Quarterly Report - Q1

Q1 – 2017

Strategy – Research & Statistics Division

7/3/2017

Contents

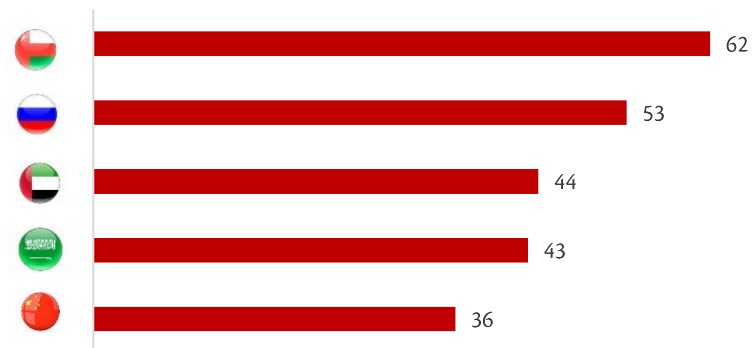
Q1 2017

1 EXECUTIVE SUMMARY

Sharjah Hotel Guests

487,376 ▼ **-0.2%**

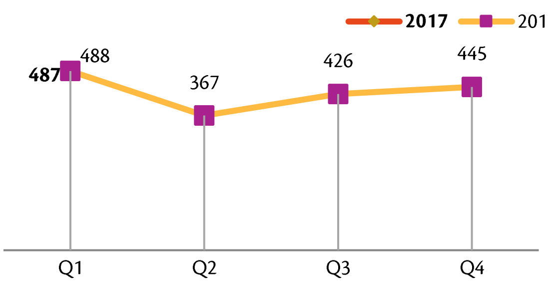
Top 5 Nationalities
(Hotel Establishments Guests - Thousands)



Hospitality Sector Performance

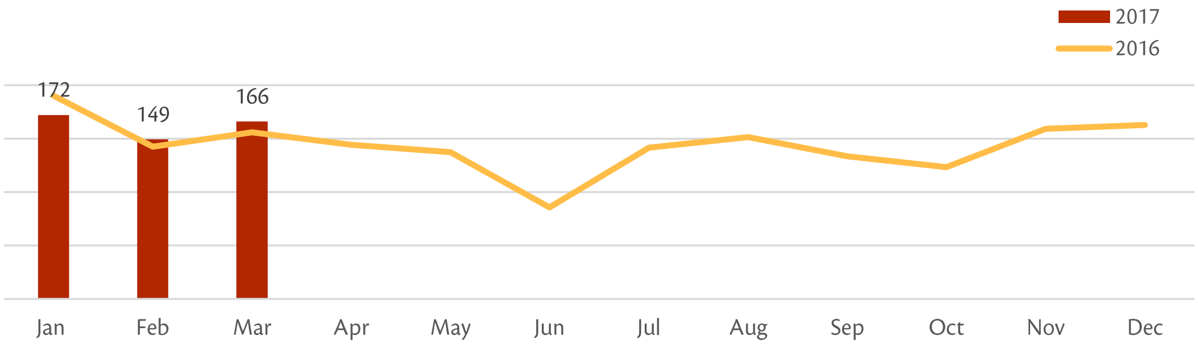
Occupancy rate	77%	▲ **8%**
Average Length of Stay	2.43	▲ **7.5%**
RevPAR	182	▲ **6.4%**
Total Revenue	209 Million AED	▲ **3.6%**

Evolution in the number of Hotels Guest (000)



