2040, more than double the allocated space today.

Green corridors will be established linking the main urban areas, providing sustainable transit routes for the city's residents with the addition of bike lanes and mass transit services.

The plan also accounts for the growth of Dubai's tourism and hospitality sectors, which are key pillars of its economic diversification strategy.

By 2040, the total space dedicated to hotels and tourism activities will increase by 134% compared with today, while the area dedicated to commercial activities will increase to 168 square kilometres.

The Master Plan will help Dubai further consolidate its reputation as one of the world's most liveable cities and most popular tourism and business hubs.





+75%

Dubai's projected **population increase** over the next 20 years, from 3.5m today to 5.8m by 2040



+134%

The planned increase in the total area dedicated to **hotels and tourism attractions** in Dubai by 2040



3rd

The UAE ranked third among 27 **emerging global economies** detailed in the 2021 Future Readiness survey published by Portulans Institute in collaboration with Google



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