Abu Dhabi has set a new baseline for hotel hospitality.

What will make your hotel the one guests remember?



The Emirati Dhiyafa Standards

65 standards

8 stages of the guest journey

Q1 2027 full rollout

Hotels adopt at least 20: 10 mandatory, 10 of their choice.

Source: Department of Culture and Tourism – Abu Dhabi

What guests will start to see

01 A team member in traditional Emirati attire in guest areas

02 Heritage-inspired interiors in public spaces

03 UAE history and culture shared before arrival

04 Staff who can name and explain three Emirati dishes

Once every hotel offers it, it becomes what guests expect.

By 2027, an Emirati welcome will be part of every stay in Abu Dhabi. Guests will remember the hotel that made it recognisably its own.

Two stages

01

Meet the standards well

Teams who understand them deeply enough to carry them through a busy evening, long after the training.

02

Make them yours

A signature way of receiving guests that could only belong to your hotel.

Which of the 65 will you make your own?

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