



مركز الإحصاء  
STATISTICS CENTRE



# Hotel Price Index

July 2015

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## Introduction

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

This publication provides an analysis of the hotel establishments price index during the month of July 2015 compared with June 2015 and July 2014 (2012=100).

### General index

- The hotel establishments price index increased by 3.0% during the month of July 2015 compared with June 2015.
- The hotel establishments price index increased by 0.7% in July 2015 compared with July 2014.

### Hotel index

- The hotel room rates index increased by 3.1% during July 2015 compared with June 2015.
- The hotel room rates index increased by 0.2% during July 2015 compared with July 2014.

### Hotel apartments index

- The hotel apartments room rates index increased by 2.8% during July 2015 compared with June 2015.
- The hotel apartments room rates index increased by 2.1% during July 2015 compared with July 2014.

### Hotel establishments revenues

- The hotel establishments revenue increased by 25.6% during the month of July 2015 compared with July 2014.
- The hotel establishments revenue increased by 4.7% during the month of July 2015 compared with June 2015.

## 1. Hotel price index during July 2015 compared with June 2015

The hotel establishments room rates index increased by 3.0% during July 2015 compared with June 2015, with the index increasing from 76.6 points in June 2015 to 78.9 points in July 2015. The increase was mainly caused by a 3.1% increase in the hotel room rates index and by a 2.8% increase in the hotel apartment's rates index.

The increase in all hotel categories ranged between 2.7% and 5.8%, causing an increase in the hotel room rates index of 3.1% during July 2015 compared with June 2015.

The increase in prices for 'Deluxe' hotel apartments by 1.0%, 'Superior' hotel apartments by 4.2% and 'Standard' by 5.7%, caused an increase in the hotel apartments room rates index of 2.8% during July 2015 compared with June 2015. Table (1) shows the price indices and relative changes for all hotel categories and hotel apartments during July 2015 compared with June 2015.

**Table 1: Index prices and relative changes according to the Laspeyres formula during July 2015 compared with June 2015 (2012=100)**

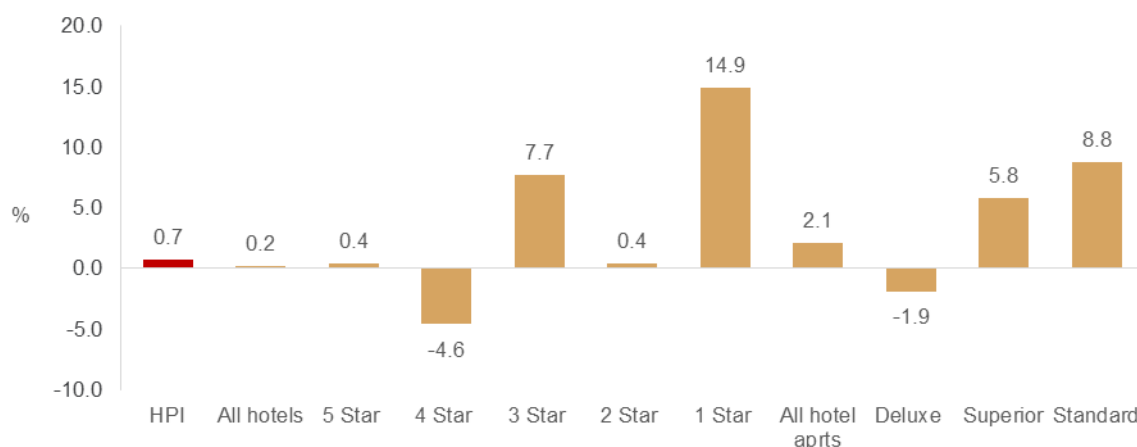
Hotel establishments	June 2015	July 2015	Relative change %
<b>General index</b>	<b>76.6</b>	<b>78.9</b>	<b>3.0</b>
<b>All hotels</b>	<b>72.7</b>	<b>74.9</b>	<b>3.1</b>
<b>5 Star</b>	69.4	71.6	3.2
<b>4 Star</b>	75.3	77.3	2.7
<b>Hotels</b>			
<b>3 Star</b>	83.3	86.2	3.5
<b>2 Star</b>	76.2	80.7	5.8
<b>1 Star</b>	84.6	86.9	2.7
<b>All hotel apartments</b>	<b>90.8</b>	<b>93.3</b>	<b>2.8</b>
<b>Hotel apartments</b>			
<b>Deluxe</b>	92.6	93.6	1.0
<b>Superior</b>	99.5	103.7	4.2
<b>Standard</b>	81.0	85.5	5.7

Source: Statistics Centre – Abu Dhabi

## 2. Hotel price index during July 2015 compared with July 2014

The hotel establishments price index increased by 0.7% during July 2015 compared with July 2014. This increase was caused by an increase of 0.2% in the prices of hotel rooms, while prices for hotel apartments rise by 2.1%. Figure (1) shows the average percentage change in hotel rates during July 2015 compared with July 2014 by categories of hotels.

