

# HOTEL REPORT

JANUARY 2018





Dear Friends,

As we enter what we intend to be yet another record-breaking year for visitor numbers, I am pleased to share with you January's Hotel Establishments' Performance Report which, as you will see, has already established a solid foundation for us to build on in 2018.

One month in, we can report a 7.4% increase in the number of hotel guests staying in Abu Dhabi compared with January 2017. In total, 437,228 hotel guests stayed in Abu Dhabi's 162 hotels and hotel apartments. This represents an increase of more than 30,000 compared to January 2017.

As we look at that figure across the emirate, we can report that each region's metrics were in positive territory; Abu Dhabi up by 6.3%, Al Ain up by 7% and Al Dhafra up by an impressive 17.3%.

However, on a note of caution, Occupancy Rates declined in January in both Al Ain (by more than 11%) and Al Dhafra (by more than 42%) regions, with only Abu Dhabi posting an increase (2.2%). The Average Length of Stay metric was soft in all three regions as well, only fractionally in Abu Dhabi (0.2%), but more significantly in Al Ain (2.7%) and Al Dhafra (40.2%).

Breaking down the demographics on our most frequent visitors, the latest figures show that the USA and India accounted for the biggest numerical rises, with the US posting a 36.1% surge in visitors compared to last year, and India posting a 31.5% increase. Numbers were also healthy from the UK, Saudi Arabia and China, with a more than 19% increase in visitation from the UK, a 15.4% boost in Saudi visitors and 10.7% more Chinese visiting compared to last January also.

As we head further into 2018, we expect our most recent assets such as Louvre Abu Dhabi to prove a catalyst for sustained growth in visitor numbers as we look to follow the record-breaking 2017 with a similarly impressive 12 months.

As ever, we look forward to keeping you updated over the coming months.

Yours sincerely,

Yours sincerely,

Saif Saeed Ghobash  
Director General, Department of Culture & Tourism

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# JANUARY 2018

## OVERALL PERFORMANCE



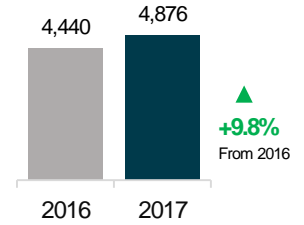
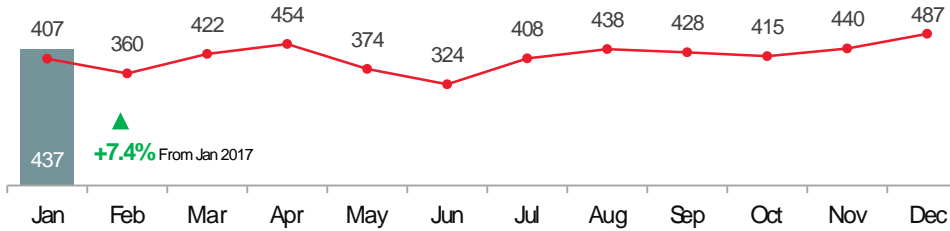
■ 2017 ■ 2018

162 Hotels with 30,896 rooms

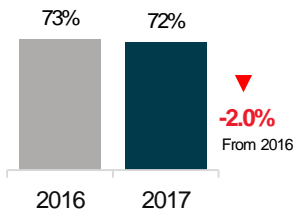
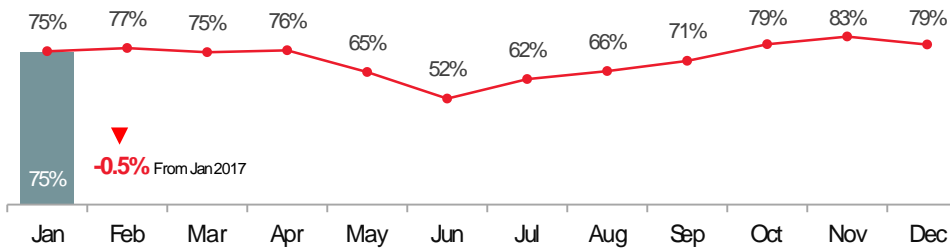
■ FULL YEAR 2016

