

# Quarterly Report - Q4

Q4 – 2018

Strategy – Research & Statistics Division

January - 2019

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## 1 EXECUTIVE SUMMARY

This report provides thorough analyses on the performance of the tourism sector in Sharjah during fourth quarter of 2018 on different aspect of the industry. Overall, the results of fourth quarter in 2018 witnessed a general decline by approximately 6% in the number guest arrival to Sharjah compared to the same period last year.

The total number registered of hotel guests visiting Sharjah is approximately 468 thousand who spent about 1.02 Million nights in Sharjah accommodation sector. Furthermore, Russia & Baltics Region accounted for 31% of the total market share of guests followed by Asia (22%), GCC and Arabs, which both accounted for 14% each. Guests from Russia dominated the top five source markets during fourth quarter with 27% of market share, yet they witnessed a decline of 10% compared to Q4 in 2017. Followed by UAE, China, India and Oman who maintained their shares from last year. The sector did not recover so well from the decline witnessed during the third quarter in 2018 which was a bit challenging for the accommodation sector in UAE in general and for Sharjah in particular. Furthermore, the effects of the global market changes particularly in the open of previously closed preferred destinations for the Russian market have also contributed to the overall decline witnessed in the sector.

On the other hand, Hotel supply in Sharjah witnessed a positive increase with an opening of additional 4 hotels. Three of which are classified as 5-Star rating hotels (Al Bait Hotel, Four Points Hotel by Sheraton, and Kingfisher Lounge Hotel in Kalba) and one classified as a 4-Star rating hotel (Tulip Inn Al Khan). All together added a collection of total 476 additional rooms to Sharjah's Tourism Sector.

Q4 2018



## 2 EXECUTIVE SUMMARY – Q4

### Sharjah Hotel Guests

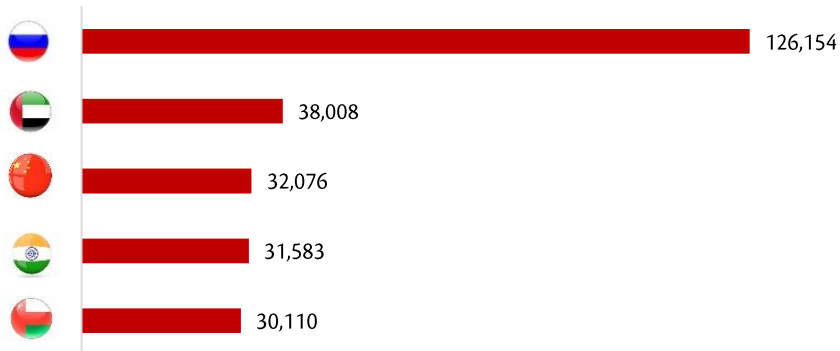
467,709



-5.7%

### Top 5 Nationalities

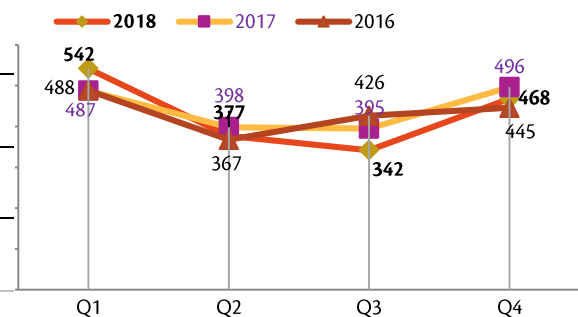
(Hotel Establishments Guests - Thousands)



### Hospitality Sector Performance Vs. 2017

Occupancy rate	70%	▼ -7.0%
Average Length of Stay	2.19	▶ 0.0%
RevPAR	146	▼ -18%
Total Revenue	173 Million AED	▼ -17.5%

