



The 2024 EMEA Stakeholders Conference

Lapita, Dubai Parks & Resorts
6th November 2024

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Senior Director

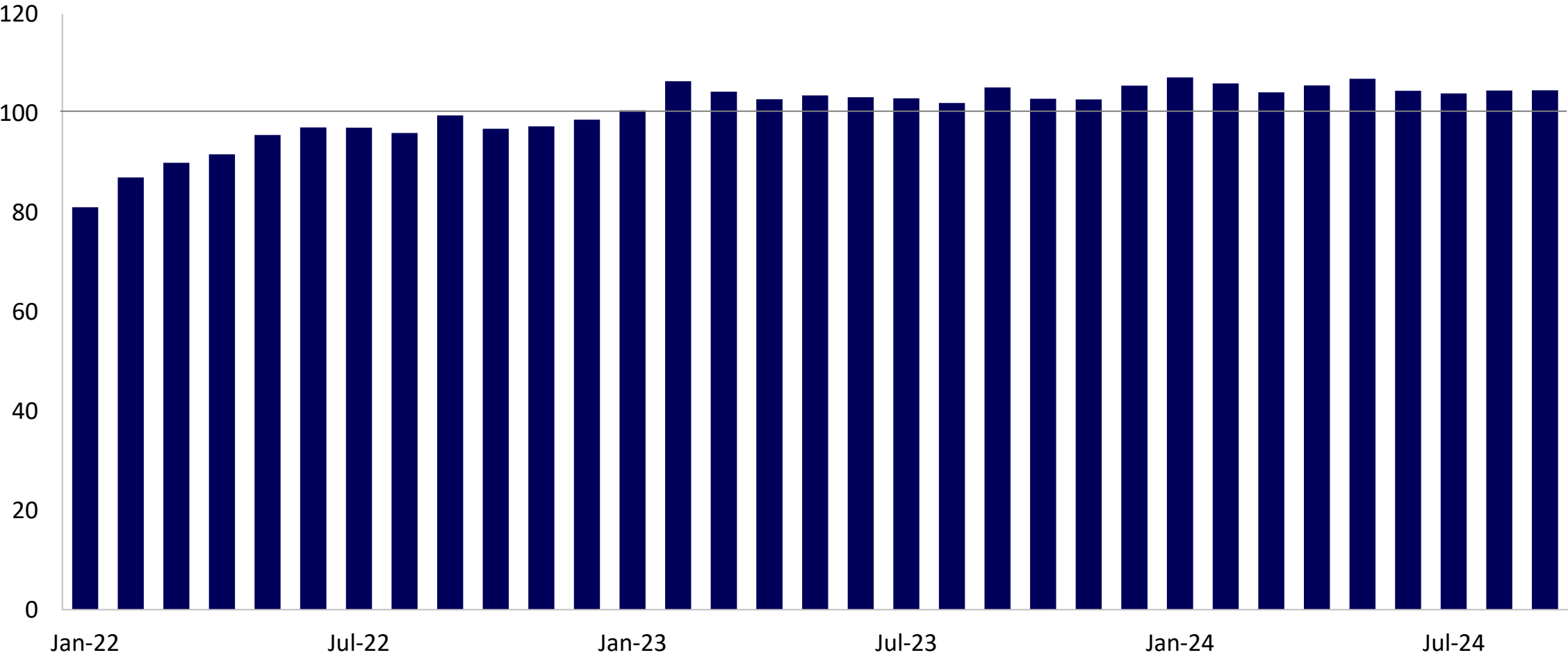
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Demand has recovered

Global demand indexed to 2019, Jan 2022 – September 2024

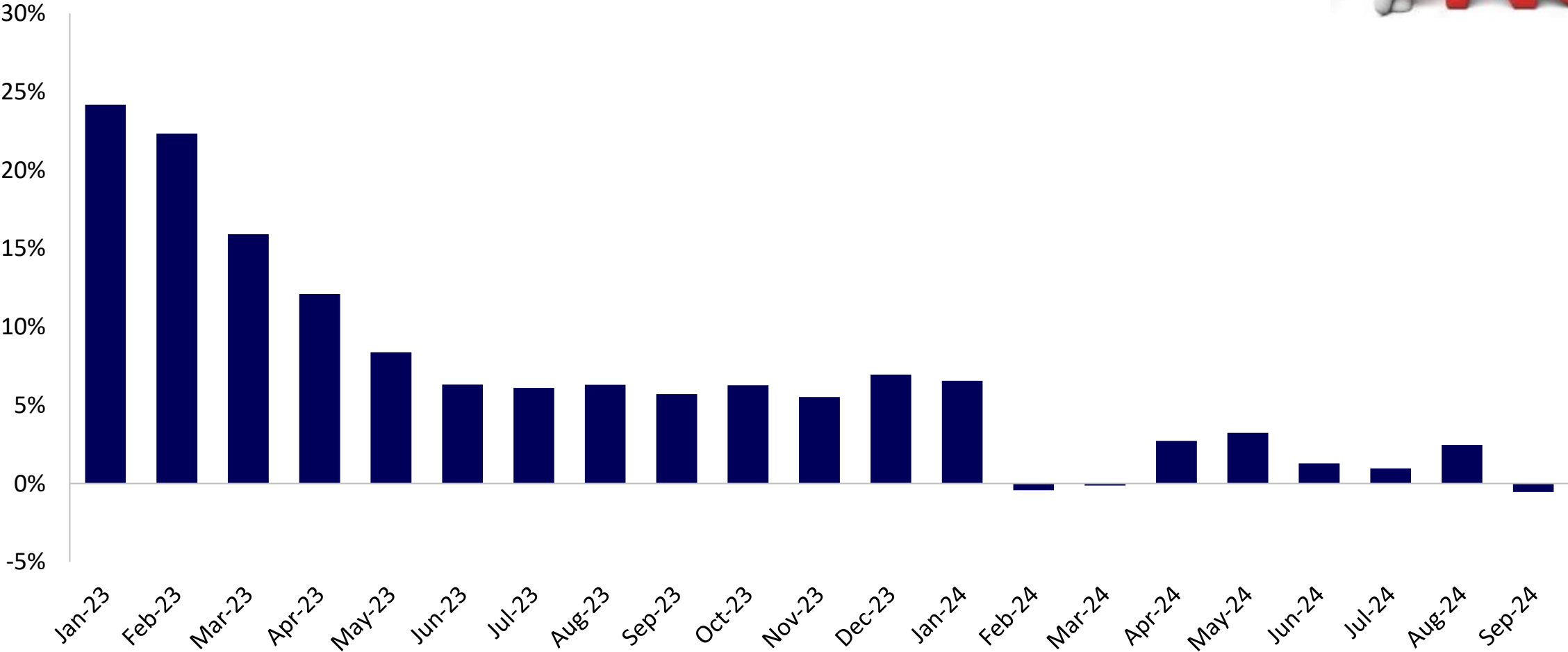




Will it continue to grow at the
same pace?

