


UAE 2021

LEARNINGS FROM 2020

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INSPIRING 2021 WITH 2020 PERFORMANCE

The uncertainty of the pandemic could not come in the way of the bold vision for UAE 2021. GIPSI identifies five factors which conclude UAE is truly resilient.

Unlike 2021 reports from world over, GIPSI reports a very positive sentiment at the beginning of 2021 for UAE, thanks to the way UAE coped with 2020.

GIPSI applied its 'Deep Listening' methodology to arrive at unique insights.

The data sources are multiple for 'Deep Listening' Method – it goes beyond digital conversations and maps the data with interests and searches, coupled with unique HI perspectives giving actionable insights.

THE REPORT IS BASED ON 2020 DATA of UAE.
AND WHEREVER APPLICABLE, IT COMPARES IT
TO GLOBAL DATA OF 2020



RESILIENT ECONOMY IN 2020 AND PROMISING OUTLOOK

A hand is shown holding a transparent globe. The globe reflects a cityscape with tall buildings and a bridge. The background is a blurred cityscape with buildings and a sky with soft light.

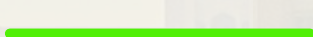
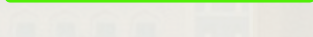
While governments all around the world found it difficult to control the negative sentiment on their 'economy' in 2020, UAE seems to have won hearts and enjoyed positive sentiment not only from Emiratis but also from global audiences.

RESILIENT ECONOMY AND PROMISING OUTLOOK IN 2020

UAE'S CONSISTENT TRUST IN ECONOMY AMIDST GLOBAL UNCERTAINTY

+49% search trends for "Growth of GDP" in UAE

In UAE, consumers' interest in "Economy" remained consistent, while trends reveal "Growth of GDP" to show a constant rise month on month.

Sentiment towards UAE Economy 
Sentiment towards World Economy 

CONSISTENT POSITIVE SENTIMENT FOR UAE ECONOMY VIS-A-VIS CONSISTENT NEGATIVE SENTIMENT FOR WORLD ECONOMY THROUGHOUT 2020



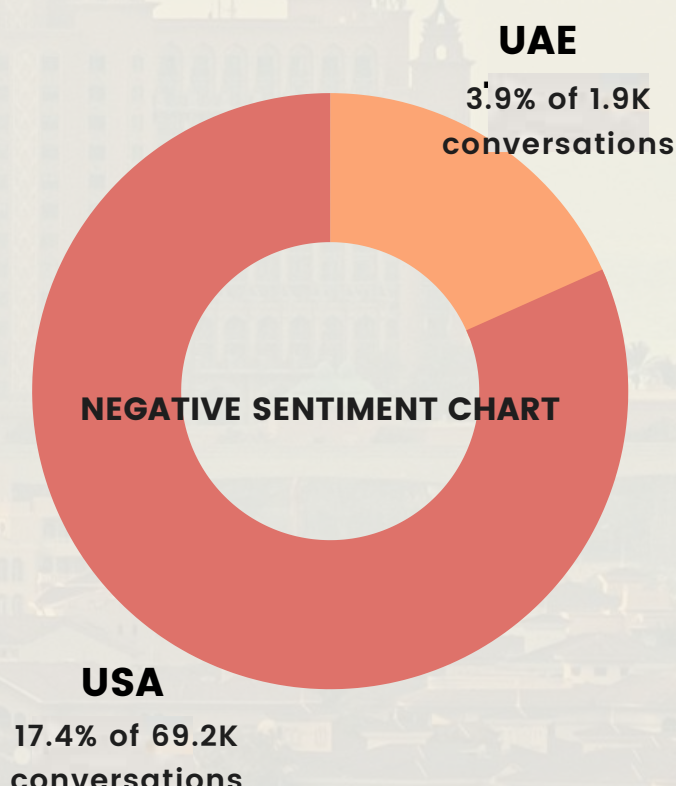
UAE GOVERNMENT MEASURES ADDRESS CITIZENS' CONCERNS, COMPARED TO THE REST OF THE WORLD.

