



مركز الإحصاء  
STATISTICS CENTRE

# Hotel Establishments Statistics

2013 -2014

February 2015

## Table of Contents

<b>Introduction</b>	<b>3</b>
<b>Key Points</b>	<b>4</b>
Hotel Establishments	5
Number of Guests	7
Guest Nights	9
Average Length of Stay	13
Occupancy Rate	14
Revenues	15
<b>Explanatory Notes</b>	<b>17</b>
<b>Acknowledgements</b>	<b>18</b>

## List of Tables

Table 1: Key indicators of hotel establishments, 2013 and 2014	5
Table 2: Key indicators of hotel establishments by type, 2014	6
Table 3: Key indicators of hotel establishments by region, 2014	6
Table 4: Guests of hotel establishments by nationality, 2013 and 2014	7
Table 5: Hotel guests by nationality and classification, 2014	8
Table 6: Guest nights by nationality, 2013 and 2014	10
Table 7: Guest nights by nationality and classification, 2014	12
Table 8: Average length of stay by nationality, 2013 and 2014 (Night/ Guest)	13
Table 9: Revenues of hotel establishments by type of revenue, 2013 and 2014 (AED million)	15

## List of Figures

Figure 1: Number of guests by nationality, 2013 and 2014	9
Figure 2: Guest nights by nationality, 2013 and 2014	11
Figure 3: Occupancy rate by region, 2014	14
Figure 4: Occupancy rate of hotel establishment by month, 2013 and 2014	15
Figure 5: Revenues of hotel establishments by month, 2013 and 2014	16

## 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) attaches a great attention to measuring development indicators in the hotels sector.

This publication highlights the key tourism indicators in 2013 and 2014, 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 data users.

## Key Points

- The number of hotel establishment guests rose by 24.5% in 2014 compared with 2013, reaching 3,494.1 thousand guests.
- UAE Nationals accounted for 33.0% of the guests in 2014, an increase of 19.9% compared with 2013.
- More than a third (40.3%) of guests stayed in five star hotels in 2014.
- Guest nights rose by 19.0% reaching 10.5 million nights in 2014.
- The average length of stay in 2014 was 3.0 days in hotel establishments.
- The highest occupancy rate of 82.9% was recorded by hotel apartments compared with 72.7% for hotels in 2014.
- Hotel establishments' revenues rose by 14.5% from 2013 to 2014, reaching AED 6.3 billion.

## Hotel Establishments

The number of hotel establishments increased by 6.7% in 2014 reaching 160, while the total number of rooms increased by 9.1%. The number of guests totaled 3,494.1 thousand in 2014, an increase of 24.5% compared with 2013. Guest nights totaled 10.5 million nights in 2014; an increase of 19.0% compared with 2013. The average length of stay decreased by 4.4% to 3.0 days. The occupancy rate was 74.9% in 2014, an increase of 5.8% compared with the same period of 2013. The data also shows a decrease in the average room revenues and an increase in the average revenues of available rooms.

**Table 1: Key indicators of hotel establishments, 2013 and 2014**

Indicator	2013	2014	Change %
Number of hotel establishments	150	160	<b>6.7</b>
Number of rooms	26,001	28,374	<b>9.1</b>
Number of guests (thousand)	2,806.3	3,494.1	<b>24.5</b>
Number of guest nights (thousand)	8,789.2	10,463.1	<b>19.0</b>
Average length of stay (nights)	3.1	3.0	<b>-4.4</b>
Occupancy rate (%)	70.8	74.9	<b>5.8</b>
Average room revenues (AED)	447.6	442.0	<b>-1.3</b>
Average revenues of available rooms (AED)	316.9	331.0	<b>4.4</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 82.9% compared with 72.7% in hotels 2014.

