

INVEST IN DUBAI



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# DUBAI: THE EPICENTRE OF GROWTH AND INNOVATION

  
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PROPERTIES



# DUBAI - EVOLVING WITH VISION AND AMBITION



Dubai Airport opens to the public.

1960



Inauguration of Dubai Cable, Dubai Dry Docks, Jebel Ali Port, Dubai Aluminium and the Dubai World Trade Centre.

1979



Dubai turns into a modern metropolis with two state-of-the-art ports, an international airport, the flagship carrier Emirates and a world-class free trade industrial zone in Jebel Ali.

1990



The real estate market is now open to foreigners.

2001



Dubai ranks as the world's busiest for international traffic, with International Passengers nearly doubled by end of 2016 to over 83.6 million.

2016



His Highness Sheikh Mohammed Bin Rashid Al Maktoum, launched the Dubai Economic Agenda "D33" with the ambitious goal of doubling the size of Dubai's economy over the next decade.

2023

1971

The United Arab Emirates is founded.



1985

Emirates Airline is born and Dubai is finally on the international scene



2000

Dubai's hospitality experiences significant growth with 44,000 rooms added across an additional 180 establishments in just 10 years. Today the number reached more than 150,000 rooms across 828 establishments around the city.



2010

Burj Khalifa, the tallest tower in the world puts Dubai on the Global Map becoming one of the world's most recognised tourist destinations.



2021

After successfully hosting Expo 2020, Dubai unveiled the Urban Masterplan 2040 to enhance living, infrastructure, and transportation.



2024

Dubai approved a AED 128 billion expansion of Al Maktoum International Airport, set to be the world's largest, handling 260 million passengers annually.



# UAE & DUBAI - A MELTING POT OF CULTURES

## UAE POPULATION

11.35m

AS OF Q1 2025

83,600 km<sup>2</sup>

UAE TOTAL LAND AREA

## DUBAI POPULATION

3.9m

AS OF Q1 2025

5.61% GROWTH FROM Q1 2024

4,114 km<sup>2</sup>

DUBAI TOTAL LAND AREA



## POPULATION MIX

11.50%

UAE NATIONALS

88.50%

FOREIGNERS  
COMING FROM 200 NATIONALITIES

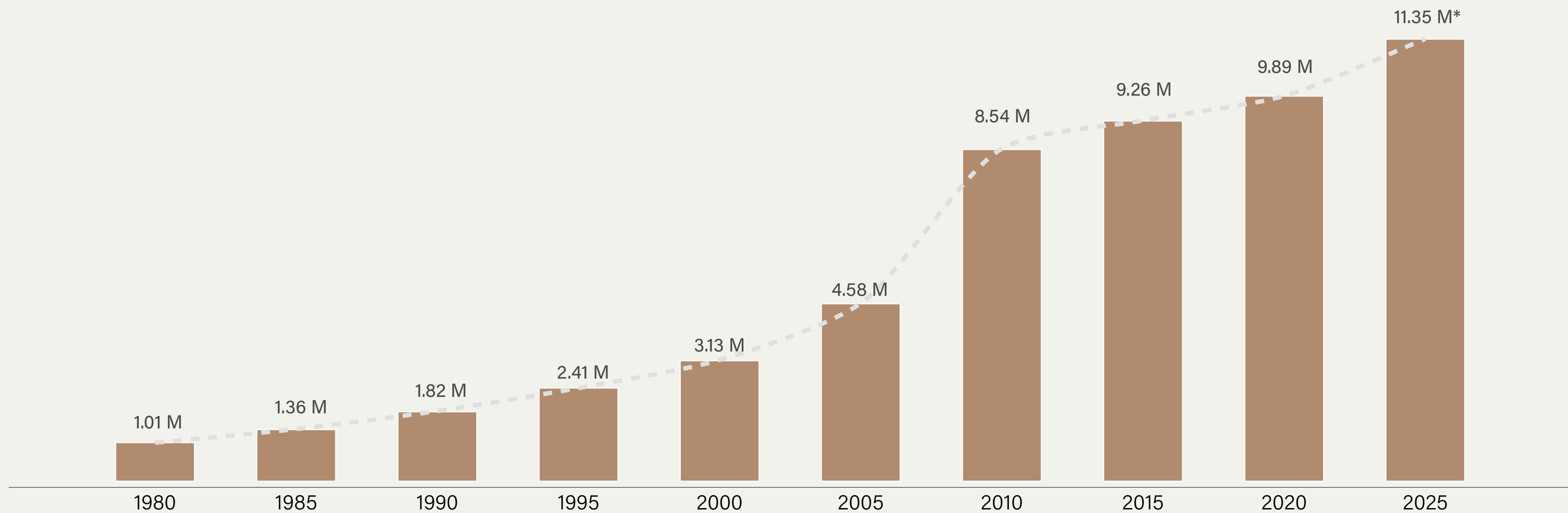
\*UAE data sourced from Global Media Insight

\*Dubai data sourced from the Dubai Statistics Centre

# UAE POPULATION GROWTH

The UAE, long regarded as one of the safest and most progressive destinations globally, has seen a steady and intentional rise in its population.

This growth is fuelled not just by its secure environment, but by a distinct blend of policies designed to attract and retain global talent, ranging from flexible visa frameworks and business-friendly laws to its strategic investment in future-centric sectors. From urban masterplans and high-speed mobility networks to pioneering renewable and nuclear energy initiatives, the UAE continues to position itself as a magnet for forward-thinking professionals and entrepreneurs.



*\*Data sourced from Global Media Insight*

*\*2025 data is accurate as of Q1 2025*

# STRATEGICALLY LOCATED

Located at the crossroads of Asia, Africa and Europe, geography has helped transform Dubai into a platform for these markets and a destination for both investment and tourism.

