

Monthly Hotel Establishment Report

October and YTD October , 2017



26 November, 2017

Dear Hotel Partner,

As part of our commitment to sharing with you the latest data available regarding the hospitality sector in Abu Dhabi, I am pleased to disclose details of October's Hotel Establishments' Performance Report.

Abu Dhabi accelerated its growth in guest arrivals in October with 418,883 guests checking in to the emirate's 163 hotels and hotel apartments, this representing an impressive 18% increase over the same month last year. Correspondingly, the cumulative guest arrivals for the first ten months of 2017 have grown to reach over 3.9 million, representing a rise of 8% on the year.

October's double-digit percentage growth in visitors from China (88%), still underpinned by the lifting of visa restrictions at the beginning of the year, remains indicative of the benefits reaped from our Department's extensive marketing campaigns across that country.

China's notable metrics were joined by impressive numbers from the USA, which also posted significant double-digit growth (80%). Our UK and India markets also saw improvement, with an increase of 26% and 22% respectively.

The month's UAE guest arrivals total of 113,000 was also an increase on the corresponding month last year, representing an increase of almost 6%. We expect these metrics will improve further as we head further into Q4, traditionally a boom 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 24% increase in guests arrivals compared to the corresponding month in 2016. The number of guest arrivals in Abu Dhabi city increased by 18%, with Al Ain Region showing an 14% increase for the same metric.

Guest nights in Abu Dhabi and Al Ain are also buoyant, with only Al Dhafra decreasing. Both Al Ain and Abu Dhabi increased by 12%.

Previous months showed pressure on the metrics for 'Occupancy Rates' for all three regions, however the October results show Abu Dhabi City has rebounded, with an 11% increase. However, pressure is still apparent in Al Ain and Al Dhafra.

However, we have to acknowledge that 'Average Length of Stay' is still in negative territory in all three regions.

As we head towards the end of year, we expect Abu Dhabi's stacked calendar of Q4 events will prove significant in redressing those figures that still count as an opportunity. Abu Dhabi Art, the ongoing Abu Dhabi Classics season and the opening of Louvre Abu Dhabi all proved extremely popular, and we still have the Abu Dhabi Food Festival, the Formula 1 Etihad Airways Abu Dhabi Grand Prix, the Dar Al Zain Festival and the New Year Countdown Village to come.

As ever, thank you for your continued support.

Yours sincerely,

Saif Saeed Ghobash

Director General, Department of Culture & Tourism

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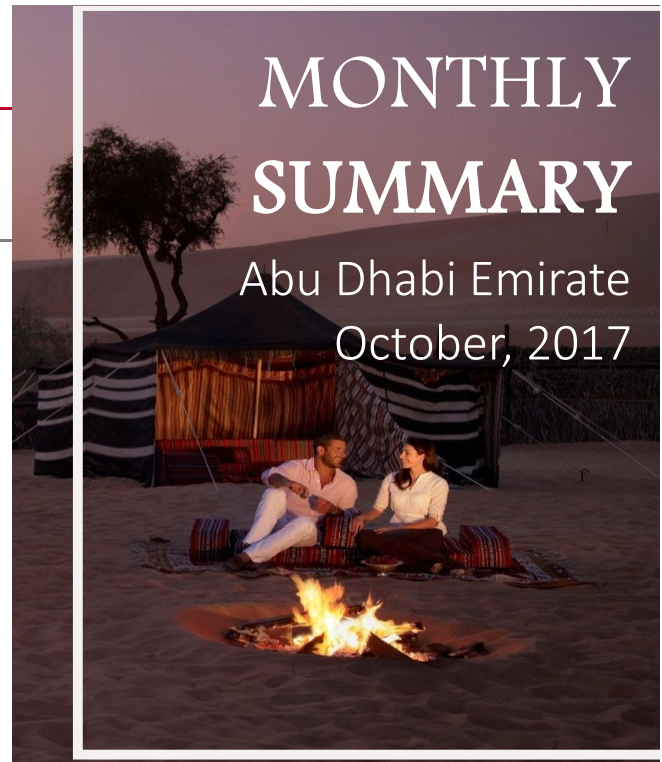
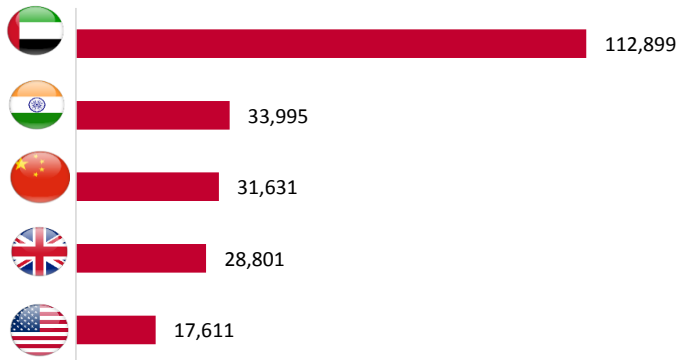
ABU DHABI HOTEL GUESTS

