حكومة الشارقة
Government of Sharjah
هيئة الإنماء التجاري والسياحي بالشارقة
Sharjah Commerce & Tourism Development Authority

الشارقة
Sharjah

SHARJAH HOSPITALITY STATISTICS REPORT

Q1 – 2022

Strategy – Research & Statistics Division
April, 2022

TABLE OF CONTENTS

EXECUTIVE SUMMARY

1st Quarter - 2022

Sharjah Hotel Main Indicators

Table 1: Sharjah Tourism Main Indicators – Q1 2022

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	352,315 ▲ 20%	75% ▲ 22%	2.32 ▲ 34%
	Total Revenue	**RevPAR**	**ADR**
	AED 149,989,204 ▲ 89%	AED 168 ▲ 89%	AED 223 ▲ 32%

104 HOTEL

7,756 ROOMS

Table 2: Number of Hotels and rooms by star rating

STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	12	20	33	39
	929	2,303	2,445	2,079

الشارقة
Sharjah

HOSPITALITY SECTOR PERFORMANCE

Figure 1: top 5 source markets in Sharjah by nationality during Q1 (2021 – 2022)

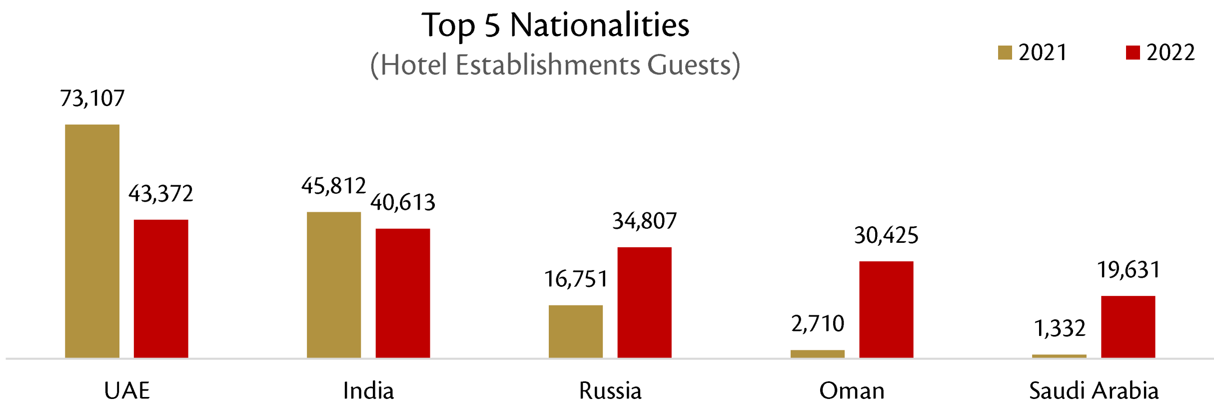


Figure 2: Hotel guests in Sharjah during first quarter 2021-2022

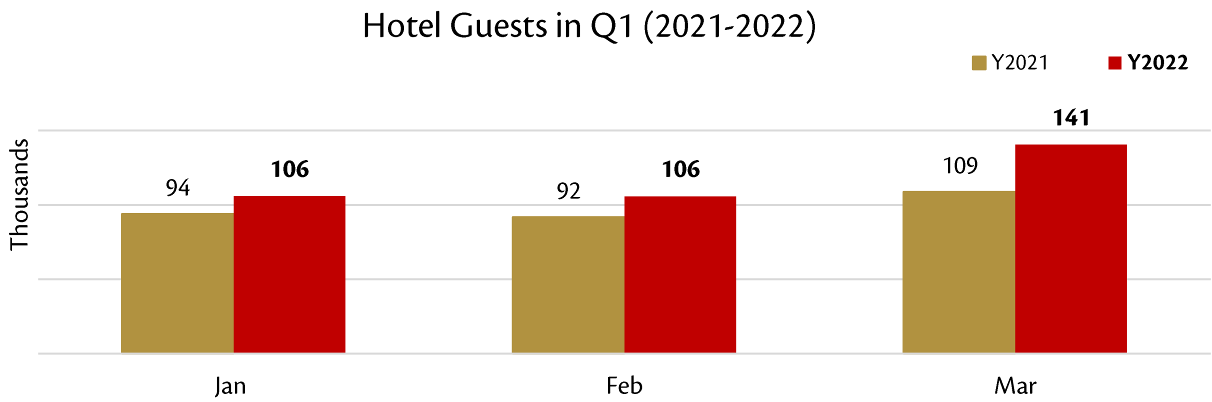
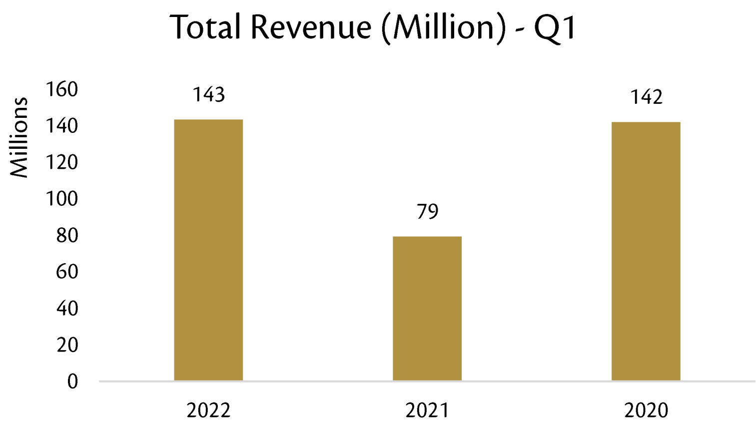
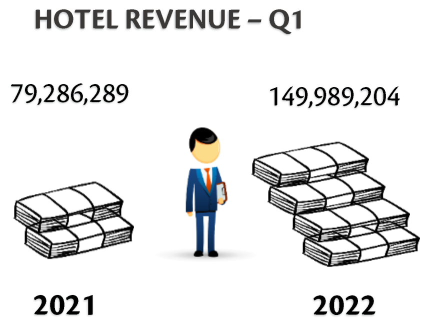


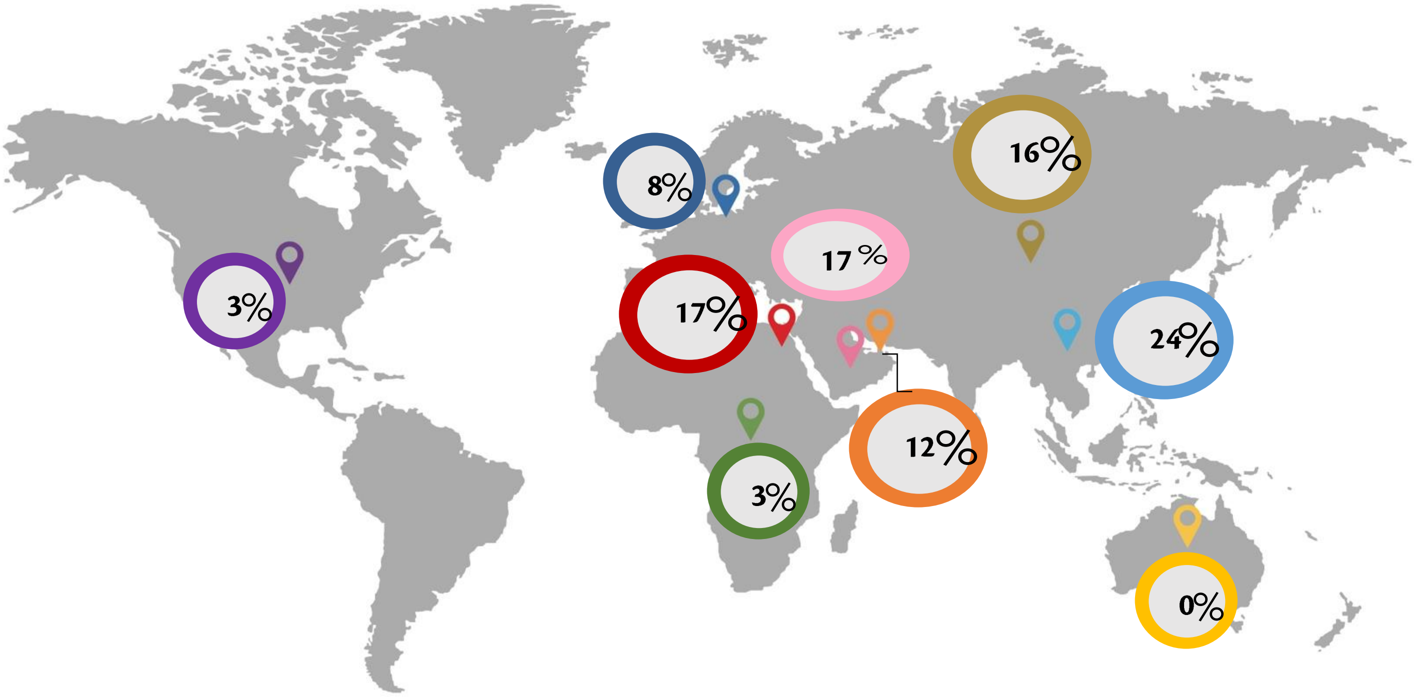
Figure 3: Hotel Establishments total revenue – Q1





