



مركز الإحصاء  
STATISTICS CENTRE



# Hotel

## Price Index

March 2017

## 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 decreased by 20.3% during the month of March 2017 compared with February 2017.
- The hotel establishments price index decreased by 17.1% in March 2017 compared with March 2016.

### Hotel index

- The hotel room rates index decreased by 22.4% during March 2017 compared with February 2017.
- The hotel room rates index decreased by 16.9% during March 2017 compared with March 2016.

### Hotel apartments index

- The hotel apartments room index decreased by 11.2% during March 2017 compared with February 2017.
- The hotel apartments room rates index decreased by 18.0% during March 2017 compared with March 2016.

### Hotel establishments rooms revenue

- The hotel establishments revenue decreased by 21.5% during the month of March 2017 compared with March 2016.
- The hotel establishments revenue decreased by 14.8% during the month of March 2017 compared with February 2017.

## Notes

### Technical notes

The current methodology for Hotel price index including, mechanism of calculating the hotel establishments price index and weights, 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

For more information about prices and other official statistics, please visit the SCAD website at <http://www.scad.ae>.

### Disclaimer / Terms of Use

SCAD produces publications for the benefit of government, communities, individuals, and businesses. SCAD shall not be liable for any loss or damage suffered by the user following the misuse of the statistics supplied in good faith by SCAD. Users of official statistics are responsible for determining when and how to use the statistics for specific purposes. The user exempts SCAD from any legal obligation related to errors that may occur outside its control or without its knowledge. The user also waives the right to obtain compensation for losses or damages that may be caused as a result of that error.

SCAD's official statistics are protected under copyright laws, except where otherwise indicated. The contents of this publication may be reproduced, in whole or in part, and by any means, without further permission from SCAD, provided that SCAD is fully acknowledged as follows:

Source: Statistics Centre – Abu Dhabi, year of publication, name of product, catalogue number, reference period and page(s).

رؤيتنا: الريادة والابتكار في الإحصاء  
Our Vision: Leadership and Innovation in Statistics

[www.scad.ae](http://www.scad.ae)

مكتبة الإصدارات

