

Monthly Hotel Establishment Report

September and YTD September , 2017



08 October, 2017

Dear Hotel Partner,

As part of our continued commitment to sharing the very latest information regarding the hospitality sector in our emirate, I am pleased to disclose details of September's Hotel Establishments' Performance Report.

Abu Dhabi sustained its growth in guest arrivals in September with 415,985 guests checking in to the emirate's 163 hotels and hotel apartments, this representing a 5% increase over the same month last year.

Correspondingly, the cumulative guest arrivals for the first nine months of 2017 have grown to reach over 3.5 million, maintaining a growth of 7% on the year.

September's triple-digit percentage growth in visitors from China (133%), still underpinned by the lifting of visa restrictions at the beginning of the year, is now being enhanced by the Department's extensive marketing campaigns across the country. This now includes a recent 'Abu Dhabi Week in China' initiative, which, as it is repeated, we hope will reap significant dividends over the coming years.

China's remarkable metrics were joined by impressive numbers from both the USA and Germany, which both posted double-digit growth (USA, 30%; Germany, 20%), and our UK market also saw improvement, with an increase of 5.5%.

The month's UAE visitor arrivals total of 135,000 was slightly lower than September 2016, but we expect these numbers to rebound assertively as we head into Q4, traditionally a bumper period for the emirate.

The three regions of Abu Dhabi city, Al Ain and Al Dhafra all showed positive results for hotel guests, with the Al Dhafra Region posting a 14% increase in guests arrivals compared to the corresponding month in 2016. The number of guest arrivals in Abu Dhabi city increased by 4%, with Al Ain Region showing an 8% increase for the same metric.

Guest nights in all three regions is also a good picture, with Al Dhafra increasing by 15%, Al Ain by 6% and Abu Dhabi City by 5%.

However, to present some balance, the metrics for 'Occupancy Rates', 'Average Length of Stay', 'Revenue per Available Room' and 'Hotel Revenues for Year-to-Date' are all in negative territory, underscoring the challenges we still face. Redressing these numbers is crucial to our strategy, but we are confident Abu Dhabi's stacked calendar of end-of-year events, which includes Abu Dhabi Art, Abu Dhabi Food Festival, the Formula 1 Etihad Airways Abu Dhabi Grand Prix and the ongoing Abu Dhabi Classics season, will arrest this decline, especially as this year we have the not-insignificant boost expected from the opening of Louvre Abu Dhabi, as well as the launching of two new events, the Dar Al Zain Festival and the New Year Countdown Village.

Soon we will be taking our promotional activities overseas once more, with attendance at the World Travel Market in London and the International Luxury Travel Market in Cannes. We will also be taking our 'Abu Dhabi Roadshow' to the UK in November, where your steadfast support gives us the chance to boost the emirate's appeal on an international platform.

Yours sincerely,

Saif Saeed Ghobash

Director General, Department of Culture & Tourism

TABLE OF CONTENTS

1	Monthly summary
2	Abu Dhabi Hotel Guests
3	Hospitality Performance
4	Hospitality Performance by Region
5	Hospitality Performance by Rating
6	YTD Monthly summary
7	YTD Abu Dhabi Hotel Guests
8	YTD Hospitality Performance
9	YTD Hospitality Performance by Region
10	YTD Hospitality Performance by Rating
11	Upcoming Events
12	TCA News
13	Glossary



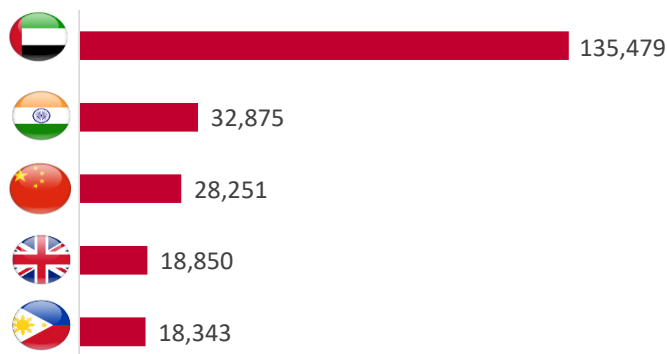
ABU DHABI HOTEL GUESTS

Hotel Guests

415,985 ▲ 5%

vs September 2016

Top 5 Nationalities (Hotel Guests)