Hotel Guests

418,883 ▲ 18%

vs October 2016

Top 5 Nationalities (Hotel Guests)



HOSPITALITY SECTOR PERFORMANCE

Occupancy rate **78%** ▲ 8%

Average length of stay **2.65** ▼ -6%
Nights

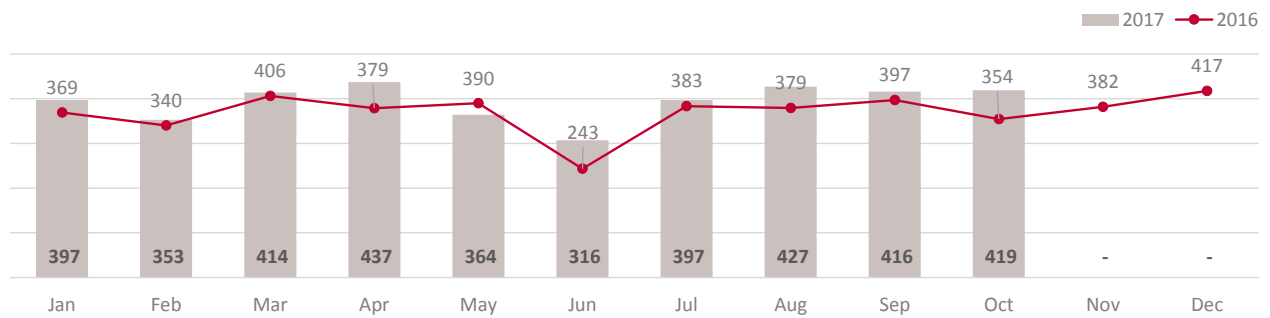
Revenue per available room **298** ▲ 2%
AED

