Quarterly

Statistics Report

Q2 – 2019

Strategy – Research & Statistics Division

July - 2019

Contents

1 EXECUTIVE SUMMARY

This report provides thorough analyses on the performance of the tourism sector in Sharjah during second quarter of 2019 and the first half on different aspect of the industry. Overall, the second quarter in 2019 had fluctuations in the results compared to same period last year. On one hand, guest arrivals grew by approximately 2% whereas occupancy levels in hotels declined by 1%.

The total number of hotel guests visiting Sharjah during Q2 is approximately 385 thousand who stayed 810 thousand nights in Sharjah's accommodation sector, and that's about 2.10 nights per guest. Furthermore, the majority of guests about 30% of market share are from Europe followed by Asia (23%), GCC and Arabs, which accounted for 14% and 18% respectively. Guests from Russia dominated the top source markets during second quarter with 19% of market share, even though there was a decline of 12% compared to Q2 in 2018. The same decrease continued since fourth quarter in 2018. A similar decline is seen in Chinese market which decreased by 52% during Q2. As the holy month of Ramadan was during May, the usual slowdown in the sector is evident in the decrease in occupancy level, daily average rate, total revenue, and revenue per available room. Furthermore, the effects of the global market particularly in the opening of previously closed preferred destinations for the Russian market have also contributed to the overall decline witnessed in the sector.

The overall performance of Sharjah Tourism sector during the first half of 2019, remained mediocre. Guests flowing to Sharjah decreased by 3% compared to the first half of 2018. Nevertheless, some source markets have shown recovery from previous quarters such as Indian market which increase by 26% compared to last year.

Q2 2019

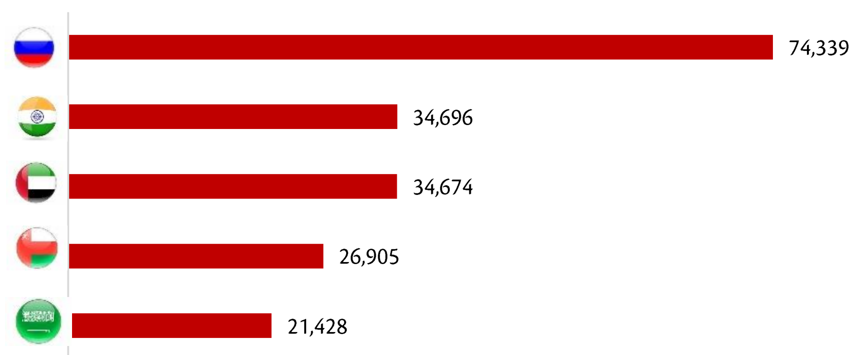
2 2ND QUARTER PERFORMANCE HIGHLIGHTS – Q2

Sharjah Hotel Guests

384,724 ▲ **2%**

Top 5 Nationalities

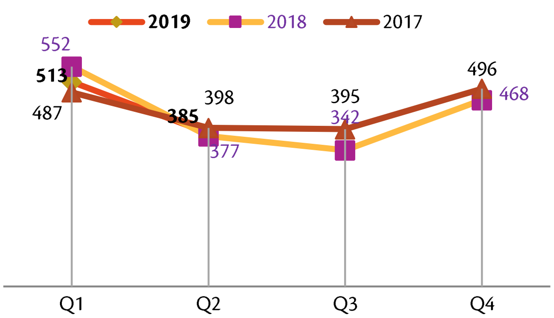
(Hotel Establishments Guests - Thousands)



Q2 Hospitality Sector Performance 2019 Vs. 2018

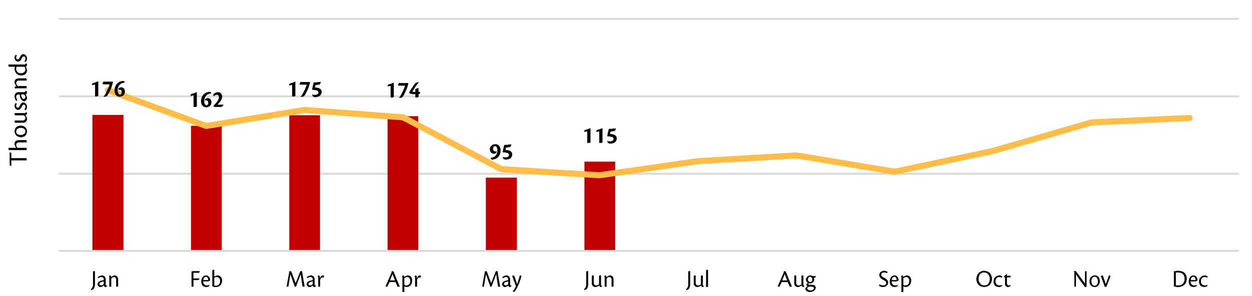
Occupancy rate	56%	▼	**1%**
Average Length of Stay	2.10	▼	**3.8%**
RevPAR	99	▼	**15%**
Total Revenue	133 Million AED	▼	**6%**