HOSPITALITY SECTOR PERFORMANCE

Occupancy rate **69%** ▼ -1%

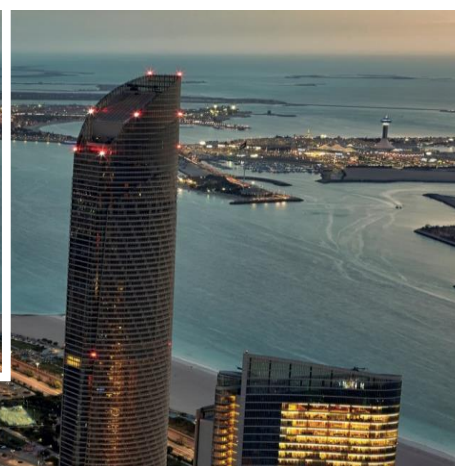
Average length of stay **2.49** ▲ 0.4%
Nights

Revenue per available room **202** ▼ -18%
AED

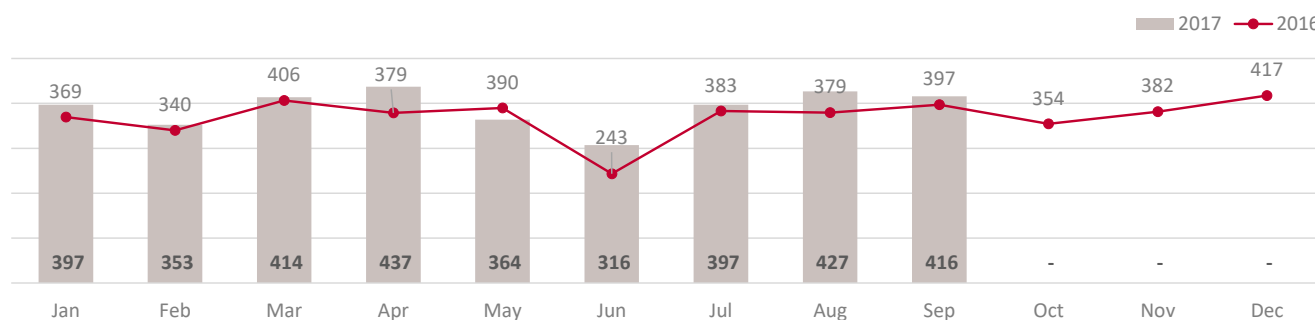
Hotel revenues **394** ▼ -9%
M AED

For description of the variables, please visit the glossary

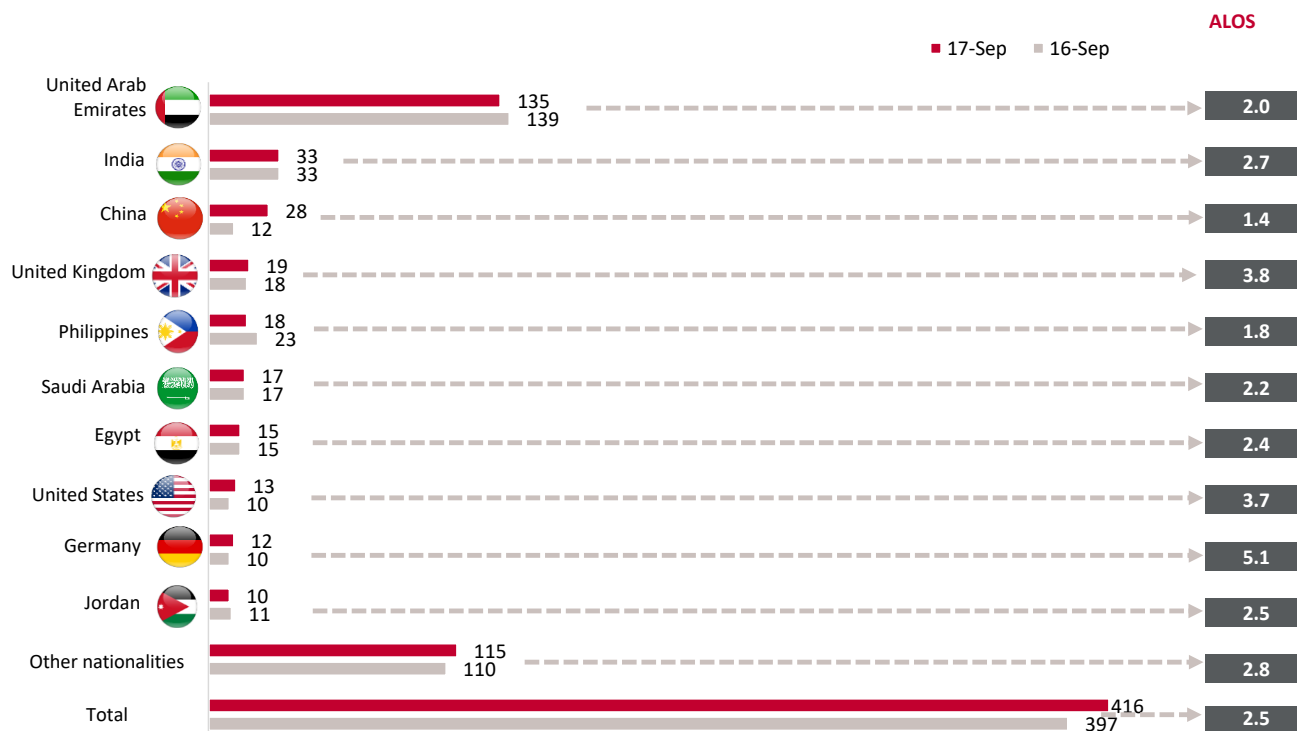




HOTEL GUESTS (thousands)



HOTEL GUESTS BY NATIONALITY (thousands)

