

SHARJAH HOSPITALITY STATISTICS REPORT

Q4 – 2021

& Year – To - Date

Strategy – Research & Statistics Division

February, 2022



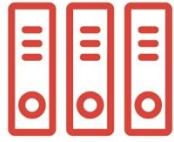


TABLE OF CONTENTS

Executive summary	3
Hospitality Sector Performance.....	4
Key Indicators By Region.....	5
Top 20 Source Markets.....	6
Key Source Markets Performance	7
Sector Performance – Key Indicators (Quarterly).....	8
Sector Performance – Key Indicators (Monthly).....	9
Key Indicators Per Hotel type	10
Year to Date Executive Summary (Q1 – Q4) 2021	11
Hospitality Sector Performance – Jan to Dec - 2021.....	12





EXECUTIVE SUMMARY



4th Quarter - 2021

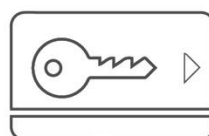
Sharjah Hotel Main Indicators

Table 1: Sharjah Tourism Main Indicators – Q4 2021

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	355,243 ▲ 43%	76% ▲ 25%	2.63 ▲ 38%
	Total Revenue	RevPAR	ADR
	AED 159,865,610 ▲ 144%	AED 177 ▲ 107%	AED 236 ▲ 43%



**102
HOTEL**



**7,666
ROOMS**

Table 2: Number of Hotels and rooms by star rating

STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	12	20	32	38
	893	2,187	2,403	2,183





HOSPITALITY SECTOR PERFORMANCE

Figure 1: top 5 source markets in Sharjah by nationality during Q4 (2020 – 2021)

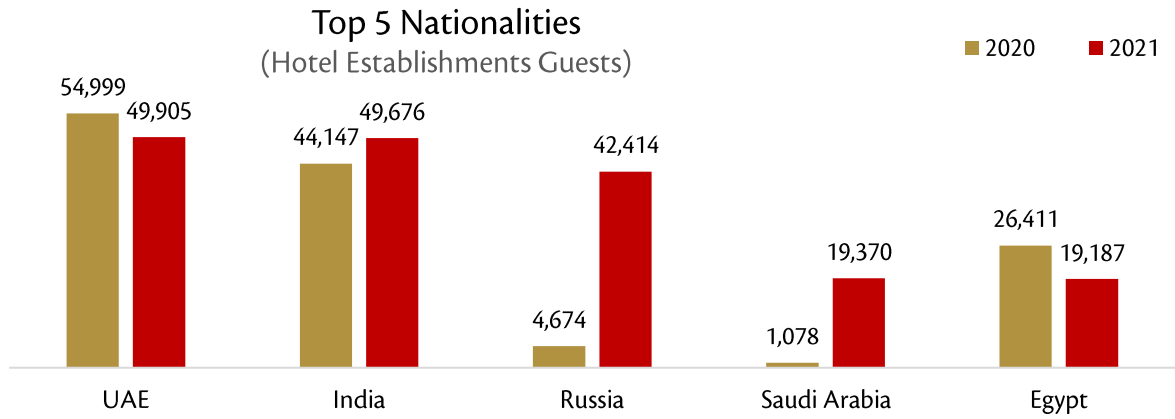


Figure 2: Hotel guests in Sharjah during fourth quarter 2020-2021

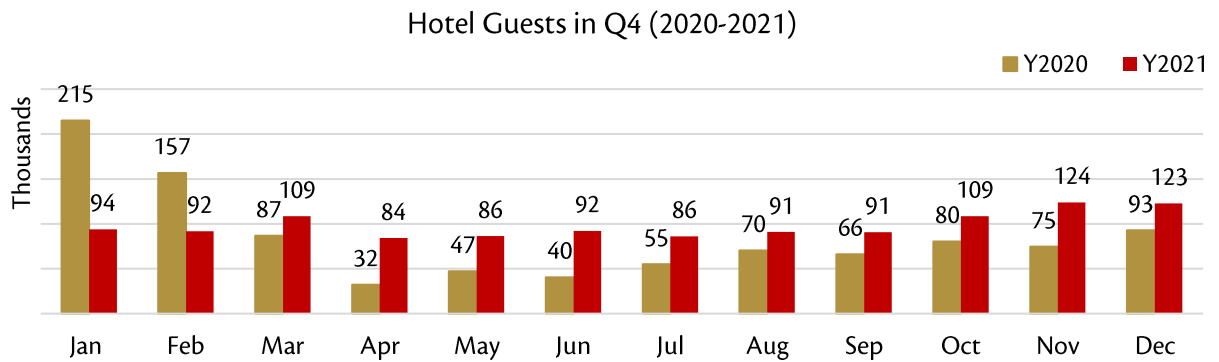
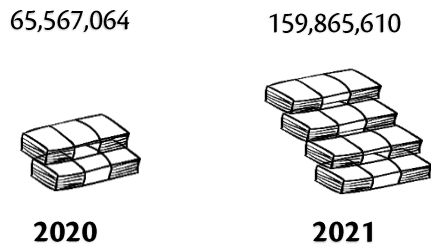