## DUBAI INTERNATIONAL AIRPORT (DXB)

8,000 flights/  
week

CONNECTING OVER **262**  
**DESTINATIONS** WORLDWIDE,  
MORE THAN **100 AIRLINES**

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92.3 m passengers

2024 PASSENGER TRAFFIC,  
6% INCREASE FROM PREVIOUS YEAR

4 hour

AIR-SEA CONNECTIVITY

2.1bn

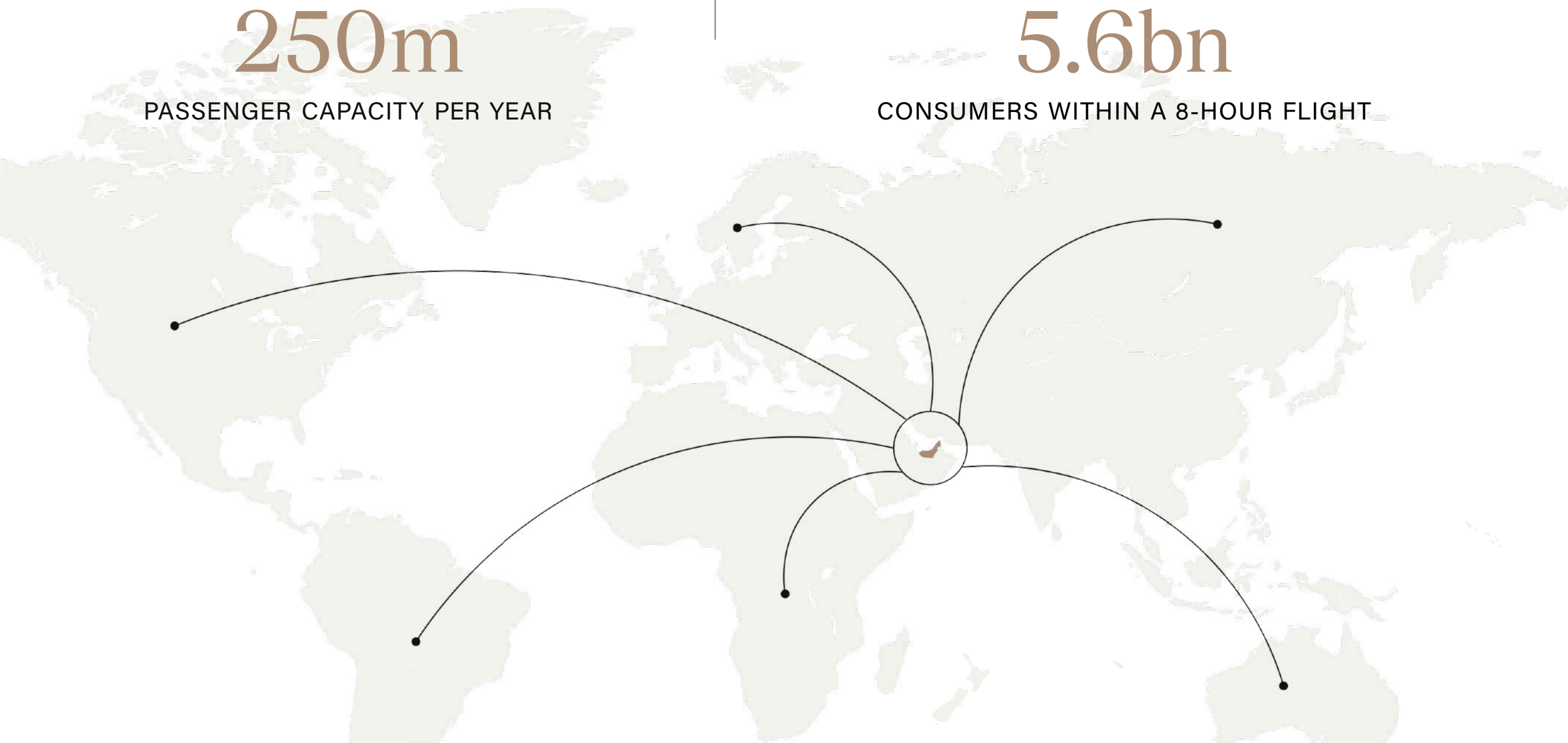
CONSUMERS WITHIN A 4-HOUR FLIGHT

250m

PASSENGER CAPACITY PER YEAR

5.6bn

CONSUMERS WITHIN A 8-HOUR FLIGHT



# STRENGTHENING DUBAI'S GLOBAL FOOTPRINT



## EMIRATES AIRLINES

**3,000 flights/week**  
CONNECTING **137 DESTINATIONS**  
ACROSS **77 COUNTRIES**

**261 aircrafts**  
WITH INTRODUCTION OF  
AIRBUS A350-900

**51.9 m passengers**  
TOTAL PASSENGERS CARRIED  
(FY 2023/2024)

**AED 121 bn**  
TOTAL REVENUE, UP 13% yoy  
(FY 2023/2024)

*\*Data sourced from Emirates Airline's fiscal report*

A VISION OF INFINITE GROWTH

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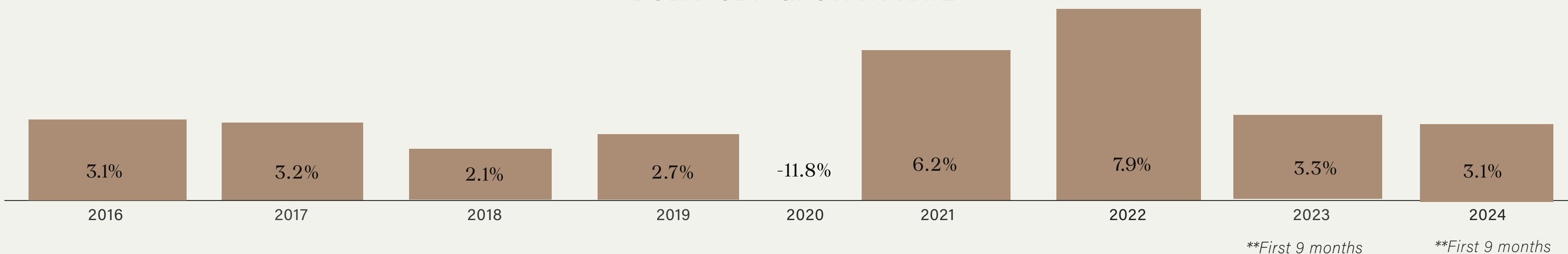


# GDP GROWTH RATE

Though Dubai moved away from traditional trading and looked to its natural resources for sustenance in the latter half of the 20th century, revenue from oil was soon complemented and later almost replaced with a knowledge-based and services driven economy. Nowadays oil exports account for only six per cent of Dubai's revenue.

In 2024, Dubai's real estate sector recorded over 181,200 transactions, amounting to more than AED 760.7 billion, reflecting the market's robust strength and resilience. This remarkable performance is attributed to several factors, including strategic initiatives like the Dubai Real Estate Sector Strategy 2033, which aims to double the sector's contribution to the emirate's GDP, increase homeownership rates, and enhance market value. The sector also benefited from the Dubai government's economic stimulus packages and enhanced transparency, boosting investor confidence.

DUBAI GDP GROWTH RATE



\* Data updated based to Economic Survey result 2021

\*\* Specific data for the entire year of has not been publicly released / Dubai Media Office

Source: Dubai Statistics Center - GDP growth percentage is based on GDP Constant prices - Emirate of Dubai