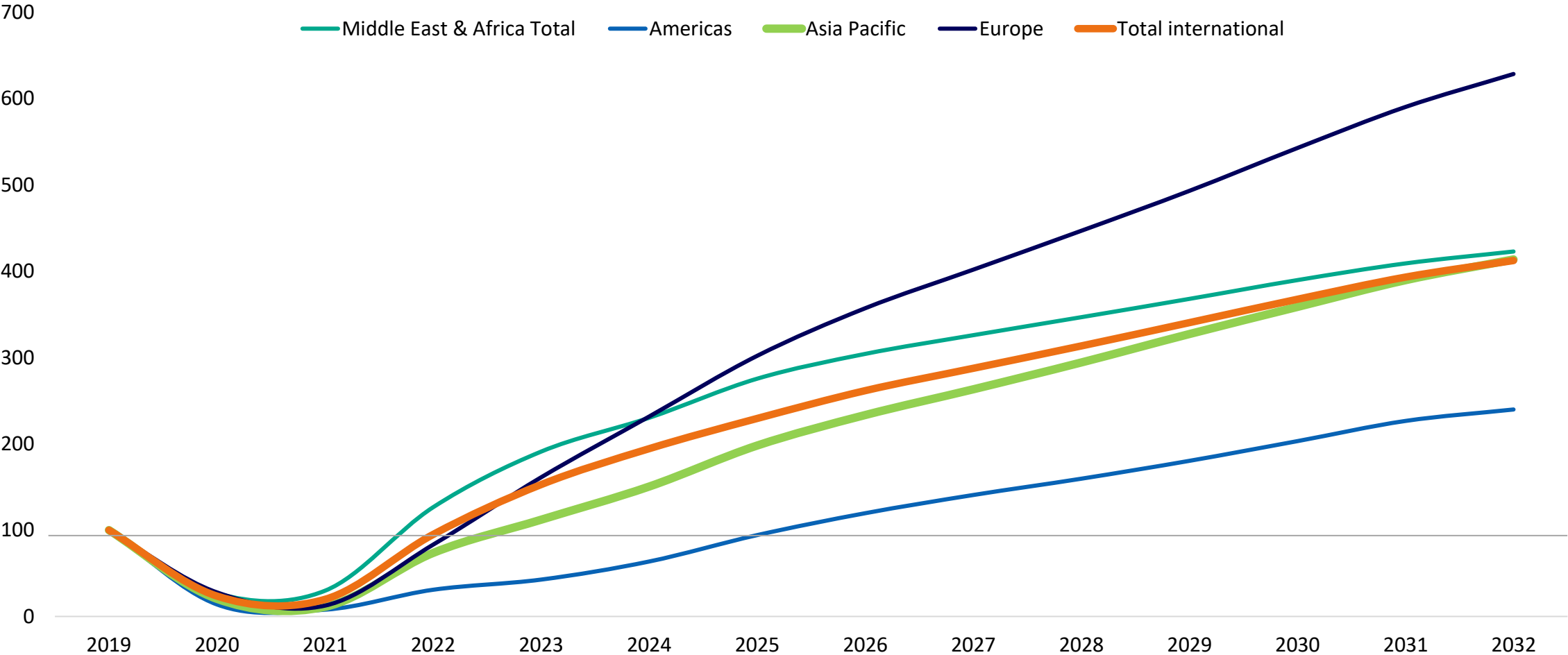
That will be a 'no' then.....

Global demand YoY % chg., Jan 2023 – September 2024



There will be plenty of demand to fill the rooms

Overnight arrivals by origin indexed to 2019, 2019 – 2032, & projected no of arrivals, 2032



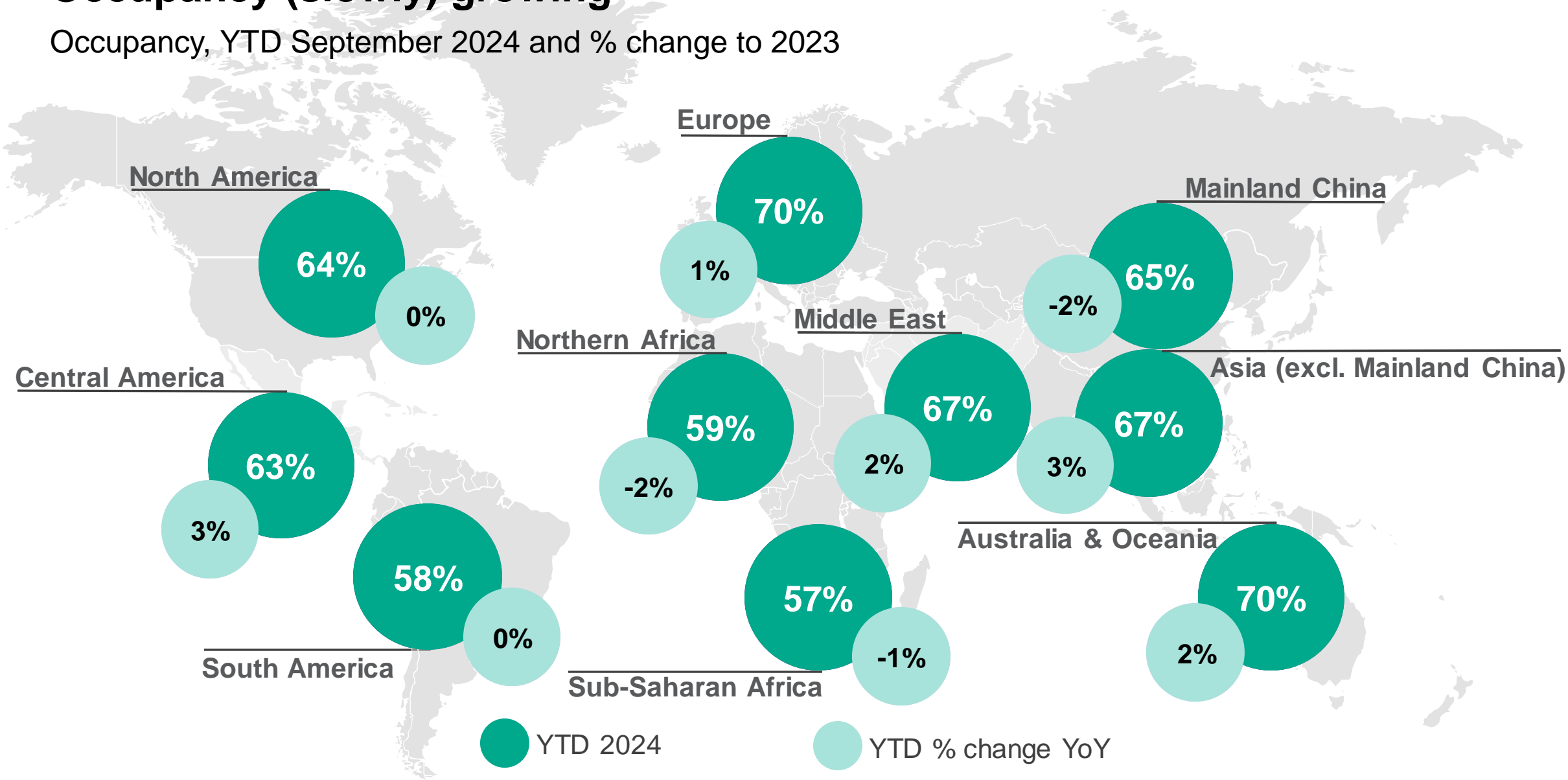
Dubai definitely needs more hotels.....

Dubai (AED), Sep YTD 2024

	Actual	2019 % chg.	YoY % chg.
Room supply	41m	27.6%	0.7%
Room demand	31m	33.8%	1.0%
Occupancy	76.0%	4.8%	0.3%
ADR (AED)	622	19.8%	2.5%
RevPAR (AED)	473	25.6%	2.7%
Room Revenue (AED)	\$19b	60.3%	3.5%

