

Monthly Hotel Establishment Report

August and YTD August, 2017



27 September, 2017

Dear Hotel Partner,

As part of our ongoing commitment to share with you the latest information regarding the hospitality sector in Abu Dhabi, it gives me great pleasure to present highlights of August's Hotel Establishments' Performance Report.

Abu Dhabi sustained its growth in guest arrivals in August with 426,912 guests checking in to the emirate's 166 hotels and hotel apartments, representing a 13% increase over the same monthly period in 2016. Accordingly, the cumulative guest arrivals for the first eight months of the year have grown to reach over 3.1 million, maintaining a growth of 7% on the year.

August's double-digit percentage growth in visitors from India (24%), the USA (35%) and spectacular growth from our China market (68%), added to an increase from our Saudi Arabia market (9.9%). The month's UAE visitor arrivals total of 148,000 was also of note; these increases no doubt boosted by the Department of Culture and Tourism's annual Abu Dhabi Summer Season event, which ran from July 20th to August 20th.

The uplift from China was further underpinned by the lifting of visa restrictions at the beginning of the year, but it is clear that we are still experiencing pressure on key metrics from all regions on occupancy rates, average length of stay and revenue per available room.

The three regions of Abu Dhabi city, Al Ain and Al Dhafra all showed positive results, with Al Dhafra Region posting a 51% increase in guests arrivals compared to the corresponding month in 2016. The number of guest arrivals in Abu Dhabi city increased by 11%, with Al Ain Region showing a 20% increase for the same metric.

Guest nights in Abu Dhabi city and Al Ain were both in positive territory, but Al Dhafra posted a decrease in guest nights. For the month of September, we anticipate an increase in hotel guest arrivals in Al Ain, with the Al Ain Book Fair acting as the main catalyst.

Addressing the challenges of declining length of stay and revenues remains crucial to our strategy moving forward but we remain confident of being able to continue the increase in visitor numbers, with a number of key, high-profile events still to come in 2017, not least the globally-anticipated opening of Louvre Abu Dhabi. We believe this, in tandem with the emirate's annual Abu Dhabi Art event, will draw travellers interested in culture from across the world.

Over the coming months, we'll also be taking our promotional activities overseas, 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 India and China in October and to the UK in November, where your continued support gives us the opportunity to boost the emirate's appeal to international audiences.

Finally, the ninth annual Mastercard Global Destinations Cities Index has reported that Abu Dhabi is the fastest-growing destination city by international overnight visitors in the MENA region, posting an 18.9% increase between 2009 and 2016. The emirate retained this position as the fastest-growing city in the Middle East and Africa and is the fourth-fastest growing city globally, according to the report. These numbers are encouraging and I would like to thank you for your contribution in achieving this.

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



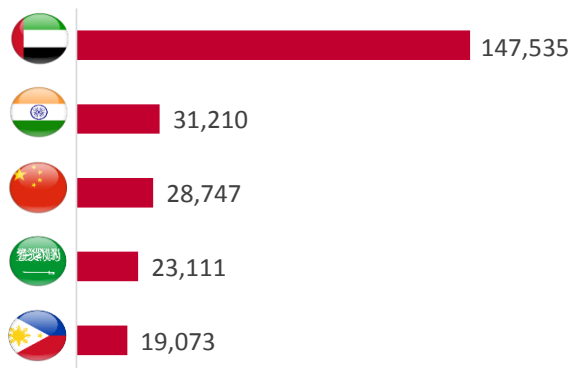
ABU DHABI HOTEL GUESTS

Hotel Guests

426,912 ▲ 13%

vs August 2016

Top 5 Nationalities (Hotel Guests)



