

# The Hospitality Market in the United Arab Emirates and the Sultanate of Oman

On behalf of the Italian Trade Commission in  
Dubai

# The database

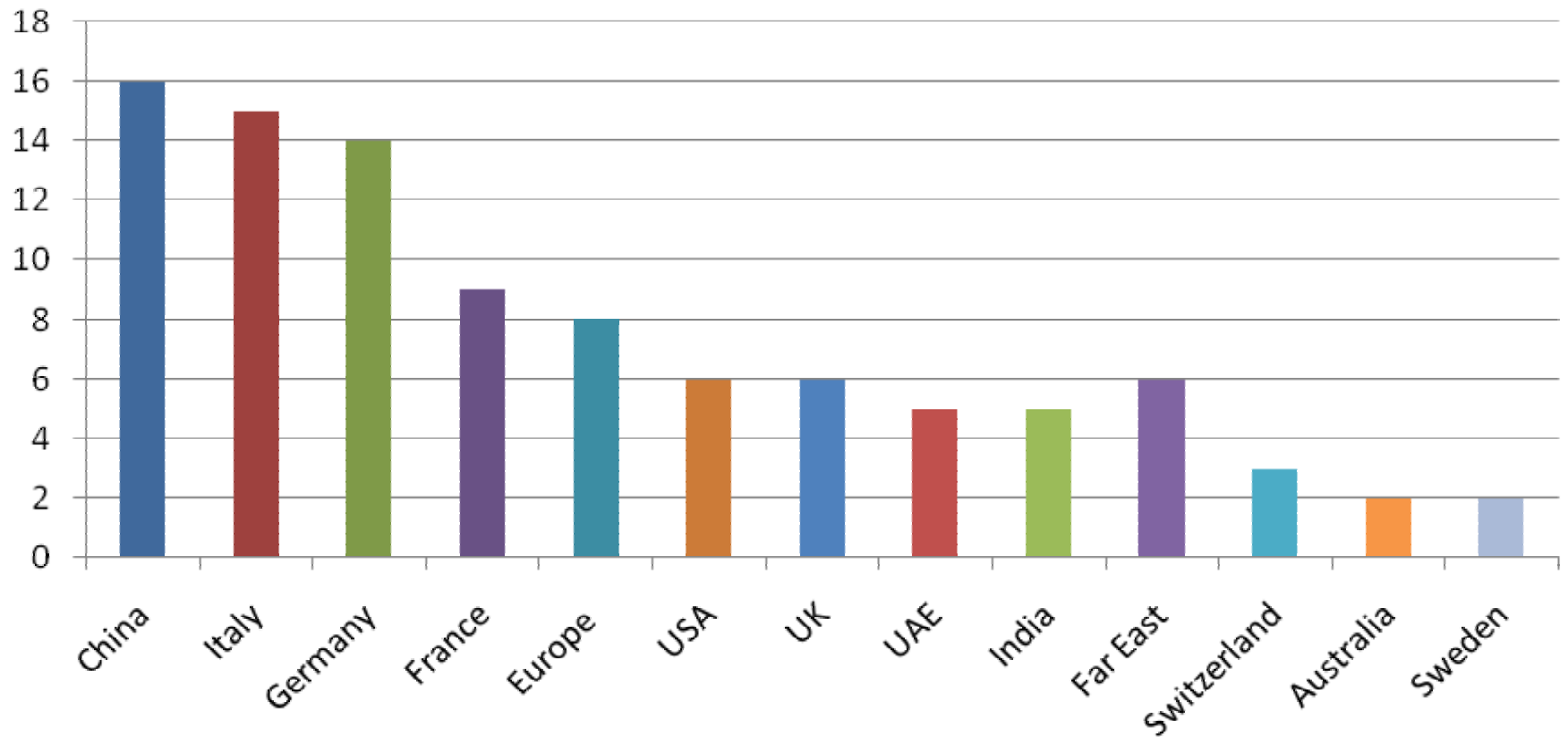
- Comprehensive database of hospitality players in the UAE and Oman
- 460 contacts of purchasers in hotels across the UAE and Oman
- 159 contacts of purchasers in other hospitality establishments
- 242 contacts of hospitality product dealers
- 165 contacts of hospitality related consultants
- 10 hospitality related institutions
- 9 hospitality related educational institutions

# The current situation in the hospitality market

- The hospitality market in the UAE and Oman has suffered way less than the ones in Europe and North America
- Only 5% of projects have been cancelled in the GCC region
- Hotels had to cut rates which led to a healthy correction in the market
- The hotel market in Abu Dhabi and Oman is still undersupplied, as soon as credit is available again construction will pick up
- 124 new hotel projects in the pipeline in Dubai
- Heavy competition from Western, local and Asian manufacturers