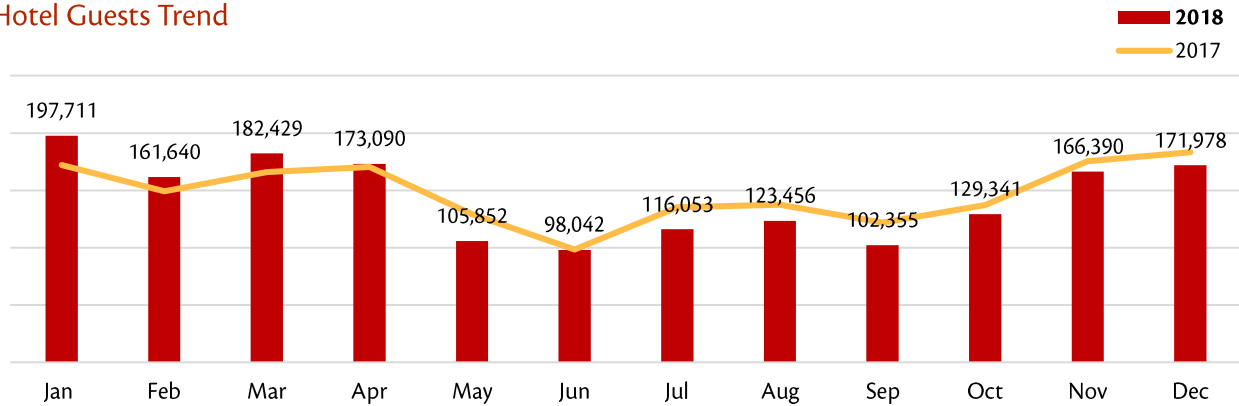
Evolution in the number of Hotels Guest (000)



