

Quarterly Report - Q3

Q3 – 2017

Strategy – Research & Statistics Division

10/31/2017

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Q3 2017



1 EXECUTIVE SUMMARY

Sharjah Hotel Guests

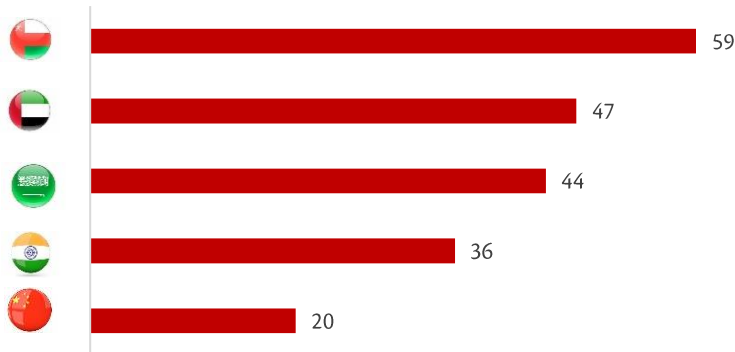
394,786



-7.3%

Top 5 Nationalities

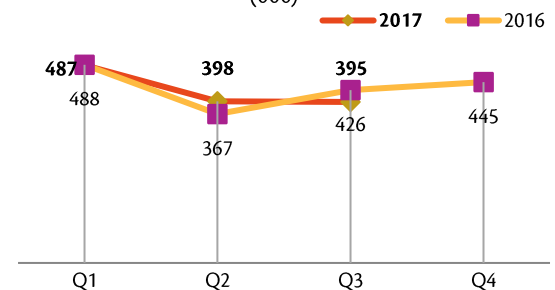
(Hotel Establishments Guests - Thousands)



Hospitality Sector Performance

Occupancy rate	57%	▼ -2%
Average Length of Stay	2.17	▲ 0.5%
RevPAR	106	▼ -13%
Total Revenue	111 Million AED	▼ -20.7%

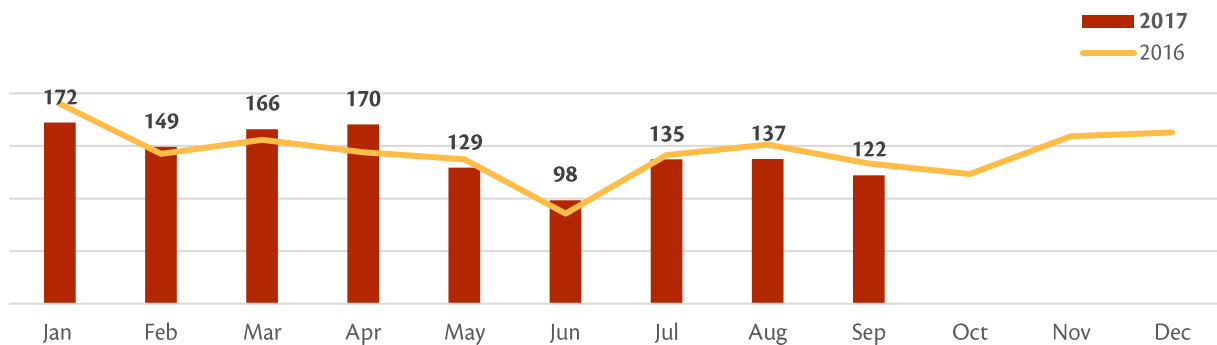
Evolution in the number of Hotels Guest
(000)