**Table 2: Key indicators of hotel establishments by type, 2014**

Indicator	Hotels	Hotel apartments	Combined
Number of hotel establishments	102	58	<b>160</b>
Number of rooms	22,008	6,366	<b>28,374</b>
Number of guests (thousand)	3,108.9	385.1	<b>3,494</b>
Number of guest nights (thousand)	7,963.1	2,500.0	<b>10,463.1</b>
Average length of stay (nights)	2.6	6.5	<b>3.0</b>
Occupancy rate (%)	72.7	82.9	<b>74.9</b>
Average room revenues (AED)	470.2	351.3	<b>442.0</b>
Average revenues of available rooms (AED)	341.8	291.3	<b>331.0</b>

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

The majority of guests stayed in the Abu Dhabi region with 87.3% of the total guests in 2014 compared with 9.9% in the Al Ain region and 2.8% in the Al Gharbia region. The average length of stay was 3.4 days in the Al Gharbia region, 3.1 days in the Abu Dhabi region and 2.0 days in Al Ain.

**Table 3: Key indicators of hotel establishments by region, 2014**

Indicator	Abu Dhabi	Al Ain	Al Gharbia	Combined
Number of guests (thousand)	3,050.7	345.7	97.7	<b>3,494.1</b>
Number of guest nights (thousand)	9,430.6	697.2	335.3	<b>10,463.1</b>
Average length of stay (nights)	3.1	2.0	3.4	<b>3.0</b>
Occupancy rate (%)	75.8	65.1	69.6	<b>74.9</b>
Average room revenues (AED)	432.8	414.9	754.4	<b>442.0</b>
Average revenues of available rooms (AED)	328.1	270.0	525.1	<b>331.0</b>

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

## Number of Guests

The total number of guests grew to 3,494.1 thousand in 2014, an increase of 24.5% compared with 2013. UAE Nationals represented the largest share of guests in hotel establishments, accounting for about 33.0% of the total number of guests, followed by guests from Asia (excluding Arab countries) with 20.7%, and guests from Europe with 18.7%.

The number of guests increased for all nationalities, the largest percentage increase in 2014 was from North and South America with 37.9% compared with 2013, followed by guests from Asia (excluding Arab countries) with 36.5%. At the same time, the numbers of guests from Africa (excluding Arab countries) increased by 27.3%.

**Table 4: Guests of hotel establishments by nationality, 2013 and 2014**

Nationality	2013	2014	2014 Share (%)	Change (%)
UAE	960,476	1,152,085	33.0	<b>19.9</b>
GCC	191,937	240,478	6.9	<b>25.3</b>
Other Arab countries	336,486	389,479	11.1	<b>15.7</b>
Asia (excluding Arab countries)	530,016	723,291	20.7	<b>36.5</b>
Australia and Asia Pacific	46,500	57,430	1.6	<b>23.5</b>
Africa (excluding Arab countries)	42,127	53,642	1.5	<b>27.3</b>
Europe	529,082	651,804	18.7	<b>23.2</b>
North and South America	134,184	185,023	5.3	<b>37.9</b>
Not mentioned	35,475	40,831	1.2	<b>15.1</b>
<b>Total</b>	<b>2,806,283</b>	<b>3,494,063</b>	<b>100.0</b>	<b>24.5</b>

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

More than a third of guests (40.3%) stayed in five stars hotels in 2014, followed by guests in four stars hotels with 26.2%, guests in three stars or less with 22.5% and guests in hotel apartments with 11.0%.