**Figure 1: Percent change in hotel rates during July 2015 compared with July 2014 by categories of hotels**



Source: Statistics Centre – Abu Dhabi

The figure above shows a 0.2% increase in hotel room rates during July 2015 compared with July 2014. Prices of ‘Five -star’ hotels increased by 0.4%, ‘Three-star’ hotels by 7.7%, ‘Two-star’ hotels by 0.4% and ‘One-star’ hotels increased by 14.9%, while ‘Four-star’ hotels decreased by 4.6%.

The rate of hotel apartment rooms increased by 2.1% during July 2015 compared with July 2014, mainly due to the increase in ‘Superior’ by 5.8% and ‘Standard’ hotel apartments by 8.8%, while ‘Deluxe ‘ hotel apartments decreased by 1.9%.

**Table 2: Index prices and relative changes according to the Laspeyres formula during July 2015 compared with July 2014 (2012=100)**

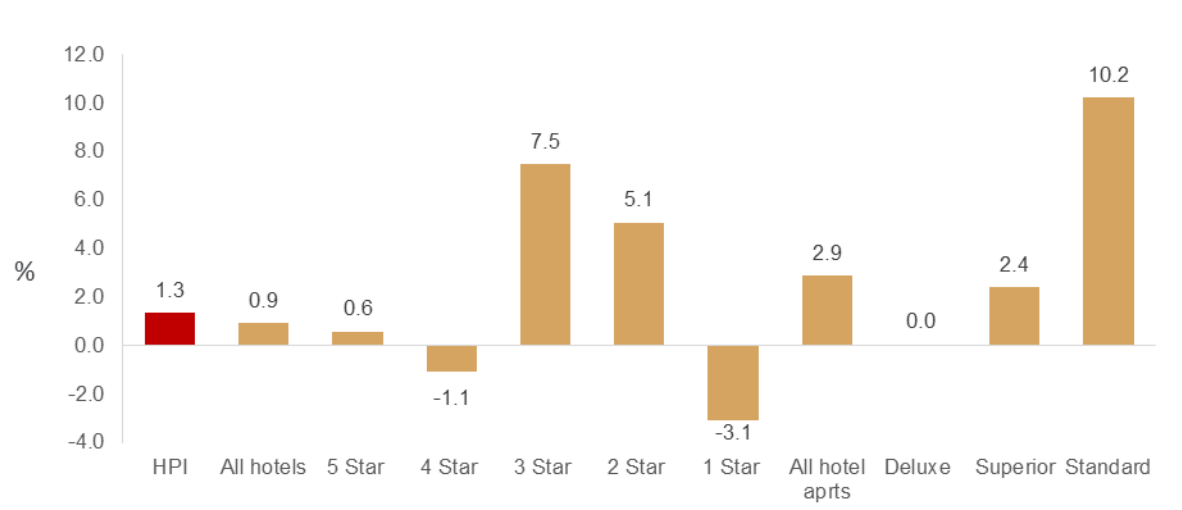
Hotel establishments	July 2014	July 2015	Relative change %
<b>General index</b>	<b>78.4</b>	<b>78.9</b>	<b>0.7</b>
<b>All hotels</b>	<b>74.8</b>	<b>74.9</b>	<b>0.2</b>
<b>5 Star</b>	71.3	71.6	0.4
<b>Hotels</b>			
<b>4 Star</b>	81.0	77.3	-4.6
<b>3 Star</b>	80.0	86.2	7.7
<b>2 Star</b>	80.3	80.7	0.4
<b>1 Star</b>	75.6	86.9	14.9
<b>All hotel apartments</b>	<b>91.4</b>	<b>93.3</b>	<b>2.1</b>
<b>Hotel apartments</b>			
<b>Deluxe</b>	95.4	93.6	-1.9
<b>Superior</b>	98.0	103.7	5.8
<b>Standard</b>	78.6	85.5	8.8

Source: Statistics Centre – Abu Dhabi

### 3. The cumulative hotel price index (Jan-July 2015) compared with the same period in 2014

The cumulative index of hotel establishments prices (Jan- July 2015) increased by 1.3% compared with the same period in 2014. The hotels room rates increased by 0.9%, while the rate of hotel apartment rooms increased by 2.9%. Figure (2) and table (3) show the cumulative indices prices and relative changes during the period of (Jan- July 2015) compared with the same period in 2014.

