



مركز الإحصاء
STATISTICS CENTRE



Hotel

Price Index

July 2020

Table of Contents

Key Points	2
General index	2
Hotel index.....	2
Hotel apartment's index	2
Hotel establishment's room revenue	2
Methodology	3
Overview	3
Importance.....	3
Objectives.....	3
Concepts and Definitions	3
Coverage	5
Periodicity	5
Classifications.....	5
Main Data Source	5
Data Collection	5
Mechanism of calculating and Data Auditing.....	5
Indicators Calculation	6
Timelines	6
Dissemination	6
Improvement.....	6
Disclaimer / Terms of Use.....	6

Key Points

General index

- The hotel establishments' price index increased by 6.4% during the month of July 2020 compared with June 2020.
- The hotel establishments' price index decreased by 10.1% in July 2020 compared with July 2019.

Hotel index

- The hotel room rates index increased by 9.3% during July 2020 compared with June 2020.
- The hotel room rates index decreased by 11.6% during July 2020 compared with July 2019.

Hotel apartments' index

- The hotel apartments' rates index decreased by 1.2% during July 2020 compared with June 2020.
- The hotel apartments' rates index decreased by 5.6% during July 2020 compared with July 2019.

Hotel establishment's room revenue

- The hotel establishments' room revenue index decreased by 17.7% during the month of July 2020 compared with July 2019.
- The hotel establishments' room revenue index increased by 12.5% during the month of July 2020 compared with June 2020.

Methodology

Overview

The hotel price index is calculated based on data collected by Statistics Centre Abu Dhabi (SCAD) from the Department of Culture and Tourism of Abu Dhabi. Government decision makers and the Tourism sector of Abu Dhabi is supported by this statistical indicator, which provides them with official statistics about the development in prices of hotels and hotel apartments in the emirate of Abu Dhabi. The data collected is of the highest credibility and accuracy, which helps to produce high quality, accurate and transparent official statistics, which contribute to the development and growth of Abu Dhabi Emirate.

Importance

The importance of this survey is highlighted by providing data on the temporary development of overnight rates in hotel facilities to serve tourists, citizens and residents as well as other users (companies, tour operators and travel agencies).

Objectives

- Find out about the price trends of overnight stays in hotel facilities within Abu Dhabi emirate according to hotel ratings.
- Used as a reference tool by the media, hotel owners, analysts, tourism agencies and academics.
- Used in the calculation of other statistical indicators such as CPI and GDP within the statistics center.
- Used as an audit to identify price changes and predict any price spikes in overnight stays in hotel establishments by decision makers and policy makers.
- Learn about the development of seasonal overnight prices during the year to serve domestic and foreign tourism.

Concepts and Definitions

The publication contains technical terms related to the hotel price index. To understand the publication, the reader should be familiar with these terms:

Overnight price index for hotel establishments is the weighted average of the price change for overnight stay rates in hotel establishments in Abu Dhabi according to the approved hotel categories. The weight of the hotel category reflects the relative importance of the category, and the weight of the category is calculated by dividing the total hotel category revenue by the total income of all categories of hotel establishments.

A price statistical index measures the rate of change in overnight prices in hotel establishments over two time periods.

Comparison period price: It is the price recorded for the overnight price per night in the current time period.

Base period price: It is the price recorded for the overnight price per night in a previous period with which the current price is compared.

Available rooms for sale: Number of rooms available during the month covered by the report excluding out-of-order (a room status term indicating that a room is scheduled for maintenance, refurbishment, deep cleaning, etc.)

Total revenues: Revenue generated by hotels from all their operations, including service charge and taxes.

Revenue per available room RevPAR: Revenue per Available rooms, calculated by dividing the total revenues by total rooms in hotel minus out-of-service rooms.

Average room (daily) rate ARR/ADR: A ratio that indicates average room rate and to what extent rooms are being up-sold or discounted; calculated by dividing room revenue by the number of occupied rooms. (Excludes complimentary & house use).

Standard room: It is a small room suitable for one or two persons, and it often overlooks the mountains in hotels that overlook the seas.

Superior room: It is slightly larger than Standard rooms, and is suitable for two people.

Deluxe room: Standard medium room suitable for two people and small families, and an extra bed may be available in some rooms.

One-star hotels: Only basic services are available in these hotels. Hotel guests may share bathrooms and public facilities, and there is likely no indoor restaurant or cafe.

Two-star hotels: Room options are limited, as is the case in one-star hotels, there can be a TV and a telephone in the room, and there are also en-suite bathrooms, a restaurant or a cafe in the hotel, and levels of service, cleanliness and maintenance are better in these hotels.

3-star hotels: There are several categories of rooms for three-star hotel guests, as well as a restaurant, simple gym, conference room or business center. Room service must also be available in addition to providing internet service, private bathrooms and a telephone system inside rooms to communicate with the reception at the hotel.

4-star hotels: The four-star hotels provide a higher level of quality of service, and a variety of rooms are available, including suites. There can also be many restaurants, cafes and commercial facilities, in addition to concierge services, swimming pools and a gym.

5-star hotels: All four-star properties are available in five-star hotels, as well as exceptional levels of guest service, while ensuring high levels of cleanliness, hospitality and maintenance.

Coverage

This publication is based on record data issued by the Department of Culture and Tourism, which includes all licensed hotel facilities in Abu Dhabi.

Periodicity

The publication of the Hotel Price Index is issued on a monthly basis.

Classifications

The Hotel Price Index publication is based on the classifications adopted by the Department of Culture and Tourism in Abu Dhabi. Hotels are rated on a scale starting with one star and up to five stars, while hotel apartments are rated according to three levels that are luxurious, excellent and ordinary.

Main Data Source

The Hotel Price Index is calculated by the Statistics Centre Abu Dhabi. The required data and tables are collected from the Department of Culture and Tourism in Abu Dhabi on a monthly basis, and no statistical treatments are carried out on the data received.

Data Collection

According to the cooperation agreements between the two parties, the data is received monthly via e-mail, and an electronic link with the entity is in process.

Mechanism of calculating and Data Auditing

The accommodation price index for hotel establishments is calculated according to the mathematical formula of the Laspeyres formula. The calculation is from the base year weights of 2012.

The process of editing data received from the Department of Culture and Tourism is done by checking the totals of numbers and comparing them with previous months and in case of any inquiries or comments, the agency is contacted directly to verify the information received.

Indicators Calculation

- Price indices according to the approved classifications and their comparison with the previous month and the same month of the previous year.
- Relative changes in revenues according to the approved classifications and compared to the previous month and the same month of the previous year.

Timeliness

The publication is issued 60 days after the reference month ends.

Dissemination

The Hotel Price Index is published monthly on the website of the Abu Dhabi Statistics Centre.

Improvement

Future planned improvements include the following:

- Update the baskets' weights and base year prices.
- Automate index computation.
- Improving the timeliness to 30 days after the reference month instead of 60 days.
- Update the data according to the classifications approved by the Department of Culture and Tourism.
- Working on an electronic linking with the department.

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

For more information about the Hotel Price Index (HPI) and other official statistics, please visit the statistics link on the SCAD website at www.scad.gov.ae