Hotel revenues **527** ▲ 4%
M AED

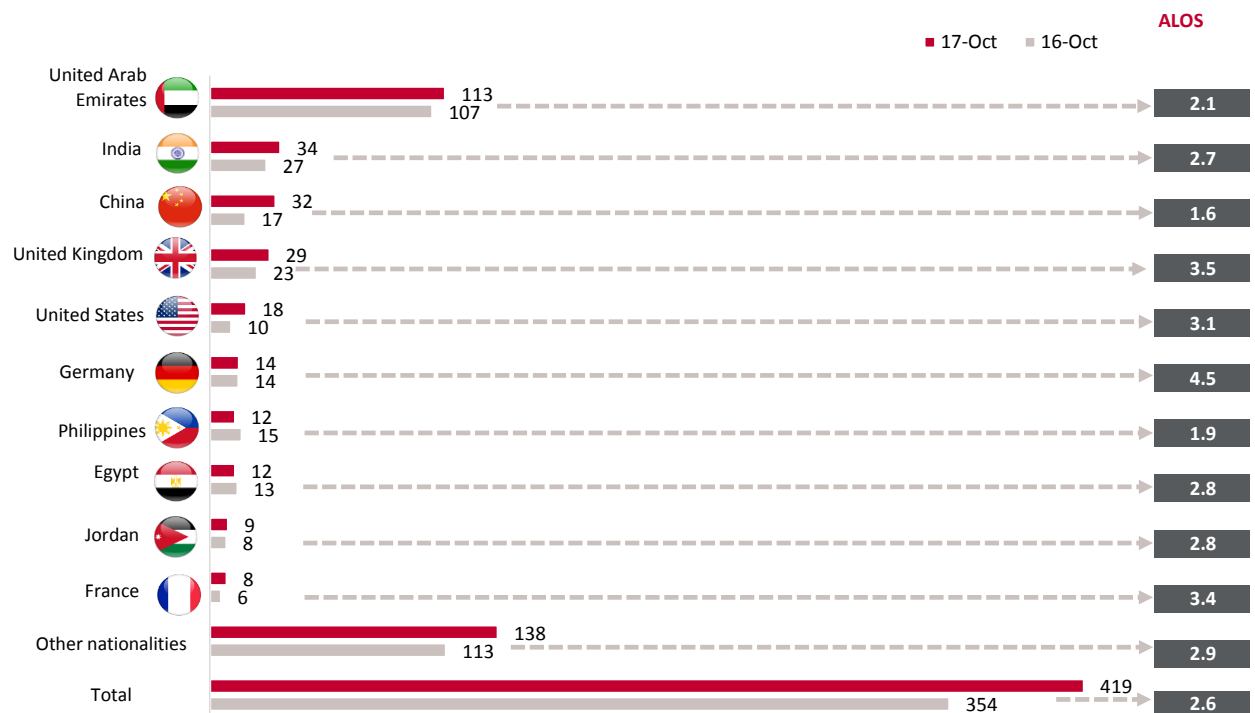
For description of the variables, please visit the glossary



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**



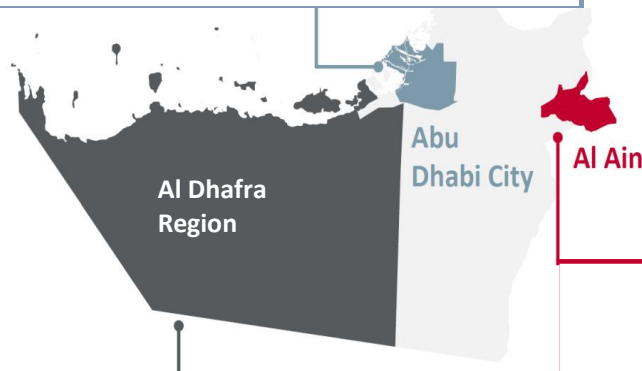
For description of the variables, please visit the glossary

HOSPITALITY SECTOR PERFORMANCE

KEY INDICATORS BY REGION

Compared to
October 2016

Actual Guest	370,598	18%	▲
Guest nights	1,014,766	12%	▲
ALOS, days	2.74	-5%	▼
Occupancy, %	82%	11%	▲
Total revenues, M AED	483	7%	▲
ARR, AED	381	-4%	▼
RevPAR, AED	311	7%	▲



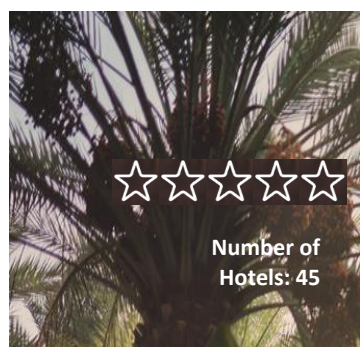
Actual Guest	36,978	14%	▲
Guest nights	68,410	12%	▲
ALOS, days	1.85	-2%	▼
Occupancy, %	56%	-3%	▼
Total revenues, M AED	25	-3%	▼
ARR, AED	282	-16%	▼
RevPAR, AED	159	-18%	▼

Actual Guest	11,307	24%	▲
Guest nights	25,084	-24%	▼
ALOS, days	2.22	-38%	▼
Occupancy, %	43%	-42%	▼
Total revenues, M AED	19	-31%	▼
ARR, AED	679	4%	▲
RevPAR, AED	295	-39%	▼

