Benchmark Middle East hotel benchmark survey report May 2023 Building a better working world



Introduction

May 2023 key performance highlights

01

Cairo City and Riyadh's hospitality markets witnessed growth across all KPIs in May 2023 when compared to May 2022

Cairo City





The campaign launch "In Egypt, your expectations are history" by Egyptian tourism authority partnering with Middle East and North Africa's (MENA) online travel marketplace Wego to boost the region's tourism coupled with the return of Chinese travelers post the ease on travel restrictions due to the COVID-19 pandemic by China could have backed the sector's growth.

Initiatives to boost bilateral tourism between Nepal and Egypt, Eid Al-Adha celebrations and hosting of several MICE events such as 21st EgyMedica 2023 and sporting events like men's Africa Nations Volleyball Championship are expected to promote the sector performance in the coming months. Plans to restore monasteries and archaeological sites to promote religious tourism may boost the long-term sector performance.

Riyadh

Riyadh's hospitality market saw an occupancy growth of 16.2 percentage points from 52.7% in May 2022 to 68.9% in May 2023 and an ADR increase of 3.7% in May 2023 when compared to May 2022. This resulted in a RevPAR growth of 35.6% from US\$90 in May 2022 to US\$122 in May 2023.



Riyadh's hospitality sector performance could be mainly attributed to the launch of Saudi Arabia's largest tourism promotion event "Riyadh Travel Fair (RTF) 2023" with an anticipated arrival of 30,000 visitors and the opening of the luxurious entertainment destination "Via Riyadh". Hosting of several MICE events such as the third Riyadh International Luxury Week, SFA Health and Fitness Expo and E3 Customer Experience Conference 2023 may have supported the sector growth.

Saudi Tourism Authority (STA) partnering with TATA Indian Premier League (IPL) to promote Saudi Arabia as the leading leisure destination for Indian travelers along with STA entering into agreements with various global hotel chains and companies are likely to boost inbound tourists. Also, with the launch of the seasonal campaign "Rethink Summer," Saudi Arabia's hospitality sector performance is expected to improve in the medium to long term.

May 2023 key performance highlights

02

Hospitality markets in Kuwait and Manama observed a decrease in ADR and RevPAR in May 2023 when compared to May 2022.

Kuwait





Reduced business activity in the wake of cuts in oil production as announced by OPEC along with a quiet MICE calendar and market's heavy reliance on business travelers could have resulted in a softened hospitality sector performance.

Moving forward, the upcoming Eid Al-Adha holidays, codeshare agreement signed between Kuwait airways and Saudi Arabian Airlines to promote travel and flight networks in the region, and proposal of unified visa for GCC countries may support Kuwait's hospitality sector growth.

Manama

Manama's hospitality market observed a RevPAR drop of 24.4% from US\$106 in May 2022 to US\$80 in May 2023. This decrease was driven by an occupancy drop of 4.0 percentage points in May 2023 when compared with the same period last year together with an ADR decrease of 18.8% from US\$181 in May 2022 to US\$147 in May 2023.



Manama's subdued hospitality sector performance could be attributed to the limited events and leisure activities hosted during the month.

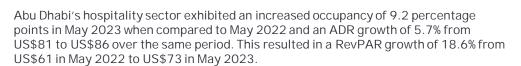
Bahrain Tourism and Exhibitions Authority's (BETA) initiative to promote the country as a tourist hub in Japan, its partnership with Air Arabia and Emirates to boost tourism are expected to improve Manama's hospitality sector performance in the long run. Plans on the launch of "Schengen-style" visa for GCC countries which is expected to boost tourist arrivals and hosting of several events such as 49th Bahrain annual fine arts exhibition and return of the floating book fair is expected to add to the sector growth.

May 2023 key performance highlights

03

Abu Dhabi's hospitality market observed growth across all the KPIs in May 2023 when compared to May 2022.