5x

Negative sentiment for USA compared to UAE

Global conversations on "Government measures" in the UAE harbours 3x more positive sentiment 5x more negative sentiment as compared to USA.

Positive sentiment arises from both, internal and external factors for UAE, whereas negative sentiment arises internally for USA.



83%

increase in "Job opportunities" and related searches

As a result of Hospitality and Airlines sectors such as Marriot and Emirates embarking on hiring sprees, along with job portals such as Indeed showing higher postings.

UAE GOES BEYOND JUST AN OIL-ECONOMY

575.6K Conversations **13.8M** Engagement

In spheres beyond just Oil - including service sector, health, infrastructure, and business.

SUSTAINABILITY FIRST MEASURES CREATES A POSITIVE AURA FOR UAE ECONOMY

24.3K Conversations **222.6K** Engagement

With sustainability laws and measures penetrating key sectors including technology, sustainable development, CSR, organizational culture, travel and food tech innovations.

IMPLICATION

Ride the good performance and positive sentiment around UAE economy and be a part of this good news.

SUSTAIN THE GOOD NEWS IN 2021.

PROMPT HEALTH & CARE IN 2020

The positive sentiment around UAE's HEALTH & CARE measures taken during 2020, formed a strong backbone for a reliable UAE.

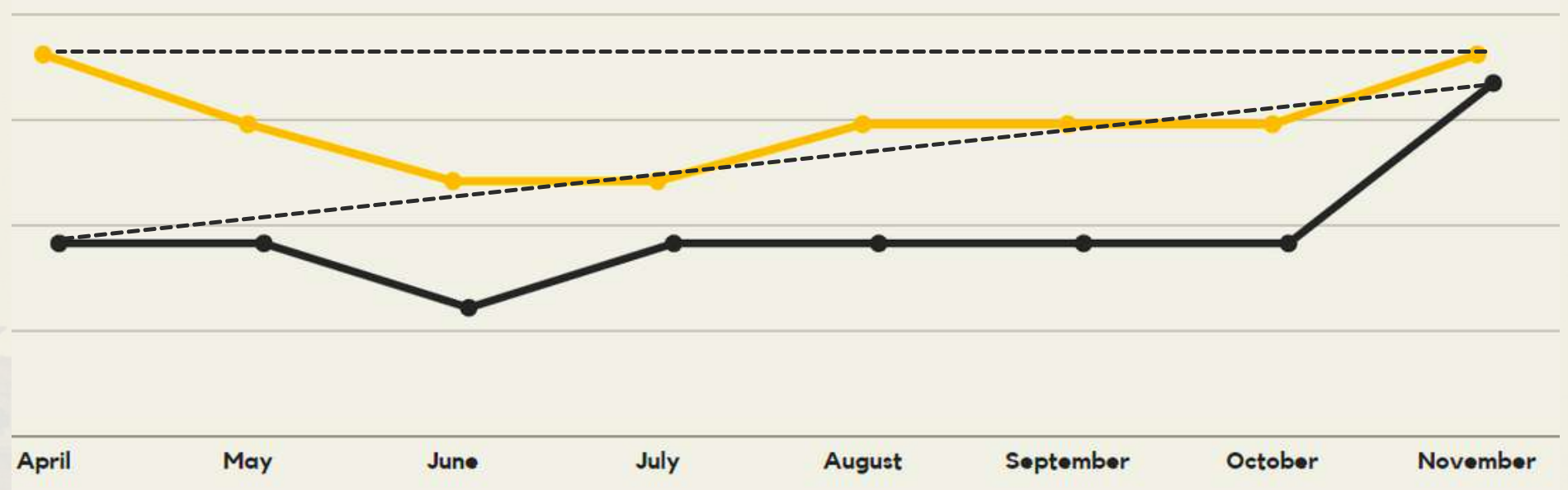
PROMPT HEALTH & CARE IN 2020

UAE'S CONSISTENT INTEREST VS THE WORLD'S SUDDEN INTEREST IN VACCINE

83% sudden jump in searches globally

After the insignificant interest in vaccine, there is a sudden surge in vaccine searches worldwide, in November compared to consistent interest in UAE