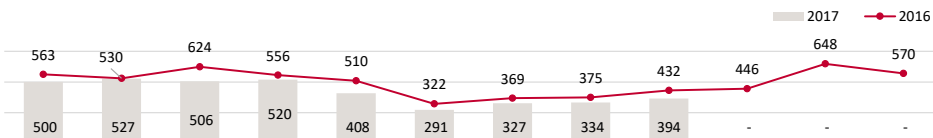


For description of the variables, please visit the glossary

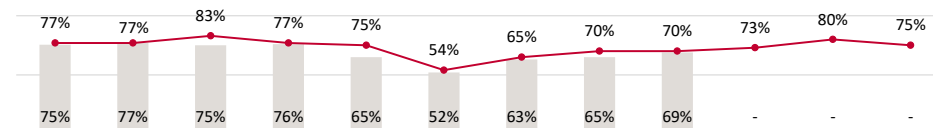
HOSPITALITY SECTOR PERFORMANCE

KEY INDICATORS

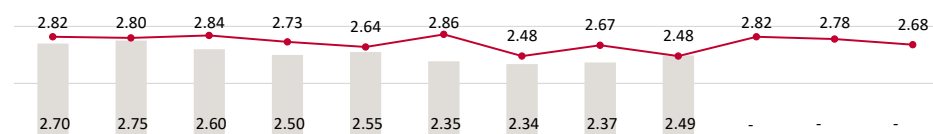
**Revenues,
M AED**



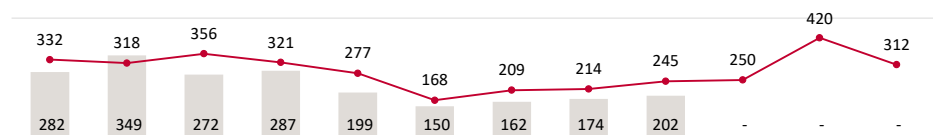
**Occupancy,
%**



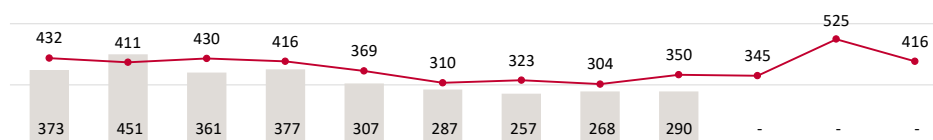
**ALOS,
days**



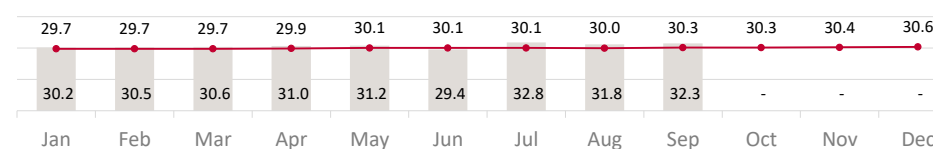
**RevPAR,
AED**



**ARR,
AED**



**Av. rooms,
thousands**

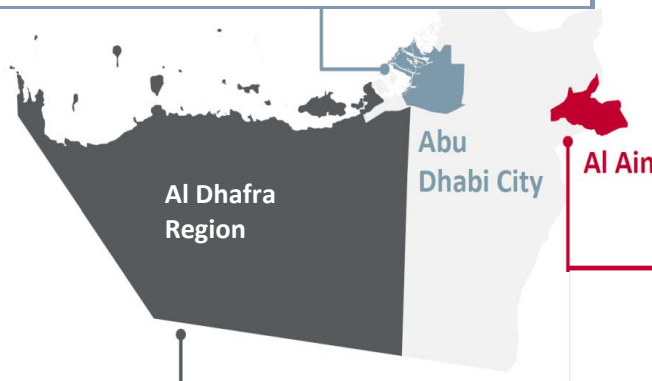


For description of the variables, please visit the glossary

HOSPITALITY SECTOR PERFORMANCE

KEY INDICATORS BY REGION Compared to September 2016

Actual Guest	367,627	4%	▲
Guest nights	924,893	5%	▲
ALOS, days	2.52	1%	▲
Occupancy, %	73%	4%	▲
Total revenues, M AED	357	-6%	▼
ARR, AED	288	-14%	▼
RevPAR, AED	210	-11%	▼



Actual Guest	38,397	8%	▲
Guest nights	72,768	6%	▲
ALOS, days	1.90	-2%	▼
Occupancy, %	57%	-12%	▼
Total revenues, M AED	25	-18%	▼
ARR, AED	309	-23%	▼
RevPAR, AED	176	-32%	▼

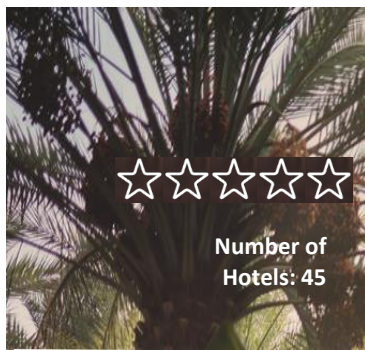
