



The Department of Tourism and Commerce Marketing



The Department of Tourism and Commerce Marketing (DTCM) is the principal authority for tourism in Dubai. We plan, supervise and develop the marketing of Dubai as a leading tourist destination. We also market and promote the emirate's commerce sector and are responsible for the licensing and classification of all tourism services such as hotels, tour operators, travel agents, and other tourism services.

We're committed to strengthening Dubai's economy by attracting tourists and inward investment while delivering Dubai's tourism vision, which includes welcoming 20 million visitors per year by 2020. DTCM has played a pivotal role in Dubai's rise to prominence as one of the world's leading tourism destinations, welcoming more than 15 million visitors in 2017. In addition to its headquarters in Dubai, DTCM operates 20 offices worldwide.