For description of the variables, please visit the glossary

HOSPITALITY SECTOR PERFORMANCE

KEY INDICATORS PER HOTEL TYPE



Total room capacity 12,538
Occupancy 75%
ALOS 2.59 days
RevPAR 410 AED

Top 5 Nationalities



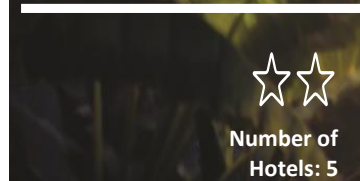
Total room capacity 7,593
Occupancy 79%
ALOS 2.14 days
RevPAR 233 AED

Top 5 Nationalities



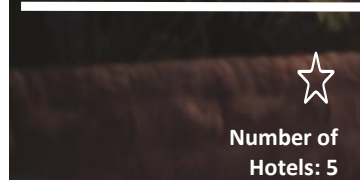
Total room capacity 3,954
Occupancy 79%
ALOS 2.28 days
RevPAR 188 AED

Top 5 Nationalities



Total room capacity 412
Occupancy 88%
ALOS 1.85 days
RevPAR 151

Top 5 Nationalities



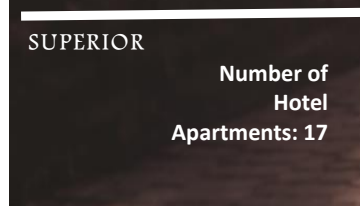
Total room capacity 354
Occupancy 94%
ALOS 2.09 days
RevPAR 164 AED

Top 5 Nationalities



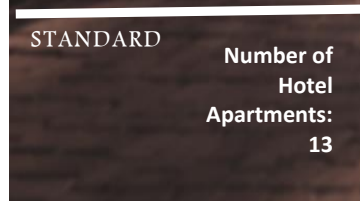
Total room capacity 3,216
Occupancy 87%
ALOS 5.56 days
RevPAR 290 AED

Top 5 Nationalities



Total room capacity 1,844
Occupancy 78%
ALOS 5.03 days
RevPAR 172 AED

Top 5 Nationalities



Total room capacity 827
Occupancy 73%
ALOS 4.05 days
RevPAR 140 AED

Top 5 Nationalities





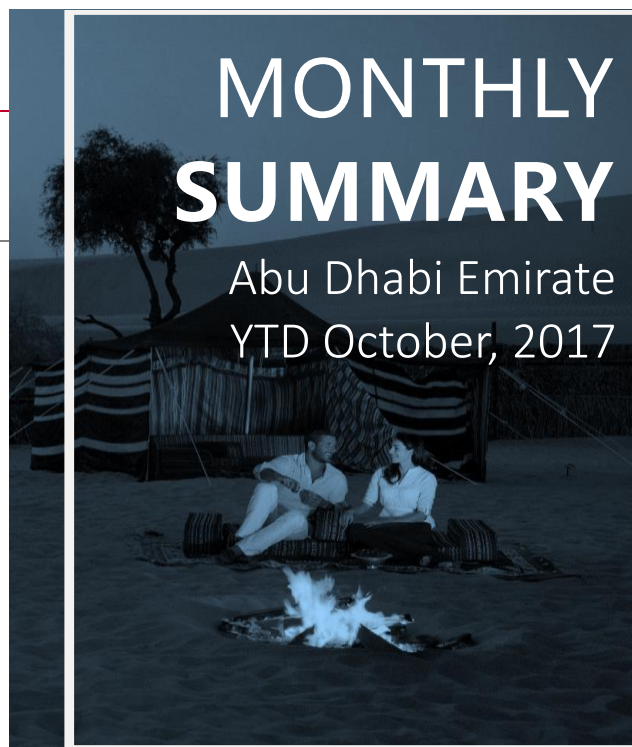
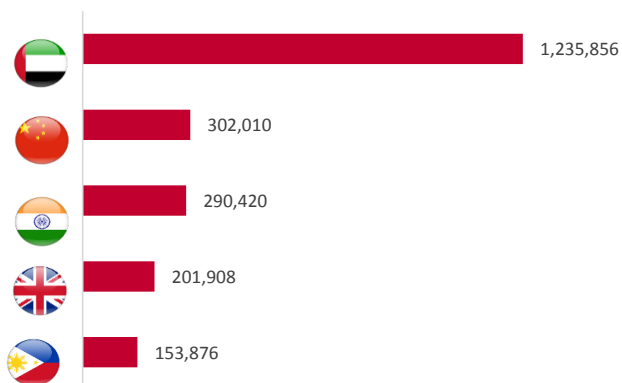
ABU DHABI HOTEL GUESTS

