

SHARJAH HOSPITALITY STATISTICS REPORT

Q1 – 2021

Strategy – Research & Statistics Division
April, 2021



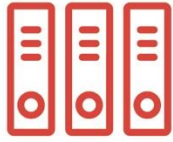


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EXECUTIVE SUMMARY



1st Quarter - 2021

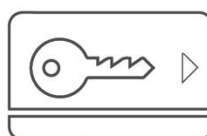
Sharjah Hotel Main Indicators

Table 1: Sharjah Tourism Main Indicators – Q1 2021

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	279,573 ▼ 39%	53% ▼ 11%	1.83 ▼ 3%
	Total Revenue	RevPAR	ADR
	AED 71,074,281 ▼ 50%	AED 89 ▼ 33%	AED 169 ▼ 11%



**103
HOTEL**



**6,671
ROOMS**

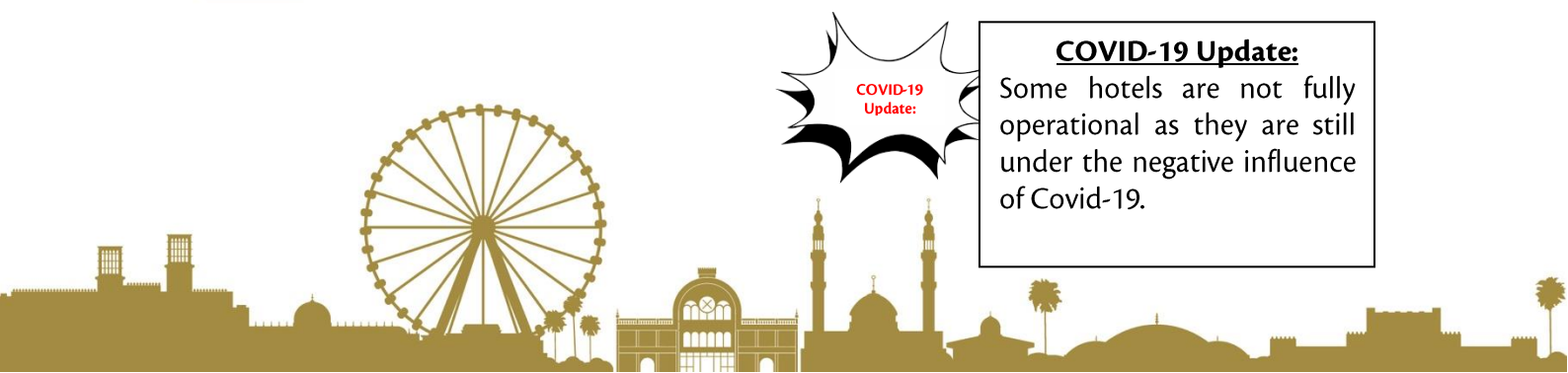
Table 2: Number of Hotels and rooms by star rating

STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	12	21	30	40
	628	1,939	2,052	2,053

COVID-19
Update:

COVID-19 Update:

Some hotels are not fully operational as they are still under the negative influence of Covid-19.





HOSPITALITY SECTOR PERFORMANCE

Figure 1: top 5 source markets in Sharjah by nationality during Q1 (2020 – 2021)

