



DXB Local — Fact sheet

What it is

A Dubai-focused local discovery engine built around Review Bites: concise Pros, Cons and Tips that help you understand a business quickly.

Public beta

DXB Local is opening its public beta to residents and visitors looking for a better way to find the right local options in Dubai. We use AI to turn customer experiences into Review Bites: specific Pros, Cons and Tips that explain what a business does well, where it falls short, and what is useful to know before choosing.

What's different

DXB Local uses AI to analyze recurring patterns in customer experiences rather than making people scan review after review. The result is a faster way to understand a business, compare local options, and make a more informed choice.

Availability

The beta is available at dxblocal.ae, spanning restaurants, cafés, salons, home services and other local businesses across Dubai. People can explore the site and compare local options. DXB Local is inviting feedback from Dubai users to help shape the site and enhance the experience ahead of a larger public launch.

Research at a glance

- **1.2M+** written reviews analyzed as the research starting point.
- **477,898** reviews with food mentions analyzed for Favorite Dishes.
- **17,966** dish-specific votes across the 65 featured dishes: 15,725 favorable and 2,241 critical.

Dish votes are review-text signals, not unique reviewers. A review may discuss more than one dish. These are research figures, not a live counter.

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