HOSPITALITY SECTOR PERFORMANCE

Occupancy rate **65%** ▼ -7%

Average length of stay **2.37** ▼ -11%
Nights

Revenue per available room **174** ▼ -18%
AED

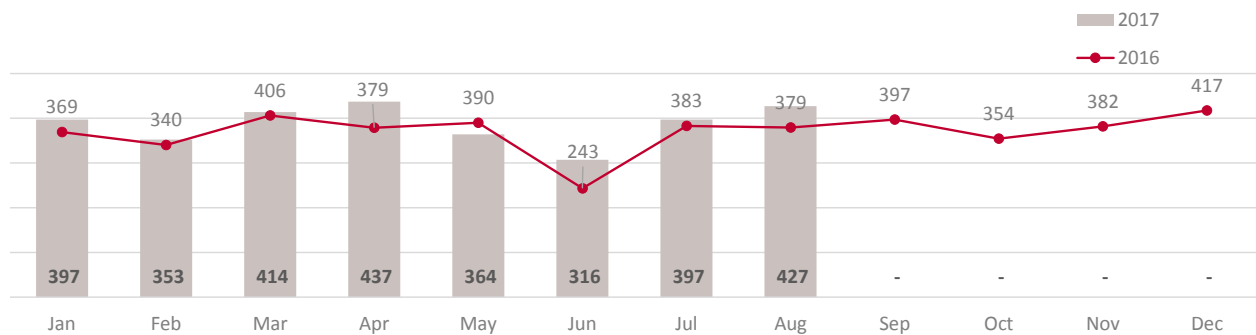
Hotel revenues **334** ▼ -11%
M AED

For description of the variables, please visit the glossary

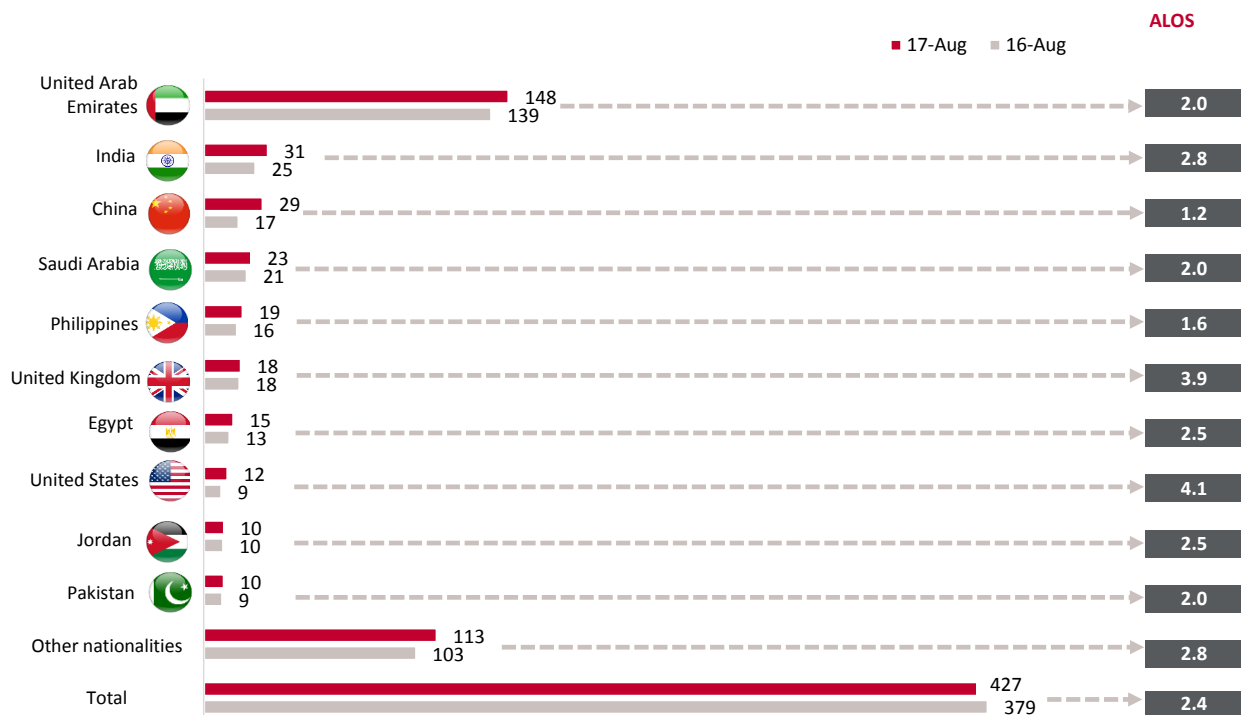




HOTEL GUESTS (thousands)



