

HOTEL REPORT SEPTEMBER 2018



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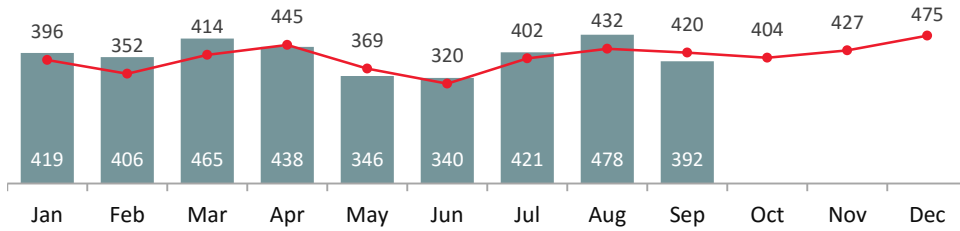
SEPTEMBER 2018

OVERALL PERFORMANCE

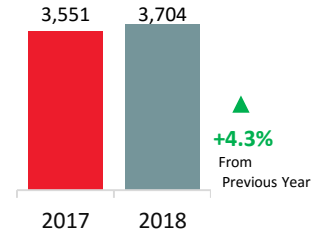
2017 2018

162 Hotels with 31,506rooms

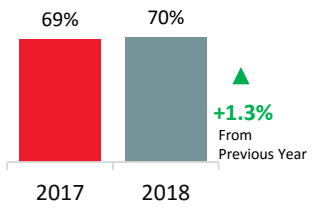
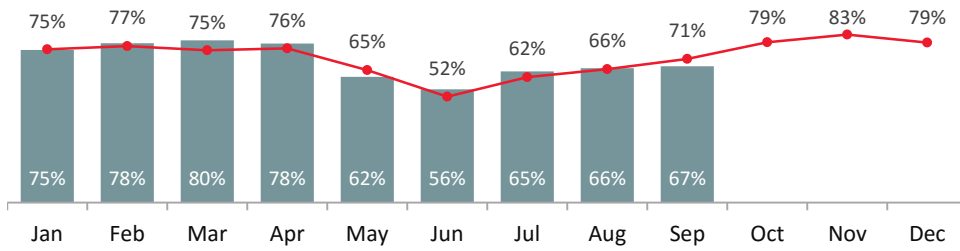
HOTEL GUESTS (000)



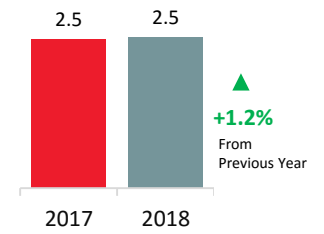
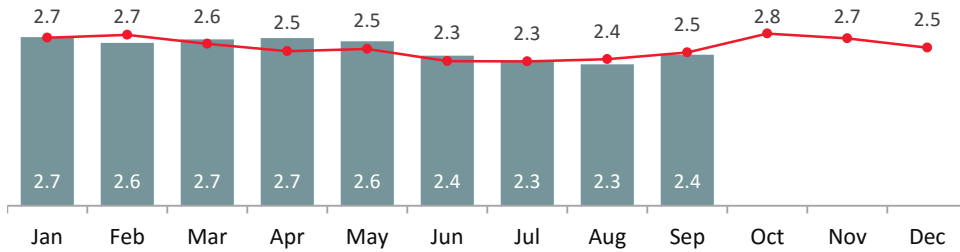
YTD (JAN-SEP)



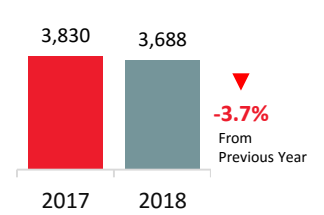
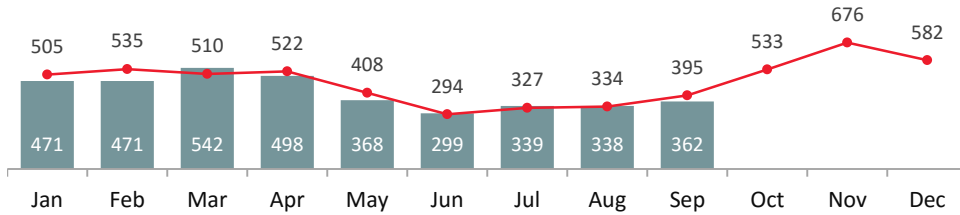
OCCUPANCY RATE



