

# 196+ roundtable

## 196+ roundtable arabian peninsula

bahrain, kuwait, oman,  
qatar, saudi arabia,  
uae, yemen

Dubai  
(08.09.2021)

9

participants

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### NOTES

1) calculated as per PKF sample; includes all  
properties with at least 100 rooms; 2) as per 31  
December 2020; 3) as per the PKF contract  
database; 4) from the viewpoint of hotel groups

## supply

1,494  
properties

390,220  
rooms<sup>1</sup>

71%  
branded  
rooms

74%  
chain affiliated  
rooms

### group / brand profile

- › strongest brand: **Crowne Plaza**
- › strongest group: **Accor**
- › fastest growing brand: **Riu**
- › fastest growing group: **Accor**
- › strongest regional brand  
(global presence): **Rotana**
- › fastest growing regional brand:  
**Rove**

### key takeaways

- › The Middle East is one of the few regions that are showing a good recovery with 52% occupancy ytd 2021 according to STR. Dubai is sitting at 58% which is very encouraging but still behind 2019 level.
- › Muscat is the destination lagging behind 2019 the most with an occupancy of around 30% and about 60% behind 2019 in RevPAR.
- › Interesting to see is that the 'Uber' Luxury property segment has for the first time crossed the \$1,000 mark in ADR with an occupancy of 62%, the rest of the segments are way behind and feeling the pinch of the economic downturn due to the pandemic.
- › Expectations in business related to EXPO 2020 are great yet with the Chinese market not traveling the organizers are counting on the CIS market. Locals felt that the marketing efforts lack focus.
- › The predictions for the Football World Cup 2022 are mixed with some saying it will see Qatar occupancies in the high nineties! The impact on the rest of the region is expected to be limited.
- › 196+ barometer participants felt that 2023 will see a return to 2019 levels and that hotels will need to revise their product and concepts to recover.

## pipeline

337  
properties

107,205  
rooms<sup>1,2</sup>

265  
hotels under  
construction

72  
planned  
hotels

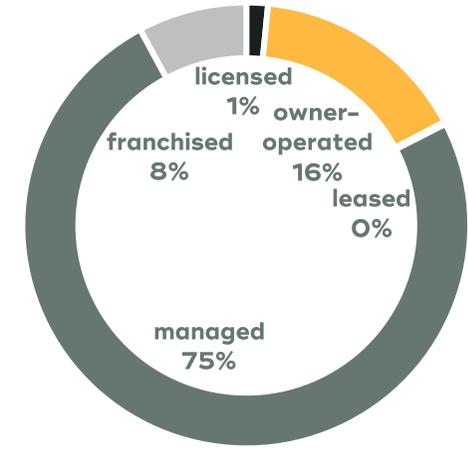
### selected openings of 2020

- › Hotel Riu Dubai, Dubai, **800 rooms**
- › Sofitel Dubai The Obelisk, Dubai, **595 rooms**
- › DoubleTree by Hilton M Square Hotel & Residences, Dubai, **458 rooms**
- › Hyatt Regency Oryx, Doha, **400 rooms**
- › Oaks Ibn Battuta Gate Dubai, Dubai, **396 rooms**

## contracts

698  
properties

194,276  
rooms under  
contract<sup>2,3,4</sup>



## 196+ roundtables around the globe



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