

## INBOUND VISITORS DURING RAMADAN

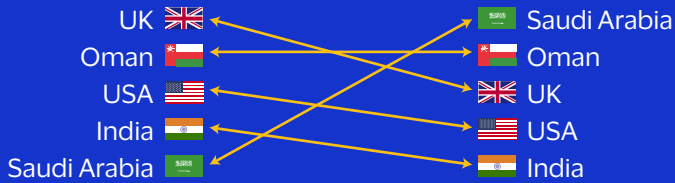
### Food, retail, cultural engagement drive Ramadan spends

Ramadan 2025 has marked a turning point in how global travelers engage with the UAE, with new data from Visa showing a 6% year-on-year increase in visitors and a sharp shift in both traveler profiles and spending behavior.

#### Visitor profile shifts

##### Non-GCC visitors make a larger impact

###### Ramadan 2025

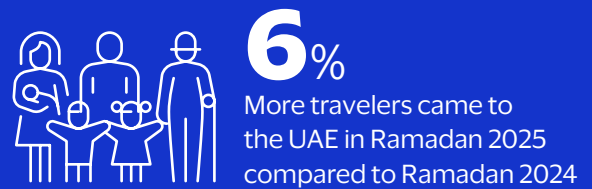


Many visitors from traditionally high corridors like Saudi Arabia opted to stay in their home markets with families, while the indulgent weather and the UAE's evolving Ramadan protocols attracted other nationalities.

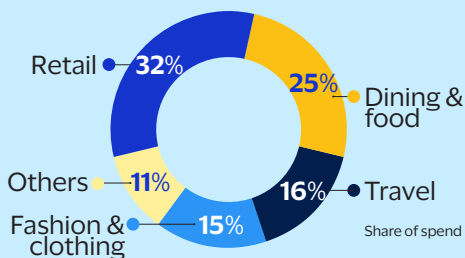
##### More short-stay travelers



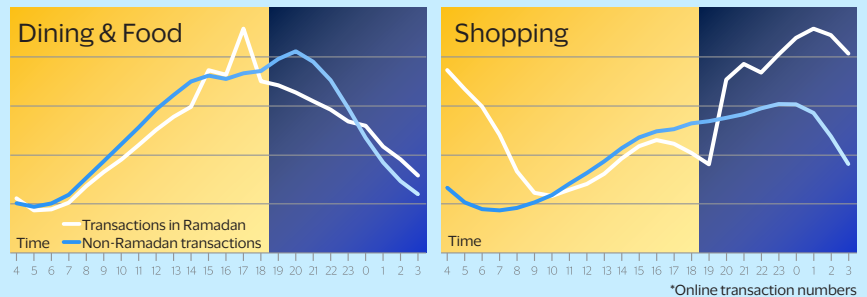
#### Mass card spend increases



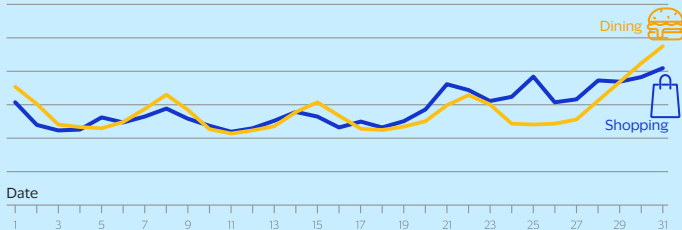
#### Shopping and dining spend trends by visitors



#### Food orders peak just before Iftar, shopping spikes after\*



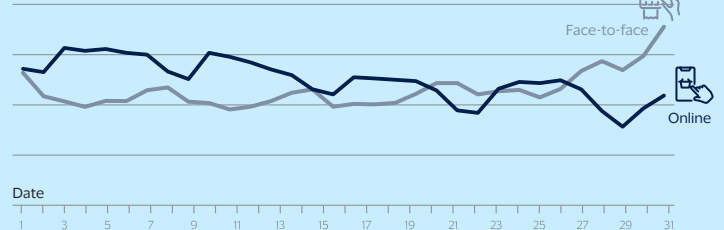
#### Spend on dining and shopping peak toward the end of Ramadan\*



\*Face-to-face transaction spend

Iftar and Suhoor feature extended mall hours. Shopping offerings and special menus showcasing traditional Emirati dishes and global flavors attract tourists and residents.

#### Online spending is stronger in the early days



While online spending is strong, face-to-face transactions and spend increases in the final days of Ramadan.

**Way forward:** Visa data reflects a shift in both international visitor origin and spending patterns, expanding the UAE's reach beyond traditional tourist corridors. These spikes reveal an opportunity for businesses and tourism sector to expand digital channels and identify new source markets with tailored offers, especially around cultural experiences and accessible price points.

**Additional Information and 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 non-Ramadan period is from 1 May 2024 to 28 February 2025 when there was no influence of the current or previous year's Ramadan. The values are averaged before comparing it with Ramadan 2025 figures. **2.** Includes cross-border transactions with card-present and card-not-present. **3.** Dining refers to the category Restaurants & Quick Service Restaurants. **4.** Shopping refers to the category Department & Apparel. Text and design are by [White Paper Media Consulting](#).