# DUBAI - WORLD'S LEADING DESTINATION FOR GREENFIELD FDI PROJECTS

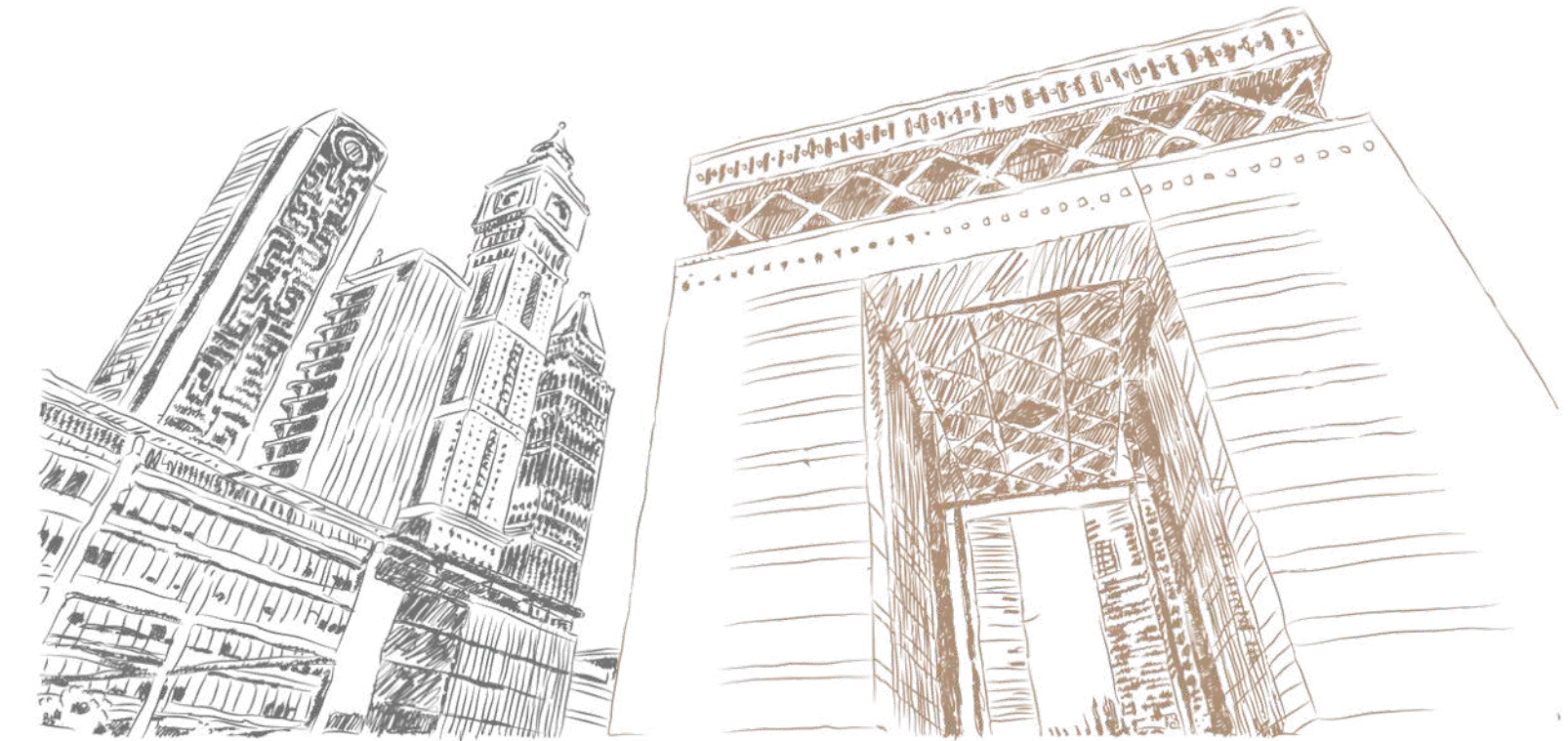
14.24bn

2024  
USD VALUE

1,117 projects

GREENFIELD FDI ATTRACTED  
IN 2024

+33.2%  
INCREASE VS 2023



## TOP SECTORS



### FDI CAPITAL

- HOTEL AND TOURISM
- REAL ESTATE
- SOFTWARE AND IT SERVICES
- BUILDING MATERIALS
- FINANCIAL SERVICES

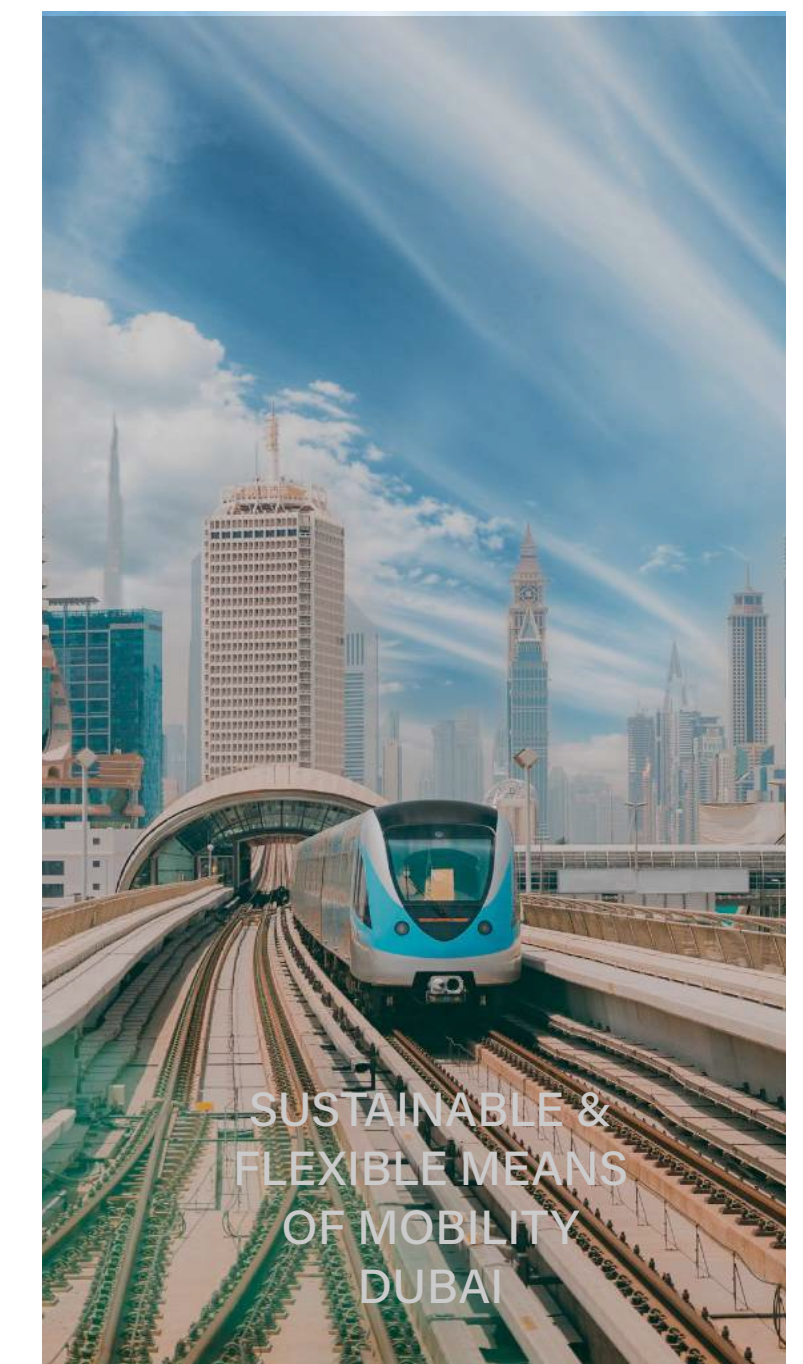
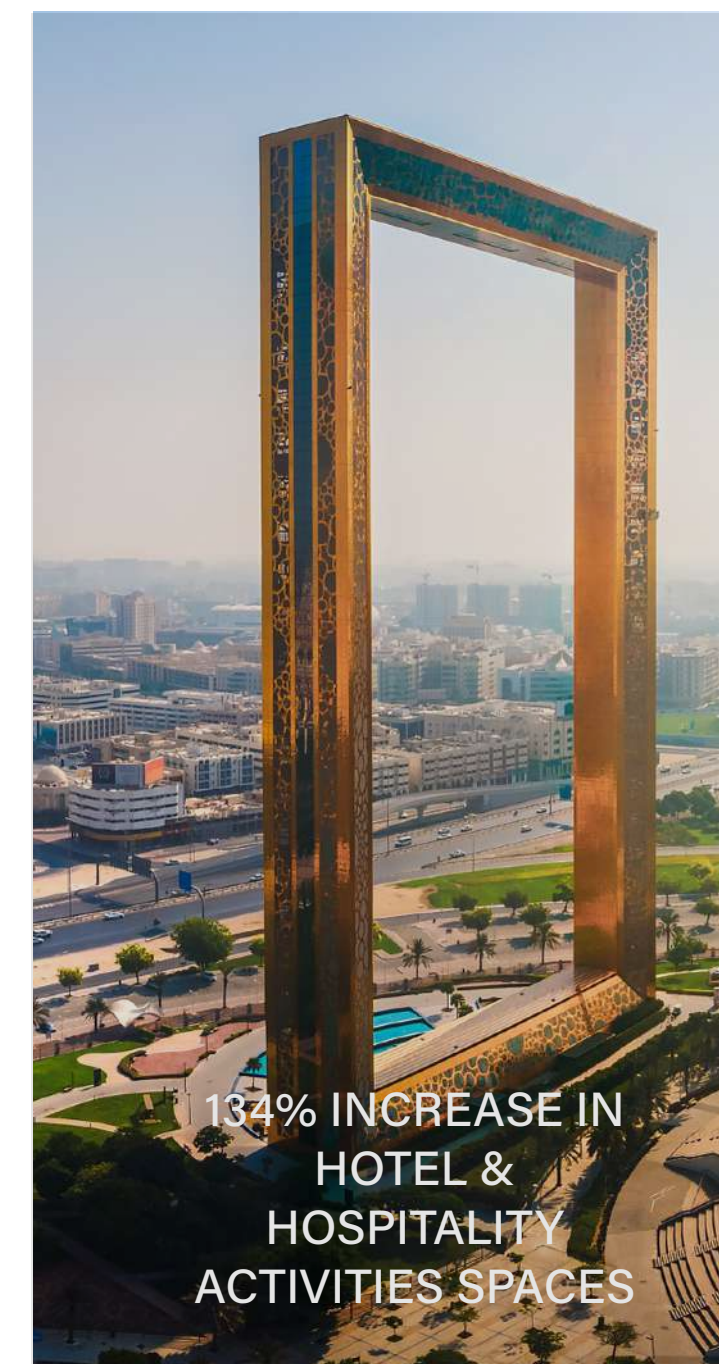


