

# SHARJAH HOSPITALITY STATISTICS REPORT

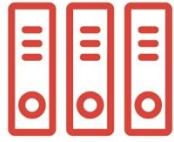
## Q2 – 2021

& Year – To - Date

Strategy – Research & Statistics Division

July, 2021





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## EXECUTIVE SUMMARY



### 2<sup>nd</sup> Quarter - 2021

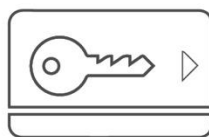
## Sharjah Hotel Main Indicators

**Table 1:** Sharjah Tourism Main Indicators – Q2 2021

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	262,952 ▲ 120%	58% ▲ 28%	2.25 ▲ 10%
	Total Revenue	RevPAR	ADR
	AED 84,609,315 ▲ 238%	AED 92 ▲ 130%	AED 164 ▲ 21%



**100  
HOTEL**



**7,106  
ROOMS**

**Table 2:** Number of Hotels and rooms by star rating

STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	11	23	30	36
	977	1,911	2,226	1,992

COVID-19  
Update:

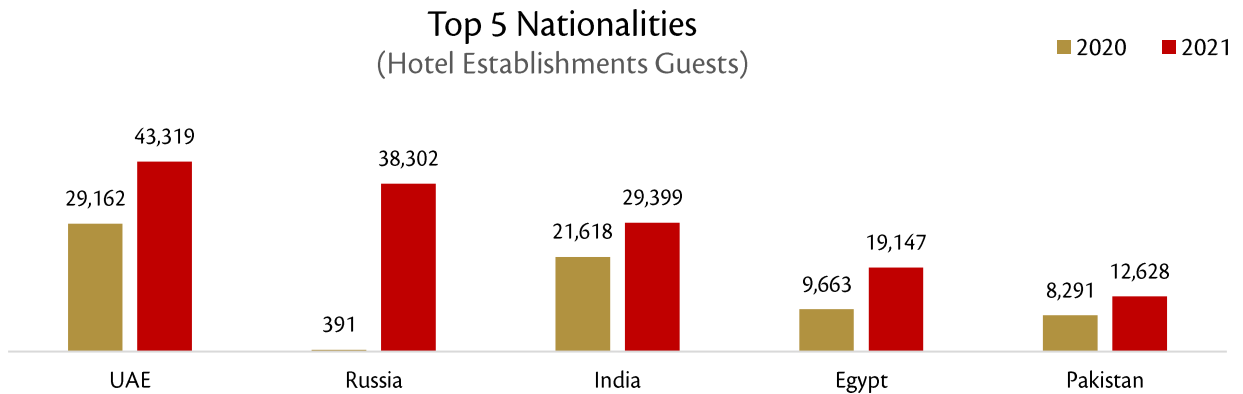
#### **COVID-19 Update:**

Gradual recovery in the industry is seen where Hotels capacity has increased by 7% compared to previous quarter and by 25% compared to Q2 from last year.