■ FULL YEAR 2017

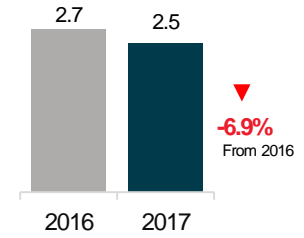
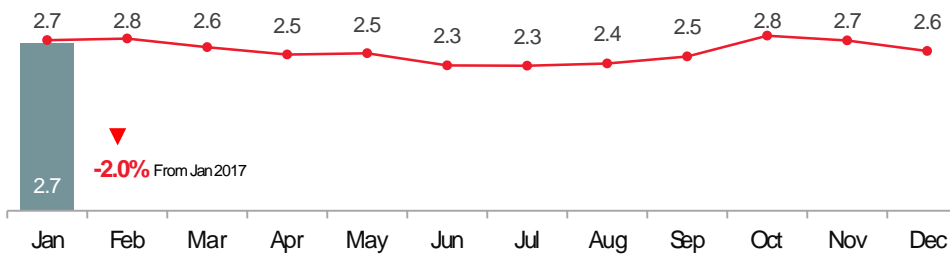
### HOTEL GUESTS (000)\*



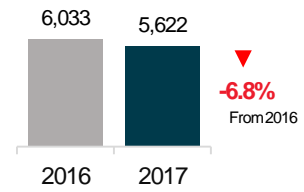
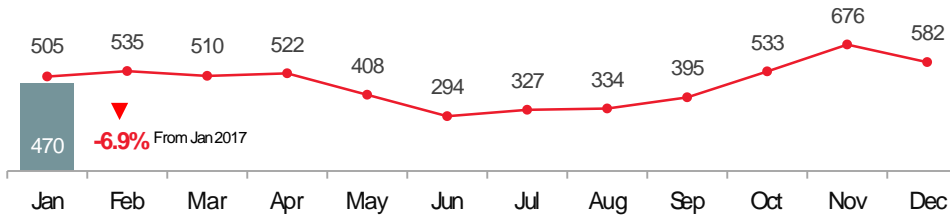
### OCCUPANCY RATE



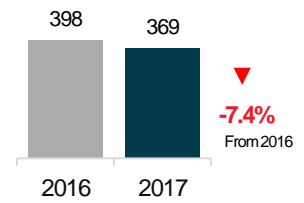
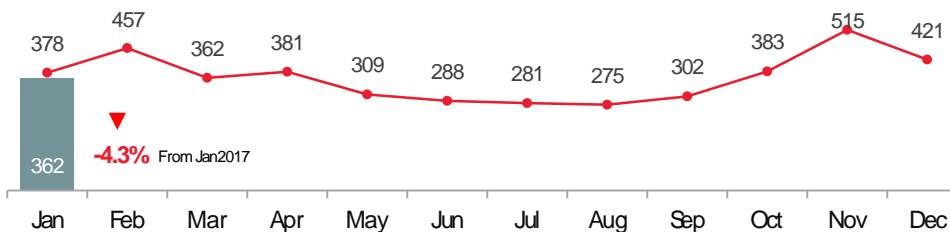
### AVERAGE LENGTH OF STAY (ALOS-DAYS)\*



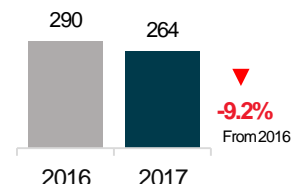
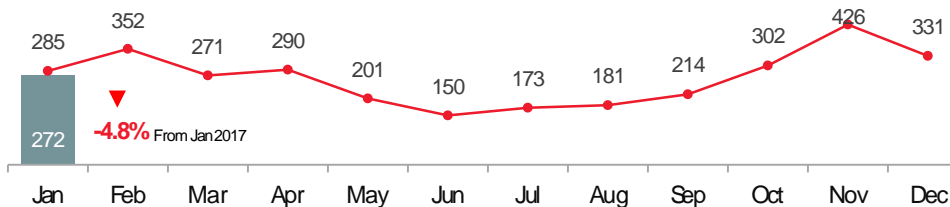
### HOTEL TOTAL REVENUE (MILLION UAE)