Figure 3: Hotel Establishments total revenue – Q4

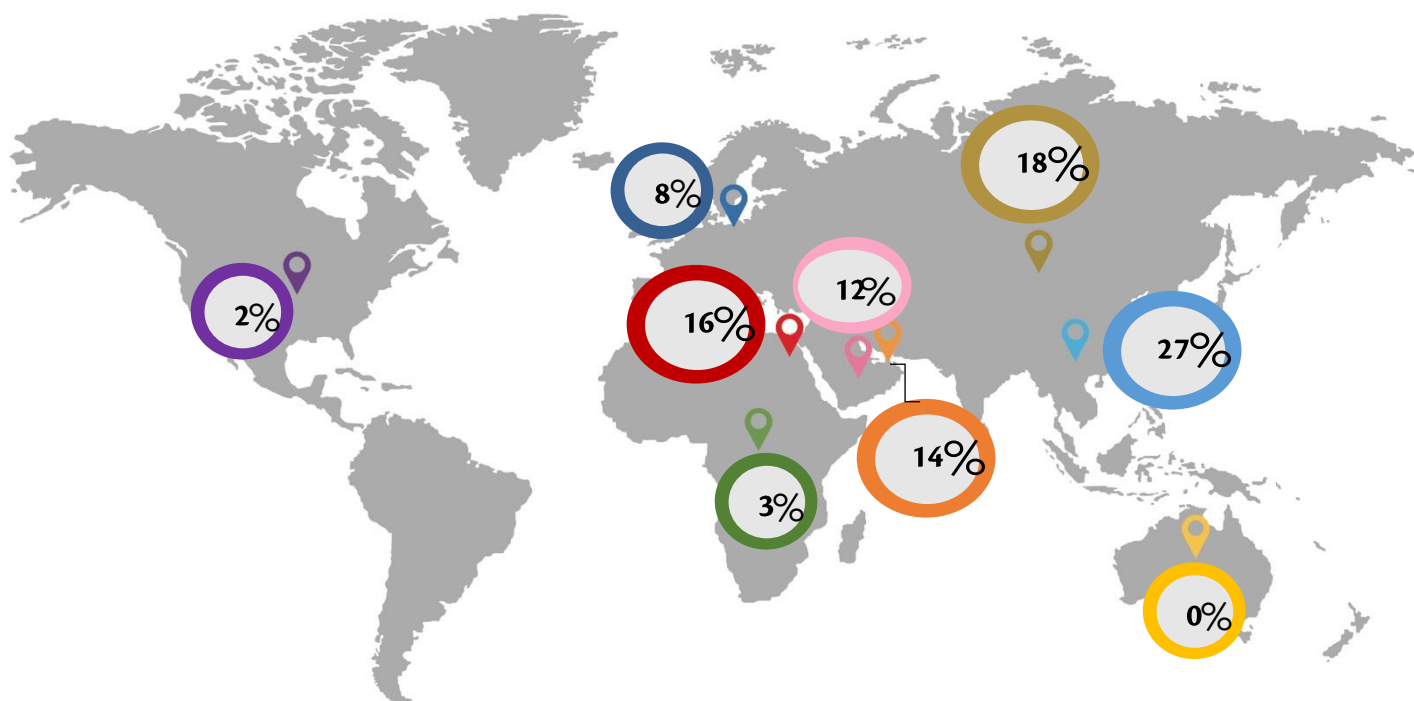
HOTEL REVENUE – Q4





KEY INDICATORS BY REGION

SHARE %



GROWTH %

	Russia, CIS & Baltic	438%	▲
	Americas	72%	▲
	GCC	544%	▲
	Arabs	9%	▼
	Europe Ex. Russia, CIS	121%	▲
	Asia	15%	▲
	Africa	2%	▼
	Australia & The Pacific	115%	▲
	UAE	9%	▼



TOP 20 SOURCE MARKETS

Figure 5: Market Share % for the Top 20 Source Markets during Q4 - 2021.

