

# HOTEL REPORT

## MARCH 2018



# TABLE OF CONTENTS



**OVERALL PERFORMANCE**

**PAGE 1**



**HOTEL GUESTS**

**PAGE 2**



**PERFORMANCE BY REGION**

**PAGE 3**



**PERFORMANCE BY STAR RATING**

**PAGE 4**



**UPCOMING EVENTS**

**PAGE 5**



**DCT NEWS**

**PAGE 6**



**GLOSSARY**

**PAGE 7**

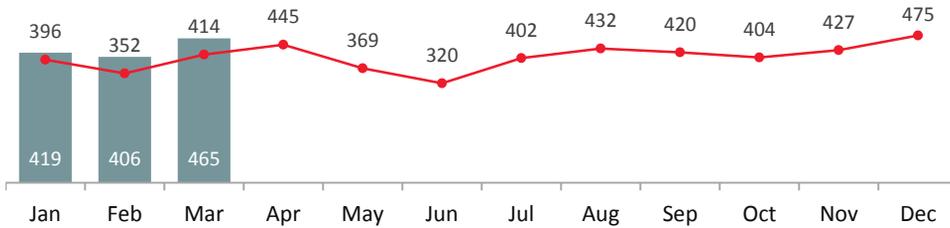
# MARCH 2018

## OVERALL PERFORMANCE

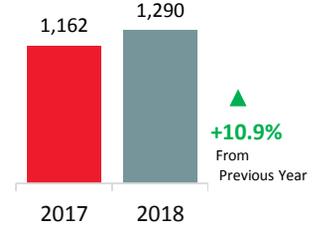
2017 2018

163 Hotels with 31,482 rooms

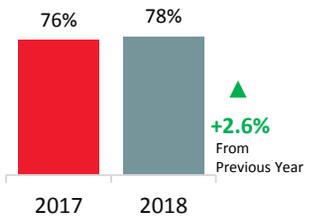
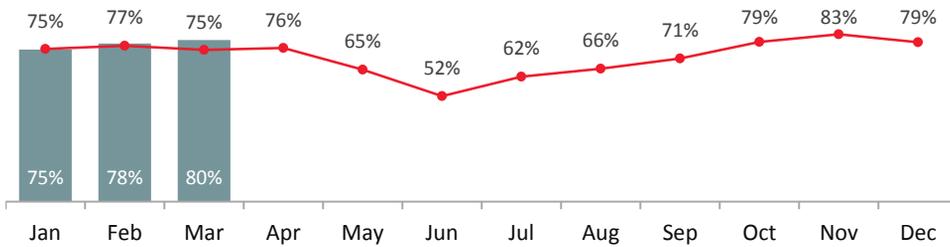
### HOTEL GUESTS (000)



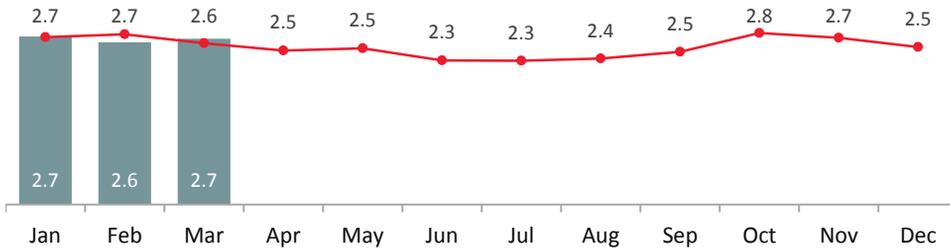
### YTD (JAN- MAR)



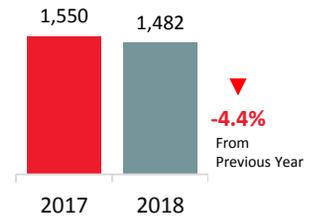
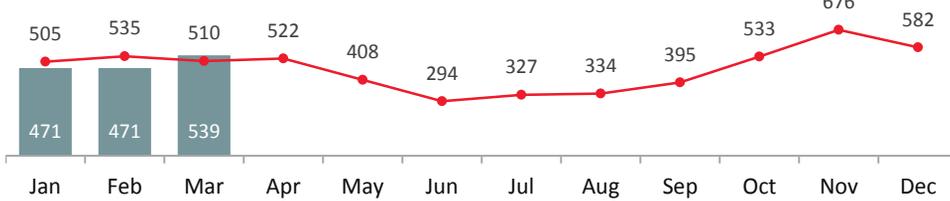
### OCCUPANCY RATE



