

F&B revenue rises in Ramadan for Grand Hyatt Doha

Arabian Business staff writer, July 24th, 2013

While industry experts in Dubai said in an earlier interview with *Caterer Middle East* that they expect a revenue drop during Ramadan, the Grand Hyatt Doha hotel is expecting food and beverage revenue to double during the holy month.

Grand Hyatt Doha GM Christoph K. Franzen said: "I am expecting to see a very lavish Ramadan here in Qatar in comparison to other destinations, but business wise the focus completely shifts to food and beverage. The rest of the year the revenue driving force seems to be the hotel rooms more than food and beverage, but with Ramadan this changes," said Grand Hyatt Doha's general manager Christoph K. Franzen.



According to Franzen, during the year F&B contributes 40-45% of the total revenue of the hotel; however, during Ramadan these figures are expected to double to around 75%.

Between 180 and 220 people per day are expected to attend the Grand Hyatt iftars during the week, peaking at 250-300 people during the weekend. The hotel iftars cost QR 250 (US \$69) per person, which translates to a minimum estimated daily business turnover of QR 45000 (\$12350) only around iftars, and can hit QR 75,000 (\$20600) on the weekends.

For those who prefer to have more privacy, renting a private majlis at the Grand Hyatt for the whole month of Ramadan costs between QR50000-QR70000 (\$13700-19200).

However, according to Franzen hotel occupancy rates are seeing an opposite trend to F&B. During the year, occupancy rate at the Grand Hyatt in Doha and its 91 villas is between 65-75%, but drops to 55% for the villas and around 35-40% for the hotel rooms during Ramadan. The hotel rooms occupancy rate will rise again during Eid with guests coming mainly from Saudi Arabia, when business travellers will appear again in Doha only in September.