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**



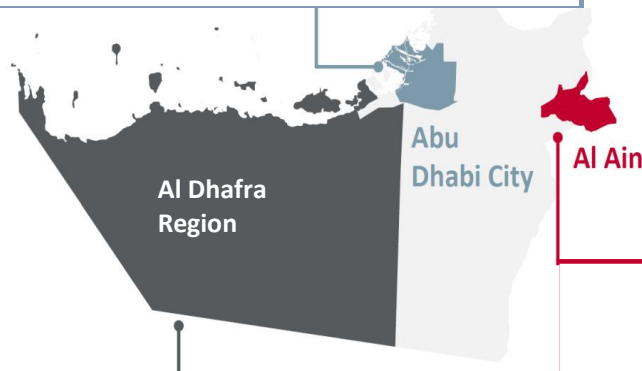
For description of the variables, please visit the glossary

HOSPITALITY SECTOR PERFORMANCE

KEY INDICATORS BY REGION

Compared to
August 2016

Actual Guest	371,869	11% ▲
Guest nights	908,899	1% ▲
ALOS, days	2.44	-10% ▼
Occupancy, %	66%	-5% ▼
Total revenues, M AED	298	-9% ▼
ARR, AED	264	-10% ▼
RevPAR, AED	175	-15% ▼



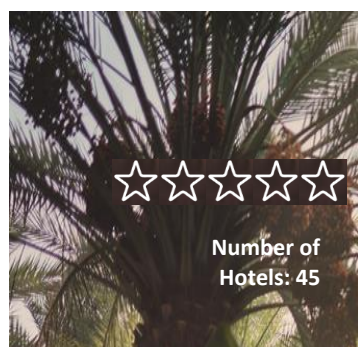
Actual Guest	45,995	20% ▲
Guest nights	84,557	5% ▲
ALOS, days	1.84	-12% ▼
Occupancy, %	63%	-14% ▼
Total revenues, M AED	27	-10% ▼
ARR, AED	289	-14% ▼
RevPAR, AED	182	-26% ▼

Actual Guest	9,048	51% ▲
Guest nights	19,746	-29% ▼
ALOS, days	2.18	-53% ▼
Occupancy, %	35%	-48% ▼
Total revenues, M AED	9	-50% ▼
ARR, AED	390	-23% ▼
RevPAR, AED	136	-59% ▼

For description of the variables, please visit the glossary

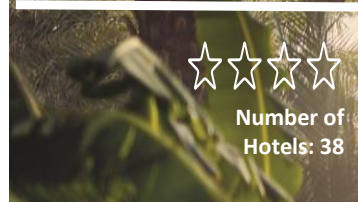
HOSPITALITY SECTOR PERFORMANCE

KEY INDICATORS PER HOTEL TYPE



Total room capacity 12,538
Occupancy 55%
ALOS 2.30 days
RevPAR 203 AED

Top 5 Nationalities



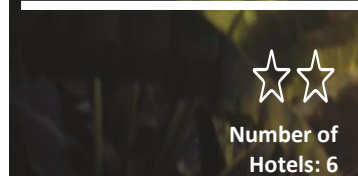
Total room capacity 7,782
Occupancy 72%
ALOS 1.83 days
RevPAR 146 AED