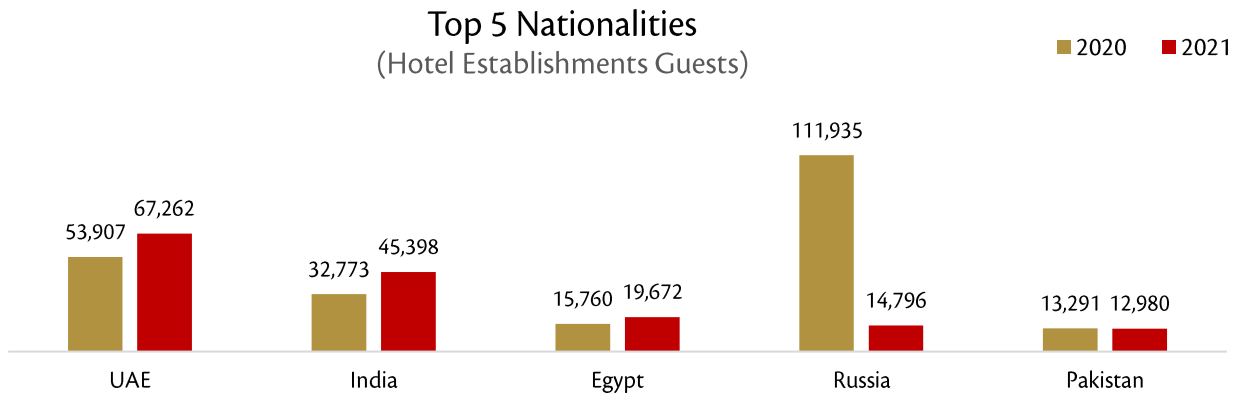


Figure 2: Hotel guests in Sharjah during first quarter 2020-2021

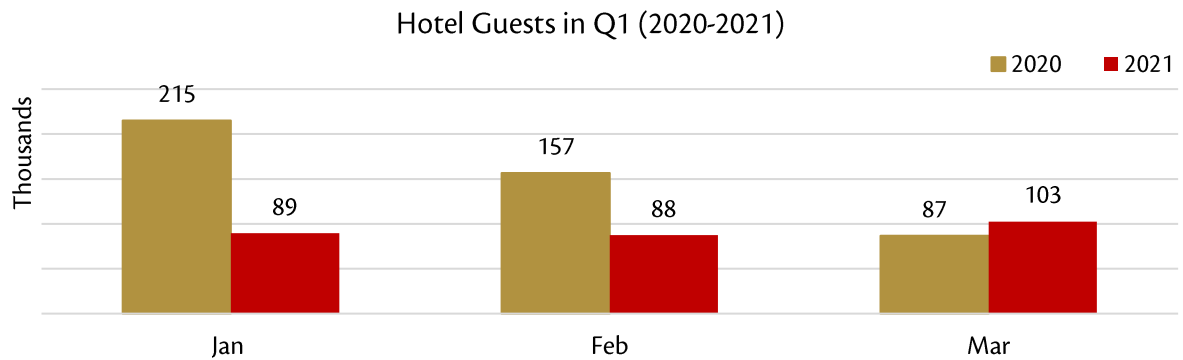
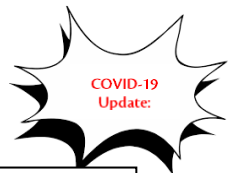
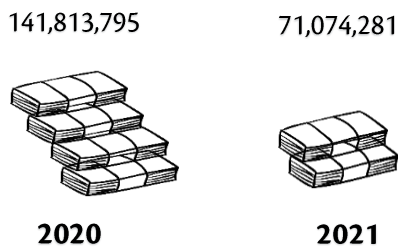


Figure 3: Hotel Establishments total revenue – Q1

HOTEL REVENUE – Q1



COVID-19 Update:

