



هيئة أبوظبي للسياحة والثقافة
ABU DHABI TOURISM & CULTURE AUTHORITY

Monthly Hotel Establishments Report Abu Dhabi Emirate

March & Year to Date (January - March)

2015

587
5203
07164932150



Hotel Establishment Statistics

Abu Dhabi Emirate

Rooms Summary

March 2015	Hotels & Apartments	Rooms (Total Inventory)	Share %
Hotel Establishments	161	28,726	100%
Hotels	103	22,360	78%
5 Star	36	10,433	
4 Star	28	6,493	
3 Star	24	4,156	
2 Star	5	599	
1 Star	10	679	
Hotel Apartments	58	6,366	22%
Deluxe	19	2,965	
Superior	22	2,475	
Standard	17	926	

Hotels Opened during March 2015:

None

Please Note:

Due to an up-grade and down-grade of some hotel establishment classifications during the last month, the total rooms of certain categories have changed. In addition, one hotel have amended the total number of rooms available as part of their inventory. This change has also been reflected in the table above.

Hotel Establishment Statistics

Abu Dhabi Emitare

Hotel Establishments Executive Summary

March 2015

- March 2015 showed an increase of 20% in guest arrivals when compared to last year, with the total number of hotel guest arrivals at 353,812.
- The number of hotel guest nights increased by 11% to 1,010,485 guest nights in March 2014.
- The average length of stay for March 2015 decreased by 7% in comparison to March 2014.
- Hotel occupancy increased by 0.4% to 80% in comparison to last year.
- Total revenue for hotel establishments recorded 10% increase for March 2015 (AED 610 Million), room revenue increased by 10%, while food & beverage revenue increased by 4% compared to last year.

Hotel Establishment Statistics

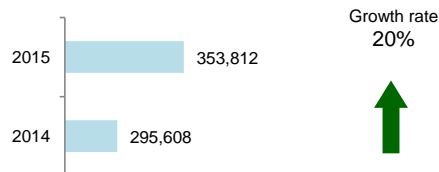
Abu Dhabi Emirate

Hotel Establishments Main Indicators Summary

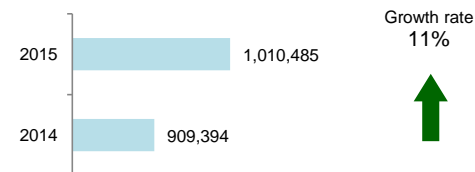
March 2015

Indicator	Month of March		
	2015	2014	Growth Rate %
Actual Guest Arrivals	353,812	295,608	20% ▲
Guest Nights	1,010,485	909,394	11% ▲
Room Nights	697,493	637,023	9% ▲
Average Length of Stay	2.86	3.08	-7% ▼
Occupancy Rate %	80%	80%	0.4% ▲
Room Revenue	317,427,093	287,837,873	10% ▲
Food & Beverages	220,241,771	211,391,341	4% ▲
Other Revenue	73,194,700	57,607,970	27% ▲
Total Revenue	610,863,565	556,837,184	10% ▲
ARR	447	448	-0.3% ▼
REV PAR	357	357	0.1% ▲

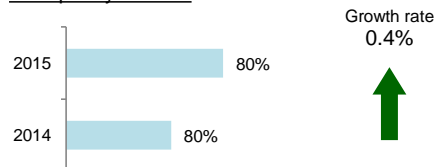
Actual Guest Arrivals



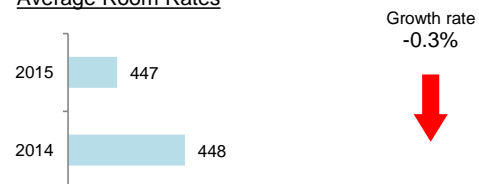
Guestnights



Occupancy Rate %



Average Room Rates























Hotel Establishment- Guests' by Nationality

Abu Dhabi Emirate

Top 10 Nationalities

March 2015

		Share %	Growth%	Guests		Average Length of Stay
1	UAE	32%	21% ▲	 114,373		2.19
2	UK	6%	25% ▲	 21,668		3.95
3	Germany	5%	32% ▲	 19,024		3.75
4	India	5%	2% ▲	 18,884		3.94
5	China	5%	82% ▲	 17,634		1.54
6	KSA	5%	61% ▲	 17,598		2.28
7	US	4%	42% ▲	 15,463		4.12
8	Philippines	3%	12% ▲	 9,268		2.18
9	Egypt	3%	-9% ▼	 9,123		3.04
10	France	2%	20% ▲	 6,849		3.10