Evolution in the number of Hotels Guest (000)

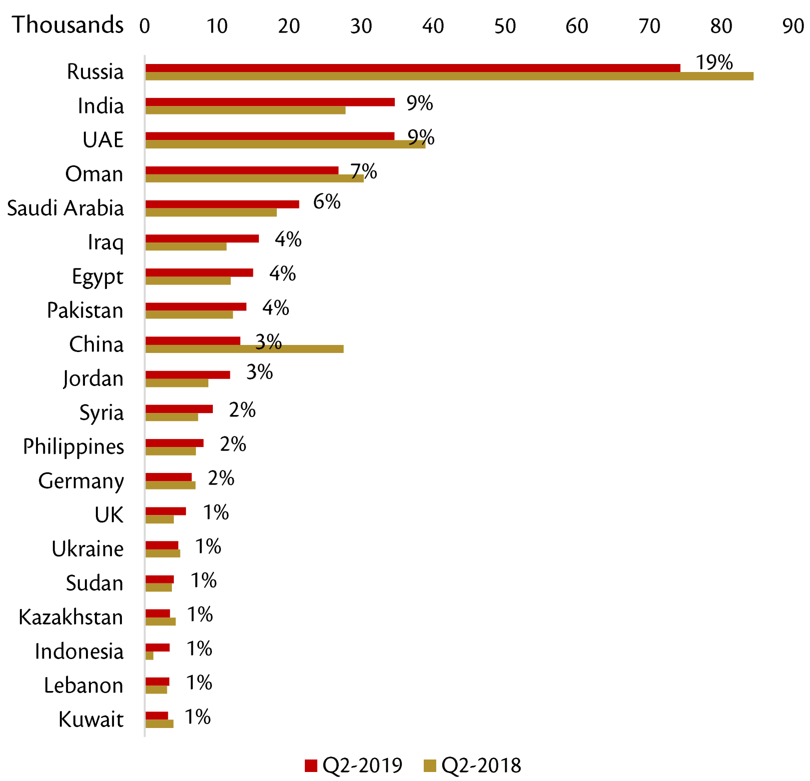


3 Hospitality Sector Performance

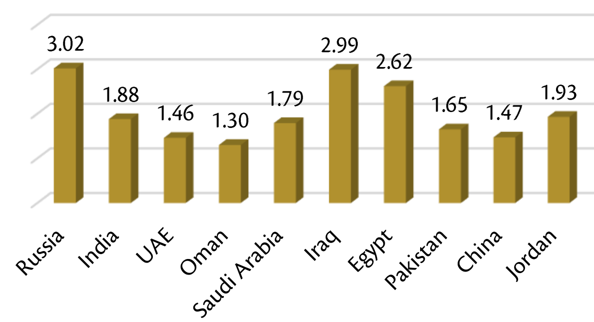
Hotel Guests Trend



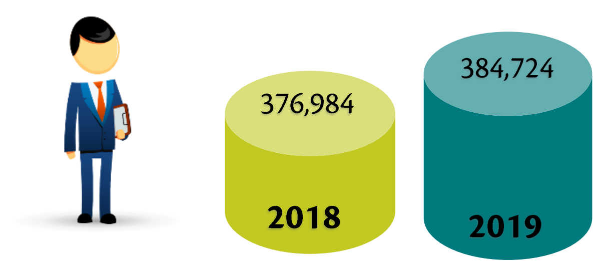
%Share of Hotel Establishment Guets By Nationality during 2nd Quarter



Average Length of Stay (Days)

