

Quarterly Report - Q4

Q4 – 2017

Strategy – Research & Statistics Division

2/11/2018

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Q4 2017



1 EXECUTIVE SUMMARY

Sharjah Hotel Guests

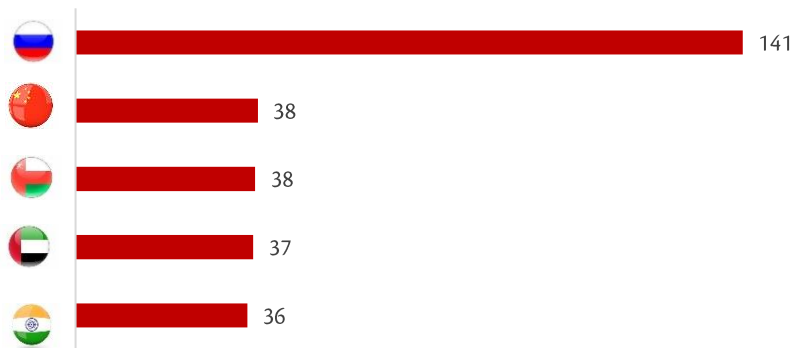
496,141



11%

Top 5 Nationalities

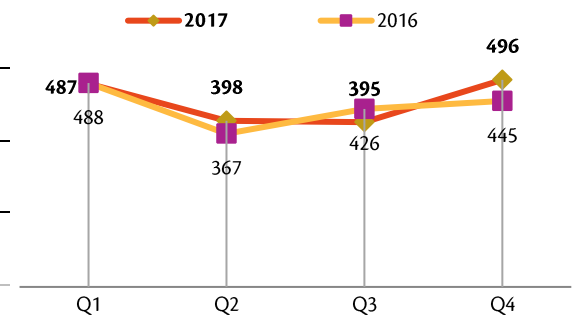
(Hotel Establishments Guests - Thousands)



Hospitality Sector Performance

Occupancy rate	77%	▲ 9.0%
Average Length of Stay	2.37	▲ 1.5%
RevPAR	179	▲ 15.5%
Total Revenue	210 Million AED	▲ 15.2%

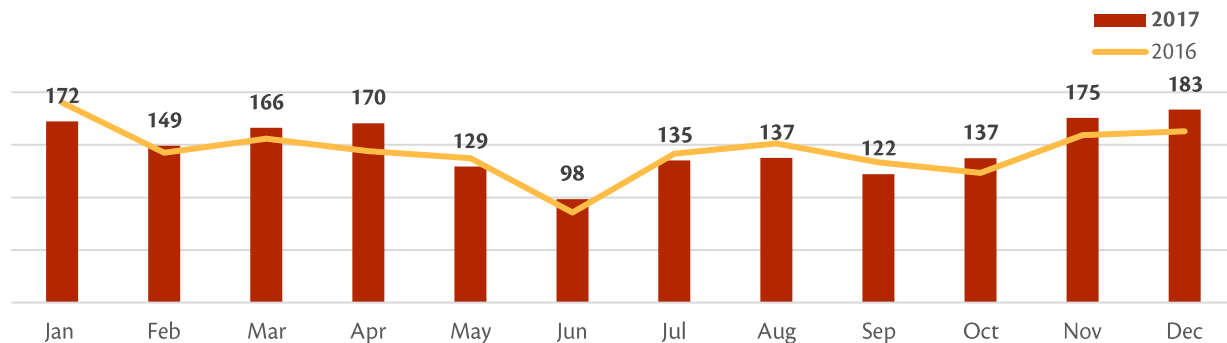
Evolution in the number of Hotels Guest (000)





2 HOSPITALITY SECTOR PERFORMANCE

Hotel Guests (thousands)