### FDI PROJECTS

- BUSINESS SERVICES
- FOOD AND BEVERAGES
- SOFTWARE AND IT SERVICES
- TEXTILES AND CONSUMER PRODUCTS

# DUBAI URBAN MASTER PLAN 2040

The Dubai 2040 Urban Master Plan maps out a comprehensive plan for a sustainable urban development in Dubai. It focuses on enhancing people's happiness and quality of life and reinforcing Dubai as a global destination for citizens, residents and visitors over the next 20 years.



# SHAPING DUBAI'S MOBILITY, INFRASTRUCTURE AND SMART TRANSPORT ECOSYSTEM

- **MAIN ROADS DEVELOPMENT 2024 - 2027**

AED 16 billion in investment value includes 22 projects in multiple zones

- **AL SHINDAGHA CORRIDOR PROJECT**

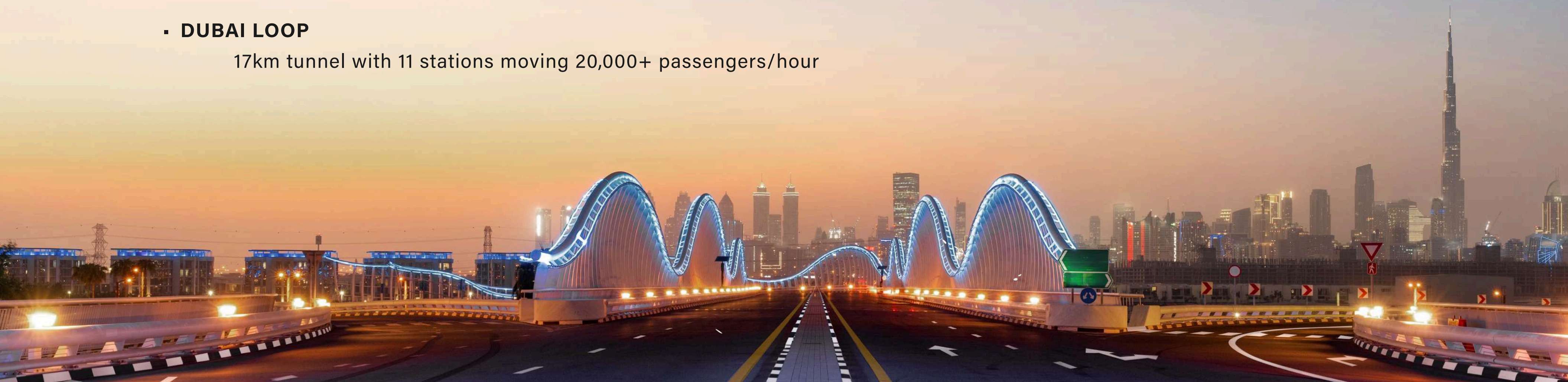
Creation of 15 intersections spans 13-km to reduce travel time from 104 mins to 16 mins by 2030

- **STRATEGIC PLAN 2024-2030**

Ensure 80% of services are within 20 mins by foot or bike, with public transport shifting to electric and hydrogen

- **DUBAI LOOP**

17km tunnel with 11 stations moving 20,000+ passengers/hour



# DUBAI ECONOMIC AGENDA (D33)

The Dubai Economic Agenda, D33, is a visionary plan designed to accelerate economic growth and establish Dubai as one of the world's leading cities. With a bold ambition to double the economy's size within a decade, the agenda sets the stage for transformative growth, global competitiveness, and long-term prosperity.

**AED 25.6 bn**

INCREASE IN FOREIGN  
TRADE FOR GOODS & SERVICES

**AED 60 bn**

AVERAGE ANNUALLY  
INCREASE IN FOREIGN  
DIRECT INVESTMENT

**AED 700 bn**

INCREASE IN GOVERNMENT  
EXPENDITURES

**AED 1 tn**

INCREASE IN PRIVATE  
SECTOR INVESTMENTS

**AED 3 tn**

INCREASE IN THE VALUE OF  
DOMESTIC DEMAND FOR  
GOODS & SERVICES

**AED 100 bn**

TO GENERATE ANNUAL  
CONTRIBUTION FROM DIGITAL  
TRANSFORMATION PROJECTS  
TO DUBAI'S ECONOMY

A TOP TOURISM DESTINATION

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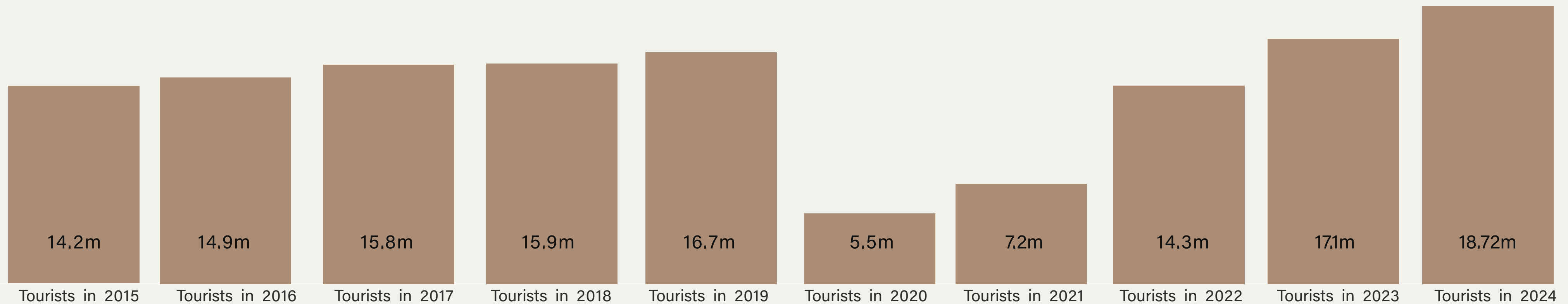
# DUBAI TOURISM INDEX

Dubai welcomed 18.72 million international overnight visitors in 2024, marking a 9% year-over-year increase.

Positioned as a global hub, Dubai saw the highest growth from North East & South East Asia (+24%), followed by Africa (+20%), CIS & Eastern Europe (+16%), and Western Europe (+14%), which remained the top visitor source.