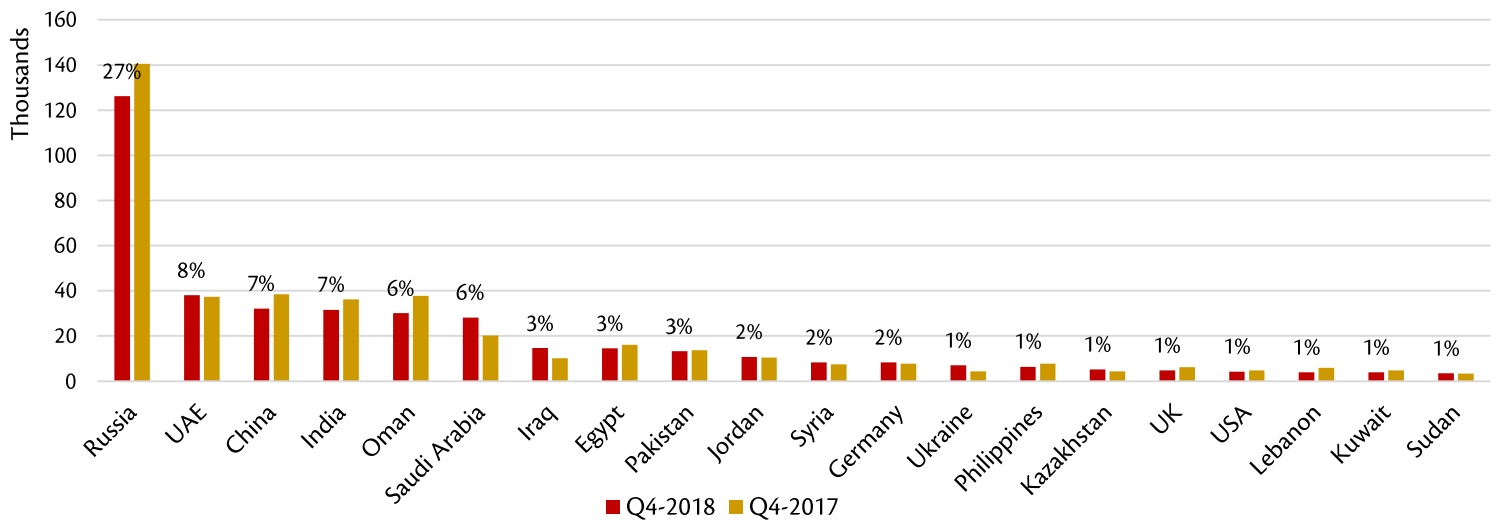


### 3 HOSPITALITY SECTOR PERFORMANCE

#### Hotel Guests Trend



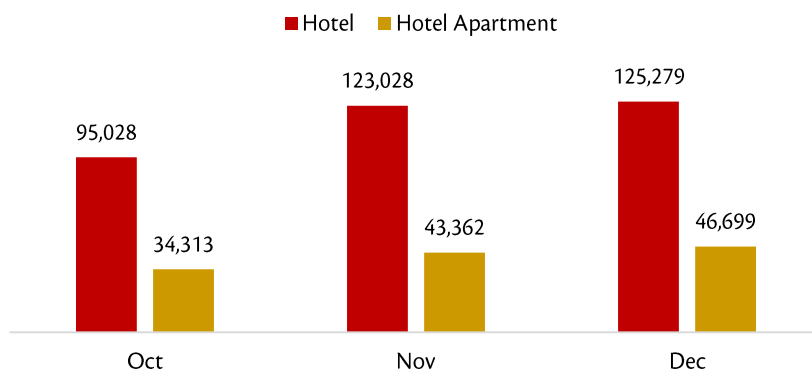
#### %Share of Top 20 Source Markets during Fourth Quarter (2018-2017)





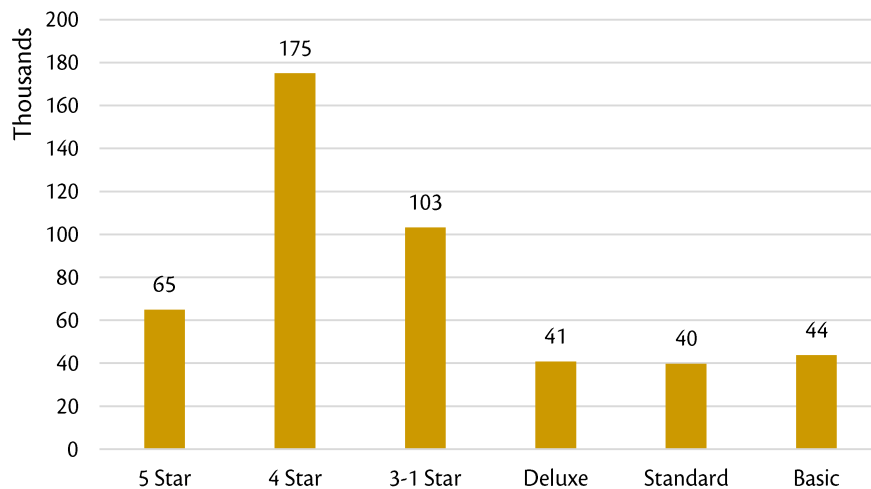
## 4 GUESTS ANALYSIS

Guest Distribution by Hotel Type - Q4

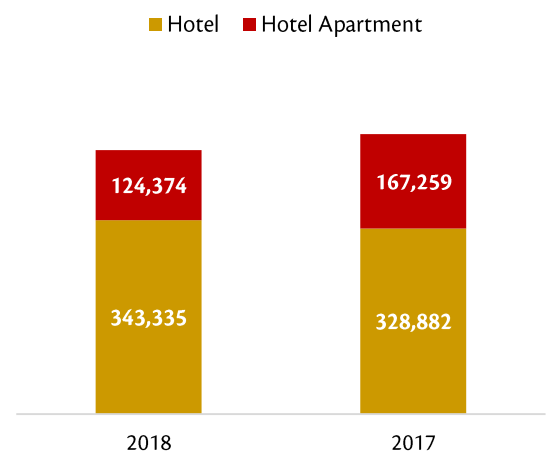


December, the last month in 4<sup>th</sup> quarter registered the highest number of guests of about 126 thousands which stayed in hotels segment and 47 thousands who stayed in hotel apartments.

