

FORSITE  
DATA



# Planning hotels: driving strategic decisions through sentiment data



Saadiyat Cultural District, UAE



The Red Sea Project, KSA



King Salman Park, KSA



Dubai Creek Harbour, UAE



Trojena, KSA



The Mukaab, KSA



AIDA, Oman



Sindalah, KSA



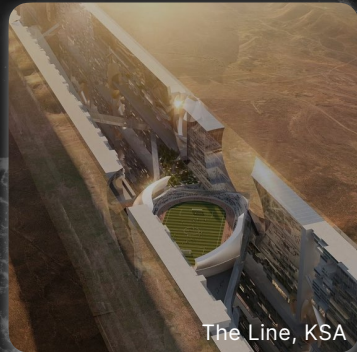
Jumeirah Marsa al Arab, UAE



Oxagon, KSA



Rua Al Madinah, KSA



The Line, KSA

**We are in a region that is at the forefront of the most progressive and iconic real estate and hospitality developments in the world**

GCC hospitality market  
size expected to be at

**\$55B**

by 2030

KSA is projected to invest

**\$110B**

in hospitality projects  
by 2030

**600K**

rooms pipeline  
for the Middle East

**75%**

of the pipeline comes  
from within the GCC

Up to

**7.5%**

CAGR 2024-2030  
GCC hospitality market

Dubai hotel market  
value surged by

**35%**

YoY in 2024

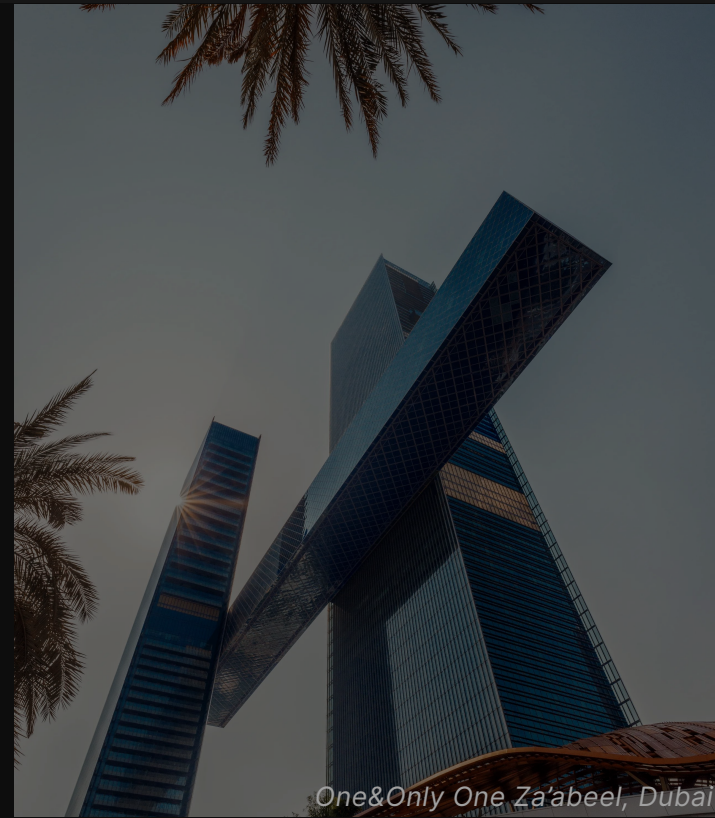
**These are just some numbers that  
tell a story of unparalleled growth,  
driven by global expertise,  
investment, and visionary projects  
- cementing our region as the  
epicenter of future hospitality**

**To date, we've primarily focused on financial metrics, but we have yet to tap into our audiences' sentiment and other essential insights.**

**Why are we are still planning based on past successes, benchmarks, surveys, or in some cases, *gut instinct*?**



*Trojena, Neom*



*One&Only One Za'abeel, Dubai*

**As a company, we are at a pivotal moment as data is reshaping decision-making worldwide.**

**We asked ourselves, how can we harness this power to ignite and elevate our projects and push the boundaries even further...?**

*Al Yasmin-District, Riyadh*



*Rua al Madinah, Madinah*



*DGDA, Riyadh*



*City Stars, Sharm El-Sheikh*



**That is how  
Forsite Data  
was born**

**Let us show you some  
examples of what we do ...**

# First, pick your sample

We shortlisted;