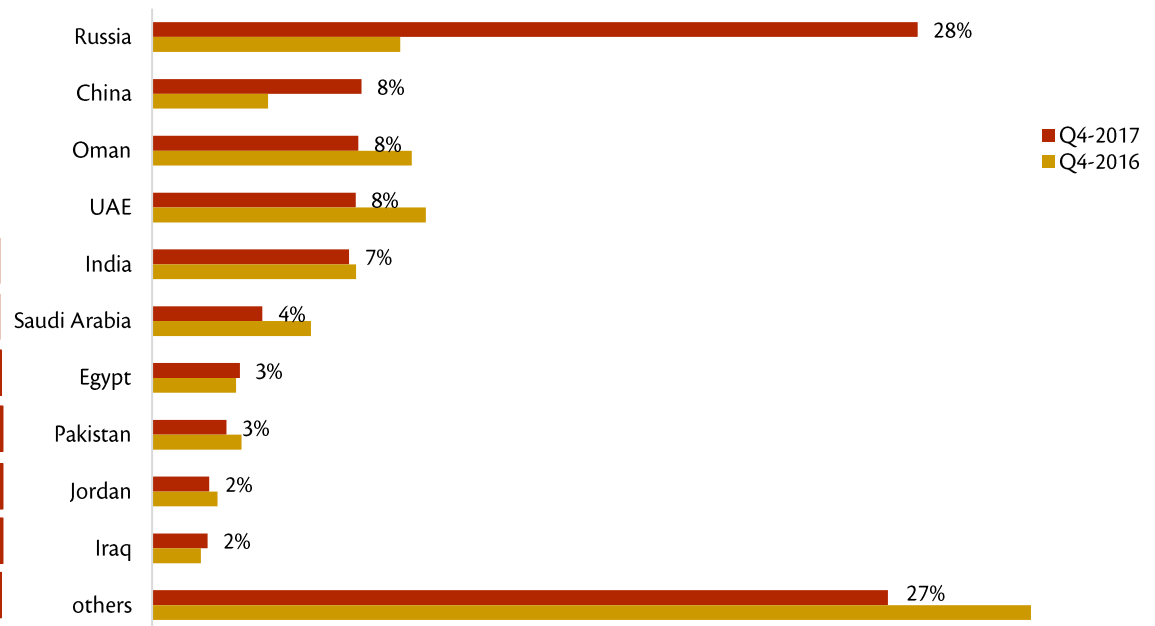


ALOS
(DAYS)

