

**Hotel Establishments Statistics**

 **First half - 2013**

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**Statistics Centre - Abu Dhabi**

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# Introduction

The importance of the tourism sector as a significant source of income is recognized by the Government. It is targeted in the Abu Dhabi Vision 2030 as one of the main development sectors which can support the establishment of a more diversified economy in the Emirate.

This publication highlights the key indicators for hotel establishments in the first half of 2012 and 2013, including the number of guests, guest nights, occupancy rate, average length of stay and revenues.

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.

# Key Points

* The number of hotel establishment rose by 12.0% in the first half of 2013 compared with the first half of 2012.
* Emirati guests in the first half of 2013 accounted for 34.1%.
* Guest nights rose by 25.5% in the first half of 2013.
* The average length of stay increased by 12.0% in the first half of 2013 reaching 3.17 days.
* Occupancy rate increased by 8.3% in the first half of 2013.
* The highest occupancy rate in the first half of 2013 was recorded during February at 77.6%.
* Revenues of hotel establishments rose by 16.3%, reaching AED 2.69 billion in the first half of 2013.

# Hotel Establishments

The number of guests totaled 1.3 million in the first half of 2013; an increase of 12.0% compared with the first half of 2012. Guest nights totaled 4.2 million in the first half of 2013; an increase of 25.5% compared with the first half of 2012. The average length of stay rose by 0.34 days. The occupancy rate was 70.7%, an increase of 8.3%. Data shows that revenues of hotel establishments declined.

**Table 1: Key indicators of hotel establishments, first half of 2012 and 2013**

|  |  |  |  |
| --- | --- | --- | --- |
| **Indicator** | **2012** | **2013** | **Change %** |
| Number of hotel establishments | 130 | 145 | 11.54 |
| Number of rooms  | 22,191 | 25,270 | 13.87 |
| Number of guests (Thousand) | 1,190 | 1,333 | 12.05 |
| Number of nights (Thousand) | 3,369 | 4,227 | 25.45 |
| Average length of stay (Nights) | 2.83 | 3.17 | 11.96 |
| Occupancy rate (%) | 65.3 | 70.7 | 8.32 |
| Average room revenues (AED) | 462.2 | 447.5 | -3.17 |
| Average revenues of available rooms (AED) | 301.7 | 316.4 | 4.89 |
| Source: Abu Dhabi Tourism and Culture Authority |  |  |

The majority of guests stayed in the Abu Dhabi region with a share of 84.5% compared with 11.5% in the Al Ain region and 4.0% in the Al Gharbia region. The average length of stay was 3.3 days in the Abu Dhabi region, 2.9 days in the Al Gharbia region and 2.0 days in the Al Ain region.

**Table 2: Key indicators of hotel establishments by region, first half of 2012 and 2013**

|  |  |
| --- | --- |
| **2012** | **2013** |
| **Indicator** | **Abu Dhabi** | **Al Ain** | **Al Gharbia** | **Total** | **Abu Dhabi** | **Al Ain** | **Al Gharbia** | **Total** |
| Number of guests (thousand) | 1,002 | 143 | 45 | **1,190** | 1,127 | 153 | 53 | **1,333** |
| Number of guest nights (thousand) | 2,947 | 284 | 138 | **3,369** | 3,768 | 308 | 151 | **4,227** |
| Average length of stay (nights) | 2.9 | 2.0 | 3.1 | **2.83** | 3.3 | 2.0 | 2.9 | **3.17** |
| Occupancy rate (%) | 65.7 | 60.6 | 64.1 | **65.3** | 72.3 | 64.0 | 50.9 | **70.7** |

Source: Abu Dhabi Tourism and Culture Authority

The occupancy rate increased by 8.3% in the first half of 2013 compared with the same period of 2012. By region, the occupancy rate in the first half of 2013 rose to 72.3% in the Abu Dhabi region, an increase of 10.0% compared with the same period in 2012. At the same time, the occupancy rate increased to 64.0% in the Al Ain region compared with 60.6% in the first half of 2012. The occupancy rate in Al Gharbia declined from 64.1% in the first half of 2012 to 50.9% in the first half of 2013.

# Number of Guests

The total number of guests in the first half of 2013 grew to 1.3 million, an increase of 12.1% compared with the first half of 2012. By citizenship, data illustrates that UAE Citizens formed the largest segment of guests in the hotel establishments, accounting for about 34.1% of the total guests, followed by European guests with 19.7%. Guests from African countries (excluding Arab countries) formed the smallest segment visitors with 1.3%.

**Figure 1: Number of guests by region, first half of 2012 and 2013**

 Source: Abu Dhabi Tourism and Culture Authority

Data reveals that the number of guests increased for all nationalities. African countries (excluding Arab countries) recorded the largest increase of 35.8% compared with the first half of 2012, followed by guests from Asian countries (excluding Arab countries) with 23.9% and other Arab countries with 17.3%. The lowest rise of 1.2% was recorded by UAE Citizens, followed by GCC countries with 8.6%.

**Figure 2: Guests of hotel establishments by nationality, first half of 2012 and 2013**

Source: Abu Dhabi Tourism and Culture Authority

Data in figure (3) shows that the number of guests increased in all months during the first half of 2013 except February and May. The number of guests decreased in February by 3.6% compared with January; then it rose in March by 17.5% and it reached the highest level in April with 236 thousand guests.