KEY INDICATORS BY REGION

SHARE %



GROWTH %

- Russia, CIS & Baltics 85% ▲
- Americas 20% ▲
- GCC 767% ▲
- Arabs 6% ▲
- Europe Ex.Russia, CIS 55% ▲
- Asia 5% ▼
- Africa 1% ▲
- Australia & The Pacific 136% ▲
- UAE 41% ▼

TOP 20 SOURCE MARKETS

Figure 5: Market Share % for the Top 20 Source Markets during Q1 - 2022.

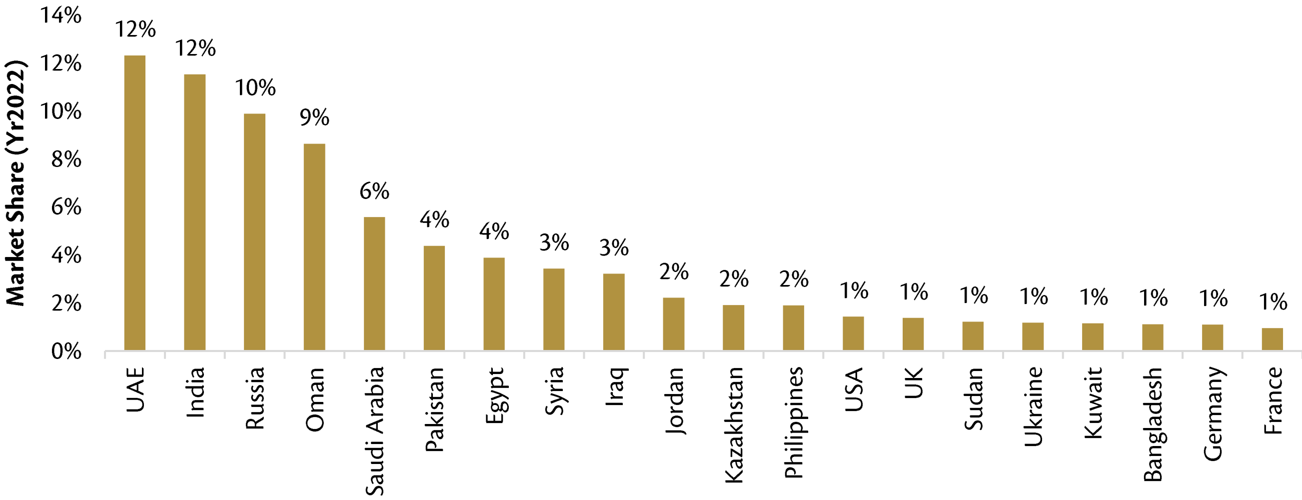
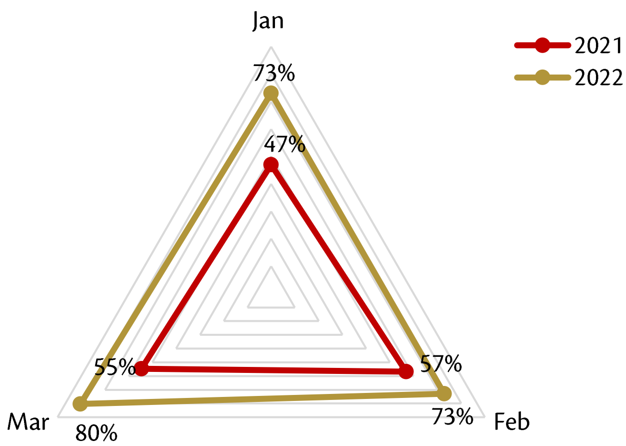