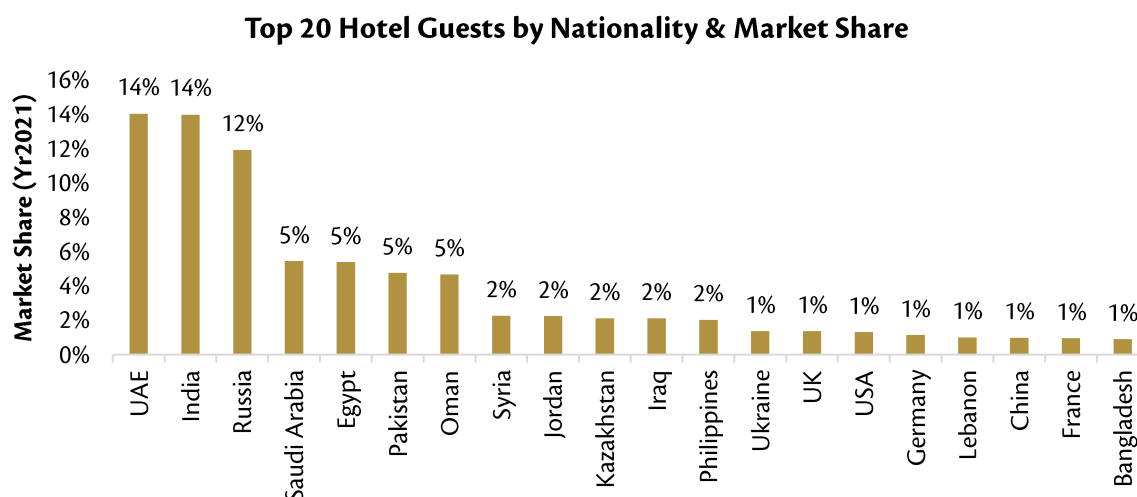
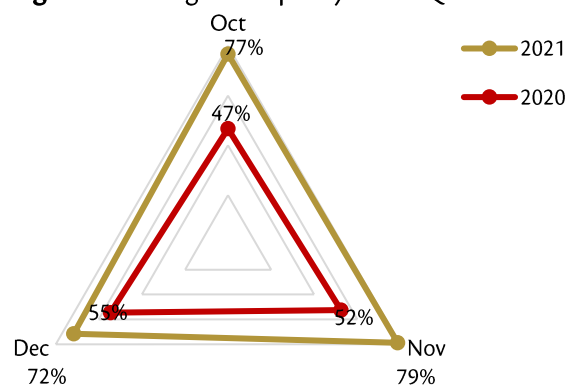


Table 3: Top 20 source markets

Rank	Market	ALOS Days	Nights Number	Change %
1	UAE	1.65	82,204	-9%
2	India	3.79	188,254	13%
3	Russia	2.86	121,456	807%
4	Saudi Arabia	1.70	32,964	1697%
5	Egypt	4.07	78,165	-27%
6	Pakistan	3.12	52,788	27%
7	Oman	1.42	23,661	342%
8	Syria	2.75	22,058	9%
9	Jordan	2.19	17,407	-4%
10	Kazakhstan	3.13	23,617	236%
11	Iraq	4.56	34,359	2%
12	Philippines	2.41	17,373	-3%
13	Ukraine	2.97	14,500	203%
14	UK	2.04	9,897	69%
15	USA	2.14	9,935	128%
16	Germany	2.07	8,399	219%
17	Lebanon	2.44	8,568	26%
18	China	1.80	6,195	60%
19	France	2.22	7,603	103%
20	Bangladesh	1.91	6,064	-40%