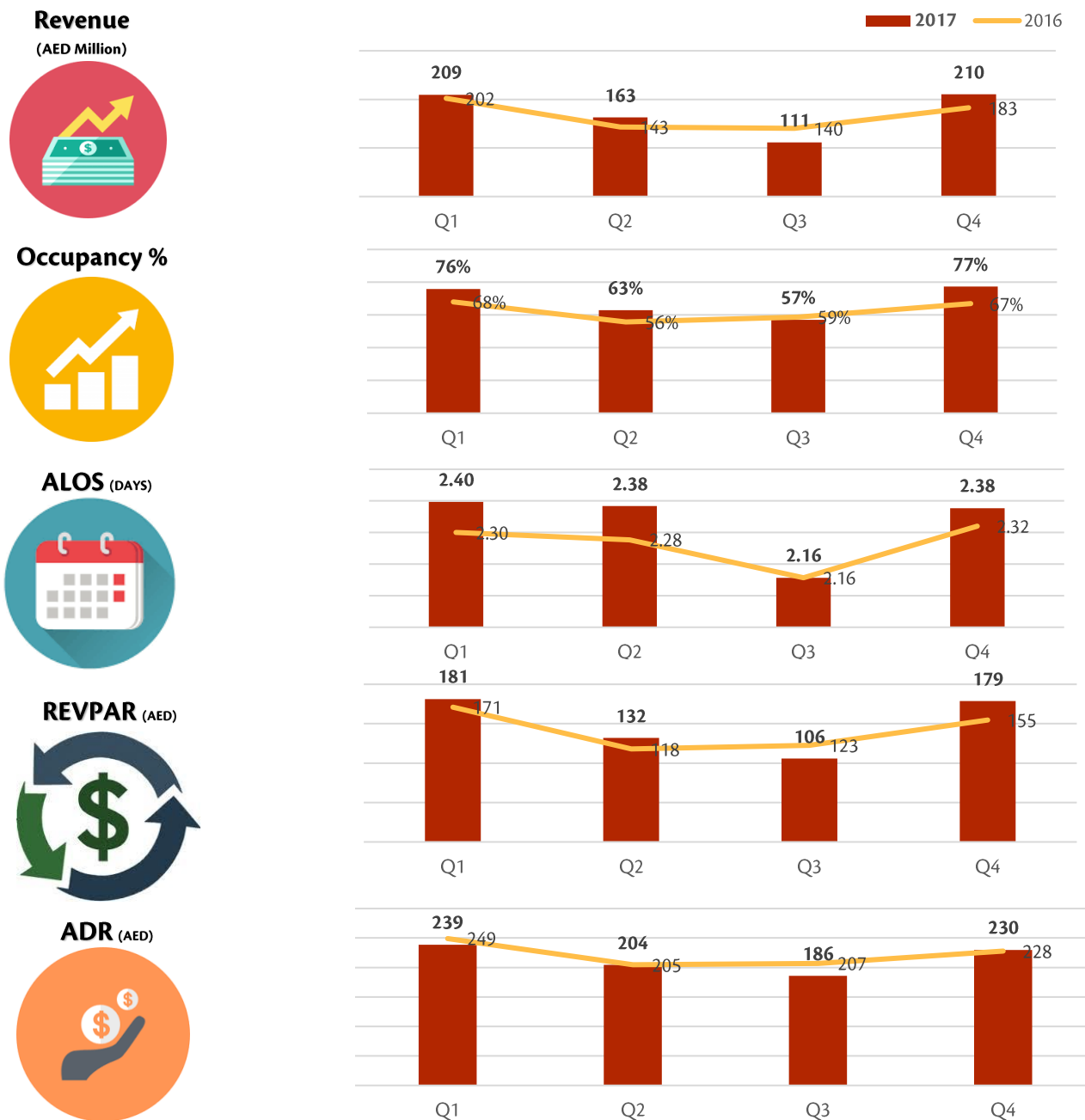
Growth
%

%Share of Hotel Establishment Guets By Nationality during Fourth Quarter

3.11	209%
1.47	81%
1.41	-21%
1.63	-26%
2.21	-3%
1.89	-31%
2.72	4%
2.31	-17%
2.48	-13%
2.99	14%
2.47	-16%



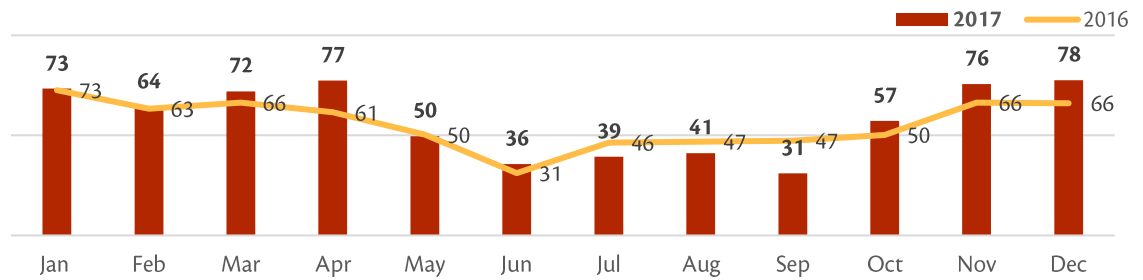
3 SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)



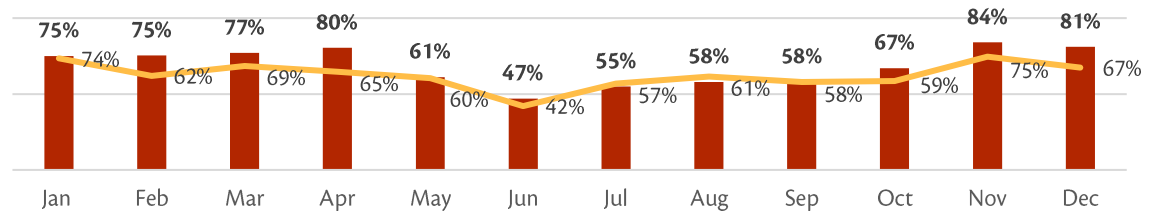
4 SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

Revenue

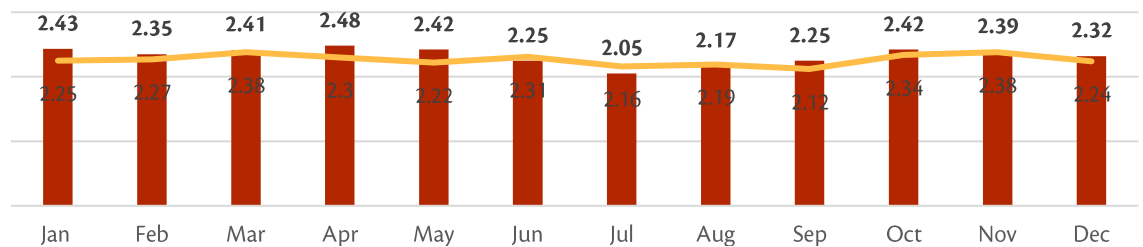
(AED Million)