### AVERAGE ROOM RATE (UAE)



### REVENUE PER AVAILABLE ROOM (UAE)





437,228

HOTEL GUESTS\*

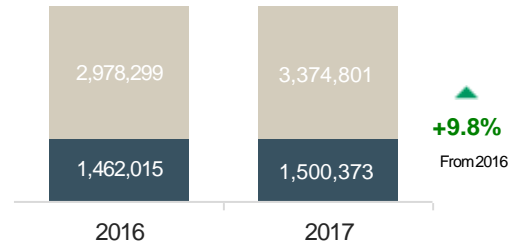
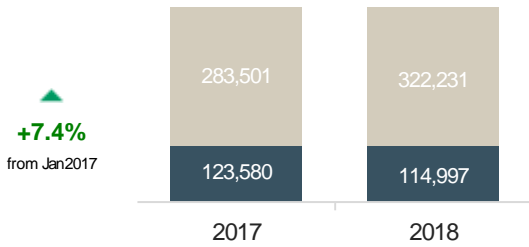
UAE Non UAE

JANUARY 2018

FULL YEAR 2017 vs 2016

4,875,499

HOTEL GUESTS\*



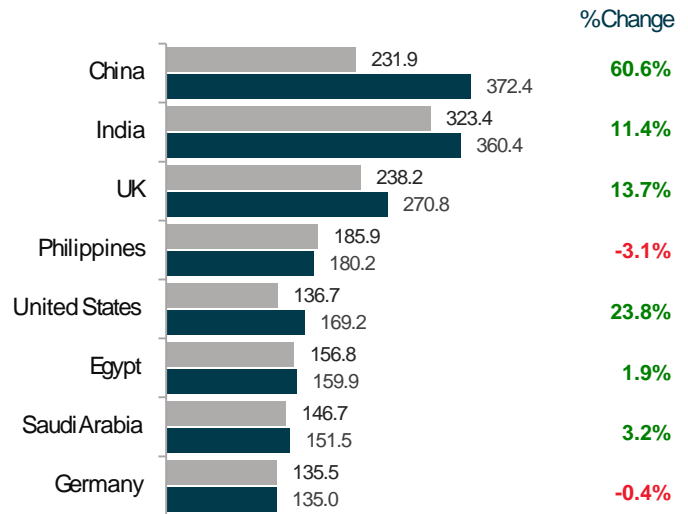
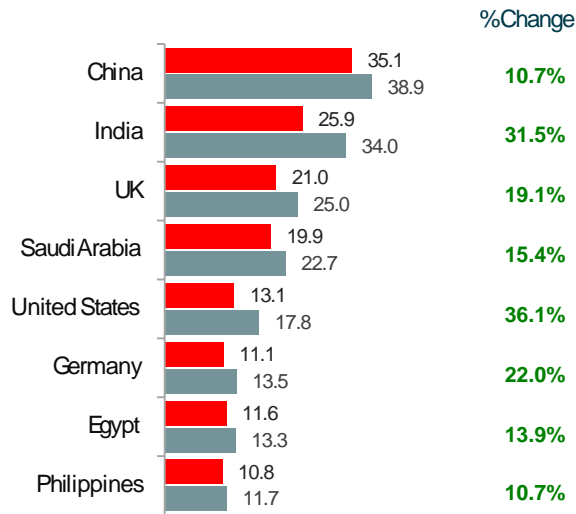
+7.4%  
from Jan 2017

+9.8%  
From 2016

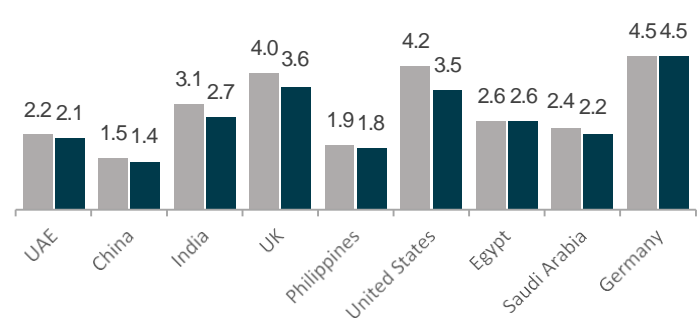
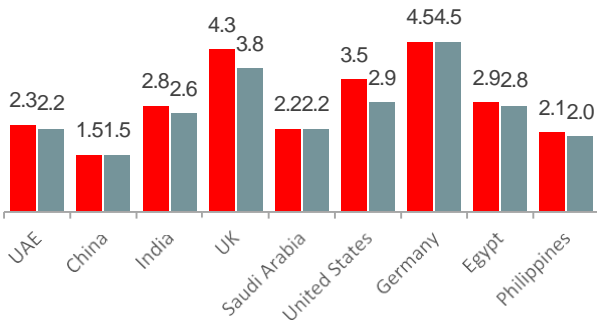
2017 2018