**Figure 3: Guests of hotel establishments by month, first half of 2012 and 2013**

Source: Abu Dhabi Tourism and Culture Authority

# Guest Nights

The number of guest nights increased from 3,369 thousand nights in the first half of 2012 to 4,227 thousand nights in the same period of 2013, an increase of 25.4%.

Table 3 Guest nights by nationality, the first half of 2012 and 2013

|  |  |  |  |
| --- | --- | --- | --- |
| **Nationality** | **2012** | **2013** | **Change %** |
| UAE | 831,010 | 1,035,457 | 24.6 |
| GCC | 179,168 | 197,208 | 10.1 |
| Other Arab countries | 341,065 | 437,647 | 28.3 |
| Asia (excluding Arab countries) | 607,459 | 844,042 | 38.9 |
| Australia and Asia Pacific | 65,800 | 78,179 | 18.8 |
| Africa (excluding Arab countries) | 41,455 | 62,891 | 51.7 |
| Europe | 966,470 | 1,195,816 | 23.7 |
| North and South America | 303,046 | 330,067 | 8.9 |
| Not specified | 33,755 | 45,297 | 34.2 |
| Total  | **3,369,228** | **4,226,604** | **25.4** |
| Source: Abu Dhabi Tourism and Cultural Authority |  |  |

Guests from European countries accounted for the largest share of guest nights in the first half of 2012 and 2013 with 28.7% and 28.3% respectively, followed by UAE Citizens with 24.7% and 24.5% and guests from Asian countries with 18.0% and 20.0%.

In the first half of 2013, guests from other Arab countries accounted for 10.4%, while guests from North and South America accounted for 7.8%. Guests from GCC countries formed 4.7% of the total guests.

# Average Length of Stay

The average length of stay increased from 2.83 nights in the first half of 2012 to 3.17 nights in the first half of 2013, an increase of 12.0%.

The highest rise in the average length of stay was recorded by UAE Citizens at 23.2%, followed by guests from African countries (excluding Arab countries) with 11.8%. The average length of stay of guests from North and South America declined by 1.3%.

The highest average length of stay in the first half of 2012 and 2013 was recorded by guests from North and South America with 5.25 and 5.18 nights respectively, followed by guests from Europe with 4.28 and 4.56 nights respectively. The lowest average length of stay was recorded by UAE guests at 1.85 and 2.28 nights respectively, followed by GCC guests at 2.21 and 2.24 nights respectively.

Table 4: Average length of stay by nationality, first half of 2012 and 2013 (Guest Nights/ Guests)

|  |  |  |  |
| --- | --- | --- | --- |
| **Nationality** | **2012** | **2013** | **Change %** |
| UAE | 1.85 | 2.28 | 23.24 |
| GCC  | 2.21 | 2.24 | 1.36 |
| Other Arab countries | 2.49 | 2.73 | 9.64 |
| Asia (excluding Arab countries) | 3.06 | 3.43 | 12.09 |
| Australia and Asia Pacific | 3.41 | 3.46 | 1.47 |
| Africa (excluding Arab countries)  | 3.15 | 3.52 | 11.75 |
| Europe  | 4.28 | 4.56 | 6.54 |
| North and South America | 5.25 | 5.18 | 1.33- |
| Not specified  | 3.95 | 2.55 | 35.44- |
| **Total**  | 2.83 | 3.17 | 12.01 |
| Source: Abu Dhabi Tourism and Culture Authority |

# Occupancy Rate

The occupancy rate rose to 70.7% in the first half of 2013, an increase of 8.3% compared with the same period in 2012.

**Figure 4: Occupancy rate by month, the first half of 2012 and 2013**

Source: Abu Dhabi Tourism and Culture Authority

The highest occupancy rate in the first half of 2013 was recorded in February; while the lowest occupancy rate was recorded in June at 64.6%.

# Revenues

The total revenues of hotel establishments amounted to AED 2.69 billion in the first half of 2013, an increase of 16.3% compared with the first half of 2012. Restaurant revenues rose by 14.5%, while room revenues increased by 19.0% during the same period.

Table 5: Revenues of hotel establishments by type of revenue, first half of 2012 and 2013 (AED million)

|  |  |  |  |
| --- | --- | --- | --- |
| **Revenue Type** | **2012** | **2013** | **Change %** |
| Room | 1,154 | 1,373 | 19.0 |
| Food and Beverages | 922 | 1,056 | 14.5 |
| Other Revenues | 243 | 269 | 10.7 |
| **Total Revenues** | **2,319** | **2,698** | **16.3** |
| Source: Abu Dhabi Tourism and Culture Authority |  |  |

The highest revenues of AED 503 million were recorded in February 2013, followed by March. The lowest revenues were recorded in June. The pattern of revenues in the first half of 2013 was broadly the same as the first half of 2012.

**Figure 5: Revenues of hotel establishments by month, the first half of 2012 and 2013**

Source: Abu Dhabi Tourism and Culture Authority

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# Explanatory Notes

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

**Occupancy Rate:** is the number of guest nights divided by the number of available rooms in the reference period (night, month, 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 report covers statistics on hotel establishments in the Emirate of Abu Dhabi, which are supplied by the Abu Dhabi Tourism and Culture Authority (ADTA).

**Reference Period**

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

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