



مركز الإحصاء  
STATISTICS CENTRE



# Hotel Establishments Statistics

# 2015

Released date: April 2016

# Table of Contents

<b>Key Points</b>	<b>3</b>
<b>Introduction</b>	<b>4</b>
<b>Hotel Establishments</b>	<b>5</b>
<b>Number of Guests</b>	<b>7</b>
<b>Guest Nights</b>	<b>9</b>
<b>Average Length of Stay</b>	<b>13</b>
<b>Occupancy Rate</b>	<b>13</b>
<b>Revenues</b>	<b>15</b>
<b>Explanatory Notes</b>	<b>17</b>
<b>Technical notes</b>	<b>17</b>

## List of Tables

Table 1: Key indicators of hotel establishments, 2014 and 2015	5
Table 2: Key indicators of hotel establishments by type, 2015	6
Table 3: Key indicators of hotel establishments by region, 2015	6
Table 4: Guests of hotel establishments by nationality, 2014 and 2015	7
Table 5: Hotel guests by nationality and classification, 2015	8
Table 6: Guest nights by nationality, 2014 and 2015	10
Table 7: Guest nights by nationality and classification,2015 (Night/ Guest)	12
Table 8: Average length of stay by nationality, 2014 and 2015 (Night/ Guest)	13
Table 9: Revenues of hotel establishments by type of revenue, 2014 and 2015 (AED million)	15

## List of Figures

Figure 1: Number of guests by nationality, 2014 and 2015	9
Figure 2: Guest nights by nationality, 2014 and 2015	11
Figure 3: Occupancy rate by region, 2015	14
Figure 4: Occupancy rate of hotel establishment by month, 2014 and 2015	15
Figure 5: Revenues of hotel establishments by month, 2014 and 2015	16

## Key Points

- The number of hotel establishment guests rose by 17.5% in 2015 compared with 2014, reaching 4,105.8 thousand guests.
- UAE Nationals represented 33.6% of total guests in 2015, an increase of 19.7% compared with 2014.
- More than a third (40.5%) of guests stayed in five star hotels in 2015.
- Guest nights rose by 17.0% reaching 12.2 million nights in 2015.
- The average length of stay in 2015 was 2.98 nights in hotel establishments.
- The highest occupancy rate of 82.2% was recorded by hotel apartments compared with 73.4% for hotels in 2015.
- Hotel establishments' revenues rose by 5.3% from 2014 to 2015, reaching AED 6.6 billion.

## **Introduction**

Tourism and Hotel Establishments' statistics have an economic importance as the tourism sector was identified by the Government of Abu Dhabi as one of the development catalysts within the Abu Dhabi Vision 2030 for increasing the income and diversifying the economic base away from the oil sector. The tourism sector is included in the ten leading sectors of the long-term development plan of the Emirate. Therefore, the Statistics Centre - Abu Dhabi (SCAD) acknowledge the importance of measuring developments in the hotels sector.

This publication highlights the key tourism indicators in 2014 and 2015, including the number of guests, guest nights, occupancy rate, average length of stay and revenues. Abu Dhabi Tourism and Culture Authority (ADTCA) is the main source of the statistics included in this publication.

The 'Explanatory Notes' section at the end of this publication provides an explanation of the key terms and technical concepts used. Readers are encouraged to refer to that section while reading the statistics and information outlined in this publication. We hope that the hotel establishment statistics will meet the requirements of planners, decision makers, researchers, academics and other data users.

## Hotel Establishments

The number of hotel establishments increased by 5.0% in 2015 reaching 168, while the total number of rooms increased by 4.9%. The total number of guests increased by 17.5% from 3,494 thousand in 2014 to 4,106 thousand in 2015. Total guest nights increased by 17.0% from 10.5 million to 12.2 million nights over the same period. The average length of stay decreased by 0.3% to 2.98 nights. The occupancy rate was 75.4% in 2015, an increase of 0.7% compared with 2014. The data also shows a decrease in the average room revenues and in the average revenues of available rooms.

**Table 1: Key indicators of hotel establishments, 2014 and 2015**

Indicator	2014	2015	Change %
Number of hotel establishments	160	168	<b>5.0</b>
Number of rooms	28,374	29,760	<b>4.9</b>
Number of guests (thousand)	3,494.1	4,105.8	<b>17.5</b>
Number of guest nights (thousand)	10,463.1	12,243.0	<b>17.0</b>
Average length of stay (nights)	2.99	2.98	<b>-0.3</b>
Occupancy rate (%)	74.9	75.4	<b>0.7</b>
Average room revenues (AED)	442.0	438.2	<b>-0.9</b>
Average revenues of available rooms (AED)	331.0	330.3	<b>-0.2</b>

**Source:** Abu Dhabi Tourism and Culture Authority

The average length of stay in hotel apartments was almost four days longer than hotels, and the occupancy rate in hotel apartments was 82.2% compared with 73.4% in hotels in 2015.