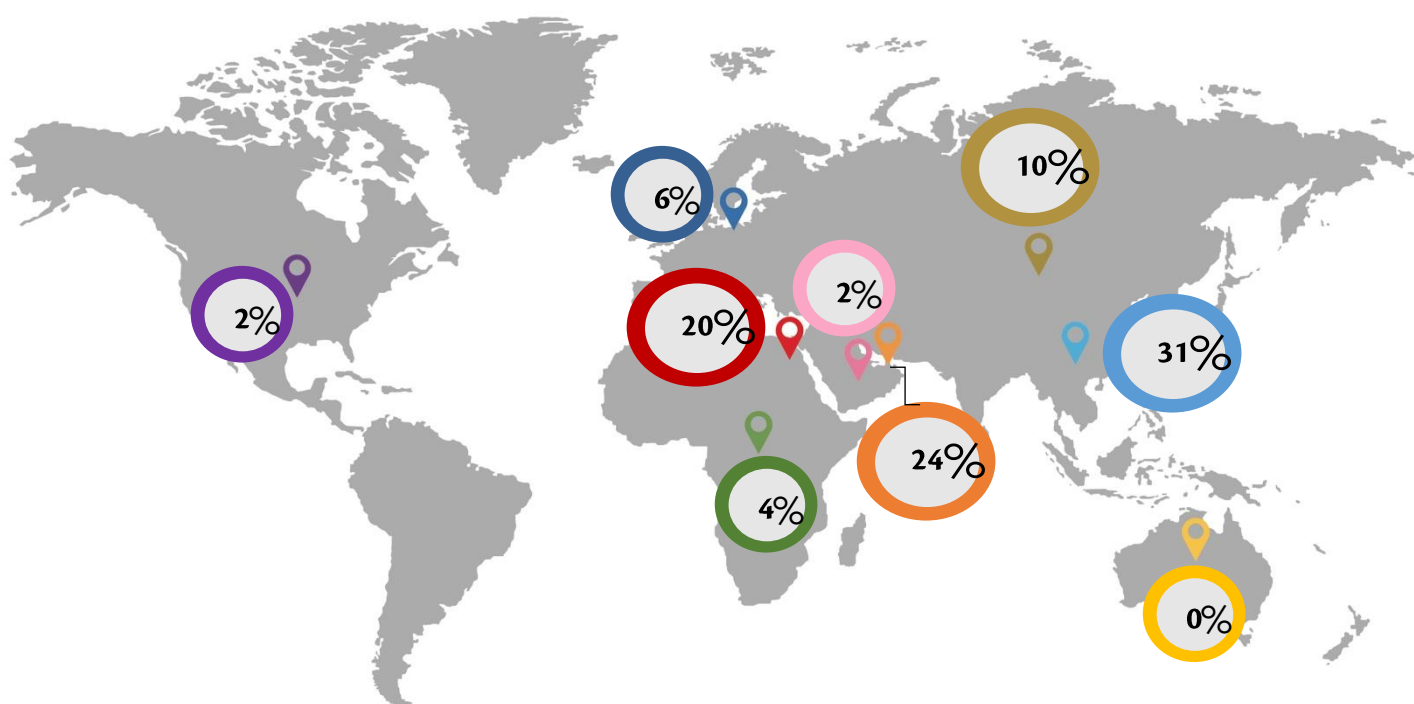
Guests' numbers improved slightly 18% towards the end of Q1 in 2021 recovering from the drop that started in March in 2020 due to the spread of the pandemic.














KEY INDICATORS BY REGION

SHARE %



GROWTH %

	Russia, CIS & Baltics	80% ▼
	Americas	11% ▼
	GCC	91% ▼
	Arabs	5% ▼
	Europe Ex. Russia, CIS	50% ▼
	Asia	12% ▲
	Africa	56% ▼
	Australia & The Pacific	69% ▼
	UAE	25% ▲



TOP 20 SOURCE MARKETS

Figure 5: Market Share % for the Top 20 Source Markets during Q1 - 2021.

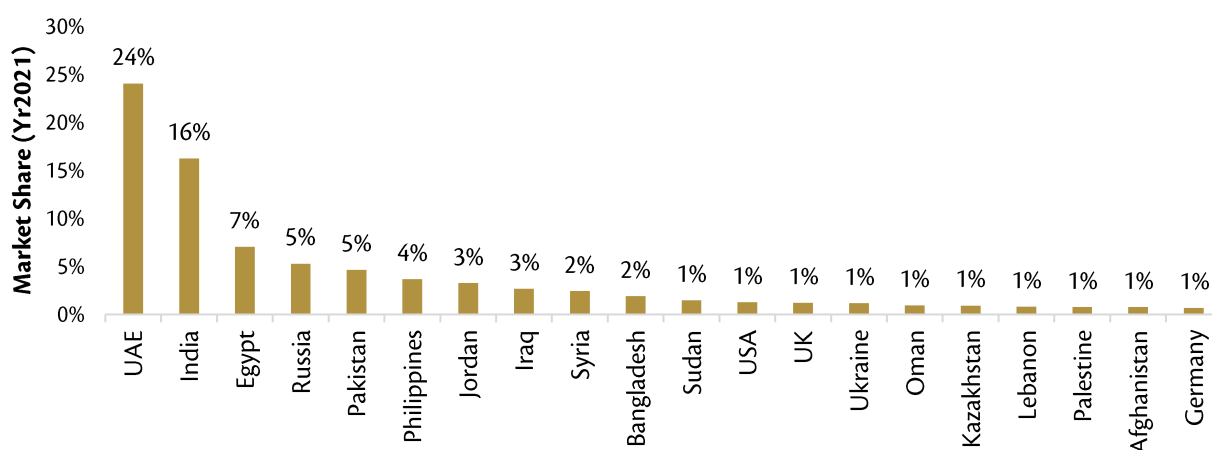
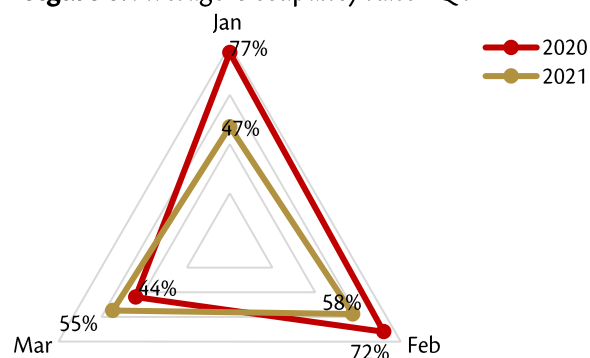