**30**

Waterfront hotels  
across Dubai

Along with

**15**

Premium Mixed-use  
Developments

Leading to

**30K**

Labeled as our Target Audience

And

**1M**

Sentiments  
across the dataset

Hilton

FOUR SEASONS

NIKKI BEACH

Jumeirah  
HOTELS & RESORTS

ATLANTIS  
THE ROYAL  
DUBAI

Leading to THE RITZ-CARLTON

BVLGARI  
HOTELS & RESORTS

Marriott

W  
HOTELS

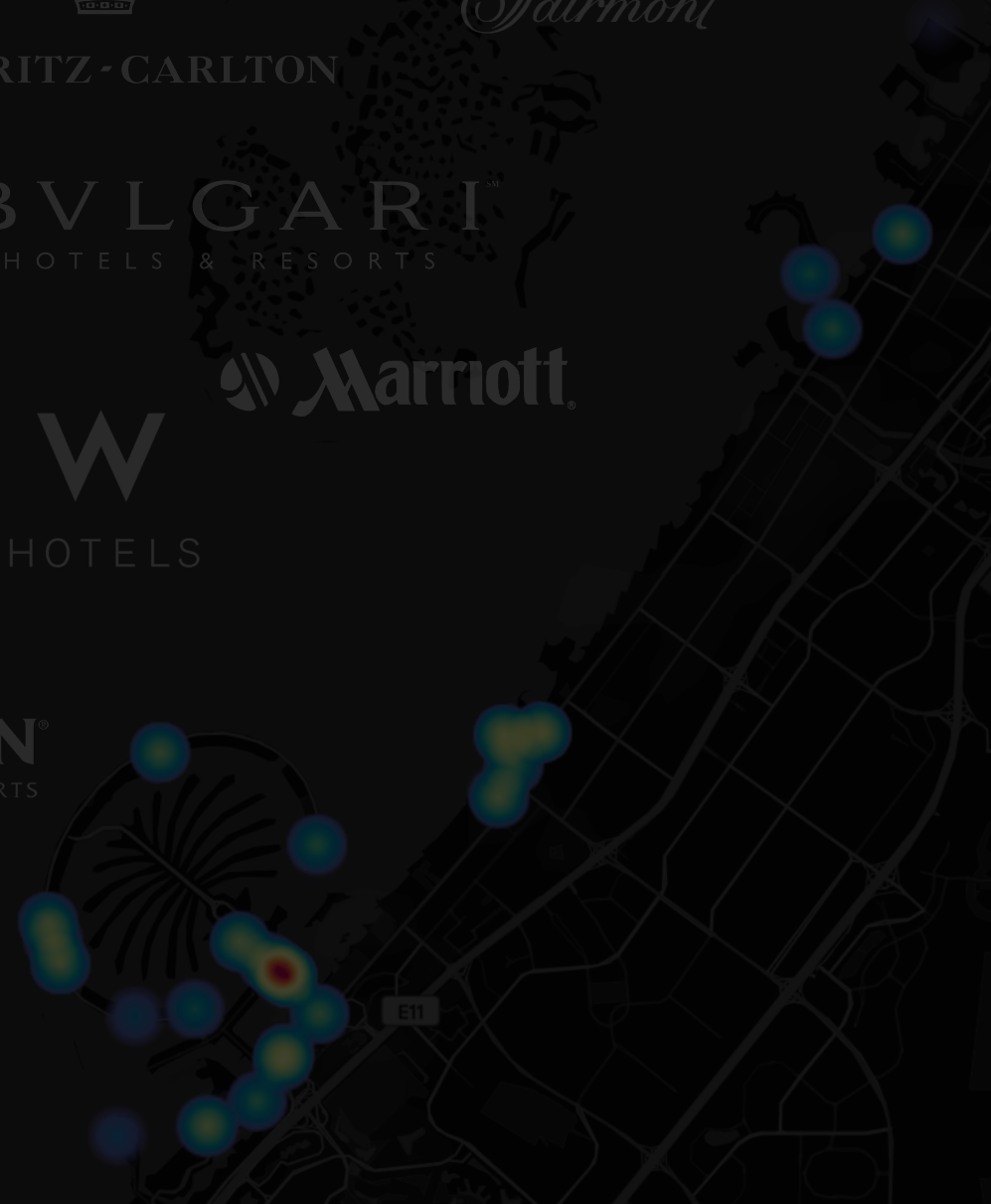
Le MERIDIEN

WESTIN  
HOTELS & RESORTS



Fairmont

