

## Addis Ababa leads Africa in hotel room rates

According to the most recent 12-month data from STR, Addis Ababa, Ethiopia, has posted Africa's highest average daily rate (ADR) of \$163.79 - between July 2018 through June 2019 - when measured in constant currency, which removes the effects of inflation. The figure is a 1.1 increase in year-over-year. The next closest STR-defined markets in Africa were Accra Area, Ghana (\$160.34) and Lagos Area, Nigeria (\$132.51).



Image source: [Gallo/Getty](#)

The market will play host to the Africa Hotel Investment Forum (AHIF) between 23-25 September 2019 at the Sheraton Addis.

"Addis Ababa continues to maintain high ADR levels when compared internationally," said Thomas Emanuel, a director for STR. "The city has multiple demand drivers, such as a growing economy, successful airline and its status as the diplomatic capital for Africa. Air connections and ease of access compared with other cities also factor in the equation for strong demand, which provides hoteliers with the confidence to maintain rate levels.

"With healthy performance comes interest in investment. The market's pipeline is strong with 22 hotels and 4,820 rooms in active development. We will continue to monitor these new openings to see how the market reacts once these additional rooms open."



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Emanuel will present the latest hotel performance and development insights on Tuesday, 24 September at AHIF.

"Hosting high-profile international meetings like AHIF is one factor that has helped Addis to maintain its position as the city with the most expensive hotel accommodation in Africa," said Matthew Weihs, manager

director, Bench Events (AHIF organiser). "Our delegates will be looking carefully to see if the addition of a lot more high-quality accommodation and meeting space will depress room rates or help Addis become even more attractive as a destination."

Addis Ababa's occupancy over the same 12-month time period was 58.4%, up 6.5% year over year. Cairo Giza was the continent's occupancy leader at 74.5%. Cape Town Centre, South Africa (65.0%), ranked second in the metric followed by Accra Area (59.7%).

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