Table 3: Top 20 source markets

Rank	Market	ALOS Days	Nights Number	Change %
1	UAE	1.00	62,506	25%
2	India	2.47	111,923	39%
3	Egypt	2.44	47,994	25%
4	Russia	2.61	38,615	-87%
5	Pakistan	1.74	22,557	-2%
6	Philippines	1.49	15,283	86%
7	Jordan	1.99	18,181	-3%
8	Iraq	3.44	25,631	-33%
9	Syria	2.14	14,591	-13%
10	Bangladesh	2.04	10,901	99%
11	Sudan	2.55	10,546	40%
12	USA	1.46	5,153	-18%
13	UK	1.71	5,731	-30%
14	Ukraine	2.09	6,883	-49%
15	Oman	1.52	4,039	-91%
16	Kazakhstan	2.61	6,655	-29%
17	Lebanon	1.98	4,427	-21%
18	Palestine	1.60	3,479	103%
19	Afghanistan	2.09	4,464	25%
20	Germany	1.93	3,728	-65%

Domestic tourism has flourished exponentially in Sharjah due to travel restrictions and other Corona Virus pandemic updates. Resulting in a 25% increase in UAE guests during Q1 2021.

Figure 6: Average Occupancy Rate - Q1

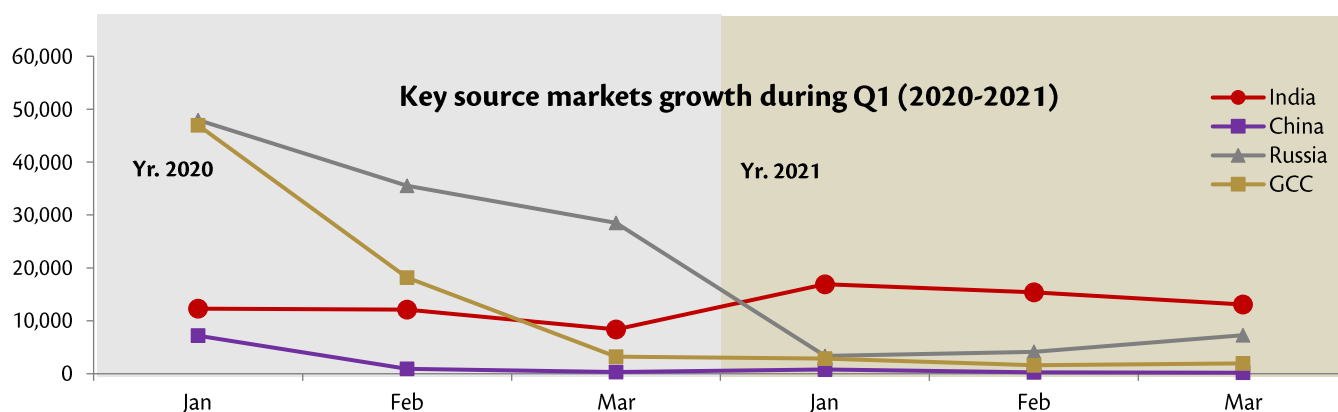


KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

India	Guest		Growth%		2021 %Share	Guest Night		Growth%	
Month	Yr2020	Yr2021				Yr2020	Yr2021		
Jan	12,296	16,916	▲	38%	19%	20,228	43,777	▲	116%
Feb	12,097	15,397	▲	27%	18%	20,094	42,858	▲	113%
Mar	8,380	13,085	▲	56%	13%	16,692	25,288	▲	51%