Interest in UAE vaccine Interest in World vaccine

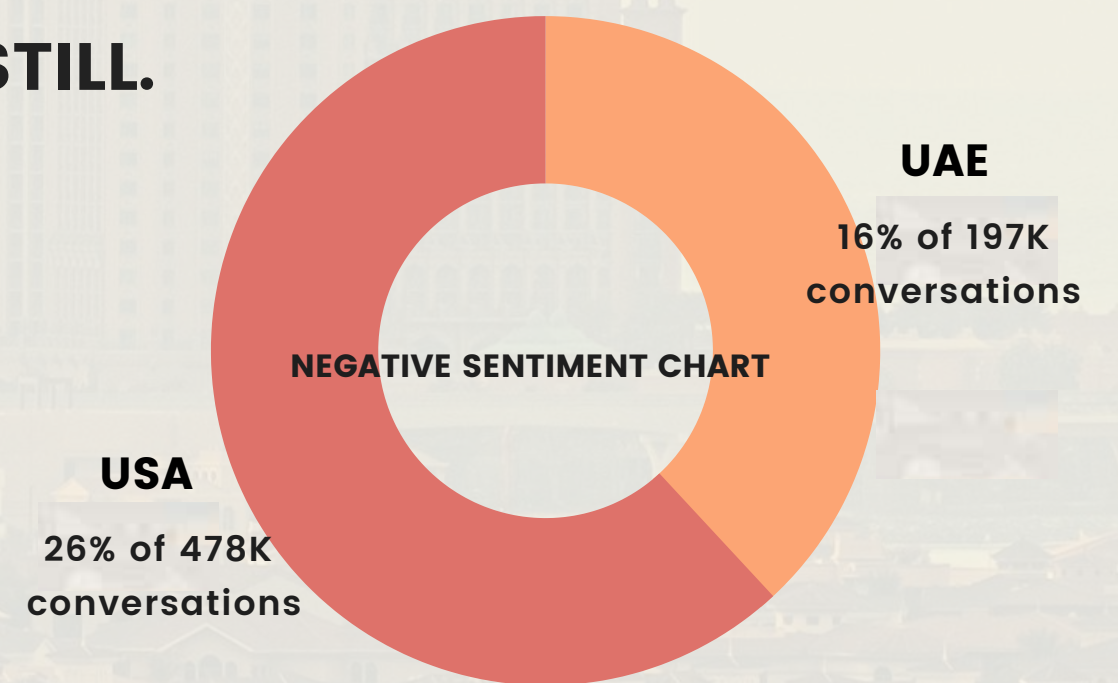


UAE SURVIVES WHILE THE WORLD IS AT A STANDSTILL.

2x Negative sentiment, globally vis-a-vis UAE

Global conversations on Hospitals, Medicine and related topics showcase 2x more negative sentiment compared to UAE.

UAE showcases almost twice as much more trust and positivity than USA.



1.3M **45M** **AND OVERALL BUZZING POSITIVE SENTIMENT**
Conversations Engagement

With respect to government contribution to vaccine adoption and distribution, consistent care and the promise of world-class safety to Global citizens.

10 MILLION MEALS, IMMEASURABLE GOODWILL AT A GLOBAL SCALE

This gesture of goodwill by government distributed 15.3 million meals to low-income families and individuals impacted by COVID-19 pandemic, and was recognized globally for its positive impact.

42.1K **789.5K**
Conversations Engagement

IMPLICATION

The trust and the confidence in health & care makes for a willing consumer who is ready to engage and indulge.

CONSUMERS ARE FEELING TAKEN CARE OF. GIVE THEM MORE THAN CARE.

PREFERRED TRAVEL & TOURISM DESTINATION IN 2020

DUBAI became a torch bearer of UAE's buzzing Travel & Tourism scene in 2020, becoming one of the most preferred travel destinations globally.

