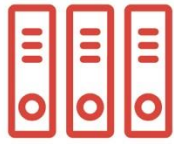


# SHARJAH HOSPITALITY STATISTICS REPORT

Year - 2021

Strategy – Research & Statistics Division  
March, 2022





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## Executive Summary:

The annual statistics report of the tourism sector in the Emirate of Sharjah includes the most important actual indicators for the main activities in the tourism sector, such as the number of hotels and hotel apartment, number of rooms, number of guests, the occupancy and revenue ratios in the emirate during the year of 2021.

This report aims to provide the most recent economic and tourism data and information related to developments in the tourism sector in the Emirate of Sharjah to help decision-making centers in the emirate to develop programs and draw sound policies, in addition to assisting administrative leaders in private sector institutions to take wise investment decisions and, henceforth, support the path of economic growth and development in the emirate.





# The World Tourism Sector during the pandemic (Covid-19) The Recovery

The outbreak of the Coronavirus (Covid-19) pandemic in the world early in 2020, has caused serious and dramatic losses in the human life worldwide and presented unprecedented challenges in various sectors. The economic and social disruptions caused by the pandemic has devastated tens of millions of people. Furthermore, the UNWTO has revealed that international tourist arrivals worldwide have also declined sharply during year 2020 by almost 73% compared to the year 2019, while a slow recovery was witnessed during 2021 which registered a decline of 72% compared to 2019.

As the tourism industry was one of the most affected sectors by this pandemic, most of the governments, all over the world, imposed travel restrictions, where airports were temporary closed, and travel was banned. Nonetheless, towards the third quarter, most countries have lifted those restrictions and plane movements slowly returned with precautions and preventive hygiene protocols followed in place. The UAE was one of the first countries to open its borders for travel movement and allowing tourists in the country. Applying the safety measures of testing (PCR) at the airport, prevent and monitor travelers' movement in and out of the airports were some of the procedures followed.

**Figure 1:** <sup>1</sup>UNWTO Covid-19 Global travel restrictions

**A:** travel restrictions during June 2020



**B:** travel restrictions during November 2021



<sup>1</sup> Source: United Nations World Tourism Organization (UNWTO), retrieved March, 2022.

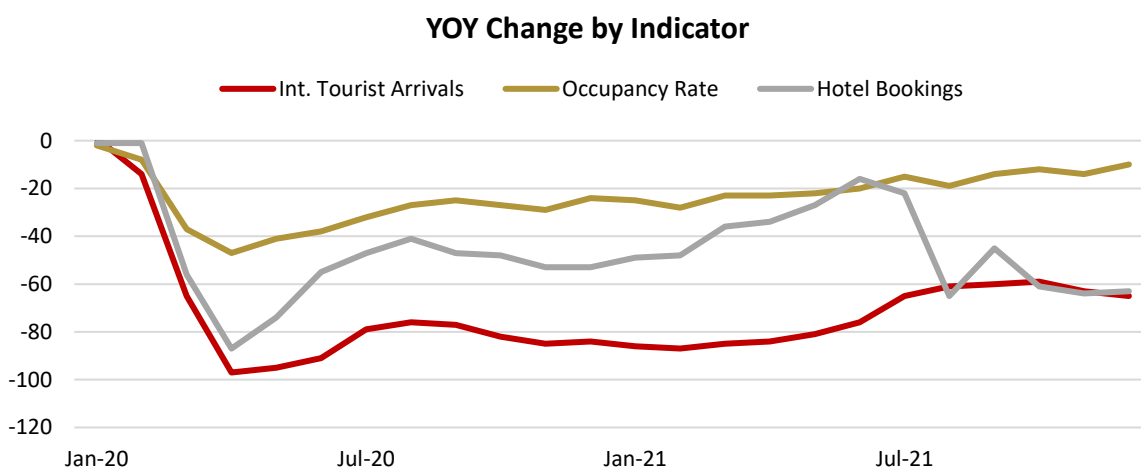




# The World Tourism Sector - Continue.

Although the year 2020 resulted in a massive decline in the number of international tourist arrivals by 74% according to the World Tourism Organization (UNWTO) latest data, 2021 saw a recovery in many sectors including tourism as shown in figures 2 & 3.

**Figure 2:** change in international tourist arrivals, hotel bookings, and occupancy rates in 2020-2021



**Figure 3:** <sup>2</sup>International tourist arrivals – 2020 vs. 2021 by month



<sup>2</sup> Source: UNWTO2022, <https://www.unwto.org/country-profile-inbound-tourism> A compilation of data on inbound tourism by country, including data on international tourist arrivals -





## EXECUTIVE SUMMARY



Year - 2021

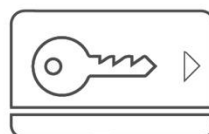
## Sharjah Hotel Main Indicators

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

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	1.18 Million ▲ 16%	61% ▲ 13%	2.27 ▲ 19%
	Total Revenue	RevPAR	ADR
	AED 411 Million ▲ 47%	AED 117 ▲ 36%	AED 190 ▲ 16%