2 Hospitality Sector Performance

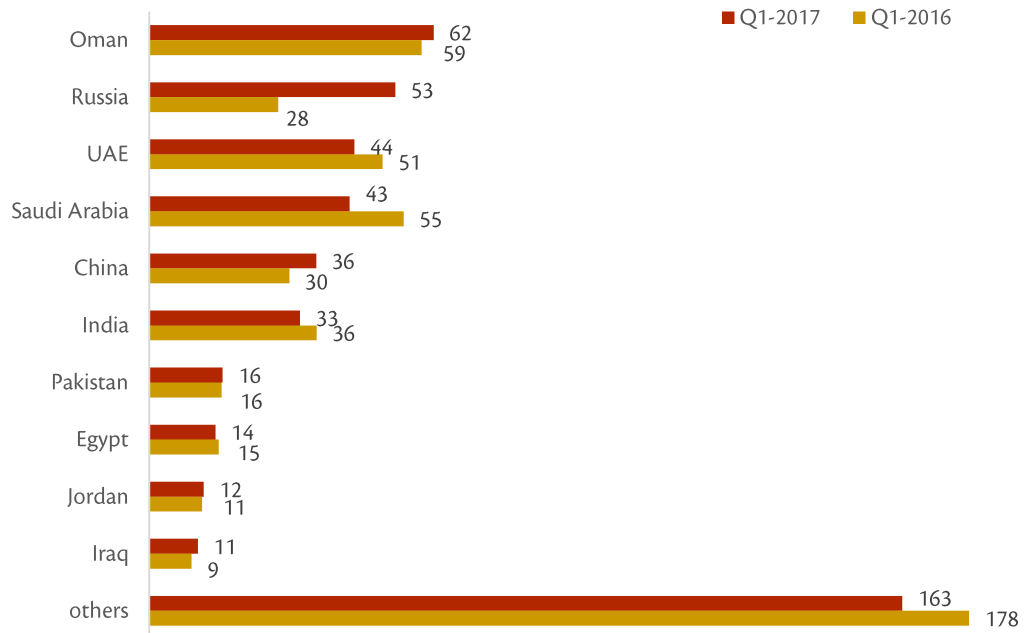
Hotel Guests (thousands)



ALOS
(DAYS)

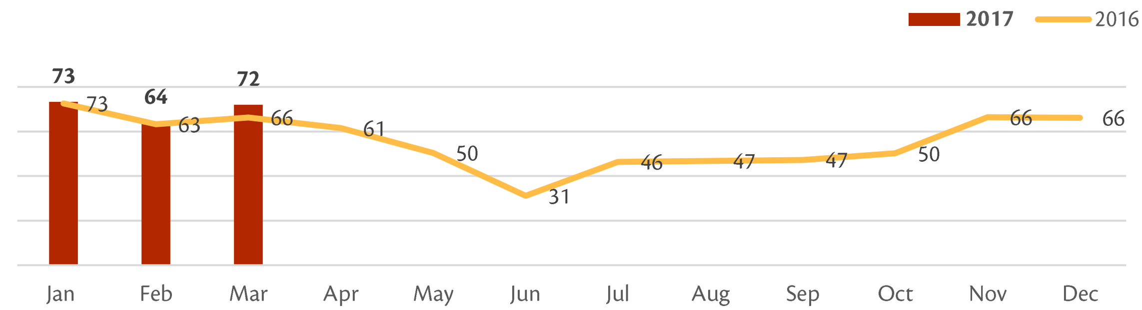
1.63
4.21
1.81
2.28
1.97
2.12
2.08
3.08
2.53
2.93
2.54

Hotel Guets By Nationality (thousands)

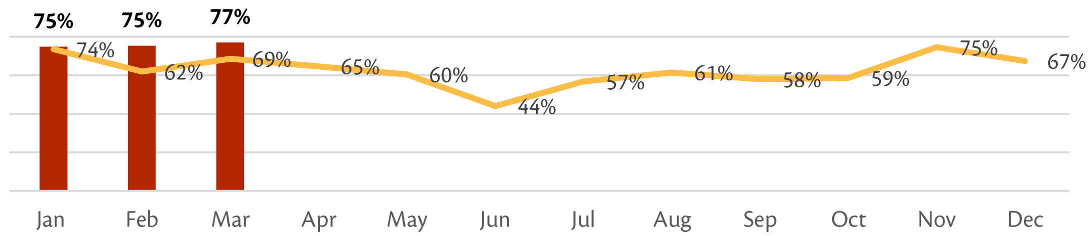


3 Sector Performance – Key Indicators

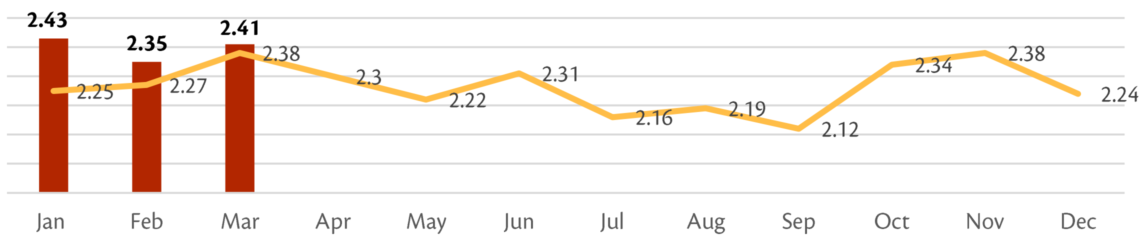
Revenue (AED Million)



