



مركز الإحصاء
STATISTICS CENTRE



Hotel

Price Index

March 2016

Release Date: October 2016

Briefing

The Emirate of Abu Dhabi is one of the most attractive tourist destinations in the Middle East because of the developed infrastructure and quality of services in the tourism sector. Hotel establishments are considered as the fundamental base of the tourism sector. In general, hotel establishments pricing strategies are considered as one of the most important factors contributing to the growth of the tourism sector.

To meet the requirements of customers, the Statistics Centre - Abu Dhabi (SCAD) has decided to construct a statistical price indicator to measure the changes in the hotel establishments room rates in Abu Dhabi. This indicator provides information about price movements in the hotel establishments based on the categories of hotels adopted by the Abu Dhabi Tourism and Culture Authority. Hotels are categorized from one to five stars, while hotel apartments are categorized as 'Deluxe', 'Standard' or 'Superior'. The index is calculated using the Laspeyres formula.

The hotel establishments price rates are collected and the index is calculated monthly according to the adopted categories of hotels in Abu Dhabi. This informs decision-makers and policy-makers, tourists and tourist offices and other users of the data about the change in hotel room rates, which contribute to increased transparency and development of the tourism sector in the Emirate of Abu Dhabi.

Key Points

General index

- The hotel establishments price index increased by 3.9% during the month of March 2016 compared with February 2016.
- The hotel establishments price index decreased by 5.5% in March 2016 compared with March 2015.

Hotel index

- The hotel room rates index increased by 5.0% during March 2016 compared with February 2016.
- The hotel room rates index decreased by 5.4% during March 2016 compared with March 2015.

Hotel apartments index

- The hotel apartments room index increased by 0.1% during March 2016 compared with February 2016.
- The hotel apartments room rates index decreased by 5.8% during March 2016 compared with March 2015.

Hotel establishments rooms revenue

- The hotel establishments revenue increased by 2.7% during the month of March 2016 compared with March 2015.
- The hotel establishments revenue increased by 19.2% during the month of March 2016 compared with February 2016.

Notes

Technical notes

The current methodology for Hotel price index including, mechanism of calculating the hotel establishments price index, weights, validation rules... etc. , which is available on SCAD's website at <http://www.scad.ae>.

Data sources

Data are obtained by the Abu Dhabi Tourism and Culture Authority.

More information and detailed release

Hotel price index, for April 2016 will be released on June 2016. For more information about prices and other official statistics, please visit the SCAD website at <http://www.scad.ae>.

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