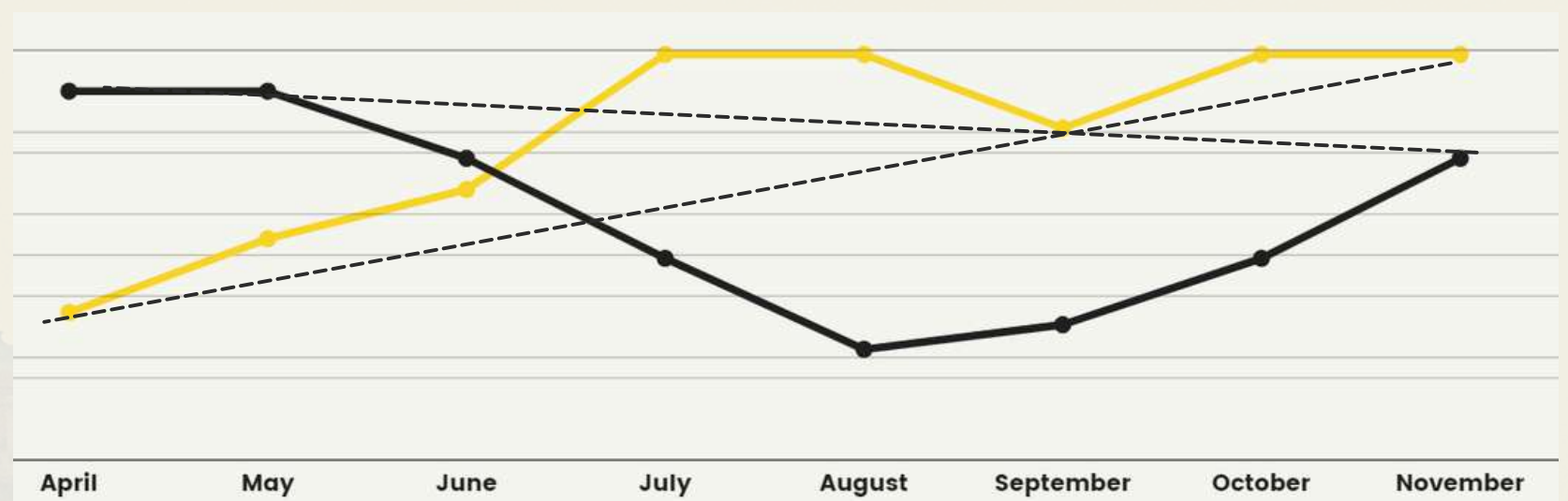
PREFERRED TRAVEL & TOURISM DESTINATION IN 2020

UAE IMMERSSES IN TRAVEL WITH A RISE IN "HOTEL BOOKINGS", WHILE THE WORLD HESITATES

+175% search trends since April

Emiratis revive their need for travel and getaways with a nearly 4X interest surge in "Vacation" since Apr'20, showcasing quick recovery.