Top 5 Nationalities



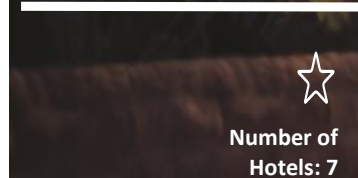
Total room capacity 3,601
Occupancy 67%
ALOS 1.92 days
RevPAR 122 AED

Top 5 Nationalities



Total room capacity 533
Occupancy 71%
ALOS 1.72 days
RevPAR 111 AED

Top 5 Nationalities



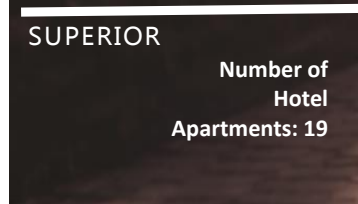
Total room capacity 559
Occupancy 77%
ALOS 2.18 days
RevPAR 117 AED

Top 5 Nationalities



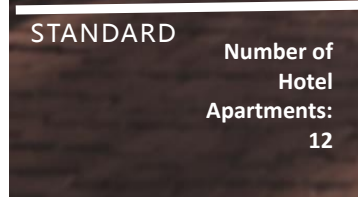
Total room capacity 3,216
Occupancy 77%
ALOS 7.44 days
RevPAR 233 AED

Top 5 Nationalities



Total room capacity 2,002
Occupancy 68%
ALOS 5.17 days
RevPAR 150 AED

Top 5 Nationalities



Total room capacity 709
Occupancy 69%
ALOS 4.06 days
RevPAR 136 AED

Top 5 Nationalities



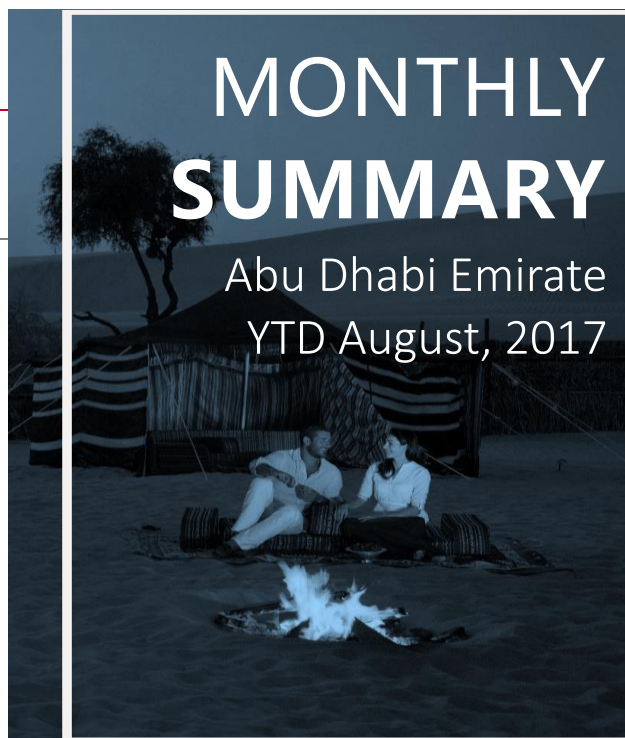
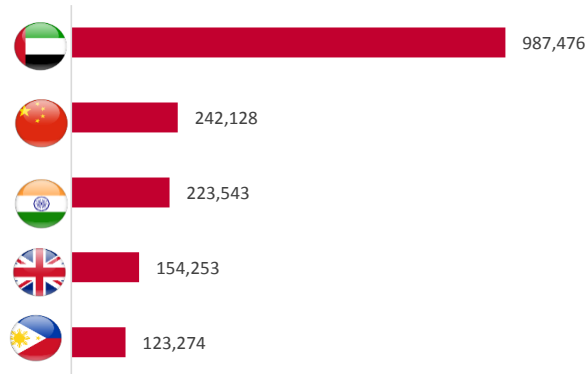
ABU DHABI HOTEL GUESTS