102  
HOTEL



7,347  
ROOMS

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

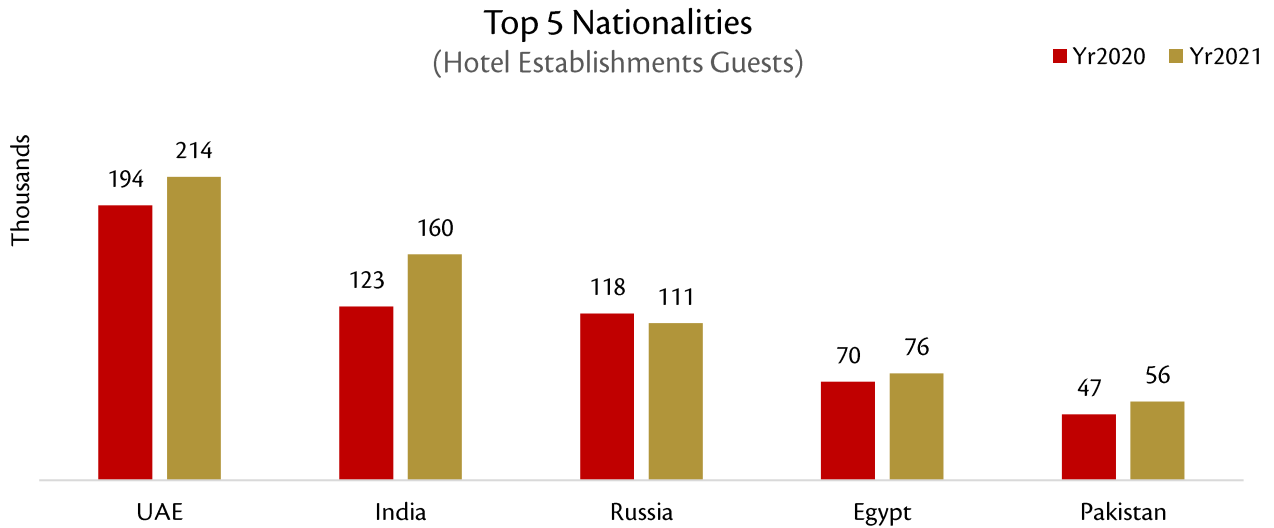
STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
		12	21	31
	956	2,028	2,251	2,112



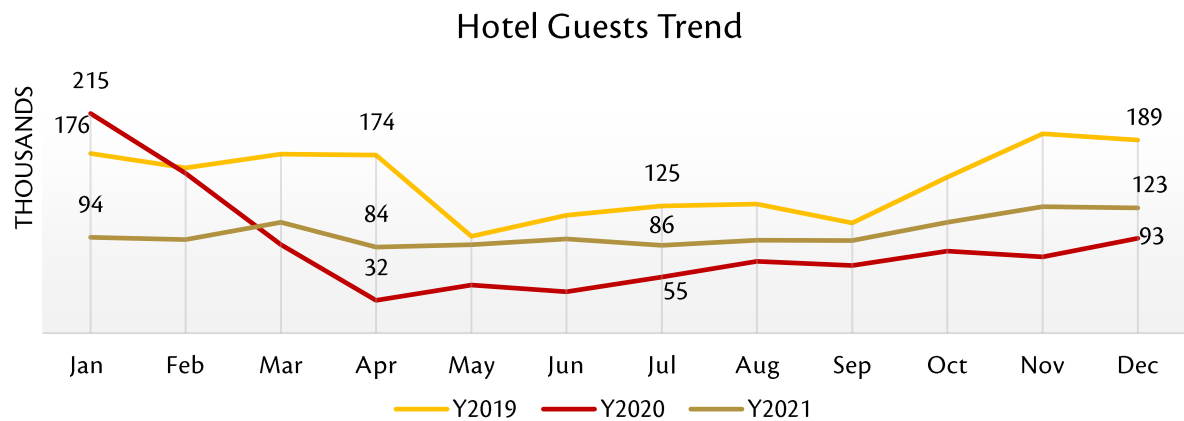


## HOSPITALITY SECTOR PERFORMANCE

**Figure 4:** top 5 source markets in Sharjah by nationality and year



**Figure 5:** Hotel guests seasonality trend in Sharjah during 2020-2021



The year 2021 showed optimistic signs on the recovery of the tourism sector and hospitality industry worldwide. Although this recovery was not to the same levels during 2019 in Sharjah, it led to beliefs of more coming recovery as shown in figure 5. The same can also be seen in the main source markets to Sharjah (figure 4). Domestic tourism was still leading the sector with over 10% growth rate in 2021 compared to 13% in 2020; and total market share of 18%. On the other hand, main source makets have also witnessed growth like the Indian market with 30% growth rate.



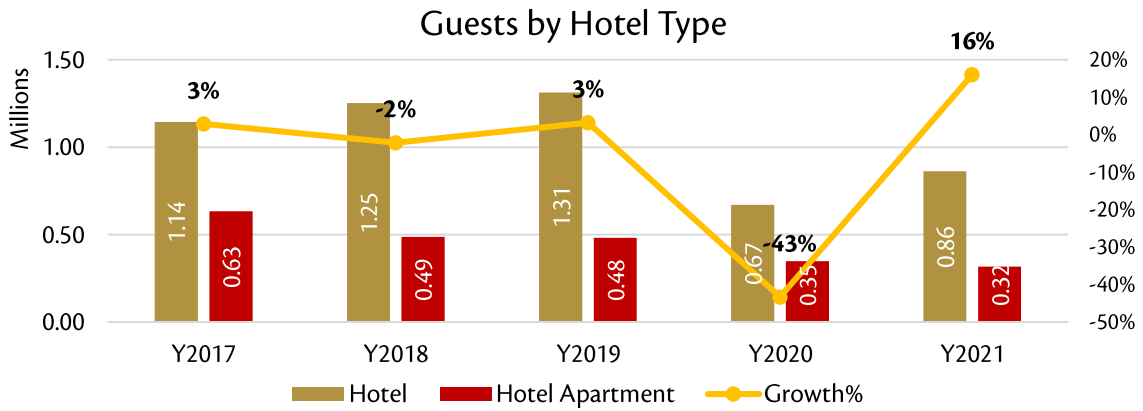


## HOSPITALITY SECTOR PERFORMANCE

The tourism sector in Sharjah witnessed a growth of 16% in the number of guests during 2021 compared to the previous year (figure 6). Not only that, but the sector also welcomed the opening of some new hotels such as Double Tree Hotel by Hilton (4-Stars), as well as regulating for the first time in Sharjah the rental of holiday homes. This decision aims to enhance not only the emirate's reputation as a leading tourism destination, but also to provide high quality hospitality and achieve

**16% Growth rate**  
in the number of  
guests in Sharjah's  
hotels during 2021

**Figure 6:** Guests by type of hotel - trend for (2016 – 2020)



**Figure 7:** regulating the rental of holiday homes in Sharjah during 2021

We would like to inform you that the Executive Council of the emirate of Sharjah has issued a decision regulating the rental of holiday homes in the Emirate of Sharjah, as it is one of the tourism activities that the Sharjah Commerce and Tourism Development Authority has the powers and competencies to organize, classify and control in accordance with the applicable legislation regarding tourism facilities. The decision aims to enhance the emirate's reputation as a leading destination for high-quality hospitality and achieve parity opportunities between the various tourist facilities in the emirate.