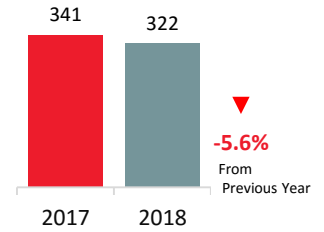
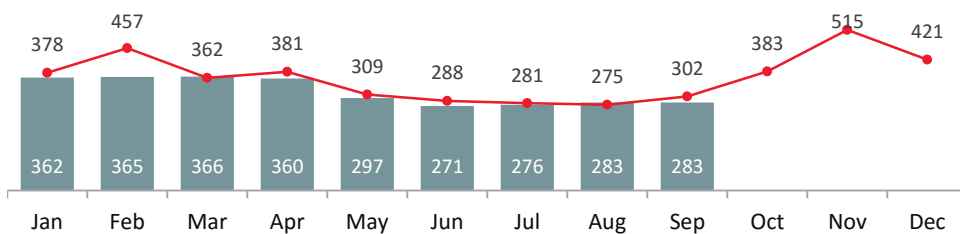
AVERAGE LENGTH OF STAY (ALOS-DAYS)



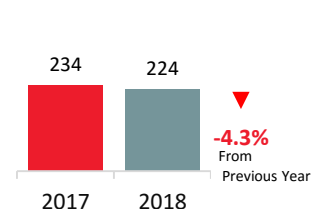
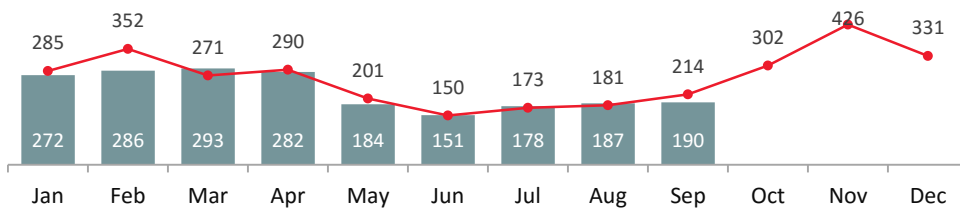
HOTEL TOTAL REVENUE (MILLION UAE)



AVERAGE ROOM RATE (UAE)



REVENUE PER AVAILABLE ROOM (UAE)



SEPTEMBER 2018

HOTEL GUESTS

392,274

HOTEL GUESTS

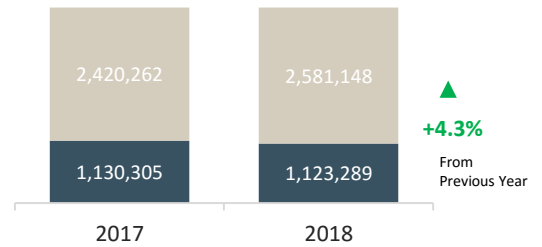
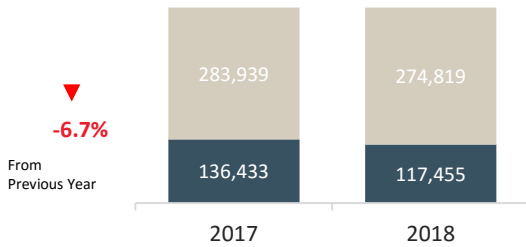
SEPTEMBER 2018