Hotel Guests

3,104,865 ▲ 7%

vs YTD August 2016

Top 5 Nationalities



MONTHLY SUMMARY

Abu Dhabi Emirate
YTD August, 2017



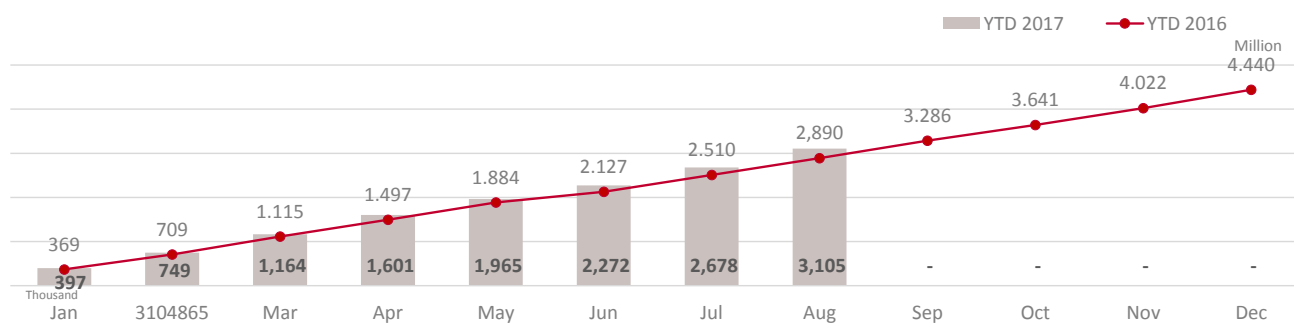
HOSPITALITY SECTOR PERFORMANCE

Occupancy rate	68%	▼ -5%
Average length of stay	2.52 nights	▼ -7%
Revenue per available room	233 AED	▼ -15%
Hotel revenues	3.435 Billion AED	▼ -11%

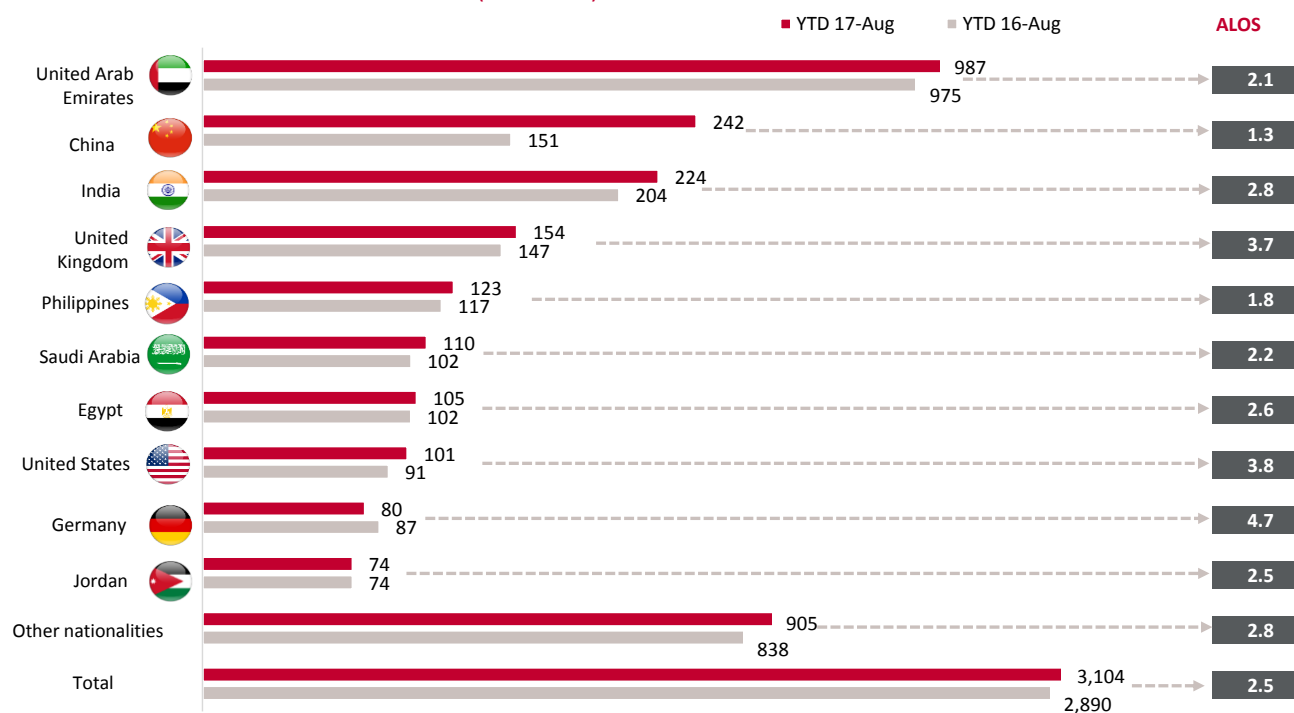
For description of the variables, please visit the glossary