**تنظيم تأجير بيوت العطلات في الإمارة**

نود إعلامكم بأن المجلس التنفيذي لإمارة الشارقة أصدر قراراً بشأن تنظيم تأجير بيوت العطلات في إمارة الشارقة، باعتبارها من الأنشطة السياحية التي تتولى هيئة الإنماء التجاري والسياحي صلاحيات واختصاصات تنظيمها وتصنيفها والرقابة عليها، وفق التشريعات المطبقة بشأن المنشآت السياحية. ويهدف القرار إلى تعزيز سمعة الإمارة وجهة رائدة للضيافة عالية الجودة، وتحقيق فرص التكافؤ بين المنشآت السياحية المختلفة في الإمارة.

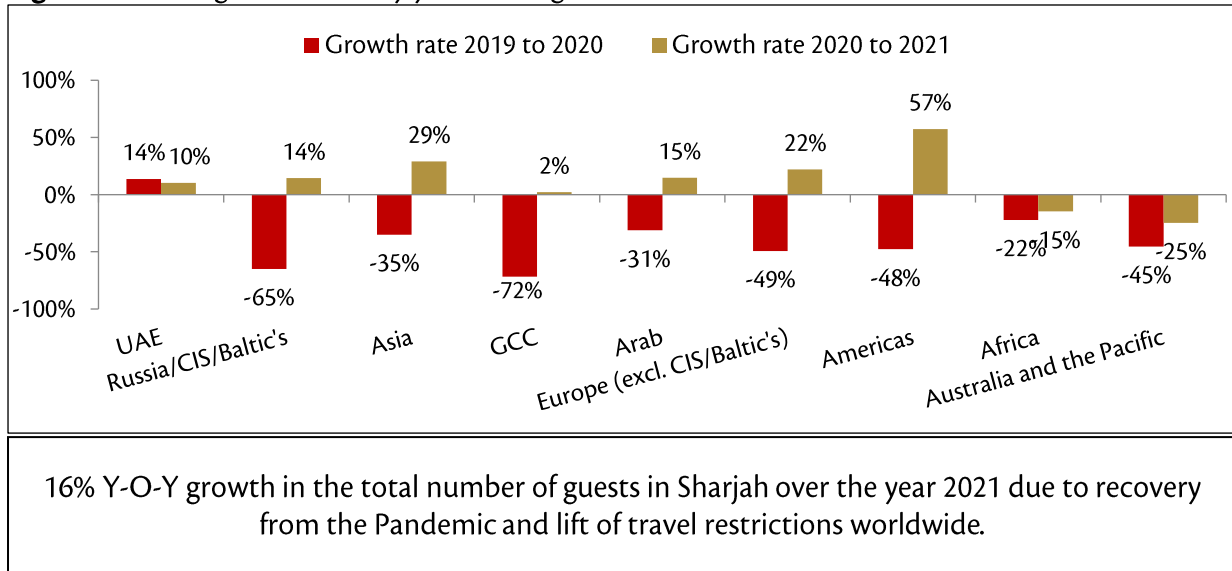




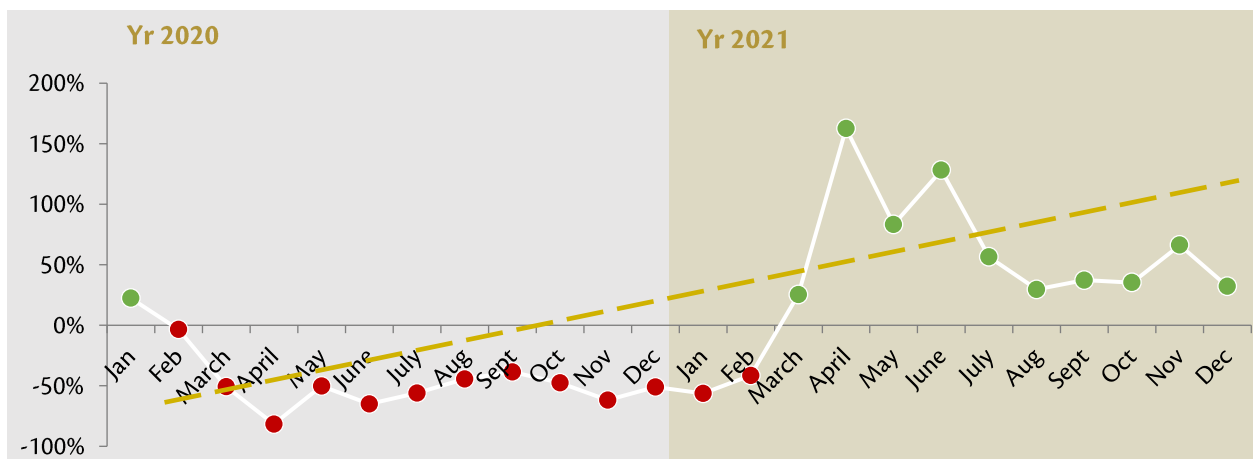


## HOSPITALITY SECTOR PERFORMANCE

**Figure 8:** Guests growth rates by year and region



**Figure 9:** Guest Growth Rates Monthly Trend in 2020 and 2021

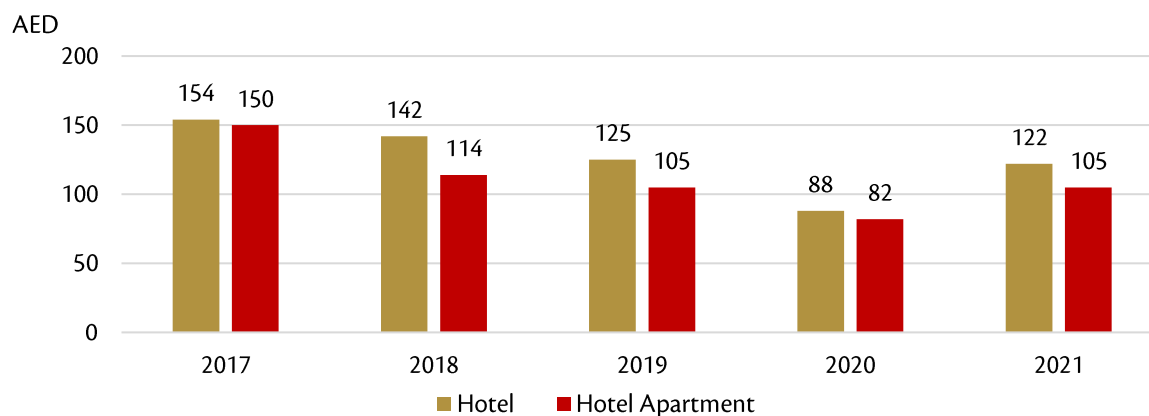


Compared to the previous year (2020), the year 2021 reflected recovery from the pandemic specially towards the end of first quarter and during second and fourth quarters. Despite the global pandemic that sent shockwaves in the tourism and hospitality industry, the year 2021 had a remarkable recovery on hotels, affecting demand and revenue and transforming expense structures. In spite of the challenging operating environment, the hotel industry has soldiered forward, riding out the storm and looking ahead to a calmer, if not clearer, 2022 and beyond.



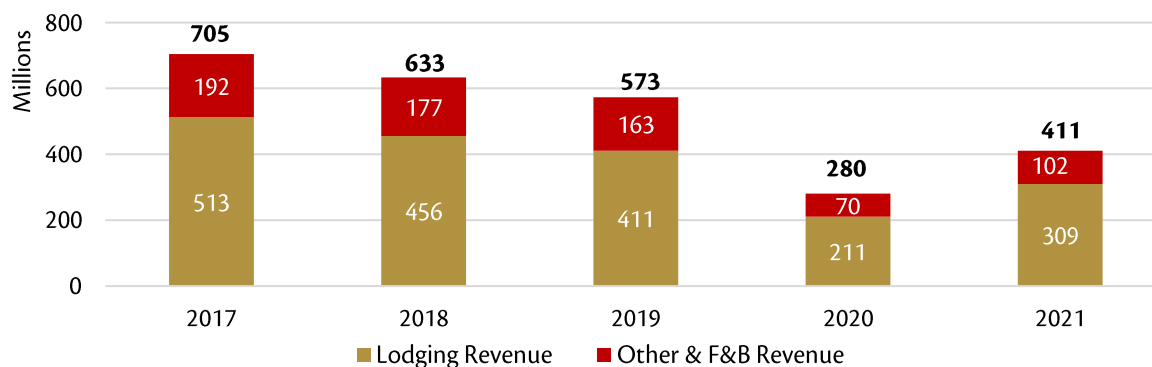
## SECTOR PERFORMANCE REVENUE & REVPAR

**Figure 10:** Revenue Per Available Room by Hotel Type (2017 – 2021)



Both segments (hotels and hotel apartments) witnessed an increase in Revenue Per Available Room (RevPAR) as shown in figure 10. Moreover, Hotels segment registered a higher RevPAR of AED122 which is above the sector's average of AED117.