**Table 5: Hotel guests by nationality and classification, 2014**

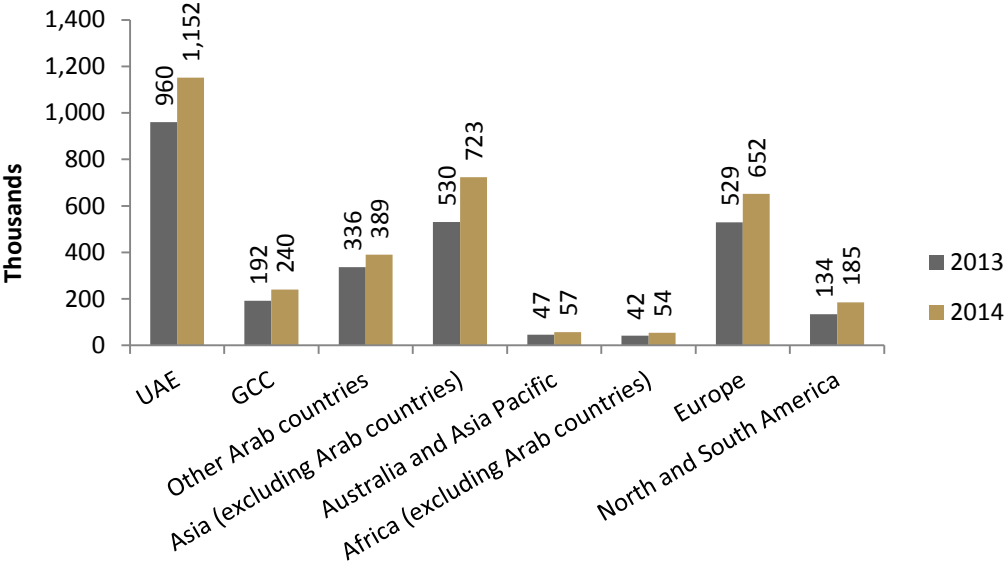
Nationality	Five stars	Four stars	Three stars or less	Hotel apartments	Total
UAE	541,455	269,942	212,388	128,300	<b>1,152,085</b>
GCC	88,852	59,983	56,535	35,108	<b>240,478</b>
Other Arab countries	92,233	117,885	121,791	57,570	<b>389,479</b>
Asia (excluding Arab countries)	222,055	189,114	217,857	94,265	<b>723,291</b>
Australia and Asia Pacific	24,548	14,696	13,894	4,292	<b>57,430</b>
Africa (excluding Arab countries)	13,071	20,087	14,388	6,096	<b>53,642</b>
Europe	323,731	180,979	110,173	36,921	<b>651,804</b>
North and South America	83,621	46,298	35,157	19,947	<b>185,023</b>
Not mentioned	18,666	15,486	4,085	2,594	<b>40,831</b>
<b>Total</b>	<b>1,408,232</b>	<b>914,470</b>	<b>786,268</b>	<b>385,093</b>	<b>3,494,063</b>

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

Guests from the UAE preferred to stay in luxury hotels; 47.0% of them stayed in five stars hotels.

With regard to guests from Europe, 49.7% of them stayed in five star hotels and 5.7% stayed in hotel apartments.

**Figure 1: Number of guests by nationality, 2013 and 2014**



Source: Statistics Centre- Abu Dhabi

**Guest Nights**

The number of guest nights totaled 10.5 million nights in 2014, an increase of 19.0% compared with 2013. Guest nights from Asia (Excluding Arab Countries) increased by 26.3%, followed by guests from Africa (excluding Arab countries) and North and South America, both with 23.5%.

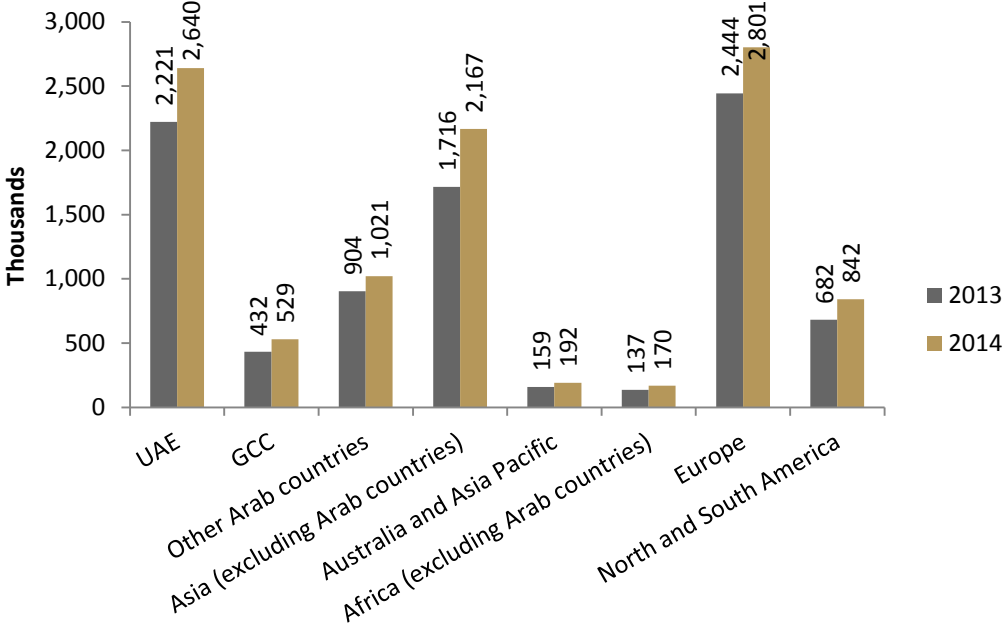
**Table 6: Guest nights by nationality, 2013 and 2014**