2 HOSPITALITY SECTOR PERFORMANCE

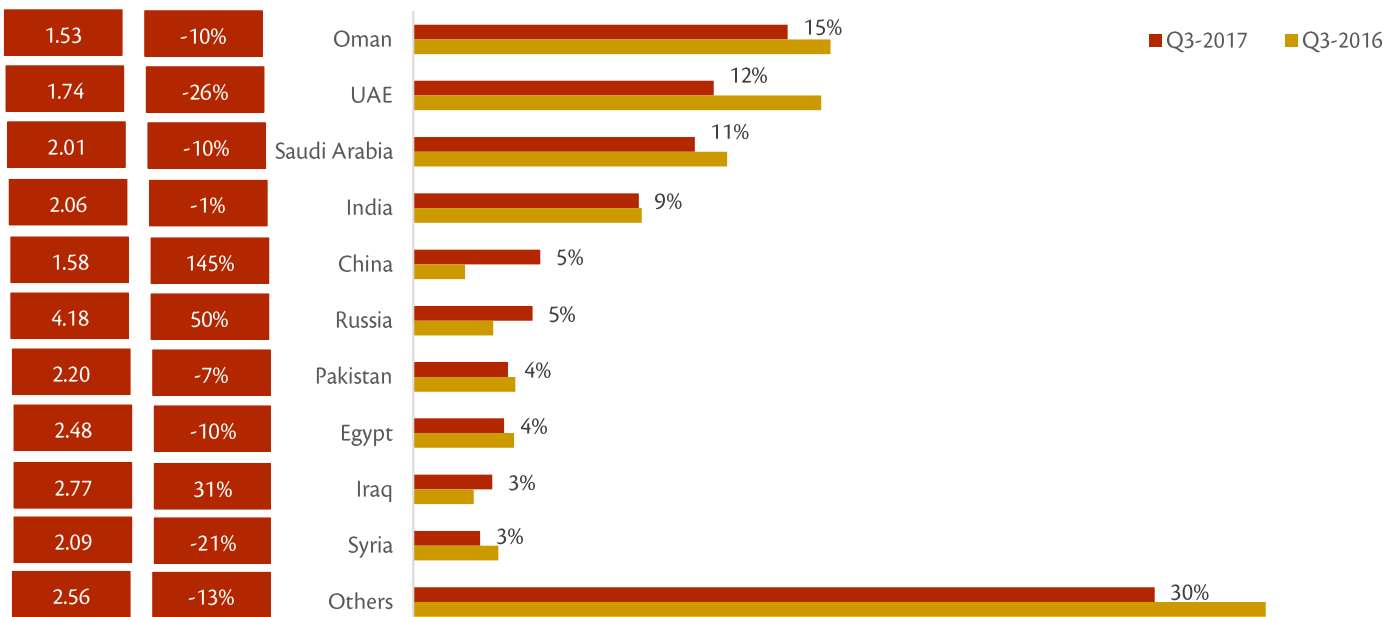
Hotel Guests (thousands)