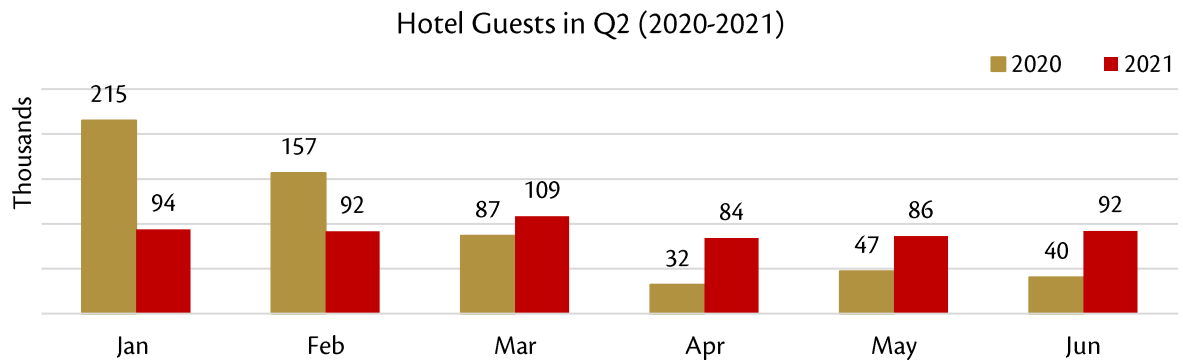


## HOSPITALITY SECTOR PERFORMANCE

**Figure 1:** top 5 source markets in Sharjah by nationality during Q2 (2020 – 2021)

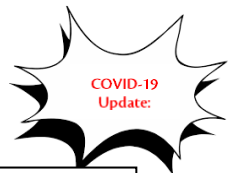
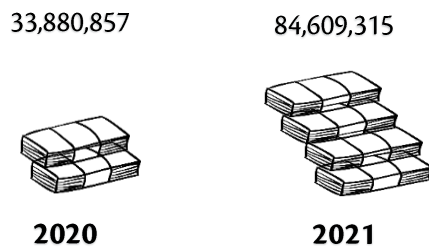


**Figure 2:** Hotel guests in Sharjah during second quarter 2020-2021



**Figure 3:** Hotel Establishments total revenue – Q2

### HOTEL REVENUE – Q2



#### **COVID-19 Update:**

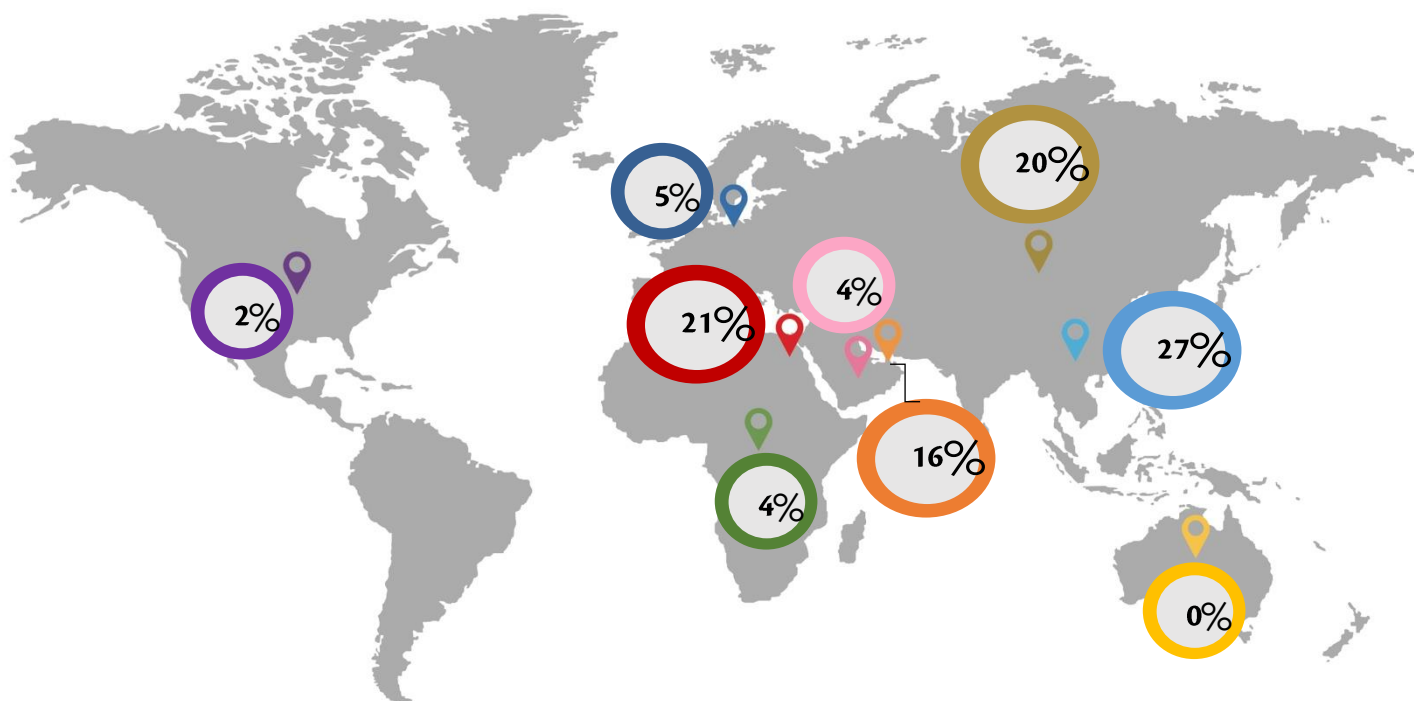
Guests' numbers improved slightly 18% towards the end of Q2 in 2021 recovering from the drop that started in March in 2020 due to the spread of the pandemic.