UAE Non UAE

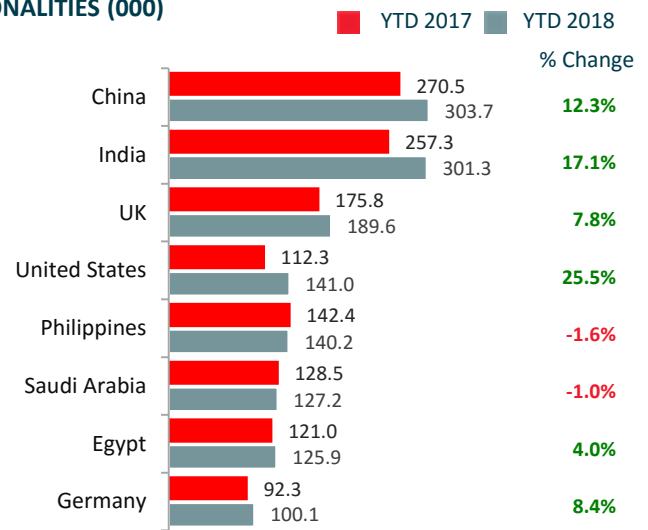
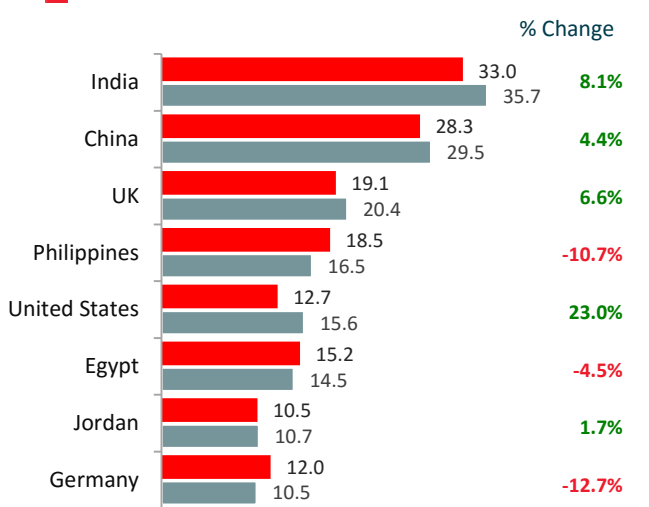
YTD (JAN-SEP) 2018

3,704,437

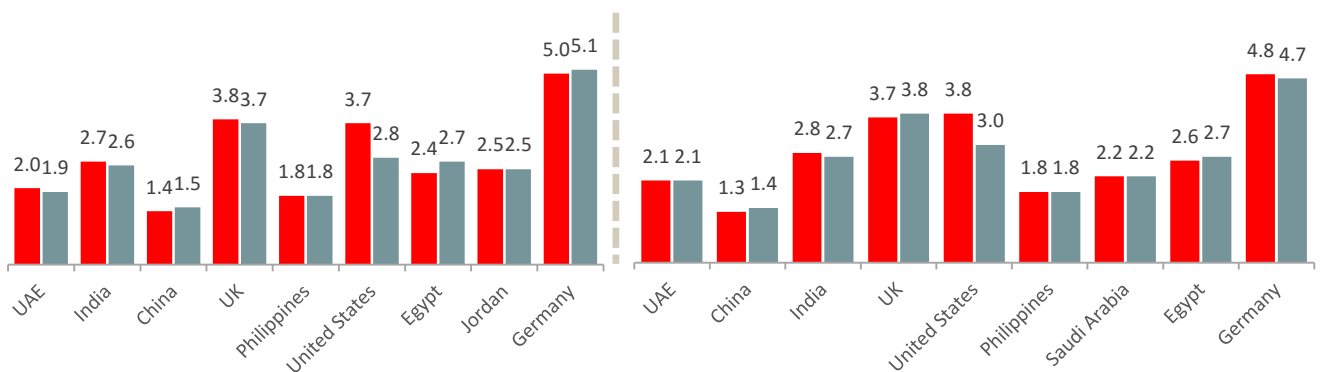
HOTEL GUESTS



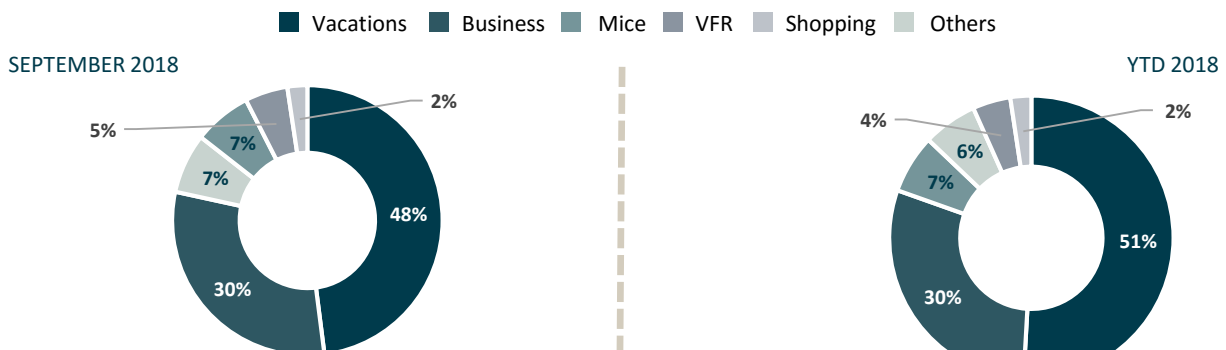
TOP NON-UAE NATIONALITIES (000)