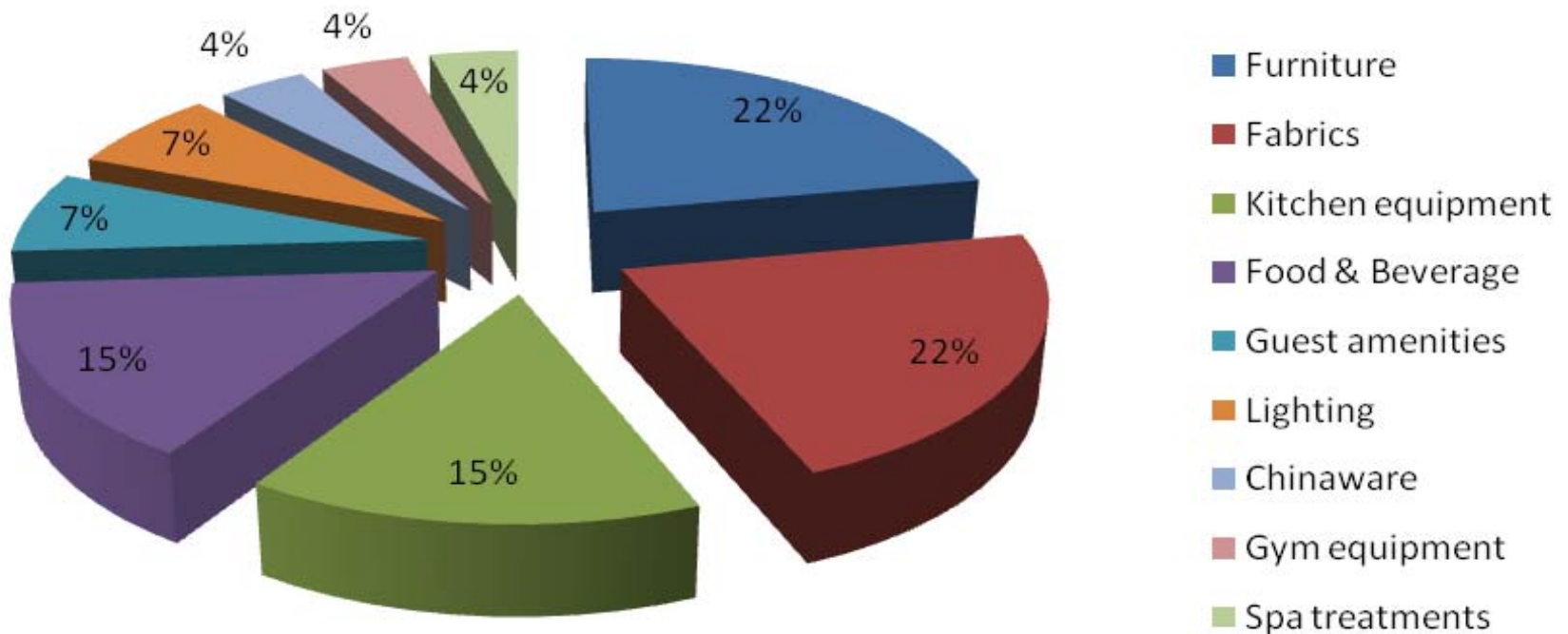
# Traditional sourcing markets

## Country of origin of hospitality products



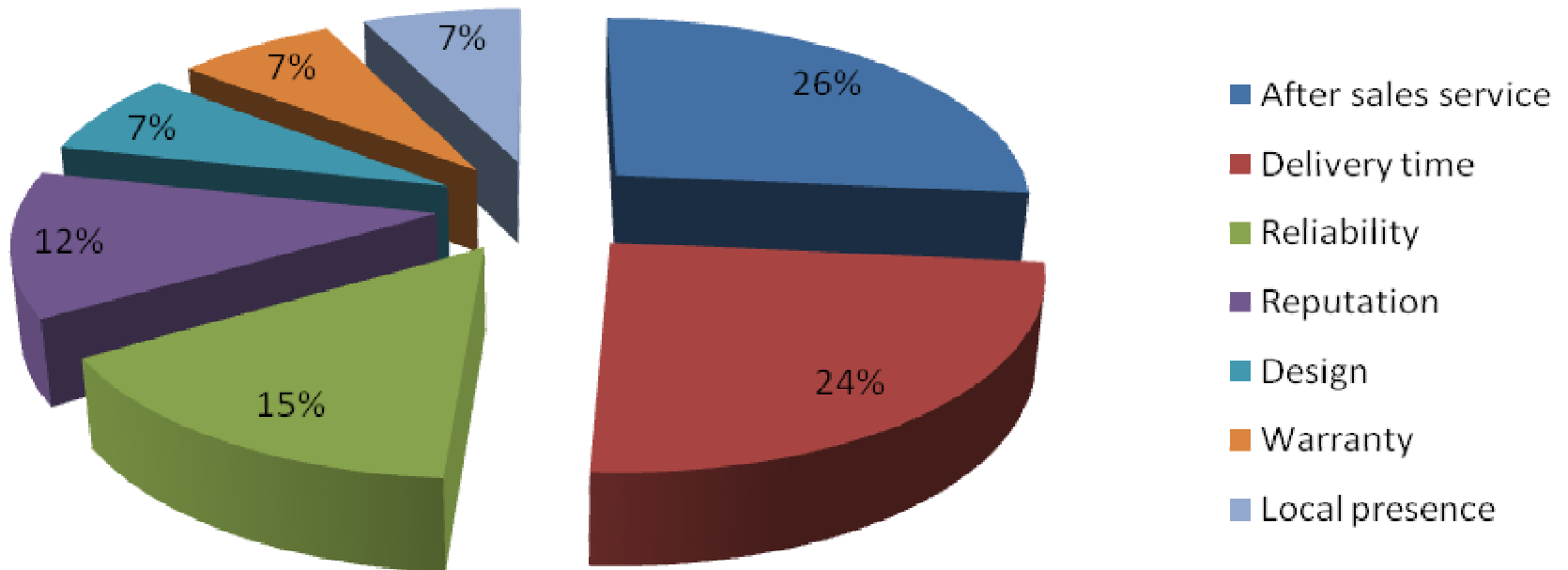
# Italian products market players are interested in

