Quarterly Report - Q1

Q1 – 2019

Strategy – Research & Statistics Division

4/30/2019

Research & Statistics Division – Strategy Department
SCTDA – IMS – RT – 002 v1
Apr - 2019

Contents

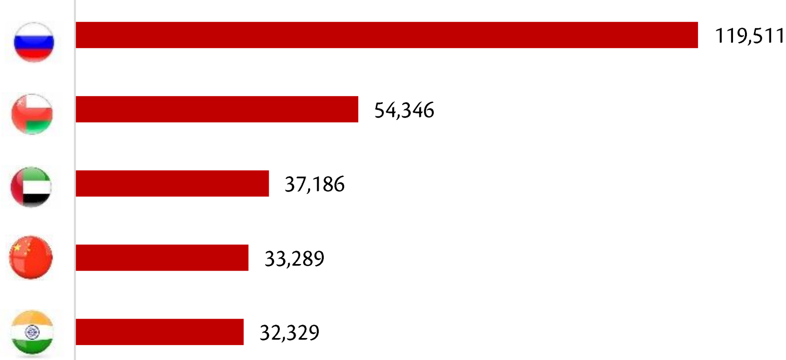
Q1 2019

1 EXECUTIVE SUMMARY

Sharjah Hotel Guests

513,364 ▼ **5%**

Top 5 Nationalities
(Hotel Establishments Guests - Thousands)

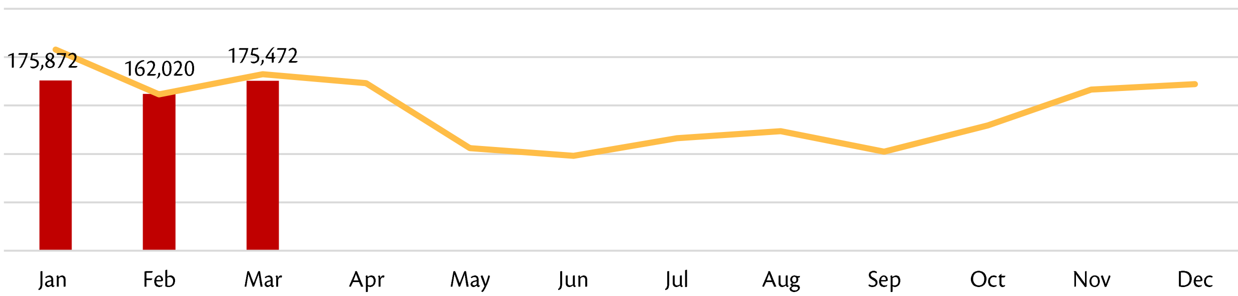


Sector Performance Q1 2019 Vs. 2018

Occupancy rate	74%	▼ 8%
Average Length of Stay	2.09	▼ 8%
RevPAR	150	▼ 19%
Total Revenue	176 Million AED	▼ 20%