TOP NON-UAE NATIONALITIES (000)\*

2016 FULL YEAR 2017 FULL YEAR



ALOS BY NATIONALITY (DAYS)\*

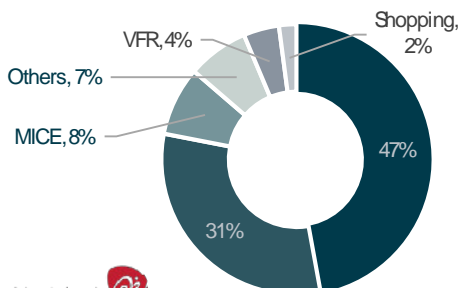


\* Numbers may be subject to revisions due to further data updates.

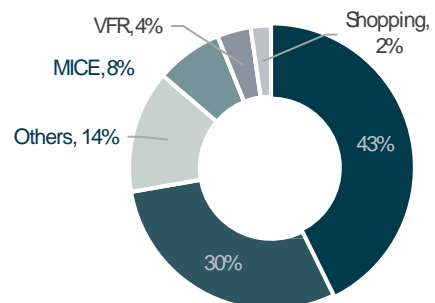
TRIP MAIN PURPOSE

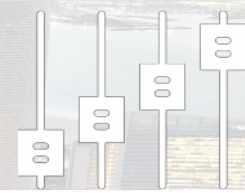
Vacations Business MICE VFR Shopping Others