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**



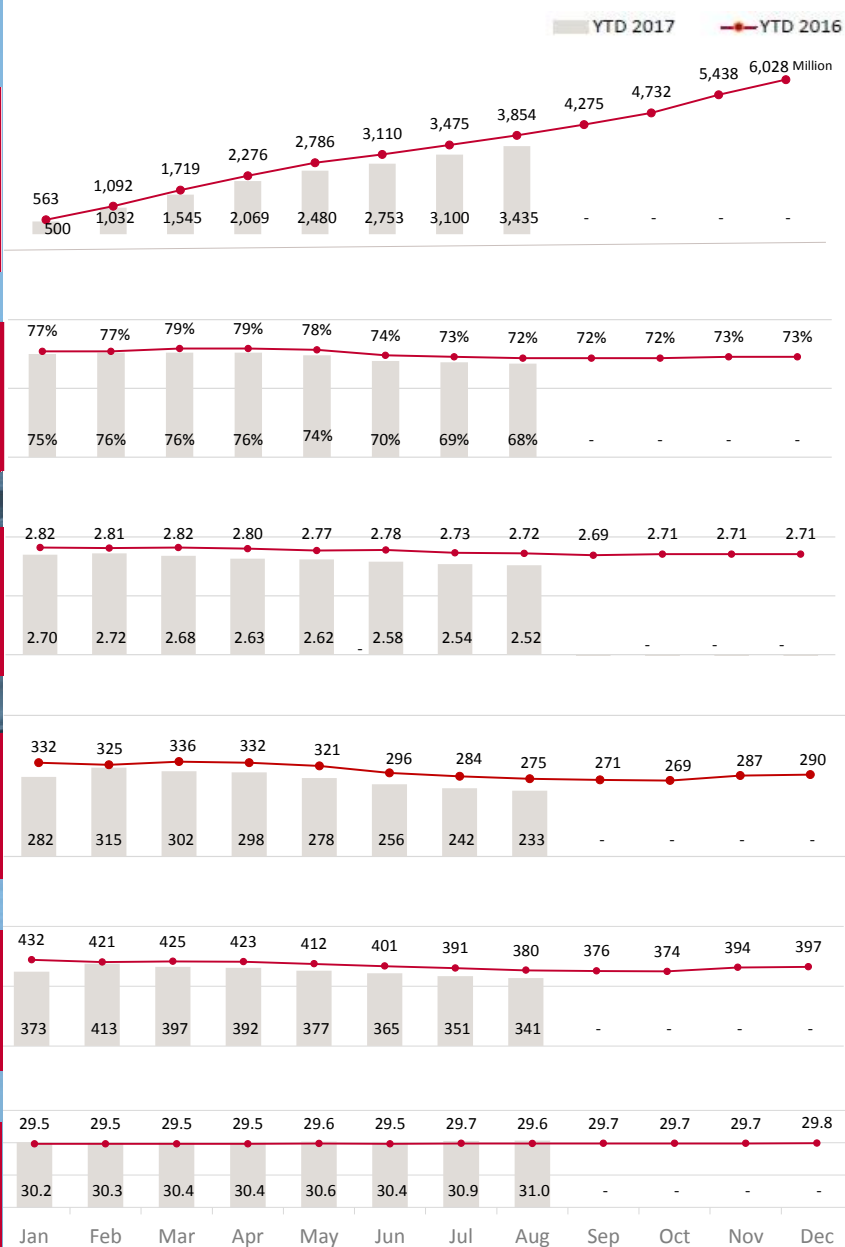
**RevPAR,
AED**



**ARR,
AED**



**Av. rooms,
thousands**

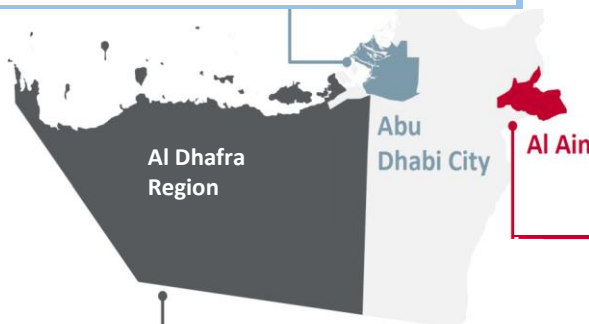


HOSPITALITY SECTOR PERFORMANCE

KEY INDICATORS BY REGION

Compared to
YTD Aug 2016

Actual Guest Arrivals	2,733,075	8% ▲
Guest nights	7,062,899	0% ►
ALOS, days	2.58	-7% ▼
Occupancy, %	70%	-4% ▼
Total revenues, M AED	3,089	-9% ▼
ARR, AED	336	-9% ▼
RevPAR, AED	236	-13% ▼



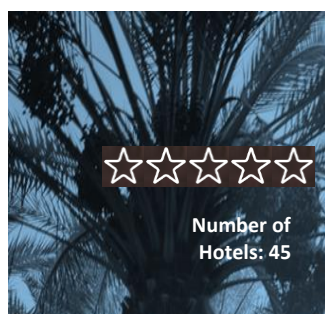
Actual Guest Arrivals	289,348	3% ▲
Guest nights	558,621	-2% ▼
ALOS, days	1.93	-5% ▼
Occupancy, %	59%	-12% ▼
Total revenues, M AED	215	-13% ▼