2 Hospitality Sector Performance

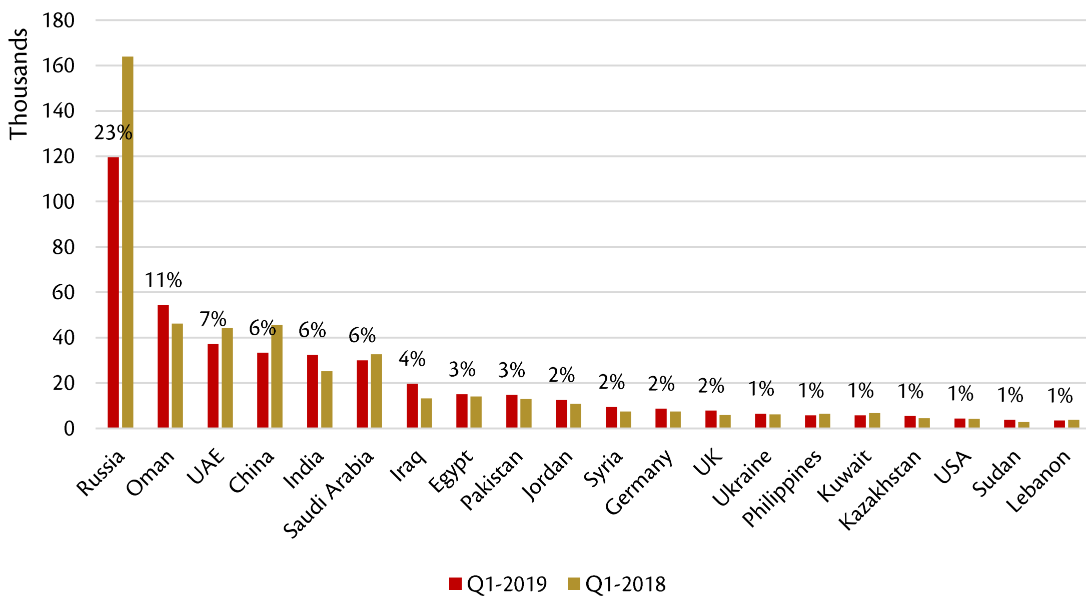
Hotel Guests Trend



TOP 10 Source Markets

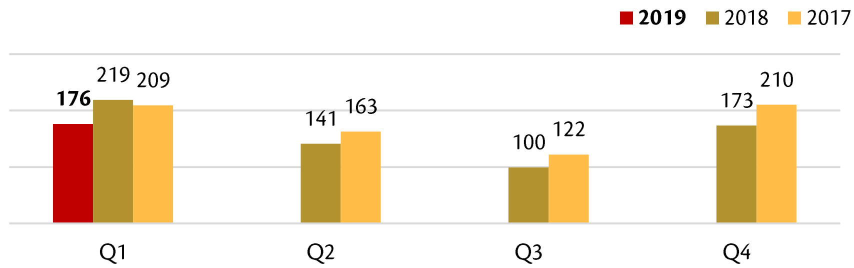
Growth %	Source Market
-27%	Russia
18%	Oman
-16%	UAE
-27%	China
28%	India
-8%	KSA
49%	Iraq
8%	Egypt
14%	Pakistan
16%	Jordan
9%	Others

%Share of Top 20 Source Markets during First Quarter (2019-2018)

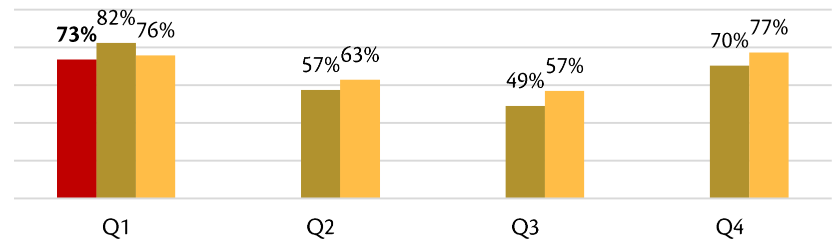


3 Sector Performance – Key Indicators (Quarterly)

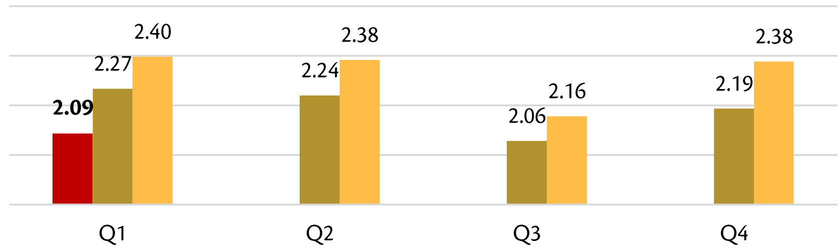
Revenue
(AED Million)



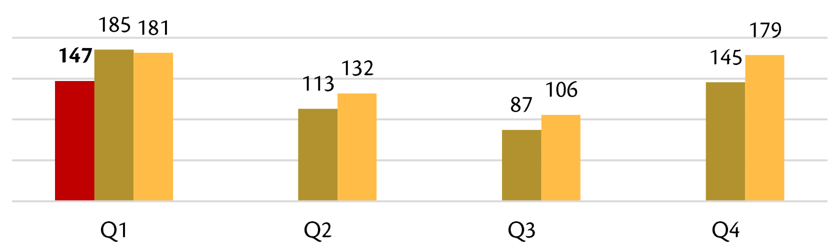
Occupancy %



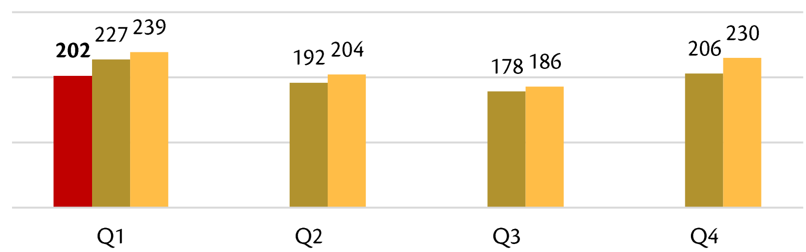
ALOS (DAYS)