UAE interest in hotel bookings Global interest in hotel bookings

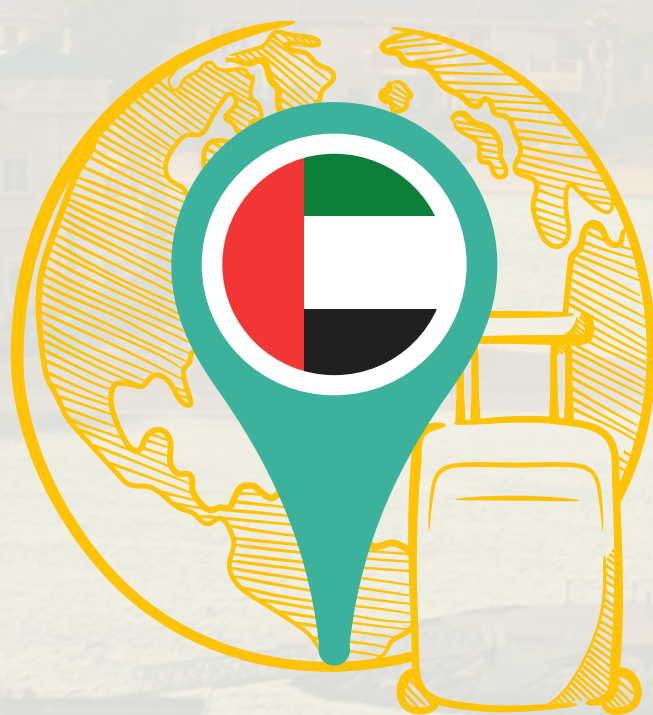
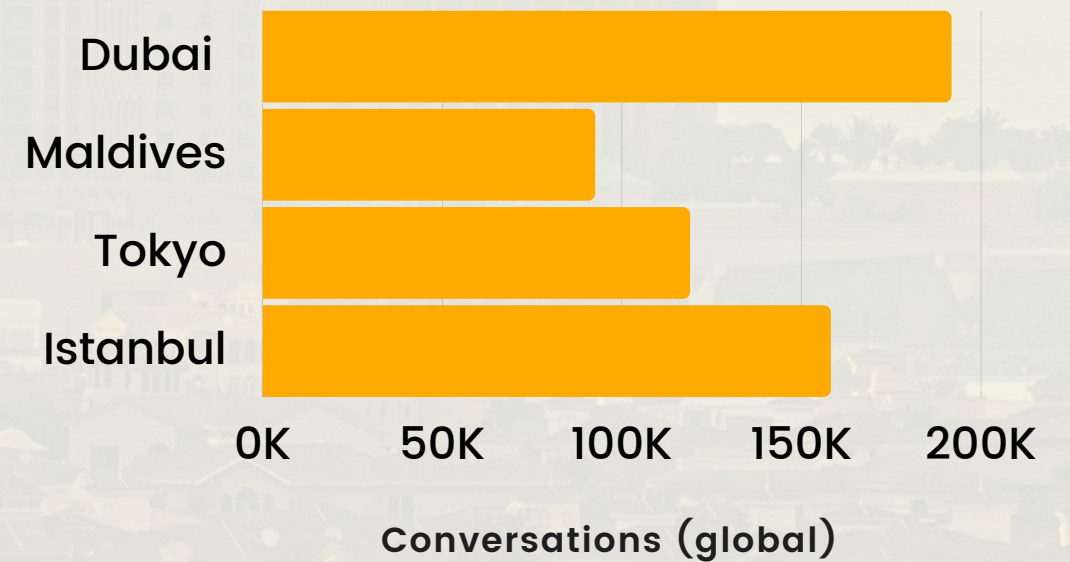


#VISITDUBAI TRENDS GLOBALLY, AND EMERGES AS THE TOP PREFERENCE

191.7K conversations on Dubai Travel globally

Dubai Tourism leverages safety and efficient pandemic management to attract the global citizen's preference as the best holiday destination amidst pandemic.

#VisitDubai trends globally, with key influencers opting for Dubai.



302.3K 21M

Conversations Engagement

DUBAI, THE POPULAR CHOICE

Dubai's Airport rankings rise amidst pandemic, while rankings of key locations such as Hong Kong and Bangkok fall. UAE further leads the way in Trade and Tourism due to the rich cultural events, arts and sports, according to conversations across the world.

EMIRATIS BASK IN DOMESTIC TRAVEL

UAE chooses to enjoy their vacay mood visiting local attractions and tourist spots, with interest towards "weekend getaways", "resorts" and "vacation" at an all-time high within the region.

166.8K 1.5M

Conversations Engagement

IMPLICATION

Make the most of the first movers advantage on T&T and participate in the positive momentum

SUSTAIN THE PREFERENCE IN 2021.

UNSTOPPABLE UAE WOMEN IN 2020

**The world is celebrating
the new liberal UAE laws
– especially related to
Women. Women in
UAE are truly
unstoppable now.**

UNSTOPPABLE UAE WOMEN IN 2020

WOMEN REJOICE AS UAE REFORMS LAWS RELATED TO PROTECTION AND PERSONAL FREEDOM.

25K+

Global Engagement

Engagement on UAE Equal pay reform globally

On global conversations for equal pay reform in the UAE, contributing to the sentiment of #equalpay #uaelaws and the UN recognised Gender Equality Index positively.

