

# Investment Guide

to a Better Future in Dubai

# 2026



 **Dubai Reality**<sup>.cz</sup>

BEM

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Vision: Key to Success

# There are cities that respond to the world. And then there are cities that redefine it.

Dubai belongs to the latter group. While much of the world is dealing with slowing economies, regulatory pressure and uncertainty, Dubai continues to grow. Not by chance. Not speculatively. But systematically. Strategically. With a clear vision. The year 2025 confirmed that Dubai is no longer a “rapidly growing market”. It is a mature global capital center. More than 215,000 real estate transactions were completed with a total value of nearly AED 687 billion. Behind these numbers there is more than statistics. There is trust. The trust of investors, entrepreneurs and families from all over the world who chose Dubai as a place to live and to invest their capital.

Dubai today is not just about architecture, beaches and zero income tax. It is about stability in an unstable world. About safety. About the long term vision Dubai 2040, which systematically builds a city for nearly 8 million residents. About infrastructure that anticipates future needs. About an environment where capital does not feel threatened but welcomed. This growth is not a short term cycle. It is a structural change in the global investment map. Capital moves where it is respected. People move where they see a future. And Dubai

offers both. Personally, I do not see Dubai as a trend of recent years. I see it as a place that redefines the standard of what a modern city of the 21st century means. A city that does not ask whether it can grow but how fast and how well. For us, Dubai is not just a market. It is an environment where it makes sense to build value. Where capital has space to grow. Where a long term decision today means certainty tomorrow.

And that is why we believe this period is not just an opportunity. It is the beginning of a new chapter.



**Milan Zoher Jr.**  
DubaiReality.cz CEO



# Our Values



## Honesty

Honesty will get you far. A phrase? Definitely not in the DubaiReality.cz team! What we say at the beginning of our business relationship will be true during and at the end. We don't change the facts to close a deal. We know that lies have short legs.



## Workability

We are a team of hard-working people and it is clear to us that acquiring a project in Dubai is a big deal. That's why we're here for you online morning, afternoon, evening, weekend and holidays. We see our work as a mission.



## Expertise

We make sure that every member of our team is an expert in their field. We do not manage the work like Ferda the ant at DubaiReality.cz.



## Transparency

We have prepared a clear catalogue with a preview of all important details of the projects. With the help of an expert and advanced artificial intelligence, we always prepare the best possible profitability prediction. The complete project brochure is always one click away and without conditions. We hide nothing and conceal nothing.



## Courtesy

You know those situations, don't you? The insubordination, the rudeness, the failure to keep your word and deadlines. Unfortunately, as a client, we've experienced that too. At DubaiReality.cz, you will find only decent people who know what excellent client service should look like.



## Devotion

Your real estate agent and DubaiReality.cz real estate specialist will be by your side throughout the entire ownership of your property. Our service does not end when you sign the purchase contract. You always have one contact person.

# About Us and How We Work

We are a private real estate and concierge service for investors in the United Arab Emirates.

**DubaiReality.cz, s.r.o. and BEM Signature Real Estate LLC are not a traditional real estate agency. We are a private investment partner for clients who expect more than just brokerage of a property purchase.**

We specialize exclusively in investments in Dubai and the surrounding emirates. We operate directly in Prague and Dubai, which allows us to provide a fully integrated service from the first strategic discussion to long term management of your portfolio. Our clients are not looking for a catalog. They are looking for certainty, discretion and professional guidance. In the world of capital, details matter. The right location. The right developer. The right price per square meter. The right timing of entry and exit. We analyze these factors, evaluate them and transform them into a specific strategy tailored to your goals, using advanced artificial intelligence. We operate similarly to private banking.

Each client has their own personal real estate specialist who guides them through the entire process from acquisition

through financing, legal structure, obtaining a Golden Visa to property management, rental and potential sale. Our service does not end with signing the contract. That is where it begins. Thanks to direct ties to key developers, banks, law firms and property managers, we have access to projects, conditions and information that are not commonly available on the open market. Every recommendation is supported by data, real transactions and deep knowledge of the market.

We believe that investing is not about emotions or marketing. It is about protecting capital, long term growth and proper risk management. That is why we work selectively. That is why we build long term relationships. That is why our clients recommend us further.

With DubaiReality.cz you gain a private service that combines Czech precision with Dubai dynamism.

Your investment is managed with maximum care, discretion and responsibility exactly as it should be.