Guest Distribution by Hotel Classification - Q4



Guest Growth By Hotel Type Q4

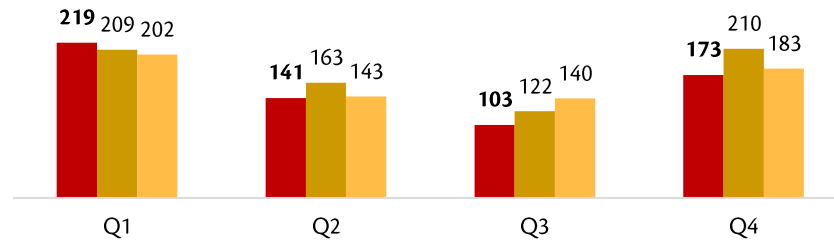


## 5 SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

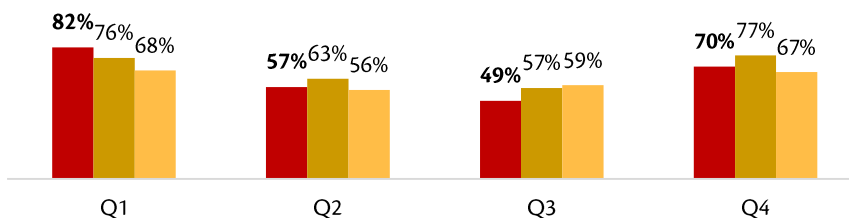
■ 2018 ■ 2017 ■ 2016

### Revenue

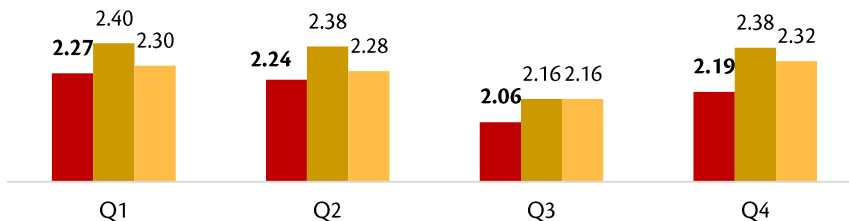
(AED Million)



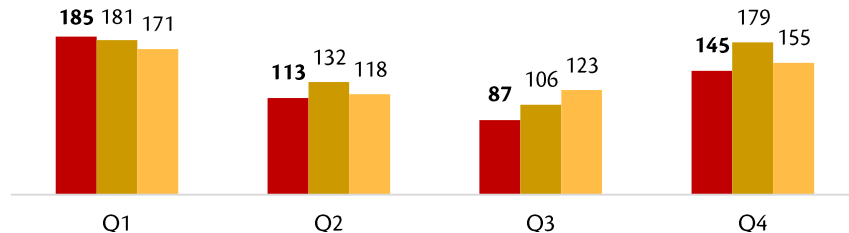
### Occupancy %



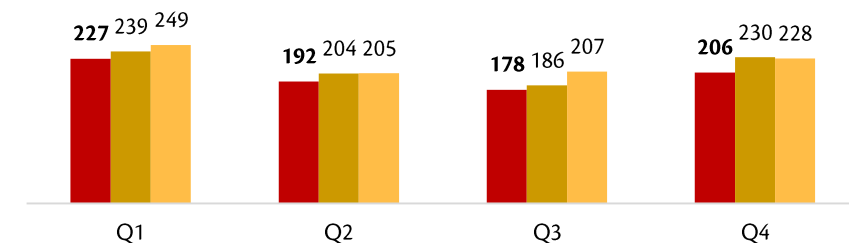
### ALOS (DAYS)