**Table 2: Key indicators of hotel establishments by type, 2015**

Indicator	Hotels	Hotel apartments	Combined
Number of hotel establishments	109	59	<b>168</b>
Number of rooms	23,063	6,697	<b>29,760</b>
Number of guests (thousand)	3,678.8	427.0	<b>4,105.8</b>
Number of guest nights (thousand)	9,432.2	2,810.9	<b>12,243.0</b>
Average length of stay (nights)	2.56	6.58	<b>2.98</b>
Occupancy rate (%)	73.4	82.2	<b>75.4</b>
Average room revenues (AED)	466.1	350.9	<b>438.2</b>
Average revenues of available rooms (AED)	342.3	288.3	<b>330.3</b>

**Source:** Abu Dhabi Tourism and Culture Authority

The majority of guests stayed in the Abu Dhabi region with 87.0% of the total guests in 2015 compared with 8.9% in the Al Ain region and 4.1% in the Al Gharbia region. The average length of stay was 3.1 days in the Abu Dhabi region, 2.1 days in the Al Gharbia region and 2.0 days in the Al Ain region.

**Table 3: Key indicators of hotel establishments by region, 2015**

Indicator	Abu Dhabi	Al Ain	Al Gharbia	Combined
Number of guests (thousand)	3,573.0	365.2	167.7	<b>4,105.8</b>
Number of guest nights (thousand)	11,114.9	737.4	360.8	<b>12,243.0</b>
Average length of stay (nights)	3.12	2.02	2.15	<b>2.98</b>
Occupancy rate (%)	76.4	67	67	<b>75.4</b>
Average room revenues (AED)	430	369	746	<b>438.2</b>
Average revenues of available rooms (AED)	328	265	500	<b>330.3</b>

**Source:** Abu Dhabi Tourism and Culture Authority

## Number of Guests

The total number of guests grew to 4,105.8 thousand in 2015, an increase of 17.5% compared with 2014. UAE Nationals represented the largest share of guests in hotel establishments, accounting for 33.6% of the total number of guests, followed by guests from Asia (excluding Arab countries) with 21.4%, and guests from Europe with 17.6%.

The number of guests increased for all nationalities, the largest percentage increase in 2015 was from Asia (excluding Arab countries) with 21.6% compared with 2014, followed by guests from North and South America with 19.9%. At the same time, the numbers of guests from the UAE increased by 19.7%.

**Table 4: Guests of hotel establishments by nationality, 2014 and 2015**

Nationality	2014	2015	2015 Share (%)	Change (%)
UAE	1,152,085	1,379,589	33.6	19.7
GCC	240,478	269,654	6.6	12.1
Other Arab countries	389,479	439,174	10.7	12.8
Asia (excluding Arab countries)	723,291	879,425	21.4	21.6
Europe	651,804	723,701	17.6	11.0
North and South America	185,023	221,845	5.4	19.9
Africa (excluding Arab countries)	53,642	60,637	1.5	13.0
Australia and Asia Pacific	57,430	64,956	1.6	13.1
Not mentioned	40,831	66,865	1.6	63.8
<b>Total</b>	<b>3,494,063</b>	<b>4,105,846</b>	<b>100.0</b>	<b>17.5</b>

Source: Abu Dhabi Tourism and Culture Authority, Statistics Centre- Abu Dhabi

More than a third of guests (40.5%) stayed in 5-star hotels in 2015, followed by guests in 4-star hotels with 28.6%, guests in 3-star or less with 20.5% and guests in hotel apartments with 10.4%.