JAN 2018



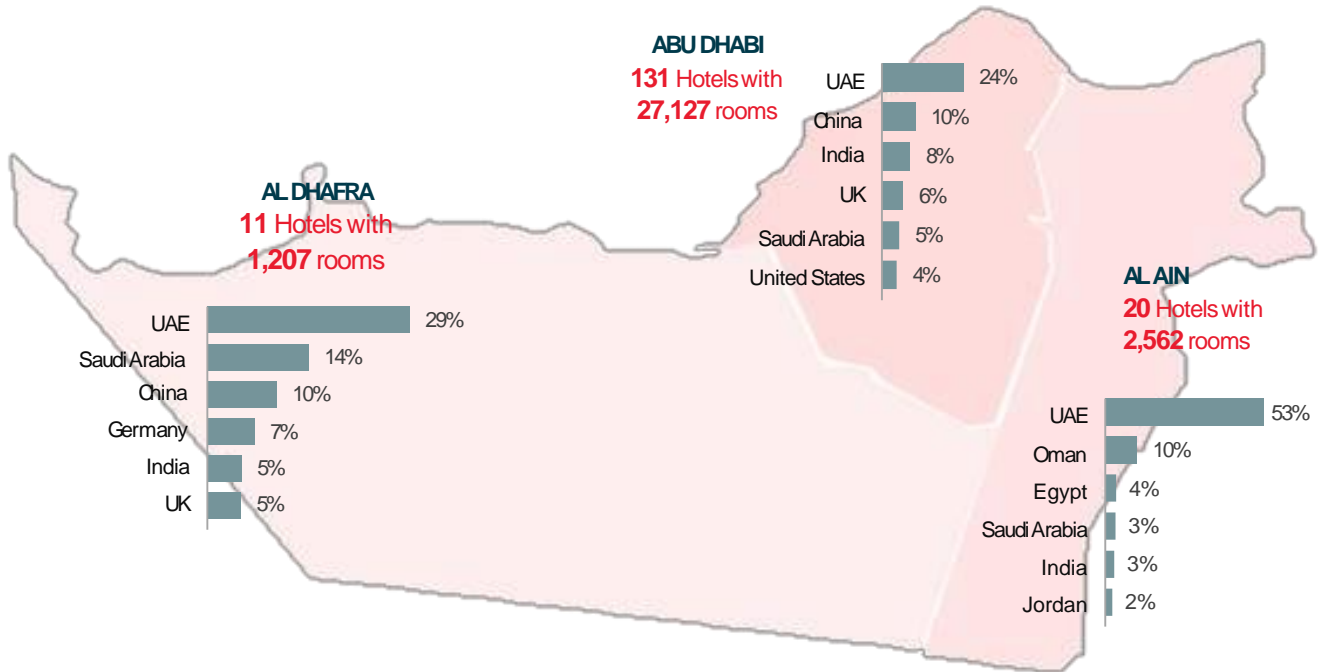
FULL YEAR 2017





JANUARY 2018	ABU DHABI		AI AIN		AI DHAFRA	
	Actual Jan 2018	%Change Jan 2018 vs 2017	Actual Jan 2018	%Change Jan 2018 vs 2017	Actual Jan 2018	%Change Jan 2018 vs 2017
GUESTS*	387,913	6.3% ▲	37,388	7.0% ▲	11,927	17.3% ▲
OCCUPANCY RATE	78%	2.2% ▲	59%	-11.2% ▼	41%	-42.6% ▼
ALOS DAYS*	2.8	-0.2% ▼	2.0	-2.7% ▼	2.0	-40.2% ▼
REVENUES (M AED)	425.6	-6.8% ▼	25.6	-12.6% ▼	18.5	-4.9% ▼
ARR (AED)	358	-5.0% ▼	302	-13.4% ▼	742	69.6% ▲
REVPAR (AED)	279	-3.0% ▼	179	-23.1% ▼	306	-2.7% ▼

### SUPPLY AND TOP NATIONALITIES JANUARY 2018



FULL YEAR 2017	ABU DHABI		AI AIN		AI DHAFRA	
	Actual 2017	%Change 2017 vs 2016	Actual 2017	%Change 2017 vs 2016	Actual 2017	%Change 2017 vs 2016
GUESTS*	4,295,030	10.3% ▲	450,328	5.5% ▲	130,180	8.2% ▲
OCCUPANCY RATE	74%	-0.1% ▼	59%	-10.3% ▼	46%	-31.9% ▼
ALOS DAYS*	2.6	-6.6% ▼	1.9	-4.2% ▼	2.5	-24.4% ▼
REVENUES (M AED)	5,081.4	-5.1% ▼	328.1	-11.1% ▼	212.5	-31.9% ▼
ARR (AED)	366	-6.0% ▼	321	-14.5% ▼	612	-7.6% ▼
REVPAR (AED)	269	-6.1% ▼	190	-23.3% ▼	283	-37.0% ▼