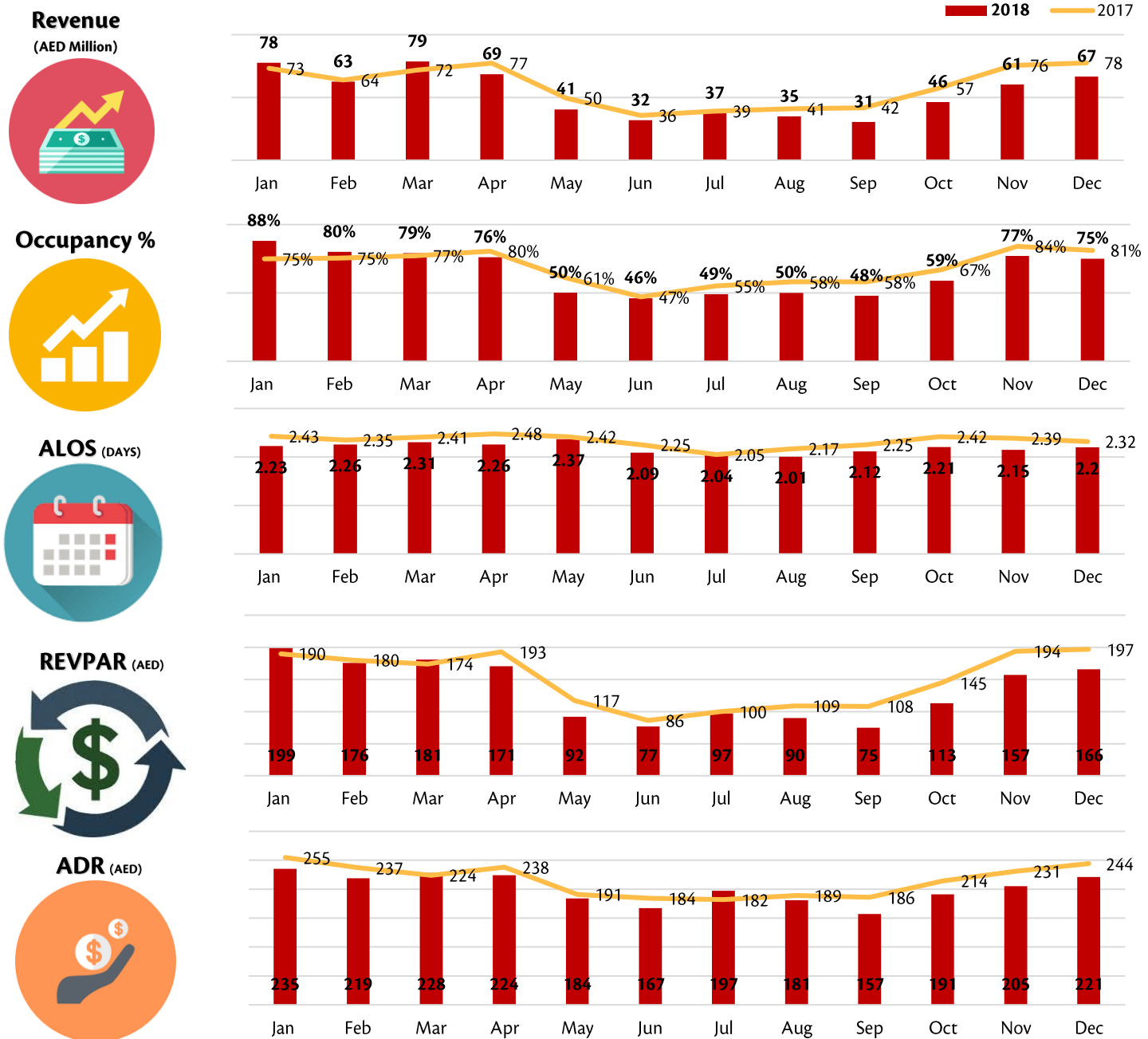
### REVPAR (AED)



