

Dubai Embraces Chinese New Year as Economic and Cultural Connections with China Expand

Dubai Celebrates Stronger China Ties as Lunar New Year Festivities Continue – Tourism, real estate, and digital engagement drive growing UAE-China connections.

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[/EINPresswire.com/](https://EINPresswire.com/) -- Dubai's

deepening ties with China were

highlighted as the Burj Khalifa lit up

with "Happy New Year" in Chinese

characters, marking the arrival of the

Lunar New Year. As celebrations continue across the city, the strong cultural and economic relationship between the two regions is more evident than ever.

With an estimated 400,000 Chinese residents in the UAE, according to Chinese Ambassador

Zhang Yiming, the influence of the Chinese community is increasingly visible across various sectors, from tourism and real estate to retail and hospitality. Events such as the Chinese New Year Gala at Coca-Cola Arena and Jay Chou's sold-out performances in January reflect the growing engagement between Dubai and China.

Surging Chinese Tourism to Dubai

Dubai's Department of Economy and Tourism (DET) reports a significant rise in Chinese visitors. In 2023, Dubai

welcomed 620,000 overnight visitors from China, and the first four months of 2024 saw nearly 290,000 arrivals, a 101% increase compared to the same period last year.

"China remains one of the top source markets for Dubai's tourism sector," said Saud Hareb Al Mheiri, Assistant Manager at DET. Dubai's tourism reached a record 17.1 million international



KOC posting for dubai restaurants

“

Engaging Chinese consumers requires more than translation; it's about understanding cultural nuances and delivering resonant content.”

YANG YU

visitors in 2023, surpassing pre-pandemic levels, with Chinese tourists playing a key role in this growth.

Chinese Investment in Dubai's Real Estate Market

Chinese investors continue to show strong interest in Dubai's real estate sector, drawn by its luxury lifestyle, high returns, and attractive visa policies. Industry insiders note that Chinese buyers rank among the top nationalities investing in Dubai properties.

Recognizing the importance of Chinese digital engagement, leading developers have established a presence on Xiaohongshu (Little Red Book) and launched Douyin advertising campaigns to connect with potential buyers.

The Role of Chinese Digital Platforms in Business Growth

As businesses seek to engage with Chinese consumers, platforms like Xiaohongshu, WeChat, and Douyin play a crucial role. Xiaohongshu, which had 218 million monthly active users as of September 2024 (Source: Statista), is particularly effective for content-driven discovery and e-commerce.

"Many businesses in Dubai struggle to reach the local Chinese community, while Chinese consumers often find it difficult to discover services they need," said Yang Yu, Founder of [CMEA](#), a marketing agency specializing in Chinese digital strategies.

"Instagram and YouTube are not accessible in China, so even for Chinese consumers living abroad, platforms like Xiaohongshu and WeChat are essential for building trust and visibility," she explained. CMEA has worked with businesses in real estate, tourism, and retail to develop market-specific strategies for these platforms.

Global and Local Brands Adapting to the Chinese Market

Several global and UAE-based companies have successfully integrated Chinese social media into their marketing strategies. Danube Properties, among other leading real estate firms, has built a strong presence on Chinese digital platforms, leveraging localized content to enhance brand awareness.

"Having lived in Dubai for over a decade, I see both China and Dubai as my home," added Yang Yu. "This agency was created to bridge these two regions and help businesses establish meaningful connections with Chinese consumers."

Opportunities for Local Businesses During Chinese New Year

As Chinese New Year celebrations continue, businesses have an opportunity to engage with the Chinese community through targeted digital marketing, cultural promotions, and localized services. Industry experts emphasize that understanding Chinese consumer behavior is essential for long-term success in this expanding market.

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