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Dubai has been ruling the roost, with its popularity as an haute tourist destination growing with each passing day. People have been coming to this oasis in the desert by the hordes and their visits are duly rewarded. A shade over 9000000 visitors that visited the city spent a total of AED 16000000 in 2011 alone! With each visitor spending an average of 3.5 days in Dubai, it is no surprise that the hotel industry reported record occupancy rates that were a shade shy of the 75% mark.

Dubai tour packages that promise and deliver an experience that can seldom be found elsewhere on the planet have played their part in this tourism bonanza. Visitors who come down here are literally spoilt for choice as they find themselves in a dazzling wonder-world. One can explore the city with bus tours or go frolicking in the desert sands with multiple safari options. 4\*4s, dune buggy, quad bikes, camel-back rides galore, the desert safaris rank high up on the popularity meter.

The pearl of the Middle-East as Dubai is often referred to; happens to be a place where creations of the divine as well as the human kind co-exist in complete harmony. Natural beauty abounds and one can spend their entire trip enjoying just the nature parks or the cool visage on the beach. There are plenty of beach resorts catering to every whim and fancy, for wallets of every shape and size. One can choose to go fishing or spend their time swimming with the dolphins, the decision is wide open. Then when the sun goes down, watch the place come alive under the moonlit skies. A great way to spend the evening is to undertake a dinner cruise on a traditional dhow or sea-going vessel as it meanders along the coastline. Diners are treated to a sumptuous spread of the local cuisine that is accompanied by traditional entertainment.

The many visitor attractions have even managed to capture the attention of corporations who wish to infuse a bit of joie de vivre into their ranks. In recent years, Dubai has become an important destination for the Meetings, Incentives, Conferences and Exhibitions (MICE) category of visitors. These corporate bookings have opened up a veritable treasure trove even for the hospitality industry that has been looking for revenue generation opportunities that go beyond the regular, leisure segment. For the hospitality industry, the corporate tourist offers a dual benefit of sorts. Since they usually visit on a company account, their spending tends to be on the higher side than in comparison with their leisure counterparts. Also, with work taking place during the day time, most corporate travellers have their evenings free to sample the local sights and sounds. This makes them doubly attractive to the tourism industry.

This is perhaps, one of the more important reasons behind the ever growing popularity of Dubai UAE tour packages.

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