

Quarterly Report - Q2

Q2 – 2017

Strategy – Research & Statistics Division

7/20/2017

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Q2 2017



1 EXECUTIVE SUMMARY

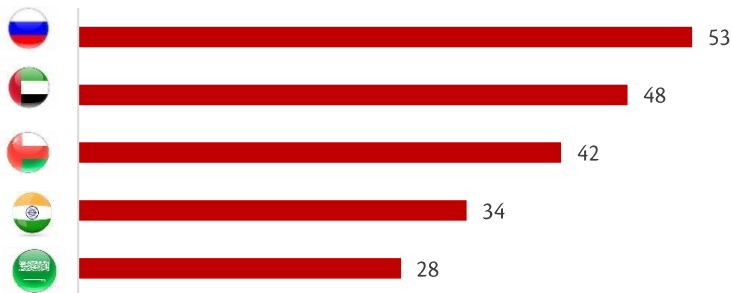
Sharjah Hotel Guests

398,041

▲ 8.4%

Top 5 Nationalities

(Hotel Establishments Guests - Thousands)

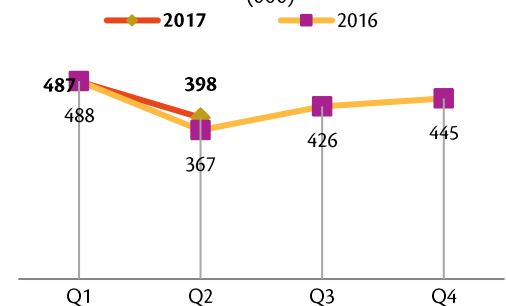


Hospitality Sector Performance

Occupancy rate	64%	▲ 6%
Average Length of Stay	2.43	▲ 6.9%
RevPAR	135	▲ 14.4%
Total Revenue	162 Million AED	▲ 12.1%



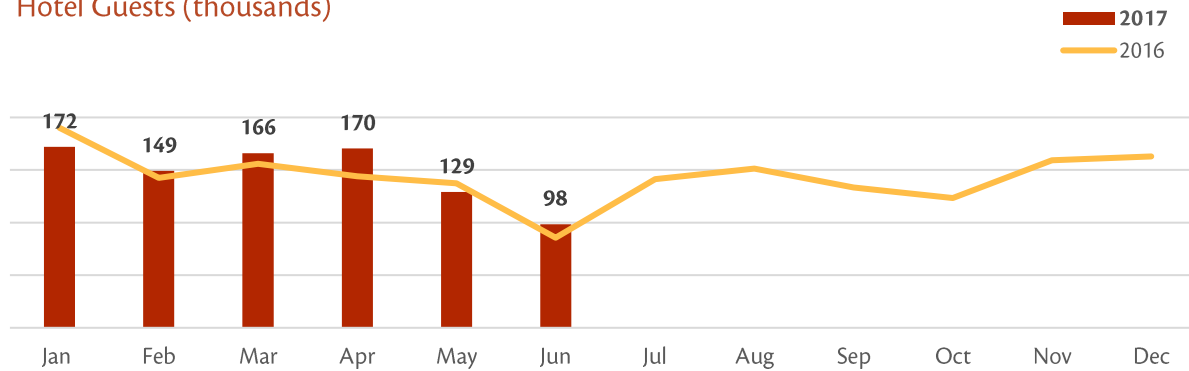
Evolution in the number of Hotels Guest (000)