Dubai's tourism and hospitality sectors earned global recognition, securing prestigious accolades at the 31st annual World Travel Awards in November 2024. The city was named the world's leading shopping and exhibition destination, Mina Rashid was recognized as the world's leading cruise port, and Dubai International Airport (DXB) was crowned the world's leading airport.

NUMBER OF TOURISTS IN DUBAI



Source: Dubai Economy and Tourism

# DUBAI'S HOSPITALITY SECTOR

43.03mn

OCCUPIED ROOM NIGHTS  
2024 (+3%)

78%

2024 AVERAGE HOTEL  
OCCUPANCY

538 aed

AVERAGE  
DAILY RATE

154,016

TOTAL AVAILABLE  
ROOMS

832

TOTAL HOTEL  
ESTABLISHMENTS

421 aed

REVENUE PER  
AVAILABLE ROOM

	NO. OF ESTABLISHMENT	AVAILABLE ROOMS	% INVENTORY	AVERAGE OCCUPANCY
5 ★★★★★	168	54,083	35%	76%
4 ★★★★★	198	43,846	29%	79%
1-3 ★/★★★★	277	29,718	19%	79%
Hotel apartments DELUXE/SUPERIOR	81	13,955	9%	80%
Hotel apartments STANDARD	108	12,414	8%	82%



A VIEW OF THE BURJ KHALIFA AND BURJ AL  
ARAB FROM THE ARABIAN GULF



AIN DUBAI, BLUEWATERS ISLAND AND THE  
DUBAI MARINA SKYLINE

MUSEUM OF THE FUTURE AND THE DUBAI  
METRO ALONG SHEIKH ZAYED ROAD

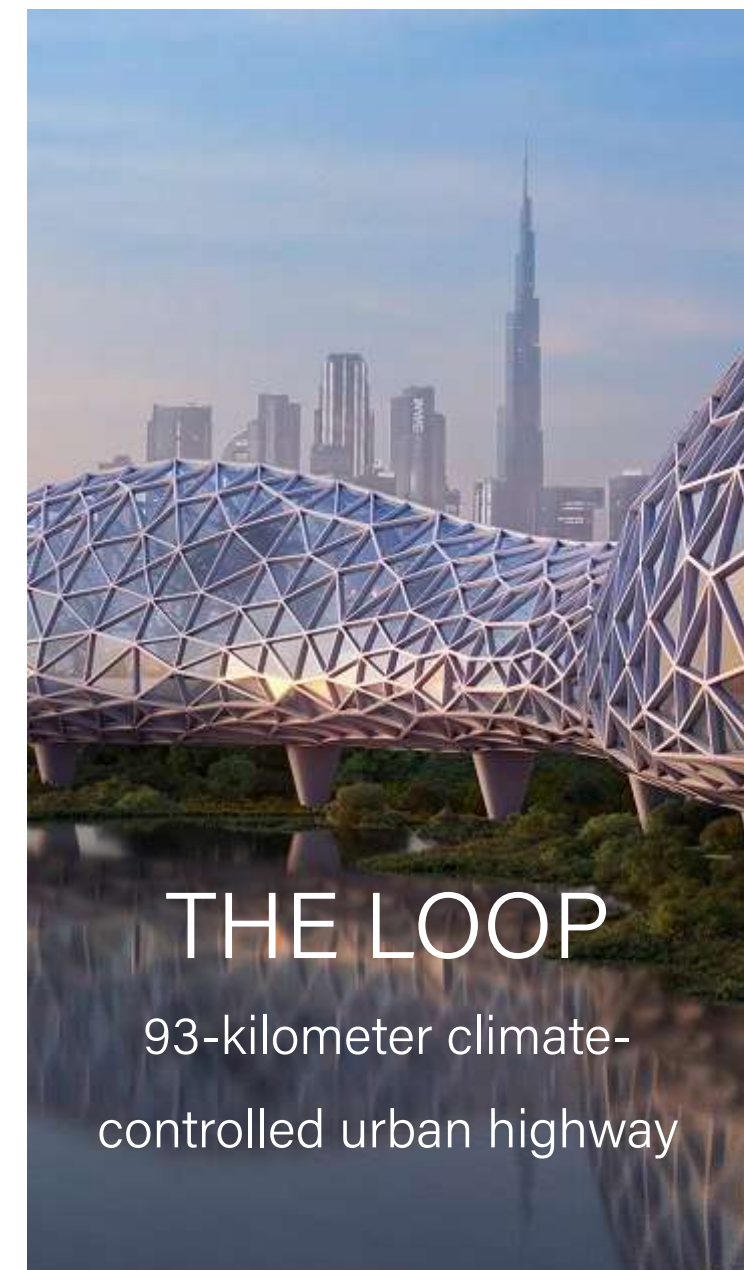
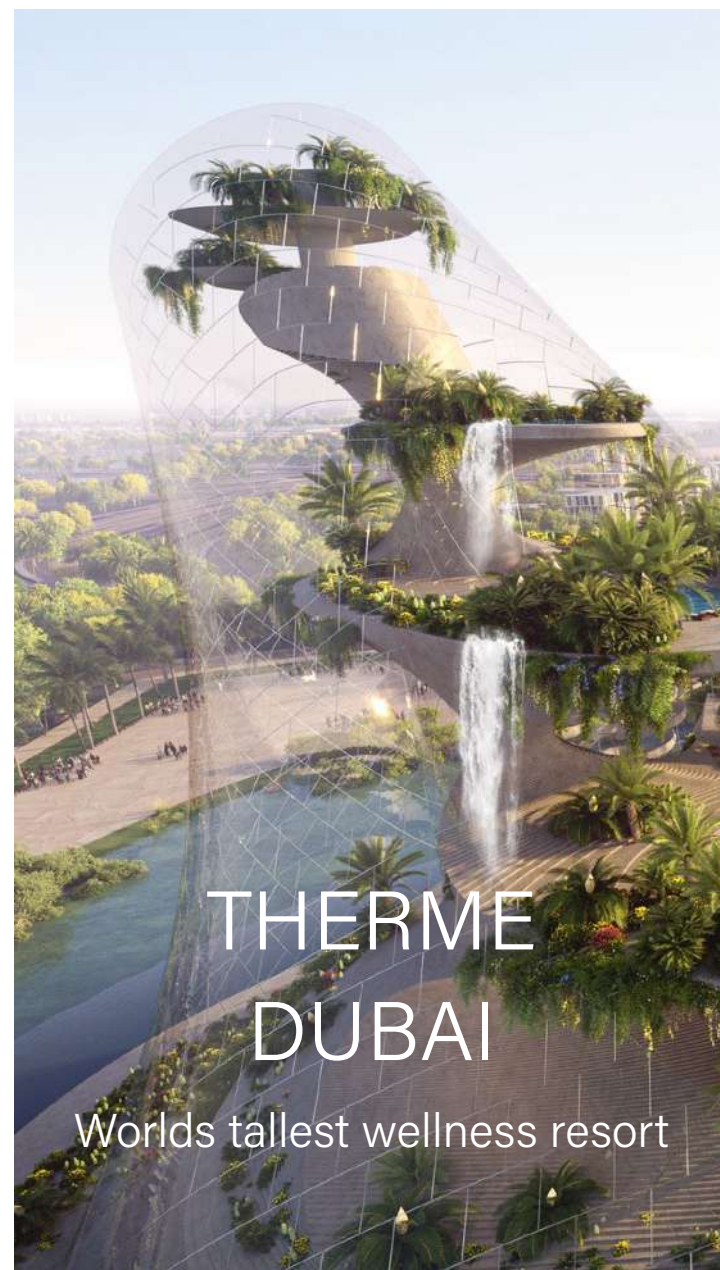




DUBAI GOLF COURSES WITH VIEWS OF  
DOWNTOWN DUBAI

# DUBAI'S VISION FOR TOURISM

Dubai is redefining global tourism with a wave of future-forward projects — from the world's tallest wellness resort (Therme Dubai) and 93KM climate-controlled Loop, to the world's largest airport terminal at Al Maktoum. The city is also investing in nature with the 100KM Saih Al Salam Scenic Route and the world's largest coastal regeneration project in Dubai Mangroves — all reinforcing its vision for sustainable, next-gen travel.