Figure 6: Average Occupancy Rate - Q4



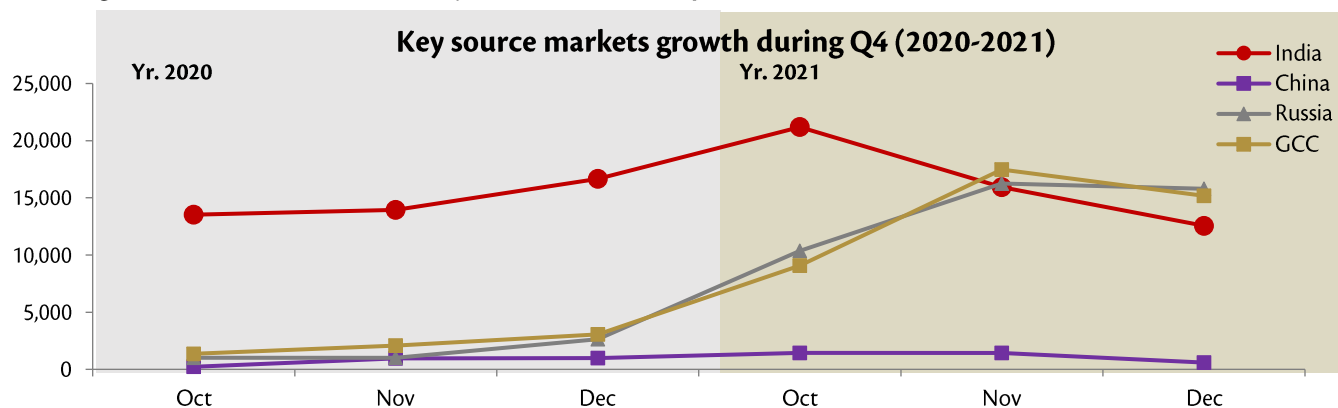
KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

*All GCC countries excluding UAE

All GCC countries excluding UAE									
India	Guest		Growth%		2021 %Share	Guest Night		Growth%	
Month	Yr2020	Yr2021				Yr2020	Yr2021		
Oct	13,529	21,189	▲	57%	20%	23,484	90,508	▲	285%
Nov	13,961	15,926	▲	14%	13%	29,148	63,034	▲	116%
Dec	16,657	12,561	▼	-25%	10%	39,178	34,712	▼	-11%
Q4	44,147	49,676	▲	13%	14%	91,810	188,254	▲	105%
China	Guest		Growth%		2021 %Share	Guest Night		Growth%	
Month	Yr2020	Yr2021				Yr2020	Yr2021		
Oct	224	1,441	▲	543%	1%	677	2,584	▲	282%
Nov	952	1,425	▲	50%	1%	1,096	2,468	▲	125%
Dec	977	580	▼	-41%	0%	909	1,143	▲	26%
Q4	2,153	3,446	▲	60%	1%	2,682	6,195	▲	131%
Russia	Guest		Growth%		2021 %Share	Guest Night		Growth%	
Month	Yr2020	Yr2021				Yr2020	Yr2021		
Oct	1,024	10,351	▲	911%	10%	2,091	33,015	▲	1479%
Nov	1,008	16,255	▲	1513%	13%	2,277	44,311	▲	1846%
Dec	2,642	15,808	▲	498%	13%	5,957	44,130	▲	641%
Q4	4,674	42,414	▲	807%	12%	10,325	121,456	▲	1076%
GCC	Guest		Growth%		2021 %Share	Guest Night		Growth%	
Month	Yr2020	Yr2021				Yr2020	Yr2021		
Oct	1,362	9,076	▲	566%	8%	2,885	14,657	▲	408%
Nov	2,068	17,475	▲	745%	14%	3,910	28,598	▲	631%
Dec	3,055	15,182	▲	397%	12%	4,947	25,922	▲	424%
Q4	6,485	41,733	▲	544%	12%	11,742	69,177	▲	489%

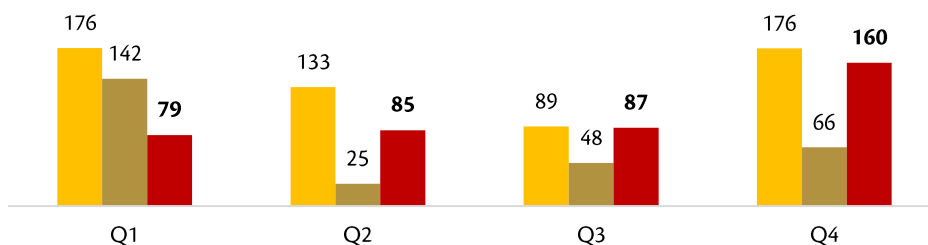
Figure 7: Main source markets performance during Q4 (2020 – 2021)



