

The Middle East/Africa region reported positive performance results during April 2013

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The region reported a 3.4-percent increase in occupancy to 65.7 percent, a 0.7-percent increase in average daily rate to US\$171.29 and a 4.0-percent increase in revenue per available room to US\$112.46.

“Muscat reported the strongest RevPAR year-to-date growth (+15.2 percent) in the region”, said Elizabeth Winkle, managing director of STR Global. “The factors for performance include strong occupancy growth of 14.0 percent to 77.3 percent, while an already solid ADR increased 1.1 percent to US\$248. Oman has benefitted from tremendous interest from the corporate sector with significant infrastructure investment and projects such as Duqm Port. The corporate demand is coupled with strong leisure business which is up 25.0 percent.

“Beirut has struggled the first four months of the year with RevPAR declines of (-31.0 percent)”, Winkle continued. “Lebanon’s tourism industry continues to suffer because of the political instability in Syria and has recently appealed to its Gulf Cooperation Council neighbours to lift the travel advisory to Gulf Nationals”.

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