

# HOTEL REPORT

## OCTOBER 2018



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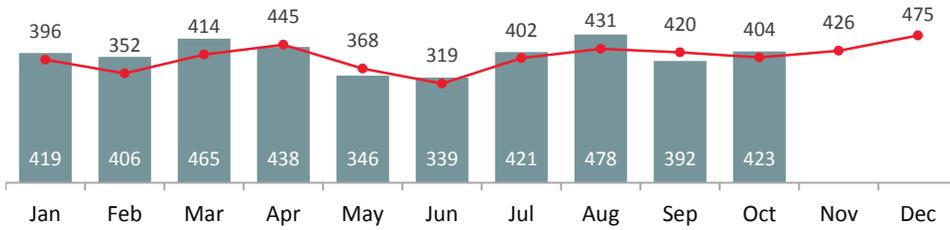
# OCTOBER 2018

## OVERALL PERFORMANCE

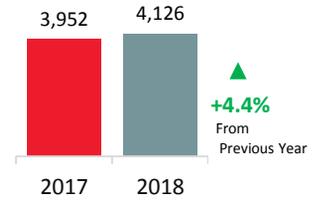
2017 2018

166 Hotels with 32,621 rooms

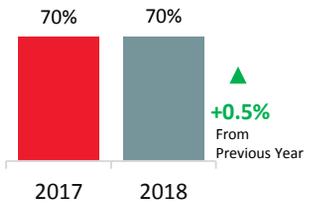
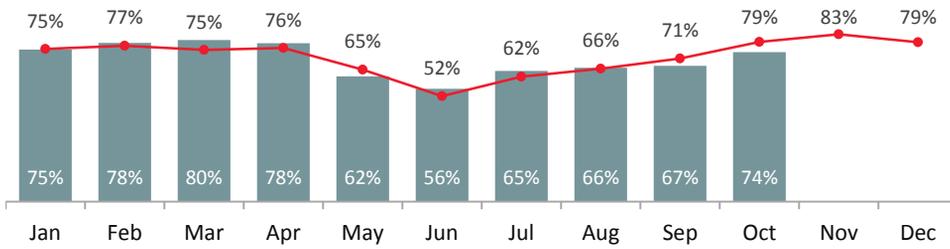
### HOTEL GUESTS (000)



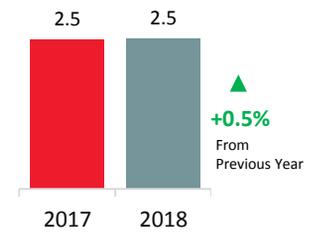
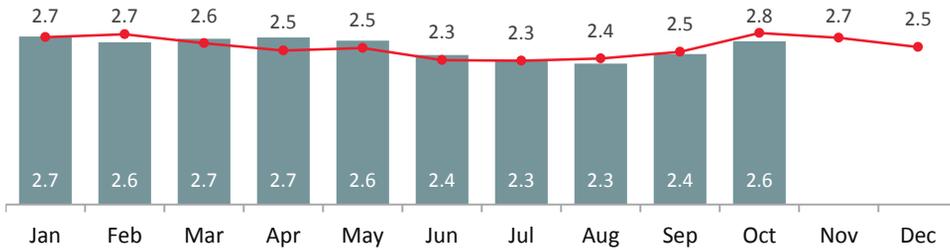
### YTD (JAN- OCT)



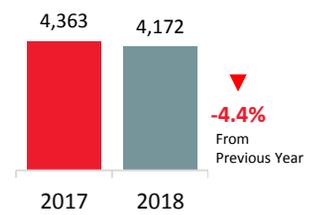
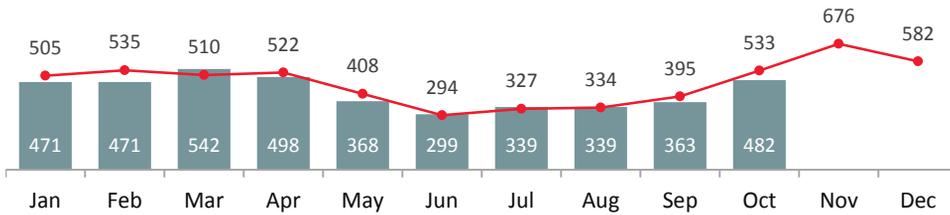
### OCCUPANCY RATE