Actual Guest	9,961	14%	▲
Guest nights	37,020	15%	▲
ALOS, days	3.72	1%	▲
Occupancy, %	34%	-53%	▼
Total revenues, M AED	12	-47%	▼
ARR, AED	324	-47%	▼
RevPAR, AED	109	-75%	▼

For description of the variables, please visit the glossary

HOSPITALITY

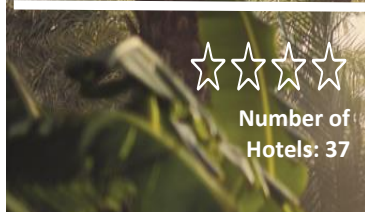
SECTOR PERFORMANCE

KEY INDICATORS PER HOTEL TYPE



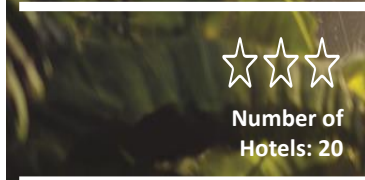
Total room capacity 12,538
Occupancy 63%
ALOS 2.44 days
RevPAR 250 AED

Top 5 Nationalities



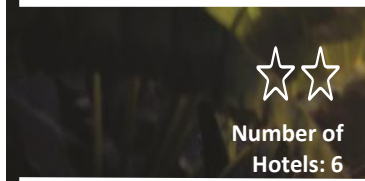
Total room capacity 7,593
Occupancy 75%
ALOS 1.90 days
RevPAR 170 AED

Top 5 Nationalities



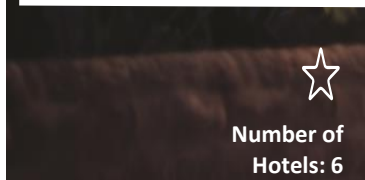
Total room capacity 3,601
Occupancy 70%
ALOS 2.00 days
RevPAR 124 AED

Top 5 Nationalities



Total room capacity 533
Occupancy 69%
ALOS 1.51 days
RevPAR 70

Top 5 Nationalities



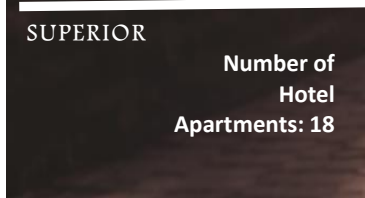
Total room capacity 488
Occupancy 81%
ALOS 2.00 days
RevPAR 125 AED

Top 5 Nationalities



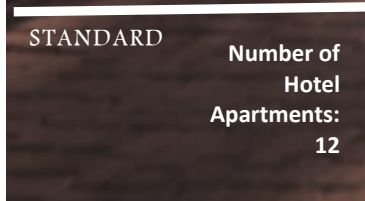
Total room capacity 3,216
Occupancy 81%
ALOS 8.61 days
RevPAR 253 AED