ALOS BY NATIONALITY (DAYS)



TRIP MAIN PURPOSE

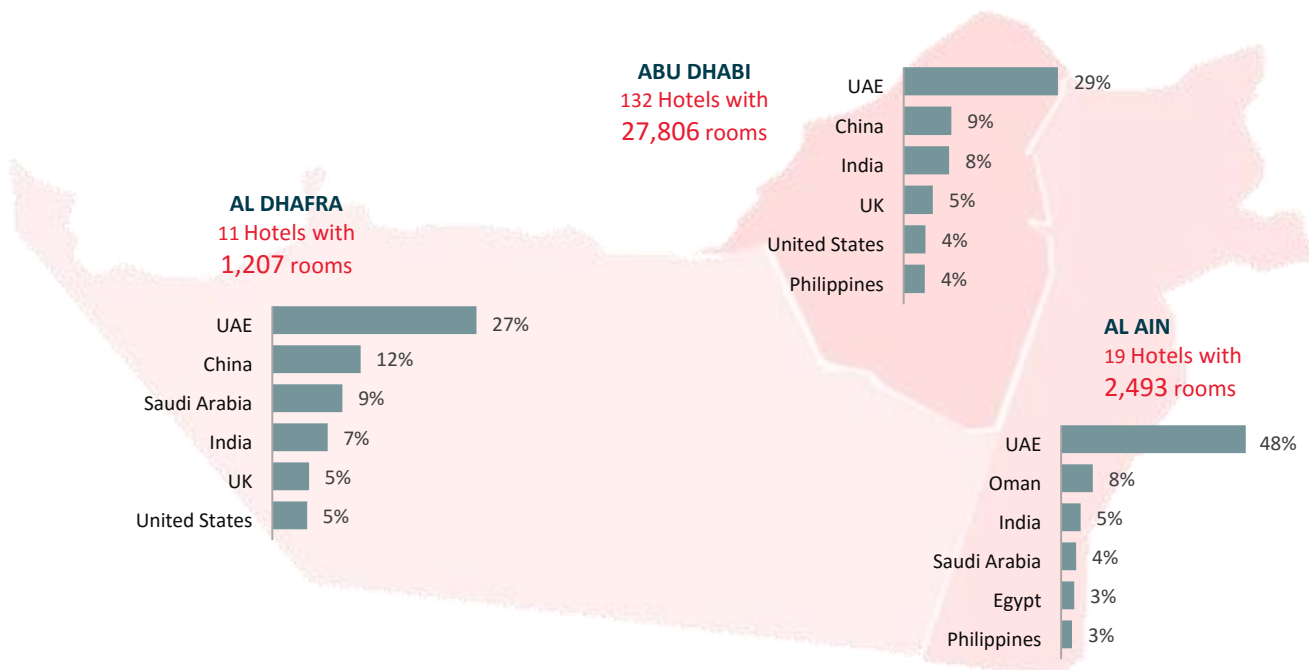


SEPTEMBER 2018

PERFORMANCE BY REGION

SEPTEMBER 2018	ABU DHABI		AI AIN		AI DHAFRA	
	Actual	% Change vs Previous Year	Actual	% Change vs Previous Year	Actual	% Change vs Previous Year
GUESTS	350,199	-5.8% ▼	32,973	-14.3% ▼	9,102	-8.8% ▼
OCCUPANCY RATE	69%	-5.7% ▼	55%	-2.8% ▼	39%	4.4% ▲
ALOS DAYS	2.5	-0.5% ▼	1.9	2.3% ▲	2.3	-38.3% ▼
REVENUES (M AED)	330.5	-7.4% ▼	20.7	-20.4% ▼	10.5	-14.2% ▼
ARR (AED)	282	-4.9% ▼	254	-20.0% ▼	384	-24.2% ▼
REVPAR (AED)	196	-10.3% ▼	140	-22.2% ▼	151	-20.9% ▼