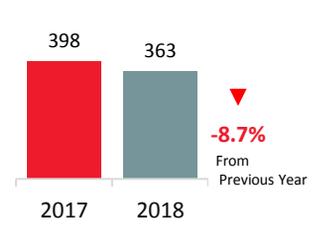
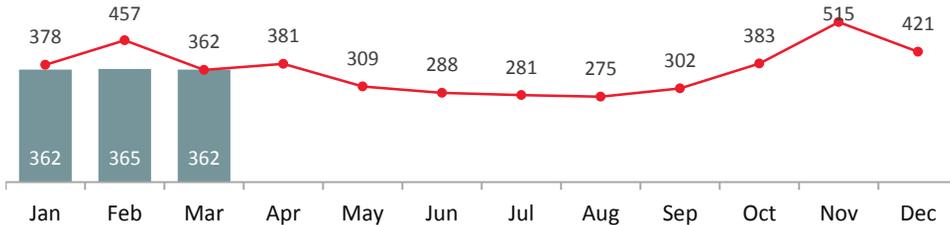
### AVERAGE LENGTH OF STAY (ALOS-DAYS)



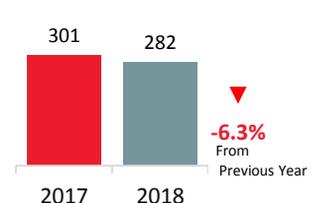
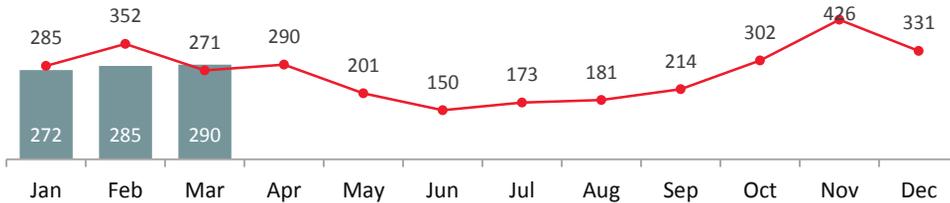
### HOTEL TOTAL REVENUE (MILLION UAE)



### AVERAGE ROOM RATE (UAE)



### REVENUE PER AVAILABLE ROOM (UAE)



# MARCH 2018 HOTEL GUESTS

464,960

HOTEL GUESTS

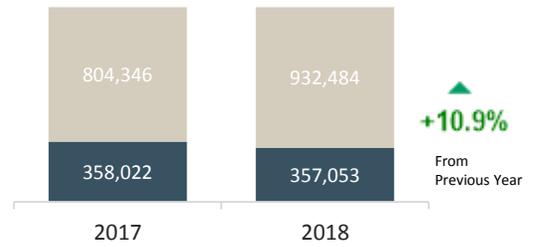
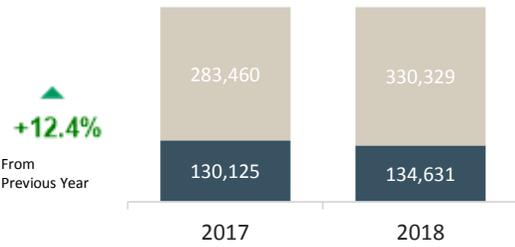
■ UAE ■ Non UAE