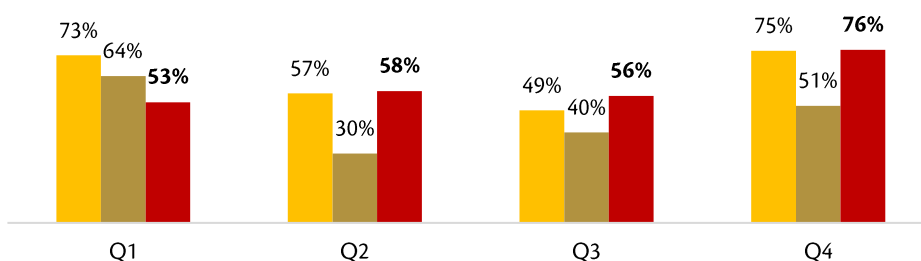
SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

■ 2019 ■ 2020 ■ 2021

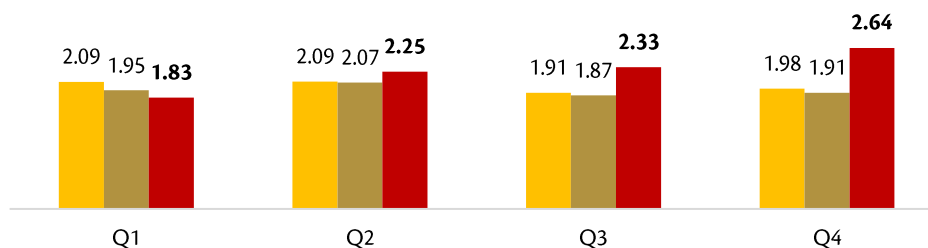
Revenue (AED Million)



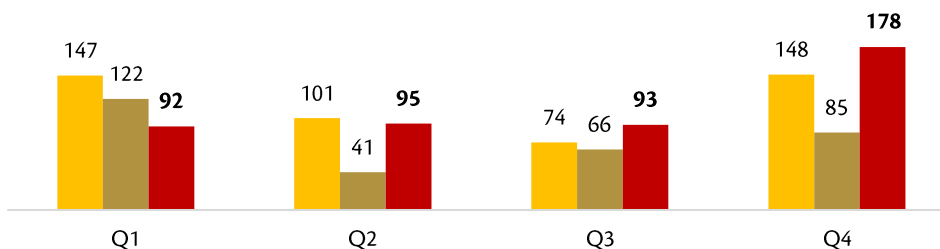
Occupancy %



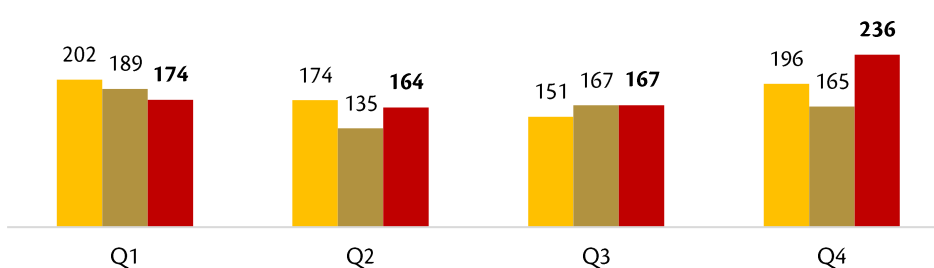
ALOS (DAYS)



REVPAR (AED)

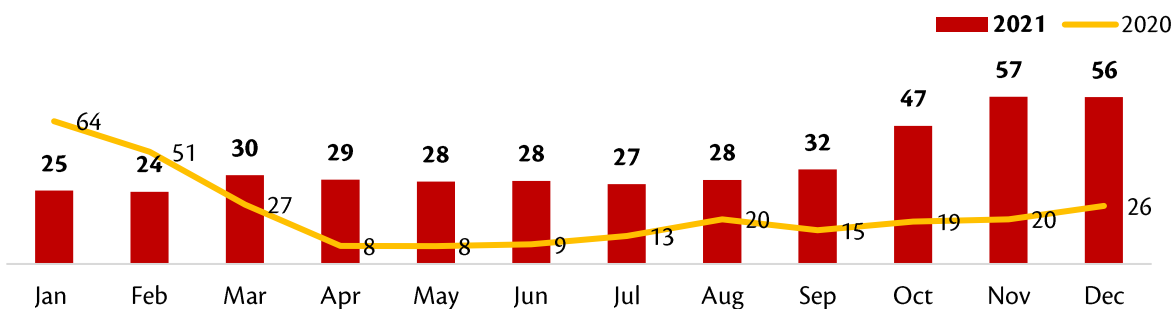


ADR (AED)