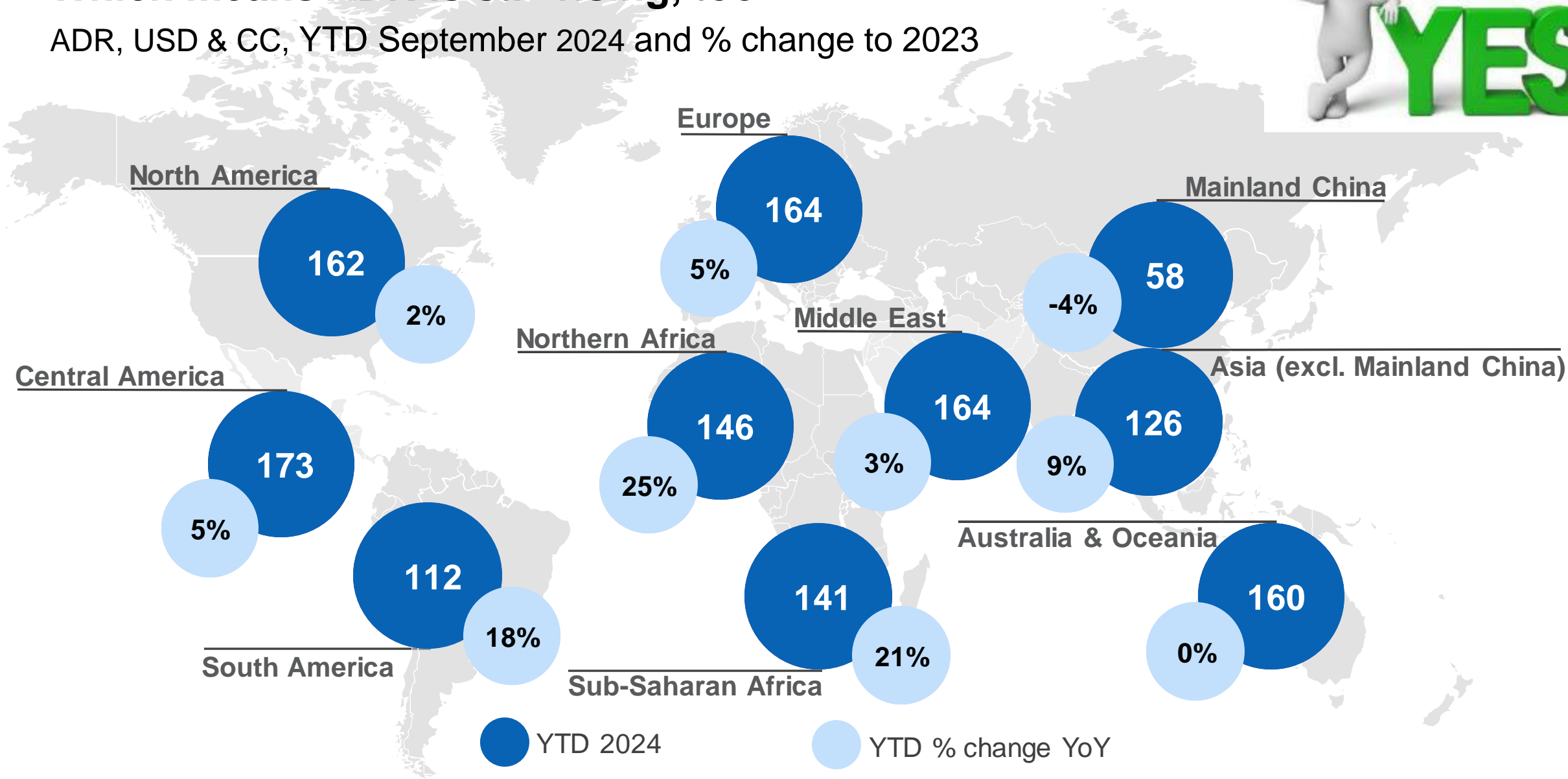
Occupancy (slowly) growing

Occupancy, YTD September 2024 and % change to 2023



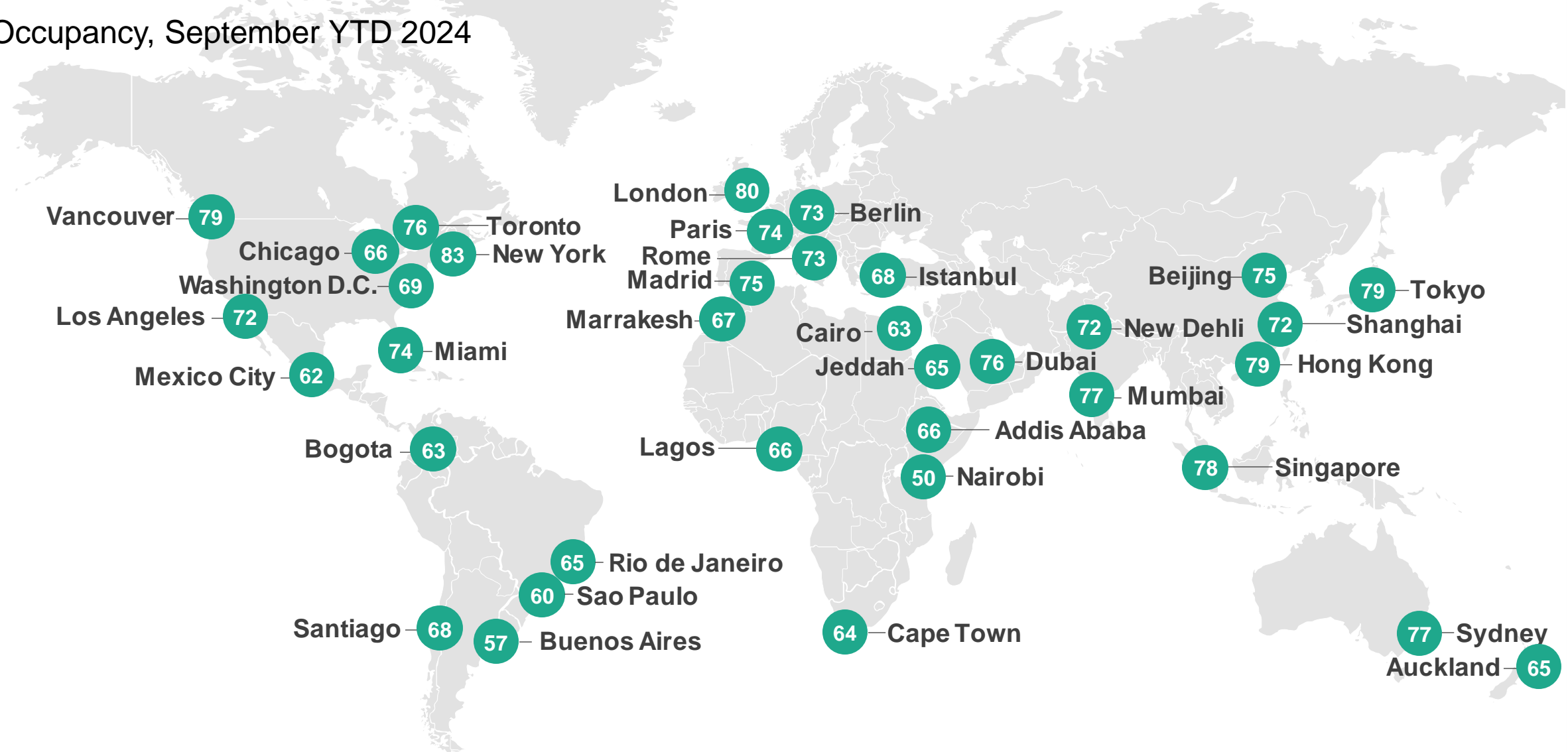
Which means ADR is still rising, too

ADR, USD & CC, YTD September 2024 and % change to 2023



Gateway city hotels are remarkably busy.....everyday....

Occupancy, September YTD 2024



Average Room Rates hit a whole new level.....

ADR, USD, September YTD 2024





GCC – a decade in review



GCC KPI's growing but slowing....

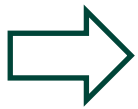
GCC countries (USD, constant currency), Sep YTD 2024

	Actual	2019 % chg.	YoY % chg.
Room supply	126m	16.2%	1.9%
Room demand	85m	20.4%	5.0%
Occupancy	67.5%	3.6%	3.0%
ADR	\$164	16.9%	3.2%
RevPAR	\$111	21.1%	6.2%
Room Revenue	\$14b	40.7%	8.3%