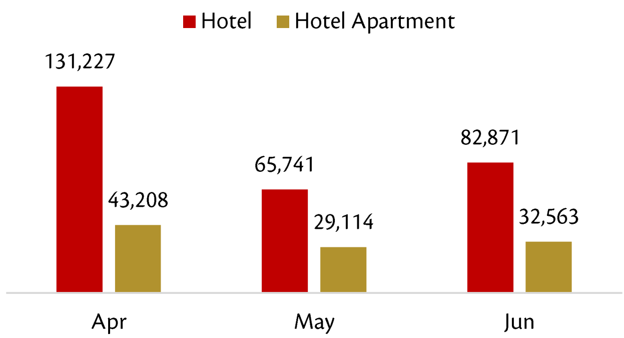


Q2 Guest growth



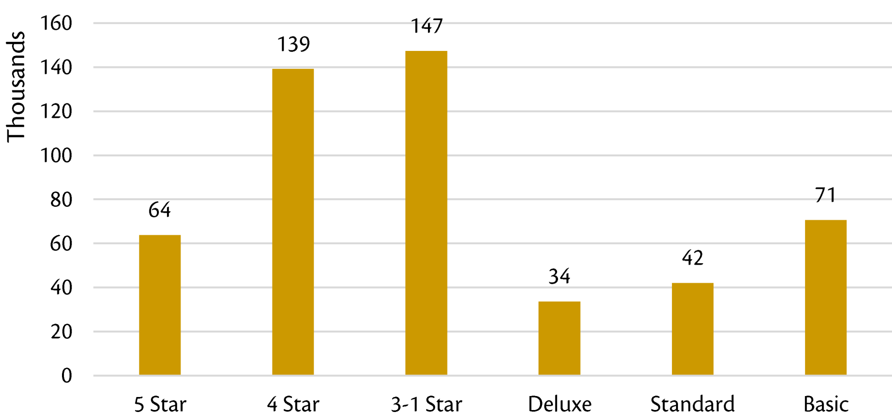
4 Guests Analysis

Guest Distribution by Hotel Type - Q2

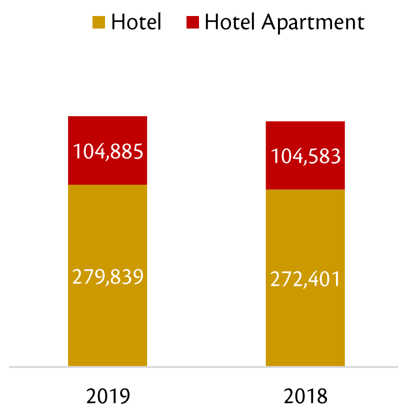


Second quarter started high with April registering over 174 Thousand guests, 75% out of which stayed in hotels. The Holy month of Ramadan, which is a month of prayer and meditation was during May where people devote themselves for worshiping Allah.

Demand (Rooms) Distribution by Hotel Classification - Q2

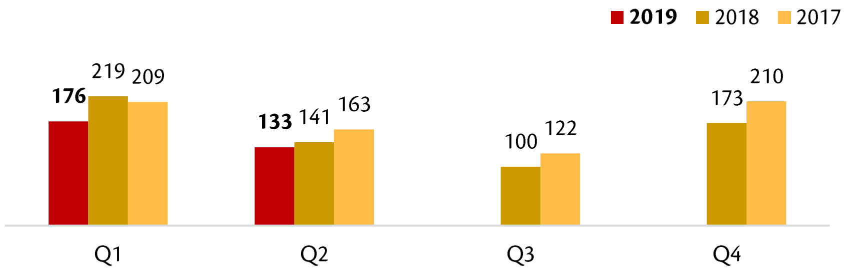


Guest Growth By Hotel Type

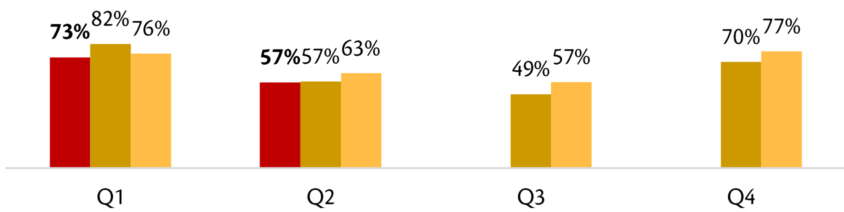


5 Sector Performance – Key Indicators (Quarterly)

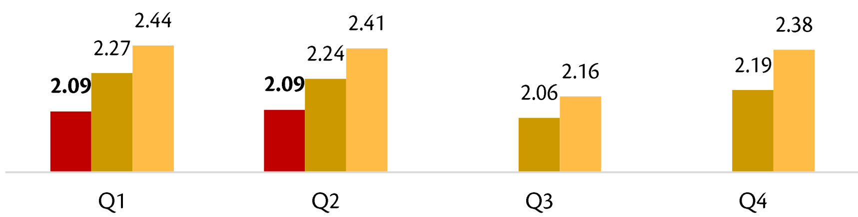
Revenue
(AED Million)