# SO WHY INVEST IN DUBAI?



CONSISTENTLY GROWING  
ECONOMY



HIGHLY LIQUID  
REAL ESTATE MARKET



CONSISTENTLY GROWING  
POPULATION



SOME OF THE HIGHEST RENTAL YIELDS  
IN THE WORLD



CONSISTENT INNOVATION AND  
DEVELOPMENT



READILY AVAILABLE FINANCING  
OPTIONS

0%

0% TAX ON RESIDENTIAL  
REAL ESTATE



EASE OF BUSINESS  
SET UP



SAFE AND SECURE PLACE FOR  
YOUR INVESTMENT



MULTI-SECTOR ECONOMY  
(NOT OIL DEPENDENT)



STABLE  
CURRENCY



RESIDENCY VISA  
BY INVESTMENT

# DUBAI REAL ESTATE MARKET OVERVIEW



# 2024 MARKET PERFORMANCE

Dubai's real estate sector continues to thrive, driven by strong investor confidence and a growing demand for residential and commercial properties. The market has experienced significant growth, reflecting the city's appeal as a prime global investment destination. With steady momentum and an expanding transaction volume, Dubai's property landscape showcases resilience, innovation, and a dynamic shift towards long-term value creation.

**181.2K**  
ANNUAL  
TRANSACTIONS

**93.4%**  
RESIDENTIAL  
169,224 UNITS

**6.6%**  
COMMERCIAL  
11,985 UNITS

**+35.2% increase**  
134,031 TRANSACTIONS IN 2023

**+150.7% increase**  
72,279 AVERAGE 10-YEAR TRANSACTION

# REGISTRATION TYPE



60.6%

OQOOD

2024



39.4%

TITLE DEED

2024

51.4%

2023 AVERAGE

45.0%

2022 AVERAGE

9.3% yoy

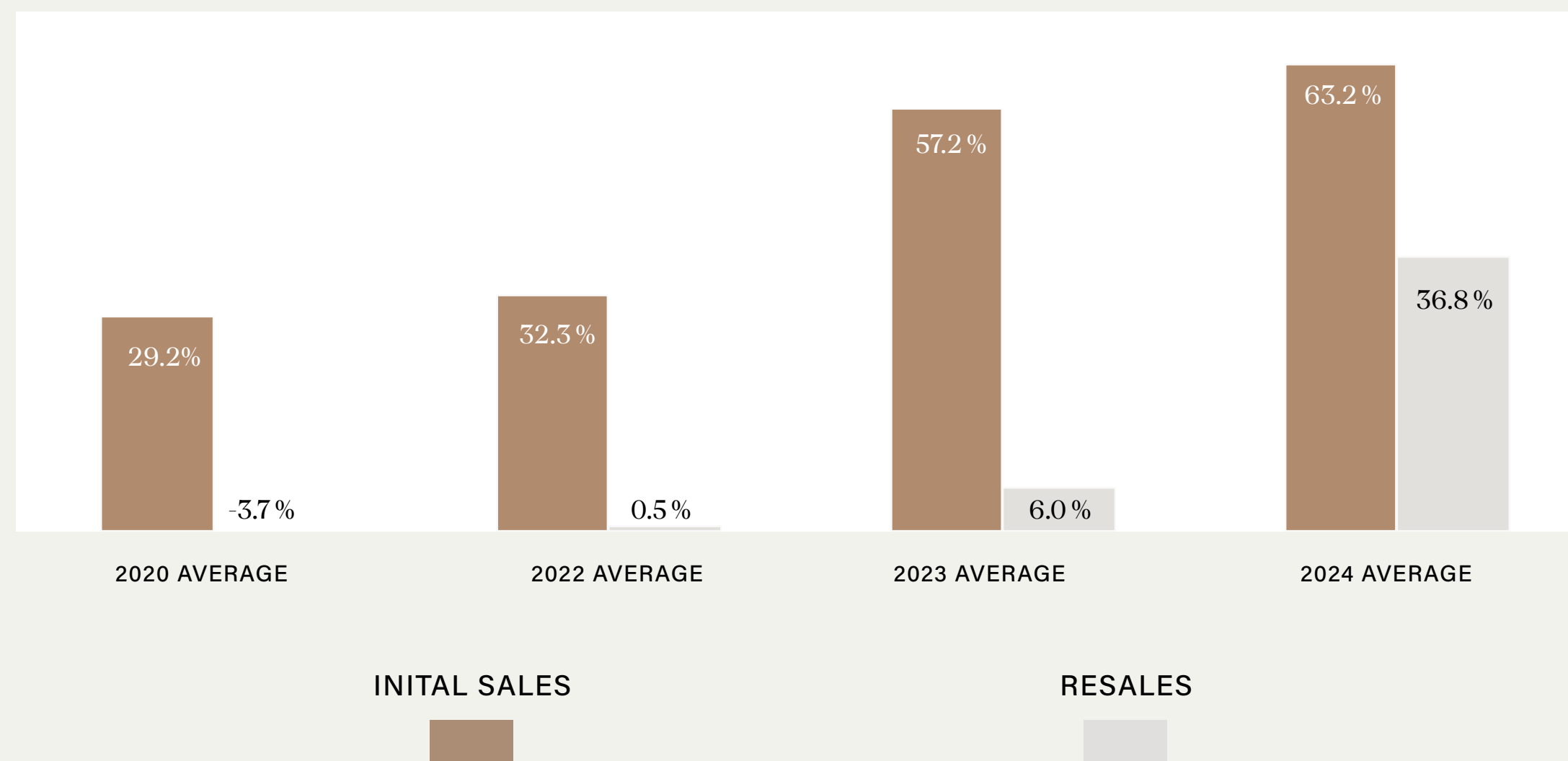
2023 AVERAGE

15.6% yoy

2022 AVERAGE

# SALES RECURRENCE

Dubai's property market continues to experience dynamic shifts in sales activity. Initial sales have shown a steady increase, reflecting strong demand for new developments, with a notable rise in 2024. Resale transactions, which saw minimal growth in previous years, have now surged significantly, indicating growing investor confidence and a more active secondary market. This upward trend highlights Dubai's evolving real estate landscape, where both new and existing properties are gaining traction, offering diverse opportunities for buyers and investors alike.