**Figure 11:** Hotel Establishment Revenue by Type of revenue (2017 – 2021)



Total revenues generated by hospitality establishments during 2021 equated to AED 411 million (figure 11). Out of which, hotels accounted for approximately 75% of total revenues generated by all hotel establishments in Tourism sector in Sharjah. Furthermore, 75% also of total revenue was generated by lodging revenue whereas food & beverage and other revenues make up 25% of total revenue during the year 2021.



## KEY INDICATORS ANALYSIS PER HOTEL TYPE: *HOTELS*

**Figure 12:** Hotels occupancy rate & RevPAR by Hotel classification

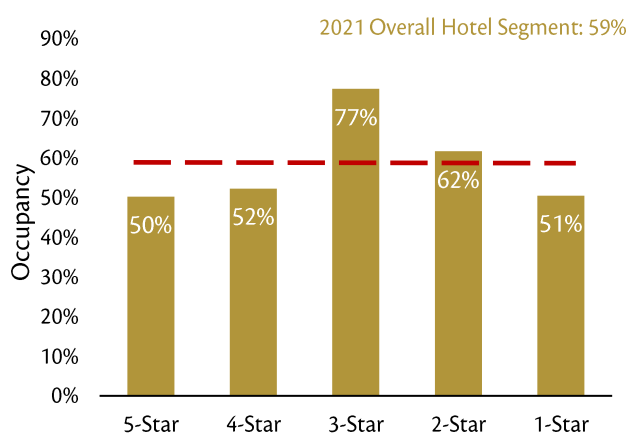
### Sharjah Hotels: Occupancy Rates

**59%**

Sharjah Yr. 2021  
Average Hotel  
Occupancy Rate

**Three Star** hotels registered an average occupancy rate of 77% during Yr2021, registering the highest among the other classifications Whereas **Two Star** hotels followed 62% occupancy rate.

### Hotel Occupancy Rates (Yr 2021)



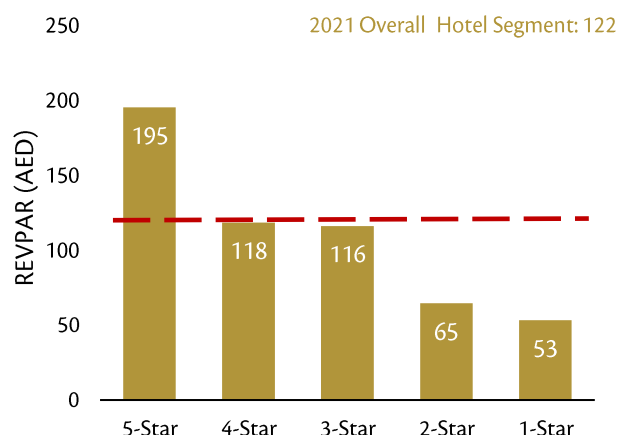
### Sharjah Hotels: RevPAR

**122**<sup>AED</sup>

Sharjah Yr 2021  
Average Hotel  
RevPAR

In respect to RevPAR, **Five Star** hotels registered the highest RevPAR (AED 195) in Yr2021 showing an increase of 32% recovery from last year. Whereas, the **Four Star** and **Three Star** hotels registered RevPAR below the sector average.