MARCH 2018

YTD (JAN - MAR)  
2018

1,289,537

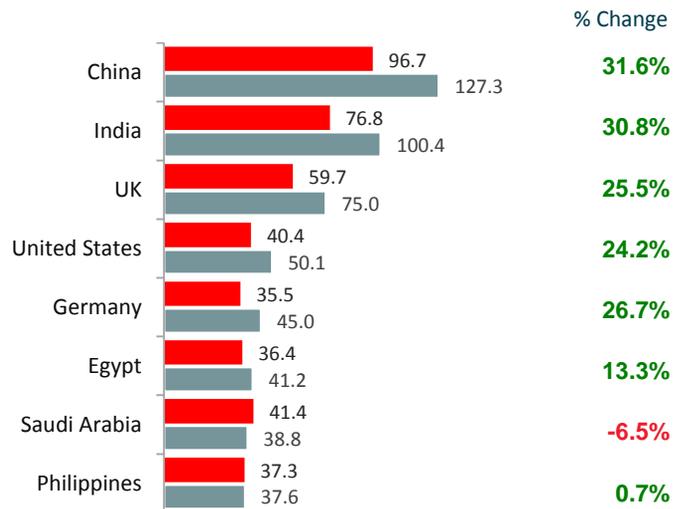
HOTEL GUESTS



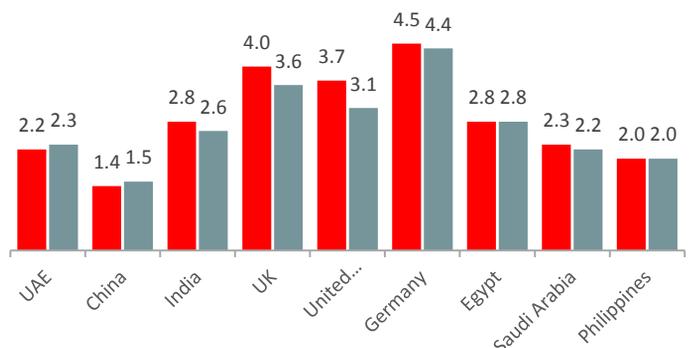
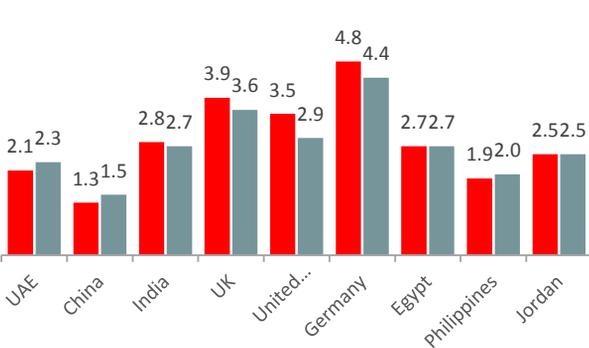
■ MARCH 2017 ■ MARCH 2018

## TOP NON-UAE NATIONALITIES (000)

■ YTD 2017 ■ YTD 2018



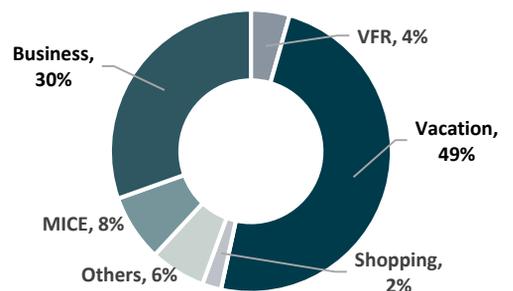
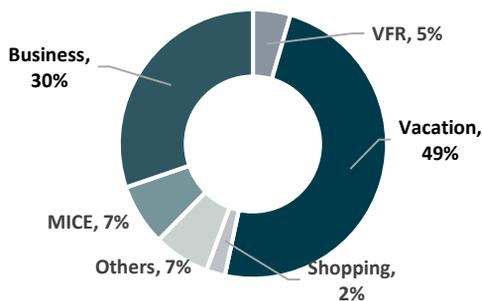
## ALOS BY NATIONALITY (DAYS)