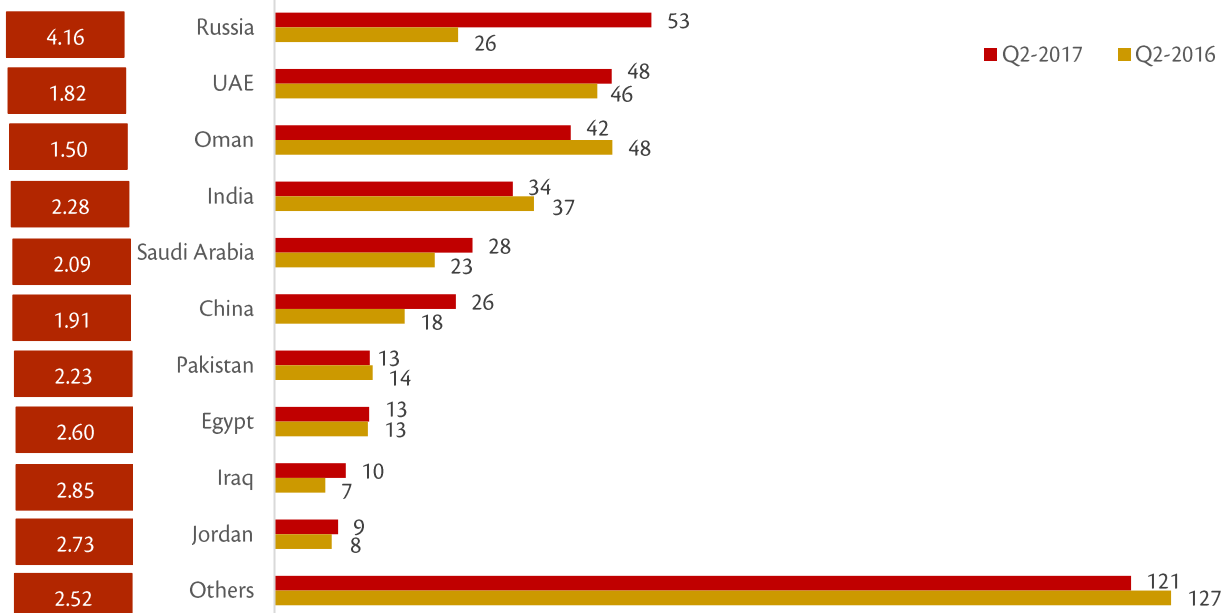
2 HOSPITALITY SECTOR PERFORMANCE

Hotel Guests (thousands)



ALOS
(DAYS)

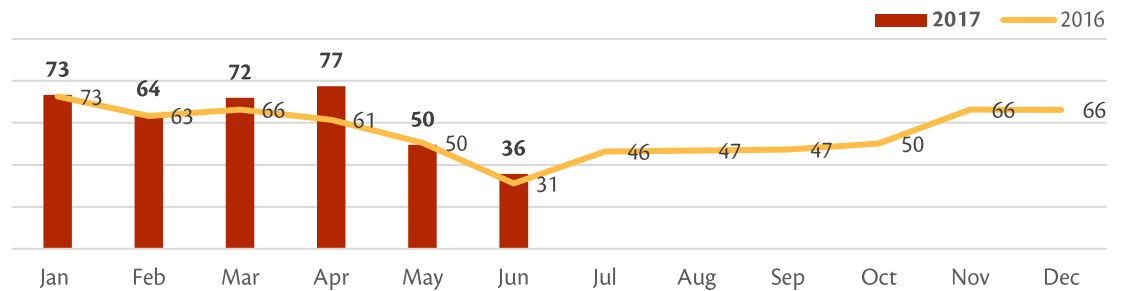
Hotel Guests By Nationality (thousands)