Abu Dhabi





Performance of Abu Dhabi's hospitality sector for the month could be primarily attributed to the opening of the region's first marine life theme park "SeaWorld Yas Island". The launch of the campaign "One summer isn't enough" as a part of the city's plan to attract 24 million visitors by 2023 offering "Stay More, Pay Less" promotion, "Kids go free" deals and Abu Dhabi summer pass coupled with the Abu Dhabi International Book Fair may have added to the growth.

The special staycation deals offered by hotels intended for the upcoming Eid Al-Adha holidays, events at Yas Island such as international basketball weekend and Abu Dhabi showdown week UFC 294, the anticipated visitation of Chinese tourists to Gulf countries following the lift of China's zero-tolerance Covid restrictions are expected to boost Abu Dhabi's hospitality sector performance.

Dubai's hospitality market witnessed an increase in occupancy and RevPAR in May 2023 when compared to May 2022.

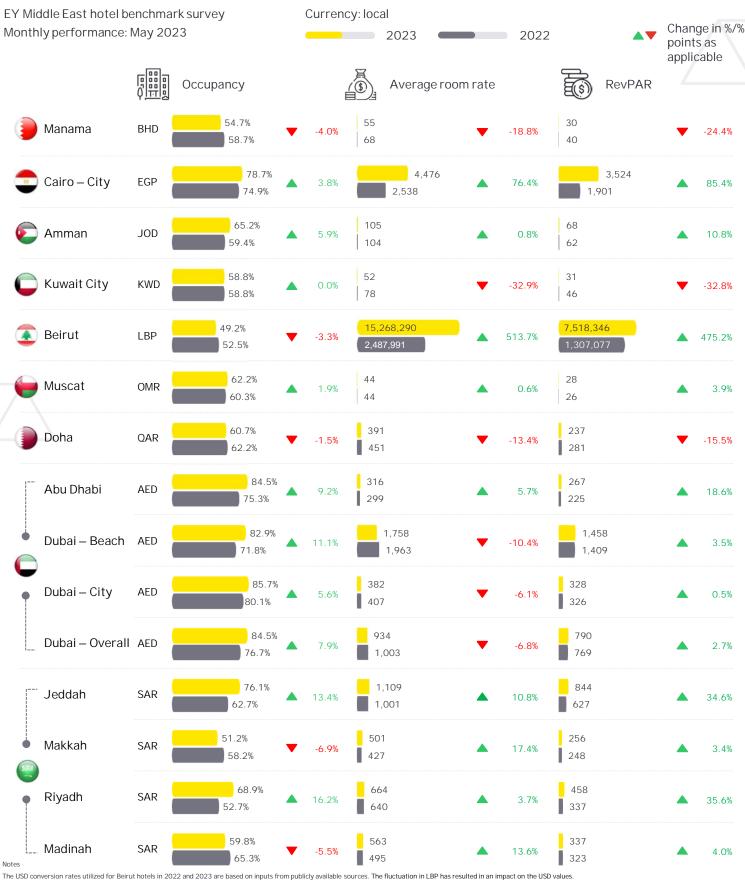
Dubai

In May 2023, Dubai's hospitality market observed an increase in RevPAR by 2.7% from US\$209 in May 2022 to US\$215. Despite the drop in ADR by 6.8% from US\$273 in May 2022 to US\$254 in May 2023 the occupancy growth of 7.9 percentage points during the period led to this RevPAR growth.

Participation of over 40,000 visitors from 150+ countries in the 30th Arabian Travel Market (ATM) 2023 coupled with the Dubai Food Festival, Dubai Comedy Festival and the launch of summer campaign "Do you believe it?" by Dubai's Department of Economy and Tourism (DET) which includes "Kids go free" deals offering free entry for kids to various attractions, and indoor and outdoor activities may have contributed to Dubai's hospitality sector performance.

In the coming months, performance of Dubai hospitality sector is expected to boost further with the hosting of several events such as the inaugural edition of Global Chess League, Esports and games festival, and the return of Dubai Sports World events along with the Dubai Summer Surprises (DSS) and Eid holidays.