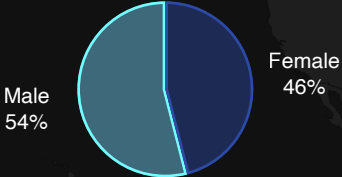
FIVE ▶



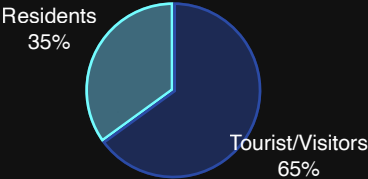
# The Demographics

From the  
**30K**  
target audience

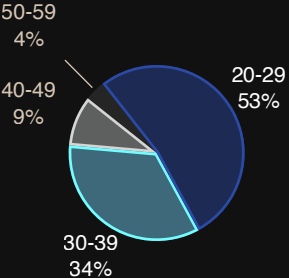
### Gender Comparison



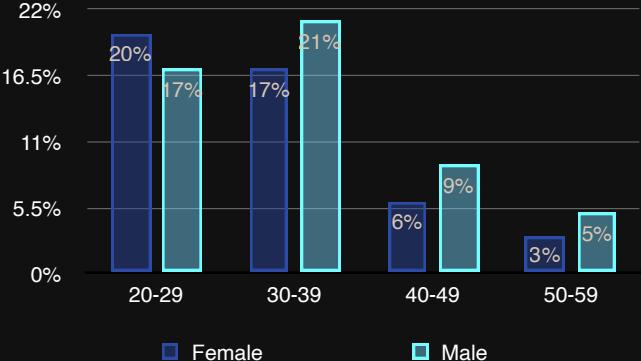
### Market Split



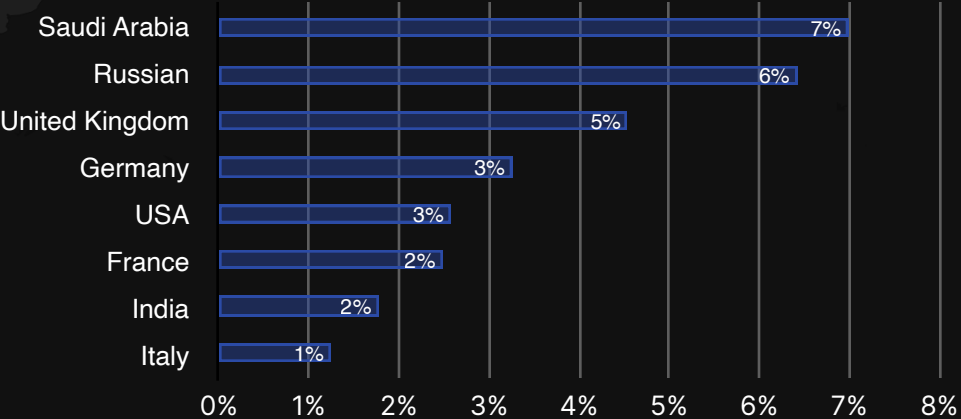
### Main Age Group



### Age/Gender Segregation



### Top Visitor Home Countries

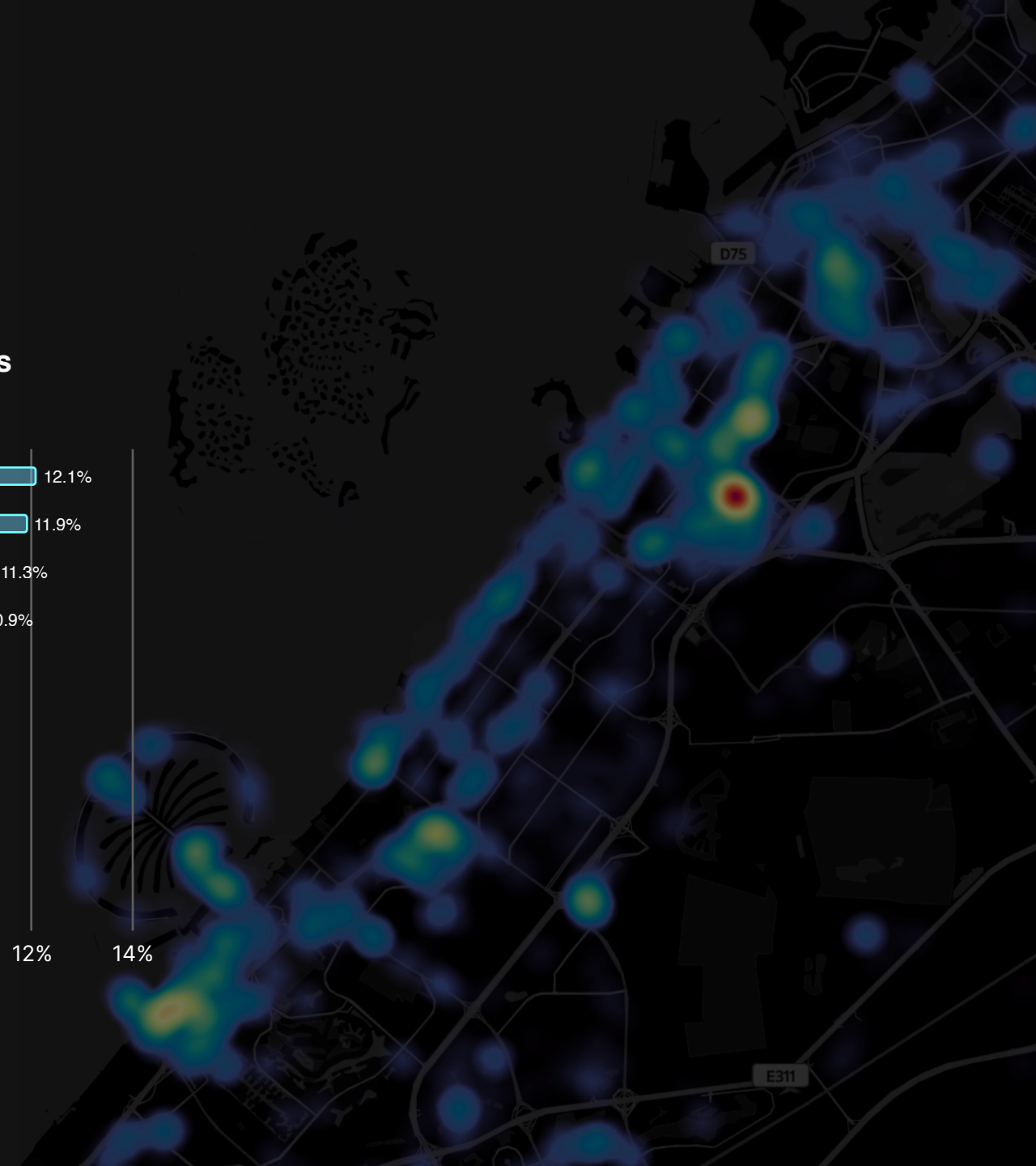
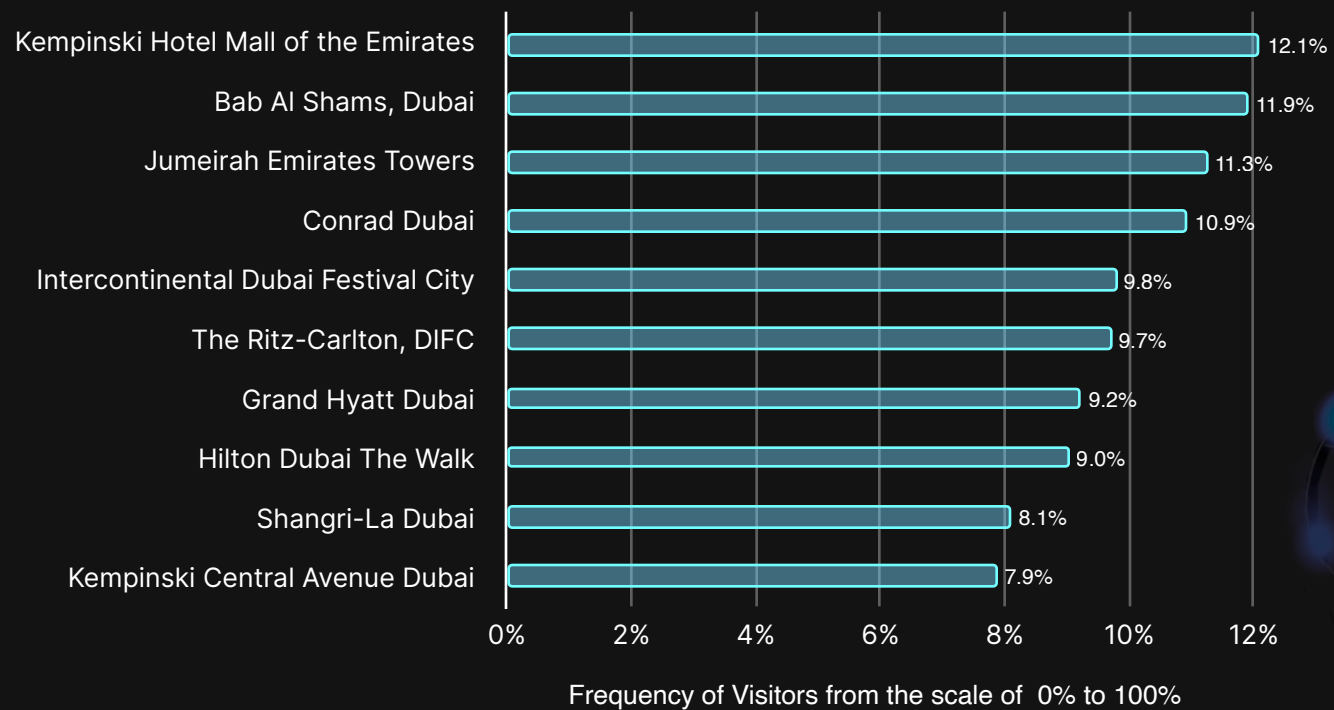