*\*Market Data Independently Provided by Property Monitor*

# 2024 SALES BY PROPERTY TYPE | RESIDENTIAL

## TOP PROJECTS

### APARTMENTS

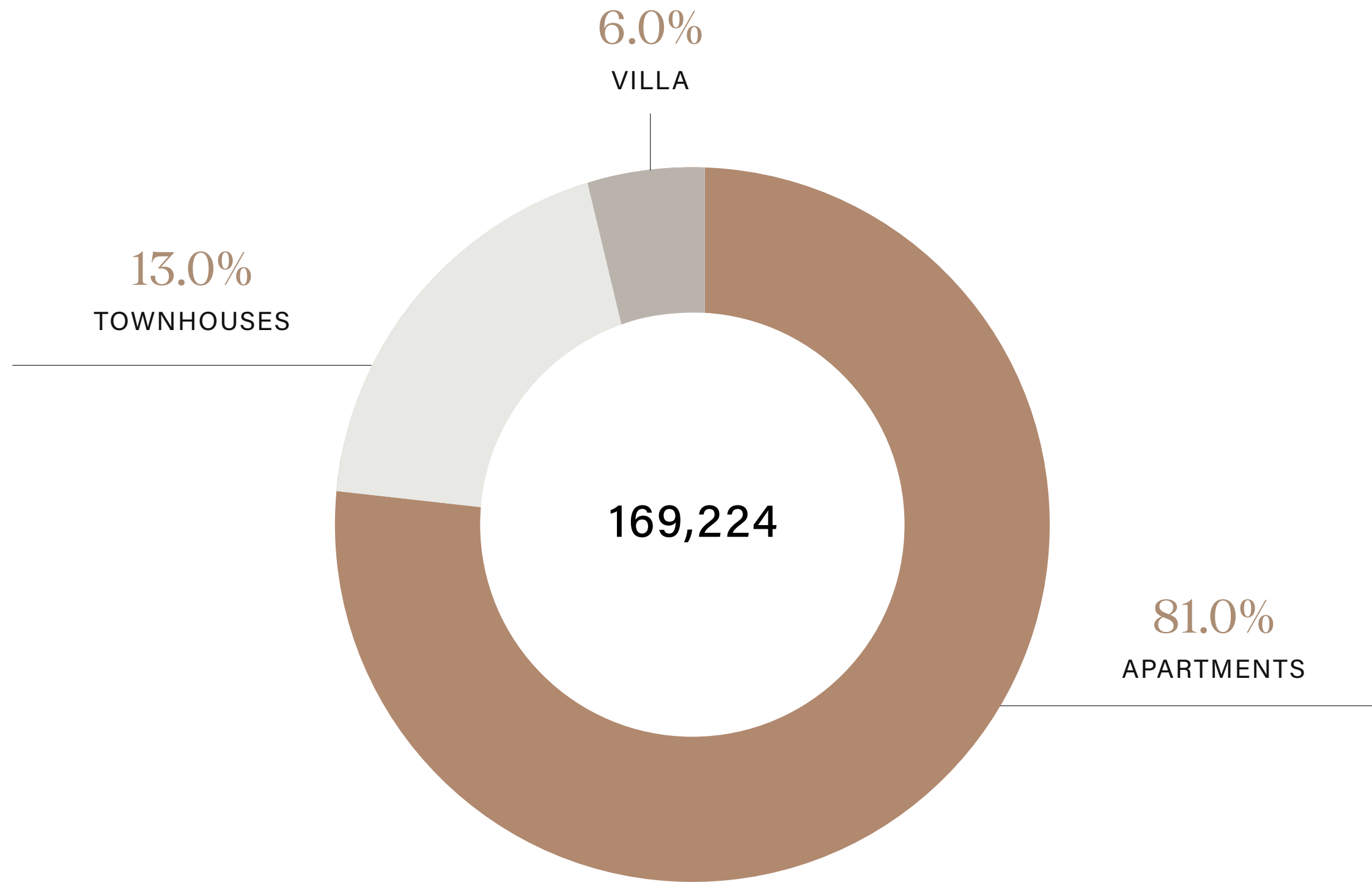
81.0% | +3.0%

### TOWNHOUSES

13% | -1.1%

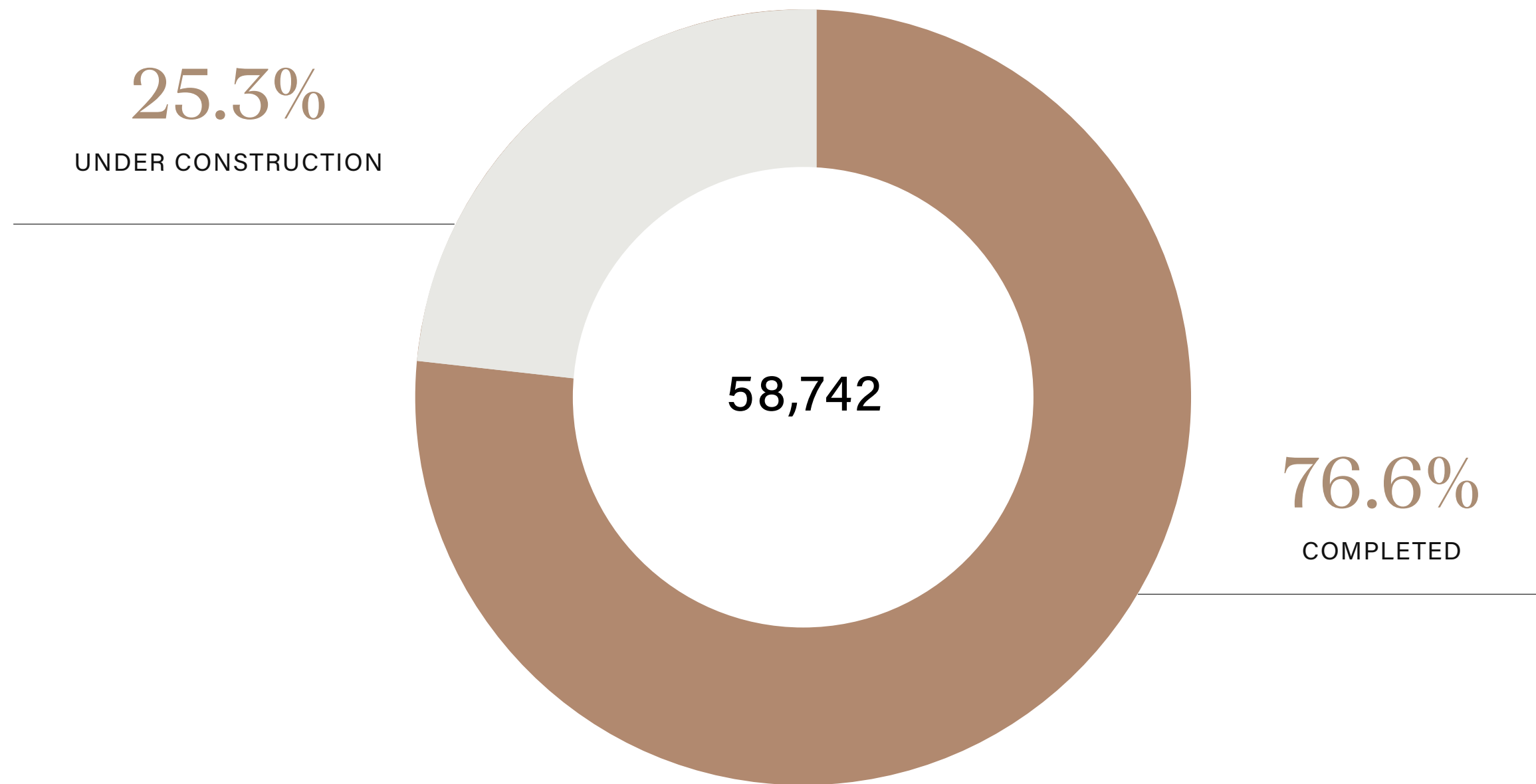
### VILLAS

6% | -2%



\*Market Data Independently Provided by Property Monitor

# RESALES | UNDER CONSTRUCTION



## 2023 AVERAGE

21.0% | +4.3% YoY

## 2022 AVERAGE

15.8% | +9.5%

## 2021 AVERAGE

8.4% | +16.9%



Personalisation, thoughtful design, art, and lifestyle curation are the core philosophies we have been nurturing since 2014.

