

A light gray world map is visible in the background, showing the outlines of continents and countries. The map is centered on the Atlantic Ocean.

Destination Performance Index

DPI 2025

World Travel Monitor®
IPK International

DPI AWARD
2025

DUBAI

*Our DPI metrics include DPI Satisfaction, DPI Loyalty, DPI Promotion, and DPI Overall for every destination worldwide, using the scientifically proven key metric of the Net Promoter Score (NPS).

Source: World Travel Monitor®, 2025, IPK International

Top Destinations

 **“Dubai achieved the highest global DPI score in 2025”**

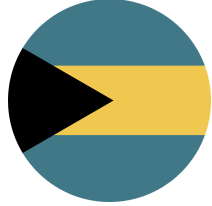
 **“Switzerland achieved the highest European DPI score in 2025”**



1. Dubai



2. Abu Dhabi



3. Bahamas



1. Switzerland



2. Austria



3. Ireland

DPI Satisfaction



(= Satisfaction with the travel experience in the destination)

1. Peru
2. Dubai
3. Abu Dhabi



DPI Promotion



(= Willingness to recommend the destination visited)

1. Dubai
2. Chile
3. South Africa



DPI Loyalty



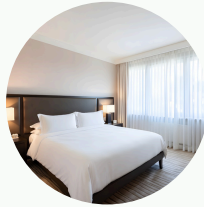
(= Willingness to revisit the destination)

1. Abu Dhabi
2. Brazil
3. Bahamas



Best performing Destinations Worldwide and in Europe

Evaluated Segments



Accommodation:



Cuisine:



Service:



Landscape:



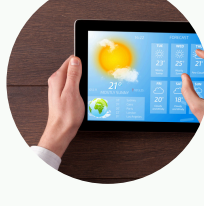
Sightseeing:



Activities:



Accessibility:



Weather:



Thank you for downloading our DPI 2025.

If you would like to receive more detailed DPI insights or additional data, please contact us at:

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Our team will be happy to assist you with any inquiries.