227K+

Global Engagement

On conversations about women's rights and, celebrating personal freedom.

As UAE celebrates and adapts to the change at the same time, it is a globally appreciated move.



CELEBRATION AND RECOGNITION OF WOMEN LEADERS

36.6K

Conversations

2.6M

Engagement

**RECEIVED WITH
A WORLDWIDE
APPLAUSE**

Recognition of successful women across male-dominated categories such as Federal National Council, Chambers of commerce and industry, Aviation, Ministries, boost in Women in business and industry.

EMIRATI WOMEN'S DAY: "PREPARING FOR THE NEXT FIFTY YEARS: WOMEN ARE THE SUPPORT OF THE NATION"

UAE leaders pay tribute to Emirati Women, by appreciating their supportive role in being the nation's backbone and their efforts to make UAE survive the pandemic. All for women empowerment, the future looks limitless to UAE women, with the government's support.

78%+ 28.9K

**Positive
sentiment**

Engagement

IMPLICATION

Including
WOMEN in the
strategy should be
a norm in
marketing

BRANDS ARE YOU READY FOR
THE UNSTOPPABLE WOMEN
OF UAE?



UNINTERRUPTED UAE CELEBRATIONS IN 2020

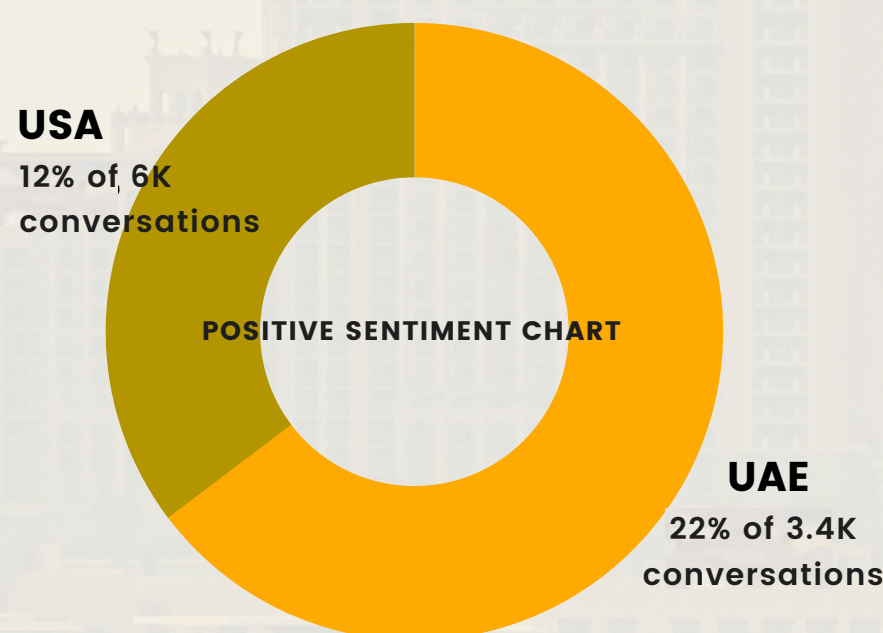
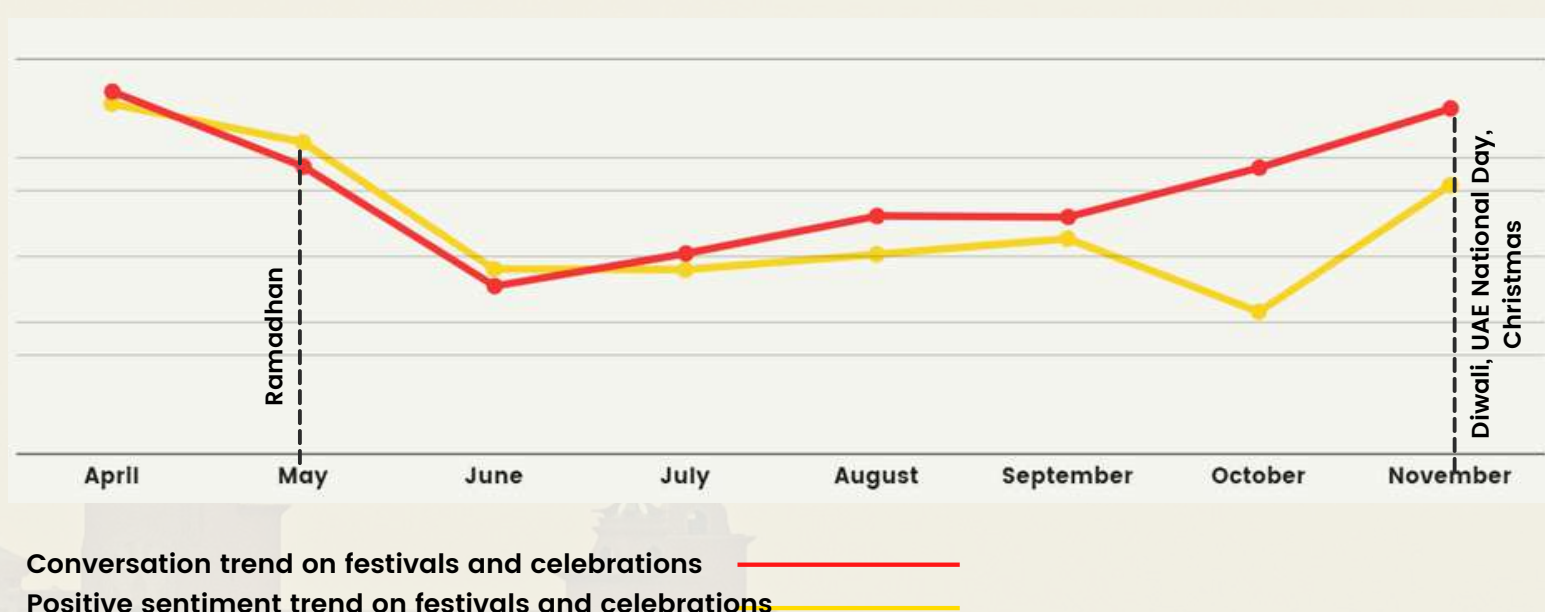
**UAE led the way
in celebrations and kept the
festive spirit high throughout
2020. What's more, there was
a noticeable excitement
around 2021 Dubai Shopping
festival**