Top 5 Nationalities



Total room capacity 1,962
Occupancy 73%
ALOS 5.50 days
RevPAR 158 AED

Top 5 Nationalities



Total room capacity 709
Occupancy 63%
ALOS 3.62 days
RevPAR 112 AED

Top 5 Nationalities



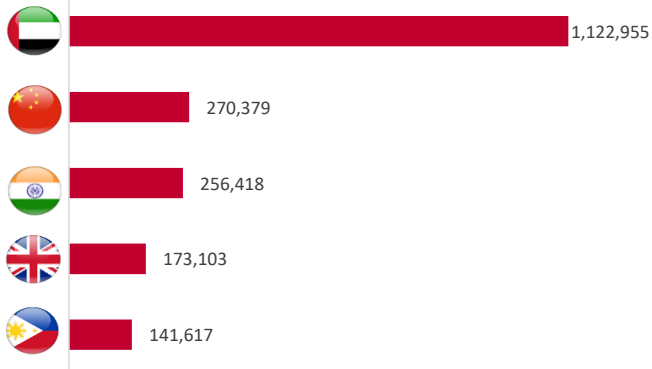
ABU DHABI HOTEL GUESTS

Hotel Guests

3,520,580 ▲ 7%

vs YTD September 2016

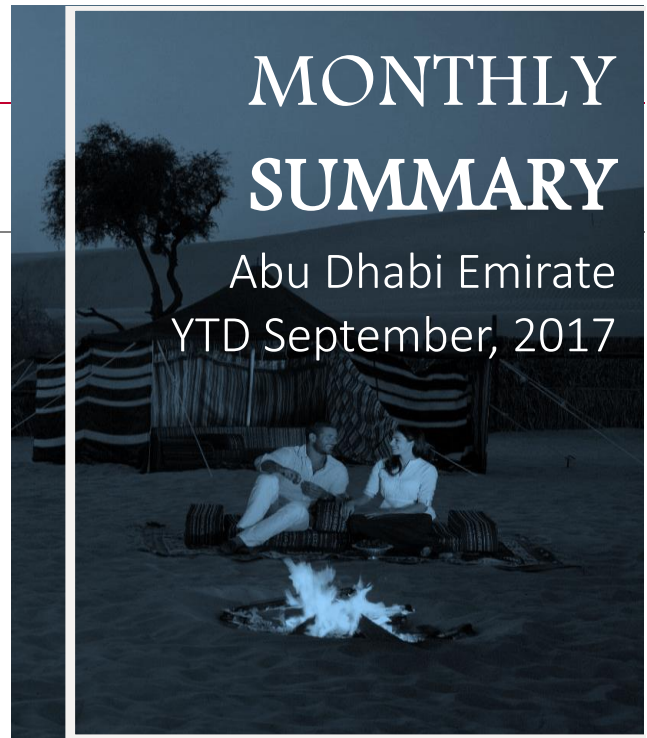
Top 5 Nationalities



HOSPITALITY SECTOR PERFORMANCE

Occupancy rate	69%	▼ -5%
Average length of stay	2.52 nights	▼ -6%
Revenue per available room	230 AED	▼ -16%
Hotel revenues	3.829 Billion AED	▼ -11%