GCC continues to outperform all other regions

Sept 2024 KPI indexed to 2019 & 2023

**vs.
2023**



103

103

Occ Index

103

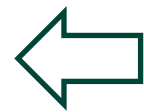
117

ADR Index

106

121

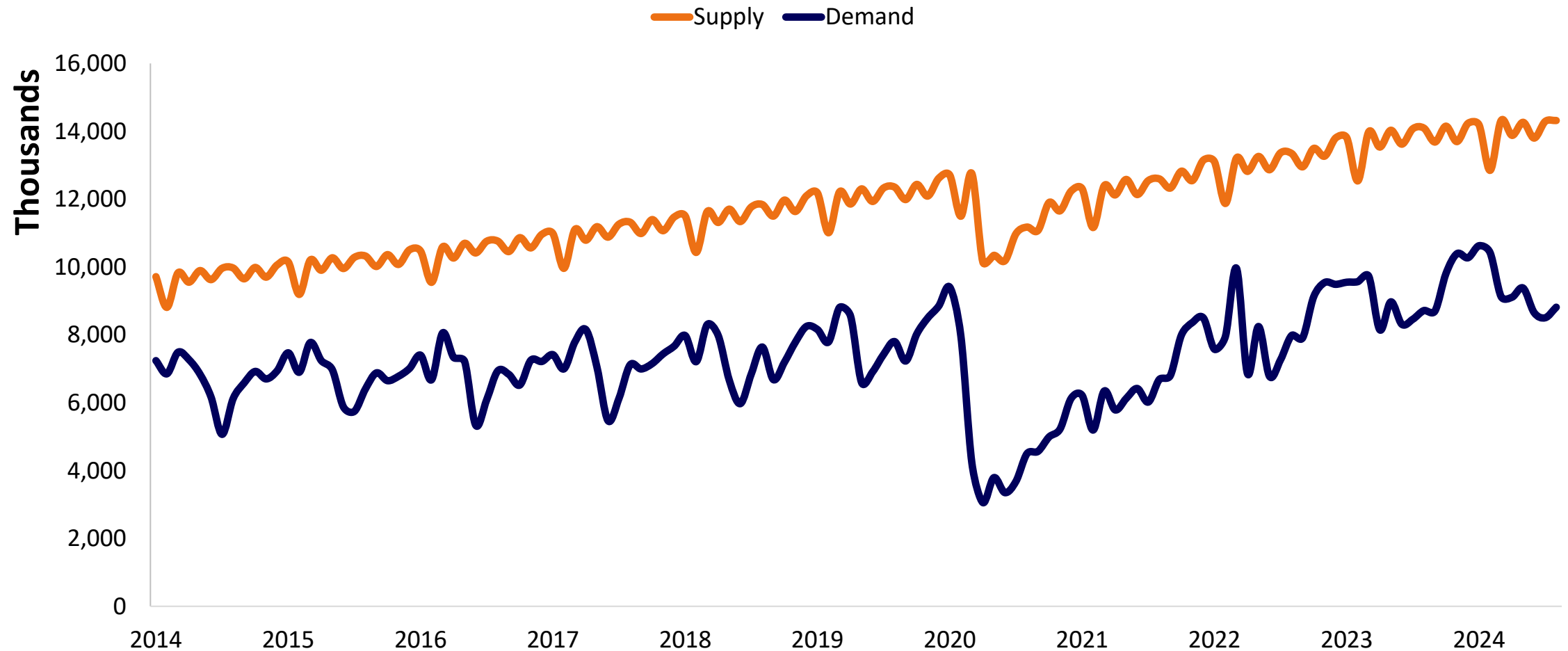
RevPAR Index



**vs.
2019**

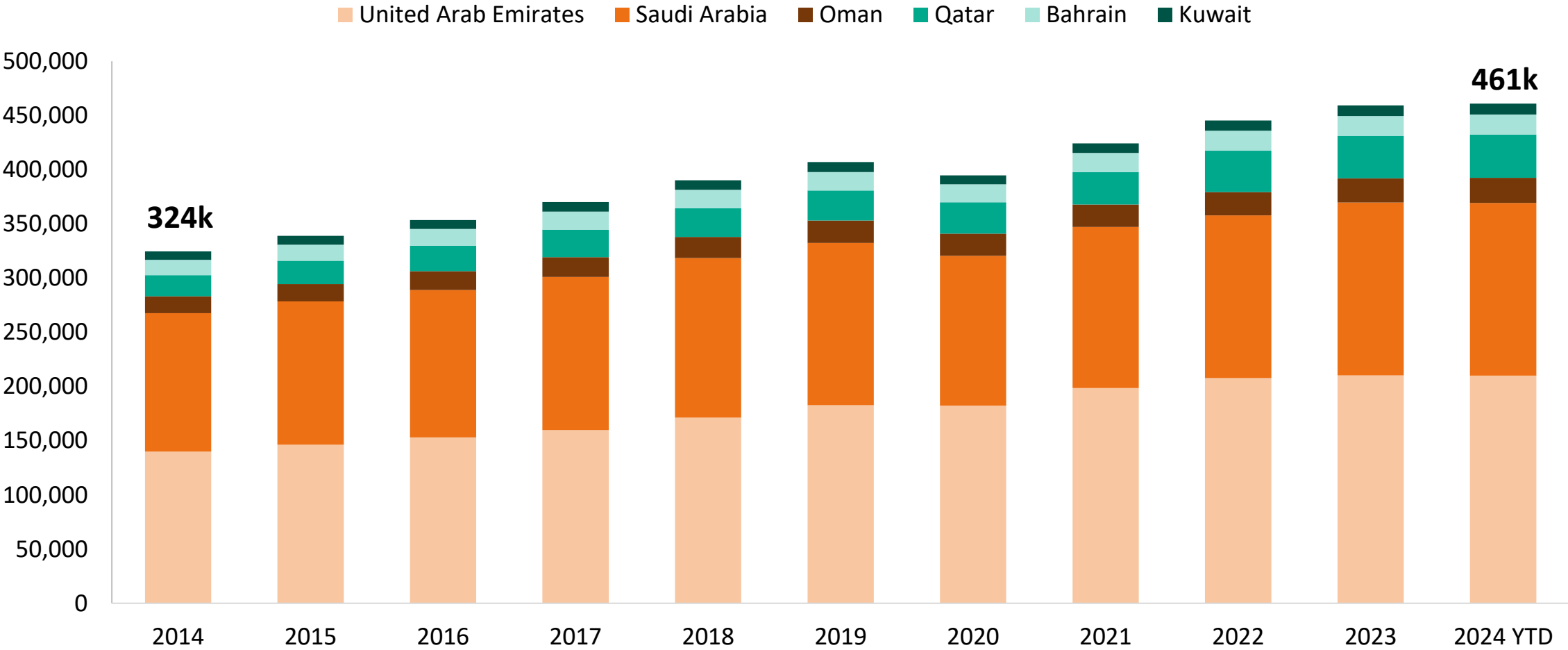
Demand followed a similar pattern to supply over the decade

GCC countries, supply and demand to January 2014 - YTD September 2024



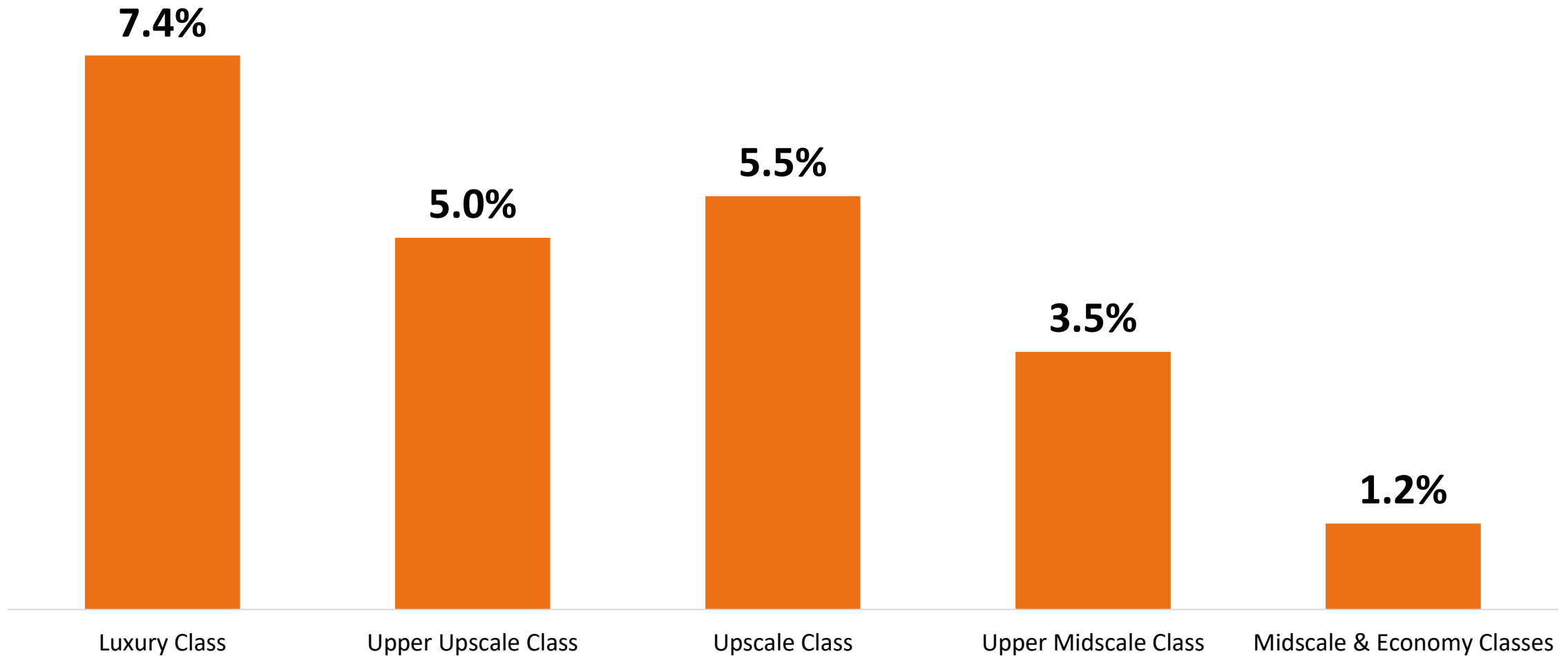
A lot has changed over the past 10 years...

