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The Middle East/Africa region reported mostly mixed performance results in 2012 when reported in U.S. dollars, according to data compiled by STR Global.
In 2012, the region reported a 6.1-percent increase in occupancy to 60.3 percent, a 0.5-percent decrease in average daily rate to US$161.64 and a 5.6-percent increase in revenue per available room to US$97.54.
"Looking at African performance in constant U.S. dollars, a difference in ADR performances between Northern Africa and the rest of Africa becomes evident; Northern Africa's ADR declined 2.1 percent in constant USD, whilst the remaining continent's ADR increased 2.6 percent in constant USD", said Elizabeth Randall Winkle, managing director of STR Global.
"Northern Africa experienced a bounce back in occupancy with a 16.8-percent increase to 52 percent. Its African neighbours grew 3.9 percent to 59.6 percent occupancy.
"The Middle East had a good year achieving its third highest RevPAR of US$131.48 within the last eight years", Winkle continued. "The region remained popular with developers and guests growing 6.3 percent in room inventory and 10.2 percent in demand".

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Consultez la source sur Veille info tourisme: Les résultats de lindustrie hôtelière pour le Moyen Orient et lAfrique en 2012