For description of the variables, please visit the glossary

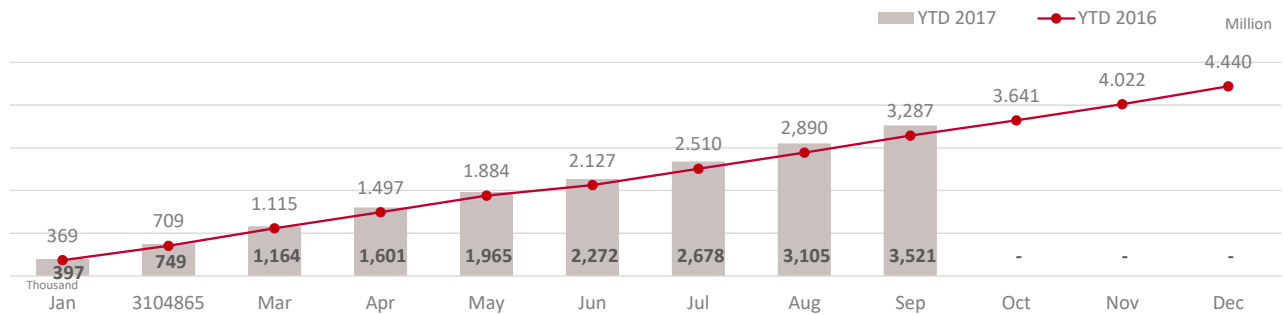


MONTHLY SUMMARY

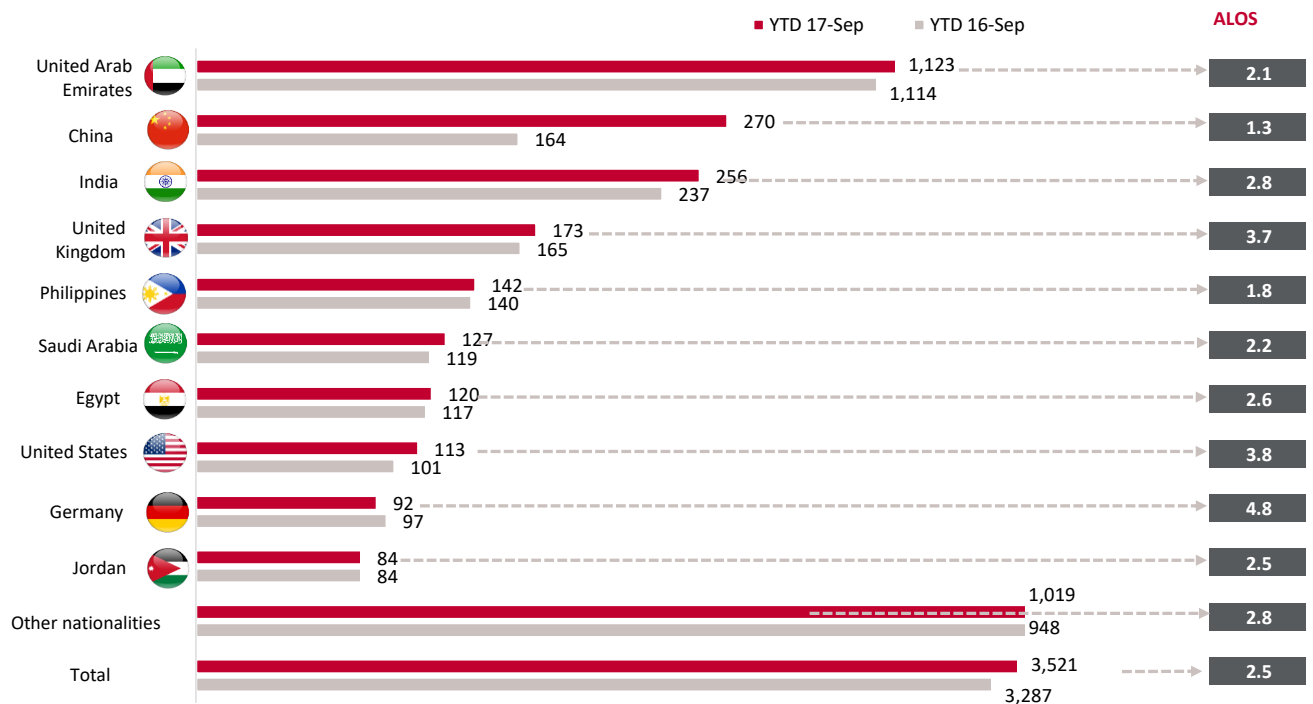
Abu Dhabi Emirate
YTD September, 2017

ABU DHABI HOTEL GUESTS

HOTEL GUESTS



HOTEL GUESTS BY NATIONALITY (Thousand)



For description of the variables, please visit the glossary

HOSPITALITY SECTOR PERFORMANCE

Revenues,
M AED



Occupancy,
%



ALOS,
days



RevPAR,
AED



ARR,
AED



Av. rooms,
thousands

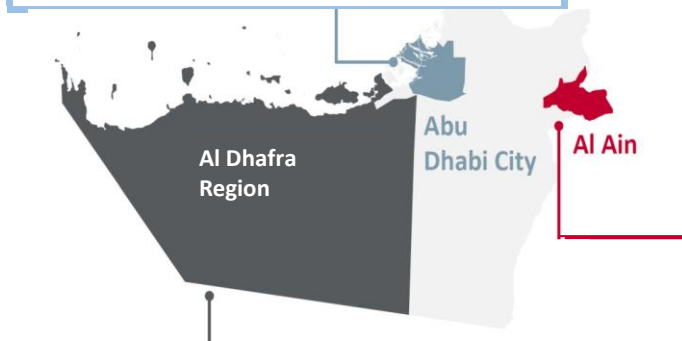


HOSPITALITY SECTOR PERFORMANCE

KEY INDICATORS BY REGION

Compared to
YTD Sep 2016

Actual Guest Arrivals	3,100,702	8% ▲
Guest nights	7,987,792	1% ▲
ALOS, days	2.58	-6% ▼
Occupancy, %	71%	-3% ▼
Total revenues, M AED	3,445	-9% ▼
ARR, AED	331	-10% ▼
RevPAR, AED	233	-12% ▼