Table 3: Top 20 source markets

Rank	Market	ALOS Days	Nights Number	Change %
1	UAE	1.60	69,323	-41%
2	India	2.44	99,139	-11%
3	Russia	2.82	98,170	108%
4	Oman	1.44	43,815	1023%
5	KSA	1.95	38,196	1374%
6	Pakistan	2.06	31,743	18%
7	Egypt	2.83	38,749	-31%
8	Syria	2.61	31,585	74%
9	Iraq	3.69	41,779	49%
10	Jordan	2.42	18,882	-16%
11	Kazakhstan	3.20	21,627	123%
12	Philippines	3.11	20,791	-35%
13	USA	2.33	11,718	42%
14	UK	2.17	10,483	44%
15	Sudan	2.87	12,386	4%
16	Ukraine	3.07	12,771	27%
17	Kuwait	2.39	9,711	228%
18	Bangladesh	1.97	7,779	-31%
19	Germany	2.17	8,415	62%
20	France	2.51	8,447	53%

Despite the slight decline compared to same period last year, Domestic tourism (UAE) still ranked first in Sharjah with market share of 12%, while, GCC have over 8 folds growth rate.

Figure 6: Average Occupancy Rate - Q1

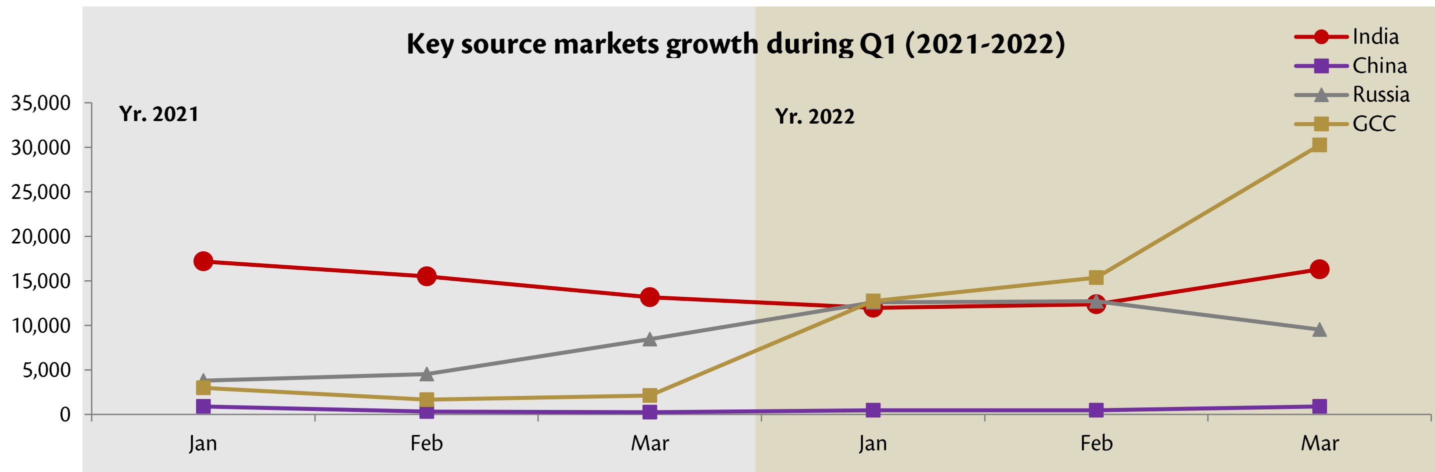


KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

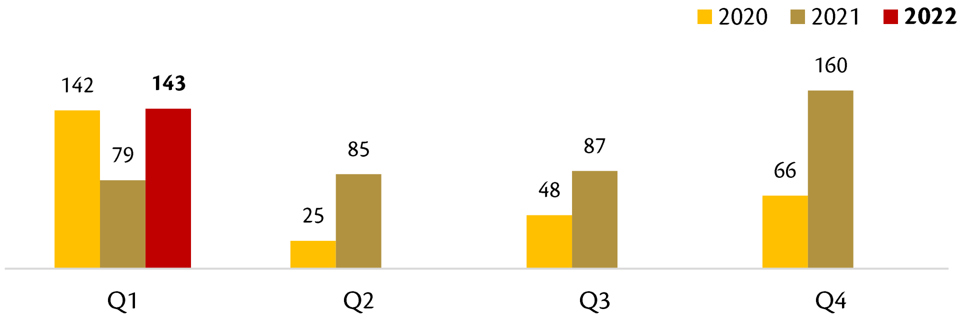
India	Guest		Growth%		2022 %Share	Guest Night		Growth%	
Month	**Yr2021**	**Yr2022**				**Yr2021**	**Yr2022**		
Jan	17,171	11,963	▼	-30%	11%	44,759	31,757	▼	-29%
Feb	15,489	12,373	▼	-20%	12%	42,858	28,814	▼	-33%