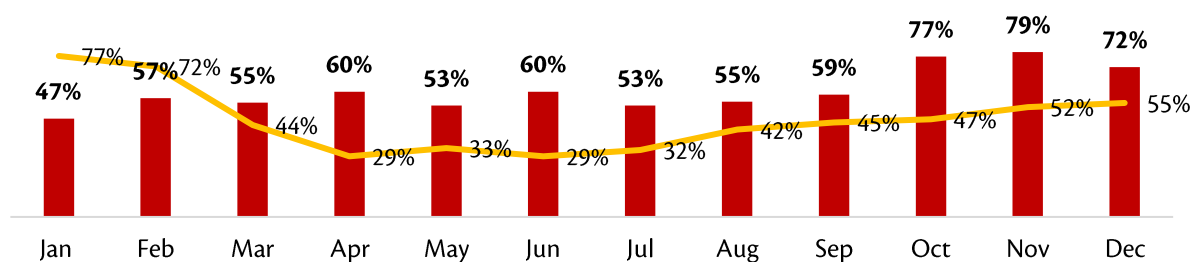


SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

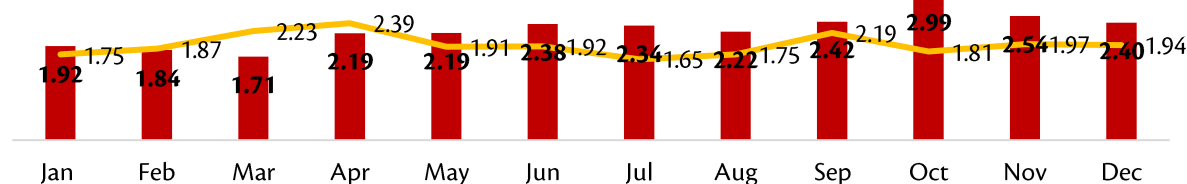
Revenue
(AED Million)



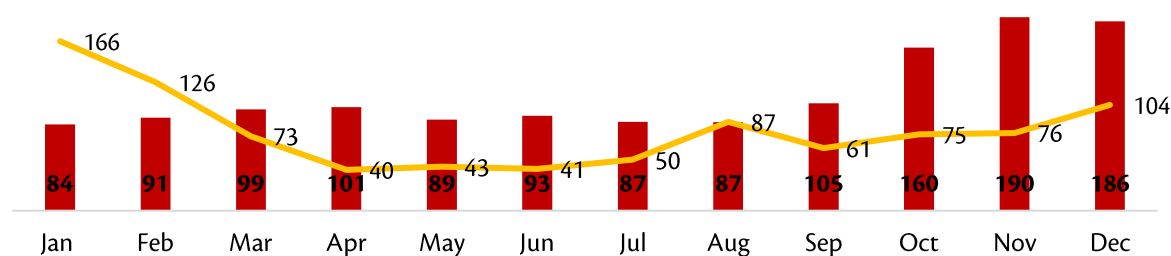
Occupancy %



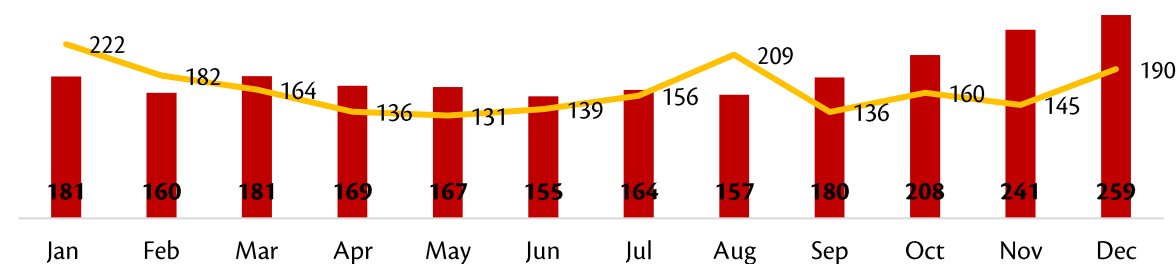
ALOS
(DAYS)