# The Local Hotel Exposure

based on the digital footprint of the target audience

## Most Frequented Non-Waterfront Hotels

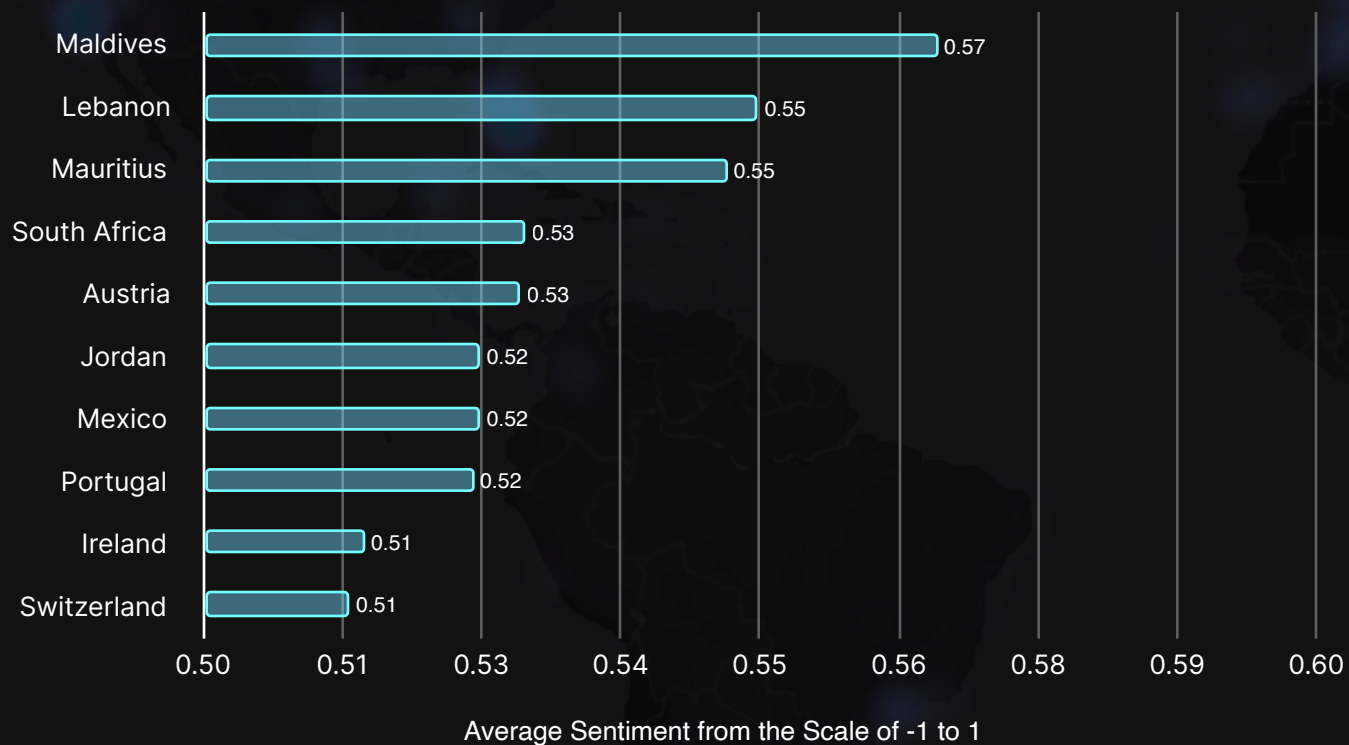
Top 10 Dubai Non-Waterfront Hotel Visit



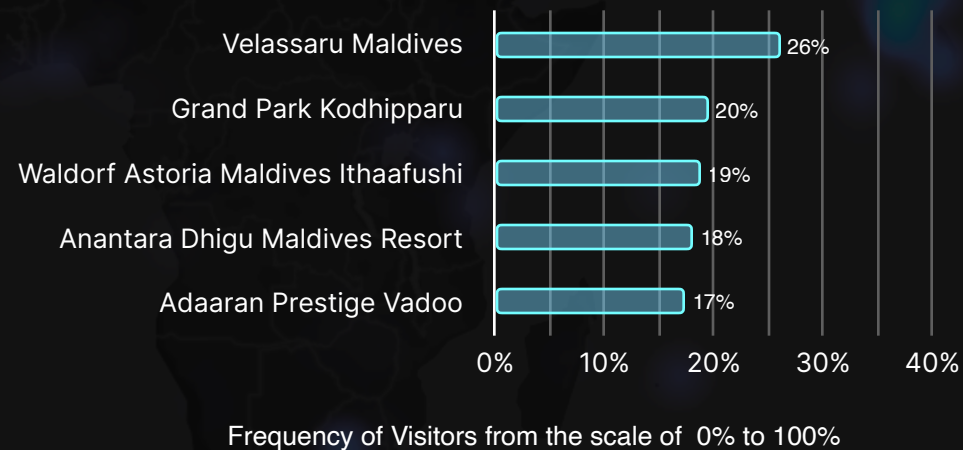
# The Global Exposure

of the target audience based on where they travel to abroad

## Countries with the highest sentiment on hospitality and F&B



## Top 5 Hotels visited in Maldives



# Going deeper to understand topic categories of sentiment...



## Design Related

such as  
'Architecture'  
'Interior Design'  
'Landscape'  
'Views'



## Soft Elements

such as  
'Price Point'  
'Service Speed'  
'Staff Friendliness'  
'Atmosphere'

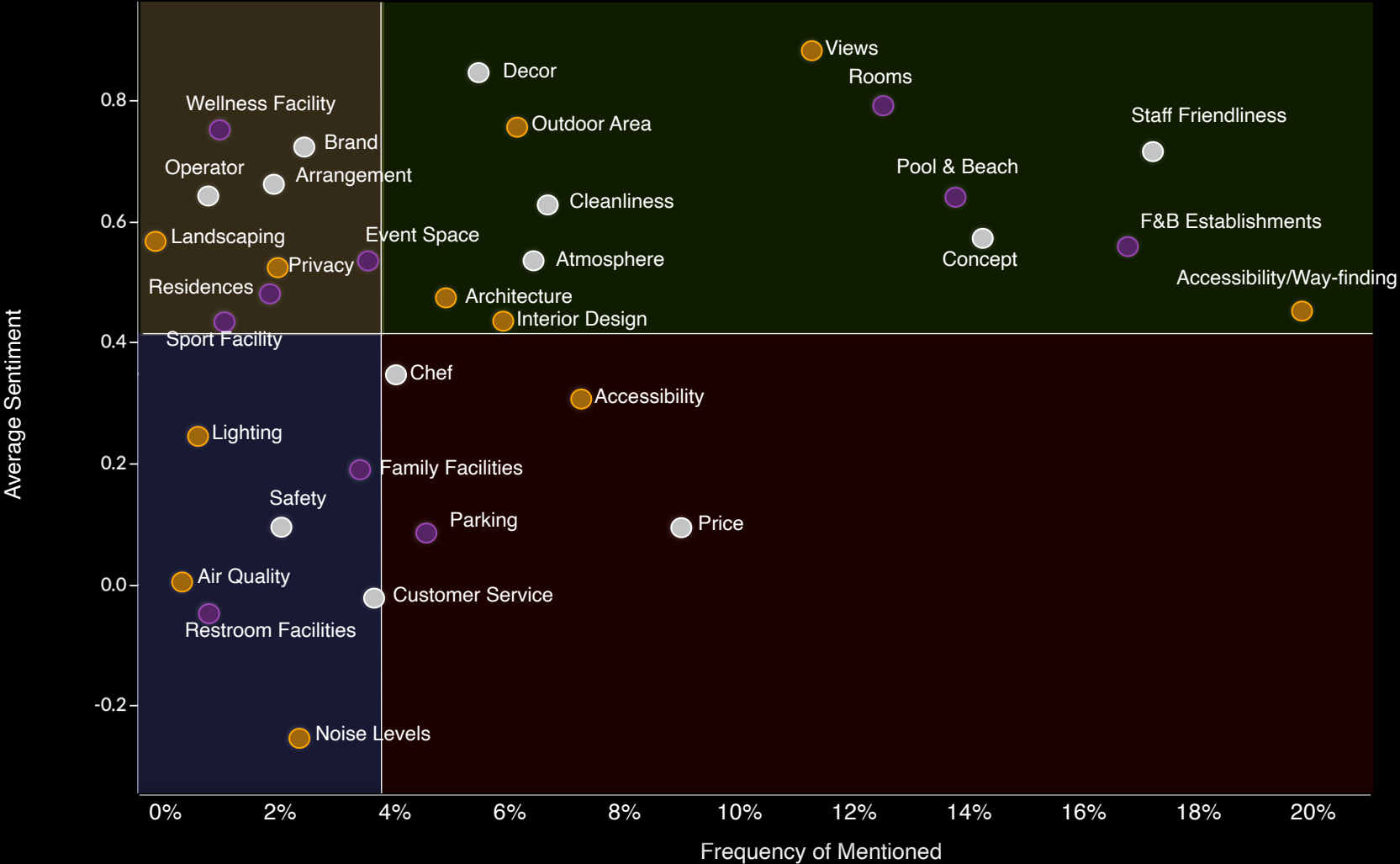


## Facilities

such as  
'F&B'  
'Parking'  
'Family Areas'  
'Working Spaces'