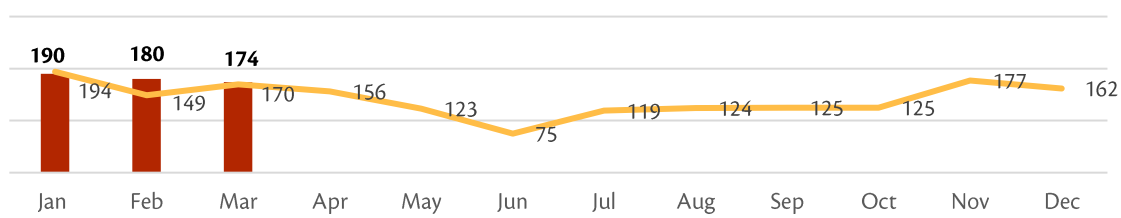
Occupancy %



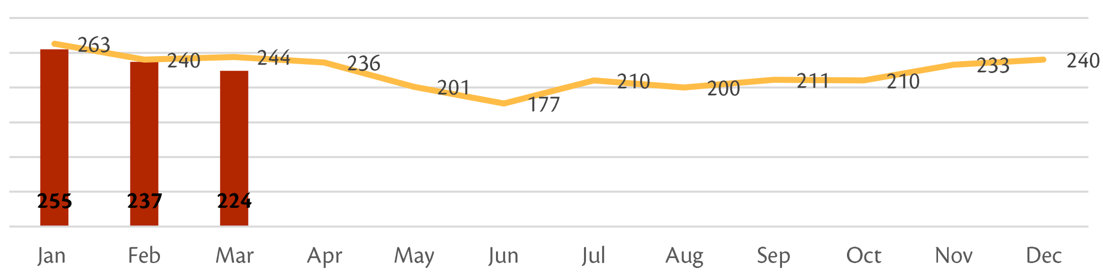
ALOS (DAYS)



