



Keyword: The Montcalm

ME posts surge in European summer travel

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London, Paris and Frankfurt featured within travellers' top five destinations alongside Kuala Lumpur and Dubai. Middle East travellers were also found to be spending substantially more per booking in these destinations than the global average. This was particularly evident in London, where the average stay value was 71 per cent higher for Middle Eastern consumers at Dhs12,443.31 over the global average of Dhs3609.06.

Paris came second for Middle East travellers in terms of expenditure with an average stay value of 6614.27, followed by Dubai at Dhs4962.70.

In terms of popularity, the affluent inner-city London neighbourhood of Marylebone was by far the most searched area for Middle Eastern travellers for the second year in a row, likely due to its proximity to attractions such as Hyde Park and for its abundance of high-end hotels including The Montcalm and The Churchill Hyatt Regency.

In Paris, bookings for hotels along the Champs-Elysees strip - home to the famed Arc de Triomphe and the Place de la Concorde - attracted the most interest among Middle East online users.

Amer Al Halabi, Regional Manager of Mena for HotelsCombined, said, "Europe's growing popularity among Middle Eastern travellers can be attributed to a number of different factors including the milder summer climate and the diverse retail and cultural experiences on offer. It's also interesting to note just how much more Middle Eastern travellers are willing to spend on European accommodation compared to travellers from across the globe, a sign that Middle Easterners are more apt to book longer-term and higher-end stays."

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