### Hotel RevPAR (Yr 2021)



## KEY INDICATORS ANALYSIS PER HOTEL TYPE: *HOTEL APARTMENTS*

**Figure 13:** Hote Apartment occupancy rate & RevPAR by classification

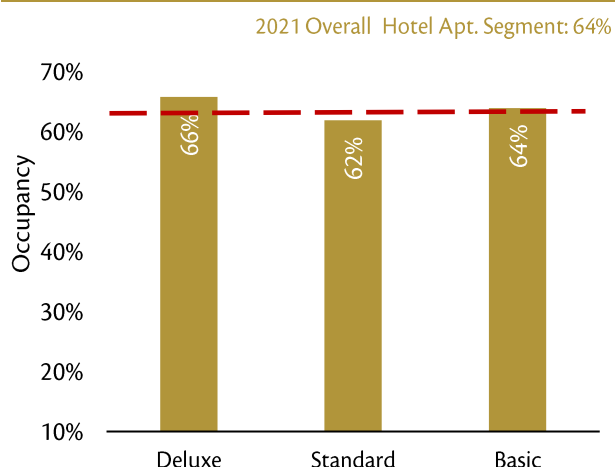
### Sharjah Hotel Apartment: Occupancy Rates

**64%**

Sharjah Yr. 2021  
Average Hotel  
Apt. Occupancy  
Rate

**Deluxe** hotel apartments occupancy rate recovered significantly at 66% during Yr 2021 compared to last year with growth of 27%. On the other hand, **Standard** and **Basic** apartments remained close to the sector average.

### Hotel Apartment Occupancy Rates (Yr 2021)



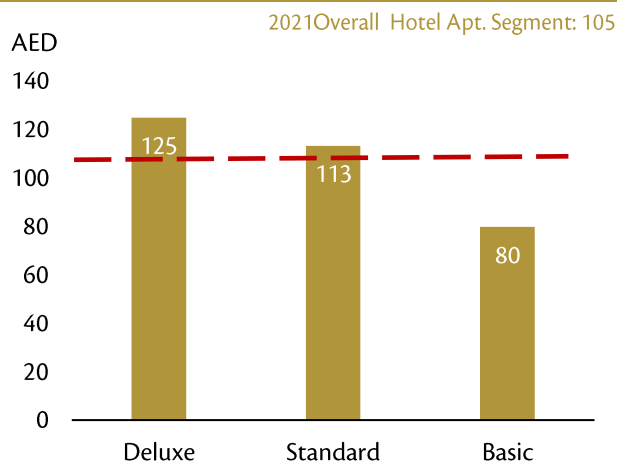
### Sharjah Hotel Apartment: RevPAR

**105<sup>AED</sup>**

Sharjah Yr 2021  
Average Hotel Apt.  
RevPAR

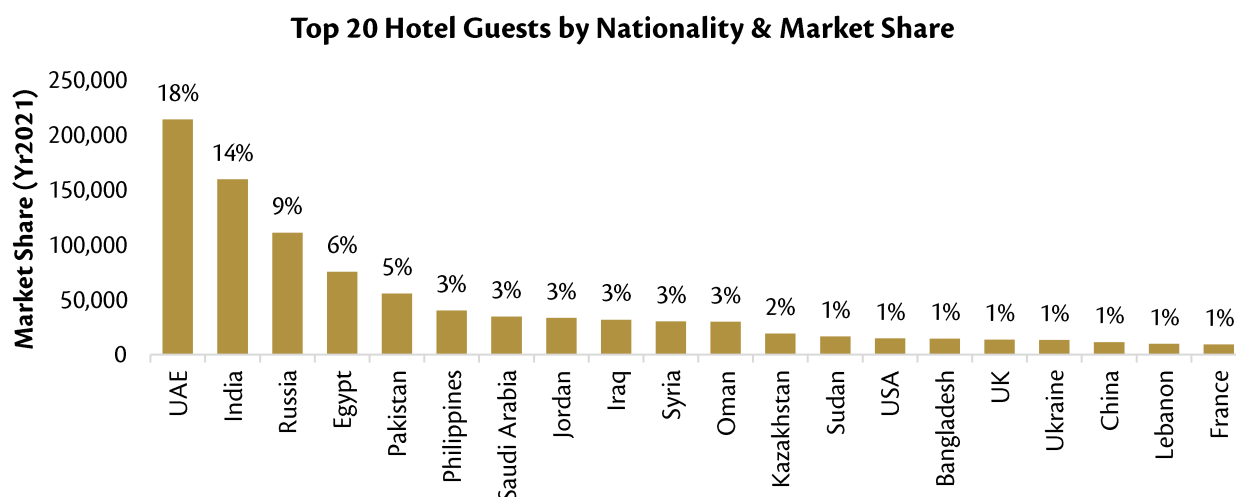
**Deluxe** hotel apartments registered the highest RevPAR of AED 125 during the Yr 2021 followed by **Standard** apartment with AED 113, while, **Basic** apartments had a rough year with only AED 80 revenue per available flat.