Actual Guest Arrivals	327,745	4% ▲
Guest nights	631,389	-1% ▼
ALOS, days	1.93	-4% ▼
Occupancy, %	58%	-12% ▼
Total revenues, M AED	241	-14% ▼
ARR, AED	319	-16% ▼
RevPAR, AED	186	-26% ▼

Actual Guest Arrivals	92,403	4% ▲
Guest nights	237,278	-17% ▼
ALOS, days	2.57	-20% ▼
Occupancy, %	45%	-33% ▼
Total revenues, M AED	143	-35% ▼
ARR, AED	513	-20% ▼
RevPAR, AED	229	-46% ▼

For description of the variables, please visit the glossary

HOSPITALITY SECTOR PERFORMANCE

KEY INDICATORS PER HOTEL TYPE

☆☆☆☆☆ Number of Hotels: 45
☆☆☆☆ Number of Hotels: 37
☆☆☆ Number of Hotels: 20
☆☆ Number of Hotels: 6
☆ Number of Hotels: 6
DELUXE Number of Hotel Apartments: 19
SUPERIOR Number of Hotel Apartments: 18
STANDARD Number of Hotel Apartments: 12

Total room capacity 12,538
Occupancy 62%
ALOS 2.40 days
RevPAR 303 AED

Top 5 Nationalities     

Total room capacity 7,593
Occupancy 74%
ALOS 1.93 days
RevPAR 180 AED

Top 5 Nationalities     



Total room capacity 3,601
Occupancy 70%
ALOS 2.18 days
RevPAR 148 AED

Top 5 Nationalities     

Total room capacity 533
Occupancy 75%
ALOS 2.09 days
RevPAR 120 AED

Top 5 Nationalities     


Total room capacity 488
Occupancy 75%
ALOS 1.66 days
RevPAR 142 AED

Top 5 Nationalities     


Total room capacity 3,216
Occupancy 77%
ALOS 7.29 days
RevPAR 254 AED

Top 5 Nationalities     

Total room capacity 1,962
Occupancy 72%
ALOS 5.48 days
RevPAR 171 AED

Top 5 Nationalities     

Total room capacity 709
Occupancy 70%
ALOS 3.92 days
RevPAR 146 AED

Top 5 Nationalities     

UPCOMING EVENTS

Nov
2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7 International Conference of Sports for Women Abu Dhabi National Exhibition Centre	8	9	10	11
12	13 ADIPEC 2017 Abu Dhabi National Exhibition Centre	14	15	16	17 Walk 2017 Yas Marina Circuit	18
19	20	21	22	23	24 Start day Nov 23 to , Nov 26 2017 2017 Formula 1 Etihad Airways Abu Dhabi Grand Prix Abu Dhabi	25
26	27	28 Last day Oct 08 to , Nov 28 2017 Family Budget Management and Financial Planning Abu Dhabi	29	30		

Dec 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
End day Mar 3 to , Dec 31 2017 Qasr Al Hosn Exhibition Qasr Al Hosn					Start day Dec 1 to Dec 8 2017 Abu Dhabi Golf Festival Abu Dhabi	2 National Day Colours Abu Dhabi
3	4	5	6 Start day Dec 6 to Dec 16 2017 FIFA Club World Cup UAE 2017 Abu Dhabi	7	8 2017 UIM F1H20 World Championship Abu Dhabi	9
10	11	12 Start day Dec 12 to Dec 14 2017 Abu Dhabi International Date Palm Exhibition 2017 Abu Dhabi	13	14 Start day Dec 14 to Dec 27 2017 Al Dhafra Festival 2017 Madinat Zayed, Al Dhafra	15	16
17	18	19	20	21	22	23
24	25	26	27 Start day Dec 27 to Dec 30 2017 Winterland Carnival Abu Dhabi	28 Start day Dec 28 to Dec 31 2017 Mubadala World Tennis Championship Abu Dhabi	29	30 Start day Dec 1 to Dec 31 2017 Sporting Clay Challenge Abu Dhabi



Fastest growing city in Middle East and Africa

Abu Dhabi has been named the fastest growing destination city in the Middle East and Africa, according to the 2017 Mastercard Global Destination Cities Index. The UAE capital ranked fourth globally as a leading destination city with a projected increase of 4.5% in visitor figures, as well as the fourth fastest growing destination city out of 132 countries worldwide.