**Figure 2: Cumulative rates of percent changes (Jan 2015 to July 2015) compared with the same period in 2014 by hotel categories**



Source: Statistics Centre – Abu Dhabi

**Table 3: Cumulative index of prices and cumulative relative changes according to the Laspeyres formula (Jan to July 2015) compared with the same period in 2014 (2012=100)**

Hotel establishments	(Jan to July) 2014	(Jan to July) 2015	Relative Change %
<b>General index</b>	<b>94.5</b>	<b>95.8</b>	<b>1.3</b>
<b>All hotels</b>	<b>94.2</b>	<b>95.1</b>	<b>0.9</b>
<b>Hotels</b>			
5 Star	95.4	95.9	0.6
4 Star	93.3	92.3	-1.1
3 Star	90.6	97.4	7.5
2 Star	89.3	93.8	5.1
1 Star	90.7	87.9	-3.1
<b>All hotel apartments</b>	<b>95.8</b>	<b>98.5</b>	<b>2.9</b>
<b>Hotel apartments</b>			
Deluxe	100.2	100.2	0.0
Superior	103.4	105.9	2.4
Standard	81.6	89.9	10.2

Source: Statistics Centre – Abu Dhabi

## 4. Hotel establishments revenues

The hotel establishments revenues increased by 25.6% during July 2015 compared with July 2014, as a result of an increase in hotels revenues by 27.1% and hotel apartments revenues by 21.5%.

The hotel establishments revenues increased during July 2015 compared with June 2015 by 4.7%, mainly due to the increases in hotels room revenues by 4.0% and hotel apartment revenues increased by 6.7%. Table (4) shows the average percent change in hotel establishments revenues during July 2015 compared with July 2014 and June 2015.

**Table 4 : Percent change in hotel establishments revenues during July 2015 compared with July 2014 and June 2015**

Hotel establishments		July 2015 / July 2014 %	July 2015 / June 2015 %
<b>All hotel establishments</b>		<b>25.6</b>	<b>4.7</b>
<b>All hotels</b>		<b>27.1</b>	<b>4.0</b>
<b>Hotels</b>	<b>5 Star</b>	36.4	2.3
	<b>4 Star</b>	24.7	8.6
	<b>3 Star</b>	0.5	2.8
	<b>2 Star</b>	159.1	7.7
	<b>1 Star</b>	-7.8	1.0
	<b>All hotel apartments</b>		<b>21.5</b>
<b>Hotel apartments</b>	<b>Deluxe</b>	25.2	5.9
	<b>Superior</b>	26.7	6.8
	<b>Standard</b>	-5.1	11.3

Source: Statistics Centre – Abu Dhabi

## Methodology

The classification of the hotel price index was provided to SCAD by the Abu Dhabi Tourism and Culture Authority in addition to all the data for calculating this price index. With this support, the statistical indicators in this publication could be constructed. This administrative data is of the highest credibility and accuracy, which helps to compile and disseminate indicators of high quality, accuracy and transparency. It contributes to the development and growth in the Emirate of Abu Dhabi.

### Definition of the hotel establishments price index

The HPI is a statistical indicator which measures the relative change of hotel room's prices over two periods. It shows the time series of changes in the prices of hotel rooms by categories for hotels in the Emirate of Abu Dhabi.

### Importance of the hotel establishments price index

- 1 – Provide data about the changes in the prices of hotel rooms in the Emirate of Abu Dhabi according to the hotel categories.
- 2 – It is used as a reference tool by the media, analysts and hotel owners and tourism bodies and academics.
- 3 - Provide data for the calculation of statistical indicators such as the CPI and GDP within the Statistics Centre - Abu Dhabi.
- 4 – Improves understanding of the evolution in the interim prices of hotel rooms in order to serve tourists and citizens and residents as well as other users (companies and tour operators and travel agencies).
- 5 – It is used by decision and policy makers to forecast changes in the prices of hotel rooms.
- 6 – It records and disseminates the seasonal fluctuations in the prices of hotel rooms to participants in the domestic tourism sector.

### Mechanism of calculating the hotel establishments price index

The HPI is calculated using the Laspeyres formula, which is based on the weights of the base year (2012).

### Weights

The hotel establishments price index is a weighted average of the change in the price of hotel rooms by categories of hotels.

The weight reflects the relative importance of each hotel class. It is calculated as a weight category (x) by dividing (total income for category hotels (x) ) by (total income for all hotel categories) for base year weights.



Categories		Base year weights (2012)
<b>Hotel establishments</b>		<b>100.0</b>
	<b>All hotels</b>	<b>78.3</b>
	<b>5 Star</b>	48.7
<b>Hotels</b>	<b>4 Star</b>	18.5
	<b>3 Star</b>	8.6
	<b>2 Star</b>	1.2
	<b>1 Star</b>	1.3
	<b>All hotel apartments</b>	<b>21.7</b>
<b>Hotel apartments</b>	<b>Deluxe</b>	11.7
	<b>Superior</b>	4.1
	<b>Standard</b>	5.8

Source: Statistics Centre – Abu Dhabi

## Disclaimer

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