

UK is top international guest source market for Abu Dhabi

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Figures released by **Abu Dhabi Tourism & Culture Authority** (TCA Abu Dhabi) show that the UK is the emirate's best performing international guest market. During February 2013 some 12,595 UK guests stayed in the emirate's 141 hotels and hotel apartments - a 10% rise on the same month in 2012. They accounted for 61,309 guest nights, an increase of 20% on the previous year.

UK travellers visiting Abu Dhabi are also staying longer, with the average length of stay of UK visitors in February 2013 increasing by 9% to 4.45 nights.

Overall, Abu Dhabi generated double digit growth in total guest nights, revenue, occupancy and average length of stay in February 2013. Figures show 196,518 guests stayed in the emirate in February 2013, an increase of 7% on the same month in 2012, and delivered 676,445 guest nights - a 23% rise on the previous year. The average length of stay climbed 15% during the month-on-month comparison to stand at 3.44 nights. February's performance means that in the first two months of 2013, Abu Dhabi is riding a 5% upturn in guest arrivals on year-to-date comparisons with 2012.

Major events helped drive February's performance with the emirate hosting its annual Gourmet Abu Dhabi; a gastronomic extravaganza featuring a star-studded cast of Michelin-star chefs and special guests. The event includes master classes, industry insights from hospitality experts, and Chateau and gourmet dinners hosted by a range of the UAE capital's finest hotels.

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