Total Hotel Establishment Guests 353,812



Hotel Establishment- Guests' by Nationality

Abu Dhabi Emirate

Top 25 Nationalities

March 2015

Rank	Nationality	Guest Arrivals			Guestnights			Average Length of Stay		
		2015	2014	Growth Rate %	2015	2014	Growth Rate %	2015	2014	Growth Rate %
1	UAE	114,373	94,325	21% ▲	250,256	210,174	19% ▲	2.19	2.23	-2% ▼
2	UK	21,668	17,292	25% ▲	85,652	77,372	11% ▲	3.95	4.47	-12% ▼
3	Germany	19,024	14,413	32% ▲	71,409	67,657	6% ▲	3.75	4.69	-20% ▼
4	India	18,884	18,579	2% ▲	74,412	68,907	8% ▲	3.94	3.71	6% ▲
5	China	17,634	9,682	82% ▲	27,164	16,474	65% ▲	1.54	1.70	-9% ▼
6	KSA	17,598	10,940	61% ▲	40,189	23,841	69% ▲	2.28	2.18	5% ▲
7	US	15,463	10,878	42% ▲	63,682	51,241	24% ▲	4.12	4.71	-13% ▼
8	Philippines	9,268	8,308	12% ▲	20,241	24,986	-19% ▼	2.18	3.01	-27% ▼
9	Egypt	9,123	9,973	-9% ▼	27,691	28,000	-1% ▼	3.04	2.81	8% ▲
10	France	6,849	5,716	20% ▲	21,212	18,897	12% ▲	3.10	3.31	-6% ▼
11	Jordan	6,700	7,007	-4% ▼	18,762	18,602	1% ▲	2.80	2.65	5% ▲
12	Italy	5,986	5,250	14% ▲	24,193	21,642	12% ▲	4.04	4.12	-2% ▼
13	Pakistan	5,723	5,351	7% ▲	14,827	14,010	6% ▲	2.59	2.62	-1% ▼
14	Syria	4,662	4,860	-4% ▼	9,959	11,299	-12% ▼	2.14	2.32	-8% ▼
15	Oman	4,417	3,651	21% ▲	7,945	7,382	8% ▲	1.80	2.02	-11% ▼
16	Canada	3,582	3,003	19% ▲	13,460	12,759	5% ▲	3.76	4.25	-12% ▼
17	Russia	3,206	3,335	-4% ▼	11,827	21,238	-44% ▼	3.69	6.37	-42% ▼
18	Lebanon	3,053	3,322	-8% ▼	9,787	11,220	-13% ▼	3.21	3.38	-5% ▼
19	Australia	2,964	2,877	3% ▲	11,065	10,700	3% ▲	3.73	3.72	0.4% ▲
20	Ireland	2,321	1,699	37% ▲	8,194	6,246	31% ▲	3.53	3.68	-4% ▼
21	Switzerland	2,257	1,732	30% ▲	8,120	7,754	5% ▲	3.60	4.48	-20% ▼
22	Netherlands (Holland)	2,197	2,355	-7% ▼	8,029	8,056	0% ▼	3.65	3.42	7% ▲
23	Qatar	2,040	2,511	-19% ▼	4,743	5,480	-13% ▼	2.33	2.18	7% ▲
24	Kuwait	2,033	1,962	4% ▲	5,277	4,896	8% ▲	2.60	2.50	4% ▲
25	Austria	2,000	1,035	93% ▲	8,375	5,003	67% ▲	4.19	4.83	-13% ▼



Hotel Establishment Statistics

Abu Dhabi Emitare

Hotel Establishments Executive Summary

Year To Date (January - March)2015

- The number of guests showed an increase of 20% in year to date (Jan- Mar) 2015 when compared to last year, with the total number of hotel guest arrivals at 1,001,109.
- The number of hotel guest nights increased by 11% to 2,873,237 guest nights .
- The average length of stay for year to date decreased by 7% in comparison to same period of 2014.
- Hotel occupancy increased by (0.3%) to 79% in comparison to last year.
- Total revenue for hotel establishments recorded 14% increase (AED 1,811 Billion), room revenue increased by 19%, while food & beverage revenue increased by 4% .

Hotel Establishment Statistics

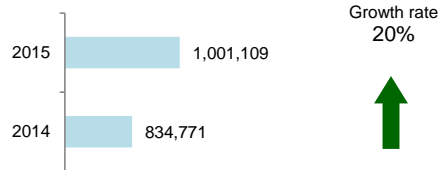
Abu Dhabi Emirate

Hotel Establishments Main Indicators Summary

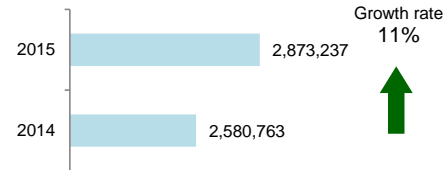
Year To Date (January - March) 2015

Indicator	Year To Date (January-March)		
	2015	2014	Growth Rate %
Actual Guest Arrivals	1,001,109	834,771	20% ▲
Guest Nights	2,873,237	2,580,763	11% ▲
Room Nights	1,997,558	1,815,037	10% ▲
Average Length of Stay	2.87	3.09	-7% ▼
Occupancy Rate %	79%	79%	0.3% ▲
Room Revenue	988,208,162	831,425,004	19% ▲
Food & Beverages	618,277,713	595,419,962	4% ▲
Other Revenue	204,988,748	158,757,098	29% ▲
Total Revenue	1,811,474,623	1,585,602,065	14% ▲
ARR	484	455	6% ▲
REV PAR	384	360	7% ▲