SUPPLY AND TOP NATIONALITIES - YTD 2018



YTD (JAN- SEP) 2018	ABU DHABI		AI AIN		AI DHAFRA	
	Actual	% Change vs Previous YTD	Actual	% Change vs Previous YTD	Actual	% Change vs Previous YTD
GUESTS	3,273,003	4.6% ▲	328,922	0.2% ▲	102,512	10.3% ▲
OCCUPANCY RATE	72%	1.9% ▲	57%	-2.3% ▼	43%	-7.2% ▼
ALOS DAYS	2.6	1.7% ▲	1.9	1.2% ▲	2.1	-16.5% ▼
REVENUES (M AED)	3,332.7	-3.3% ▼	213.2	-11.7% ▼	141.7	-1.2% ▼
ARR (AED)	319	-5.3% ▼	281	-12.3% ▼	564	3.4% ▲
REVPAR (AED)	229	-3.6% ▼	161	-14.3% ▼	241	-4.0% ▼



46 HOTELS
13,112 ROOMS



38 HOTELS
8,156 ROOMS



33 HOTELS
4,583 ROOMS

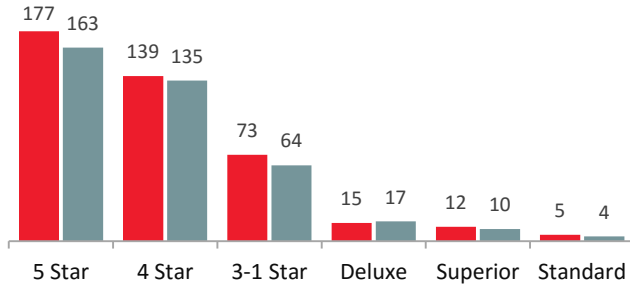
DELUXE
19 HOTELS
3,327 ROOMS

SUPERIOR
15 HOTELS
17,13 ROOMS

STANDARD
11 HOTELS
615 ROOMS

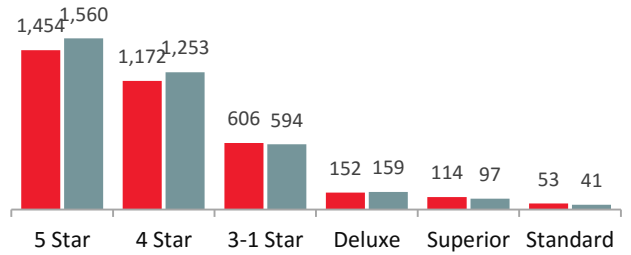
HOTEL GUESTS (000)

■ SEPTEMBER 2017 ■ SEPTEMBER 2018

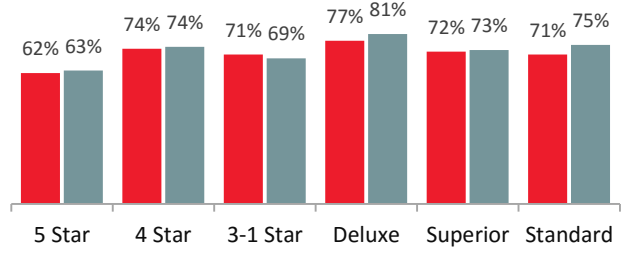
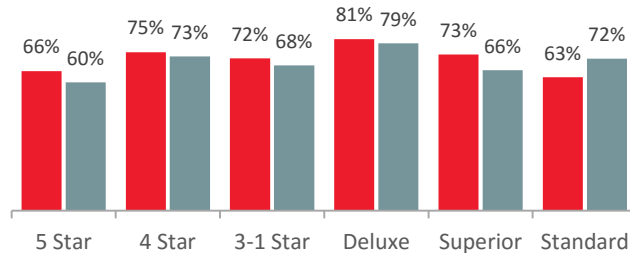


HOTEL GUESTS (000)

