



Viral 'Dubai Chocolate' trend behind surge in holiday bookings

- Holiday bookings to Dubai have **increased nearly 40%** in the past week, according to luxury holiday provider [Destination2](#)
- “Holidaymakers want to be influencers in their own right”, expert reveals reasons behind growing travel trend ‘**taste tourism**’
- Destination2 is offering **55% off** a seven-night stay at the five-star [Grand Hyatt Dubai hotel](#)

Holidaymakers are flocking to Dubai in record numbers as the nation goes wild for Dubai Chocolate.

Luxury holiday provider [Destination2](#), has seen **bookings for Dubai** leap **38%** compared to the same week in 2024 - as the sweet treat sparks a shopping frenzy after going viral on social media.

Last week, demand surged so dramatically that retailers had to impose a strict limit of two bars per customer.

Dubai chocolate features a creamy pistachio centre inspired by Knafeh, an Arabic dessert made from fine pastry and nuts.

The hashtag #dubaichocolate has 337.8k posts on TikTok alone.

But the craze isn't just driving chocolate lovers to stores - it's inspiring them to book flights too with demand skyrocketing.

This phenomenon is part of a growing trend known as ‘**taste tourism**’ - where trending foods influence travel decisions.

Destination2's travel expert, **Betty Bouchier-Hobin**, explains the trend: “Holidaymakers have long enjoyed discovering new cuisines, but we're now seeing food itself becoming the main reason for choosing a destination - with

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bookings to Dubai having jumped 38% in the past week alone after ‘[Dubai chocolate](#)’ has taken social media by storm.

“Holidaymakers increasingly want to be travel influencers in their own right.

“In a bid for authenticity, holidaymakers are seeking out the real deal by visiting the destinations where the foods originate - whether it's the latest viral ‘Dubai Chocolate’ or [Japan's](#) famous soufflé pancakes.

“With holidaymakers faced with a bigger choice of destinations to choose from than ever before, people are looking for unique factors to guide their decision - and viral food trends are quickly becoming one of the biggest!”

[Grand Hyatt Dubai hotel - 55% off](#)

Grand Hyatt Dubai offers a unique five-star city resort experience, blending luxury, adventure and relaxation in the heart of the city. With major attractions just moments away, indulge in award-winning spa treatments, unwind in plush guestrooms and enjoy a mix of dining experiences.

Families will find plenty to enjoy, from feeding ducks in the lush gardens to exploring the peacock sanctuary. Plus, a complimentary shuttle service ensures easy access to the beach, making every stay effortlessly enjoyable.

*Destination2 is currently offering **55% off** a seven-night stay at the Grand [Hyatt Dubai hotel](#) from 23rd June 2025 from just £939, including return flights and half board.*

ENDS

Notes to editors

*Prices correct at time of issue

***TikTok views as of 28th March 2025

***Bookings and site searches data based on the period 21-28th March 2025 compared to the same week in 2024

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About Destination 2

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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.