### Hotel Apartment RevPAR (Yr 2021)



## TOP 20 SOURCE MARKETS

**Figure 14:** Market Share % for the Top 20 Source Markets in Year 2021.

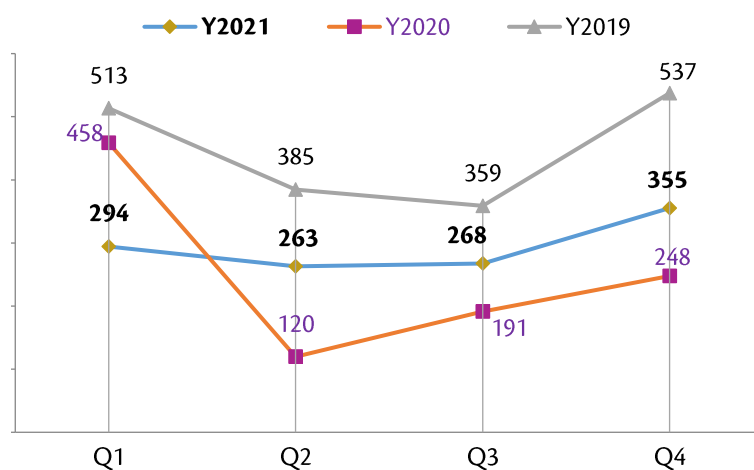


**Table 3:** Top 20 source markets

Rank	Market	ALOS Days	Nights Number	Change %
1	UAE	1.33	285,267	10%
2	India	2.90	462,668	30%
3	Russia	2.84	315,127	-6%
4	Egypt	3.17	239,800	9%
5	Pakistan	2.23	123,978	19%
6	Philippines	2.05	82,427	69%
7	KSA	1.68	57,992	-5%
8	Jordan	2.27	76,102	17%
9	Iraq	4.34	138,223	11%
10	Syria	2.43	73,453	25%
11	Oman	1.53	45,729	-11%
12	Kazakhstan	2.90	55,721	174%
13	Sudan	2.81	46,778	48%
14	USA	1.82	27,153	69%
15	Bangladesh	1.95	28,606	18%
16	UK	2.00	27,472	25%
17	Ukraine	2.61	35,224	44%
18	China	1.61	18,524	-8%
19	Lebanon	2.40	23,643	1%
20	France	1.99	18,695	81%

International tourist arrivals to Sharjah increased significantly during 2021 after the lift of travel restrictions in many destinations such as India (30%), Kazakhstan (174%), Ukraine (44%), and France (81%), besides many other destinations (Table 3).

**Figure 15:** Evolution in the number of Hotels (000) Guest



# KEY SOURCE MARKETS PERFORMANCE

**Table 4:** Key source markets performance

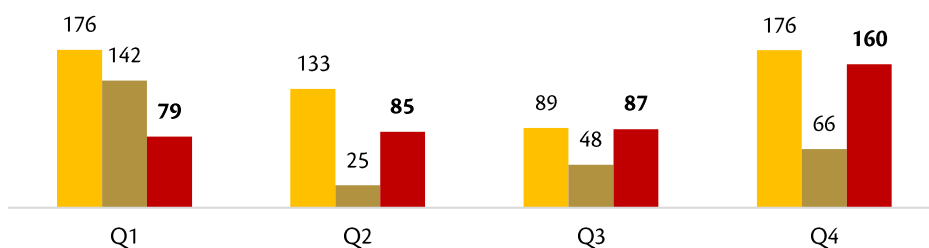
India	Guest		Growth%		2021 %Share	Guest Night		Growth%	
	Quarter	Yr2020				Yr2021	Yr2020		
Q1	32,773	45,812	▲	40%	16%	57,014	111,923	▲	96%
Q2	21,618	29,399	▲	36%	11%	56,770	65,721	▲	16%
Q3	24,342	34,916	▲	43%	13%	45,624	95,640	▲	110%
Q4	44,147	49,676	▲	13%	14%	91,810	188,254	▲	105%
<b>Total</b>	<b>122,880</b>	<b>159,803</b>	▲	<b>30%</b>	<b>14%</b>	<b>251,218</b>	<b>461,538</b>	▲	<b>84%</b>
China	Guest		Growth%		2021 %Share	Guest Night		Growth%	
	Quarter	Yr2020				Yr2021	Yr2020		
Q1	8,448	1,446	▼	-83%	0%	12,814	1,238	▼	-90%
Q2	555	2,261	▲	307%	1%	907	5,558	▲	513%
Q3	1,295	4,339	▲	235%	2%	2,142	5,364	▲	150%
Q4	2,153	3,446	▲	60%	1%	2,682	6,195	▲	131%
<b>Total</b>	<b>12,451</b>	<b>11,492</b>	▼	<b>-8%</b>	<b>1%</b>	<b>18,545</b>	<b>18,355</b>	▼	<b>-1%</b>
Russia	Guest		Growth%		2021 %Share	Guest Night		Growth%	
	Quarter	Yr2020				Yr2021	Yr2020		
Q1	111,935	16,751	▼	-85%	6%	276,237	38,615	▼	-86%
Q2	391	38,302	▲	9696%	15%	1,466	114,141	▲	7686%
Q3	780	13,651	▲	1650%	5%	2,470	37,573	▲	1421%
Q4	4,674	42,414	▲	807%	12%	10,325	121,456	▲	1076%
<b>Total</b>	<b>117,780</b>	<b>111,118</b>	▼	<b>-6%</b>	<b>9%</b>	<b>290,498</b>	<b>311,785</b>	▲	<b>7%</b>
GCC	Guest		Growth%		2021 %Share	Guest Night		Growth%	
	Quarter	Yr2020				Yr2021	Yr2020		
Q1	68,337	6,726	▼	-90%	2%	112,041	9,655	▼	-91%
Q2	1,401	875	▼	-38%	0%	3,333	21,892	▲	557%
Q3	3,307	21,563	▲	552%	8%	7,293	38,106	▲	423%
Q4	6,485	41,733	▲	544%	12%	11,742	69,177	▲	489%
<b>Total</b>	<b>79,530</b>	<b>70,897</b>	▼	<b>-11%</b>	<b>6%</b>	<b>134,409</b>	<b>138,830</b>	▲	<b>3%</b>



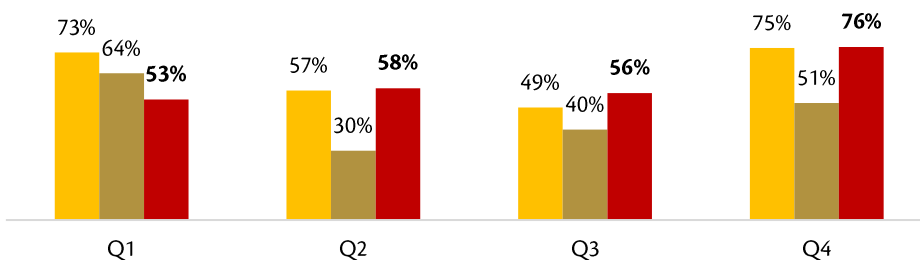
## SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