## Interesting Italian Products



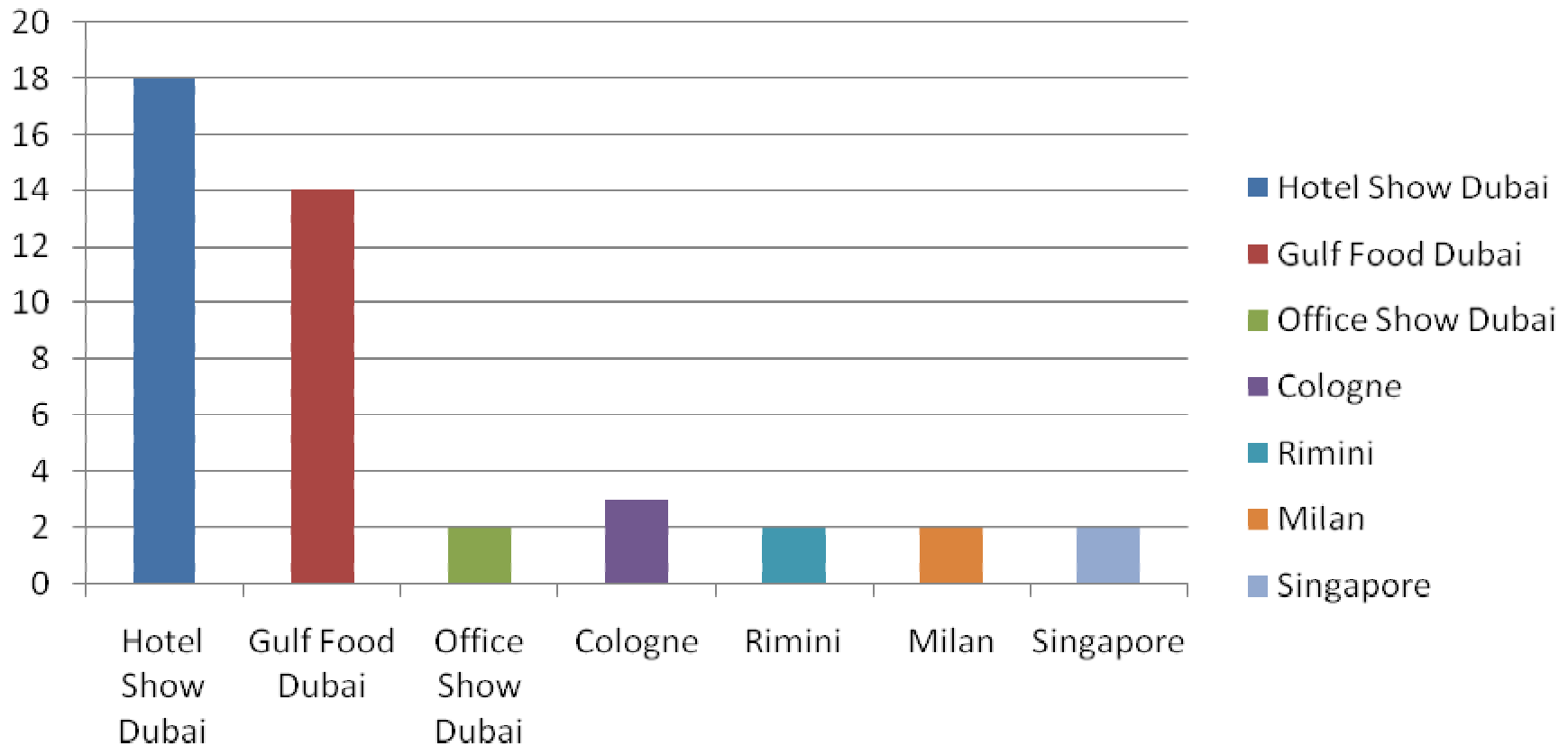
# Important buying factors other than quality and price

## Important Buying Factors



# Exhibitions local market players are visiting

## Exhibitions Visited



# Market approach recommendations

- Invitations of existing/potential clients to Italy
  - Efficient and catchy way of marketing
- Participation in local exhibitions and Networking
  - Important means to establish and strengthen personal relationships
- Local presence
  - Cost-intensive but efficient way to seriously achieve sizable market share
  - Either through own representatives or distributor