Hotel Guests

3,939,733 ▲ 8%

vs YTD October 2016

Top 5 Nationalities



MONTHLY SUMMARY

Abu Dhabi Emirate
YTD October, 2017



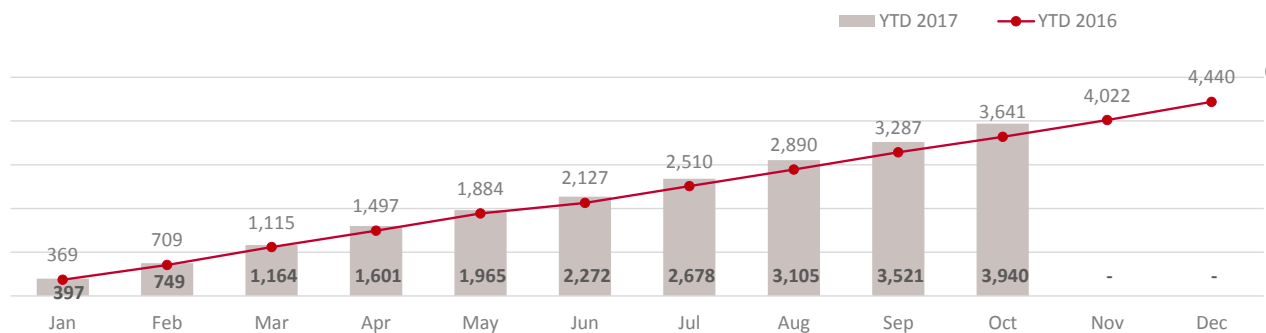
HOSPITALITY SECTOR PERFORMANCE

Occupancy rate	70%	▼ -4%
Average length of stay	2.53 nights	▼ -7%
Revenue per available room	236 AED	▼ -14%
Hotel revenues	4.357 Billion AED	▼ -9%

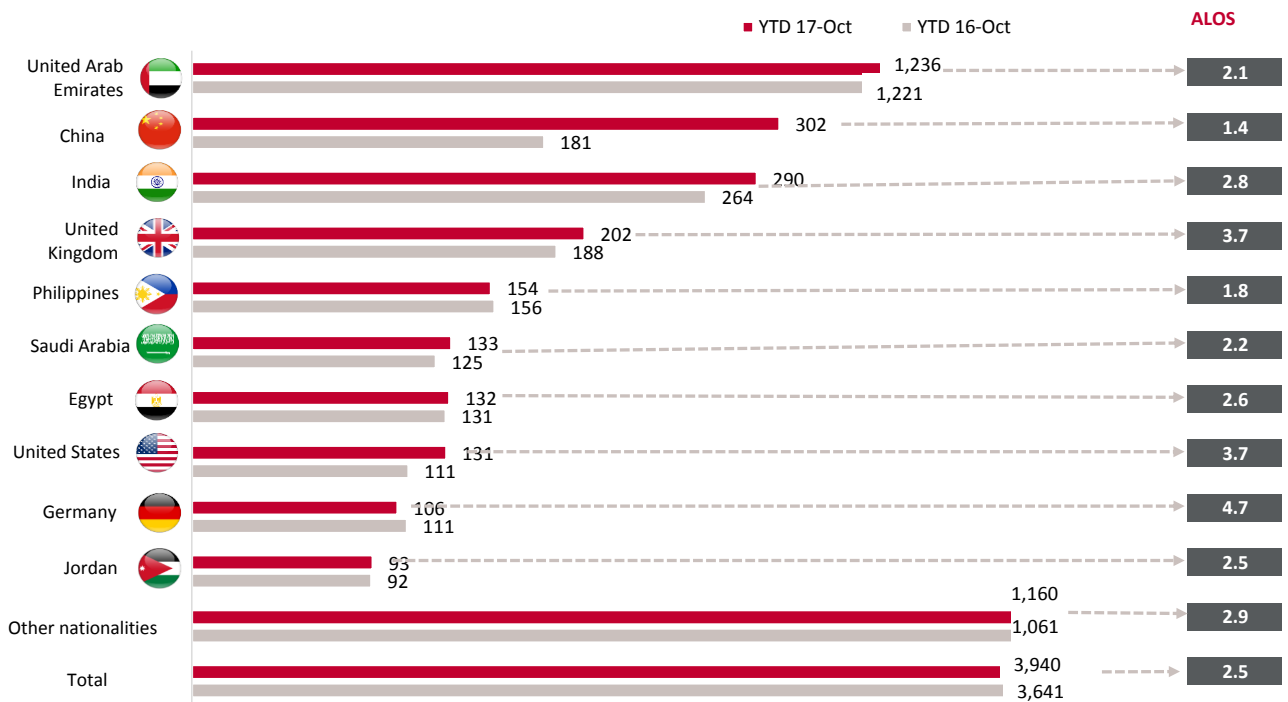
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ABU DHABI HOTEL GUESTS