REVPAR
(AED)



ADR
(AED)





KEY INDICATORS PER HOTEL TYPE



Table 5: Hotels performance by classification

★★★★★ 5-Star	Available Rooms	893					
	Occupancy	71%					
Number of Hotels:	ALOS	2.26					
12	RevPAR	321					
	Top 5 Nationalities	1) UAE	2) Russia	3) KSA	4) India	5) UK	
★★★★★ 4-Star	Available Rooms	2,187					
	Occupancy	73%					
Number of Hotels:	ALOS	1.99					
20	RevPAR	194					
	Top 5 Nationalities	1) Russia	2) UAE	3) India	4) KSA	5) Egypt	
★★★ 3-Star	Available Rooms	1,441					
	Occupancy	86%					
Number of Hotels:	ALOS	2.90					
12	RevPAR	157					
	Top 5 Nationalities	1) India	2) UAE	3) Egypt	4) KSA	5) Oman	
★★ 2-Star	Available Rooms	596					
	Occupancy	73%					
Number of Hotels:	ALOS	4.91					
10	RevPAR	98					
	Top 5 Nationalities	1) India	2) Pakistan	3) Oman	4) UAE	5) Egypt	
★ 1-Star	Available Rooms	366					
	Occupancy	65%					
Number of Hotels:	ALOS	3.06					
10	RevPAR	85					
	Top 5 Nationalities	1) India	2) Pakistan	3) Bangladesh	4) Philippines	5) Oman	
Deluxe	Available Rooms	751					
	Occupancy	76%					
Number of Hotels:	ALOS	3.49					
6	RevPAR	185					
	Top 5 Nationalities	1) UAE	2) India	3) Egypt	4) KSA	5) Oman	
Standard	Available Rooms	663					
	Occupancy	72%					
Number of Hotels:	ALOS	2.02					
8	RevPAR	160					
	Top 5 Nationalities	1) India	2) KSA	3) Egypt	4) UAE	5) Iraq	
Basic	Available Rooms	769					
	Occupancy	81%					
Number of Hotels:	ALOS	4.13					
24	RevPAR	122					
	Top 5 Nationalities	1) India	2) Egypt	3) Pakistan	4) Oman	5) Syria	





EXECUTIVE Year to Date SUMMARY (Q1 – Q4) 2021



Jan to Dec -2021

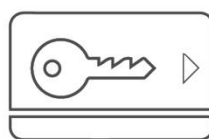
Sharjah Hotel Guests

Table 6: Sharjah Tourism Main Indicators – from January to December 2021

Guest	Occupancy Rate%	ALOS (days)
1,179,955 ▲ 16%	61% ▲ 13%	2.27 ▲ 19%
Total Revenue	RevPAR	ADR
AED 411 M ▲ 47%	AED 117 ▲ 36%	AED 190 ▲ 16%



**102
HOTEL**



**7,347
ROOMS**

Table 7: Number of Hotels and rooms by star rating during Jan to Dec -2021

STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	12	21	30	38
	956	2,028	2,251	2,112





HOSPITALITY SECTOR PERFORMANCE

Figure 10: top 5 source markets in Sharjah by nationality during Q1 – Q4 (2020 – 2021)