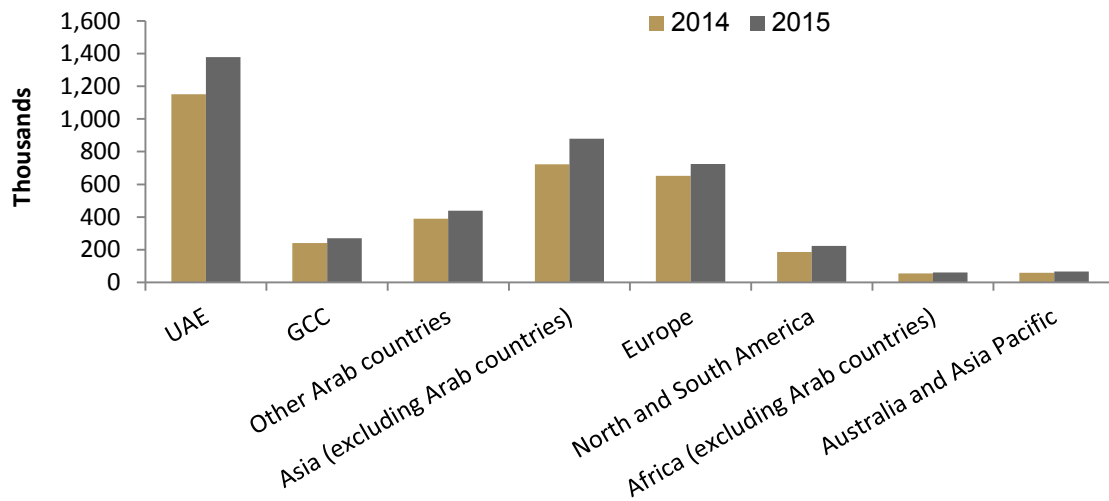
**Table 5: Hotel guests by nationality and classification, 2015**

Nationality	5-star	4-star	3-star or less	Hotel apartments	Total
UAE	648,728	341,500	250,393	138,968	<b>1,379,589</b>
GCC	105,429	74,416	50,685	39,124	<b>269,654</b>
Other Arab countries	103,971	160,146	113,667	61,390	<b>439,174</b>
Asia (excluding Arab countries)	276,129	267,397	239,028	96,871	<b>879,425</b>
Europe	364,962	203,869	104,522	50,348	<b>723,701</b>
North and South America	99,907	61,466	36,689	23,783	<b>221,845</b>
Africa (excluding Arab countries)	15,839	23,624	14,268	6,906	<b>60,637</b>
Australia and Asia Pacific	25,697	18,140	16,441	4,678	<b>64,956</b>
Not mentioned	21,937	23,243	16,735	4,950	<b>66,865</b>
<b>Total</b>	<b>1,662,599</b>	<b>1,173,801</b>	<b>842,428</b>	<b>427,018</b>	<b>4,105,846</b>

Source: Abu Dhabi Tourism and Culture Authority, Statistics Centre- Abu Dhabi

Guests from Europe preferred to stay in luxury hotels; 50.4% of them stayed in 5-star hotels. With regard to guests from the UAE, 29.1% stayed in 4-star hotels and 39.0% in 5-star hotels.

**Figure 1: Number of guests by nationality, 2014 and 2015**



Source: Statistics Centre- Abu Dhabi

## Guest Nights

The total number of guest nights increased by 17.0% from 10.5 million in 2014 to 12.2 million nights in 2015. Guest nights from the UAE visitors increased by 43.5%, followed by guests from Africa (excluding Arab countries) and North and South America with 12.4% and 12.3% respectively.

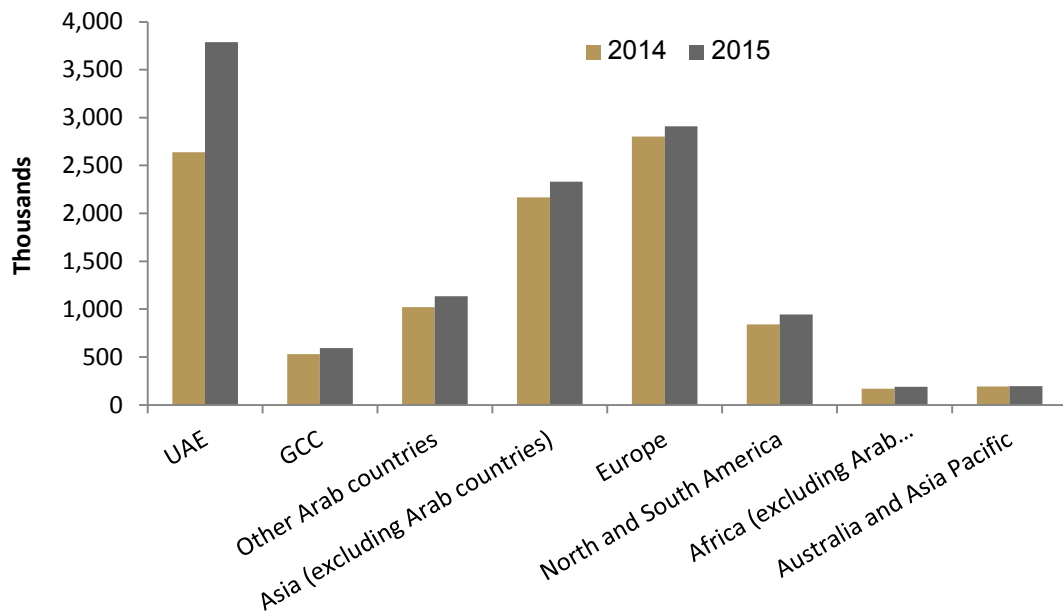
**Table 6: Guest nights by nationality, 2014 and 2015**