## KEY INDICATORS BY REGION

### SHARE %



### GROWTH %

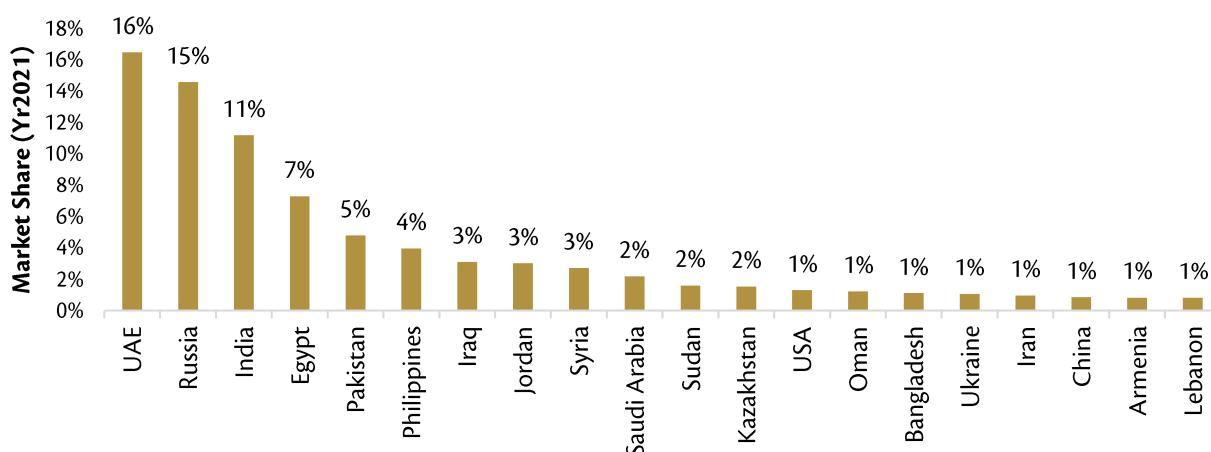
- 📍 Russia, CIS & Baltic 2605% ▲
- 📍 Americas 274% ▲
- 📍 GCC 696% ▲
- 📍 Arabs 98% ▲
- 📍 Europe Ex. Russia, CIS 96% ▲
- 📍 Asia 61% ▲
- 📍 Africa 67% ▲
- 📍 Australia & The Pacific 12% ▲
- 📍 UAE 49% ▲





## TOP 20 SOURCE MARKETS

**Figure 5:** Market Share % for the Top 20 Source Markets during Q2 - 2021.

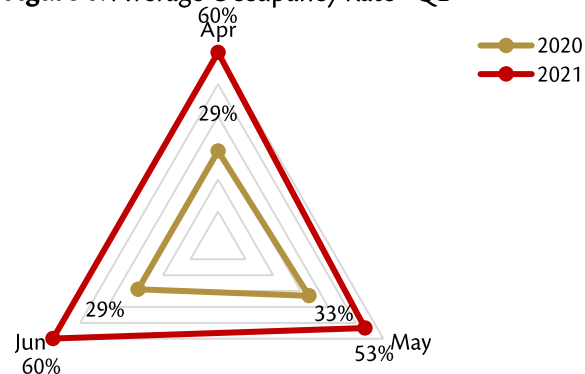


**Table 3:** Top 20 source markets

Rank	Market	ALOS Days	Nights Number	Change %
1	UAE	1.27	55,607	49%
2	Russia	2.98	114,141	9696%
3	India	2.24	65,721	36%
4	Egypt	2.82	54,074	98%
5	Pakistan	1.93	24,424	52%
6	Philippines	2.21	23,081	138%
7	Iraq	4.28	34,986	259%
8	Jordan	2.43	19,251	77%
9	Syria	2.37	16,978	102%
10	Saudi Arabia	1.84	10,532	560%
11	Sudan	2.96	12,405	133%
12	Kazakhstan	2.85	11,408	13707%
13	USA	1.72	5,841	293%
14	Oman	1.71	5,512	745%
15	Bangladesh	2.00	5,825	52%
16	Ukraine	2.53	7,096	532%
17	Iran	1.83	4,547	495%
18	China	2.46	5,558	307%
19	Armenia	2.66	5,749	1172%
20	Lebanon	2.44	5,192	8%

Domestic tourism is still boosting the tourism sector in Sharjah with 49% growth compared to Q2 2020. Other nationalities are also recovering rapidly from the decline due to Covid-19 with growth rates exceeding 100%.