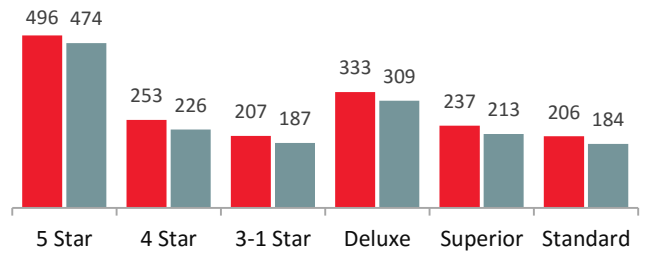
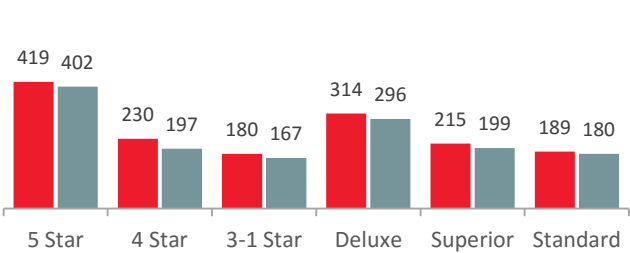
■ YTD 2017 ■ YTD 2018



OCCUPANCY RATE (%)

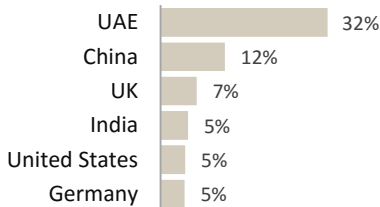


ARR (AED)