2019 2020 2021

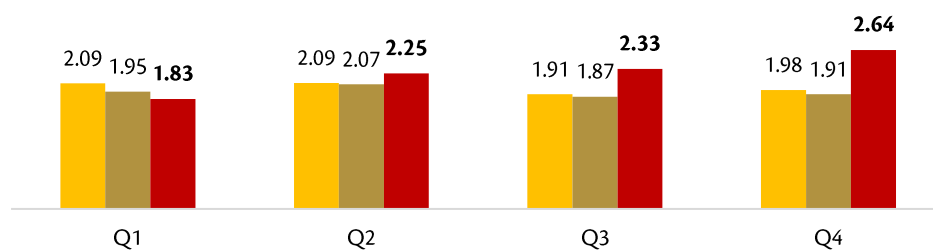
### Revenue (AED Million)



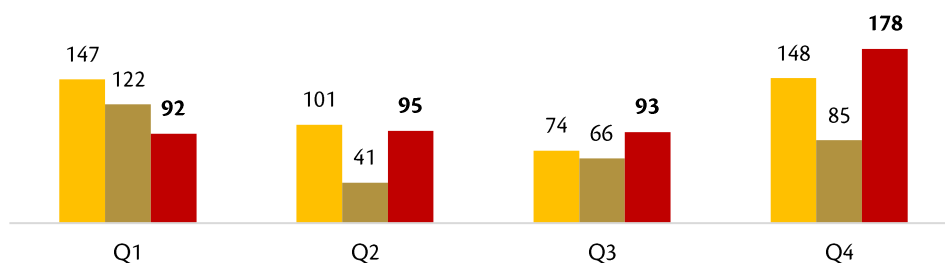
### Occupancy %



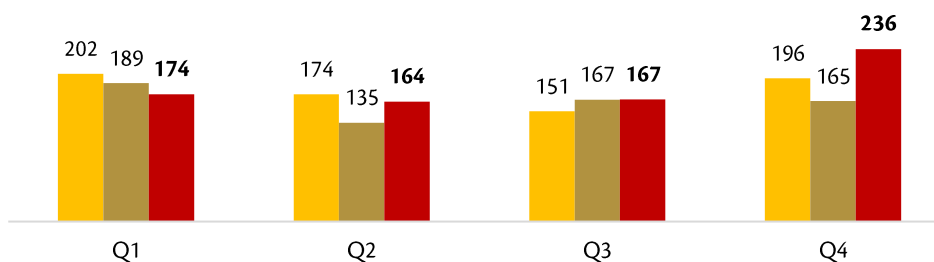
### ALOS (DAYS)



### REVPAR (AED)

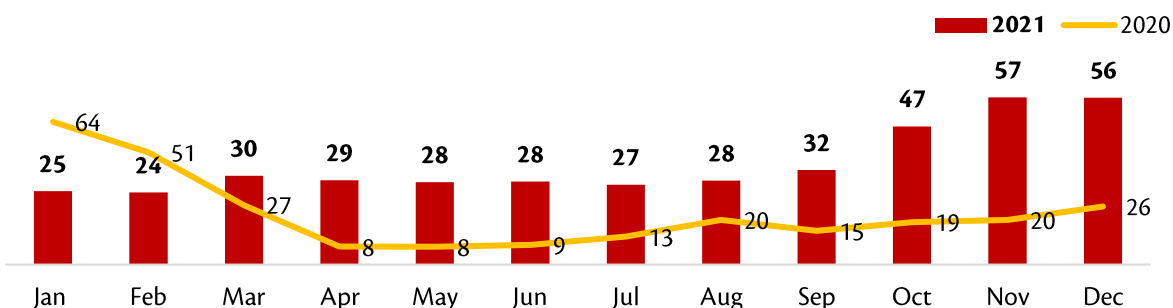


### ADR (AED)

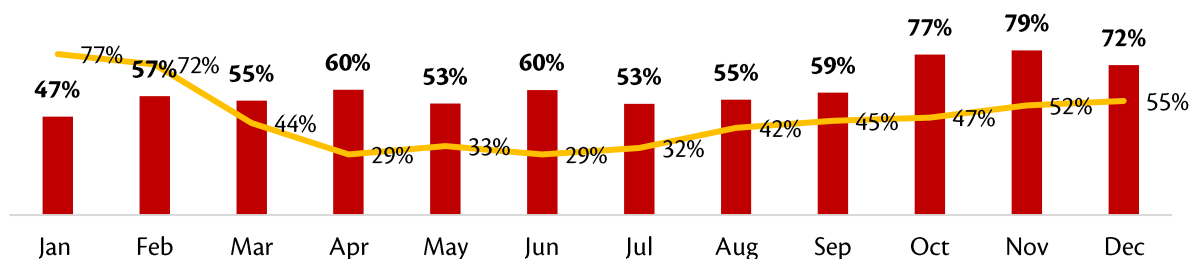


## SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

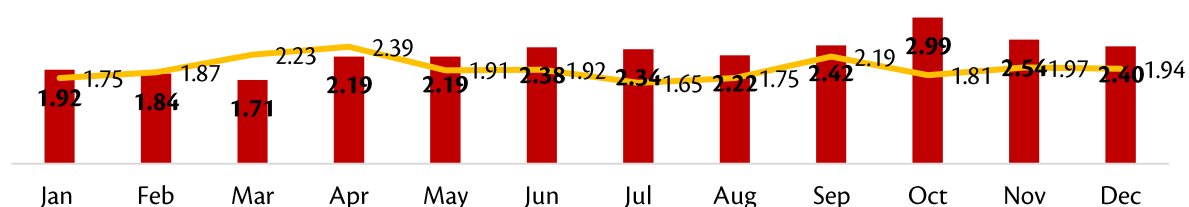
Revenue  
(AED Million)