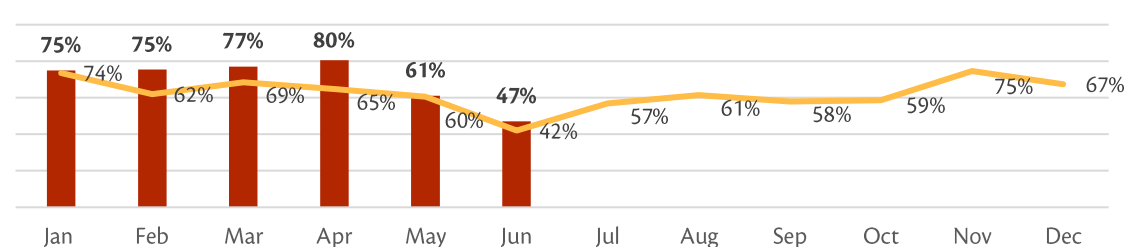
3 SECTOR PERFORMANCE – KEY INDICATORS

Revenue

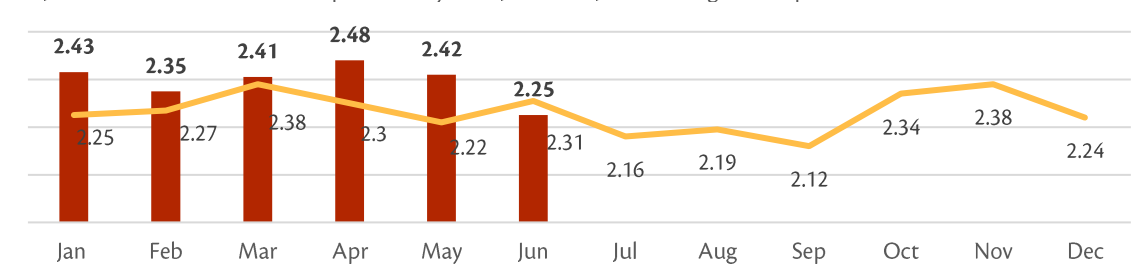
(AED Million)



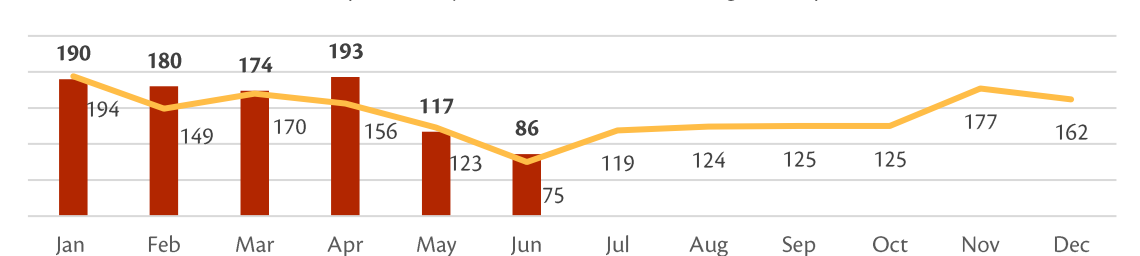
Occupancy %



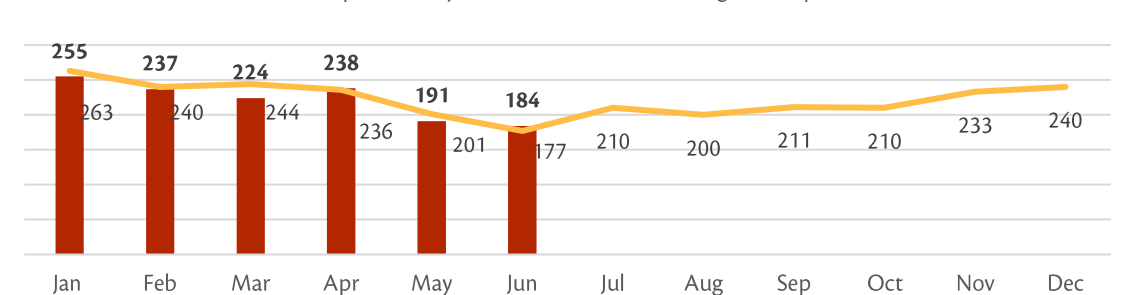
ALOS (DAYS)