**Figure 6:** Average Occupancy Rate - Q2



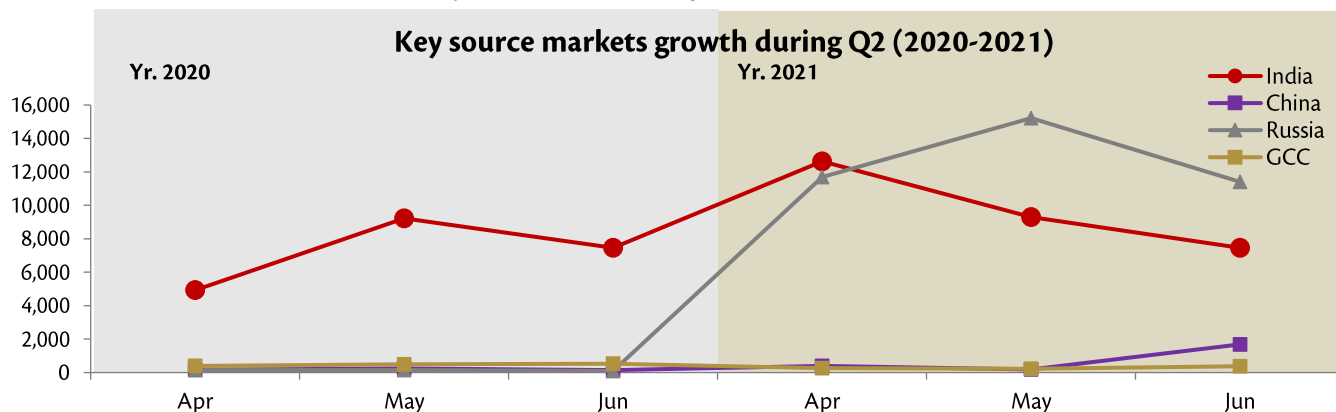
## KEY SOURCE MARKETS PERFORMANCE

**Table 4:** Key source markets performance

India	Guest		Growth%		2021 %Share	Guest Night		Growth%	
	Yr2020	Yr2021				Yr2020	Yr2021		
Apr	4,928	12,631	▲	156%	15%	14,847	26,748	▲	80%
May	9,226	9,300	▲	1%	11%	23,639	21,233	▼	-10%
Jun	7,464	7,468	▲	0%	8%	18,284	17,740	▼	-3%
<b>Q2</b>	<b>21,618</b>	<b>29,399</b>	▲	<b>36%</b>	<b>11%</b>	<b>56,770</b>	<b>65,721</b>	▲	<b>16%</b>
China	Guest		Growth%		2021 %Share	Guest Night		Growth%	
	Yr2020	Yr2021				Yr2020	Yr2021		
Apr	168	389	▲	132%	0%	356	681	▲	91%
May	241	188	▼	-22%	0%	372	549	▲	48%
Jun	146	1,684	▲	1053%	2%	179	4,328	▲	2318%
<b>Q2</b>	<b>555</b>	<b>2,261</b>	▲	<b>307%</b>	<b>1%</b>	<b>907</b>	<b>5,558</b>	▲	<b>513%</b>
Russia	Guest		Growth%		2021 %Share	Guest Night		Growth%	
	Yr2020	Yr2021				Yr2020	Yr2021		
Apr	148	11,685	▲	7795%	14%	645	31,541	▲	4790%
May	146	15,218	▲	10323%	18%	438	43,901	▲	9923%
Jun	97	11,399	▲	11652%	12%	383	38,699	▲	10004%
<b>Q2</b>	<b>391</b>	<b>38,302</b>	▲	<b>9696%</b>	<b>15%</b>	<b>1,466</b>	<b>114,141</b>	▲	<b>7686%</b>
GCC	Guest		Growth%		2021 %Share	Guest Night		Growth%	
	Yr2020	Yr2021				Yr2020	Yr2021		
Apr	388	270	▼	-30%	0%	1,226	3,426	▲	179%
May	487	226	▼	-54%	0%	1,029	6,301	▲	512%
Jun	526	379	▼	-28%	0%	1,078	12,165	▲	1028%
<b>Q2</b>	<b>1,401</b>	<b>875</b>	▼	<b>-38%</b>	<b>0%</b>	<b>3,333</b>	<b>21,892</b>	▲	<b>557%</b>