As a design-led property developer, every residence we create embodies a sanctuary of personalised experiences and meticulously curated lifestyles. Every element seamlessly intertwines to craft living spaces that celebrate the experience of living.

We nurture elevated living from the ground up. Rather than following trends, we trust our instincts and transform our skills and passion into creating pure beauty. This dedication translates into thoughtfully curated portfolios featuring the world's most exclusive and extraordinary homes across various communities and neighborhoods throughout the Emirates.

Every detail in life is worth your attention

**LIVE BY DESIGN**



# OUR JOURNEY FROM DESIGN-LED DEVELOPER TO LIFESTYLE CURATOR

## TOTAL PORTFOLIO

12,350 units (20m sq. ft.)  
58 projects

## TOTAL HANDOVER

2,891 units (6.5m sq. ft.)  
24 residential developments  
& 8 villas

Ellington continues to redefine Dubai's skyline with its award-winning developments across distinguished communities in Dubai and Ras Al Khaimah. Among our signature projects are Ellington Cove in Dubai Islands, Mercer House in Uptown Dubai, Ellington Beach House on Palm Jumeirah, DT1 in Downtown Dubai, and Ellington House in Dubai Hills Estate. Since 2014, we have established thriving communities in Jumeirah Village Circle and Mohammed Bin Rashid City, with more landmark projects set to be completed in 2025, expanding into larger and dynamic districts.



# WHY INVEST WITH ELLINGTON?



AWARD-WINNING BOUTIQUE DEVELOPER



HOTEL AND PRIVATE CLUB INSPIRED AMENITIES



PRIME LOCATIONS ACROSS THE EMIRATE

## ROI

HIGH RETURN ON INVESTMENT\*

## 30%

PREMIUM ON AVERAGE RENTAL RETURNS\*



HIGH TENANT RETENTION

## 96%

OCCUPANCY RATE ON DELIVERED PROJECTS\*



HIGH CAPITAL APPRECIATION UPON HANDOVER



QUICKER RETURN OF CAPITAL COMPARED TO MARKET AVERAGE\*



MULTIPLE PAYMENT OPTIONS AVAILABLE



TRANSPARENT AND RELIABLE CUSTOMER CARE

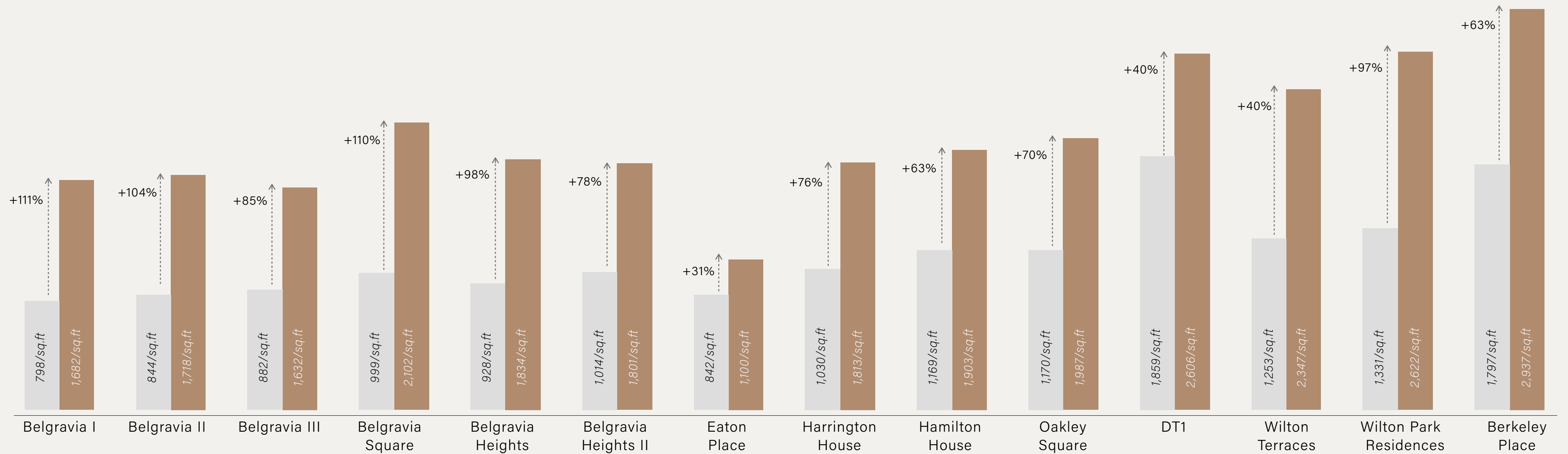


SUSTAINABILITY COMPLIANCE WITH DUBAI GREEN BUILDING REGULATIONS

*\*Reidin Market Data*

# ELLINGTON PROJECTS GROWTH

PER SQ. FT COMPARISON: INITIAL PRICE VS. CURRENT MARKET PRICE AFTER COMPLETION

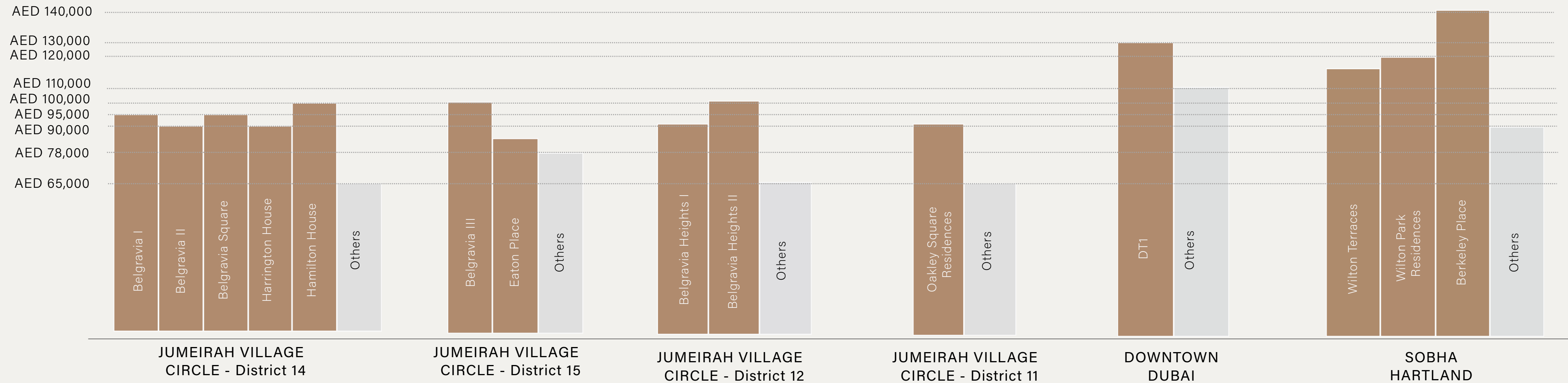


\*Current market data based on average price per square foot from Bayut and Property Finder

\*Price per square foot denominated in United Arab Emirates dirhams (AED)

# ELLINGTON PROJECTS RENTAL PERFORMANCE

CURRENT MARKET RATE VS. RESIDENTIAL DEVELOPMENTS IN THE AREA



ANNUAL RATE BASED ON 1-BEDROOM APARTMENT TYPE

*\*Current market data based from Bayut and Property Finder*



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