# Topic Sentiment SWOT

From 30,000+ target audience over 1,000,000 sentiments



## S-W-O-T

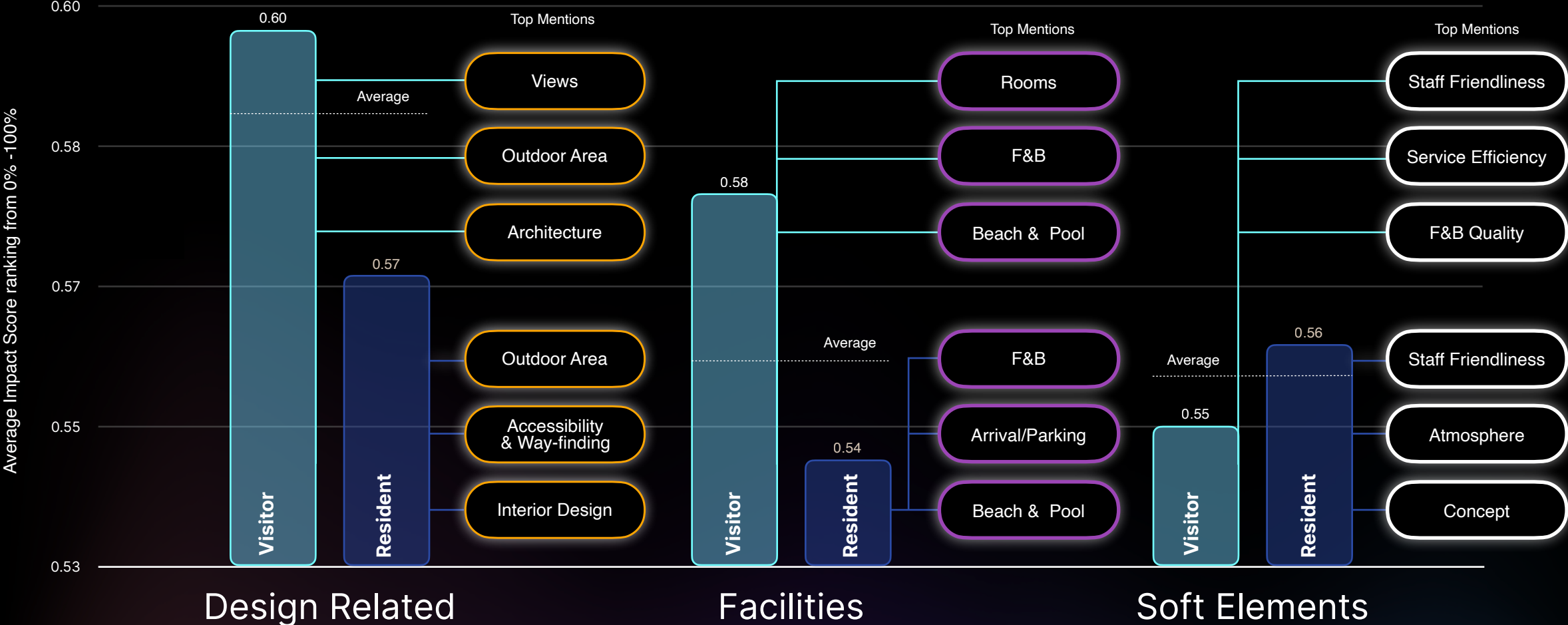
- STRENGTH**  
The audience sample mentions this topic often and has a positive sentiment towards it.
- OPPORTUNITIES**  
The audience sample doesn't mention this topic as much but has a positive sentiment towards it.
- THREATS**  
The audience sample doesn't mention this topic as much and has a negative sentiment towards it.
- WEAKNESSES**  
The audience sample mentions this topic often but has a negative sentiment towards it.

- Design Elements:** Refers to aspects of a venue that focus on the visual and spatial components, such as architecture and landscaping, which are not easily changeable.
- Facilities:** Refers to aspects of a venue that encompass the physical amenities, such as pools and gyms, which are essential for operations but not easily adjustable.
- Soft Element:** Refers to topics that focus on the staff interactions and experiences that enhance hospitality and guest satisfaction, which can be influenced by market trends and feedback.

# Frequency of Mentions

study of the three main topic groups

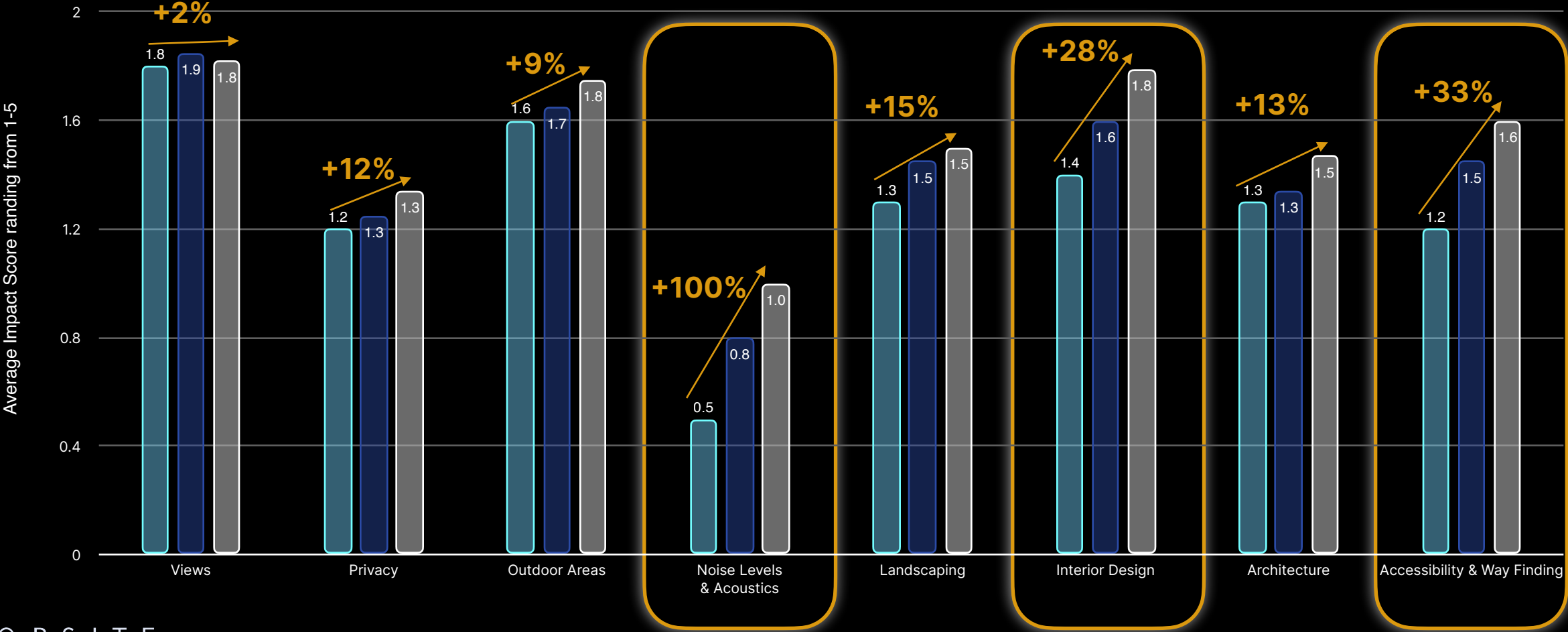
The topics with the highest sentiment or most frequent mentions may not necessarily be the main factors driving the overall rating. To assess the impact of sentiment on the rating, we utilize an AI-powered text analysis regression study.