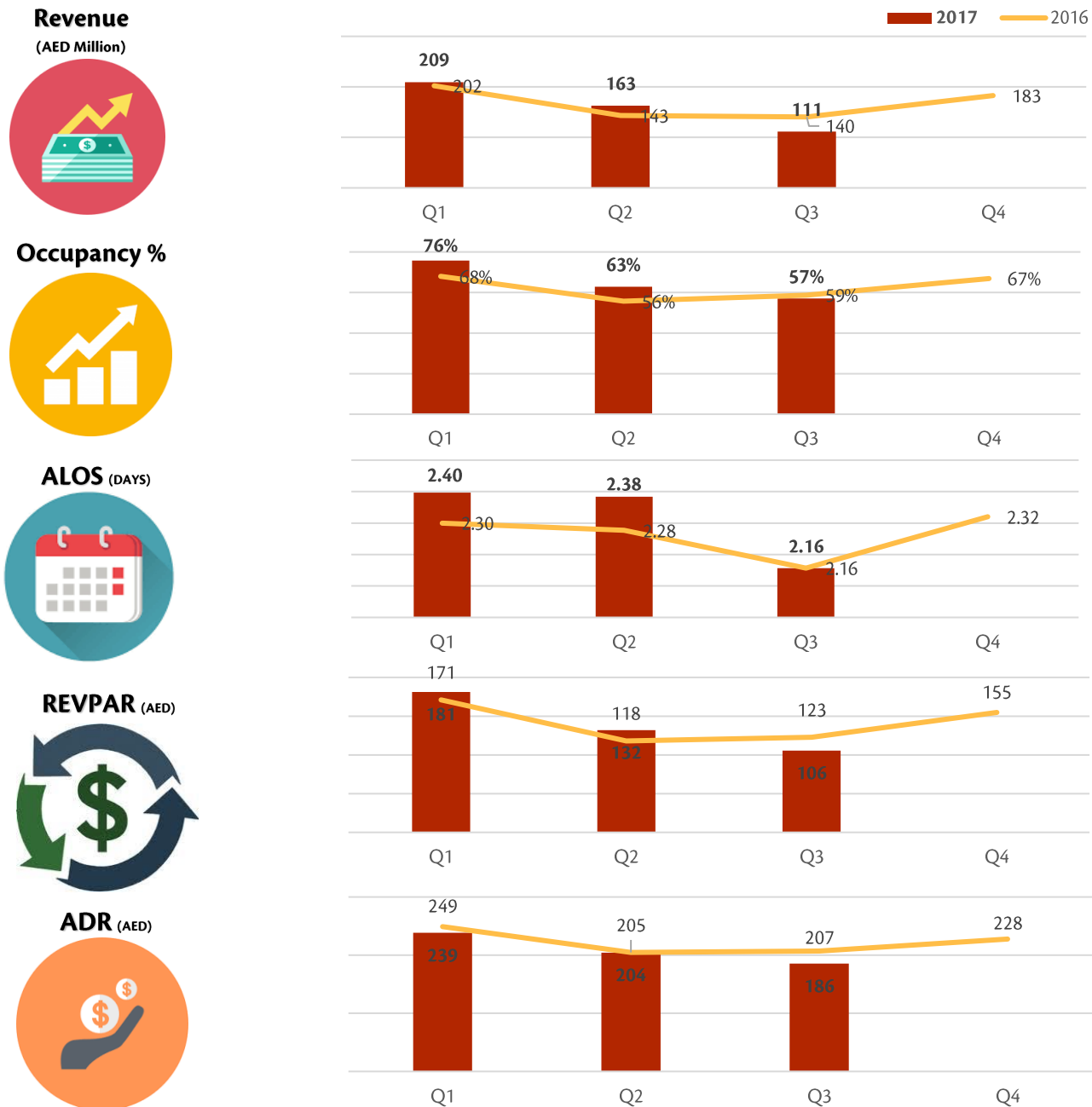
ALOS
(DAYS)

Growth
%

%Share of Hotel Guests By Nationality Third Quarter



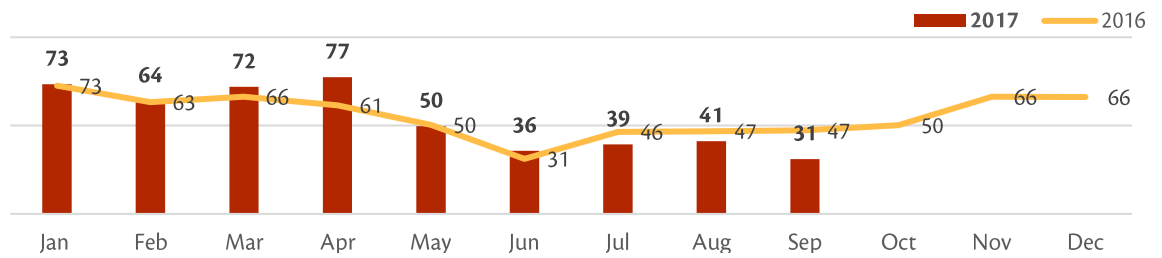
3 SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)



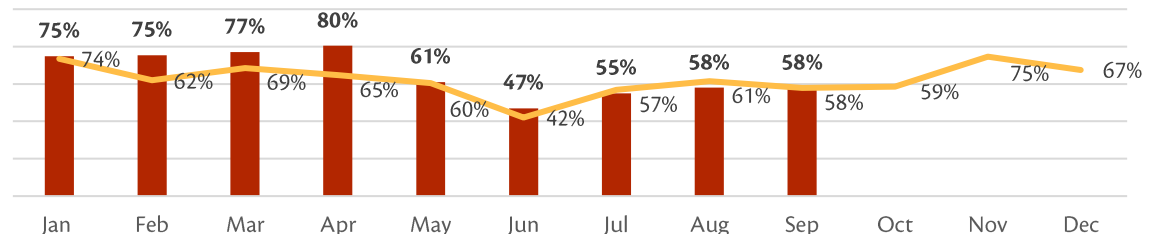
4 SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