HOTEL GUESTS (Thousand)



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



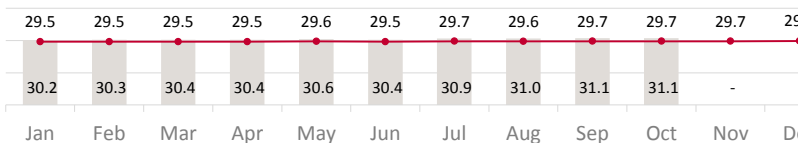
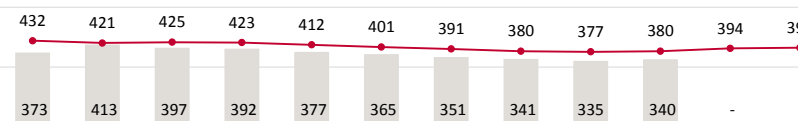
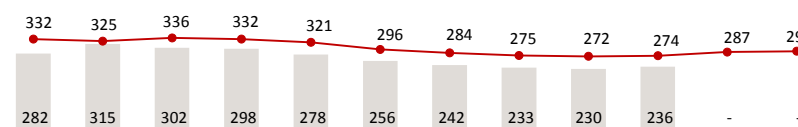
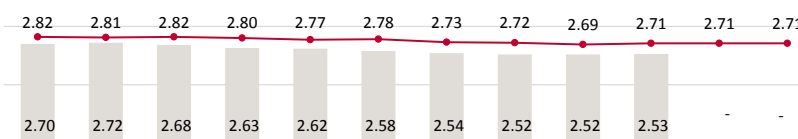
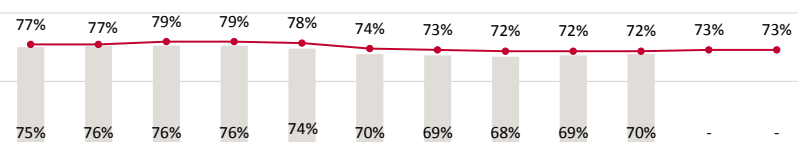
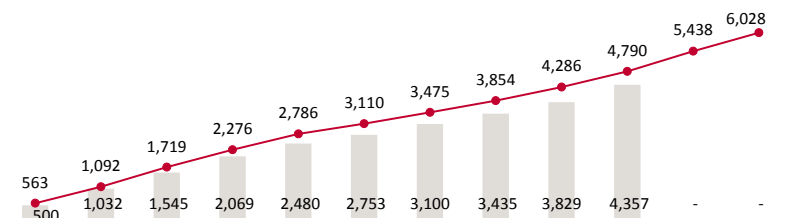
ARR,
AED



