ABU DHABI IS ALREADY WINNING

From destination success to destination optimisation

Abu Dhabi has built the assets, connectivity, standards and global relevance. DYM is the next operating layer: using daily demand and capacity intelligence to decide where, when and how the destination should intervene—then measuring the value created across the entire visitor economy.

TOURISM STRATEGY 2030

39.3m

annual visitors

AED 90bn GDP • 178k jobs

CULTURE & TOURISM VISITORS	HOTEL GUESTS	HOTEL REVENUE	HOTEL OCCUPANCY	AVERAGE DAILY RATE	MICE DELEGATES
26.6m	**5.9m**	**AED 9.1bn**	**81%**	**AED 591**	**2.2m**
record 2025	+2.2%	+19.5%	+3 pts	+19%	+40%

THE PROPOSITION

Abu Dhabi already measures tourism performance. DYM converts that intelligence into coordinated daily action - and measures the additional economic value created across the entire emirate.

NOT A HOTEL DASHBOARD

One commercial system for the full visitor economy

Every visitor decision creates a chain of value. DYM aligns the chain around the same need period, source market, segment and commercial outcome.

1 DEMAND
Source markets
Segments • intent

→

2 ACCESS
Air seats • routes
Load factors

→

3 STAY
Hotels • homes
Length of stay

→

4 EXPERIENCE
Culture • parks
Events • tours

→

5 SPEND
Retail • dining
Mobility

DAILY DECISION RHYTHM

MEASURE
Demand, capacity, yield and spend

DIAGNOSE
Find leakage, gaps and opportunity

DECIDE
Prioritise action, owner and value

ACTIVATE
Coordinate public and private partners

CONTROL
Validate incremental revenue and GDP

THE EXECUTIVE VIEW

WHAT happened • WHY it happened • WHERE value is at risk • WHAT action is recommended • WHO owns it • WHAT result was delivered

A NEED-PERIOD DECISION

Convert available capacity into total destination value

Illustrative January scenario: European demand is 11% below last year while seats remain available and selected zones are below target.

SIGNAL

Forward European demand −11%
Available air seats +4%
City / Al Dhafra yield gap

DYM DIAGNOSIS

Conversion—not capacity—is the constraint. The current offer is fragmented and hotel-led.

COORDINATED ACTION

Airline + hotel value bundle
Culture and Yas experiences
Retail / dining privileges
4th-night and Al Ain add-on

MODELED 30-DAY OUTCOME

18,500	46,250	AED 25.4m	AED 35.6m	AED 61.0m	AED 39.0m	8.2×
Incremental visitors	Room nights	Hotel revenue	Other sector revenue	Total visitor-economy revenue	GDP contribution	Gross revenue ROI

Transparent assumptions: 2.5 nights • AED 550 room value • AED 1,925 non-hotel spend per visitor • AED 7.4m activation investment • 64% GDP proxy

DMAIC IMPLEMENTATION

Prove value quickly. Scale with control.

DEFINE
DAYS 0–20

Need periods, markets, sectors, owners and targets

MEASURE
DAYS 21–45

Connect data and agree trusted LY / YTD baselines

ANALYSE
DAYS 46–65

Identify constraints, leakage and value pools

IMPROVE
DAYS 66–100

Launch coordinated actions with partners

CONTROL
DAYS 101–120

Validate impact and lock the operating rhythm

PILOT SUCCESS GATES

SPEND PER VISITOR	AVERAGE NIGHTS	NEED-PERIOD REVENUE	ACTIVATION ROI	ACTIONS MEASURED
+3–5%	+0.2	+5–8%	≥8×	100%

GOVERNANCE

DCT steering • DYM programme office • Data & economics cell • Sector workstreams

RECOMMENDED DECISION

Authorise a 120-day pilot in one selected need period.