Q1	32,773	45,398	▲	39%	16%	57,014	111,923	▲	96%
China	Guest		Growth%		2021 %Share	Guest Night		Growth%	
Month	Yr2020	Yr2021				Yr2020	Yr2021		
Jan	7,191	811	▼	-89%	1%	10,513	556	▼	-95%
Feb	917	247	▼	-73%	0%	1,635	379	▼	-77%
Mar	340	188	▼	-45%	0%	666	303	▼	-55%
Q1	8,448	1,246	▼	-85%	0%	12,814	1,238	▼	-90%
Russia	Guest		Growth%		2021 %Share	Guest Night		Growth%	
Month	Yr2020	Yr2021				Yr2020	Yr2021		
Jan	47,951	3,373	▼	-93%	4%	107,467	7,352	▼	-93%
Feb	35,499	4,131	▼	-88%	5%	93,997	10,612	▼	-89%
Mar	28,485	7,292	▼	-74%	7%	74,773	20,651	▼	-72%
Q1	111,935	14,796	▼	-87%	5%	276,237	38,615	▼	-86%
GCC	Guest		Growth%		2021 %Share	Guest Night		Growth%	
Month	Yr2020	Yr2021				Yr2020	Yr2021		
Jan	46,976	2,868	▼	-94%	3%	78,683	4,097	▼	-95%
Feb	18,143	1,608	▼	-91%	2%	27,631	2,539	▼	-91%
Mar	3,218	1,955	▼	-39%	2%	5,727	3,019	▼	-47%
Q1	68,337	6,431	▼	-91%	2%	112,041	9,655	▼	-91%

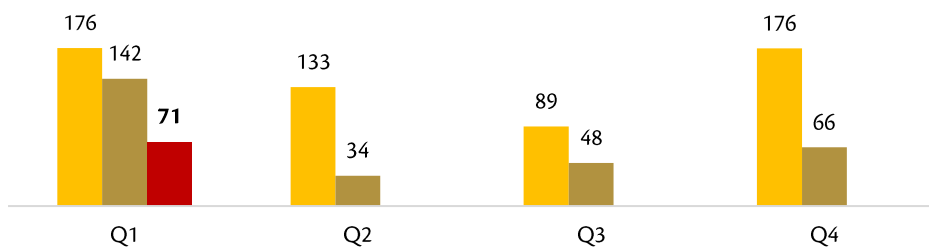
*All GCC countries excluding UAE



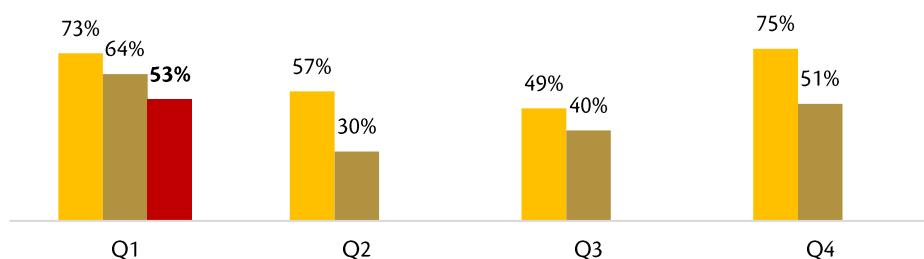
SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

■ 2019 ■ 2020 ■ 2021

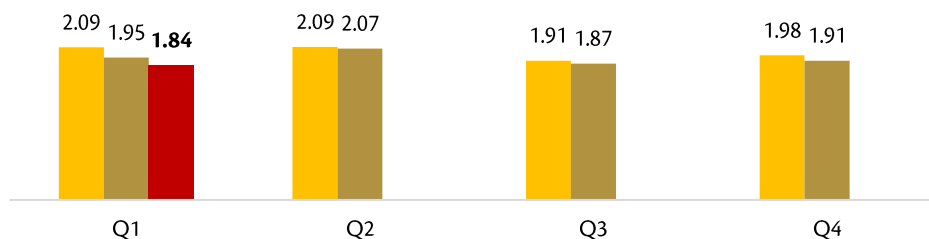
Revenue (AED Million)