Nationality	2014	2015	% 2015	change%
UAE	2,639,751	3,788,032	<b>30.9</b>	<b>43.5</b>
GCC	529,196	593,752	<b>4.8</b>	<b>12.2</b>
Other Arab countries	1,020,839	1,135,386	<b>9.3</b>	<b>11.2</b>
Asia (excluding Arab countries)	2,166,878	2,331,090	<b>19.0</b>	<b>7.6</b>
Europe	2,800,951	2,910,468	<b>23.8</b>	<b>3.9</b>
North and South America	842,171	945,473	<b>7.7</b>	<b>12.3</b>
Africa (excluding Arab countries)	169,820	190,807	<b>1.6</b>	<b>12.4</b>
Australia and Asia Pacific	192,480	195,248	<b>1.6</b>	<b>1.4</b>
Not mentioned	101,051	152,840	<b>1.2</b>	<b>51.3</b>
<b>Total</b>	<b>10,463,137</b>	<b>12,243,096</b>	<b>100</b>	<b>17.0</b>

**Source:** Abu Dhabi Tourism and Culture Authority, Statistics Centre- Abu Dhabi

Guests from the UAE and Europe represented half of the entire guest nights in 2015 with 30.9% and 23.8% respectively. Guests from Africa (excluding Arab countries) and guests from Australia and Asia Pacific contributed the lowest share of guest nights with 1.6% each.

**Figure 2: Guest nights by nationality, 2014 and 2015**



**Source:** Statistics Centre- Abu Dhabi

Guest nights for 5-star hotels contributed more than a third with 40.9% of all guest staying in 5-star hotels in 2015, followed by 23.0% for hotel apartments, 21.1% in 4-star hotels and 15.0% in 3-star or less.

**Table 7: Guest nights by nationality and classification,2015**

Nationality	Five stars	Four stars	Three Stars or less	Hotel apartments	Total
UAE	2,133,951	588,959	458,553	606,569	<b>3,788,032</b>
GCC	255,788	146,778	87,923	103,263	<b>593,752</b>
Other Arab countries	249,804	311,722	261,201	312,659	<b>1,135,386</b>
Asia (excluding Arab countries)	522,059	543,314	531,129	734,588	<b>2,331,090</b>
Europe	1,376,654	649,198	310,915	573,701	<b>2,910,468</b>
North and South America	315,583	201,364	90,119	338,407	<b>945,473</b>
Africa (excluding Arab countries)	49,485	54,553	34,821	51,948	<b>190,807</b>
Australia and Asia Pacific	66,236	45,280	31,387	52,345	<b>195,248</b>
Not mentioned	41,171	44,290	29,965	37,414	<b>152,840</b>
<b>Total</b>	<b>5,010,731</b>	<b>2,585,458</b>	<b>1,836,013</b>	<b>2,810,894</b>	<b>12,243,096</b>

Source: Abu Dhabi Tourism and Culture Authority, Statistics Centre- Abu Dhabi

## Average Length of Stay

The average length of stay decreased by 0.3% in 2015 to 2.98 nights, from 2.99 in 2014. The decrease was registered across most nationalities. Guests from the UAE accounted for 19.8 percent increase in the average length of stay.

Guests from North and South America and from Europe recorded the highest average length of stay in 2015 with 4.26% and 4.02 nights respectively. GCC guests recorded the lowest average length of stay at 2.20 nights, followed by Other Arab countries guests at 2.59 nights.

