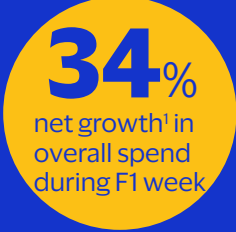
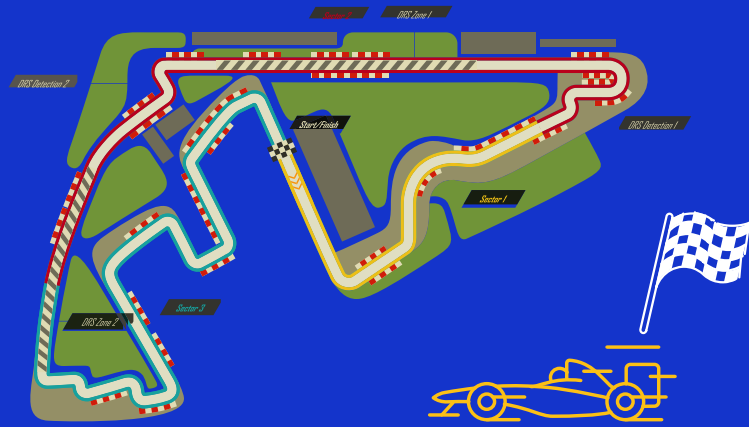
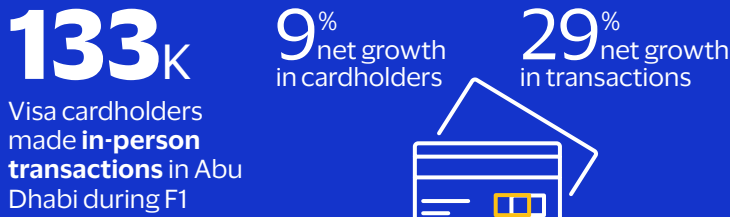


## Eventful Travels: Tourists Race to F1 Abu Dhabi Grand Prix 2024

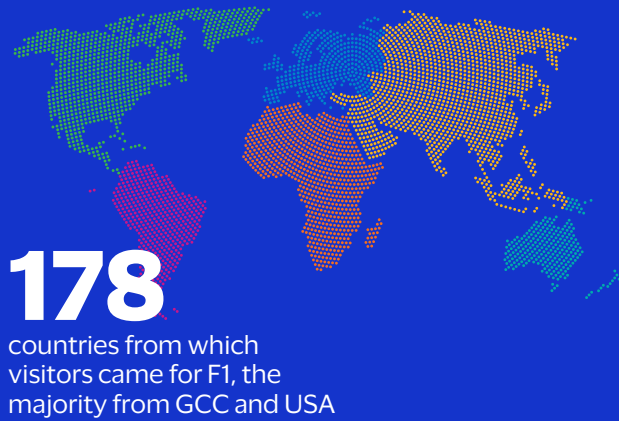
In Q4-2024 travel trends, Visa zooms in on the impact of the Formula 1 Etihad Airways Abu Dhabi Grand Prix (6-8 December 2024) on inbound travel and the UAE economy. Overall spends saw net growth<sup>1</sup> of 34%, compared to the same week in the previous year, based on analysis of VisaNet data. Visitors to F1 Abu Dhabi also explored other emirates like Dubai and Sharjah as well as neighboring GCC countries, underscoring the broader economic impact of the event.



### Visa Cardholder Transactions during F1 Abu Dhabi 2024

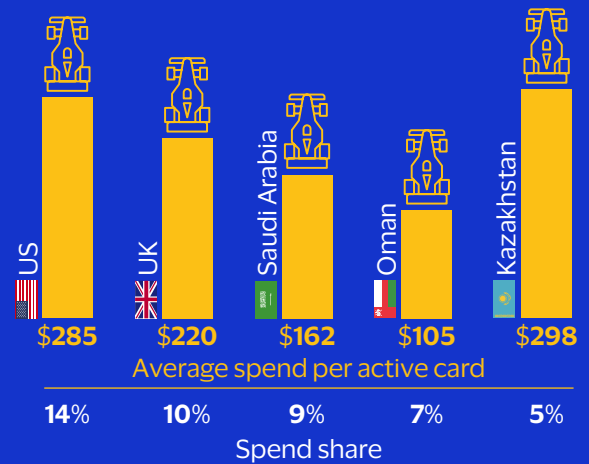


### Top Source Countries of Visa Cardholders at F1 Abu Dhabi 2024



South Africa, Kazakhstan and the UK saw the highest net growth in visitors to Abu Dhabi during F1.

### Biggest Spenders during F1 Abu Dhabi 2024



### Spillover Effect of F1 on the UAE and the Wider GCC

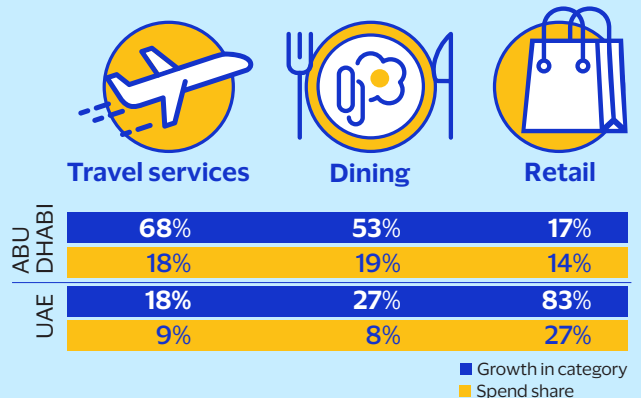
**62%**  
Visa cardholders who spent in Abu Dhabi during F1 also spent in other emirates, with Dubai and Sharjah being the next most frequently visited



**4%**  
non-GCC visitors to F1 traveled to other GCC countries during and post F1



### Top Spend Categories during F1 Abu Dhabi 2024



**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.** The F1 2024 period has been compared with similar calendar days of 2023, when there was no F1 event, to accurately assess the incremental impact of the event on the organic YoY growth. This incremental impact is referred to as the net growth. **2.** On average, travelers from USA spent 10 days in UAE, while travelers from other Top 4 corridors stayed for 7.2 days. **3.** Dining category includes Restaurant and Quick Service Restaurants. Text and design are by [White Paper Media Consulting](#).