\*All GCC countries excluding UAE

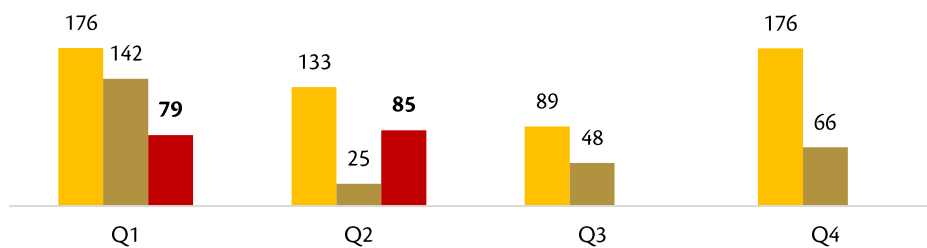
**Figure 7:** Main source markets performance during Q2 (2020 – 2021)



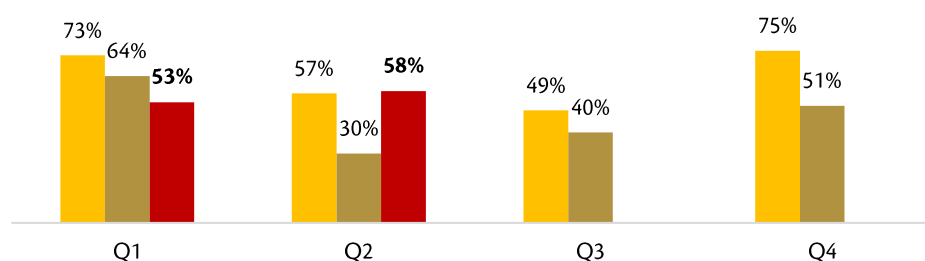
## SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

■ 2019 ■ 2020 ■ 2021

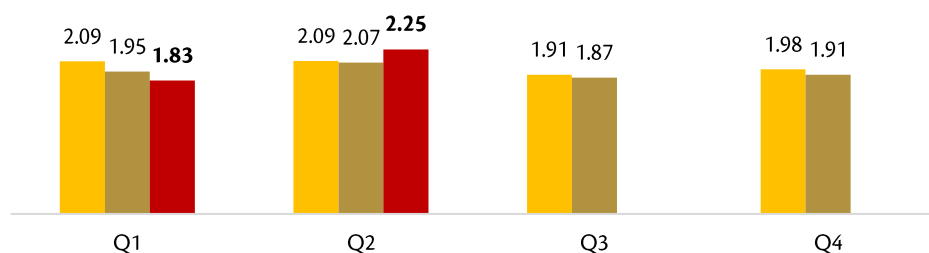
### Revenue (AED Million)



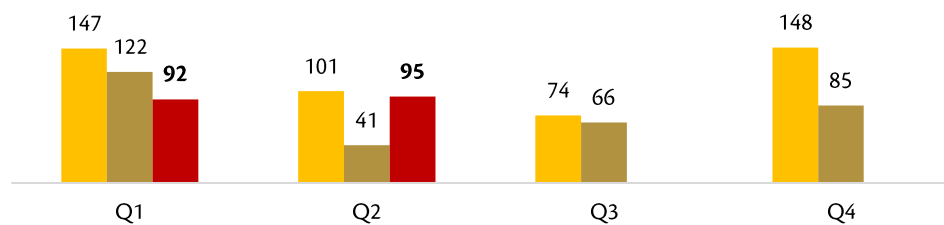
### Occupancy %



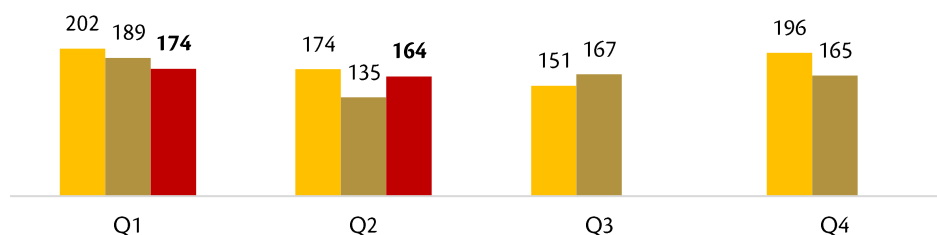
### ALOS (DAYS)