GCC countries, census room count, 2014 – YTD August 2024



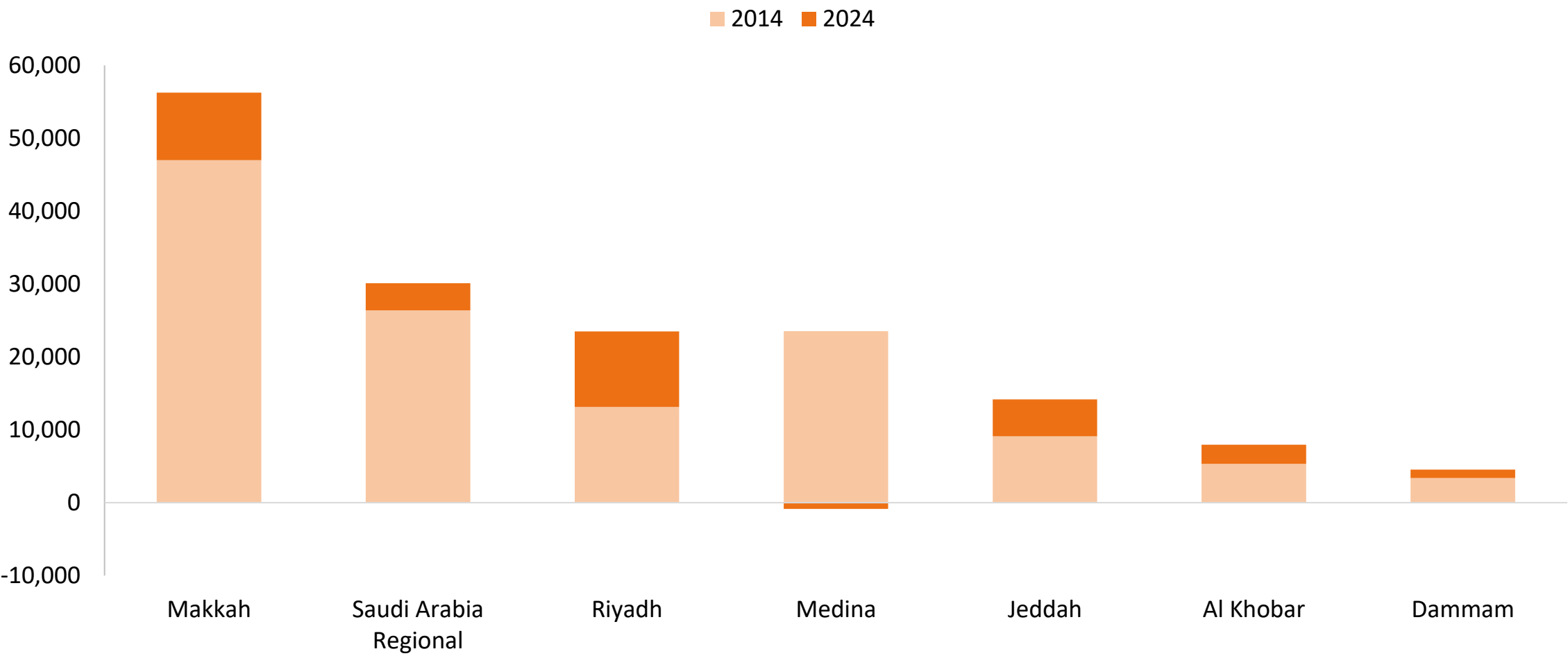
New development has been overwhelmingly high-end in the past...

GCC countries, supply CAGR, 2005-2024 YTD



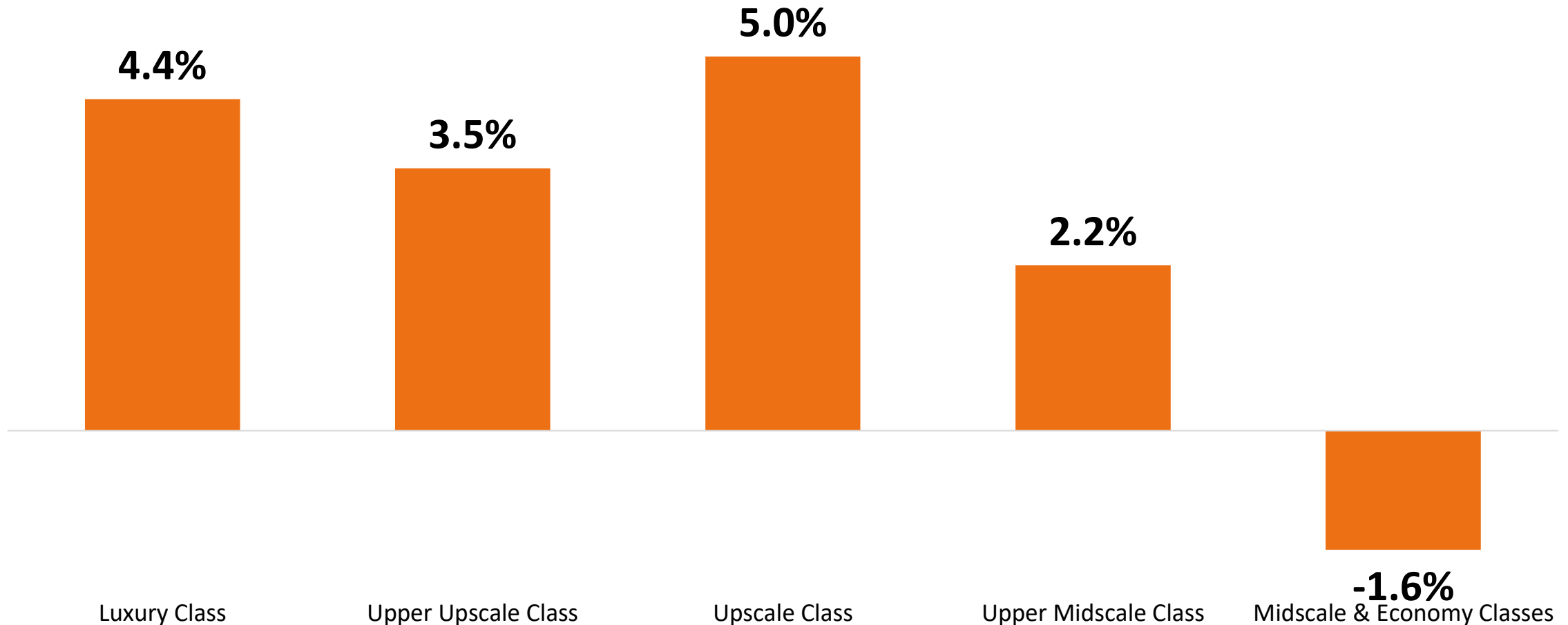
Riyadh, Makkah & Jeddah added most rooms over the past decade

Saudi Arabia, hotel rooms by market, YTD August 2014 and 2024



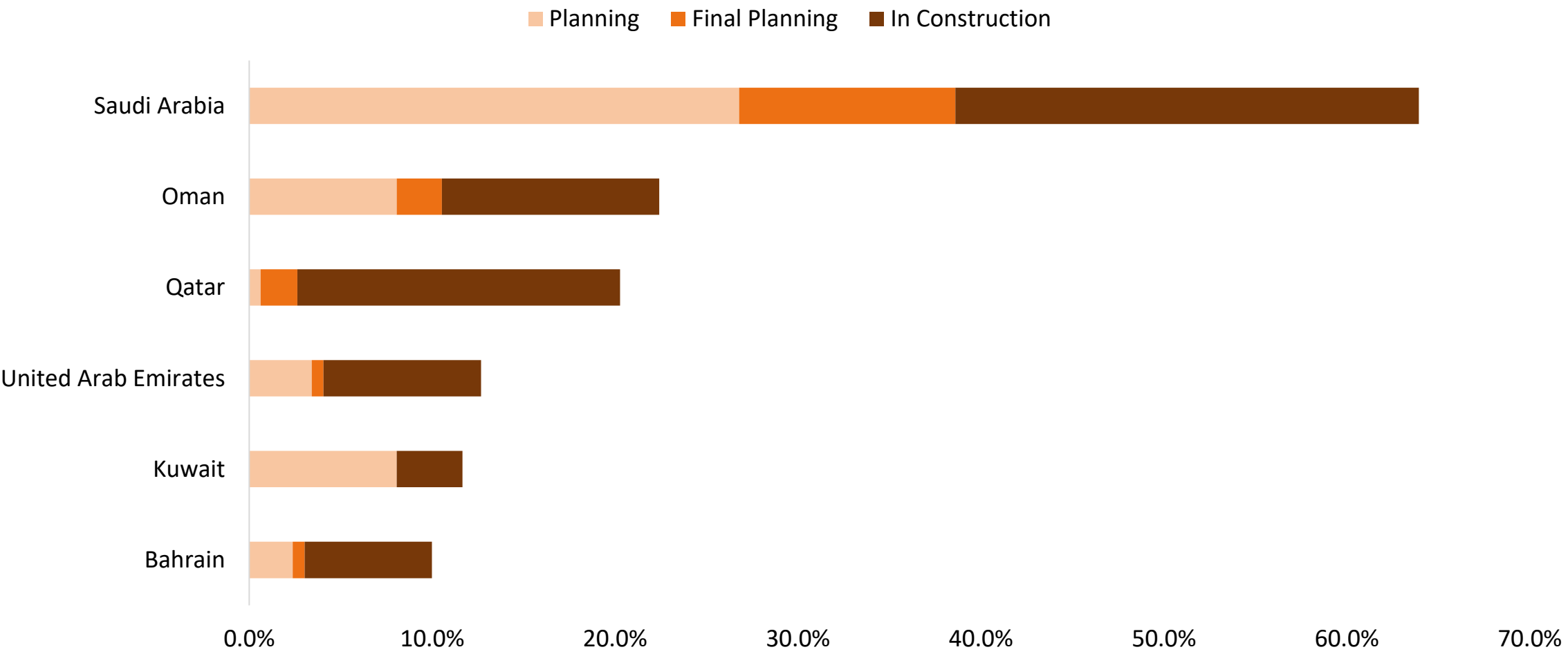
Saudi Arabia....new supply will grow over the next 2-3 years...