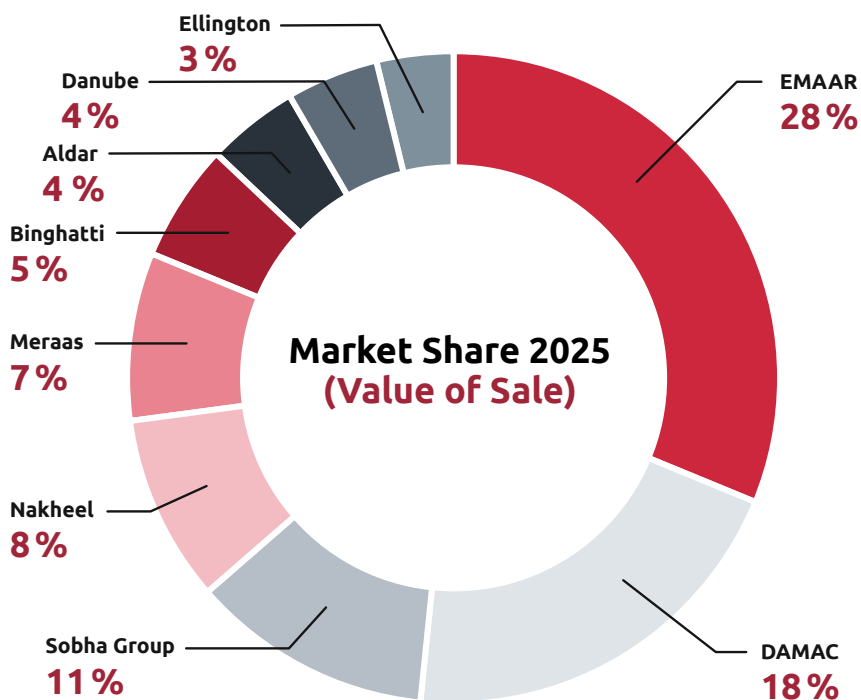


# Record market growth in Dubai

The Dubai real estate market experienced a record year, during which new milestones were reached in 2025, culminating in a historic maximum of 215,741 transactions with a total value of AED 686.8 billion.

- EMAAR
- DAMAC Prop.
- Sobha Group
- Nakheel
- Meraas
- Binghatti
- Aldar Prop.
- Danube Prop.
- Ellington Prop.

*\*Developer companies*





## Strong buyer activity

A report by rating agencies from January 2026 highlights that 2025 was a record year with increases of 18.7% and 30.9% compared to the previous peak of 181,000 transactions worth AED 522.5 billion in 2025.

In the primary market, developer sales increased year on year by 33.6% to AED 448.1 billion, indicating strong demand for new projects and off plan properties. The number of transactions rose by 24.2% to 149,290 in 2025, reflecting a significant increase in buyer confidence and developer activity. There was also sustained growth in the average price per square foot, which increased by 6% to AED 1,500.

**686,8B**

Sales value (AED)



**31 % YoY**

**216K**

Sales transactions  
(Volume)



**19 % YoY**

**1,6K**

Price per sqft (AED)



**8 % YoY**

# Hotel Occupancy

Demand was supported by new projects and attractive payment plans, which attracted foreign investors backed by residency incentives and visa reforms.

Strong demand in the secondary market was highlighted by a 26% increase in resales to AED 238.8 billion. Transaction volume also increased by 8% to 66,451, indicating sustained activity. The average price per square foot rose year on year by 11% to AED 1,500.

Resale data for 2025 reflected a shift by buyers toward properties ready for immediate use, while high rental yields attracted investors and infrastructure improvements increased property attractiveness.

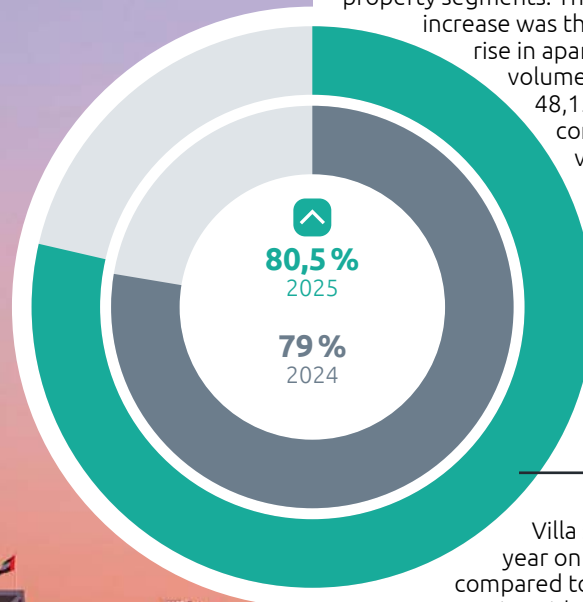
## Hotels and average room occupancy by classification