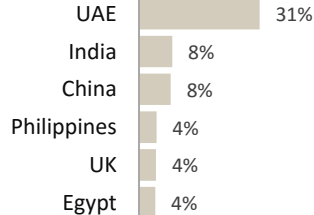


TOP NATIONALITIES YTD - 2018

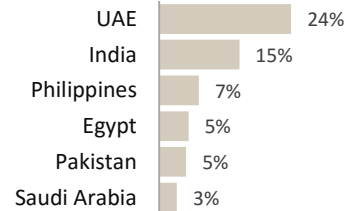
5 Star



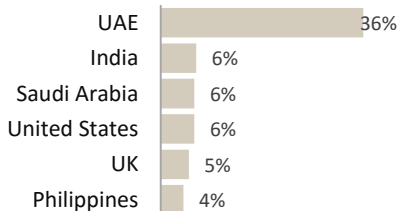
4 Star



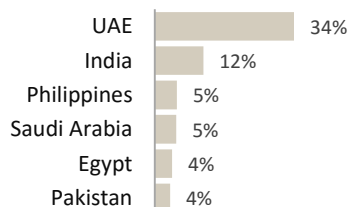
3-1 Star



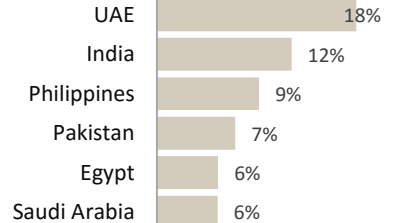
Deluxe



Superior



Standard



SEPTEMBER 2018

UPCOMING EVENTS



October 2018



Professional Workshops at Qasr Muwaiji

Oct 23 - Dec 26, 2018
Qasr Al Muwaiji, Al Ain

FREE CULTURE



Abu Dhabi Dash 2018

Oct 23, 2018
Al Khalidiya Park, Abu Dhabi

FREE SPORTS



Japanese Connections: The Birth of Modern Décor

Sep 06 - Nov 24, 2018
Louvre Abu Dhabi, Abu Dhabi

TICKETED ARTS



Photography Studio Opening

Oct 03 - Oct 31, 2018
Manarat Al Saadiyat, Abu Dhabi

FREE ARTS



MNWR

Oct 10 - Nov 04, 2018
Warehouse421, Abu Dhabi

FREE ARTS



Beach Weekends at Al Bahar

Oct 12 - Dec 29, 2018
Al Bahar, Abu Dhabi Corniche, Abu Dhabi

FREE FAMILY

November 2018



La Scala Academy Rising Stars

Nov 09, 2018
Emirates Palace, Abu Dhabi

TICKETED ARTS



Abu Dhabi Art 2018

Nov 14 - Nov 17, 2018
Manarat Al Saadiyat, Abu Dhabi

TICKETED ARTS



Yas Fitness Festival

Nov 16 - Nov 17, 2018
Gateway Park South, Yas Island, Abu Dhabi

FREE FAMILY



The Fifth National Traditional Handicrafts Festival

Nov 01 - Nov 17, 2018
Souq Al Qattara, Al Ain

FREE CULTURE



Emirati Traditional Games Exhibition

Nov 01, 2018 - Jul 01, 2019
Al Qattara Arts Centre, Al Ain

FREE CULTURE



International Real Estate & Investment Show (IREIS 2018)

Nov 01 - Nov 03, 2018
ADNEC, Abu Dhabi

FREE BUSINESS

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

The Department of Culture and Tourism - Abu Dhabi inaugurates 'Bait Al Gahwa' : DCT Abu Dhabi has inaugurated the 'Bait Al Gahwa' (Coffee House) initiative at Manarat Al Saadiyat on Saadiyat Island. Bait Al Gahwa is a key element of DCT Abu Dhabi's strategy to revive authentic heritage and traditions. It aims to provide licenses for operating tourism projects that offer a real-life simulation of the traditional Emirati process of preparing and serving coffee.



Abu Dhabi Takes Top Spot in 2018 Safest Cities in the World Ranking:

Abu Dhabi has been named the safest city in the world for the second year running by Numbeo, a website that curates and collates data to develop the world's largest user-contributed database about cities and countries worldwide.

Surpassing more than 300 cities across the world, including Tokyo, Japan, Basel, Munich, and Vienna, the UAE's capital has once again topped the list as the most secure city in the world, with the emirate's safety index rising from 86.46 points for the first half of last year to 88.26 points during the first six months of this year.



The Department of Culture and Tourism – Abu Dhabi Launches New Destination Campaign, A Series of Extraordinary Stories:

DCT Abu Dhabi has significantly upped the ante on global marketing with the introduction of a major new international promotional campaign. This latest activity will build upon a destination identity that has already attracted record numbers of guests to the emirate for two successive years, and will be supported by increased worldwide media investment across all channels

At the heart of this evolved campaign will be a collection of new brand films showcasing real people living in the emirate who through their own unique lifestyle embody its personality and depth of offer. The first two of these films will feature Fatema Al Hameli, a self-styled 'Camel Whisperer' and the first Emirati female to enter her animals into the country's camel auctions and beauty pageants, and Theo Kekati, a cart-racing teenage 'Rocket Boy' well versed in where to find fun and thrills.

Abu Dhabi Records 10.5% Growth in Hotel Guests Staying In Emirate For Month Of August:

The number of hotel guests staying in Abu Dhabi during August rose by 10.5% compared to the same month in 2017, with double-digit growth in most key source markets underpinning the upward trend, latest figures released by DCT Abu Dhabi for the emirate's hospitality sector have revealed.

With the emirate's popularity with visitors boosted by Abu Dhabi Summer Season, August's results show that DCT's targets of improving upon 2017's record-breaking numbers of guest arrivals, when close to five million people stayed in the emirate, are firmly on track.

In total 477,606 visitors enjoyed stays at one of Abu Dhabi's 162 hotels and hotel apartments during August, an increase of more than 45,000 over August 2017. For the first eight months of the year, the figures show Abu Dhabi has recorded more than 3.31 million guests, a 5.8% boost in the total number of hotel guests to the emirate compared to last year.





Available rooms for sale

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 on a daily basis including complimentary rooms.



Occupancy Rate, %

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



Hotel Guests

Number of guests staying in the hotel 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.



Average Length of Stay (ALOS)

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



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. (excludes complimentary & house use)



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:

- All rights are reserved regarding the data contained in the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) attached report.
- The content and data included in the report are subject to alteration with the emergence of more accurate data or the acquisition of the full required data, in accordance with the requirements of the data updating process or audit conducted in accordance with UAE legislation and procedures.
- DCT Abu Dhabi shall not be held accountable to the requestor or any other parties regarding alterations made to the data or information contained in this report as a result of the updating process, the conducted audit, the emergence of new data obtained from partners' overseas sources, or in any other case.