Saudi Arabia, supply CAGR, 2005-2024 YTD



But staggering Saudi supply growth is set to continue

GCC countries, active pipeline as % of existing rooms, September YTD 2024



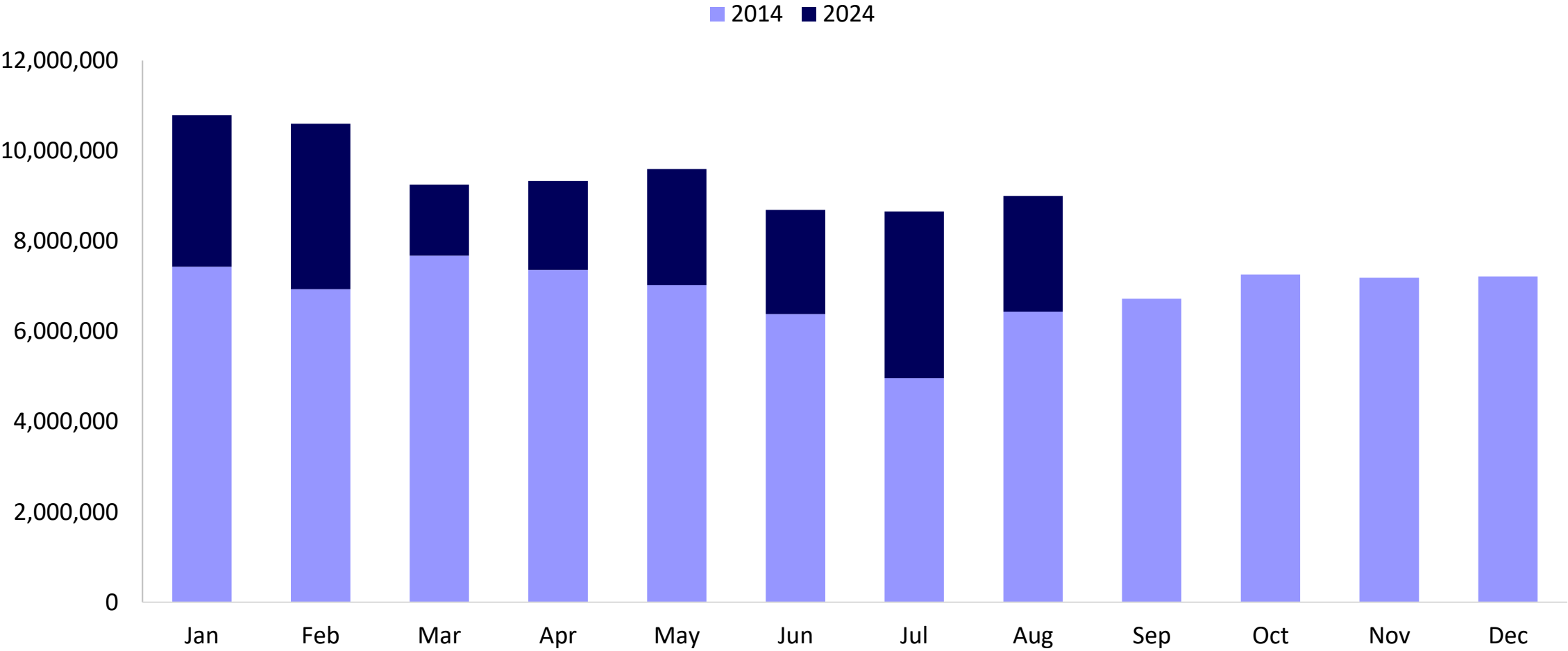
“New” destinations are now taking center stage

GCC markets, occupancy, YTD Aug 2014 and 2024



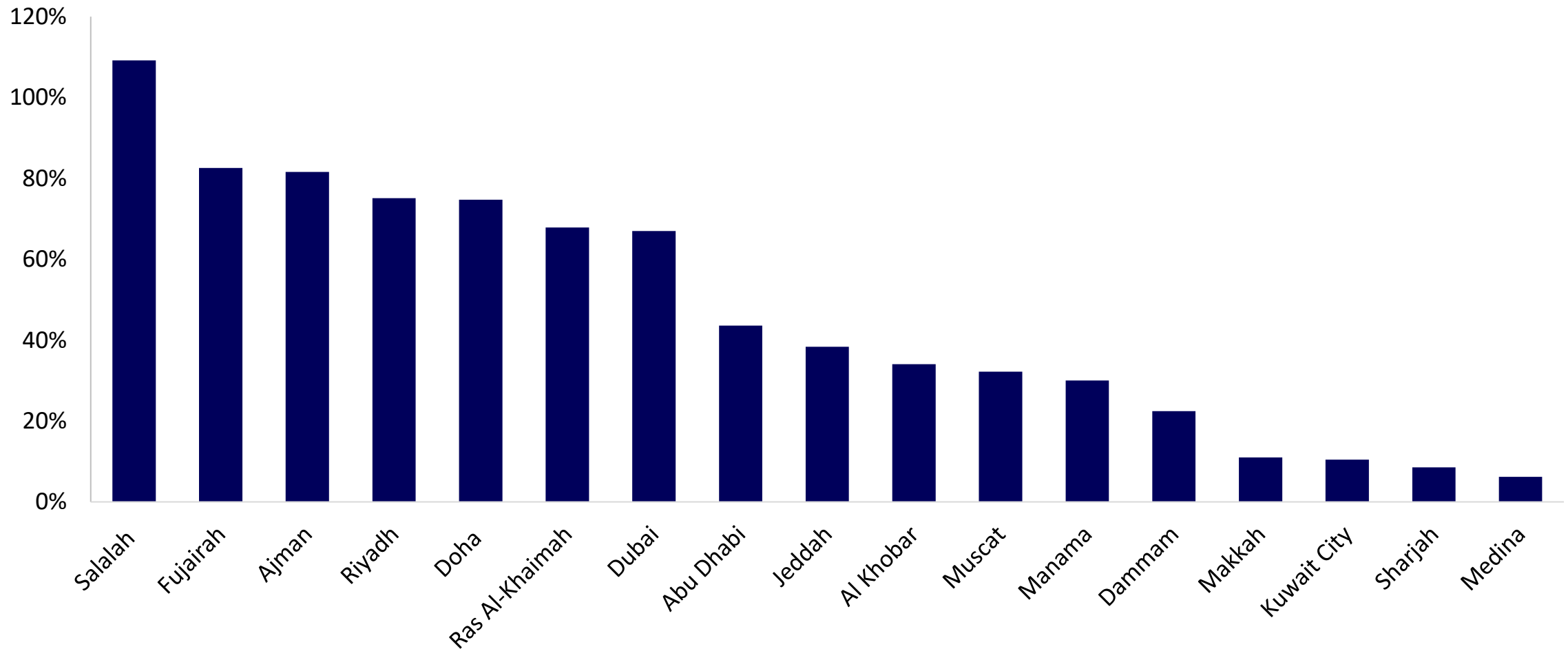
Demand tells the true story: the GCC is the new ‘it’ region