### First Quarter 2025

Title	Total	1 - 3 stars	4 stars	5 stars
Number of hotels	827	462	197	168
Number of available rooms	130 500	29 700	43 600	54 800
Average occupancy (%)	80,5 %	82 %	84 %	82 %

## Growing interest

Sales values exceeded historic records. Strong rental demand and stable performance of the luxury segment continue to attract global investors and strengthen Dubai's position as one of the leading real estate destinations. A year that had already delivered multiple monthly and quarterly records ended with overall growth across all property segments. The most significant increase was the year on year rise in apartment sales volume by 6.9%, with 48,154 transactions completed at a total value of AED 91.9 billion.



**Average occupancy 2025**

Villa sales increased year on year by 11.9% compared to 2024, reaching 12,396 units with a total value of AED 77.6 billion. Commercial property transactions rose by 10% to 3,473 units worth AED 8.8 billion. At the same time, 2,423 plots were sold for AED 60.4 billion, representing a year on year increase of 6.4%.

# Visitor Nationalities

These results confirm that Dubai's real estate market continues to grow, with its attractiveness to investors rising. Strong demand, rising rents, and high investment returns strengthen its position among the world's leading real estate markets.

## Visitors by region Emirate of Dubai 2025

	Q3 / 2025
Western Europe	4 100 000
CIS and Eastern Europe	2 890 000
South Asia	2 990 000
GCC (Persian Gulf)	2 990 000
Middle East & MENA	2 170 000
North & Southeast Asia	1 850 000
The Americas	1 400 000
Africa	897 000
Australia	401 000
<b>Total</b>	<b>19 590 000</b>





**19,6 M**

International visitors



**89 %**

Foreign residents



**+9 %**

Year on year tourism growth



**150+ billion USD**

Value of listed securities on  
Nasdaq Dubai (2025)



**+17 %**

Year on year capital market growth



**520 billion USD**

Assets under management in DIFC

# Why should you buy your own property with **DubaiReality.cz**

1

Investment must be based on data, not impressions. Every project we recommend undergoes a detailed analysis of price per square meter, location, developer and future liquidity. Thanks to our analytical model GURU MUSTAFA, we work with real market transactions and precise predictions of returns and capital growth. We do not sell emotions. We manage your investment based on numbers.

2

We operate as a private real estate concierge service. You have one personal specialist who takes full responsibility for the entire process, from project selection and negotiation of terms through financing and Golden Visa to rental, management and future sale. Our service does not end with signing the contract. We stand by your side for the entire period of ownership. We have your back in Dubai.

3

We build long term relationships based on honesty, expertise and dedication. We work selectively and recommend only projects that make investment sense. We protect your capital, act discreetly and take responsibility for the quality of every recommendation. We are not interested in a one time transaction. We care about the overall result and long term relationships.

## We are official contractual partners

We are authorized partners not only of development companies but also of the best agencies, with whom we will take care of renting out your property and managing it completely. There is nothing we cannot arrange in Dubai within the framework of applicable legislation.

EMAAR

NAKHEEL

MERAAS

ELLINGTON  
PROPERTIES



**Milan Zocher Jr.** CEO | Real estate specialist

### **What is my forecast for Dubai real estate in 2026?**

After the record year 2025, when the real estate market reached a volume of nearly AED 687 billion, Dubai is entering another phase of stable and structured growth. I do not expect speculative jumps, but healthy capital appreciation in the range of 5 to 8 percent in major residential locations, while premium and limited projects may achieve higher dynamics.

Market growth today is supported by strong fundamentals, a growing population, record tourism, expansion of the financial sector and the long term Dubai 2040 vision. The supply of new units is gradually increasing, bringing greater market selectivity and stabilization of the rental environment, but not pressure for an overall decline in prices.

Dubai is no longer an emerging market. It is a mature global capital hub. The average price per square meter remains competitive compared to London, New York or Singapore, while rental yields still remain at above standard levels.

In my opinion, 2026 will not be about quick speculation, but about the right choice of location, developer and entry price. Investors who work with data and a long term strategy will continue to benefit from the structural growth of Dubai.



**Eduard Dylun** Partner | Real estate specialist

### **Why is the right location, developer and price per m<sup>2</sup> crucial when investing in Dubai?**

When investing in real estate in Dubai, it is not only the project itself that matters, but above all the combination of location, developer quality and the correct price per square meter. The most stable demand and long term value growth concentrate in non replicable locations, places with limited land supply, quality infrastructure, greenery, schools and a full community life.