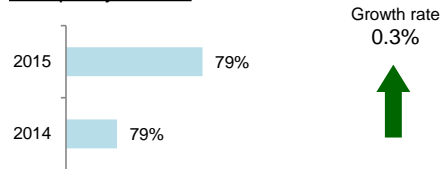
Actual Guest Arrivals



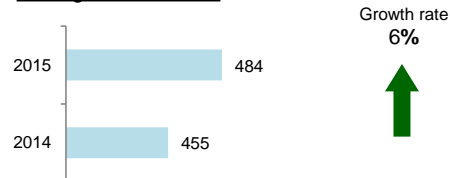
Guestnights



Occupancy Rate %



Average Room Rates

























Hotel Establishment- Guests' by Nationality

Abu Dhabi Emirate

Top 10 Nationalities

Year To Date (January - March) 2015

		Share %	Growth%	Guests	Average Length of Stay
1	UAE	32%	22% ▲	 319,409	 2.31
2	China	6%	99% ▲	 64,098	 1.43
3	UK	6%	16% ▲	 57,676	 4.08
4	India	6%	11% ▲	 56,000	 3.84
5	Germany	5%	23% ▲	 45,357	 3.93
6	US	4%	37% ▲	 42,544	 4.18
7	KSA	4%	49% ▲	 39,285	 2.23
8	Egypt	3%	3% ▲	 27,443	 2.88
9	Philippines	3%	14% ▲	 26,325	 2.18
10	Jordan	2%	2% ▲	 19,237	 2.94

Total Hotel Establishment Guests

1,001,109



Hotel Establishment- Guests' by Nationality

Abu Dhabi Emirate

Top 25 Nationalities

Year To Date (January - March) 2015

Rank	Nationality	Guest Arrivals			Guestnights			Average Length of Stay		
		2015	2014	Growth Rate %	2015	2014	Growth Rate %	2015	2014	Growth Rate %
1	UAE	319,409	260,755	22% ▲	739,036	603,120	23% ▲	2.31	2.31	0% ▼
2	China	64,098	32,259	99% ▲	91,449	50,253	82% ▲	1.43	1.56	-8% ▼
3	UK	57,676	49,720	16% ▲	235,551	213,705	10% ▲	4.08	4.30	-5% ▼
4	India	56,000	50,291	11% ▲	215,110	196,208	10% ▲	3.84	3.90	-2% ▼
5	Germany	45,357	36,921	23% ▲	178,455	172,783	3% ▲	3.93	4.68	-16% ▼
6	US	42,544	31,106	37% ▲	177,717	145,535	22% ▲	4.18	4.68	-11% ▼
7	KSA	39,285	26,442	49% ▲	87,664	58,892	49% ▲	2.23	2.23	0% ▲
8	Egypt	27,443	26,622	3% ▲	79,025	74,157	7% ▲	2.88	2.79	3% ▲
9	Philippines	26,325	23,006	14% ▲	57,423	68,775	-17% ▼	2.18	2.99	-27% ▼
10	Jordan	19,237	18,814	2% ▲	56,504	52,173	8% ▲	2.94	2.77	6% ▲
11	France	17,882	16,738	7% ▲	59,020	55,890	6% ▲	3.30	3.34	-1% ▼
12	Pakistan	16,852	15,326	10% ▲	44,527	41,857	6% ▲	2.64	2.73	-3% ▼
13	Oman	16,381	13,125	25% ▲	27,572	26,137	5% ▲	1.68	1.99	-15% ▼
14	Italy	16,097	14,809	9% ▲	66,898	63,138	6% ▲	4.16	4.26	-3% ▼
15	Syria	12,736	13,219	-4% ▼	26,243	29,791	-12% ▼	2.06	2.25	-9% ▼
16	Australia	10,328	9,448	9% ▲	35,817	33,562	7% ▲	3.47	3.55	-2% ▼
17	Canada	9,972	8,773	14% ▲	37,066	38,307	-3% ▼	3.72	4.37	-15% ▼
18	Russia	8,502	9,301	-9% ▼	36,476	57,298	-36% ▼	4.29	6.16	-30% ▼
19	Lebanon	8,376	8,929	-6% ▼	26,899	29,912	-10% ▼	3.21	3.35	-4% ▼
20	Kuwait	7,807	7,344	6% ▲	19,181	18,751	2% ▲	2.46	2.55	-4% ▼
21	Qatar	7,136	8,804	-19% ▼	15,344	18,291	-16% ▼	2.15	2.08	3% ▲
22	Switzerland	6,630	5,097	30% ▲	23,685	20,301	17% ▲	3.57	3.98	-10% ▼
23	Netherlands (Ho	6,446	7,049	-9% ▼	23,205	24,509	-5% ▼	3.60	3.48	4% ▲
24	Ireland	5,768	4,758	21% ▲	21,664	17,570	23% ▲	3.76	3.69	2% ▲
25	Austria	5,319	3,341	59% ▲	24,475	16,473	49% ▲	4.60	4.93	-7% ▼