UNINTERRUPTED UAE CELEBRATIONS IN 2020

FIREWORKS AND FESTIVITIES GALORE

351K+ conversations on UAE festivities

With an almost steady relationship between conversations and overall positive sentiment, with Ramadhan, Diwali, UAE National Day and Christmas celebrations at the forefront.



UAE'S NEW YEAR CELEBRATION WITH A SAFETY FILTER, HAS HIGHER CELEBRATION QUOTIENT (CQ) VS USA

2021 saw a higher positive sentiment during New Years' Eve for Dubai, compared to New York. The comparison was stemming from the two iconic celebrations destination, Burj Khalifa VS The Times Square. Dubai managed to garner positive sentiment thanks to well managed safety and restrictions.

DUBAI SHOPPING FESTIVAL GETS BIGGER THIS YEAR WITH #MYDSF GLOBALLY

50K+ Instagram content on the hashtag #MYDSF

Instagram content on the hashtag #MYDSF

12.4B Potential reach over the past 3 months on the topic globally

Potential reach over the past 3 months on the topic globally

Roping in key influential voices from across the world, the yearly affair only shines more this year now, with the pandemic taking a backseat. Brands across the globe further join the party, to ensure the success of DSF.

49th UAE National Day witnessed nationwide excitement and celebrations

277K+
Hashtag mentions

131K
Engagement

131.8B
Potential reach

Worldwide anticipation and expectations for Expo 2020, happening in 2021 on the rise

565K+
Hashtag mentions

89K+
Conversations

878K
Engagement

IMPLICATION

**Be the celebration
and keep up the
spirit for consumers
in 2021**

BRANDS, WHAT REASONS ARE
YOU GIVING FOR
CELEBRATION IN 2021?

THANK YOU

To learn more, please visit
www.tonicworldwide.com/deep-listening