## TRIP MAIN PURPOSE

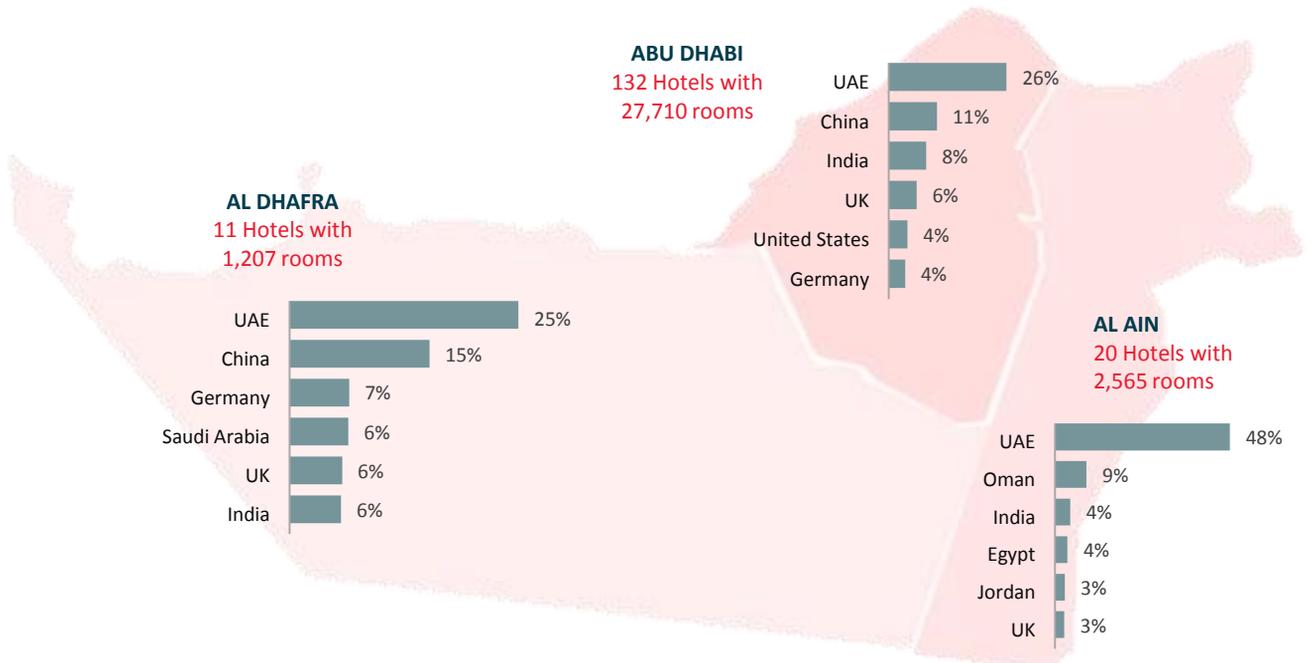
MARCH 2018

YTD 2018



MARCH 2018	ABU DHABI			AI AIN			AI DHAFRA		
	Actual	% Change vs Previous Year		Actual	% Change vs Previous Year		Actual	% Change vs Previous Year	
GUESTS	409,768	12.8%	▲	40,126	5.3%	▲	15,066	22.7%	▲
OCCUPANCY RATE	83%	8.7%	▲	63%	-6.2%	▼	54%	-12.9%	▼
ALOS DAYS	2.7	3.2%	▲	2.1	7.7%	▲	2.2	-22.1%	▼
REVENUES (M AED)	483.8	6.3%	▲	29.1	-4.1%	▼	26.4	7.6%	▲
ARR (AED)	356	0.6%	▲	301	-15.0%	▼	729	20.3%	▲
REVPAR (AED)	294	9.3%	▲	188	-20.2%	▼	396	4.8%	▲

### SUPPLY AND TOP NATIONALITIES - YTD 2018



YTD (JAN- MAR) 2018	ABU DHABI			AI AIN			AI DHAFRA		
	Actual	% Change vs Previous YTD		Actual	% Change vs Previous YTD		Actual	% Change vs Previous YTD	
GUESTS	1,137,714	11.3%	▲	110,821	4.8%	▲	41,002	20.3%	▲
OCCUPANCY RATE	80%	4.7%	▲	61%	-9.6%	▼	50%	-24.0%	▼
ALOS DAYS	2.7	0.4%	▲	2.0	0.7%	▲	2.1	-28.5%	▼
REVENUES (M AED)	1,333.9	-4.5%	▼	79.4	-9.8%	▼	68.4	3.8%	▲
ARR (AED)	357	-9.6%	▼	299	-15.1%	▼	749	38.8%	▲
REVPAR (AED)	288	-5.4%	▼	182	-23.3%	▼	371	5.6%	▲

# MARCH 2018

## PERFORMANCE BY STAR RATING



45 HOTELS  
12,744 ROOMS



40 HOTELS  
8,448 ROOMS



32 HOTELS  
4,503 ROOMS

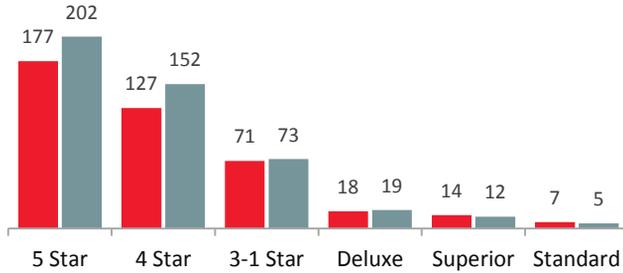
**DELUXE**  
18 HOTELS  
3,267 ROOMS

**SUPERIOR**  
16 HOTELS  
1,809 ROOMS

**STANDARD**  
12 HOTELS  
711 ROOMS

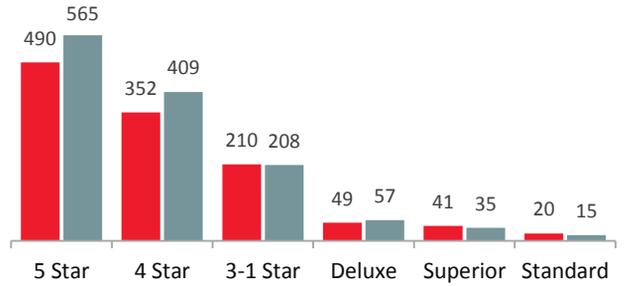
### HOTEL GUESTS (000)