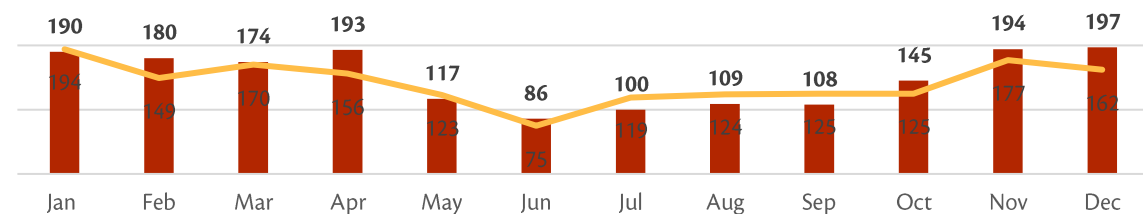
Occupancy %



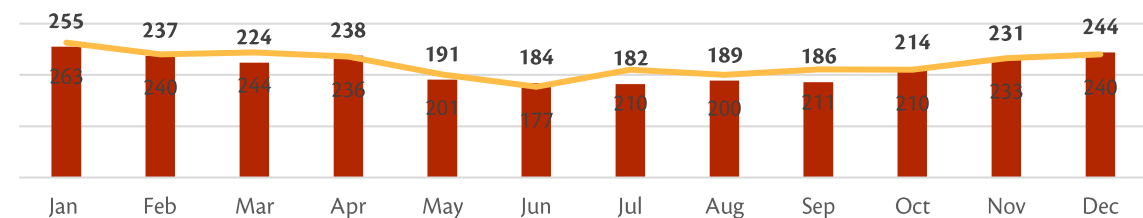
ALOS (DAYS)



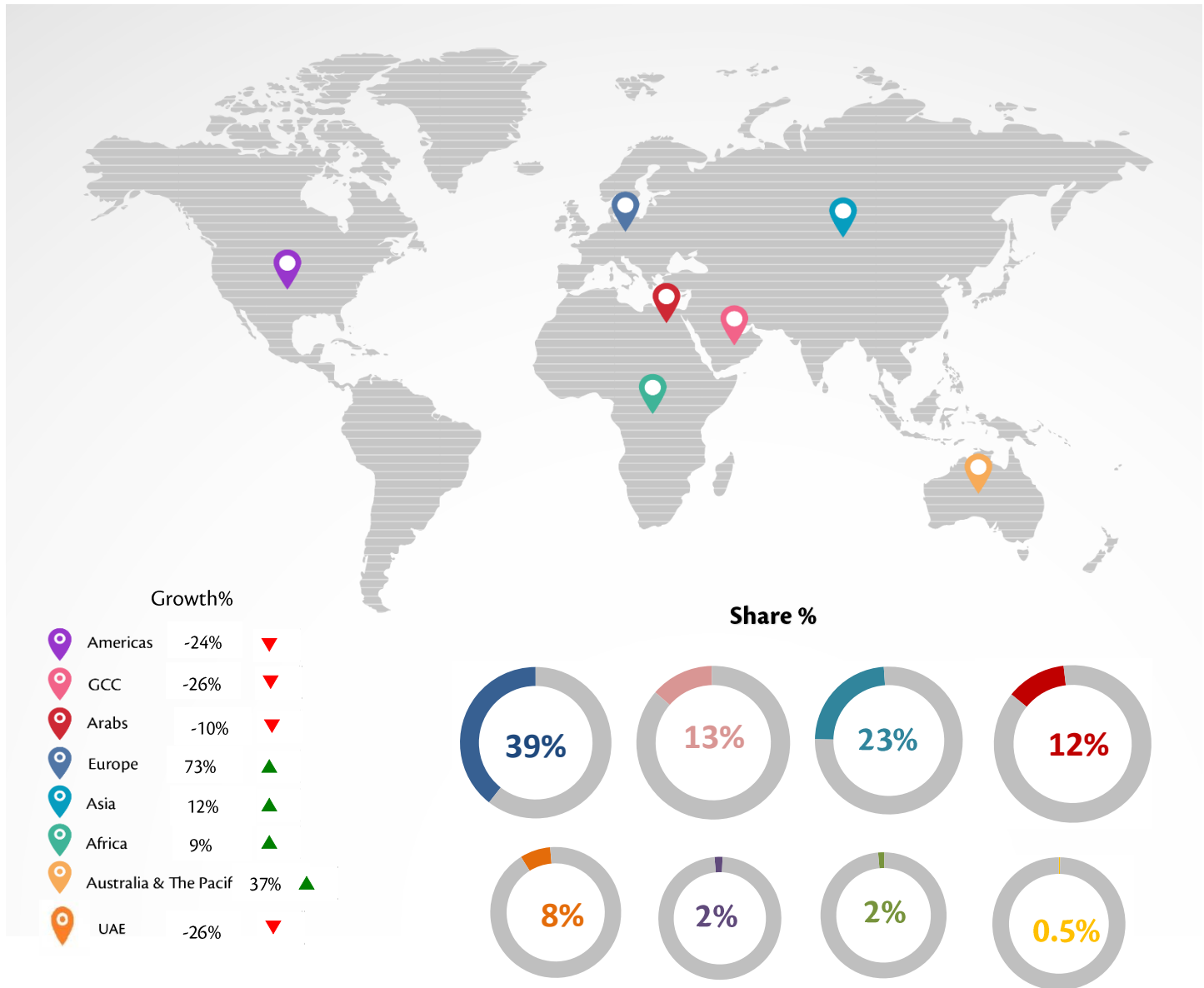
REVPAR (AED)