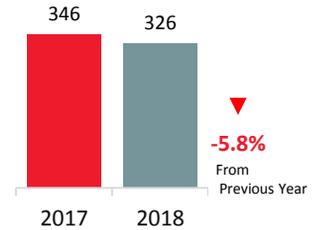
### AVERAGE LENGTH OF STAY (ALOS-DAYS)



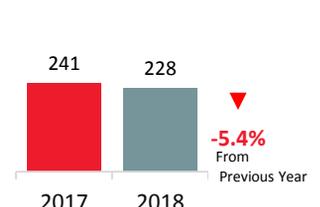
### HOTEL TOTAL REVENUE (MILLION UAE)



### AVERAGE ROOM RATE (UAЕ)



### REVENUE PER AVAILABLE ROOM (UAЕ)



# OCTOBER 2018

## HOTEL GUESTS

423,279

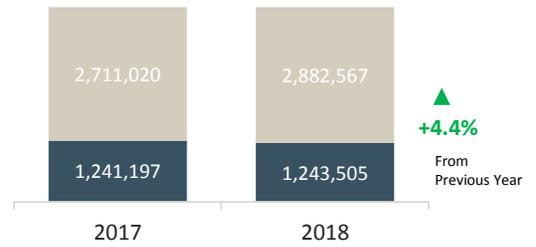
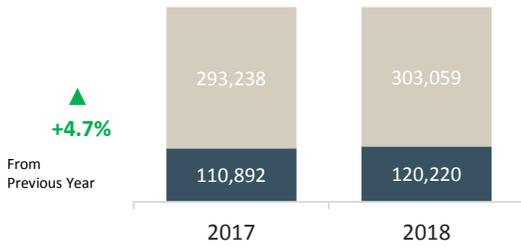
HOTEL GUESTS

OCTOBER 2018

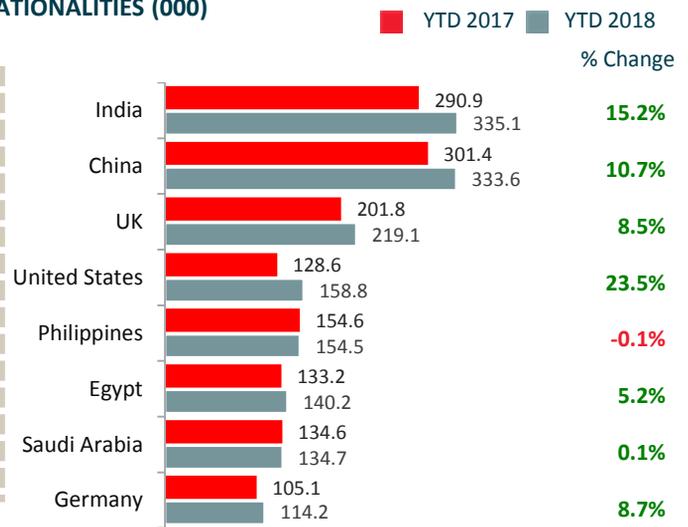
YTD (JAN - OCT) 2018

4,126,072

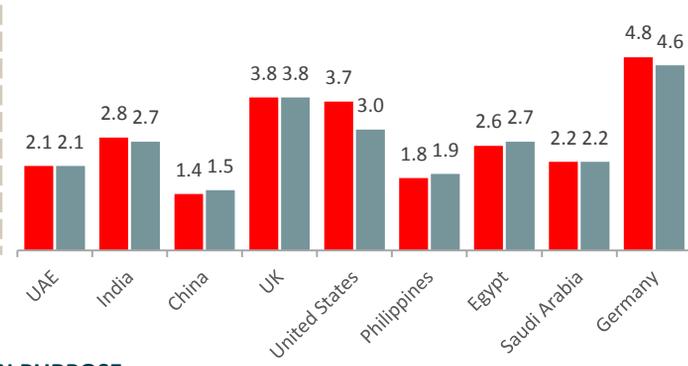
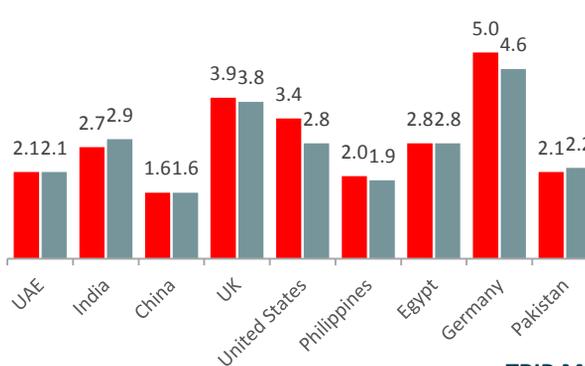
HOTEL GUESTS