Nationality	2013	2014	2014 % share	Change %
UAE	2,220,750	2,639,751	25.2	<b>18.9</b>
GCC	431,908	529,196	5.1	<b>22.5</b>
Other Arab countries	903,676	1,020,839	9.8	<b>13.0</b>
Asia (excluding Arab countries)	1,716,105	2,166,878	20.7	<b>26.3</b>
Australia and Asia Pacific	159,196	192,480	1.8	<b>20.9</b>
Africa (excluding Arab countries)	137,494	169,820	1.6	<b>23.5</b>
Europe	2,444,342	2,800,951	26.8	<b>14.6</b>
North and South America	682,174	842,171	8.0	<b>23.5</b>
Not mentioned	93,570	101,051	1.0	<b>8.0</b>
<b>Total</b>	<b>8,789,215</b>	<b>10,463,137</b>	<b>100.0</b>	<b>19.0</b>

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

Guests from Europe and the UAE represented half of the entire guest nights in 2014 with 26.8% and 25.2% respectively, followed by guests from Asia (excluding Arab countries) with 20.7%. Guests from Africa (excluding Arab countries) and guests from Australia and Asia Pacific contributed the lowest share of guest nights with 1.6% and 1.8% respectively.

**Figure 2: Guest nights by nationality, 2013 and 2014**



Source: Statistics Centre- Abu Dhabi

Guest nights for five stars hotels contributed more than a third with 37.2% of all guest staying in five stars hotels in 2014, followed by 23.9% for hotel apartments, 20.6% in four stars hotels and 18.3% in three stars or less.

**Table 7: Guest nights by nationality and classification, 2014**

Nationality	Five stars	Four stars	Three Stars or less	Hotel apartments	Total
UAE	1,155,805	495,018	480,225	508,703	<b>2,639,751</b>
GCC	210,961	111,626	100,363	106,246	<b>529,196</b>
Other Arab countries	232,059	241,845	277,280	269,655	<b>1,020,839</b>
Asia (excluding Arab countries)	522,805	391,393	524,122	728,558	<b>2,166,878</b>
Australia and Asia Pacific	67,406	40,485	31,410	53,179	<b>192,480</b>
Africa (excluding Arab countries)	43,936	45,927	38,596	41,361	<b>169,820</b>
Europe	1,320,254	631,177	342,994	506,526	<b>2,800,951</b>
North and South America	299,047	173,326	104,836	264,962	<b>842,171</b>
Not mentioned	38,289	28,826	13,163	20,773	<b>101,051</b>
<b>Total</b>	<b>3,890,562</b>	<b>2,159,623</b>	<b>1,912,989</b>	<b>2,499,963</b>	<b>10,463,137</b>

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

## Average Length of Stay

The average length of stay decreased in 2014 to 3.0 nights, a decrease of 4.4% compared with 2013. The decrease was registered across all nationalities. Guests from North and South America accounted for the largest percentage decrease in the average length of stay with a 10.5% decrease, followed by guests from Europe with a 7.0% decrease, and guests from Asia (excluding Arab countries) with a 6.3% decrease.

The highest average length of stay in 2014 was recorded by guests from North and South America and from Europe with 4.6 and 4.3 nights respectively. The lowest average length of stay was recorded by GCC guests at 2.2 nights, followed by UAE guests at 2.3 nights.