### REVPAR (AED)



### ADR (AED)



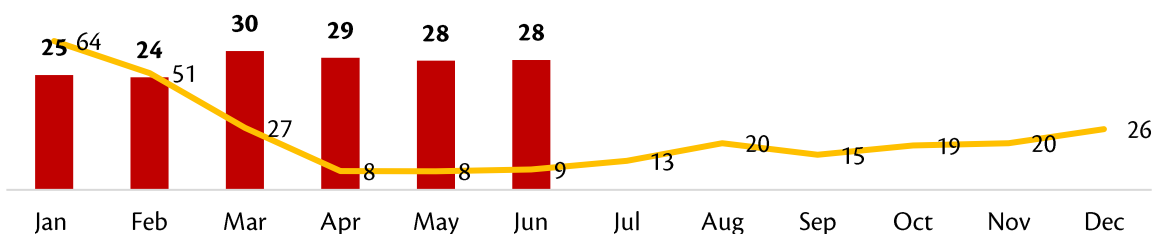
\*Some figures in Q1 have been updated



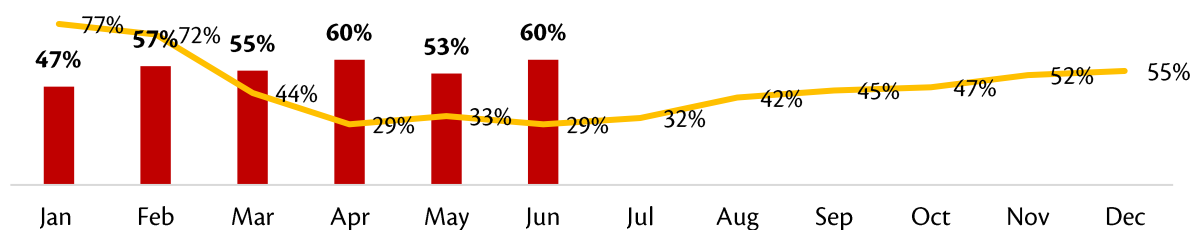
## SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

■ 2021 ■ 2020

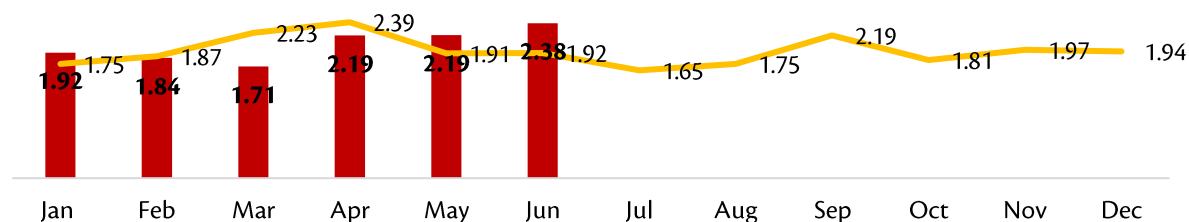
**Revenue**  
(AED Million)