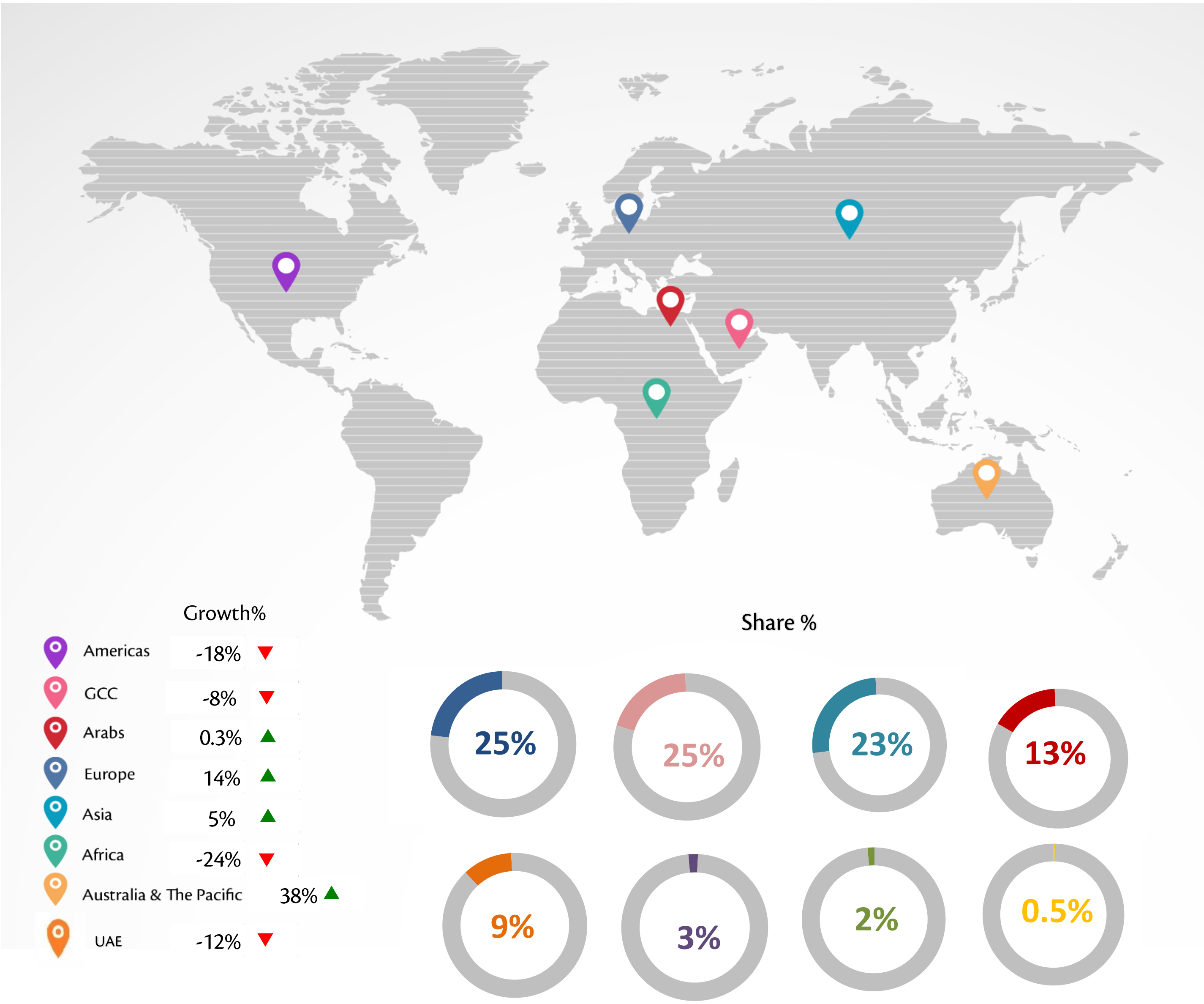
REVPAR (AED)



ADR (AED)



4 Key Indicators By Region



5 Key Indicators Per Hotel Type:

★★★★★ 5-Star Number of Hotels: 7	Available Rooms	1,431	
	Occupancy	79%	
	ALOS	2.38	
	RevPAR	267	
	Top 5 Nationalities		
★★★★ 4-Star Number of Hotels: 16	Available Rooms	2,486	
	Occupancy	75%	
	ALOS	2.67	
	RevPAR	186	
	Top 5 Nationalities		
★★★ 3-Star Number of Hotels: 11	Available Rooms	1,562	
	Occupancy	85%	
	ALOS	2.57	
	RevPAR	182	
	Top 5 Nationalities		
★★ 2-Star Number of Hotels: 10	Available Rooms	725	
	Occupancy	68%	
	ALOS	2.41	
	RevPAR	93	
	Top 5 Nationalities		
★ 1-Star Number of Hotels: 11	Available Rooms	337	
	Occupancy	60%	
	ALOS	2.15	
	RevPAR	91	
	Top 5 Nationalities		
Deluxe Number of Hotels: 7	Available Rooms	996	
	Occupancy	79%	
	ALOS	2.38	
	RevPAR	225	
	Top 5 Nationalities		
Standard Number of Hotels: 9	Available Rooms	835	
	Occupancy	77%	
	ALOS	1.73	
	RevPAR	176	
	Top 5 Nationalities		
Basic Number of Hotels: 34	Available Rooms	1,450	
	Occupancy	70%	
	ALOS	2.78	
	RevPAR	129	
	Top 5 Nationalities		

6 GLOSSARY:

- **ADR (Average Daily Rate)**

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

ADR = Room Revenue / 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.

Occupancy = (Rooms Sold / Rooms Available) x 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.

RevPAR = Occupancy x ADR

Country Flag Key:

UAE	Oman
Saudi Arabia	Egypt
Germany	Iraq
Russia	China
India	Lebanon
Philippines	
Pakistan	
Bangladesh	