**Table 8: Average length of stay by nationality, 2013 and 2014 (Night/ Guest)**

Nationality	2013	2014	Change %
UAE	2.3	2.3	-0.9
GCC	2.3	2.2	-2.2
Other Arab countries	2.7	2.6	-2.4
Asia (excluding Arab countries)	3.2	3.0	-6.3
Australia and Asia Pacific	3.4	3.4	-2.1
Africa (excluding Arab countries)	3.3	3.2	-3.0
Europe	4.6	4.3	-7.0
North and South America	5.1	4.6	-10.5
Not specified	2.0	2.5	23.7
<b>Total</b>	<b>3.1</b>	<b>3.0</b>	<b>-4.4</b>

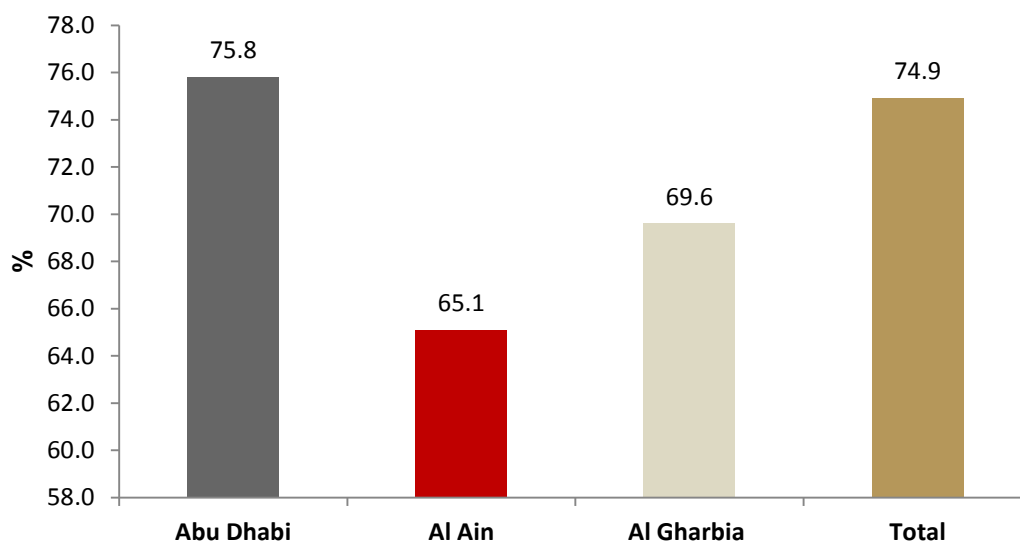
Source: Abu Dhabi Tourism and Culture Authority, Statistics Centre- Abu Dhabi

## Occupancy Rate

Occupancy rate is a significant hotel establishment indicator. The total occupancy rate rose in 2014 by 5.8% compared with the previous year.

The total occupancy rate in the Abu Dhabi region of 75.8% was higher than in the Al Ain region (65.1%) and the Al Gharbia region (69.6%). Occupancy rates in hotel apartments was 82.9% in 2014, and 72.7% in hotels, compared with 80.6% and 67.9% respectively in 2013.

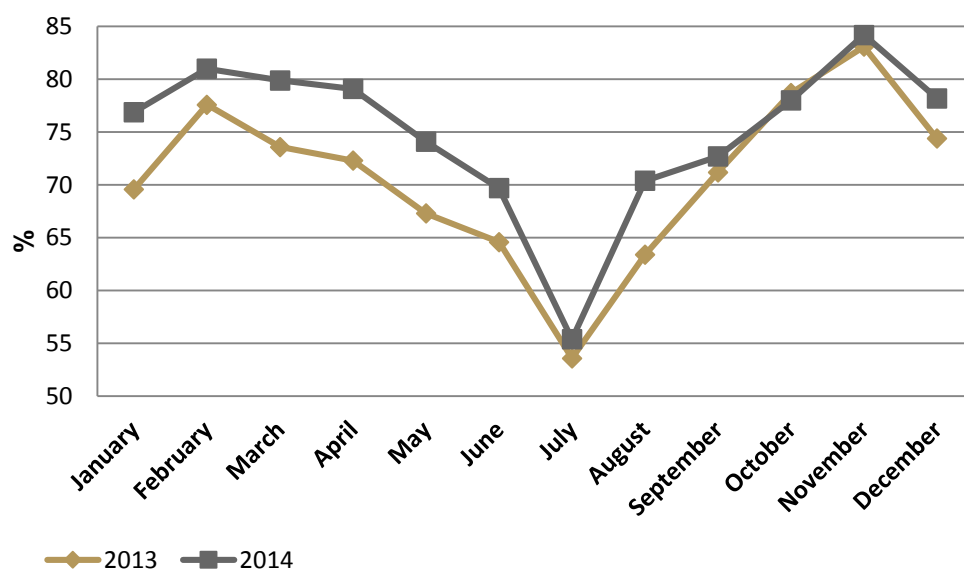
**Figure 3: Occupancy rate by region, 2014**



