



مركز الإحصاء
STATISTICS CENTRE



Hotel Price Index

November 2015

Released Date: January 2016

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 November 2015 compared with October 2015 and November 2014 (2012=100).

General index

- The hotel establishments price index increased by 32.0% during the month of November 2015 compared with October 2015.
- The hotel establishments price index decreased by 6.3% in November 2015 compared with November 2014.

Hotel index

- The hotel room rates index increased by 36.9% during November 2015 compared with October 2015.
- The hotel room rates index decreased by 6.5% during November 2015 compared with November 2014.

Hotel apartments index

- The hotel apartments room rates index increased by 13.5% during November 2015 compared with October 2015.
- The hotel apartments room rates index decreased by 5.0% during November 2015 compared with November 2014.

Hotel establishments revenues

- The hotel establishments revenue decreased by 2.7% during the month of November 2015 compared with November 2014.
- The hotel establishments revenue increased by 33.7% during the month of November 2015 compared with October 2015.

1. Hotel price index during November 2015 compared with October 2015

The hotel establishments room rates index increased by 32.0% during November 2015 compared with October 2015, with the index increasing from 97.2 points in October 2015 to 128.2 points in November 2015. The increase was mainly caused by a 36.9% increase in the hotel room rates index while the hotel apartment's rates index increase by 13.5%.

The increase in all hotel categories ranged between 7.0% and 43.9%, causing an increase in the hotel room rates index of 36.9% during November 2015 compared with October 2015.

The increase in prices for 'Deluxe' hotel apartments by 14.8%, 'Superior' hotel apartments by 15.3% and 'Standard' by 8.7%, caused an increase in the hotel apartments room rates index of 13.5% during November 2015 compared with October 2015. Table (1) shows the price indices and relative changes for all hotel categories and hotel apartments during November 2015 compared with October 2015.

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

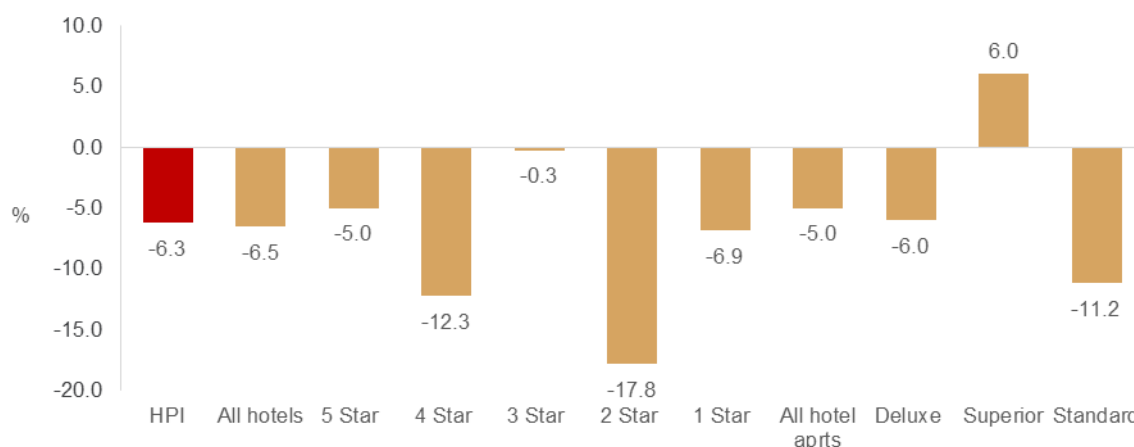
Hotel establishments	October 2015	November 2015	Relative change %
General index	97.2	128.2	32.0
All hotels	98.1	134.3	36.9
Hotels			
5 Star	100.0	136.1	36.2
4 Star	93.9	135.0	43.9
3 Star	101.8	134.8	32.4
2 Star	75.2	91.9	22.2
1 Star	87.8	94.0	7.0
All hotel apartments	93.6	106.2	13.5
Hotel apartments			
Deluxe	95.7	109.9	14.8
Superior	102.6	118.4	15.3
Standard	83.2	90.4	8.7

Source: Statistics Centre – Abu Dhabi

2. Hotel price index during November 2015 compared with November 2014

The hotel establishments price index decreased by 6.3% during November 2015 compared with November 2014. This decrease was caused by a decrease of 6.5% in the prices of hotel rooms, while prices for hotel apartments fell by 5.0%. Figure (1) shows the average percentage change in hotel rates during November 2015 compared with November 2014 by categories of hotels.

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



Source: Statistics Centre – Abu Dhabi

The figure above shows a 6.5% decrease in hotel room rates during November 2015 compared with November 2014. Prices of ‘Five -star’ hotels decreased by 5.0%, ‘Four-star’ hotels by 12.3%, ‘Three-star’ hotels by 0.3%, ‘Two-star’ and ‘One-star’ hotels decreased by 17.8% and 6.9% respectively.

The rate of hotel apartment rooms decreased by 5.0% during November 2015 compared with November 2014, mainly due to the decrease in ‘Deluxe’ and ‘Standard’ hotel apartments by 6.0% and 11.2% respectively, while ‘Superior ‘ hotel apartments increased by 6.0%.