ARR, AED	320	-15% ▼
RevPAR, AED	188	-25% ▼

Actual Guest Arrivals	82,442	3% ▲
Guest nights	200,258	-21% ▼
ALOS, days	2.43	-23% ▼
Occupancy, %	47%	-29% ▼
Total revenues, M AED	131	-34% ▼
ARR, AED	539	-17% ▼
RevPAR, AED	253	-40% ▼

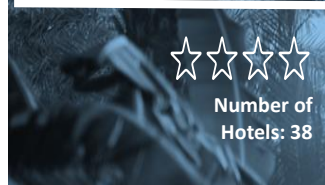
For description of the variables, please visit the glossary

HOSPITALITY SECTOR PERFORMANCE

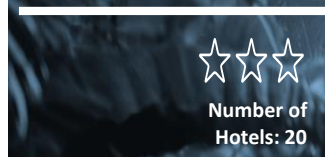
KEY INDICATORS PER HOTEL TYPE



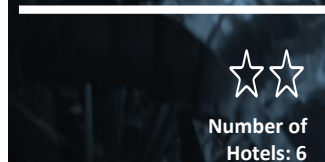
Total room capacity 12,538
Occupancy 61%
ALOS 2.38 days
RevPAR 309 AED



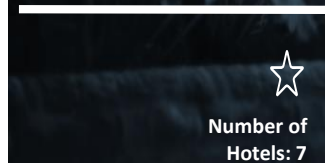
Total room capacity 7,782
Occupancy 74%
ALOS 1.94 days
RevPAR 181 AED