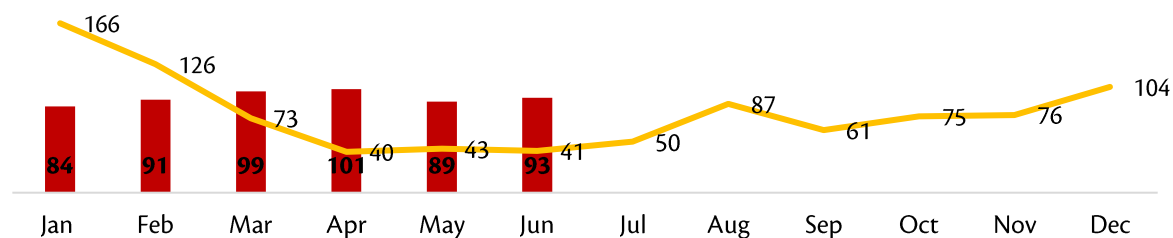
**Occupancy %**



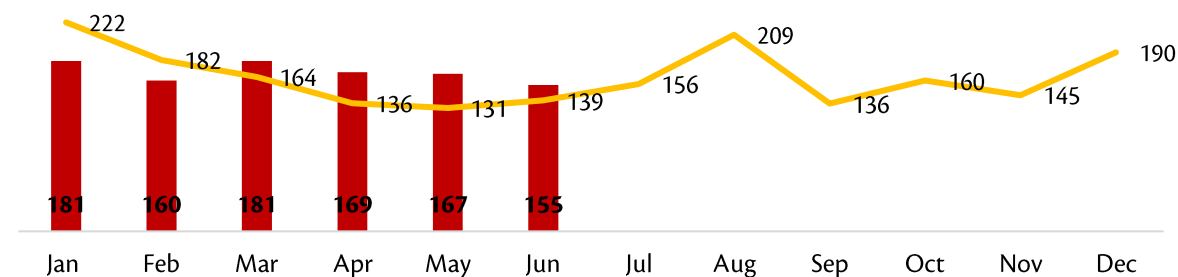
**ALOS**  
(DAYS)



**REVPAR**  
(AED)



**ADR**  
(AED)



\*Some figures in Q1 have been updated



## KEY INDICATORS PER HOTEL TYPE



**Table 5:** Hotels performance by classification

★★★★★ <b>5-Star</b> Number of Hotels: 11	Available Rooms Occupancy ALOS RevPAR	977 54% 1.80 175	Top 5 Nationalities				
			1) UAE	2) Russia	3) Syria	4) Iran	5) India
★★★★ <b>4-Star</b> Number of Hotels: 23	Available Rooms Occupancy ALOS RevPAR	1,911 53% 2.40 99	Top 5 Nationalities				
			1) Russia	2) UAE	3) India	4) Philippines	5) Egypt
★★★ <b>3-Star</b> Number of Hotels: 11	Available Rooms Occupancy ALOS RevPAR	1,339 72% 1.95 92	Top 5 Nationalities				
			1) India	2) Egypt	3) UAE	4) Pakistan	5) Philippines
★★ <b>2-Star</b> Number of Hotels: 9	Available Rooms Occupancy ALOS RevPAR	540 52% 2.66 41	Top 5 Nationalities				
			1) India	2) Pakistan	3) Egypt	4) UAE	5) Philippines
★ <b>1-Star</b> Number of Hotels: 10	Available Rooms Occupancy ALOS RevPAR	347 42% 2.34 34	Top 5 Nationalities				
			1) India	2) Pakistan	3) Bangladesh	4) Philippines	5) Egypt
<b>Deluxe</b> Number of Hotels: 6	Available Rooms Occupancy ALOS RevPAR	710 64% 2.17 95	Top 5 Nationalities				
			1) UAE	2) Iraq	3) Egypt	4) India	5) Pakistan
<b>Standard</b> Number of Hotels: 7	Available Rooms Occupancy ALOS RevPAR	490 54% 3.67 61	Top 5 Nationalities				
			1) India	2) Egypt	3) Iraq	4) Jordan	5) UAE
<b>Basic</b> Number of Hotels: 23	Available Rooms Occupancy ALOS RevPAR	793 57% 3.23 60	Top 5 Nationalities				
			1) Egypt	2) India	3) Pakistan	4) Philippines	5) Jordan





## EXECUTIVE Year to Date SUMMARY (Q1 – Q2) 2021



Jan to Jun - 2021

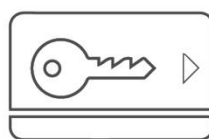
Sharjah Hotel Guests

**Table 6:** Sharjah Tourism Main Indicators – First half 2021

Guest	Occupancy Rate%	ALOS (days)
557,100 ▼ 4%	55% ▲ 8%	2.03 ▲ 6%
Total Revenue	RevPAR	ADR
AED 163 M ▼ 2%	AED 93 ► 0%	AED 169 ▲ 4%