With a growth rate of 18.9% on 2016 figures on the *Mastercard Global Destination Cities Index*, Abu Dhabi's growth as a destination of distinction in the region places it above Riyadh, Tehran and Dubai.



Al Ain Book Fair opened

His Highness Sheikh Tahnoon bin Mohammed Al Nahyan, Ruler's Representative in the Al Ain Region opened the ninth edition of Al Ain Book Fair, which presents several intellectual publications for Emirati writers in various fields of literature, poetry and history. Al Ain Book Fair showcases books published by more than 90 exhibitors presenting thousands of titles from books and scientific and literary references in both Arabic and English. A key aim of Al Ain Book Fair is to encourage the public to learn about the local publishing industry, and to encourage young writers to communicate directly with the public through literature that discusses various cultural and creative issues related to the intellectual movement in the UAE.

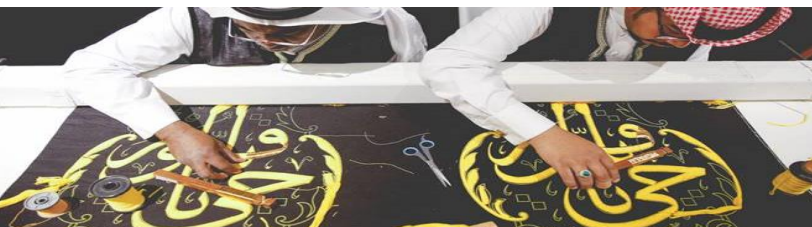


Hotel Guests increase 7 per cent:

Abu Dhabi has witnessed a dramatic double digit increase in the number of hotel guests during August compared to the same period in 2016, helping to drive the total number of guests staying in the emirate to more than 3.1 million for the first eight months of the year.

426,912 hotel guests stayed at the emirate's 166 hotels and hotel apartments in August, a rise of 13% over the same month last year. The total number of hotel guests so far in 2016 is up 7% in comparison to the comparable time frame in 2016, with occupancy standing at 68%.

The emirate's hotels saw visitor figures boosted across all three regions of the emirate in August on the back of strong domestic tourism visitors from within the UAE, with Abu Dhabi city recording an 11% increase in hotel guests compared to the corresponding month last year, Al Ain Region recording a 20% rise and the Al Dhafra Region up 51%.



Hajj: Memories of a journey:

HH Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Presidential Affairs, inaugurated the Hajj: Memories of a Journey exhibition organised by the Sheikh Zayed Grand Mosque Center (SZGMC), in collaboration with The Department of Culture and Tourism – Abu Dhabi. Marking the 10th anniversary of the opening of Sheikh Zayed Grand Mosque, the exhibition is now open to the public until 19 March 2018. The exhibition includes a rare collection of Islamic manuscripts, archival photographs, and historical and contemporary works of art on loan from 15 local and international institutions, as well as a selection of private collections and personal possessions. The exhibition includes six historical collections and historical artefacts that show the beginning of the spread of Islam and tell the story of its arrival in the region. It then explores the importance of the Holy Quran, its heavenly texts and the five pillars of Islam which are sealed with the Hajj and its holy rituals.

GLOSSARY

Occupied rooms

Number of rooms used daily, including complimentary and house use

Available rooms

Number of rooms available during the month covered by the report excluding out-of-order (a room status term indicating that a room is scheduled for maintenance, refurbishment, deep cleaning, etc.,)

Occupancy rate, %

Occupancy is the percentage of available rooms that are occupied, calculated by dividing the number of occupied rooms by the available rooms

Guest nights

Number of night guests spent in the hotel regardless of the type of rooms they occupy

Guest arrivals

Number of registered guest arrivals (check-ins) including those who occupied complimentary or non-revenue generating rooms either for day-stay or overnight stay

Average Length of Stay ALOS

Average number of nights guests spent in a single stay, calculated by dividing guest nights by guest arrivals

Total revenues

Revenue generated by hotels from all their operations, including service charge and taxes

Average room (daily) rate ARR/ADR

A ratio that indicates average room rate and to what extent rooms are being up-sold or discounted; calculated by dividing room revenue by the number of occupied rooms.
(Note: Based on paid rooms only, excluding complimentary and house use but service charge)

Revenue per available room RevPAR

Revenue per Available rooms, calculated by dividing the total revenues by total rooms in hotel minus out-of-service rooms

Disclaimer:

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