Total room capacity 3,601
Occupancy 69%
ALOS 2.17 days
RevPAR 151 AED



Total room capacity 533
Occupancy 76%
ALOS 2.24 days
RevPAR 131 AED



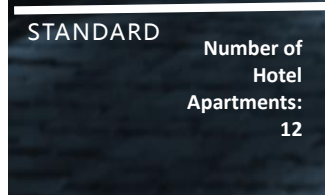
Total room capacity 559
Occupancy 75%
ALOS 1.83 days
RevPAR 138 AED



Total room capacity 3,216
Occupancy 77%
ALOS 7.15 days
RevPAR 254 AED



Total room capacity 2,002
Occupancy 72%
ALOS 5.39 days
RevPAR 172 AED



Total room capacity 709
Occupancy 71%
ALOS 3.94 days
RevPAR 150 AED



UPCOMING EVENTS

Oct
2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Start day Oct 1 to , Nov 30 2017 Top Archer Competition 📍 Abu Dhabi	2	3	4	5	6	Abu Dhabi Junior Aquathlon 1 📍 Abu Dhabi
8	9	10	11	12	13	14
15	16	17	Start day Oct 14 to , Oct 19 2017 World Skills Abu Dhabi 2017 📍 Abu Dhabi	19	20	Yas Marina Boat Festival 📍 Abu Dhabi
22	23	24	25	Smart Business Expo & India Trade Expo 📍 Abu Dhabi	27	28
29	30	31				

Nov
2017

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

TCA ABU DHABI NEWS

Louvre Abu Dhabi has announced it will open its doors to the public on 11th November this year. It is the first museum of its kind in the Arab world: a universal museum that focuses on shared human stories across civilizations and cultures. The opening celebrations will include a wide range of public programmes, including symposia, performances, concerts, dance, and visual arts by renowned contemporary and classical artists. The Pritzker Prize winning French architect, Jean Nouvel, has designed a museum city, or Arab medina, under a vast silvery dome. On display will be the museum's important collection of artworks, artefacts and loans from France's top museums.



Hajj: Memories of a Journey Exhibition

The *Hajj: Memories of a Journey* exhibition at Sheikh Zayed Grand Mosque celebrates the rich legacy of the spiritual journey of Hajj to the Sacred House of God in Mecca, through the display of more than 182 artefacts on loan from a range of institutions, as well as donations of personal Hajj memorabilia. It will open to the public from 20 September 2017 and run until 19 March 2018.



Music Programme: Leading contemporary Arab and Western classical musicians from around the world will perform in the emirate during a new, eight-month-long Music Programme. The programme, which includes Abu Dhabi Classics (running from October 2017 to May 2018), Umsiyat (January 2018), a Bait Al Oud Concert Series and the Emirati Music Series (both year-round music programmes), attracts some of the world's best musicians and orchestras into Abu Dhabi. Alongside the concerts, performances and renditions from world renowned musicians in prestigious venues across the emirate, there will also be a vibrant public programme that will include talks, masterclasses and lectures to be organised across Abu Dhabi.



Visitor Figures: Abu Dhabi achieved 4% uplift in hotel guest arrivals last month compared to July 2016 with almost 400,000 guests pushing the cumulative guest arrivals for the first seven months of the year to over 2.6 million, maintaining a growth of 7% on the year. The latest report shows that 396,548 guests checked into the emirate's 164 hotels and hotel apartments in July delivering 928,502 guest nights, with occupancy coming in at 63%. All three regions of the Emirate – Abu Dhabi city, Al Ain and Al Dhafra – posted guest arrival increases on the back of strong domestic tourism visitors from within the UAE, with the 138,273 arrivals accounting for 35% of all monthly visits.

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:

All rights reserved. Report content is based on available information at the time of publishing and is subject to change without notice when more accurate or complete data is available