Selected markets monthly performance (local currency)



The USD conversion rates utilized for Beirut hotels in 2022 and 2023 are based on inputs from publicly available sources. The fluctuation in LBP has resulted in an impact on the USD values.

Figures might not add up due to rounding differences.

[&]quot;Dubai - Overall" includes: Dubai Beach and Dubai City

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Selected markets monthly performance (US Dollars)



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Selected markets year-to-date performance (local currency)



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Selected markets 12 month rolling historical performance (US dollars)

















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Egypt

Jordan

Kuwait

ebanon

man

atar

KSA

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Kuwait monthly performance May 2021–May 2022 and May 2022–May 2023 (US Dollars)



Rolling historical performance May 2022-May 2023



Kuwait

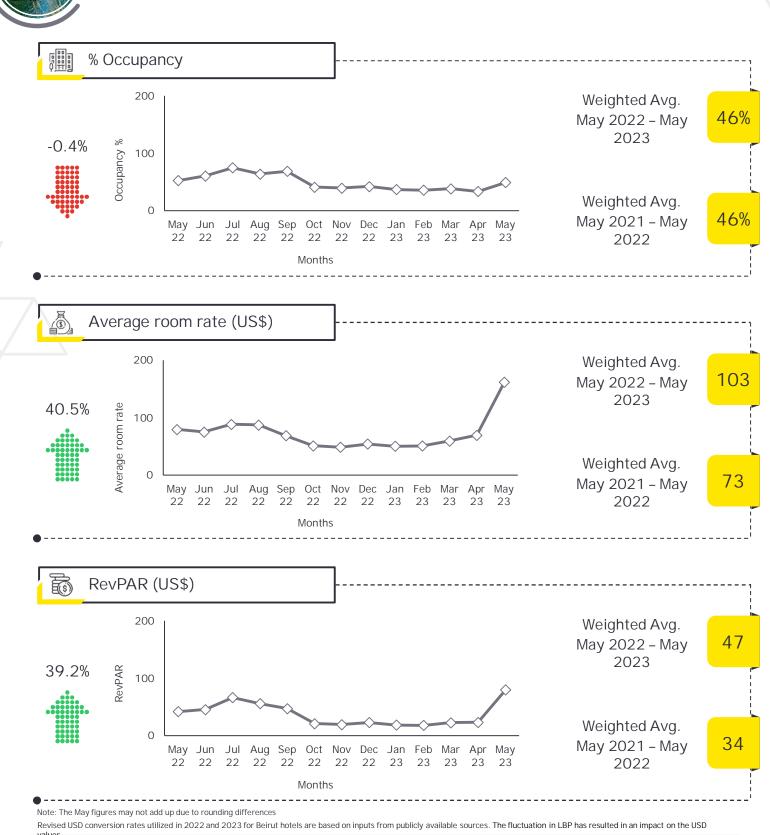
Lebanon monthly performance May 2021–May 2022 and May 2022–May 2023 (US Dollars)







Rolling historical performance May 2022-May 2023



Oman monthly performance May 2021-May 2022 and May 2022-May 2023 (US Dollars)





