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## Travel Confidence Returns: Minor Hotels Reports Sharp Rise in Middle East Bookings

- Weekly room-night bookings rise 143% in last week of June
- International wholesale bookings up 575% over same period
- Record-breaking Eid Al Abha with +23% rooms revenue compared to last year



▲ Anantara The Palm Dubai Resort.

**Minor Hotels** is reporting a strong rebound in travel demand across the Middle East, with bookings accelerating sharply in the second half of June as traveller confidence returned across key international and regional markets.

Minor, which operates 26 properties across the region, recorded a **143% increase in room-night bookings** in the last full week of June compared with previous weeks, with the majority of

pickup arriving for the third quarter.

The group also reported a significant uplift in wholesale demand which had been heavily impacted by recent events, increasing **575% in the same period**, from international markets including UK, Germany and Russia.

Forward-looking pricing is also showing resilience, with on-the-books average daily rate (ADR) in the third quarter currently pacing **17.1% ahead of the same period last year**.

Staycation demand and intra GCC travel contributed to a **record-breaking Eid Al Abha with revenue increasing 23%** versus Eid Al Abha in 2025, demonstrating the strength of domestic demand.

**"Our confidence in the Middle East has never wavered. Travellers are eager to resume both business and leisure travel across the region, and we're seeing strong momentum heading into Q3 2026. What's particularly encouraging is that this demand is returning while we continue to maintain pricing discipline and focus on delivering exceptional guest experiences. At the same time, we continue to invest in the region's long-term future through new hotel signings, market entries and the expansion of our brand portfolio, reflecting our confidence in the strength and resilience of Middle East tourism."**

Amir Golbarg, Chief Operating Officer – Middle East & Africa, Minor Hotels

Minor Hotels operates 26 hotels and resorts across the Middle East under the Anantara, Avani, NH Collection, Tivoli and Oaks brands. It also has a robust pipeline of upcoming properties in the region, including the [recent signing of Sharjah Collection](#) in UAE which will add seven nature-led and heritage-inspired properties to its portfolio.





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## About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 66 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA) and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

Discover our world at [minorhotels.com](https://minorhotels.com) and connect with Minor Hotels on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#) and [YouTube](#).

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