100  
HOTEL



7,106  
ROOMS

**Table 7:** Number of Hotels and rooms by star rating during H1-2021

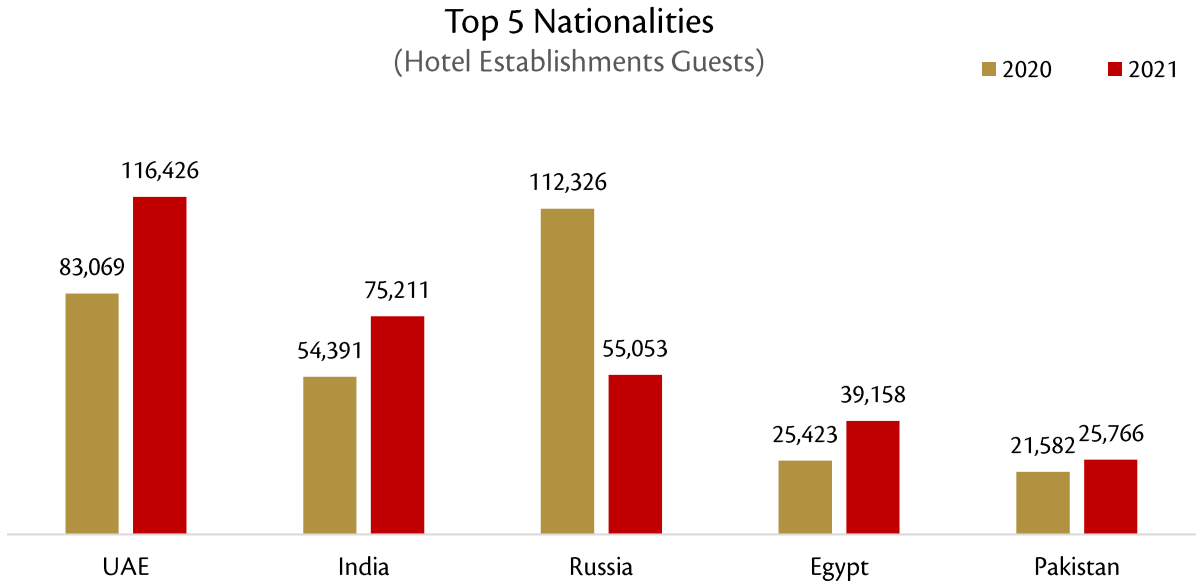
STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	11	23	30	36
	977	1,911	2,226	1,992



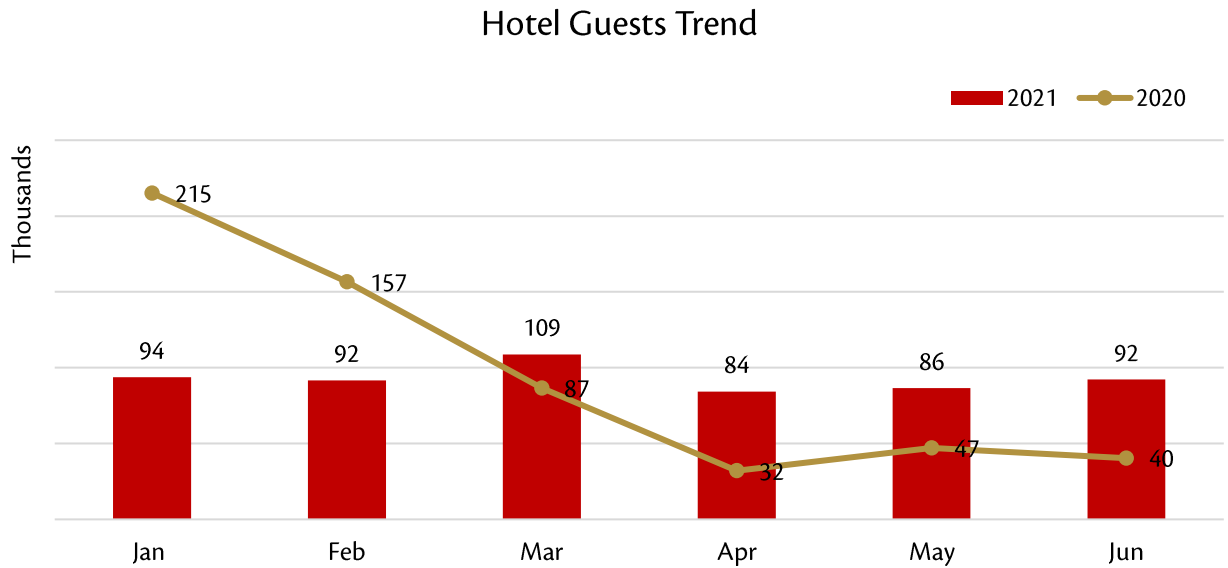


## HOSPITALITY SECTOR PERFORMANCE

**Figure 10:** top 5 source markets in Sharjah by nationality during Q2 (2020 – 2021)



**Figure 11:** Hotel guests trends during first half of (2020 – 2021)





## 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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