ADR (AED)



5 KEY INDICATORS BY REGION





6 KEY INDICATORS PER HOTEL TYPE:

★★★★★ 5-Star Number of Hotels: 5	Available Rooms	1,166					
	Occupancy	80%					
	ALOS	2.23					
	RevPAR	284					
	Top 5 Nationalities						
★★★★ 4-Star Number of Hotels: 17	Available Rooms	2,483					
	Occupancy	76%					
	ALOS	2.16					
	RevPAR	197					
	Top 5 Nationalities						
★★★ 3-Star Number of Hotels: 11	Available Rooms	1,566					
	Occupancy	83%					
	ALOS	2.71					
	RevPAR	174					
	Top 5 Nationalities						
★★ 2-Star Number of Hotels: 10	Available Rooms	716					
	Occupancy	64%					
	ALOS	2.73					
	RevPAR	92					
	Top 5 Nationalities						
★ 1-Star Number of Hotels: 10	Available Rooms	359					
	Occupancy	62%					
	ALOS	2.60					
	RevPAR	75					
	Top 5 Nationalities						
Deluxe Number of Hotels: 6	Available Rooms	752					
	Occupancy	82%					
	ALOS	2.47					
	RevPAR	245					
	Top 5 Nationalities						
Standard Number of Hotels: 7	Available Rooms	816					
	Occupancy	71%					
	ALOS	1.84					
	RevPAR	155					
	Top 5 Nationalities						
Basic Number of Hotels: 33	Available Rooms	1,398					
	Occupancy	69%					
	ALOS	3.00					
	RevPAR	108					
	Top 5 Nationalities						

Year-To-Date 2017

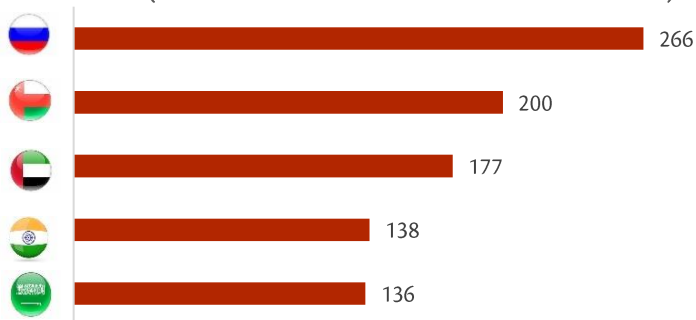


7 EXECUTIVE SUMMARY YTD

Sharjah Hotel Guests

1,776,344 ▲ 3%

Top 5 Nationalities (Hotel Establishments Guests - Thousands)