GCC countries, demand



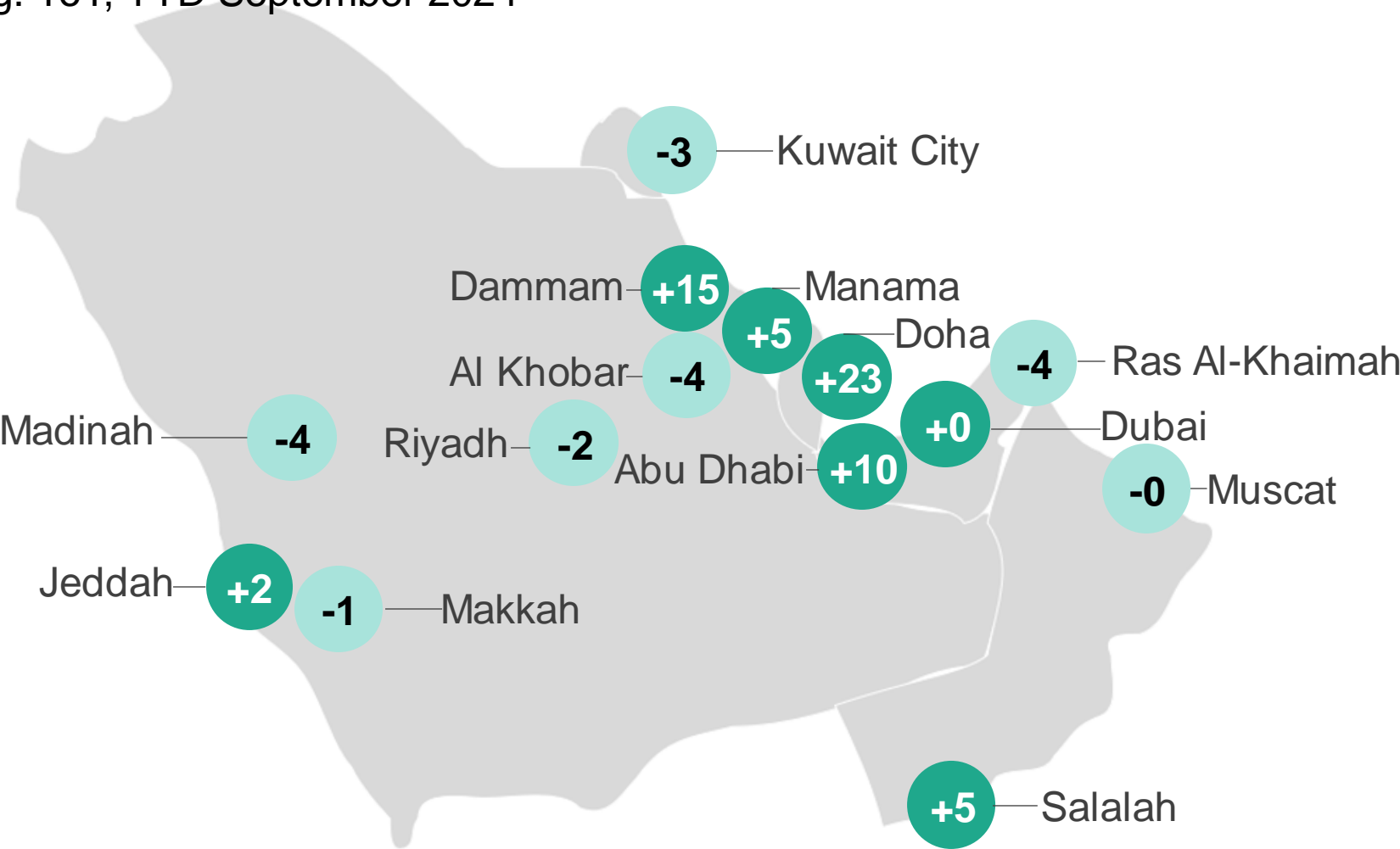
Demand for key GCC locations is overwhelmingly positive

GCC markets, demand % chg. to 2014, YTD August 2024



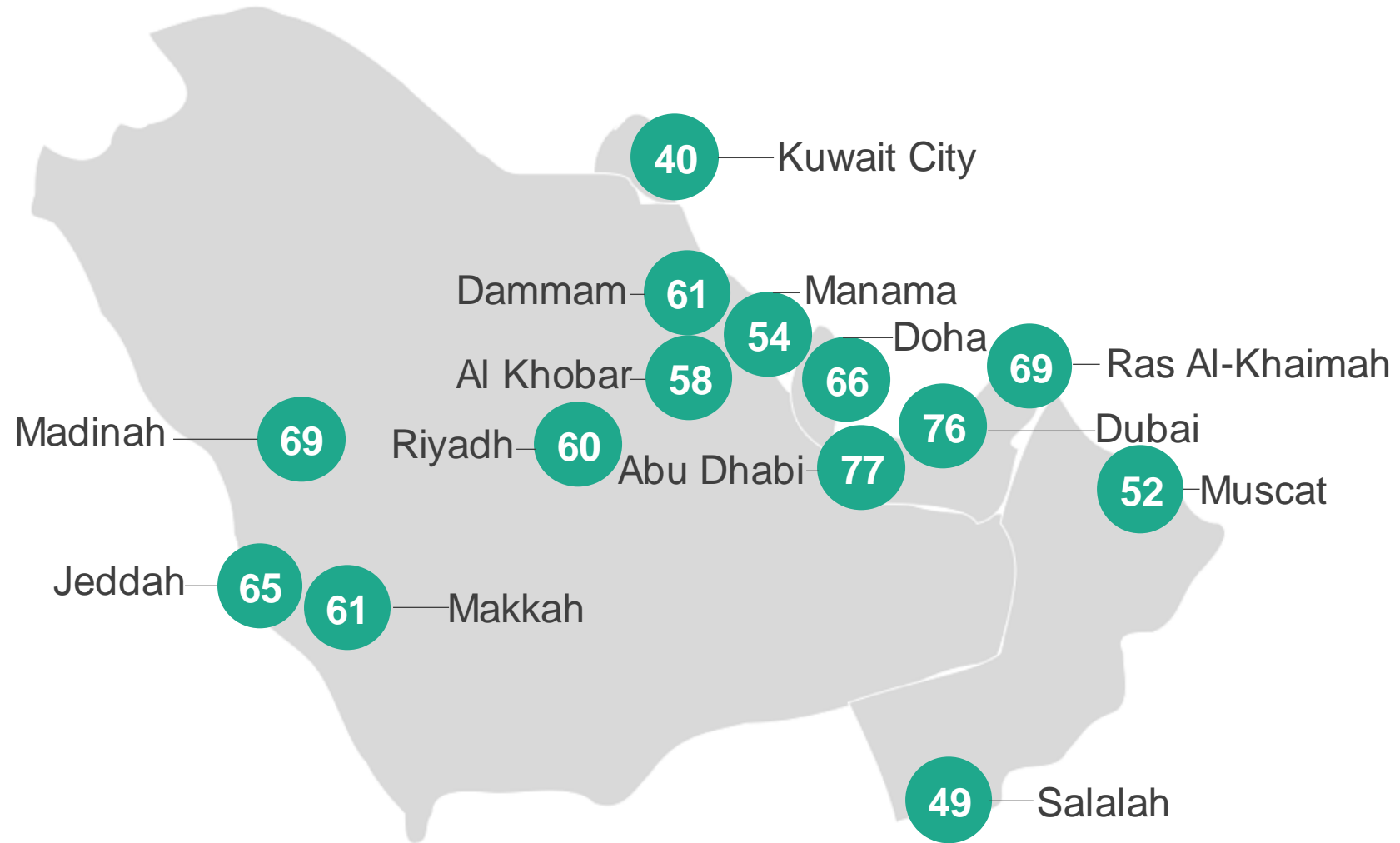
Adu Dhabi and Doha are the stand out performers