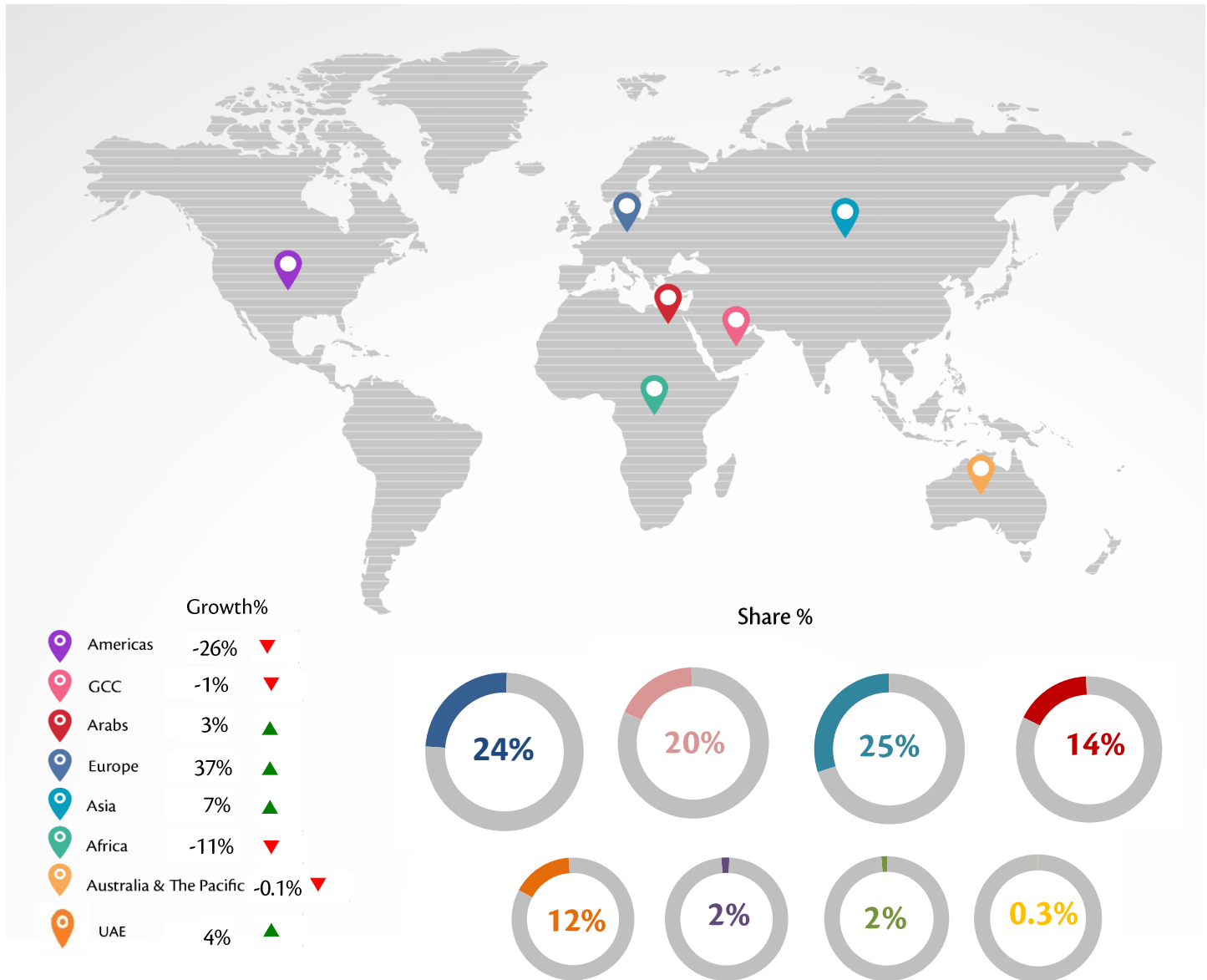
REVPAR (AED)



ADR (AED)



4 KEY INDICATORS BY REGION





5 KEY INDICATORS PER HOTEL TYPE:

★★★★★ 5-Star Number of Hotels: 5	Available Rooms	1,166					
	Occupancy	62%					
	ALOS	2.25					
	RevPAR	200					
	Top 5 Nationalities						
★★★★ 4-Star Number of Hotels: 17	Available Rooms	2,487					
	Occupancy	59%					
	ALOS	2.60					
	RevPAR	135					
	Top 5 Nationalities						
★★★ 3-Star Number of Hotels: 11	Available Rooms	1,565					
	Occupancy	72%					
	ALOS	2.54					
	RevPAR	134					
	Top 5 Nationalities						
★★ 2-Star Number of Hotels: 10	Available Rooms	725					
	Occupancy	56%					
	ALOS	2.52					
	RevPAR	73					
	Top 5 Nationalities						
★ 1-Star Number of Hotels: 10	Available Rooms	354					
	Occupancy	48%					
	ALOS	2.52					
	RevPAR	71					
	Top 5 Nationalities						
Deluxe Number of Hotels: 6	Available Rooms	752					
	Occupancy	66%					
	ALOS	2.27					
	RevPAR	200					
	Top 5 Nationalities						
Standard Number of Hotels: 7	Available Rooms	788					
	Occupancy	62%					
	ALOS	1.73					
	RevPAR	130					
	Top 5 Nationalities						
Basic Number of Hotels: 34	Available Rooms	1,442					
	Occupancy	64%					
	ALOS	2.69					
	RevPAR	100					
	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.

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

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