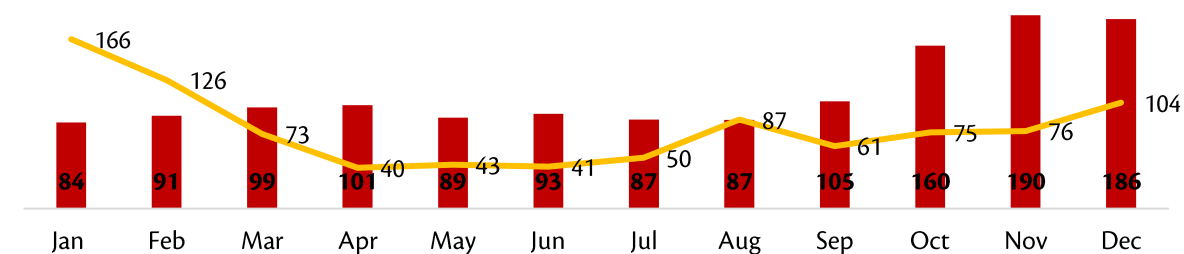
Occupancy %



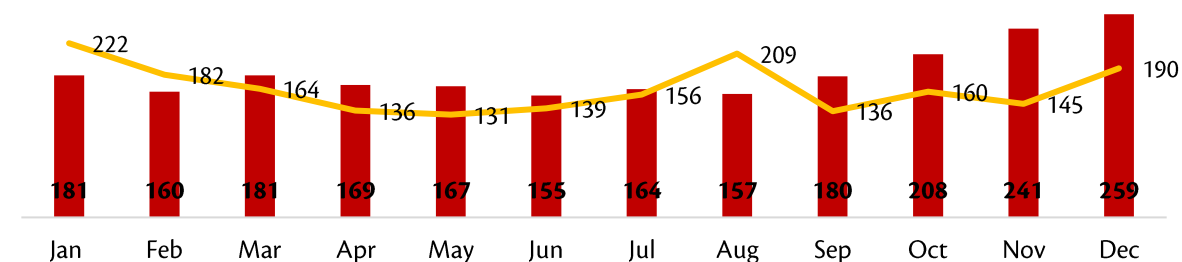
ALOS  
(DAYS)



REVPAR  
(AED)



ADR  
(AED)

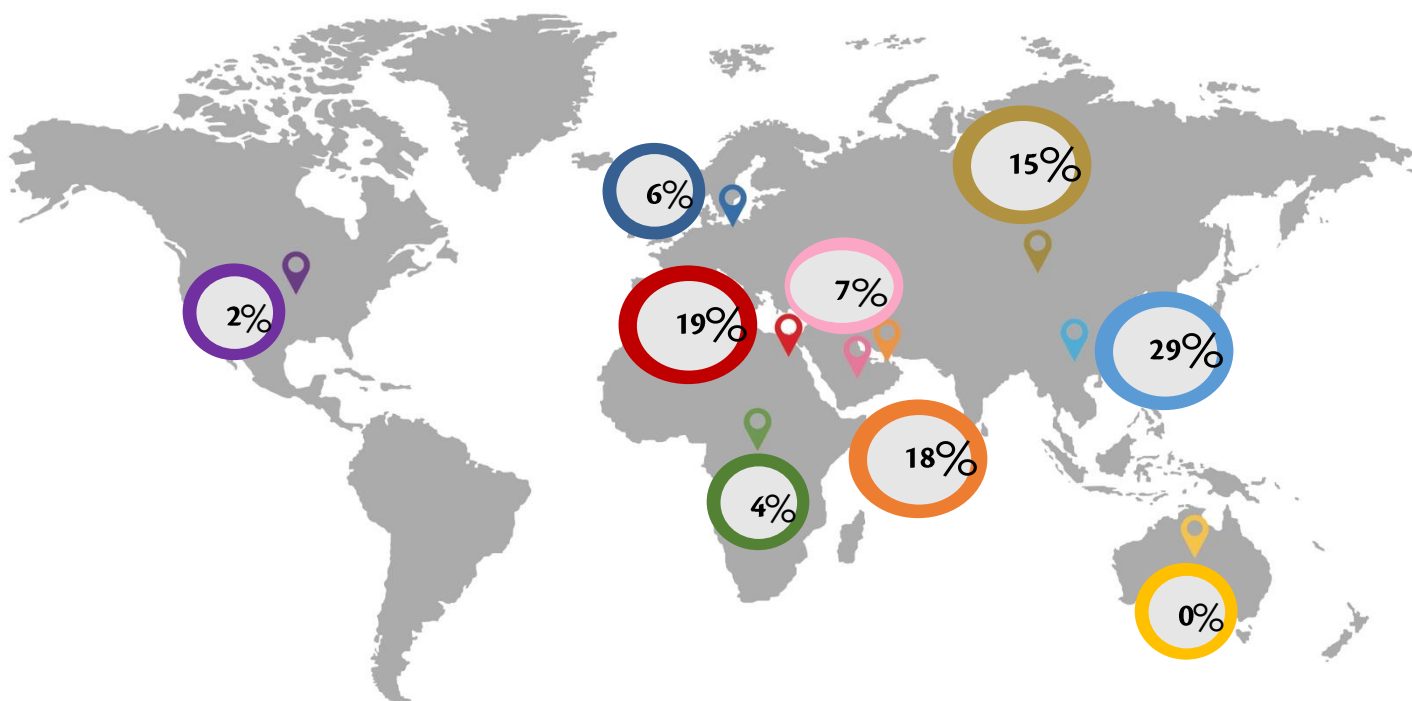















## KEY INDICATORS BY REGION

### SHARE %



### GROWTH %

-  Russia, CIS & Baltics 14% ▲
-  Americas 57% ▲
-  GCC 2% ▲
-  Arabs 15% ▲
-  Europe Ex. Russia, CIS 22% ▲
-  Asia 29% ▲
-  Africa 15% ▼
-  Australia & The Pacific 25% ▼
-  UAE 10% ▲





## 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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- UNWTO. (2021). UNWTO Tourism Dashboard. International Tourist Arrivals. Retrieved March 02, 2022, from <https://www.unwto.org/country-profile-inbound-tourism>

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