45 HOTELS  
12,717 ROOMS



37 HOTELS  
7,679 ROOMS



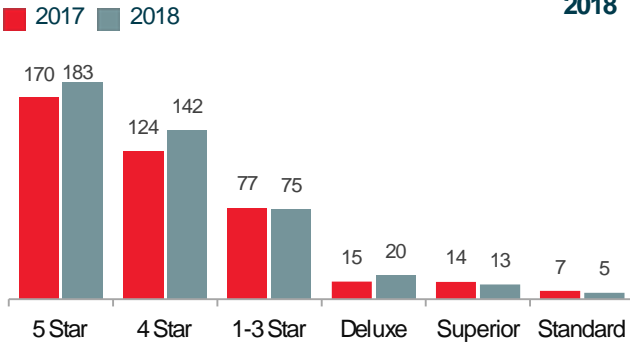
33 HOTELS  
4,651 ROOMS

**DELUXE**  
19 HOTELS  
3,329 ROOMS

**SUPERIOR**  
16 HOTELS  
1,809 ROOMS

**STANDARD**  
12 HOTELS  
711 ROOMS

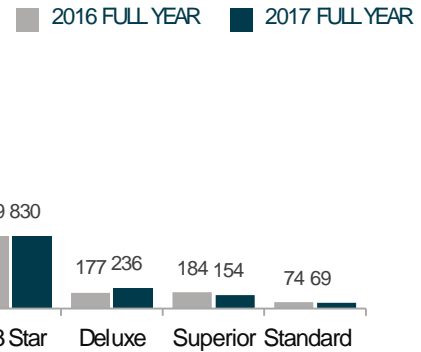
### HOTEL GUESTS(000)\*



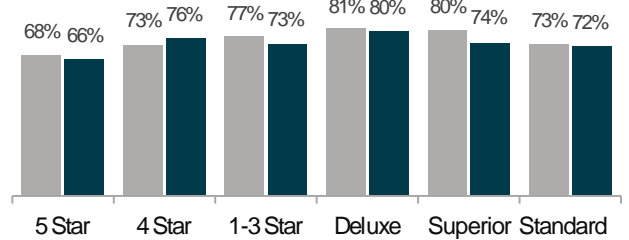
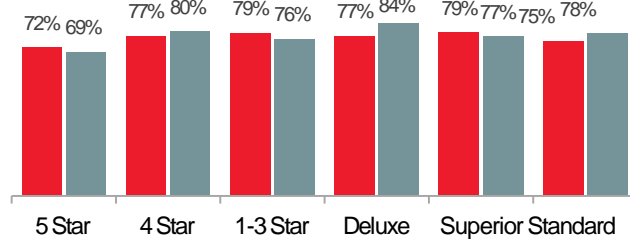
### JANUARY 2018

### FULL YEAR 2017 vs 2016

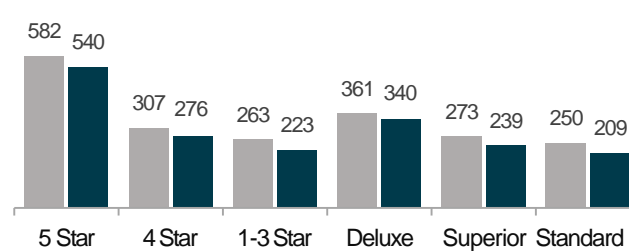
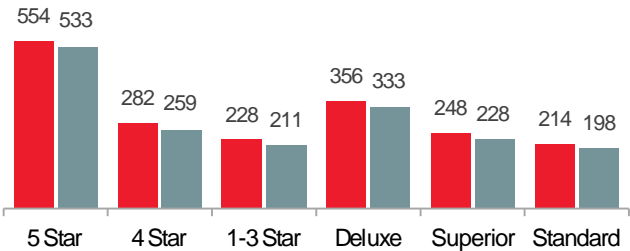
### HOTEL GUESTS(000)\*