### TOP NON-UAE NATIONALITIES (000)



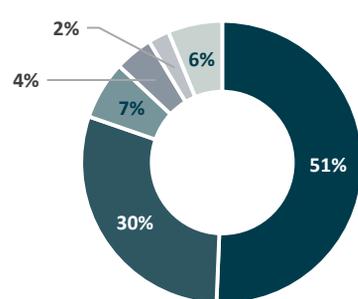
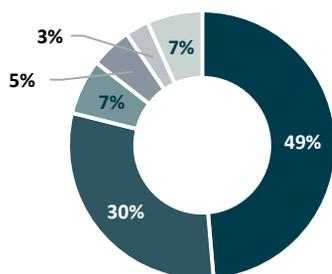
### ALOS BY NATIONALITY (DAYS)



### TRIP MAIN PURPOSE

OCTOBER 2018

YTD 2018

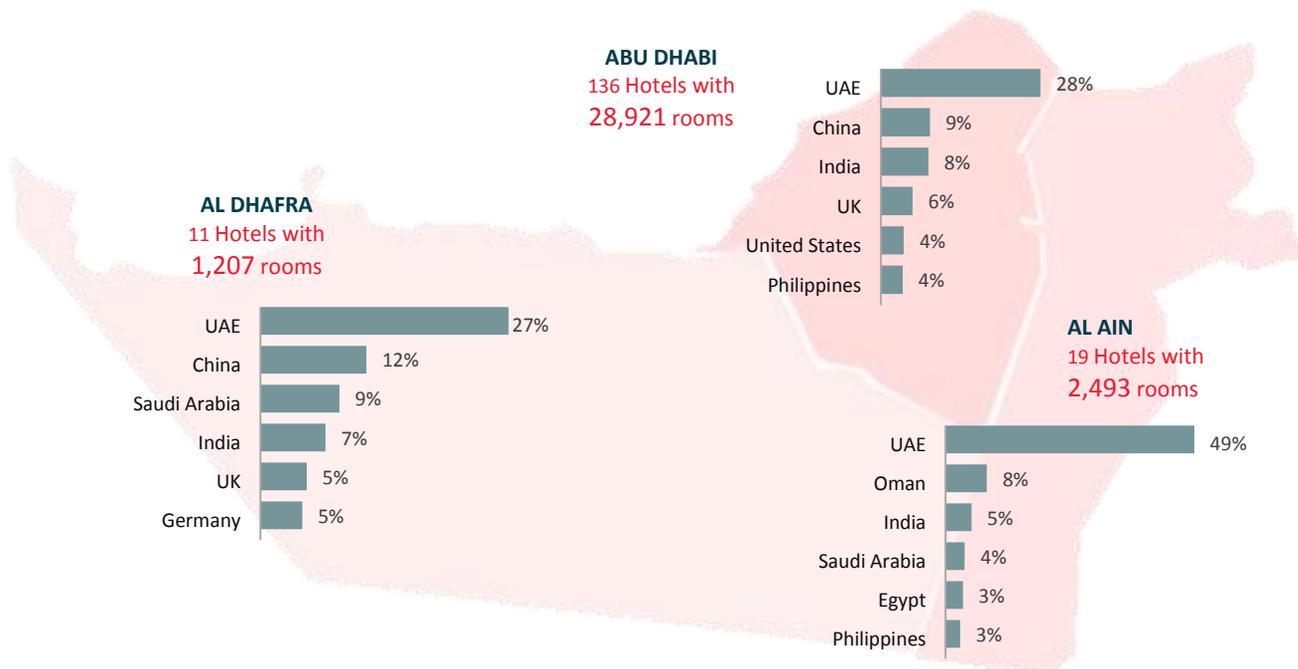


# OCTOBER 2018

## PERFORMANCE BY REGION

OCTOBER 2018	ABU DHABI			AI AIN		AI DHAFRA			
	Actual	% Change vs Previous Year		Actual	% Change vs Previous Year	Actual	% Change vs Previous Year		
GUESTS	374,254	5.2%	▲	36,690	-1.3%	▼	12,335	9.1%	▲
OCCUPANCY RATE	76%	-7.5%	▼	59%	4.3%	▲	46%	6.5%	▲
ALOS DAYS	2.7	-5.9%	▼	2.0	6.6%	▲	2.2	0.5%	▲
REVENUES (M AED)	440.4	-9.9%	▼	23.1	-9.4%	▼	18.7	-0.4%	▼
ARR (AED)	348	-8.8%	▼	261	-9.2%	▼	584	-14.5%	▼
REVPAR (AED)	266	-15.7%	▼	154	-5.2%	▼	270	-9.0%	▼

### SUPPLY AND TOP NATIONALITIES - YTD 2018



YTD (JAN- OCT) 2018	ABU DHABI			AI AIN		AI DHAFRA			