Source: Statistics Centre- Abu Dhabi

The data shows that an occupancy rate at 81.0% was recorded in February 2014, followed by a decrease to 55.4% in July. It increased in November reaching the highest level at 84.2%. Finally it dropped in December to 78.2%. The pattern of the occupancy rate in 2014 was similar to 2013.

**Figure 4: Occupancy rate of hotel establishment by month, 2013 and 2014**



Source: Statistics Centre- Abu Dhabi

## Revenues

The overall revenues of hotel establishments rose to AED 6.3 billion in 2014, an increase of 14.5% compared with the previous year.

**Table 9: Revenues of hotel establishments by type of revenue, 2013 and 2014 (AED million)**

Revenue Type	2013	2014	Change %
Room	2,838	3,265	<b>15.0</b>
Food and beverages	2,108	2,339	<b>11.0</b>
Other revenues	543	680	<b>25.2</b>
<b>Total revenues</b>	<b>5,489</b>	<b>6,284</b>	<b>14.5</b>

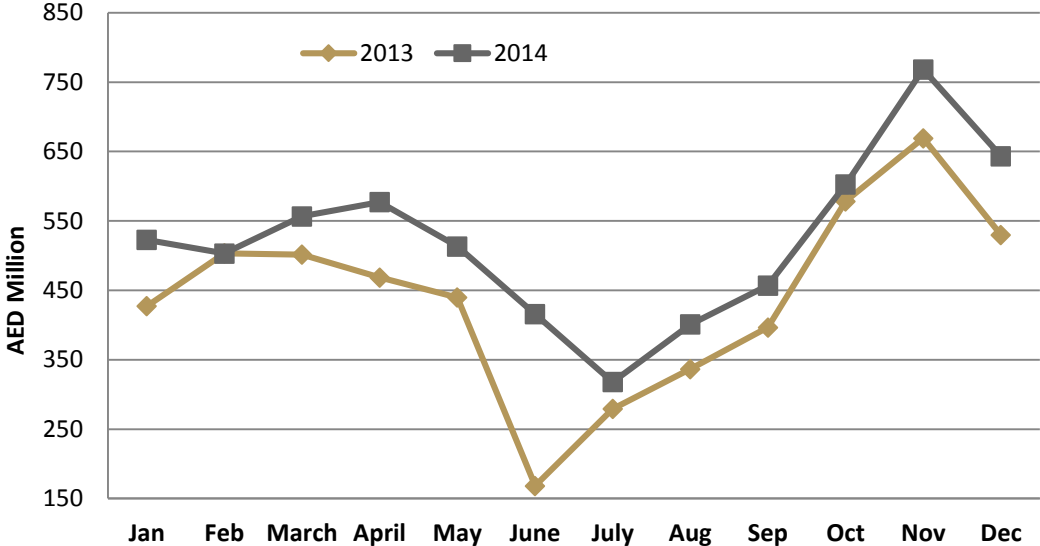
Source: Abu Dhabi Tourism and Culture Authority

Compared with 2013, revenues of rooms in hotel establishments increased by 15.0% during 2014; contributing 52.0% of the total hotel revenues in 2014, while revenue from food and beverages increased by 11.0% over the same period, contributing 37.2% of the total hotel revenue.



The highest revenues were recorded in November 2014 with 12.2% of the annual total, followed by December with 10.2%. The lowest revenues were recorded in July with a 5.1%, share of the total annual revenue.

**Figure 5: Revenues of hotel establishments by month, 2013 and 2014**



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.

**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 quarterly with the data after reviewing it.



adstatistics

Abu Dhabi  
United Arab Emirates  
P.O.Box 6036  
Tel: +971 2 8100000  
Fax: +971 2 8100800  
[www.scad.ae](http://www.scad.ae)