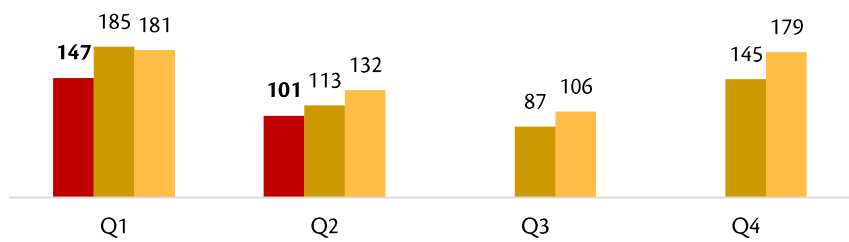
Occupancy %



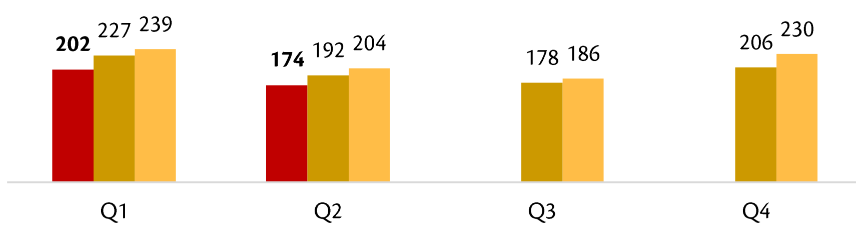
ALOS (DAYS)



REVPAR (AED)

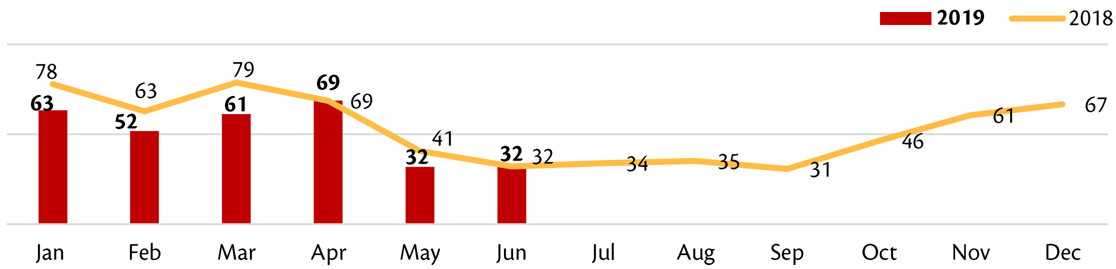


ADR (AED)

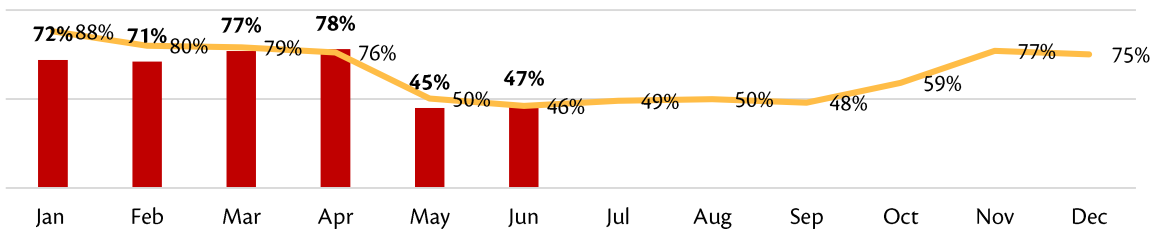


6 Sector Performance – Key Indicators (Monthly)

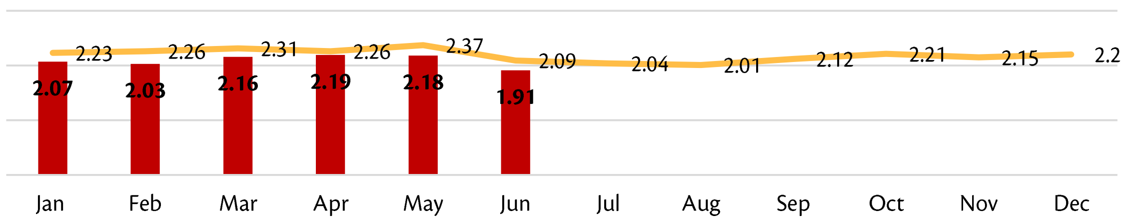
Revenue
(AED Million)