### ADR (AED)



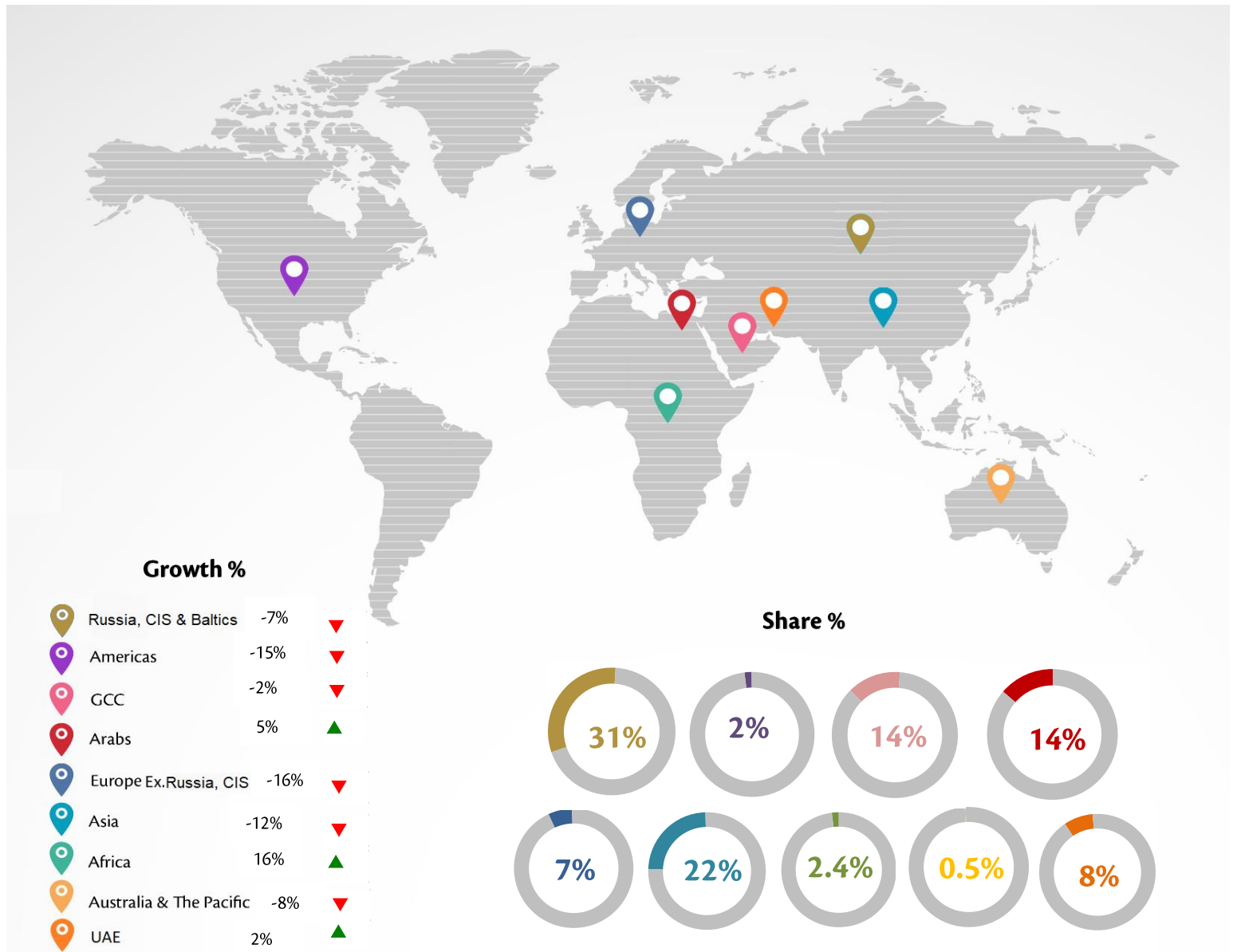
## 6 SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)







## 7 KEY INDICATORS BY REGION





## 8 KEY INDICATORS PER HOTEL TYPE:

★★★★★ 5-Star Number of Hotels: 9	Available Rooms	1,251					
	Occupancy	69%					
	ALOS	2.14					
	RevPAR	230					
	Top 5 Nationalities						
★★★★ 4-Star Number of Hotels: 19	Available Rooms	2,646					
	Occupancy	78%					
	ALOS	1.78					
	RevPAR	164					
	Top 5 Nationalities						
★★★ 3-Star Number of Hotels: 12	Available Rooms	1,672					
	Occupancy	77%					
	ALOS	2.87					
	RevPAR	147					
	Top 5 Nationalities						
★★ 2-Star Number of Hotels: 10	Available Rooms	725					
	Occupancy	54%					
	ALOS	2.34					
	RevPAR	78					
	Top 5 Nationalities						
★ 1-Star Number of Hotels: 11	Available Rooms	403					
	Occupancy	65%					
	ALOS	2.82					
	RevPAR	78					
	Top 5 Nationalities						
<b>Deluxe</b> Number of Hotels: 6	Available Rooms	751					
	Occupancy	65%					
	ALOS	1.88					
	RevPAR	133					
	Top 5 Nationalities						
<b>Standard</b> Number of Hotels: 7	Available Rooms	813					
	Occupancy	65%					
	ALOS	1.90					
	RevPAR	137					
	Top 5 Nationalities						
<b>Basic</b> Number of Hotels: 32	Available Rooms	1,323					
	Occupancy	66%					
	ALOS	3.11					
	RevPAR	87					
	Top 5 Nationalities						