Occupancy, % chg. YoY, YTD September 2024



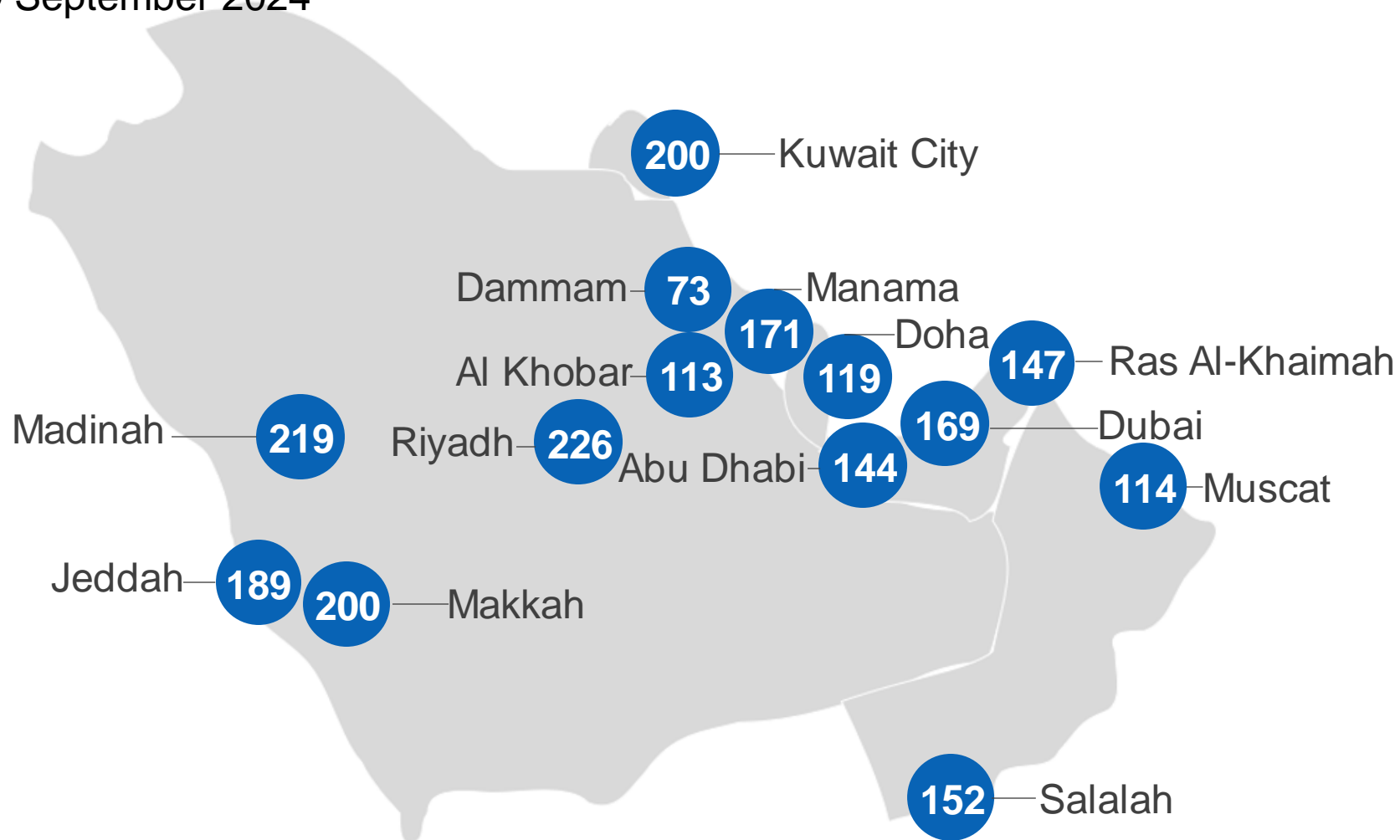
Occupancy across the GCC is pretty spread so far in 2024

Occupancy, YTD September 2024



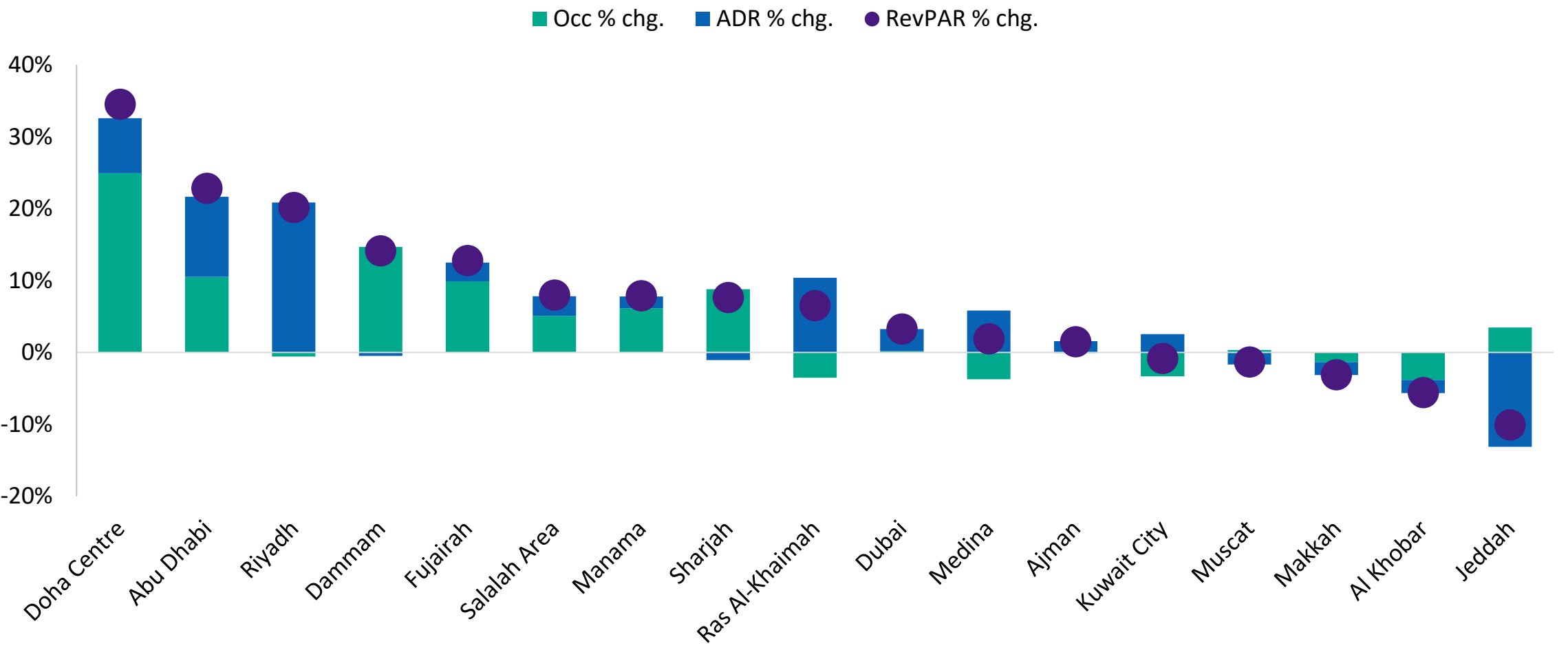
ADR is clearing over USD \$200 in several locations especially in KSA

ADR (USD), YTD September 2024





RevPAR growth drivers vary widely too











GCC markets, KPI (local currency) % chg. YoY, YTD September 2024



But Hilton firmly in the driving seat for pipeline..











Global Top 10 Brands and Parent Companies – No. of rooms in pipeline











Ranking	Brand	Rooms
1	Hampton by Hilton 	102,766
2	Home2 Suites by Hilton 	77,283
3	Holiday Inn Express 	70,251
4	Hilton Garden Inn 	55,181
5	Hilton 	46,895
6	Fairfield Inn 	43,086
7	Courtyard 	38,938
8	Residence Inn 	36,967
9	TownePlace Suites 	36,362
10	Holiday Inn 	36,094

Ranking	Parent Company	Rooms
1	Marriott 	442,332
2	Hilton 	409,474
3	IHG 	244,484
4	Accor 	191,412
5	Wyndham 	166,730
6	Hyatt 	79,608
7	Choice. 	59,944
8	The Ascott Group 	39,975
9	Radisson 	18,047
10	Melia 	10,586

Significant New Supply planned for Middle East....

Middle East & Africa Top 10 Brands and Parent Companies – No. of rooms in the pipeline

Ranking	Brand	Rooms
1	Hilton 	11,405
2	DoubleTree by Hilton 	8,447
3	Hilton Garden Inn 	7,179
4	Rixos 	5,013
5	Novotel 	4,701
6	Courtyard 	4,632
7	Fairfield Inn 	4,076
8	InterContinental 	3,838
9	Marriott 	3,742
10	Four Points by Sheraton 	3,698

Ranking	Parent company	Rooms
1	Marriott 	40,873
2	Hilton 	35,448
3	Accor 	33,089
4	IHG 	12,412
5	Hyatt 	5,524
6	Rotana 	4,975
7	Radisson 	4,907
8	Wyndham 	3,324
9	Minor Hotel Group 	3,222
10	Continent Worldwide 	3,005



Thank you

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