These areas maintain their value even when the market slows down, because they cannot simply be copied. In Dubai there is plenty of land, and therefore projects without a clear competitive advantage face the risk that a very similar building will appear just a street away in two or three years, often at a lower price.

The right location and a strong developer are therefore key to ensuring that a property does not lose value but instead benefits long term from limited supply and sustained demand.

# Why is Dubai such a unique investment opportunity?

## Blue sky

Dubai has blue skies for 333+ days a year. Dubai is a place where, with few exceptions, the weather is constantly beautiful. In 2024, Dubai attracted more than 18 million tourists from all over the world. This makes Dubai the fourth most visited tourist destination in the world.

## Prices and high standards

Dubai is still undervalued compared to many premium major cities around the world. The price per square foot, in comparison to what Dubai offers to new residents and its ROI, is unrivaled globally. Since 2019 and 2023 Dubai has significantly upgraded development standards to rival western quality of development and materials standards globally.

## Dubai is a Love Brand

Rental apartment occupancy, including hotels, averaged 79% in Dubai in 2024. Dubai as a brand is a huge force globally, this in itself ensures that the risk of an unoccupied apartment is minimised. Dubai has been the only destination in the world to be named the world's No.1 tourist destination on Tripadvisor for the last three consecutive years.



## Profitability

The net rental yield on apartments in Dubai is between 6-10%. The increase in property values annually is between 6-20%. With zero income tax, such values can easily add up to get a minimum of 12% net profitability per annum at all times.

## Safety

Dubai is statistically one of the safest places in the world. This makes Dubai, and this is doubly true these days, a safe haven for you, your loved ones and your property.

## Taxes 0%

Thanks to the investment visa, income tax in Dubai is 0%, including 0% tax on rental income from your own property.

## Global position

Dubai is strategically located at the crossroads of Europe, Asia, and Africa, making it a global hub for business and travel. It offers easy access to major international markets, with most global destinations reachable within an eight-hour flight. Its central location makes it the perfect gateway for connecting the East and West efficiently.

## Distribution of risks

Dubai has no conflicts with Russia, China, USA or any other world superpower. Dubai is a safe island for you and your family for any major problem in the world.



# Dubai in numbers

## Population



**4,11 million**

Current population

**7,8 million**

Population target by 2040

## Revenue



**686,8B AED**

Residential real estate transactions in 2025

**522,5B AED**

Residential real estate transactions in 2024

## Number of hotels



**820+**

## Attendance in 2025



**19,6 M**



# Dubai: Facts, statistics, and news

## International transport hub

Backed by its renowned flag carrier Fly Emirates, Dubai boasts unrivalled travel connectivity and is a global aviation hub. Dubai's central location means that a third of the world's population is within a four-hour flight.

## Competitive rental return

Dubai real estate offers excellent rental yields - an average of 7 percent net - and even higher yields for vacation homes. This is significantly higher than in cities such as London and New York, where they are around 2.5 to 3 percent.



**7%**

**Dubai**

**2,5 - 3%**

**London, New York**



# 216+

Private schools



# For 10 years

Golden Investment Visa

## World-class education

Dubai has an impressive education system that includes 216 private schools offering a blend of the best international curricula.

## Business environment

Favorable government laws and low start-up costs make Dubai an attractive place for start-ups and new businesses. Local sponsorship is no longer needed in many sectors.

## Investor Golden Visas

When purchasing a property in Dubai, an investor can apply for a 10-year GOLDEN VISA, which guarantees residency status in Dubai for the entire period of property ownership for the whole family without exception.

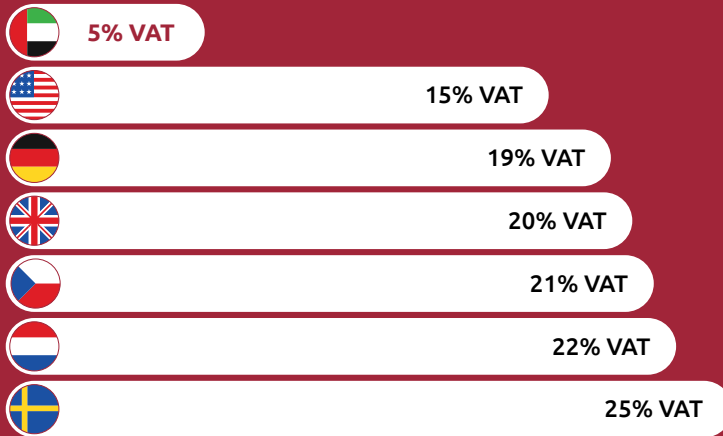
## Health Care

Dubai has a world-class healthcare system offering a high standard of medical care in a range of modern facilities covering every specialty.

