

Doha's Restaurants Sector: A Bullish Perspective

Dining and entertainment in Doha continue to be important priorities for consumers with more and more development to be expected on the medium and long run. In early 2013, **PROTOCOL** for Hospitality Management & Consultancy executed a global benchmark survey where findings showed that costs in Doha for hospitality service providers like restaurants, meals out and hotels are relatively superior to other cities for hospitality related services based on KPI (key performance indicators) of cost metrics such as hotel DRR (daily room rate) and GCA (guest check average) of Food & Beverage outlets.

Doha consumer trend

A recent survey conducted by PROTOCOL for Hospitality Management & Consultancy showed that surveyed consumer in Doha spend an average of USD211- USD300 per month on eating out with 25 percent of consumers spending between USD101 - USD200. Those above the age of 55 years tend to be the highest spenders, disbursing an average of USD365 per month on eating out, while those with an annual household income of USD10,000 and below, spend close to USD271 per month. In addition, 42 percent of consumers in Qatar said they were likely to eat out more in 2012 compared with the previous year. Quick serve and fast food restaurants ranked as the most preferred dining outlets, with 88 percent of the restaurants amateurs. The other popular choices for consumers in Qatar were food courts with 77 percent, fine dining 57 percent and mid-range family restaurants

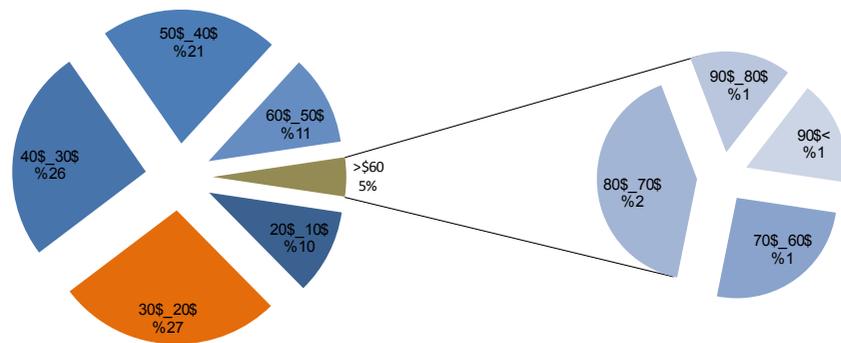
“Quick serve and fast food restaurants ranked as the most preferred dining outlets”

and cafes with 53 percent. Consumer Purchasing Priorities in Doha is steered toward cash as the most preferred method of payment for consumers in Qatar across all dining outlets. However, credit cards were also popular in some cases. Of those who visited hotels restaurants for fine dining, 32 percent used credit cards compared to 46 percent who used cash. Among those who visited food courts, 25 percent used credit cards compared to 70 percent who used cash. Among those who visited fine dining at standalone restaurants, 21 percent used credit cards compared to 66 percent who used cash. Lastly, of those who visited mid-range family restaurants/cafes, 17 percent used credit cards compared to 71 percent who used cash.

Chairs stock and investment potentials

Restaurants in Doha offer a wide range of menus with over 40 types of restaurants and eateries to choose from with different capacity and average check. More and more global names are competing to get strategic spots in the capital for their outlets to ensure brand visibility while aiming at the upcoming FIFA World Cup 2022. In spite of a decrease in year on year (YOY) GDP growth to around 10 percent, Qatar's economic outlook continues to be buoyant with consumer confidence one of the highest in the Middle East. Surveys indicate that this trend is continuing with consumers in the gas nation ready to dip into their pockets for discretionary spend on dining out and personal entertainment. With a population of 1.5 million that already consists of 80 percent expats Doha's restaurants market houses 186 restaurants with around 13,605 seats of all concepts and menu offerings serving all tastes and budgets averaging just over 73 chairs per outlet and yielding 0.01 chairs per capita and a lot of potential for bullish investments. ■

Chart1: Market Repartition % / GCA (Guest Check Average Rate)



Source:

Data compiled by PROTOCOL
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لا يزال قطاع تناول الطعام الترفيهي في الدوحة من الأولويات المهمة بالنسبة للمستهلكين، ويشير خبراء السوق أنه من المتوقع أن يتطور هذا القطاع على المدى الطويل. أظهرت نتائج دراسة أجرتها شركة PROTOCOL لإدارة واستشارات الضيافة في أوائل العام ٢٠١٣، أن تكاليف شركات خدمات الضيافة في الدوحة مثل المطاعم والفنادق ومطاعم الوجبات الجاهزة، أعلى نسبياً من المدن الأخرى. وقد تم تقييم ذلك على أساس مؤشرات الأداء الرئيسية لمقاييس التكلفة مثل سعر الغرفة اليومي، ومعدلات دخول وخروج الضيوف لمحلات المأكولات والمشروبات.