

## Briefing

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 represent 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 establishment's 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 establishment's room 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

### General index

- The hotel establishments price index increased by 31.5% during the month of November 2017 compared with October 2017.
- The hotel establishments price index decreased by 7.3% in November 2017 compared with November 2016.

### Hotel index

- The hotel room rates index increased by 34.6% during November 2017 compared with October 2017.
- The hotel room rates index decreased by 8.8% during November 2017 compared with November 2016.

### Hotel apartment's index

- The hotel apartment's room rates index increased by 18.7% during November 2017 compared with October 2017.
- The hotel apartment's room rates index remained broadly unchanged during November 2017 compared with November 2016.

### Hotel establishment's room revenue

- The hotel establishment's room revenue index decreased by 0.8% during the month of November 2017 compared with November 2016.
- The hotel establishment's room revenue index increased by 35.5% during the month of November 2017 compared with October 2017.

## Notes

### Technical notes

The current methodology for compiling the Hotel price index including, mechanism of calculating the hotel establishments price index and weights, is available on SCAD's website at <http://www.scad.ae>.

### Data sources

Data are obtained from the Abu Dhabi Tourism and Culture Authority.

### More information and detailed release

For more information about prices and other official statistics, please visit the SCAD website at <http://www.scad.ae>.

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