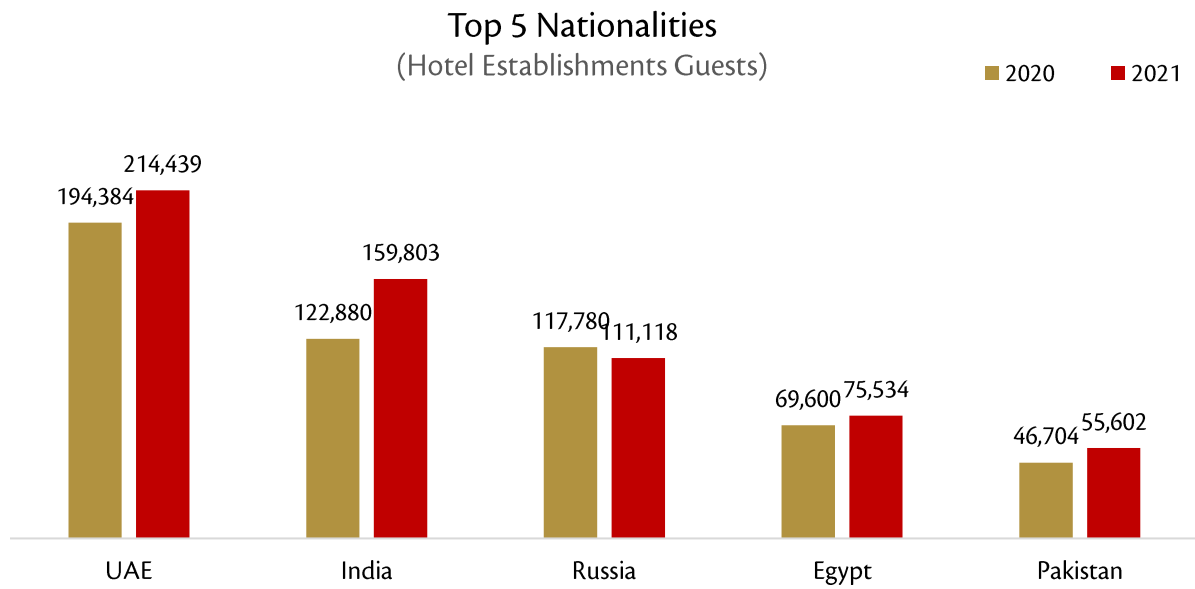
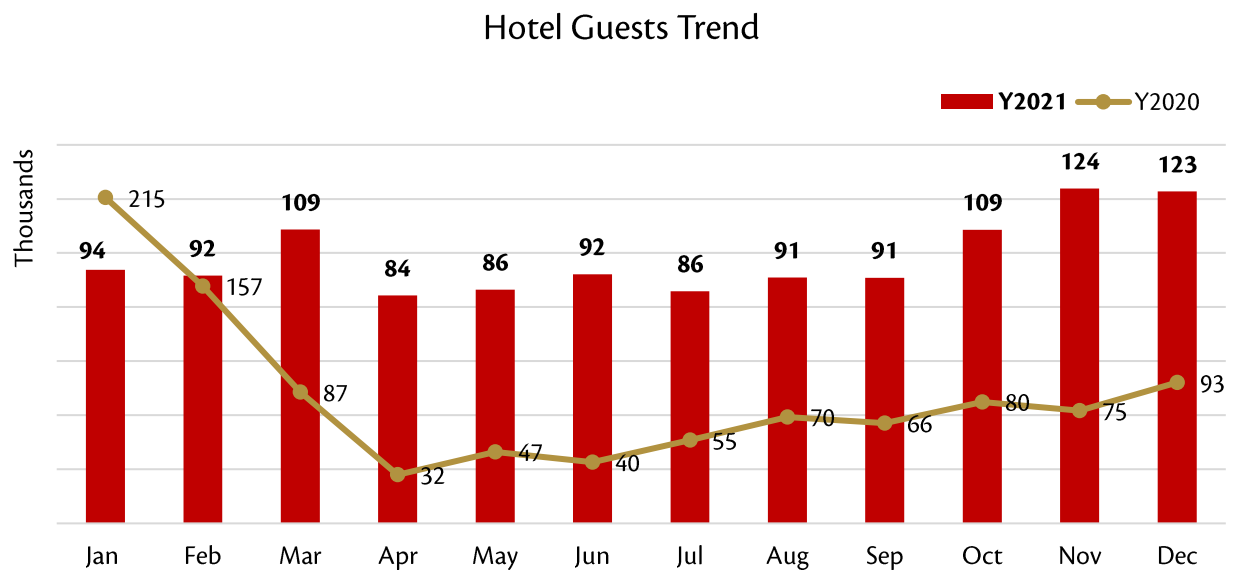


Figure 11: Hotel guests trends during Q1 to Q4 of (2020 – 2021)





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.

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

Prepared by:

Niama Al Ali – Research & Statistics Division

Reviewed by:

Murtada Al Zaylaie – Excellence Advisor & Strategy Department Acting Manager

Copyrights

This report is a property of SCTDA, and it retains all title, ownership and intellectual property rights to the content and information contained herein. Recipient will not disclose, publish or otherwise reveal any of the confidential information in this report to any other party whatsoever except with the specific prior written authorization of SCTDA.

All rights reserved. No part of this report may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system without permission from the Sharjah Commerce and Tourism Development Authority.