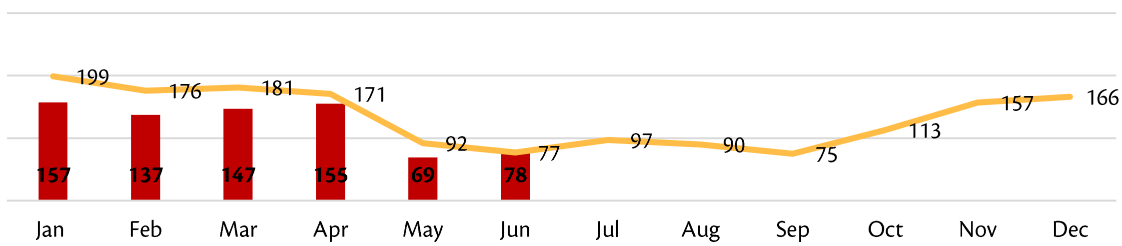
Occupancy %



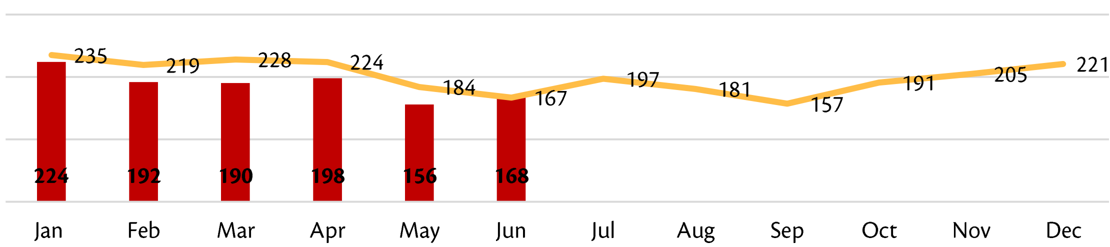
ALOS (DAYS)