	Actual	% Change vs Previous YTD		Actual	% Change vs Previous YTD	Actual	% Change vs Previous YTD		
GUESTS	3,645,692	4.7%	▲	365,543	0.1%	▲	114,837	10.1%	▲
OCCUPANCY RATE	72%	0.8%	▲	58%	-1.6%	▼	43%	-5.9%	▼
ALOS DAYS	2.6	0.8%	▲	1.9	1.7%	▲	2.1	-14.8%	▼
REVENUES (M AED)	3,775.4	-4.0%	▼	236.3	-11.5%	▼	160.4	-1.1%	▼
ARR (AED)	323	-5.6%	▼	279	-12.0%	▼	566	1.4%	▲
REVPAR (AED)	233	-4.8%	▼	161	-13.4%	▼	244	-4.5%	▼

# OCTOBER 2018

## PERFORMANCE BY STAR RATING



50 HOTELS  
14,227 ROOMS



37 HOTELS  
8,029 ROOMS



34 HOTELS  
4,710 ROOMS

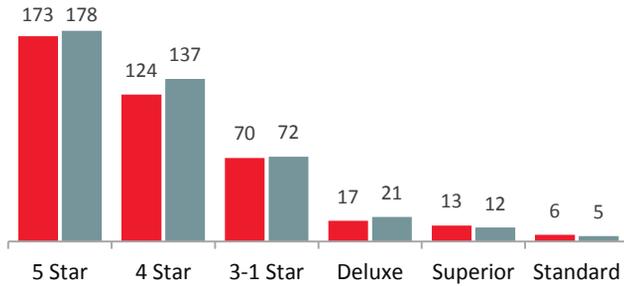
**DELUXE**  
19 HOTELS  
3,327 ROOMS

**SUPERIOR**  
14 HOTELS  
1,615 ROOMS

**STANDARD**  
12 HOTELS  
713 ROOMS

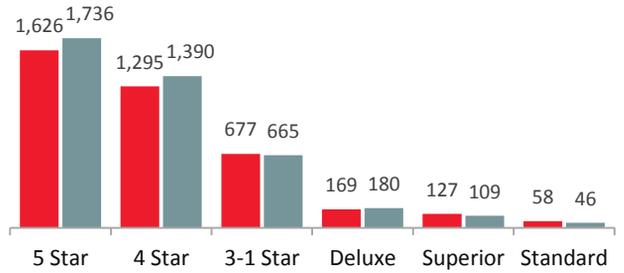
### HOTEL GUESTS (000)

■ OCTOBER 2017 ■ OCTOBER 2018

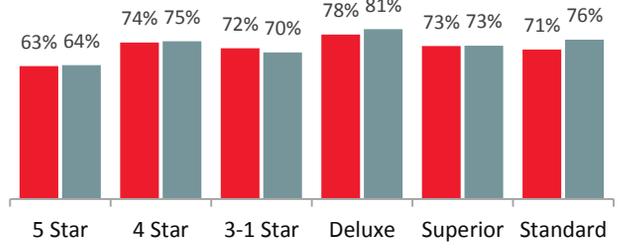
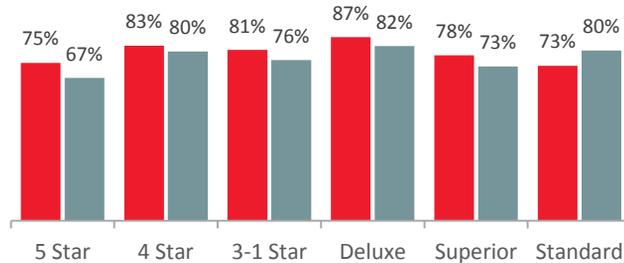