Revenue

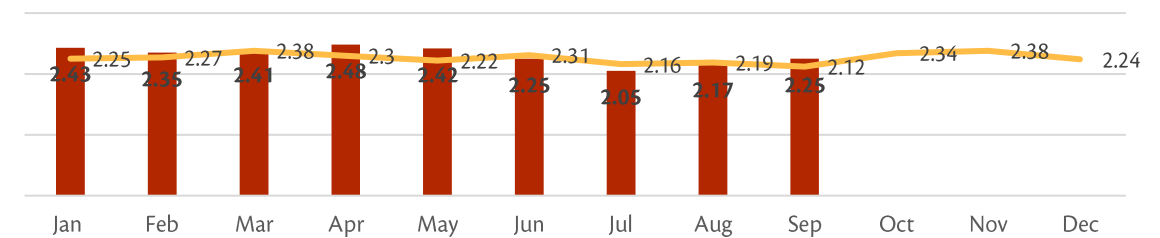
(AED Million)



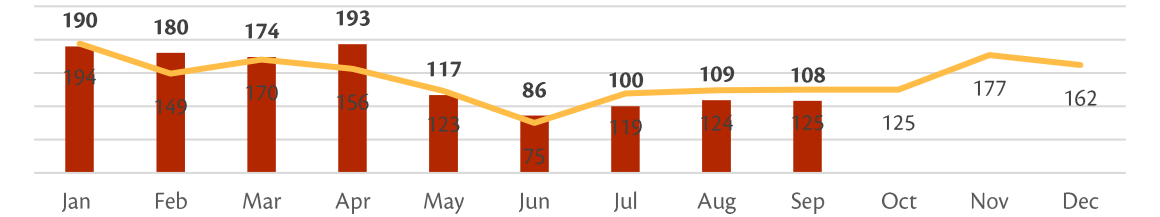
Occupancy %



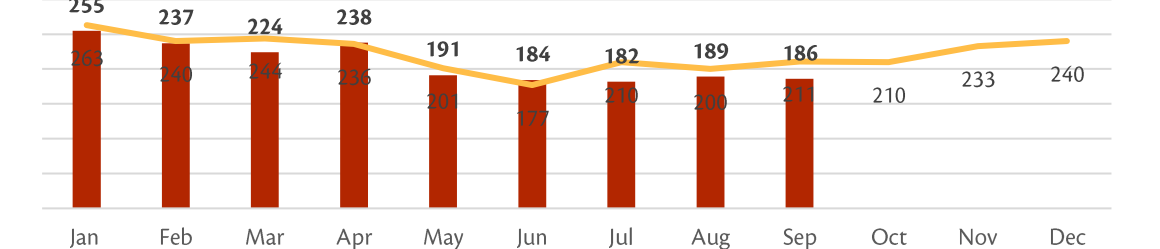
ALOS (DAYS)