# Impact Score Trend Analysis - Design Related

impact score analysis over time to determine trends

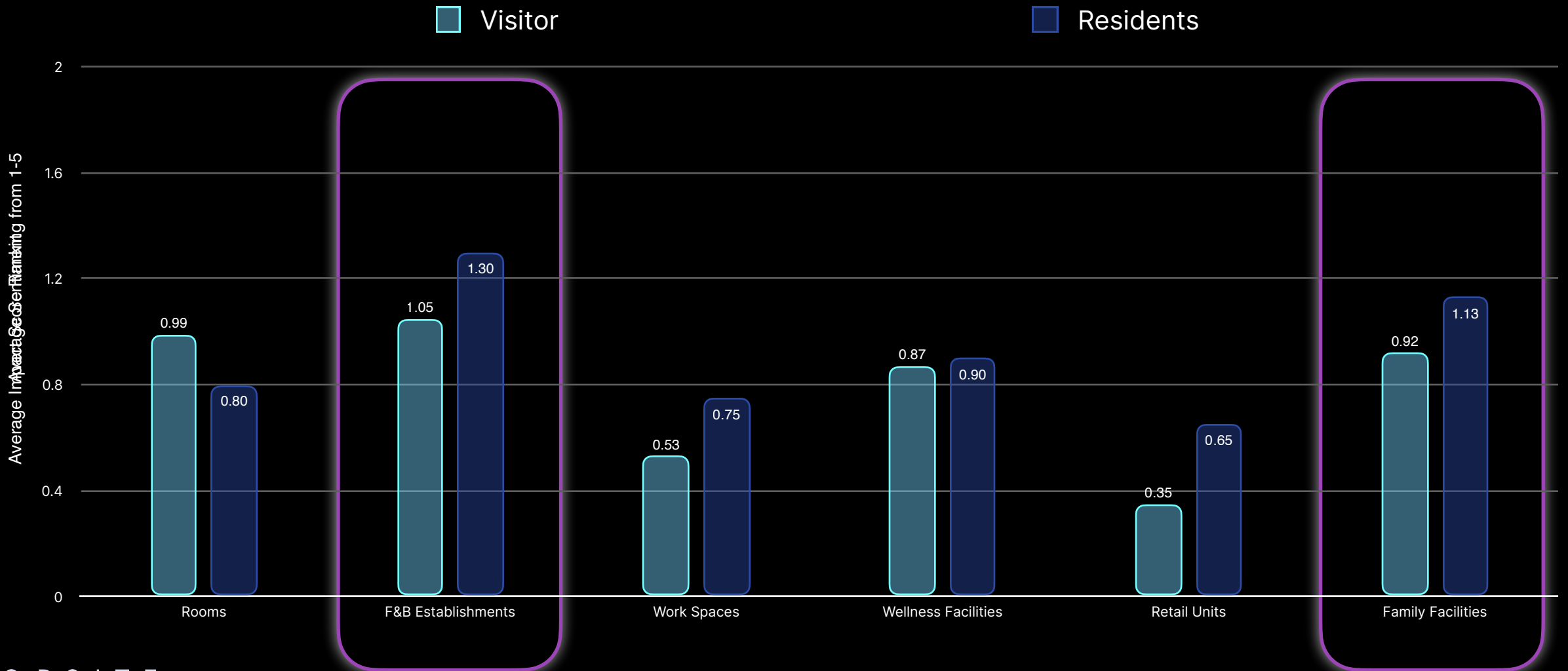
Before 2022      2022-2023      2024



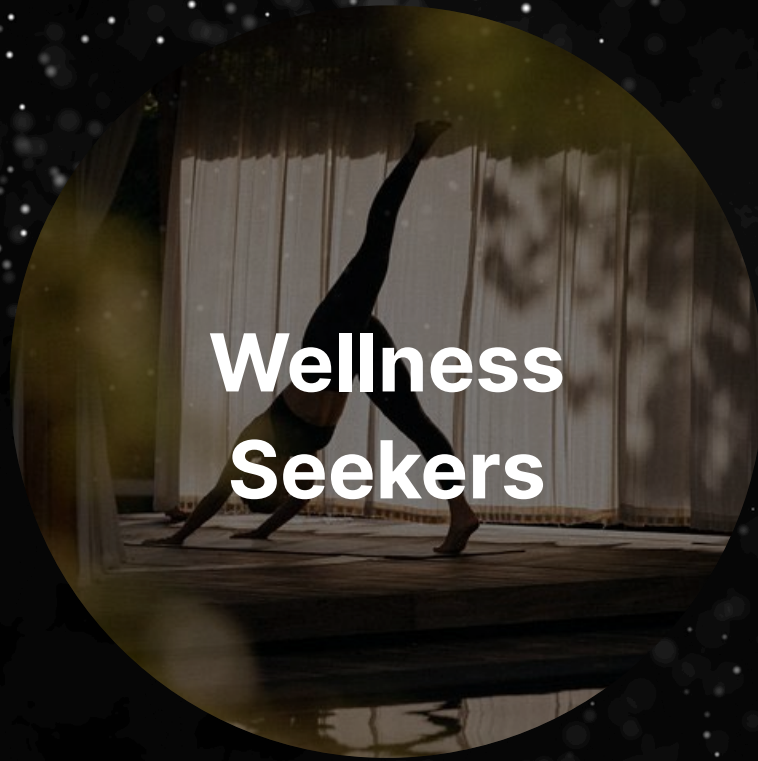
# Impact Score Analysis - Facilities Related

comparative sentiment analysis for facilities between visitors and residents

*While some of these topics were not the most frequently discussed, they demonstrate a high statistical impact score, such as family facilities ranking just behind F&B establishments.*



# Going deeper into truly understanding the personas...



**Wellness  
Seekers**



**Sports  
Enthusiasts**

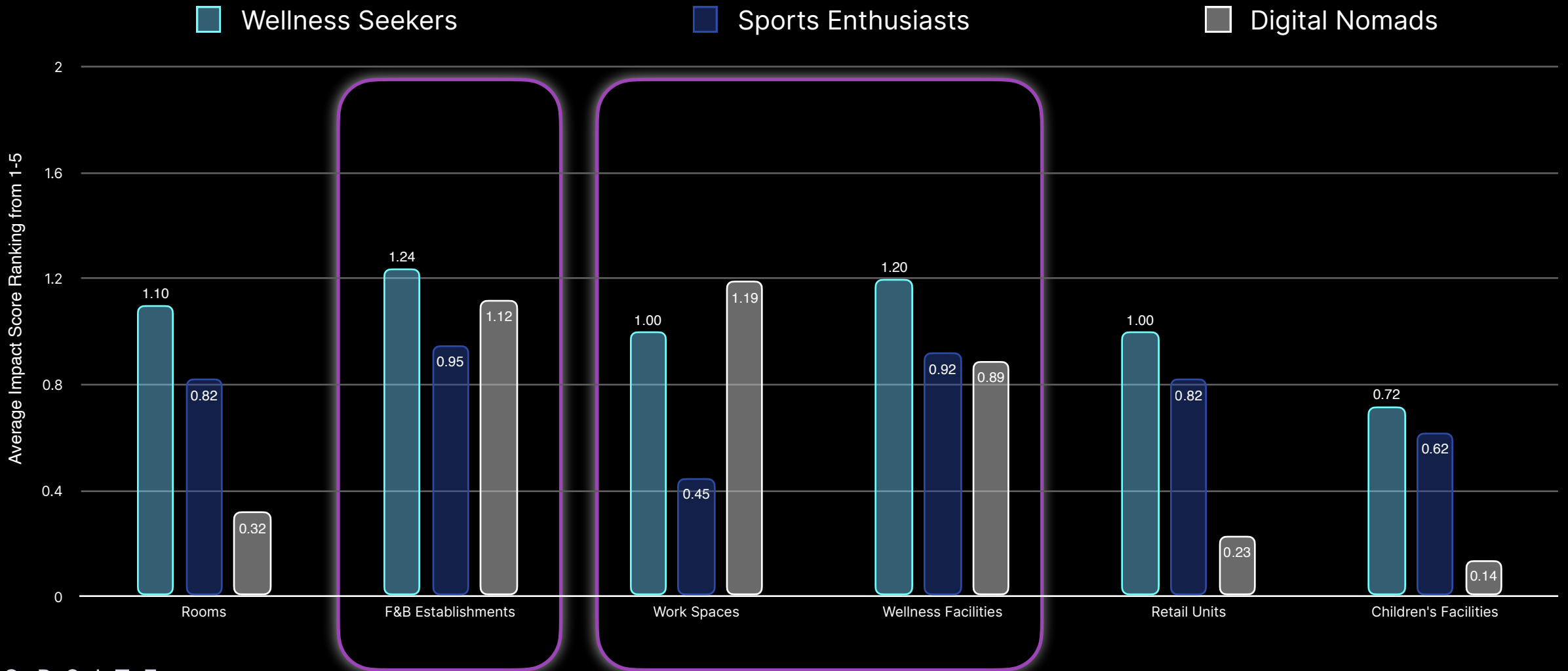


**Digital  
Nomads**

The options are limitless of what personas can be determined through AI from such datasets.