Mar	13,152	16,277	▲	24%	12%	25,436	38,568	▲	52%
Q1	**45,812**	**40,613**	▼	**-11%**	**12%**	**113,053**	**99,139**	▼	**-12%**
China	**Guest**		**Growth%**		**2022 %Share**	**Guest Night**		**Growth%**	
Month	**Yr2021**	**Yr2022**				**Yr2021**	**Yr2022**		
Jan	890	476	▼	-47%	0%	655	873	▲	33%
Feb	312	464	▲	49%	0%	379	983	▲	159%
Mar	244	877	▲	259%	1%	373	2,369	▲	535%
Q1	**1,446**	**1,817**	▲	**26%**	**1%**	**1,407**	**4,225**	▲	**200%**
Russia	**Guest**		**Growth%**		**2022 %Share**	**Guest Night**		**Growth%**	
Month	**Yr2021**	**Yr2022**				**Yr2021**	**Yr2022**		
Jan	3,790	12,585	▲	232%	12%	8,327	39,135	▲	370%
Feb	4,529	12,706	▲	181%	12%	10,612	35,844	▲	238%
Mar	8,432	9,516	▲	13%	7%	23,018	23,191	▲	1%
Q1	**16,751**	**34,807**	▲	**108%**	**10%**	**41,957**	**98,170**	▲	**134%**
GCC	**Guest**		**Growth%**		**2022 %Share**	**Guest Night**		**Growth%**	
Month	**Yr2021**	**Yr2022**				**Yr2021**	**Yr2022**		
Jan	2,969	12,710	▲	328%	12%	4,333	22,895	▲	428%
Feb	1,656	15,371	▲	828%	15%	2,539	27,633	▲	988%
Mar	2,101	30,241	▲	1339%	22%	3,212	49,324	▲	1436%
Q1	**6,726**	**58,322**	▲	**767%**	**17%**	**10,084**	**99,852**	▲	**890%**