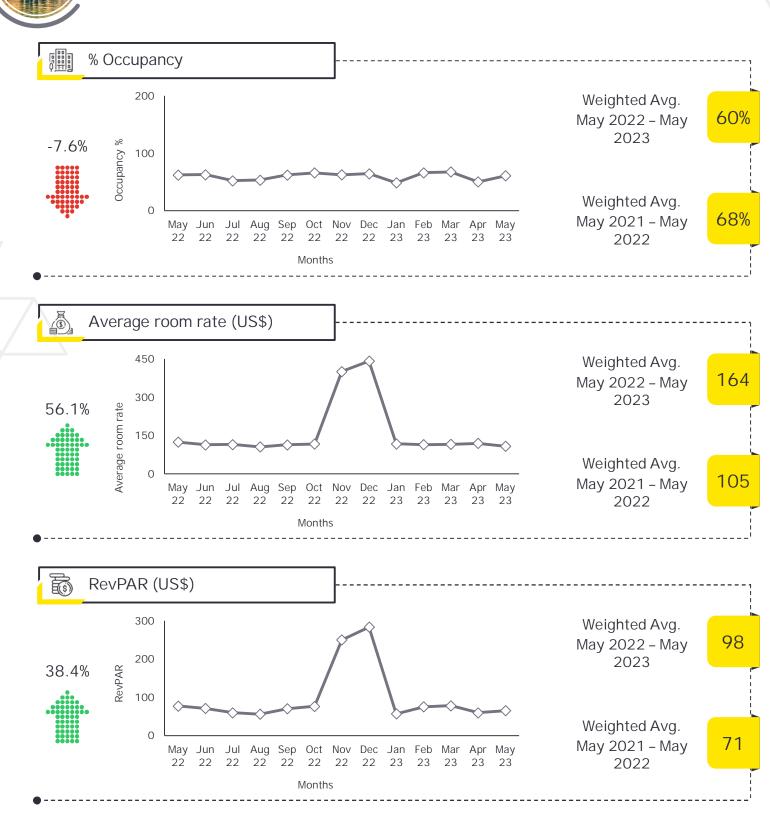
Rolling historical performance May 2022-May 2023



Qatar monthly performance May 2021–May 2022 and May 2022–May 2023 (US Dollars)



Rolling historical performance May 2022-May 2023































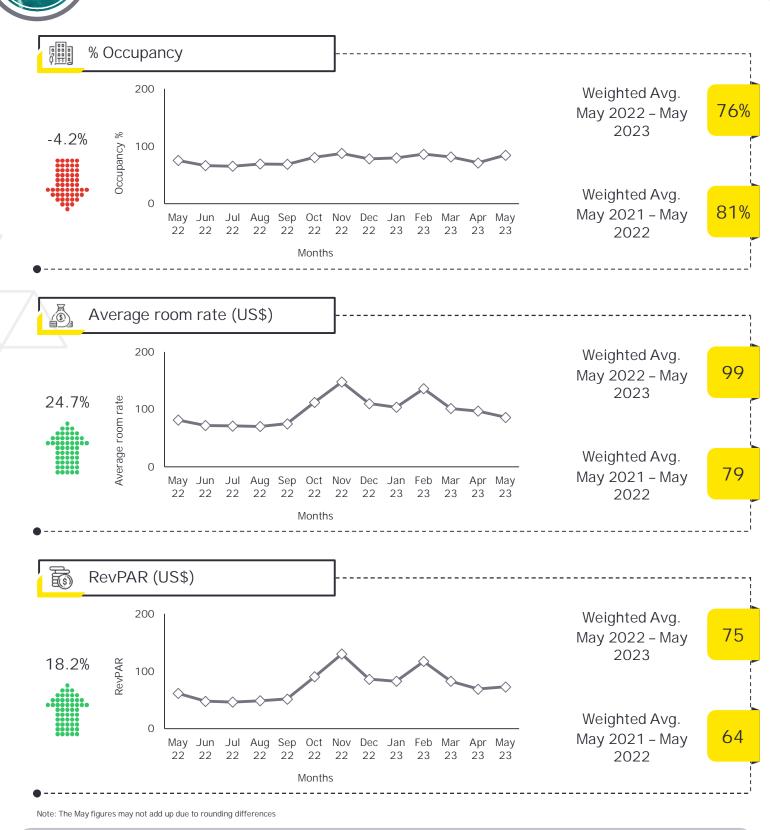




UAE monthly performance: Abu Dhabi May 2021-May 2022 and May 2022-May 2023 (US Dollars)



Rolling historical performance May 2022-May 2023



UAE monthly performance: Dubai May 2021–May 2022 and May 2022–May 2023 (US Dollars)



Rolling historical performance May 2022-May 2023



Bahrain Egypt Jordan Kuwait Lebanon Oman Qatar KSA UAE

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