■ MARCH 2017 ■ MARCH 2018

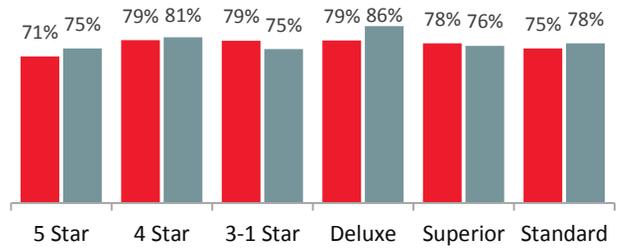
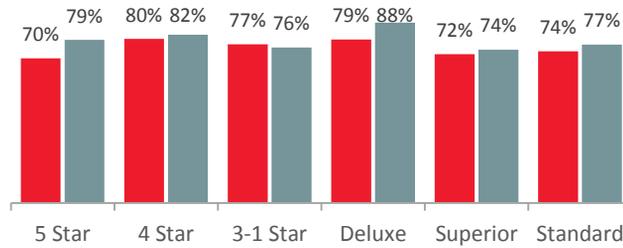


### HOTEL GUESTS (000)

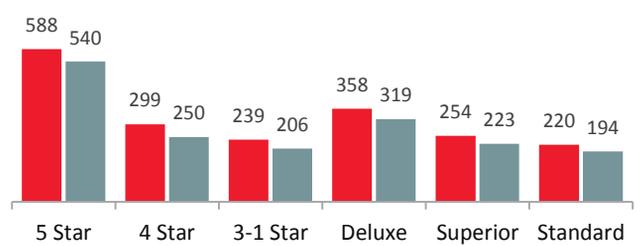
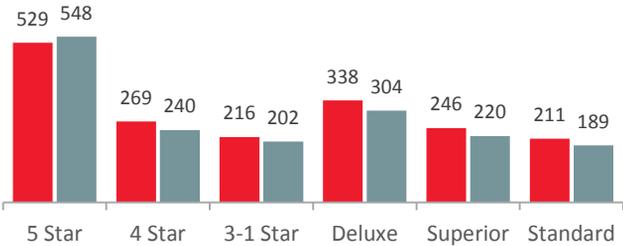
■ YTD 2017 ■ YTD 2018



### OCCUPANCY RATE (%)

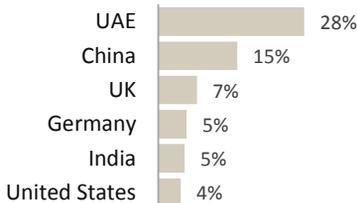


### ARR (AED)



### TOP NATIONALITIES YTD - 2018

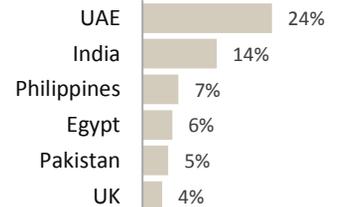
#### 5 Star



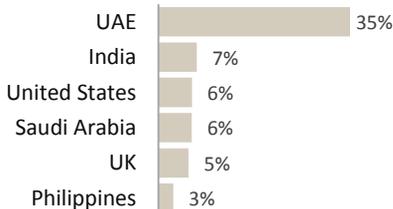
#### 4 Star



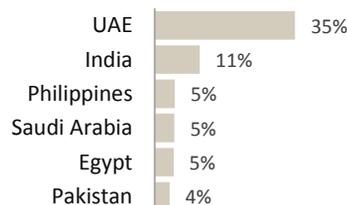
#### 3-1 Star



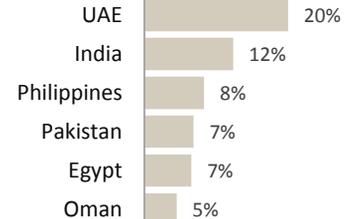
#### Deluxe



#### Superior



#### Standard



# MARCH 2018

## UPCOMING EVENTS



### April 2018



**Abu Dhabi Classics 2017-2018**  
 Oct 12, 2017 - Apr 20, 2018 | Emirate Wide  
 TICKETED



**Al Ain Cultural Programme 2017-2018**  
 Oct 14, 2017 - May 31, 2018  
 Al Ain Oasis, Al Ain Palace Museum, Qasr Al Muwajji, Al Jahili Fort, Al Qattara Arts Centre, Qasr Al Muwajji  
 FREE