### OCCUPANCY RATE(%)

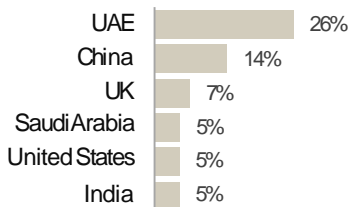


### ARR (AED)

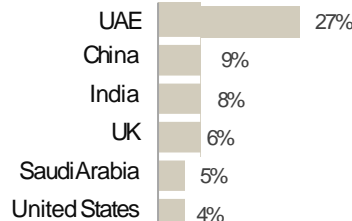


### TOP NATIONALITIES JANUARY 2018

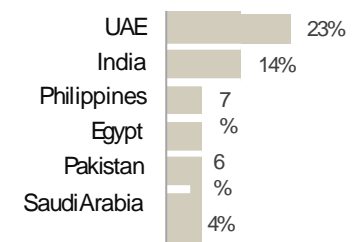
#### 5 Star



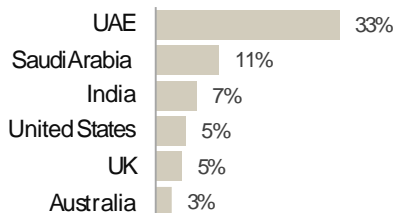
#### 4 Star



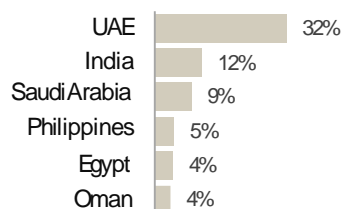
#### 1-3 Star



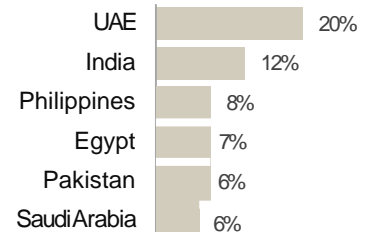
#### Deluxe



#### Superior



#### Standard



# JANUARY 2018

## UPCOMING EVENTS



### MAR 2018

**Singing the Legends: A Night of Jazz with Omar Kamal**

📅 Mar 17, 2018 📍 Emirates Palace

TICKETED

**We the Living: Classical Indian Dance by Tanusree Shankar Dance Academy**

📅 Mar 19, 2018 📍 Emirates Palace

TICKETED

**1st International Conference on Media and Communication – ICMC 2018**

📅 Mar 19 - Mar 21, 2018

📍 Radisson Blu Hotel, Abu Dhabi Yas Island

TICKETED

**Al Ain 2018 World Shooting Para Sport World Cup**

📅 Mar 19 - Mar 28, 2018

📍 Al Ain Equestrian, Shooting & Golf Club

FREE

**Ragamala Dance – Written in Water**

📅 Mar 21 - Mar 22, 2018 📍 NYU Abu Dhabi

TICKETED

**Pink Martini – Live in Abu Dhabi**

📅 Mar 21, 2018 📍 Emirates Palace

TICKETED

### APR 2018

**Abu Dhabi Classics 2017-2018**

📅 Oct 12, 2017 - Apr 20, 2018 📍 Emirate Wide

TICKETED

**Al Ain Cultural Programme 2017-2018**

📅 Oct 14, 2017 - May 31, 2018

📍 Al Ain Oasis, Al Ain Palace Museum, Qasr Al Muwajji, Al Jahili Fort, Al Qattara Arts Centre, Qasr Al Muwajji

FREE

**Qasr Al Muwajji Events**

📅 Oct 19, 2017 - Apr 26, 2018 📍 Qasr Al Muwajji

FREE

**Al Ain Palace Museum Events**

📅 Oct 22, 2017 - Apr 20, 2018

📍 Al Ain Palace Museum

FREE

**Ripe Market in Umm Al Emarat Park**

📅 Oct 28, 2017 - Apr 28, 2018

📍 Umm Al Emarat Park

TICKETED

**The Trucial Scouts**

📅 Nov 1, 2017 - Apr 26, 2018 📍 Al Jahili Fort

FREE

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



**Abu Dhabi Publishing Forum:** The inaugural Abu Dhabi Publishing Forum launched towards the end of the month under the theme ‘Transformations and Achievements in the Publishing Industry: The Emirati Experience.’ Attended by publishers and authors from around the world, the opening session was attended by Sheikha Budour Bint Sultan Al Qasimi, Founder and President of the Emirates Publishers Association, HE Saif Saeed Ghobash, Director General of the Department of Culture and Tourism - Abu Dhabi, Dr. Hany Torky, Chief Technical Advisor of the Arab Knowledge Project, United Nations Development Programme, along with experts from the publishing industry.



**Umsiyat Music Series:** Held under the patronage of Her Highness Sheikha Shamsa bint Hamdan Al Nahyan, the three-day *Umsiyat* series of outdoor concerts launched at Umm Al Emarat Park with a performance by Iraqi singer Farida Mohammad Ali. An enthralled audience was treated to an evening celebrating the importance of music in our common human heritage. The performances continued with a concert by Javed Ali, one of India’s best playback singers the following night, and ended with a concert by Tunisian superstar Lofti Bouchnak alongside 16 musicians.



**Travel Through Traditions:** The new *Travel Through Our Traditions* tour series returned with a journey through Al Ain exploring the ancient traditions of camel convoys, and the rearing and breeding practices on camel farms.

Beginning at Al Ain National Museum, the tour took visitors across various camel farms in the city.

Visitors learned about the rich history behind camel rearing, breeding and camel convoys as they featured in Emirati culture and heritage.

Camels were famously used for travel, trading, and as a source for leather, milk and meat.

Hosted by the Department of Culture and Tourism – Abu Dhabi at Al Ain National Museum, *Travel Through Our Traditions* will return for its third and final installments in February.



**My Heritage, My Responsibility:** As part of Al Ain’s calendar of cultural activities and events, the *My Heritage, My Responsibility* series returned to Al Ain Palace Museum on 11<sup>th</sup> and 12<sup>th</sup> January. Featuring an array of evening events and activities, this series focused on the variety of traditional performances typical to the different regions of the UAE; from the desert to the mountains, from the sea to the oases. *My Heritage, My Responsibility* took place in the courtyard of Al Ain Palace Museum, where visitors could experience some of unique Emirati performing arts including *Al Hoolu*, *Al Hadwa*, *Al Rababa*, *Al Taghrooda*, and *Al Harbiya*.



Occupancy Rate, %

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



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



Average Length  
of Stay  
ALOS

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



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



Guests Nights

Number of night guests spent in the hotel regardless of the type of rooms they occupy



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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