REVPAR (AED)

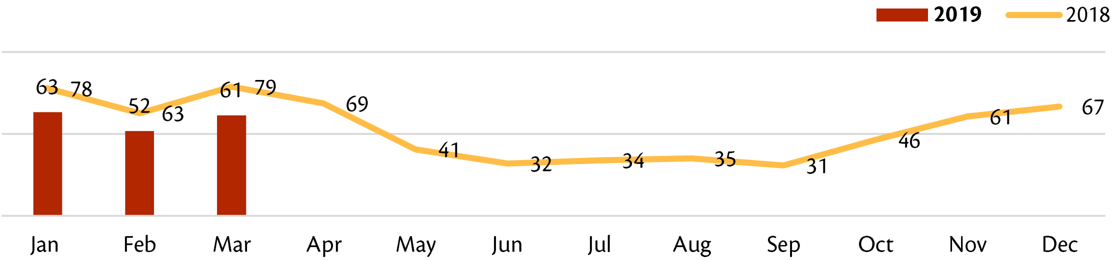


ADR (AED)

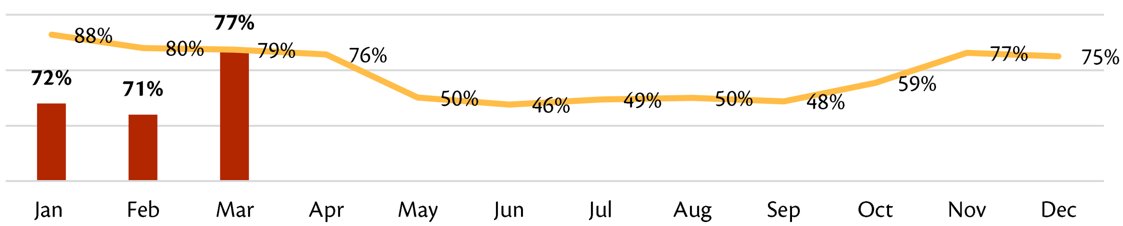


4 Sector Performance – Key Indicators (Monthly)

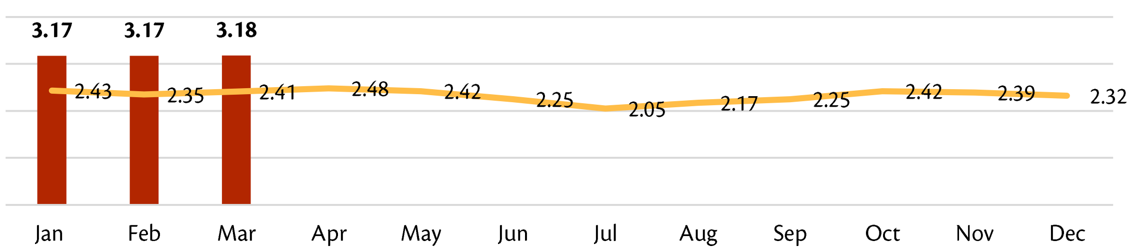
Revenue
(AED Million)



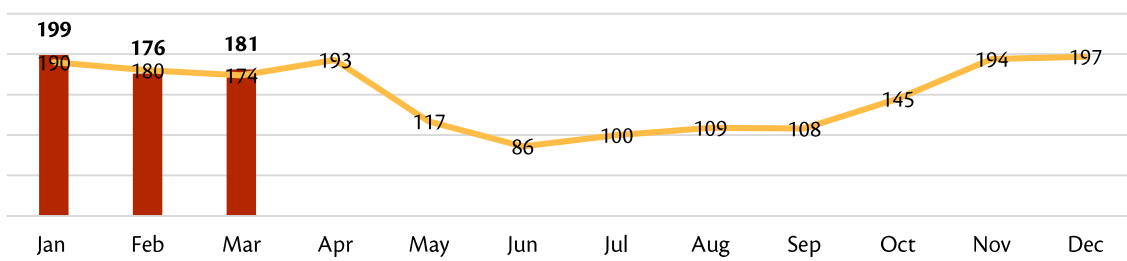
Occupancy %



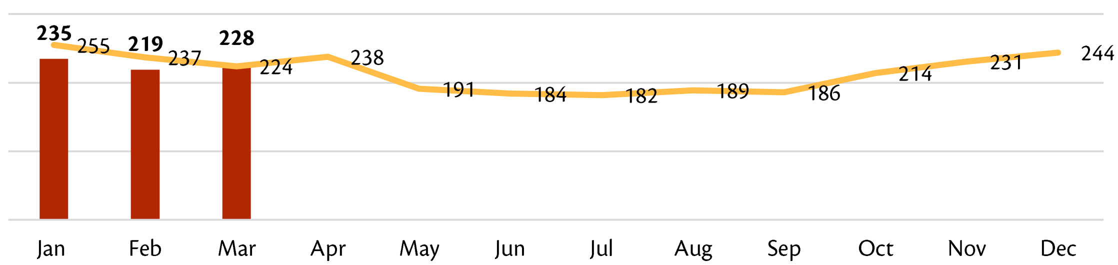
ALOS (DAYS)