Av. rooms,
thousands



YTD 2017 YTD 2016
Thousadn

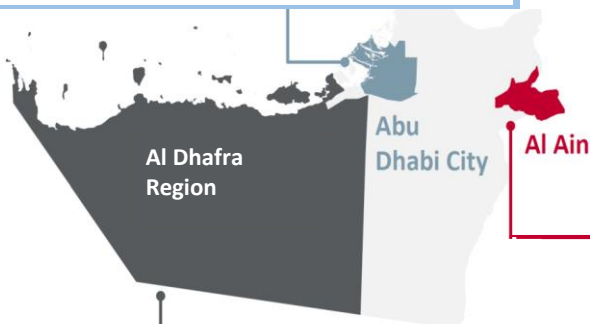


HOSPITALITY SECTOR PERFORMANCE

KEY INDICATORS BY REGION

Compared to
YTD Oct 2016

Actual Guest Arrivals	3,471,300	9% ▲
Guest nights	9,002,558	2% ▲
ALOS, days	2.59	-6% ▼
Occupancy, %	72%	-2% ▼
Total revenues, M AED	3,929	-7% ▼
ARR, AED	337	-9% ▼
RevPAR, AED	241	-10% ▼



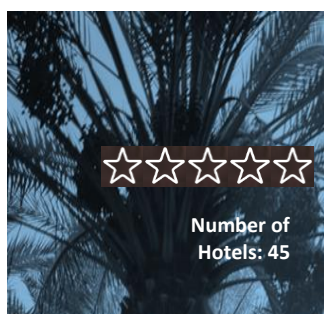
Actual Guest Arrivals	364,723	5% ▲
Guest nights	699,799	-0.1% ▼
ALOS, days	1.92	-4% ▼
Occupancy, %	58%	-11% ▼
Total revenues, M AED	266	-13% ▼
ARR, AED	316	-16% ▼
RevPAR, AED	184	-25% ▼

Actual Guest Arrivals	103,710	6% ▲
Guest nights	262,362	-17% ▼
ALOS, days	2.53	-22% ▼
Occupancy, %	45%	-34% ▼
Total revenues, M AED	162	-35% ▼
ARR, AED	527	-18% ▼
RevPAR, AED	235	-46% ▼

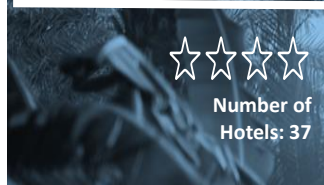
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HOSPITALITY SECTOR PERFORMANCE

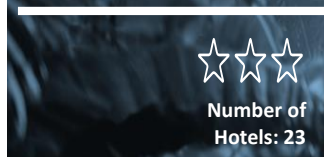
KEY INDICATORS PER HOTEL TYPE



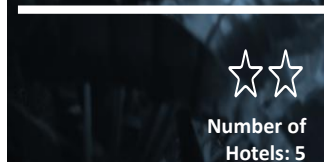
Total room capacity 12,538
Occupancy 63%
ALOS 2.41 days
RevPAR 313 AED



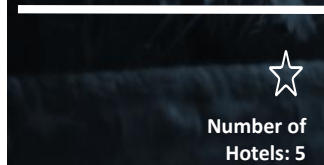
Total room capacity 7,593
Occupancy 74%
ALOS 1.95 days
RevPAR 185 AED



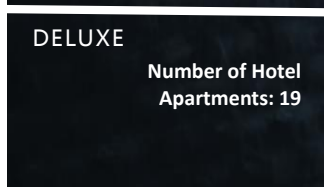
Total room capacity 3,954
Occupancy 70%
ALOS 2.19 days
RevPAR 151 AED



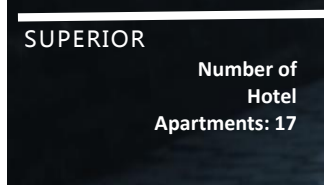
Total room capacity 412
Occupancy 76%
ALOS 1.99 days
RevPAR 121 AED