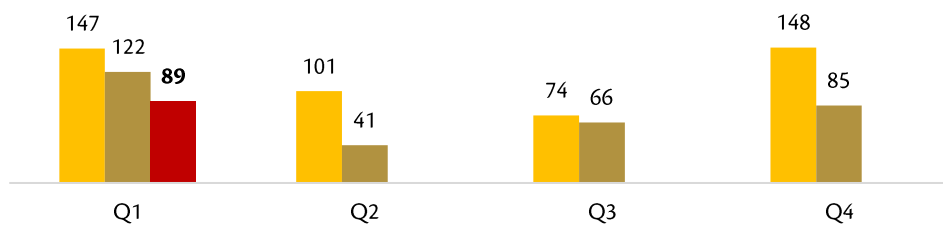
Occupancy %



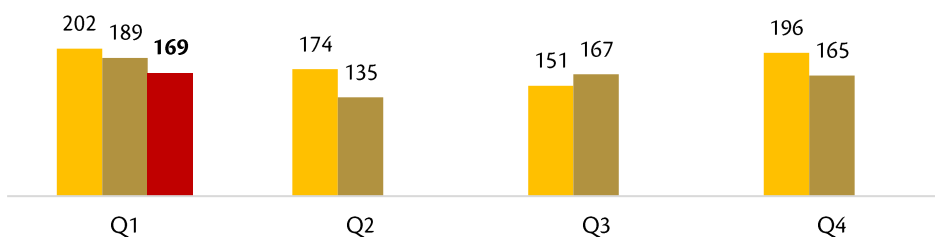
ALOS (DAYS)



REVPAR (AED)



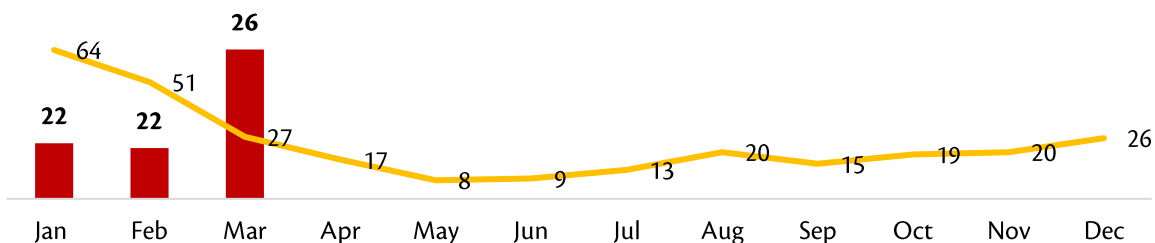
ADR (AED)



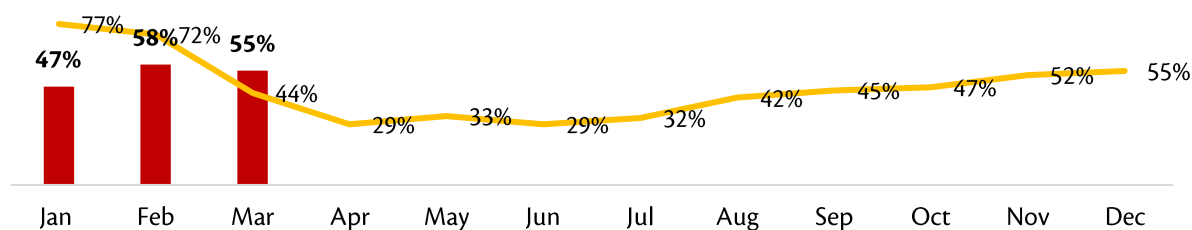
SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

■ 2021 ■ 2020

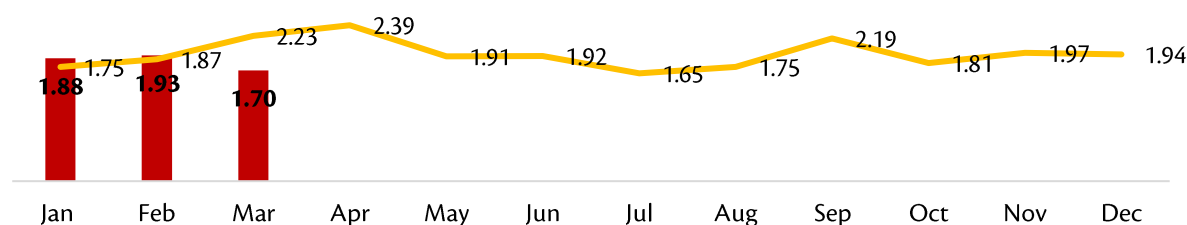
Revenue
(AED Million)