**Table 8: Average length of stay by nationality, 2014 and 2015 (Night/ Guest)**

Nationality	2014	2015	Change %
UAE	2.29	2.75	19.8
GCC	2.20	2.20	0.1
Other Arab countries	2.62	2.59	-1.4
Asia (excluding Arab countries)	3.00	2.65	-11.5
Europe	4.30	4.02	-6.4
North and South America	4.55	4.26	-6.4
Africa (excluding Arab countries)	3.17	3.15	-0.6
Australia and Asia Pacific	3.35	3.01	-10.3
Not mentioned	2.47	2.29	-7.6
<b>Total</b>	<b>2.99</b>	<b>2.98</b>	<b>-0.3</b>

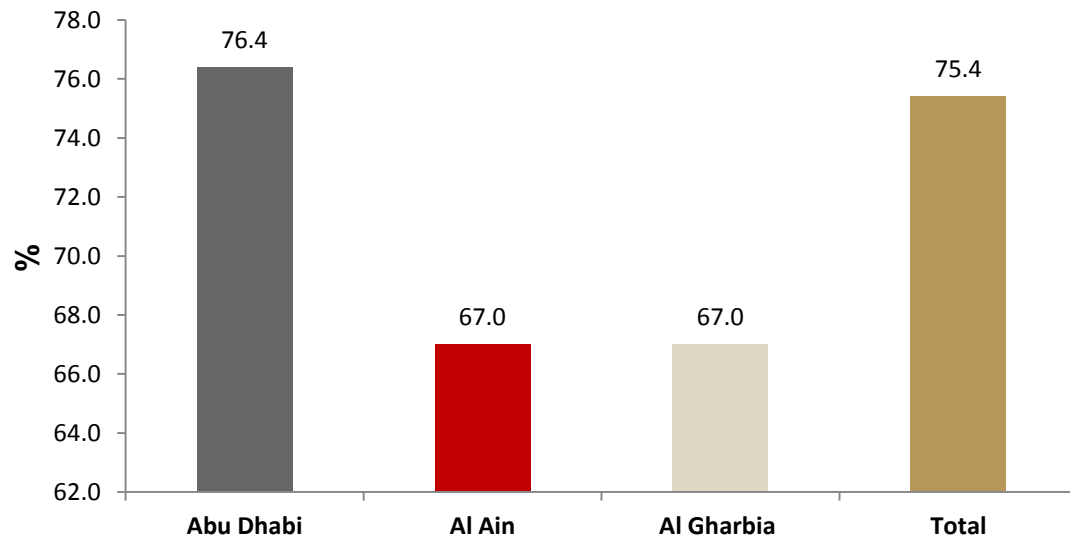
**Source:** Abu Dhabi Tourism and Culture Authority, Statistics Centre- Abu Dhabi

## Occupancy Rate

Occupancy rate is a significant hotel establishment indicator. The total occupancy rate rose by 0.7% in 2015 compared with the previous year.

The total occupancy rate in the Abu Dhabi region of 76.4% was higher than the 67.0% recorded in the Al Ain and the Al Gharbia regions. Occupancy rate in hotel apartments was 82.2% in 2015, compared with 83.4% in 2014.

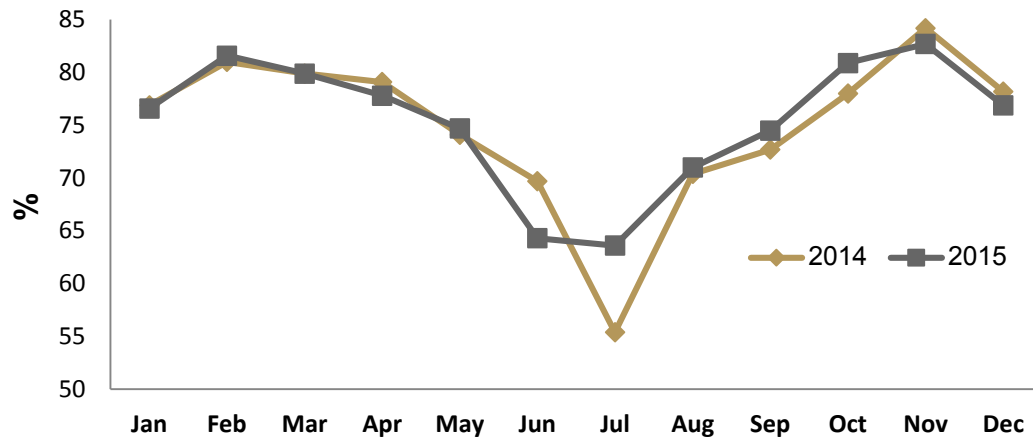
**Figure 3: Occupancy rate by region, 2015**



Source: Statistics Centre- Abu Dhabi

The data in figure 4 shows that the highest occupancy rates in 2015 was recorded in February and November 2015 with 81.6% and 82.7% respectively. While the lowest occupancy rate with 63.6% in 2015 was recorded in July.