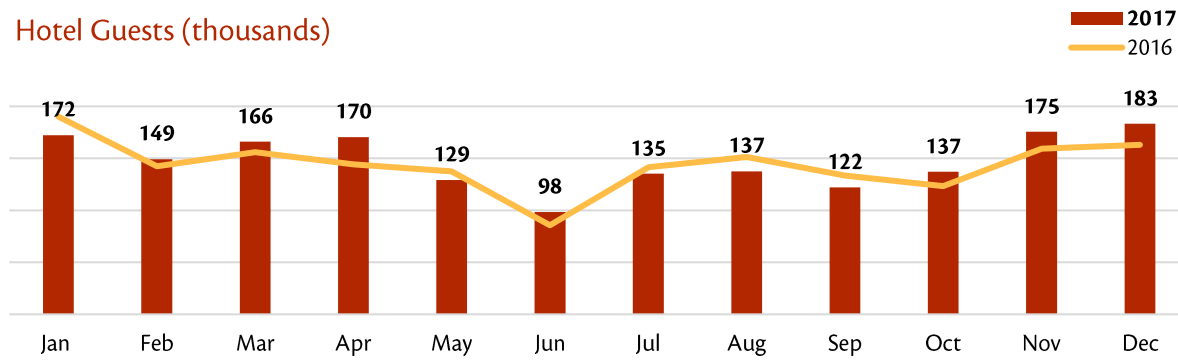
Hospitality Sector Performance

Occupancy rate	70%	▲ 8.0%
Average Length of Stay	2.36	▲ 4.0%
RevPAR	153	▲ 11.7%
Total Revenue	694 Million AED	▲ 3.8%



8 HOSPITALITY SECTOR PERFORMANCE YTD

Hotel Guests (thousands)

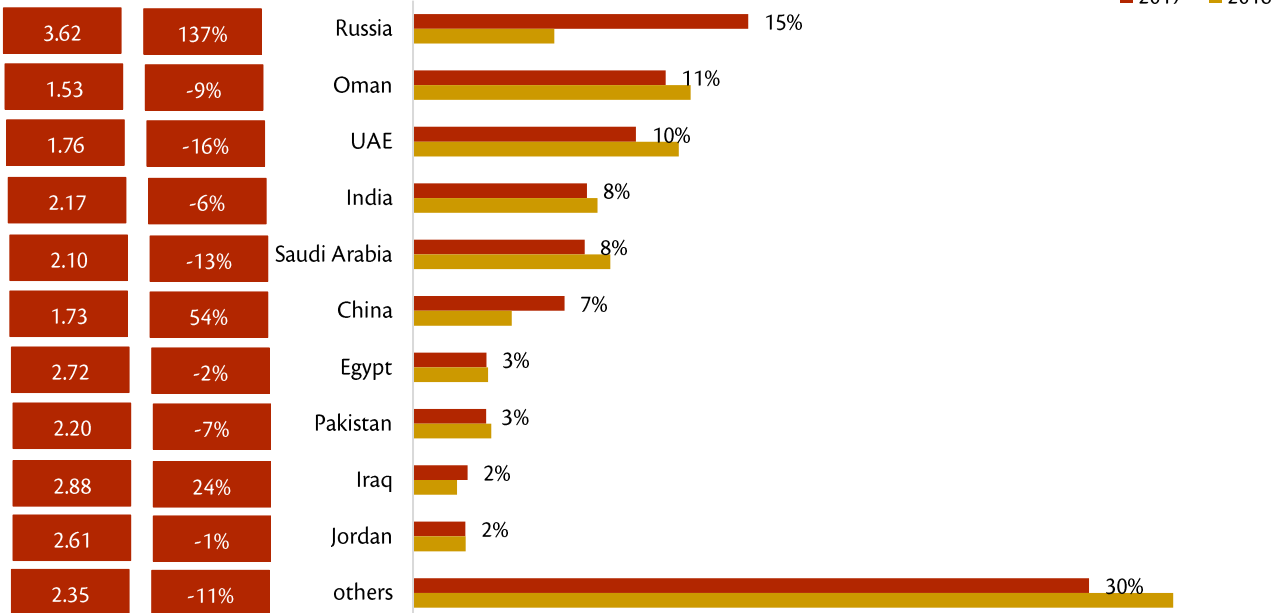


ALOS
(DAYS)

Growth
%

%Share of Hotel Guests By Nationality YTD 2017

2017 2016





9 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			