## Year-To-Date 2018



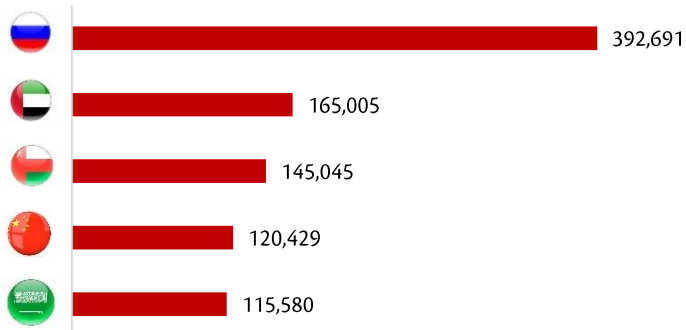
### 9 EXECUTIVE SUMMARY YTD (Q1-Q4)

#### Sharjah Hotel Guests

1,728,337 ▼ -3%

#### Top 5 Nationalities

(Hotel Establishments Guests - Thousands)



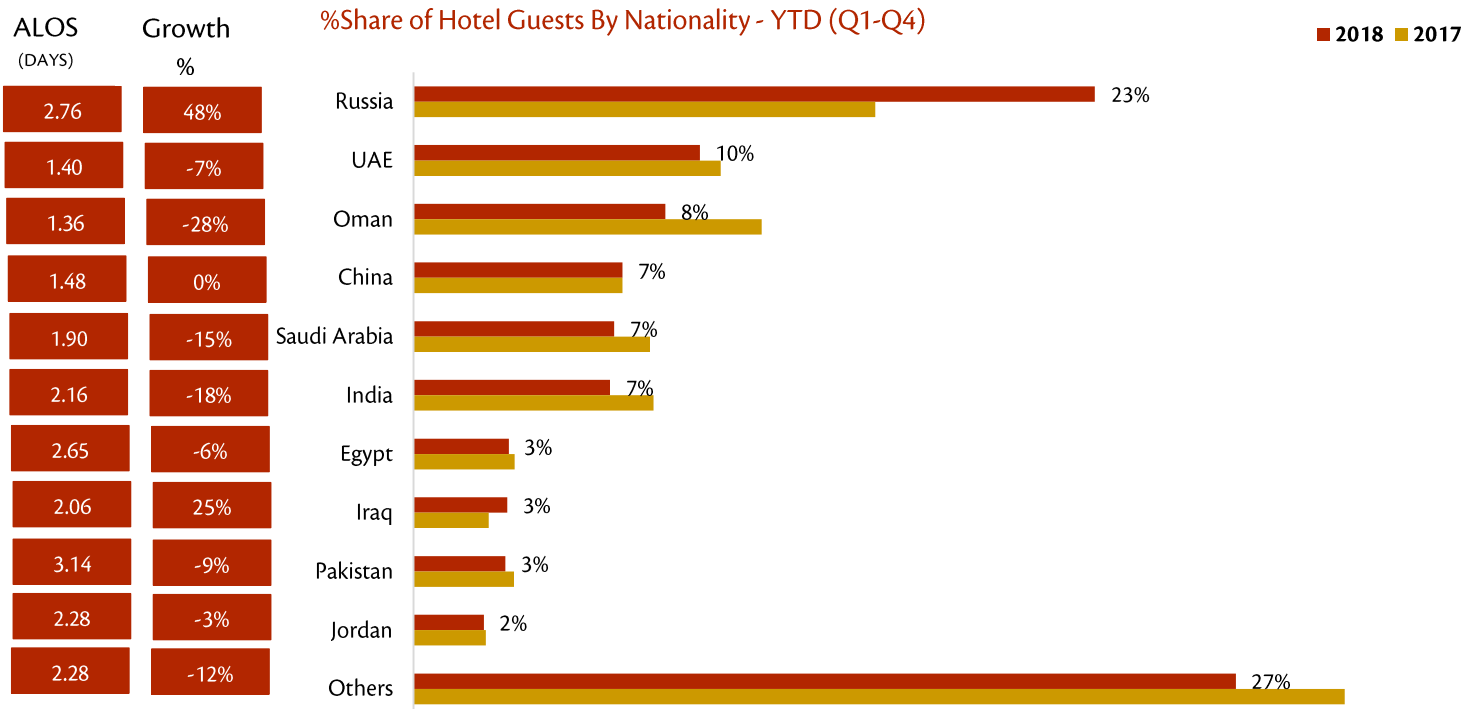
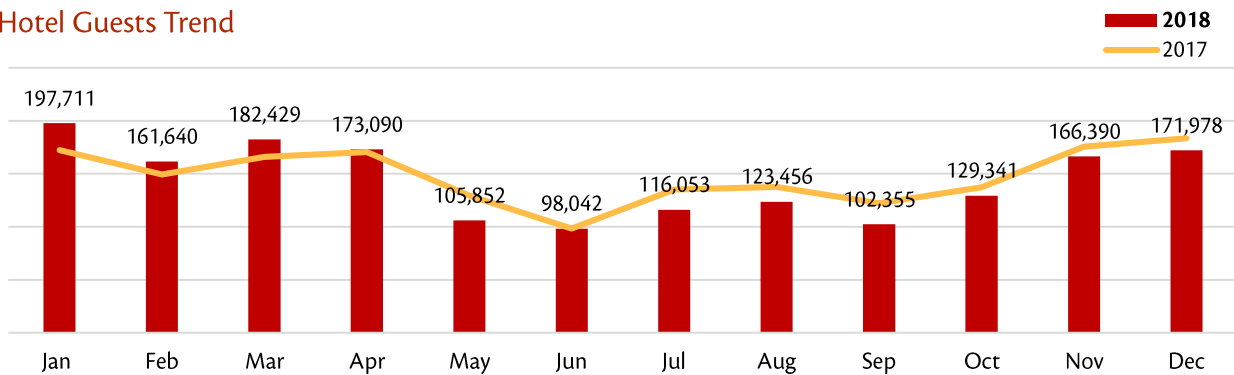
#### Hospitality Sector Performance Vs. 2017

Occupancy rate	63%	▼ -7%
Average Length of Stay	2.20	▼ -7%
RevPAR	129	▼ -16%
Total Revenue	633 Million AED	▼ -10%



## 10 HOSPITALITY SECTOR PERFORMANCE YTD

### Hotel Guests Trend





## 11 GLOSSARY:

### ❖ ADR (Average Daily Rate)

A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.

$$ADR = \text{Room Revenue} / \text{Rooms Sold}$$

### ❖ Occupancy Rate

Occupancy is the percentage of available rooms that were sold during a specified period of time. Occupancy is calculated by dividing the number of rooms sold by rooms available.

$$\text{Occupancy} = (\text{Rooms Sold} / \text{Rooms Available}) \times 100$$

### ❖ RevPAR (Rev Per Available Room)

Revenue per Available Room (RevPAR) is the total guest room revenue divided by the total number of available rooms. RevPAR differs from average daily rate (ADR) because RevPAR is affected by the amount of unoccupied available rooms, while ADR shows only the average rate of rooms actually sold.

$$\text{RevPAR} = \text{Occupancy} \times \text{ADR}$$

#### Country Flag Key:

UAE		Oman		Kazakhstan	
Saudi Arabia		Egypt		Jordan	
Germany		Iraq		Kenya	
Russia		China			
India		Lebanon			
Philippines		Sri Lanka			
Pakistan		Other Europe			
Bangladesh		UK			



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