### HOTEL GUESTS (000)

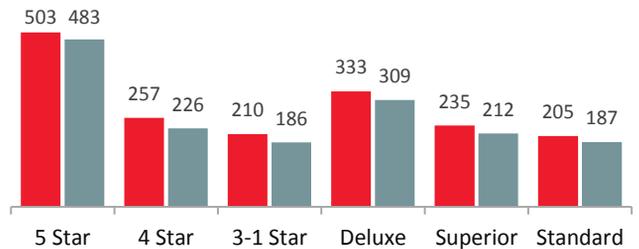
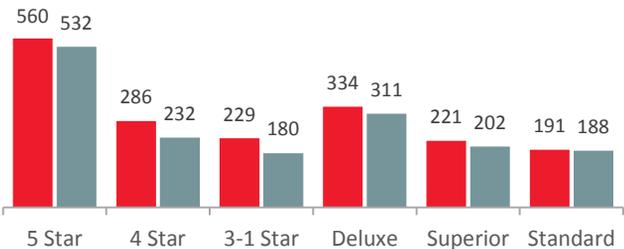
■ YTD 2017 ■ YTD 2018



### OCCUPANCY RATE (%)

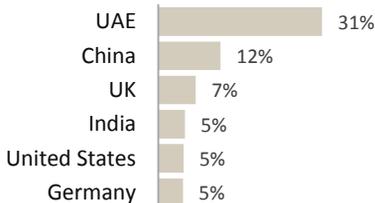


### ARR (AED)

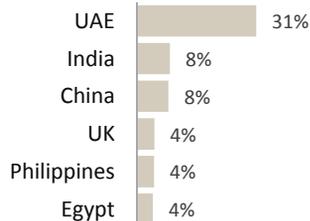


### TOP NATIONALITIES YTD - 2018

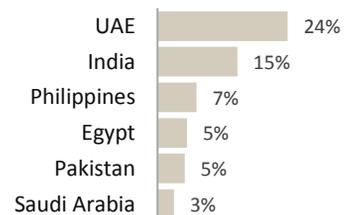
#### 5 Star



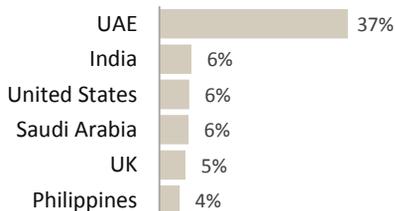
#### 4 Star



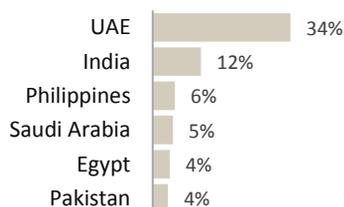
#### 3-1 Star



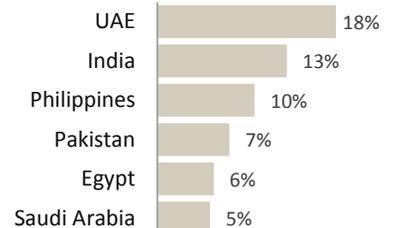
#### Deluxe



#### Superior



#### Standard



# OCTOBER 2018

## UPCOMING EVENTS



### NOVEMBER 2018



**Emirati Traditional Games Exhibition**

Nov 01, 2018 - Jul 01, 2019

Al Qattara Arts Centre, Al Ain

FREE CULTURE



**November at Warehouse421**

Nov 01 - Nov 30, 2018

Warehouse421, Abu Dhabi

FREE ARTS



**Abu Dhabi International Petroleum Exhibition and Conference 2018**

Nov 11 - Nov 15, 2018

Abu Dhabi National Exhibition Centre, Abu Dhabi

FREE BUSINESS



**Abu Dhabi Art 2018**

Nov 14 - Nov 17, 2018

Manarat Al Saadiyat, Abu Dhabi

TICKETED ARTS



**The Presidents Cup**

Nov 14 - Nov 17, 2018

Zayed Sports City, Abu Dhabi

FREE SPORTS



**Guggenheim Abu Dhabi: Talking Art Series**

Nov 15, 2018

Manarat Al Saadiyat, Saadiyat Island, Abu Dhabi

FREE ARTS

### DECEMBER 2018



**Professional Workshops at Qasr Muwajji**

Oct 23 - Dec 26, 2018

Qasr Al Muwajji, Al Ain

FREE CULTURE



**Year of Zayed Art Exhibit at Park Rotana**

Oct 28 - Dec 08, 2018

Park Rotana Abu Dhabi, Abu Dhabi

FREE ARTS



**Emirati Traditional Games Exhibition**

Nov 01, 2018 - Jul 01, 2019

Al Qattara Arts Centre, Al Ain

FREE CULTURE

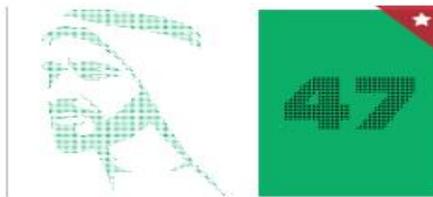


**Hundred Best Arabic Posters 100100 and Odysseus**

Nov 16 - Dec 31, 2018

Warehouse421, Abu Dhabi

FREE ARTS



**The Official 47th UAE National Day Celebration**

Dec 02, 2018

Zayed Sports City, Abu Dhabi

TICKETED CULTURE



**UIM F1H2O World Championship**

Dec 06 - Dec 08, 2018

Abu Dhabi Corniche, Abu Dhabi

FREE SPORTS

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

**Updated Hotel Classification System for Emirate’s Hotels Launched by the Department of Culture and Tourism – Abu Dhabi:** The Department of Culture and Tourism - Abu Dhabi (DCT Abu Dhabi) has unveiled improvements to its classification system for all hotels in the emirate, which will apply to all establishments from this point on, and are a further significant joint step in developing the emirate as a world-class destination. This process of evolving and improving the classification system is in direct response to consultation with hotel partners.