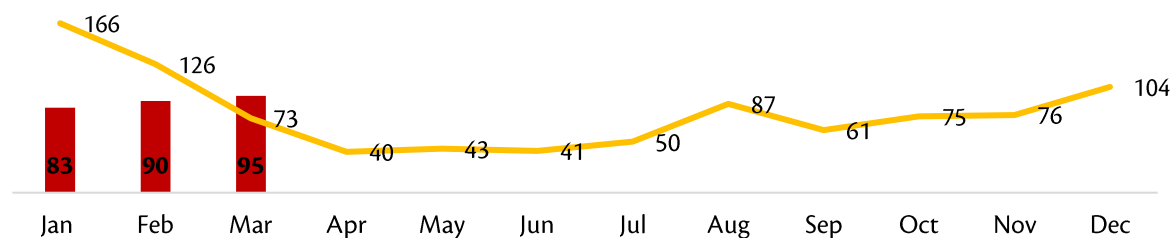
Occupancy %



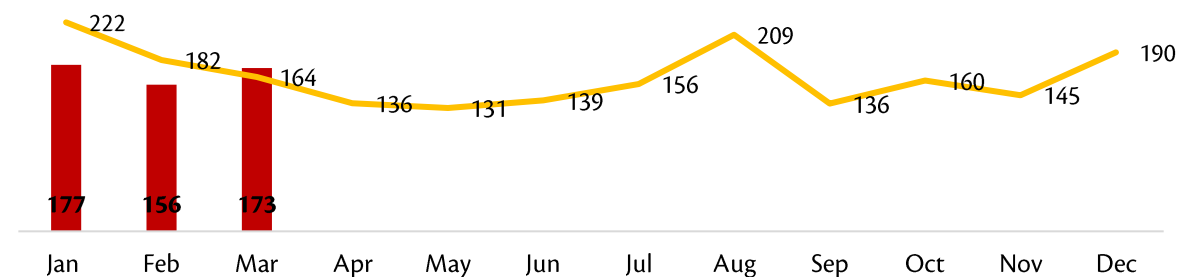
ALOS
(DAYS)



REVPAR
(AED)



ADR
(AED)





KEY INDICATORS PER HOTEL TYPE



Table 5: Hotels performance by classification

★★★★★ 5-Star	Available Rooms	628					
	Occupancy	37%					
Number of Hotels:	ALOS	1.63					
12	RevPAR	153					
	Top 5 Nationalities	1) UAE	2) India	3) UK	4) Jordan	5) Egypt	
★★★★★ 4-Star	Available Rooms	1,939					
	Occupancy	34%					
Number of Hotels:	ALOS	1.93					
21	RevPAR	79					
	Top 5 Nationalities	1) Russia	2) UAE	3) India	4) Egypt	5) Jordan	
★★★ 3-Star	Available Rooms	1,286					
	Occupancy	77%					
Number of Hotels:	ALOS	1.20					
11	RevPAR	102					
	Top 5 Nationalities	1) UAE	2) India	3) Philippines	4) Pakistan	5) Egypt	
★★ 2-Star	Available Rooms	428					
	Occupancy	58%					
Number of Hotels:	ALOS	3.62					
9	RevPAR	54					
	Top 5 Nationalities	1) India	2) Pakistan	3) UAE	4) Bangladesh	5) Egypt	
★ 1-Star	Available Rooms	338					
	Occupancy	50%					
Number of Hotels:	ALOS	2.83					
10	RevPAR	44					
	Top 5 Nationalities	1) India	2) Pakistan	3) Bangladesh	4) Philippines	5) Egypt	
Deluxe	Available Rooms	710					
	Occupancy	64%					
Number of Hotels:	ALOS	2.33					
6	RevPAR	96					
	Top 5 Nationalities	1) UAE	2) Egypt	3) Iraq	4) India	5) Pakistan	
Standard	Available Rooms	500					
	Occupancy	55%					
Number of Hotels:	ALOS	1.59					
8	RevPAR	105					
	Top 5 Nationalities	1) India	2) Egypt	3) Iraq	4) Jordan	5) Sudan	
Basic	Available Rooms	843					
	Occupancy	63%					
Number of Hotels:	ALOS	2.80					
26	RevPAR	91					
	Top 5 Nationalities	1) India	2) Egypt	3) Pakistan	4) Jordan	5) Philippines	





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.

$$\text{RevPAR} = \text{Occupancy} \times \text{ADR}$$

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