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

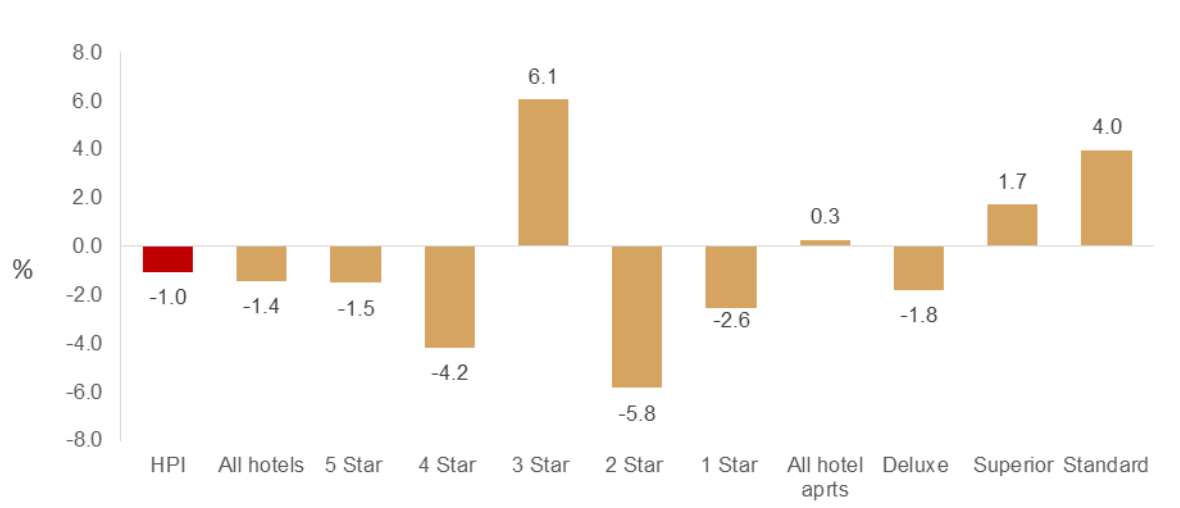
Hotel establishments	November 2014	November 2015	Relative change %
General index	136.8	128.2	-6.3
All hotels	143.7	134.3	-6.5
5 Star	143.3	136.1	-5.0
4 Star	153.9	135.0	-12.3
Hotels			
3 Star	135.1	134.8	-0.3
2 Star	111.8	91.9	-17.8
1 Star	101.0	94.0	-6.9
All hotel apartments	111.9	106.2	-5.0
Hotel apartments			
Deluxe	116.9	109.9	-6.0
Superior	111.7	118.4	6.0
Standard	101.8	90.4	-11.2

Source: Statistics Centre – Abu Dhabi

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

The cumulative index of hotel establishments prices (Jan- November 2015) decreased by 1.0% compared with the same period in 2014. The hotels room rates decreased by 1.4%, while the rate of hotel apartment rooms increased by 0.3%. Figure (2) and table (3) show the cumulative indices prices and relative changes during the period of (January - November 2015) compared with the same period in 2014.

Figure 2: Cumulative rates of percent changes (Jan 2015 to Nov 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 Nov 2015) compared with the same period in 2014 (2012=100)

Hotel establishments	(Jan to Nov) 2014	(Jan to Nov) 2015	Relative Change %
General index	97.0	96.0	-1.0
All hotels	96.9	95.6	-1.4
5 Star	97.3	95.9	-1.5
4 Star	98.0	93.9	-4.2
Hotels			
3 Star	93.9	99.6	6.1
2 Star	94.9	89.4	-5.8
1 Star	89.8	87.5	-2.6
All hotel apartments	97.4	97.6	0.3
Hotel apartments			
Deluxe	101.2	99.4	-1.8
Superior	104.1	105.9	1.7
Standard	84.9	88.3	4.0

Source: Statistics Centre – Abu Dhabi

4. Hotel establishments revenues

The hotel establishments revenues decreased by 2.7% during November 2015 compared with November 2014, as a result of a decrease in hotel revenues by 3.6%, while hotel apartment revenues increase by 2.5%.

The hotel establishments revenues increased during November 2015 compared with October 2015 by 33.7%, mainly due to the increases in hotels room revenues by 37.8%, while hotel apartment revenues increased by 15.1%. Table (4) shows the average percent change in hotel establishments revenues during November 2015 compared with November 2014 and October 2015.

Table 4: Percent change in hotel establishments revenues during November 2015 compared with November 2014 and October 2015

Hotel establishments		November 2015 / November 2014 %	November 2015 / October 2015 %
All hotel establishments		-2.7	33.7
All hotels		-3.6	37.8
Hotels	5 Star	-2.9	36.7
	4 Star	-2.1	46.1
	3 Star	-7.5	32.6
	2 Star	13.6	20.1
	1 Star	-44.5	6.4
	All hotel apartments		2.5
Hotel apartments	Deluxe	-1.5	17.0
	Superior	23.3	13.6
	Standard	-21.3	8.7

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)
Hotel establishments		100.0
	All hotels	78.3
	5 Star	48.7
Hotels	4 Star	18.5
	3 Star	8.6
	2 Star	1.2
	1 Star	1.3
	All hotel apartments	21.7
Hotel apartments	Deluxe	11.7
	Superior	4.1
	Standard	5.8

Source: Statistics Centre – Abu Dhabi

Disclaimer

While all care and diligence has been taken with the compilation of official statistics, the Statistics Centre – Abu Dhabi gives no warranty that the information, data or statistics, supplied are free of errors. SCAD shall not be liable for any loss or damage suffered by the user following the direct or indirect use 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.

إحصاءاتنا تمّرجلواوتقديما
Our Statistics Provide Solutions @ Development

www.scad.ae