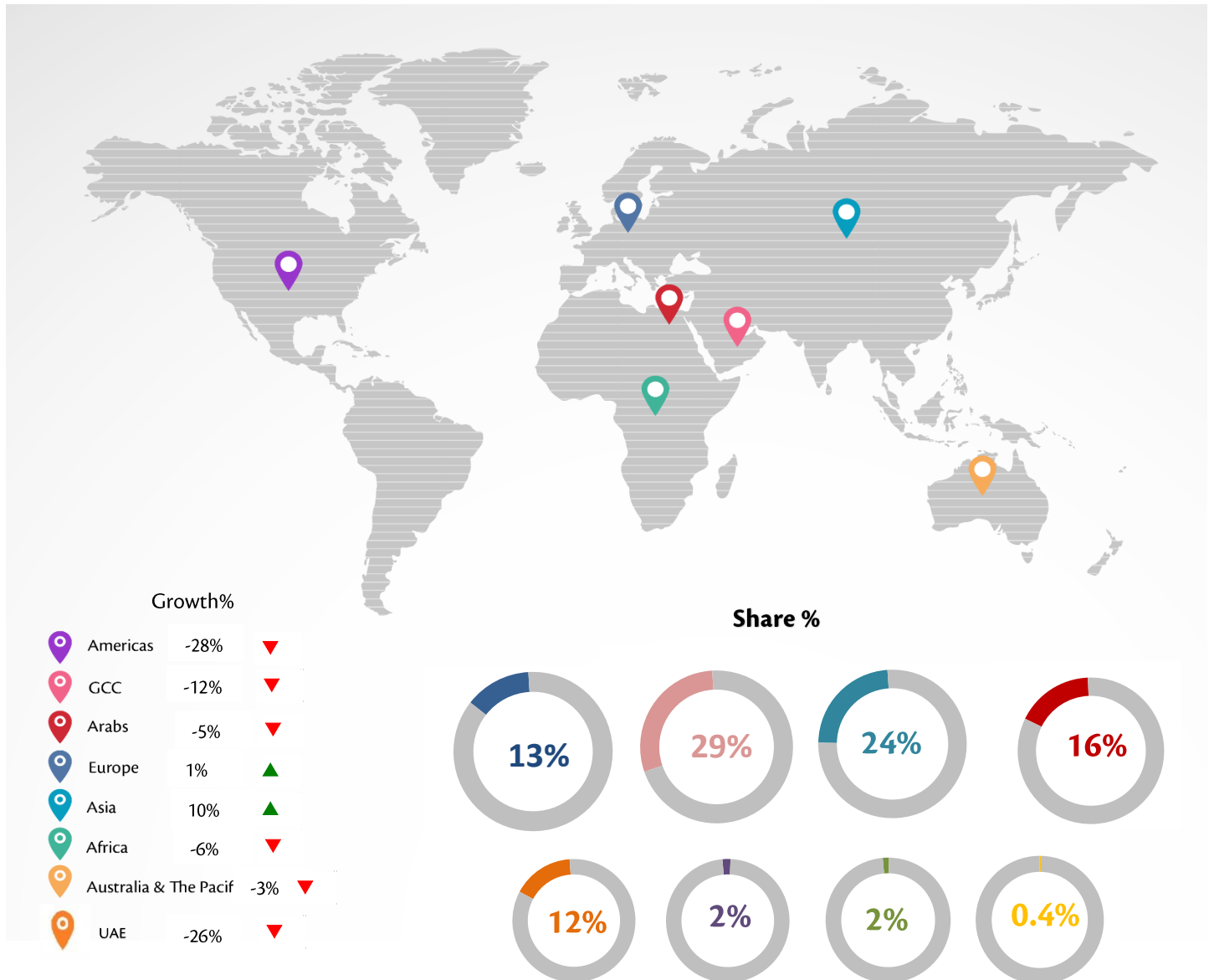
REVPAR (AED)



ADR (AED)



5 KEY INDICATORS BY REGION





6 KEY INDICATORS PER HOTEL TYPE:

★★★★★ 5-Star Number of Hotels: 5	Available Rooms	1,166					
	Occupancy	50%					
	ALOS	2.08					
	RevPAR	128					
	Top 5 Nationalities						
★★★★ 4-Star Number of Hotels: 17	Available Rooms	2,487					
	Occupancy	46%					
	ALOS	2.11					
	RevPAR	93					
	Top 5 Nationalities						
★★★ 3-Star Number of Hotels: 11	Available Rooms	1,561					
	Occupancy	66%					
	ALOS	2.18					
	RevPAR	105					
	Top 5 Nationalities						
★★ 2-Star Number of Hotels: 10	Available Rooms	725					
	Occupancy	53%					
	ALOS	2.15					
	RevPAR	67					
	Top 5 Nationalities						
★ 1-Star Number of Hotels: 10	Available Rooms	357					
	Occupancy	51%					
	ALOS	2.63					
	RevPAR	65					
	Top 5 Nationalities						
Deluxe Number of Hotels: 6	Available Rooms	752					
	Occupancy	66%					
	ALOS	2.38					
	RevPAR	197					
	Top 5 Nationalities						
Standard Number of Hotels: 7	Available Rooms	816					
	Occupancy	61%					
	ALOS	1.70					
	RevPAR	127					
	Top 5 Nationalities						
Basic Number of Hotels: 33	Available Rooms	1,381					
	Occupancy	58%					
	ALOS	2.56					
	RevPAR	81					
	Top 5 Nationalities						



7 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		Sri Lanka	
Pakistan			
Bangladesh			