**Figure 4: Occupancy rate of hotel establishments by month, 2014 and 2015**



Source: Statistics Centre- Abu Dhabi

## Revenues

The overall revenues of hotel establishments rose by 5.3% from AED 6.3 billion in 2014 to AED 6.6 billion in 2015.

**Table 9: Revenues of hotel establishments by type of revenue, 2014 and 2015 (AED million)**

Revenue Type	2014	2015	Change %
Room	3,265.2	3,485.6	<b>6.8</b>
Food and beverages	2,339.5	2,320.9	<b>-0.8</b>
Other revenues	682.3	813.8	<b>19.3</b>
<b>Total revenues</b>	<b>6,287.0</b>	<b>6,620.4</b>	<b>5.3</b>

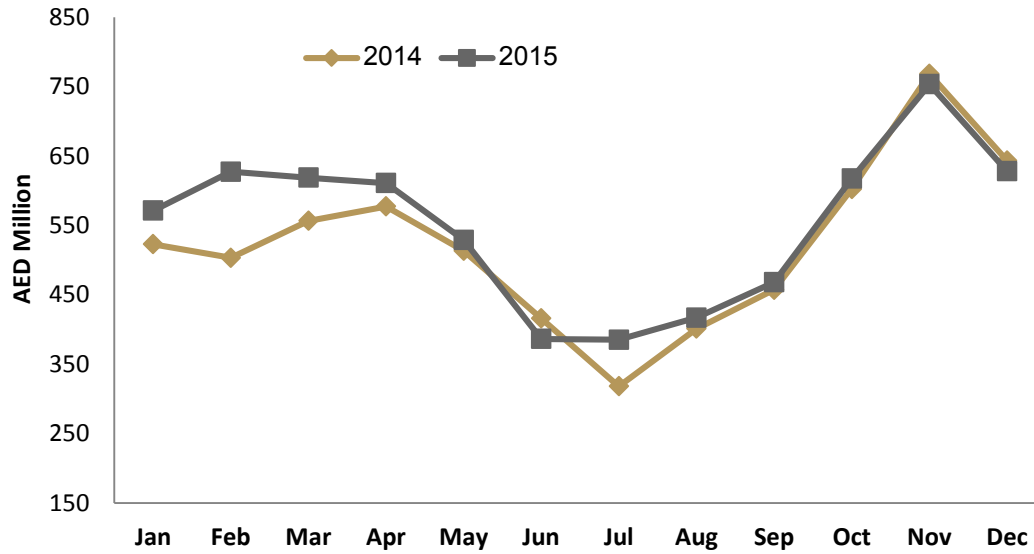
Source: Abu Dhabi Tourism and Culture Authority

Compared with 2014, revenues of rooms in hotel establishments increased by 6.8% during 2015; contributing 52.6% of the total hotel revenues in 2015, while revenue from food and beverages decreased by 0.8% over the same period, contributing 35.1% of the total hotel revenue.



The highest revenues were recorded in November 2015 with 11.4% of the annual total, followed by December with a share of 9.5%. The lowest revenues were recorded in June and July with a 5.8%, share of the total annual revenue.

**Figure 5: Revenues of hotel establishments by month, 2014 and 2015**



Source: Statistics Centre- Abu Dhabi

## Explanatory Notes

### Glossary

**Hotel establishments:** are hotels and hotel apartments operating in the Emirate of Abu Dhabi, and licensed by the Abu Dhabi Tourism and Culture Authority.

**Occupancy rate:** is the total hotel rooms occupied divided by the total number of rooms available during the reference period (night, month, and year).

**Guest nights:** are the total nights of all guests in a specific period.

**Average length of stay:** is the total number of guest nights divided by the number of guests during the reference period (night, month, and year).

### Technical notes

#### Scope of the work

This publication covers statistics on hotel establishments in the Emirate of Abu Dhabi, which are supplied by the Abu Dhabi Tourism and Culture Authority (ADTCA).

#### Reference period

Abu Dhabi Tourism and Culture Authority receives the data from hotel establishments. Abu Dhabi Tourism and Culture Authority provides Statistics – Centre Abu Dhabi yearly with the data after reviewing it.

إحصاءات تم حلها وتقدمها  
*Our Statistics Provide Solutions @ Development*

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