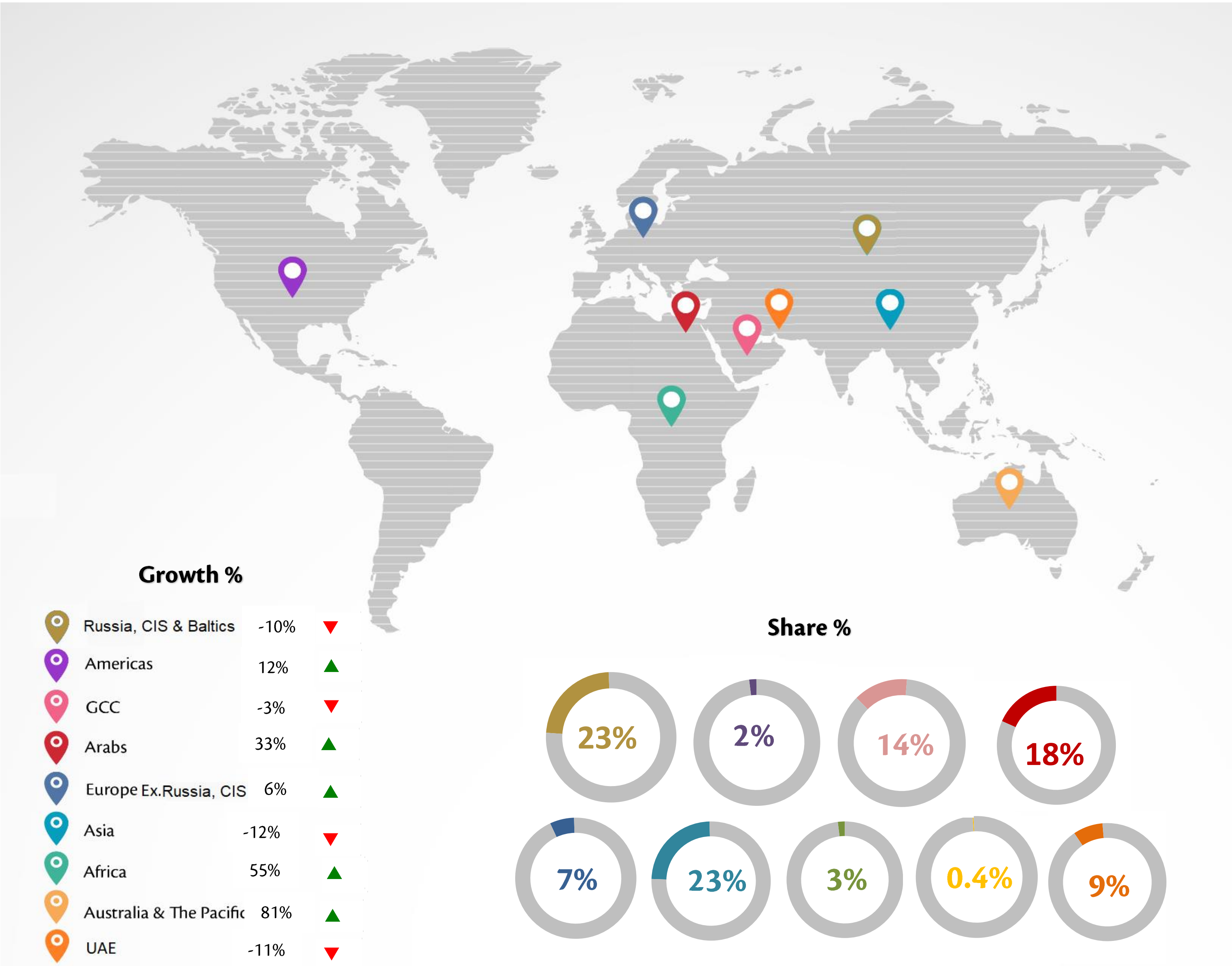
REVPAR (AED)



ADR (AED)



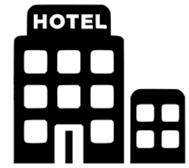
7 Key Indicators By Region



8 KEY INDICATORS PER HOTEL TYPE:

★★★★★ 5-Star Number of Hotels: 9	Available Rooms	1,326
	Occupancy	54%
	ALOS	2.18
	RevPAR	155
	Top 5 Nationalities	
★★★★ 4-Star Number of Hotels: 19	Available Rooms	2,948
	Occupancy	55%
	ALOS	1.82
	RevPAR	101
	Top 5 Nationalities	
★★★ 3-Star Number of Hotels: 12	Available Rooms	1,674
	Occupancy	63%
	ALOS	2.23
	RevPAR	101
	Top 5 Nationalities	
★★ 2-Star Number of Hotels: 10	Available Rooms	724
	Occupancy	52%
	ALOS	2.33
	RevPAR	61
	Top 5 Nationalities	
★ 1-Star Number of Hotels: 11	Available Rooms	405
	Occupancy	49%
	ALOS	2.46
	RevPAR	54
	Top 5 Nationalities	
Deluxe Number of Hotels: 6	Available Rooms	751
	Occupancy	49%
	ALOS	1.83
	RevPAR	133
	Top 5 Nationalities	
Standard Number of Hotels: 8	Available Rooms	788
	Occupancy	61%
	ALOS	1.60
	RevPAR	137
	Top 5 Nationalities	
Basic Number of Hotels: 33	Available Rooms	1,250
	Occupancy	61%
	ALOS	3.25
	RevPAR	87
	Top 5 Nationalities	

Year-To-Date 2019



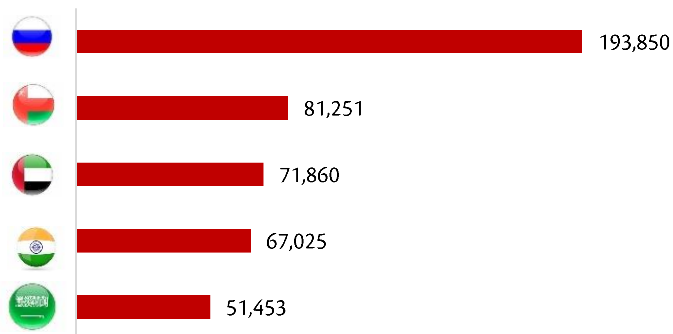
9 Executive summary YTD (First Half - 2019)