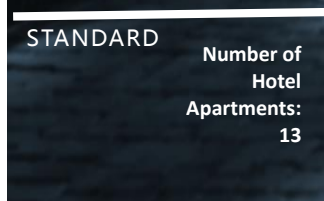
Total room capacity 354
Occupancy 76%
ALOS 1.70 days
RevPAR 145 AED



Total room capacity 3,216
Occupancy 78%
ALOS 7.06 days
RevPAR 257 AED



Total room capacity 1,844
Occupancy 72%
ALOS 5.43 days
RevPAR 171 AED



Total room capacity 827
Occupancy 72%
ALOS 3.93 days
RevPAR 148 AED



UPCOMING EVENTS

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	Start day Dec 6 to Dec 16 2017 FIFA Club World Cup UAE 2017 Abu Dhabi	7	8	9
10	11	Start day Dec 12 to Dec 14 2017 Abu Dhabi International Date Palm Exhibition 2017 Abu Dhabi	13	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	Start day Dec 27 to Dec 30 2017 Winterland Carnival Abu Dhabi	Start day Dec 28 to Dec 31 2017 Mubadala World Tennis Championship Abu Dhabi	29	Start day Dec 1 to Dec 31 2017 Sporting Clay Challenge Abu Dhabi

Jan
2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	Start day Jan 12 2018 Cairo Sound Music Festival Abu Dhabi	Start day Jan 12 to Jan 13 2018 Abu Dhabi Grand Slam World Jiu Jitsu Tour
14	15	16	17	18	Terry Fox Run Abu Dhabi	Start day Jan 13 to Jan 20 2018 Abu Dhabi Sustainability Week
21	22	23	24	25	26	27
28	29	30				

TCA ABU DHABI NEWS

Al Ain Cultural Programme: An outstanding line-up of events and activities for Al Ain's new season of cultural programmes providing an array of family-focused experience for visitors and residents has been announced. With activities across Al Ain Oasis, Al Jahili Fort, Qasr Al Muwajji, Al Ain Palace Museum, Al Ain Museum, Al Qattara Arts Centre, Souq Al Qattara, as well as around the city, the programme extends across educational and recreational activities and runs until May 2018. The diverse programme of events will highlight the city as the cultural heartland of the nation. The programme is curated to provide a variety of platforms to celebrate the emirate's cherished past.



New Cruise Season launches:

The 2017/2018 Cruise Season launched with the arrival of luxury cruise liner *Seaborne Encore* at the Abu Dhabi Cruise Terminal, Mina Zayed. The Department estimates an expected growth of 5% in number of passengers for the 2017/2018 season from the previous year's figure of 346,000. With four maiden calls scheduled in Abu Dhabi, the emirate is at the forefront of the Arabian Gulf's ambitions to become the leading alternative winter sun cruise destination.



Visitor Figures: Hotel guests to all three regions of Abu Dhabi increased in total by 5% in September compared to the same month last year with 415,985 domestic and international visitors checking in to one of the emirate's 163 hotels or hotel apartments. Figures released by the Department recorded increases for hotel guests during the month of 14% in the Al Dhafra Region, 8% in the Al Ain Region and 4% in Abu Dhabi city with a total occupancy rate of 69%. Guest nights also increased by 15%, 6% and 5% respectively. September's rise has maintained the emirate's 7% increase over the year so far in the numbers of hotel guests staying in the emirate and on track to surpass 2016's total of 4.4 million guests.

New Initiatives: Joined by key stakeholders and partners, the Department recently concluded the two new initiatives - 'Abu Dhabi Week in China' and 'Abu Dhabi Week in India' – aiming to capitalise on spectacular growth in hotel guests visiting the emirate from both key markets. The emirate has witnessed a 7% year-on-year increase in the number of hotel guests up until the end of September to reach 3.5 million, with the numbers of Chinese guests surging by 65%, making it the largest overseas source market for inbound guests. India has also provided a dramatic increase of new or repeat hotel guests rising 8% year-on-year to reach 256,000, becoming the second largest provider of inbound guests into the emirate.



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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