Hotel Establishment- Executive Summary

Abu Dhabi City

Main Indicators Summary

Indicator	Month of March			Year To Date (January-March)		
	2015	2014	Growth Rate %	2015	2014	Growth Rate %
Actual Guest Arrivals	308,625	257,324	20% ▲	870,959	719,762	21% ▲
Guest Nights	913,802	822,347	11% ▲	2,586,266	2,318,442	12% ▲
Room Nights	633,476	582,006	9% ▲	1,810,613	1,649,972	10% ▲
Average Length of Stay	2.96	3.20	-8% ▼	2.97	3.22	-8% ▼
Occupancy Rate %	81%	81%	0% ►	80%	80%	0% ▲
Total Revenue	548,482,441	499,089,911	10% ▲	1,629,251,812	1,414,562,161	15% ▲
ARR	437	438	-0.3% ▼	477	443	8% ▲
REV PAR	355	355	-0.1% ▼	383	356	8% ▲

Indicator	Month of March			Year To Date (January-March)		
	2015	2014	Growth Rate %	2015	2014	Growth Rate %
Actual Guest Arrivals	31,520	29,255	8% ▲	97,720	88,396	11% ▲
Guest Nights	65,038	60,483	8% ▲	195,275	184,710	6% ▲
Room Nights	42,420	37,415	13% ▲	124,068	113,817	9% ▲
Average Length of Stay	2.06	2.07	0% ►	2.00	2.09	-4% ▼
Occupancy Rate %	71%	66%	8% ▲	72%	68%	5% ▲
Total Revenue	32,137,183	30,106,434	7% ▲	93,458,860	89,515,027	4% ▲
ARR	400	415	-4% ▼	403	425	-5% ▼
REV PAR	283	273	4% ▲	288	290	-1% ▼

Indicator	Month of March			Year To Date (January-March)		
	2015	2014	Growth Rate %	2015	2014	Growth Rate %
Actual Guest Arrivals	13,667	9,029	51% ▲	32,430	26,613	22% ▲
Guest Nights	31,645	26,564	19% ▲	91,696	77,611	18% ▲
Room Nights	21,597	17,602	23% ▲	62,877	51,248	23% ▲
Average Length of Stay	2.32	2.94	-21% ▼	2.83	2.92	-3% ▼
Occupancy Rate %	65%	69%	-6% ▼	67%	69%	-2% ▼
Total Revenue	30,243,940	27,640,839	9% ▲	88,763,951	81,524,877	9% ▲
ARR	841	865	-3% ▼	842	895	-6% ▼
REV PAR	544	593	-8% ▼	566	616	-8% ▼

Hotel Establishment Statistics

Terms and Definitions

Actual Guest arrivals:

The number of registered guest arrivals (checked-in) including those who occupied complimentary or non-revenue generating rooms either for day-stay or overnight stay.

Guest nights:

The number of nights all guests spent in the hotel regardless of the type of rooms they occupy (single, double, twin, suite, etc)

Room nights:

The number of nights a guestroom is occupied regardless of the number of persons occupying the room.

Total Hotel Inventory:

The total hotel room inventory or hotel room capacity which include all rooms that are available for sale, out-of-order rooms, out-of-service rooms and those utilized for 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.)

Occupied Rooms:

Number of rooms used daily including complimentary and house use.

Room revenue:

The revenue generated by the hotel by the sold rooms including service charge and taxes.

Food and beverage revenue:

The revenue generated by the Hotel from Restaurants, F&B room service and other activities related to food services including service charge and taxes.

Other revenue:

Other services generated by the hotel that falls outside the room revenue and food & beverage revenue category including service charge and taxes.

Total revenue:

The revenue generated by the hotel from all its operation including service charge and taxes.

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 rooms sold. Also called average daily rate or ADR.

(Note: Should be based on paid rooms only) excluding complimentary and house use but including service

RevPAR:

A calculation used in the hotel industry that measures revenue per available room (total rooms in hotel minus out of service rooms)



Hotel Establishment Statistics

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