



Travel expert hails little-known Dubai dupe that's cheaper than a Mediterranean summer escape

A travel expert has hailed the little-known [Dubai](#) dupe that's offering luxury escapes cheaper than a summer getaway in the Mediterranean.

A "hidden gem", Ajman is becoming the ultimate destination for travellers looking for a high-end getaway that is also affordable.

With five-star hotel stays in Ajman available from [under £900](#) a week, holidaymakers can enjoy premium resorts and experiences for less than half of what they could pay in destinations such as Mallorca or the Amalfi Coast during peak season*.

The nearby emirate to Dubai offers countless attractions, from high-end restaurants to indulgent spas, all with a more intimate setting compared to its bustling neighbour.

Perfect for families, couples or solo travellers, Ajman - the smallest of the seven Emirates, can offer everything Dubai has but with a more traditional Emirati experience. From bustling souks and historic landmarks, holidaymakers can catch a glimpse into the UAE's cultural heritage.

And holidaymakers are flocking there - with an 11% increase in tourist arrivals from January to September compared to the same period in 2023**.

Destination2's destination expert, Betty Bouchier-Hobin says: "Ajman is a true hidden gem that can offer a fantastic holiday, with sun all year round.

"Ajman has been steadily investing in its tourism infrastructure, with new luxury resorts, golf courses and nature reserves to explore. It's perfect for those seeking a smaller, more intimate escape, but still with top-tier service and luxury the UAE is known for.

"Part of Ajman's charm is that it caters to all types of travellers. Families can enjoy Funtastico Water Park, couples can unwind in luxury spas and adventure-seekers can try desert safaris or watersports along its stunning 16-kilometre coastline.

"Its rich culture also appeals to holidaymakers. Visitors can step back in time at the Ajman Museum, housed in a historic 18th-century fort, or experience authentic Bedouin traditions such as starlit camping and experience the village life of Masfout."

SMOKING GUN

“Less than a 40-minute drive from Dubai International Airport, Ajman is easily accessible, with direct flights from eight different UK airports. It’s the perfect spot to add to your travel wish list.”

Book your trip to Ajman now, with Destination2 offering 7 nights on a half-board basis at the 5-star [Fairmont Ajman](#) from just £869 per person.

Price includes flight and hotel, staying in a Fairmont King Room and is based on May 2025 departures from London Heathrow, with 2 adults sharing.

Notes to editors:

*Statement based on a stay at [Jumeirah Mallorca](#) on the 15th of July 2025 for seven nights, bed and breakfast, for £2939pp.

**Data taken from [Gulf Today](#) who found the Emirate witnessed an 11 % increase in tourist arrivals between January and September 2024 as compared to the same period in 2023.

ENDS

For media enquiries please contact the Destination2 PR team on
destination2@smokinggun.agency | Tel: 0161 839 1986

About Destination 2

www.destination2.co.uk

Destination2.co.uk is a leading tour operator offering unbeatable deals on luxury holidays to top destinations like Dubai, the Maldives, Thailand, Mauritius, the Caribbean and more.

Specialising in affordable, tailor-made escapes, Destination2 offers luxurious getaways for couples, families and adventure seekers alike. Their expert travel specialists utilise their extensive experience and industry connections to secure the best rates, ensuring you enjoy exceptional holidays at incredible value.