Sharjah Hotel Guests

898,088 ▼ **-3%**

Top 5 Nationalities

(Hotel Establishments Guests - Thousands)

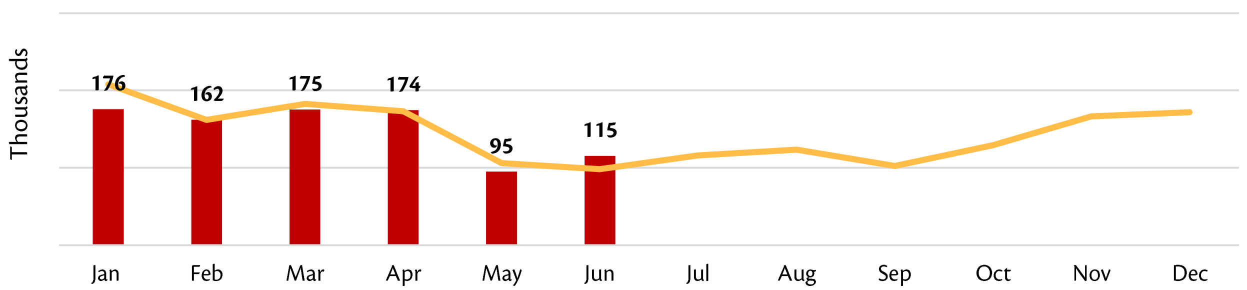


H1 Hospitality Sector Performance 2019 Vs. 2018

Occupancy rate	65%	▼	**5%**
Average Length of Stay	2.10	▼	**6%**
RevPAR	125	▼	**17%**
Total Revenue	309 Million AED	▼	**14%**

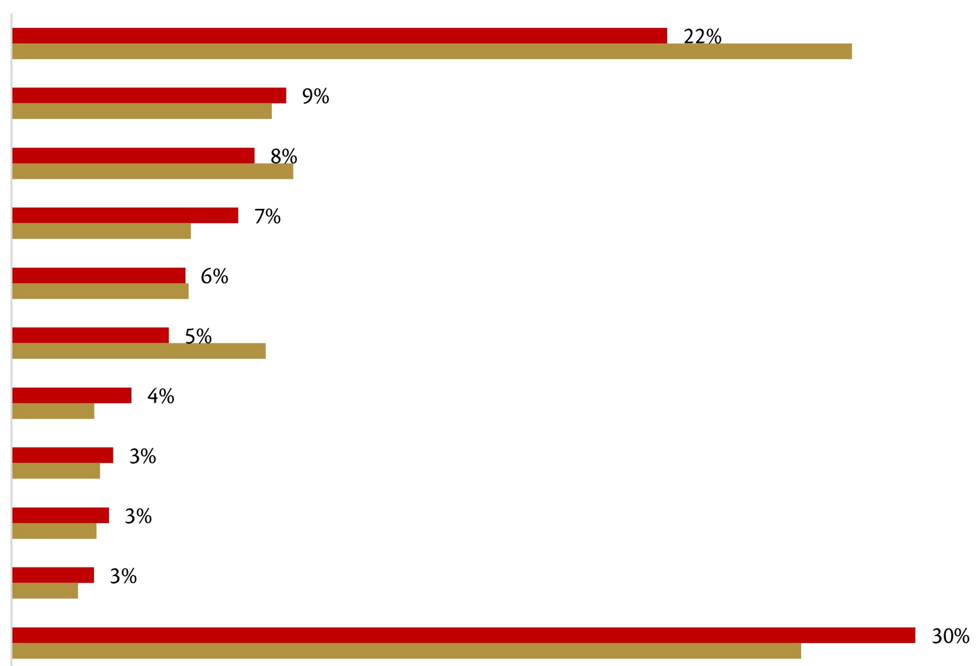
10 Hospitality Sector Performance YTD

Hotel Guests Trend



%Share of Hotel guests during first half (2019-2018)

	ALOS (DAYS)	Growth %
Russia	2.82	-22%
Oman	1.34	6%
UAE	1.45	-14%
India	1.87	26%
Saudi Arabia	1.79	-2%
China	1.47	-38%
Iraq	3.10	45%
Egypt	2.73	15%
Pakistan	1.66	14%
Jordan	2.06	24%
Others	2.11	14%



11 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	