# Taxes and VAT

## 0% Income tax

One of the main benefits for those who choose to emigrate to the UAE, apart from the benefits of sun, sea and beach lifestyle, is the absence of personal income tax.



## 5% VAT

Although the tax was introduced in 2018, it will not affect rental income for investors. VAT is also significantly lower than in other major countries: Sweden 25%, Germany 19%, Italy 22%, the Netherlands 21%, the UK 20%, the US 15.5%.

## 0% Alcohol tax

All alcohol purchases in Dubai are tax-free - personal liquor licenses are free and readily available for those legally entitled to purchase alcoholic beverages.



# Location

## Where East meets West, it connects Europe with Africa and Asia.

The best place to run a business between Europe, Africa and Asia is in Dubai. The UAE is strategically located between the continents. The Dubai International Financial Centre (DIFC) is the leading financial centre in the region.

Emirates, based in Dubai, is one of the world's best airlines. In 2023, it was awarded as the „Best Airline in the World“ and „Best Airline in the Middle East“ by the ULTRAs Awards.



**90M+**

Expected number of passengers in 2026

**140+**

Direct flight destinations from Dubai

An aerial photograph of Dubai, United Arab Emirates, showing the coastline, artificial islands, and a large, ornate hotel complex. A large, semi-transparent red speech bubble is overlaid on the right side of the image, containing text. The background shows the city skyline in the distance under a clear blue sky.

*“The development of the financial sector is creating stable and long term demand for quality housing, particularly from professionals and investors from Western countries and Europe. While Europe is facing increasing regulation, tax burdens and restrictions on business, Dubai offers clear rules, an open environment and room for growth. This shift of capital and people is not a short term trend, but a structural change that is strongly reflected in demand for real estate in premium and strategic locations.”*

**Eduard Dylun**

Partner | Real estate specialist

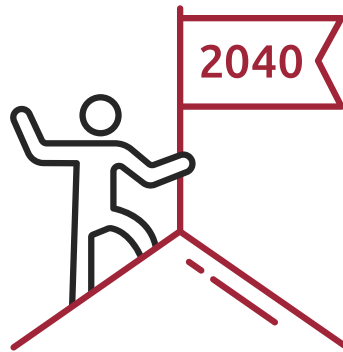
# Vision: The key to success

*„In the United Arab Emirates, we do not have a word like ,impossible‘—it simply does not exist in our vocabulary.“*

H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai



Everything is possible in Dubai. With the Dubai 2040 Master Plan already in effect, the emirate is fully committed to building the best city in the world over the next two decades. From enhancing sustainable solutions to massive investment stimulation, where 60% of the region will be dedicated to natural reserves, Dubai is set for unprecedented global growth.

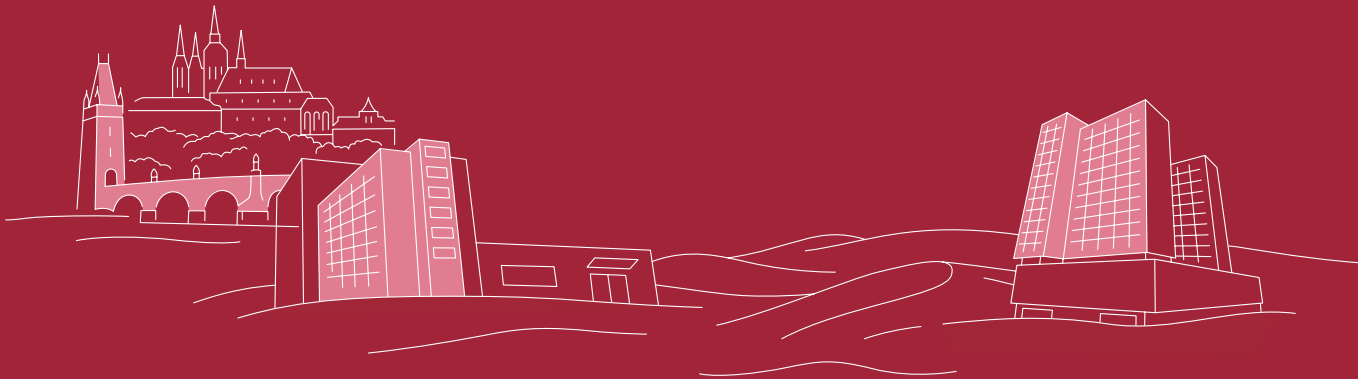


## Dubai 2040 Vision

Creating the “best city in the world”



# Spojme se spolu



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