**Department of Culture and Tourism – Abu Dhabi concludes its 2018 Back to School Programme:** The Department has successfully concluded its ‘2018 Back to School Programme’, which was hosted by Abu Dhabi public libraries under the theme ‘Let's Prepare for a Splendid Year’. The programme ran from September 16th to October 5<sup>th</sup>.

**Odeon Tours operate first direct charter flight between Moscow and Abu Dhabi:** The Department has established a partnership with Odeon Tours following the news that the company has begun offering direct charter flights from Moscow to Abu Dhabi this autumn via Ural Airlines.



**First-ever Winners of the Extraordinary City Story Campaign Enjoy Grand Prize Tour of Abu Dhabi:** The winners of the first-ever Extraordinary City Story competition, which was organised by the Department in partnership with Manchester City, claimed their once-in-a-lifetime prize in October, as they were treated to a luxury tour of the UAE capital.

Father and son, Phillip and Elliot Seymour, from York in the UK, won the competition, which launched at the start of the 2017/18 season, by having their ‘extraordinary story’ of being Manchester City fans chosen out of the thousands of entries received. And with the top prize an ‘extraordinary’ trip to the emirate, the father and son duo claimed their prize and touched down in Abu Dhabi on October 27th for a five-day luxury break to explore the best the capital has to offer.

The Extraordinary City Story campaign forms part of a larger promotional campaign launched by DCT Abu Dhabi, which showcases the UAE capital as a location with a wealth of stories to share, where anyone who experiences the emirate gets to take away with them lifelong memories of unique experiences. Phil and Elliot’s itinerary was filled with extraordinary sights, sounds... and some City-themed surprises!

In parallel, Odeon Tours has also signed an agreement with Yas Experiences to offer tickets to Ferrari World Abu Dhabi as part of every package booked. Following the partnership, the expected number of visitors coming to Abu Dhabi through Odeon Tours from October 2018 to end of April 2019 is expected to exceed 10,000. An official welcoming ceremony took place in Abu Dhabi following the first flight’s arrival yesterday on 27th October. Yas Island sent over two characters from Ferrari world, “Berto” the bear and “Khalil” the camel to the arrivals hall at Abu Dhabi airport, and a performing Ayala band was also in attendance, organised by DCT to celebrate the commencement of Odeon Tours’ operations in Abu Dhabi.





**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:**

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