# Impact Score Analysis - Facilities Related

comparative sentiment analysis of facility of different personas



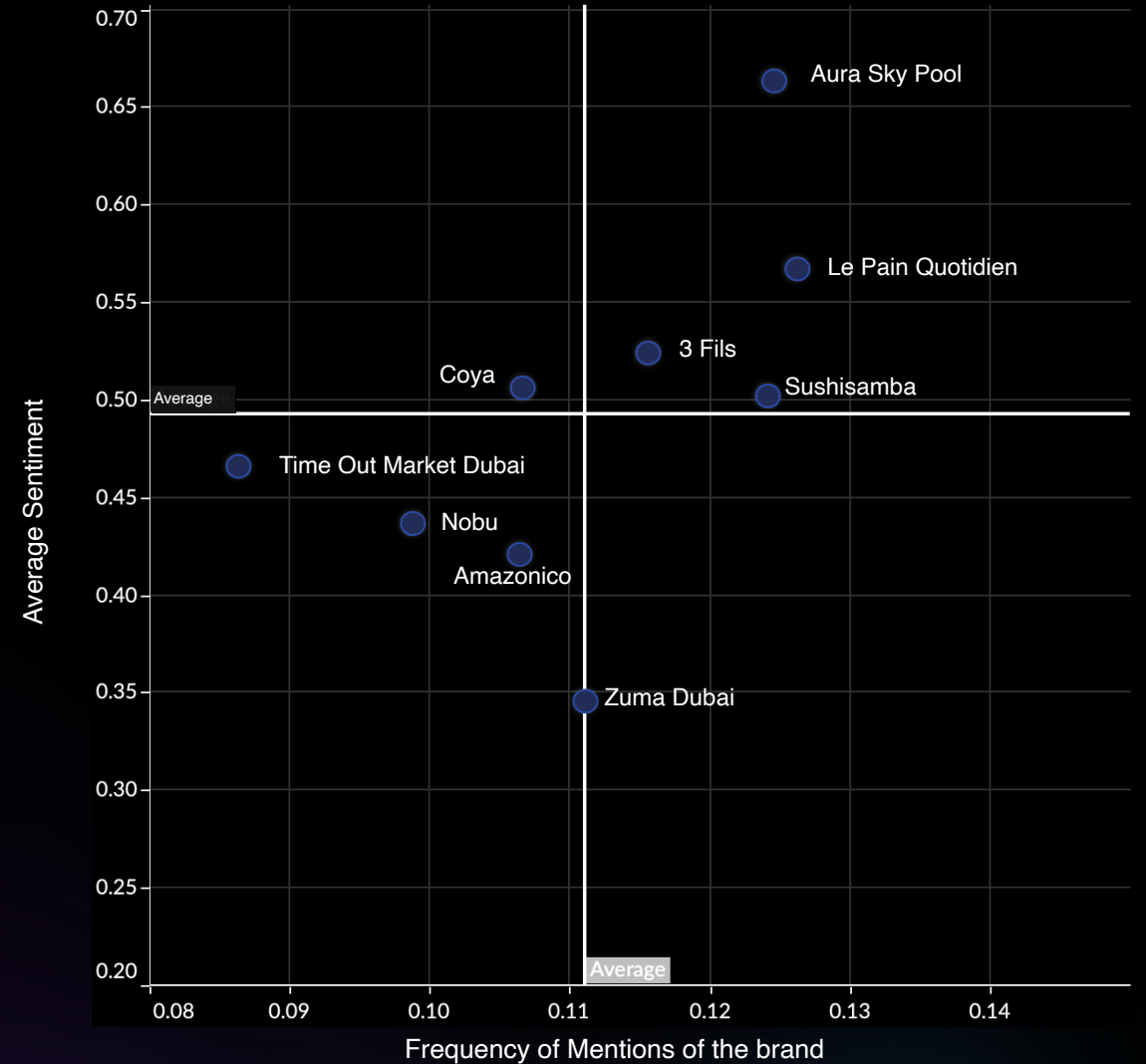
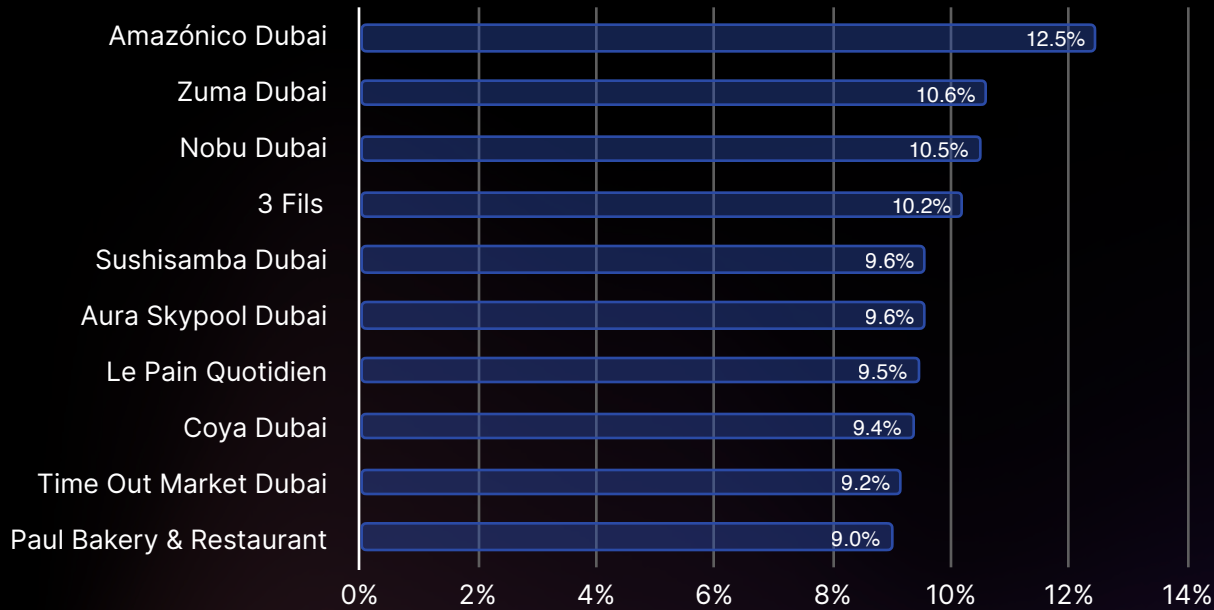
**F&B Establishments**  
prove to be the  
**the highest contributor**  
**to guest satisfaction**  
from this set