**Qasr Al Muwajji Events**  
 Oct 19, 2017 - Apr 26, 2018 | Qasr Al Muwajji  
 FREE



**Al Ain Palace Museum Events**  
 Oct 22, 2017 - Apr 20, 2018  
 Al Ain Palace Museum  
 FREE



**Ripe Market in Umm Al Emarat Park**  
 Oct 28, 2017 - Apr 28, 2018  
 Umm Al Emarat Park  
 TICKETED



**The Trucial Scouts**  
 Nov 1, 2017 - Apr 26, 2018 | Al Jahili Fort  
 FREE

### May 2018



**Abu Dhabi Through Your Eyes creative media competition**  
 Dec 13, 2017 - May 13, 2018  
 Abu Dhabi Corniche, Abu Dhabi  
 FREE ARTS



**Permanent Temporariness**  
 Feb 24 - Jun 09, 2018  
 NYU Abu Dhabi Art Gallery, Saadiyat Island, Abu Dhabi  
 FREE ARTS



**Decked Out Weekends**  
 Mar 02 - May 12, 2018  
 Yas Marina, Abu Dhabi  
 FREE FAMILY



**Lines and Stitches**



**Latino circus**



**HALA BIL WEEKEND**

For detailed list of events please check <https://abudhabievents.ae/en/Pages/default.aspx>



**Mother of the Nation Festival:** The third edition of Mother of Nation Festival concluded with the event entertaining and delighting more than 151,000 visitors with a highly interactive programme for the entire family to enjoy, including performances, shopping, workshops and activities. Taking place between Thursday 22<sup>nd</sup> to Saturday 31<sup>st</sup> March 2018 at Miral's new beachfront leisure development *A'l Bahar* and spread across more than a kilometre of Abu Dhabi's Corniche, the annual festival paid tribute to the 'Mother of the Nation', Her Highness Sheikha Fatima bint Mubarak, Supreme Chairwoman of the Family Development Foundation, Chairwoman of the General Women's Union, and President of the Supreme Council of Motherhood and Childhood, and her living legacy.



**Archaeology Conference:** The international Archaeology Conference 2018 concluded after a successful three-day event in Al Ain. The final day of the conference, on 28<sup>th</sup> March, saw the eighth session of the conference chaired by Dr. Mark Beech, Head of Coastal Heritage and Palaeontology, in the Historic Environment Department, DCT Abu Dhabi. The session explored discoveries from the late Pre-Islamic era to the recent past. The ninth and final session saw further discussion of the late Pre-Islamic era, chaired by Dr. Peter Magee, Head of Archaeology, DCT Abu Dhabi.

**Abu Dhabi Art:** The Department has announced that artist Monira Al Qadiri has been commissioned to provide works for the visual campaign of Abu Dhabi Art 2018. Al Qadiri is a Kuwaiti visual artist born in Senegal and educated in Japan. In 2010, she received a Ph.D. in inter-media art from Tokyo University of the Arts, where her research focused on the aesthetics of sadness in the Middle-East stemming from poetry, music, art and religious practices. Her work explores petro-cultures and their possible futures. The visual campaign will draw on images from her series of sculptural works entitled *Spectrum 1 & 2*, *Amorphous Solid Ghost*, and *Alien Technology*. Selected works from these series will be on display at Abu Dhabi Art in November 2018.



**India Roadshow:** The Department embarked on a four-city roadshow to India along with partners and stakeholders to help promote the emirate and entice even more Indian visitors to explore and discover Abu Dhabi.

The delegation, which included Rotana Hotels, Yas Experience, Royal Arabian Destination Management, Royal Rose Hotels, Etihad Airways, Jet Airways, Lama Tours, Air Travel Enterprises, Anantara Hotels, Resorts & Spas, and Holiday Inn Hotels was in India from 16<sup>th</sup> to 23<sup>rd</sup> March. The roadshow began in Chandigarh in northern India before moving on to Ahmedabad, Mumbai and ending in the city of Pune.





Occupancy Rate, %

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



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.)



Occupied rooms

Number of rooms used daily, including complimentary and house use



Average Length  
of Stay  
ALOS

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



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



Guests Nights

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



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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