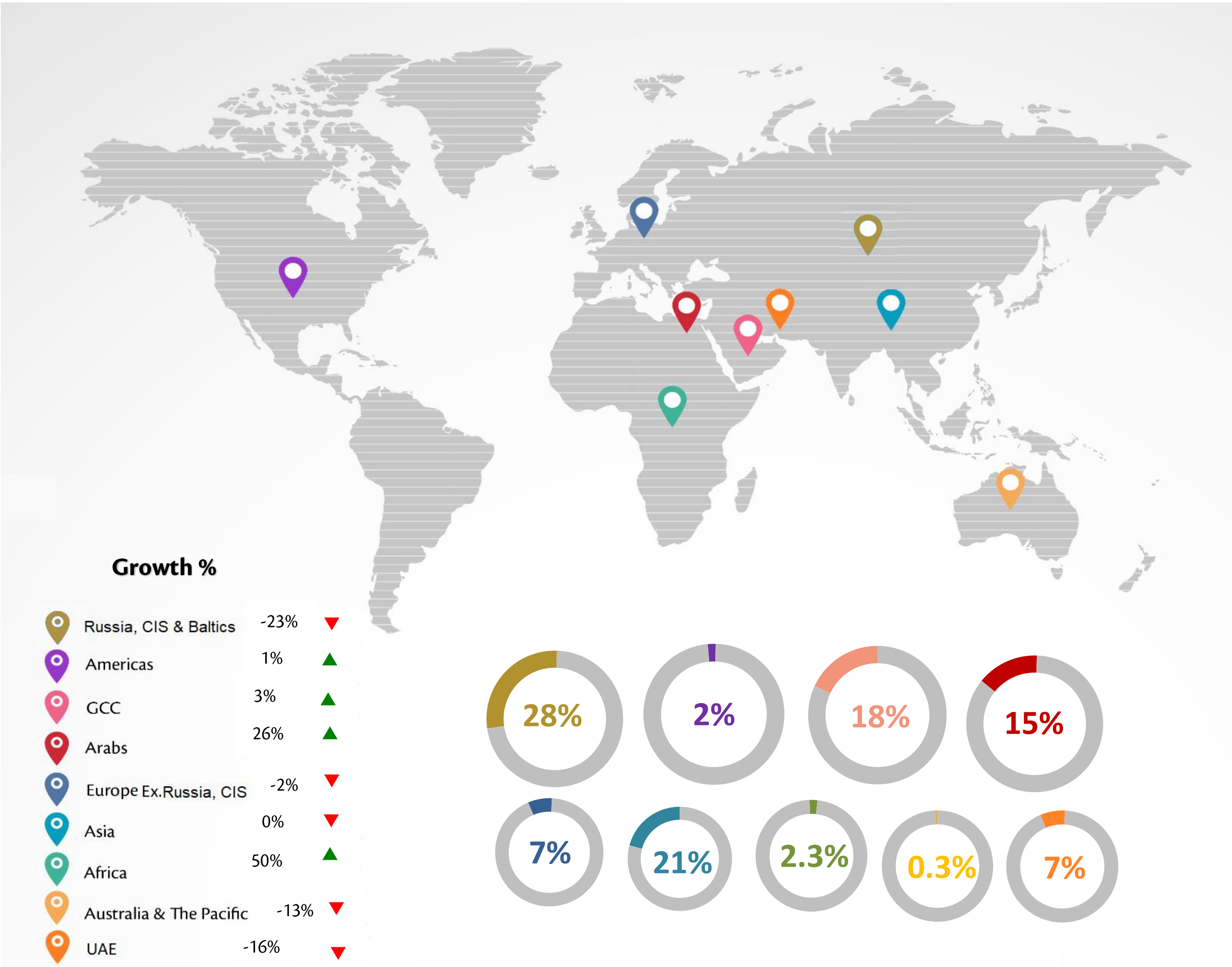
REVPAR (AED)



ADR (AED)



5 Key Indicators By Region



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