**Let us dive into F&B...**

# F&B Establishments

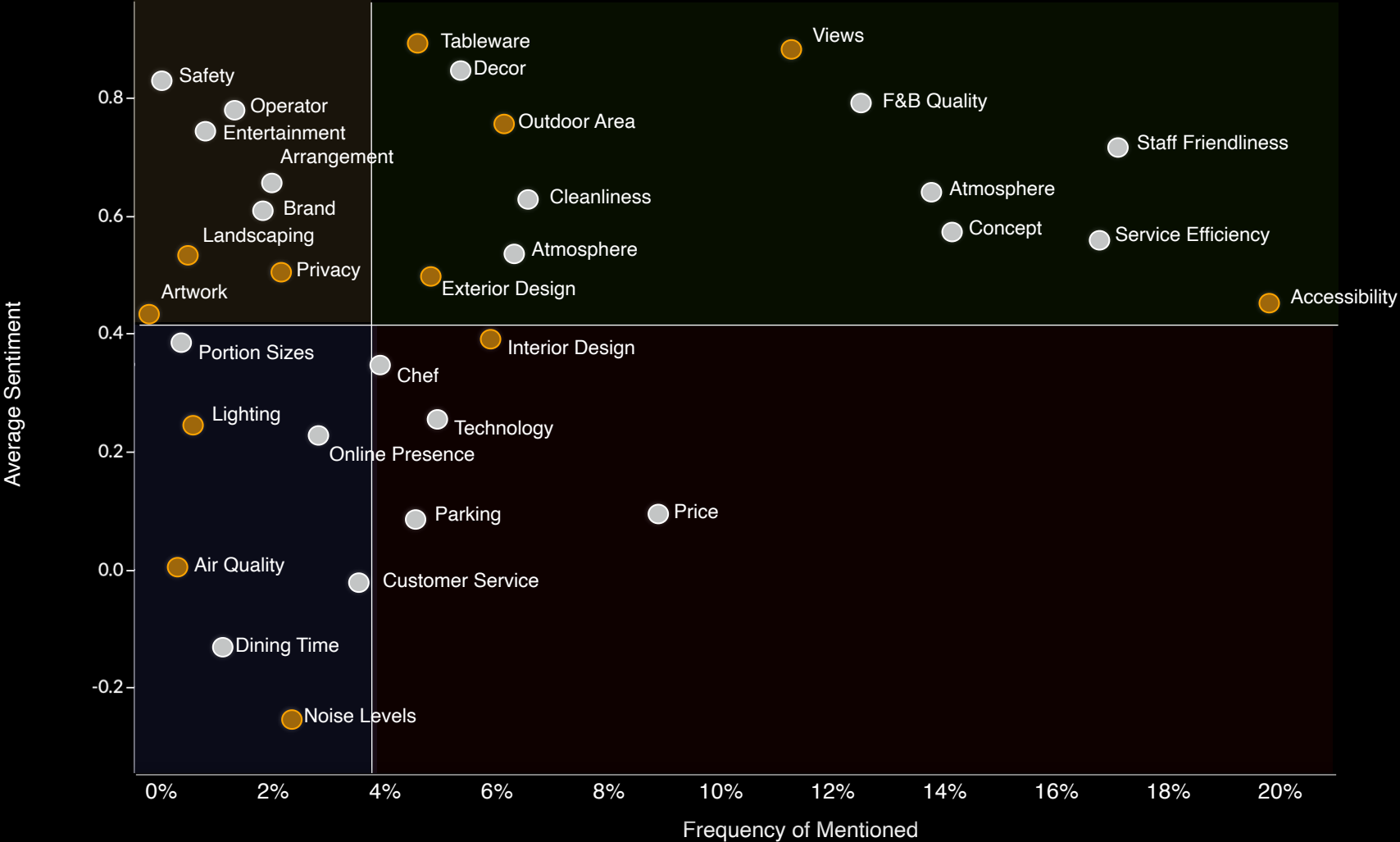
brand exposure & sentiment study

## Top Visited Restaurants by the Target Audience



# F&B Establishment

topic sentiment SWOT - soft element



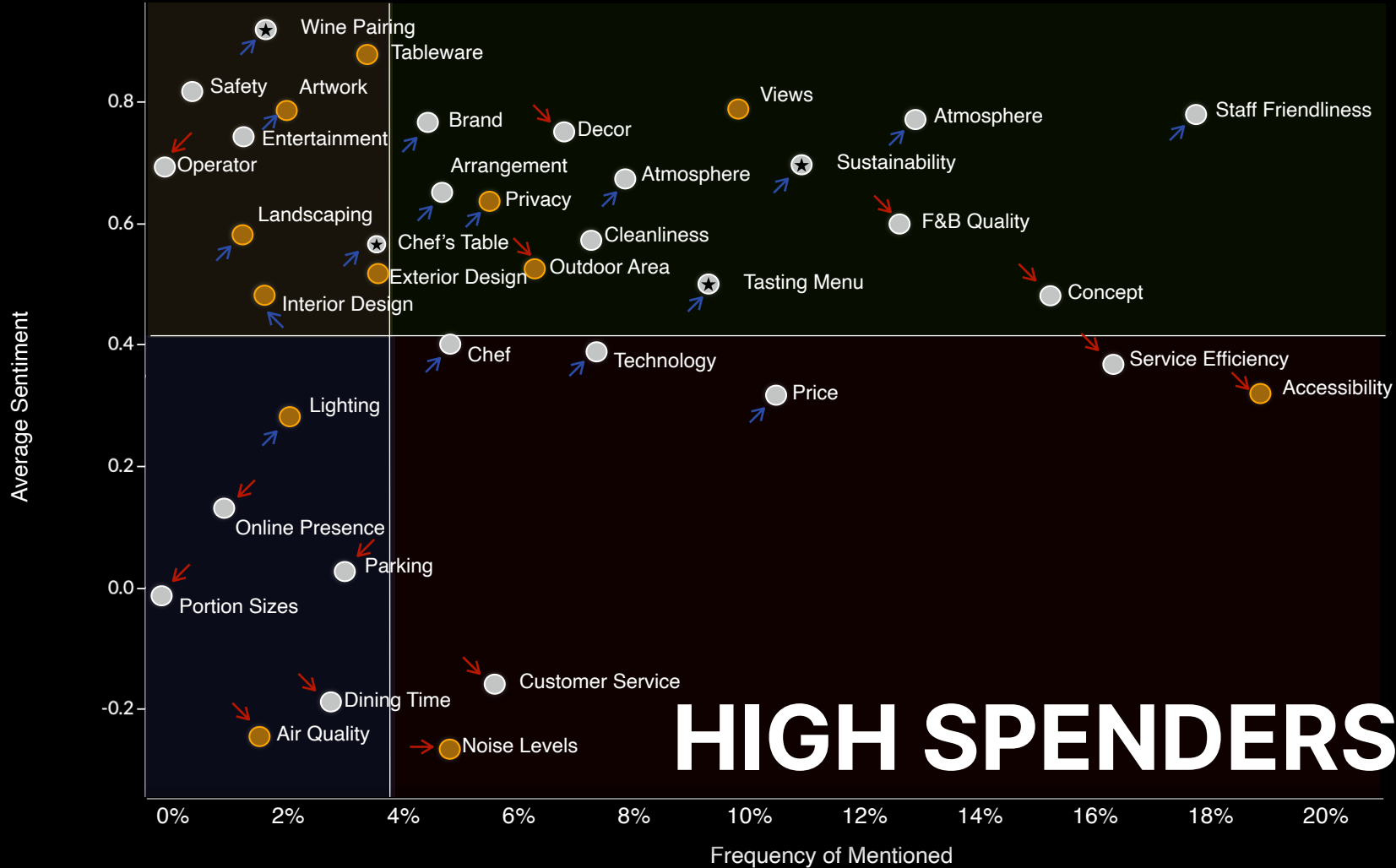
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# F&B Establishment

topic sentiment SWOT - soft element



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- ★ **Special Element:** Refers to topics that are audience-specific that are studied for the purpose of the set.

# HIGH SPENDERS

**Thank you and reach out to  
receive this and more  
information**