*All GCC countries excluding UAE

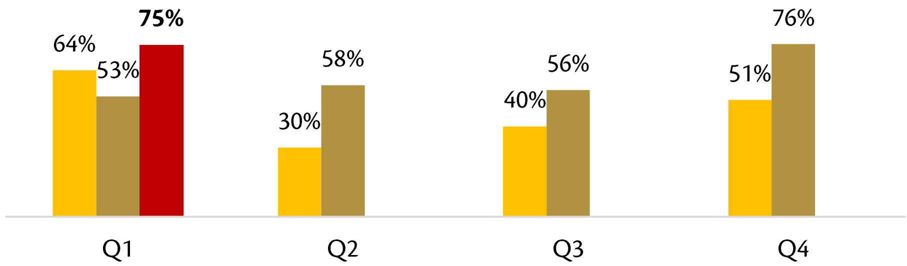


SECTOR PERFORMANCE –
KEY INDICATORS (QUARTERLY)

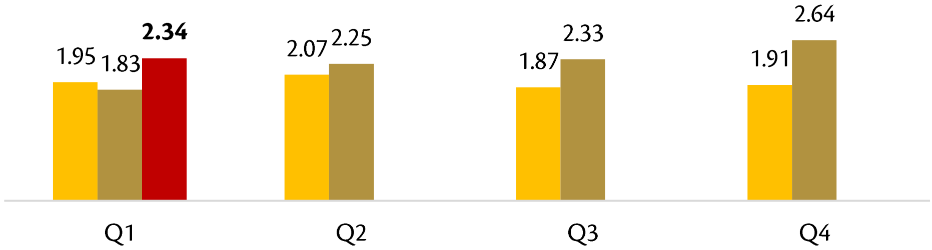
Revenue
(AED Million)



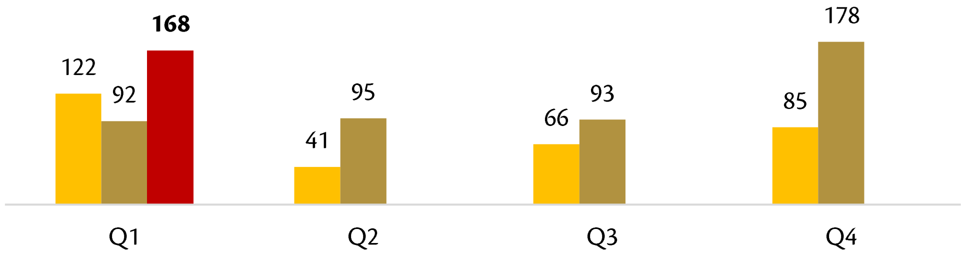
Occupancy %



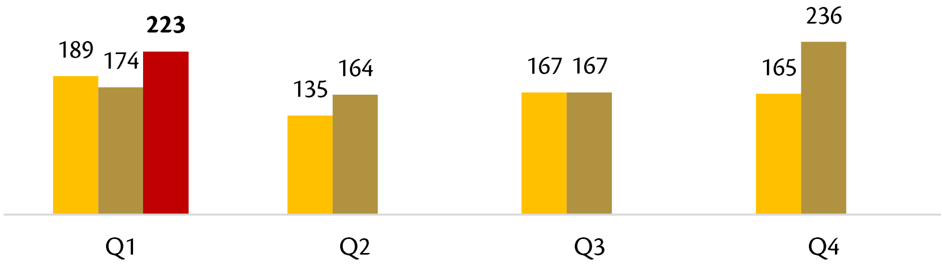
ALOS
(DAYS)



REVPAR
(AED)

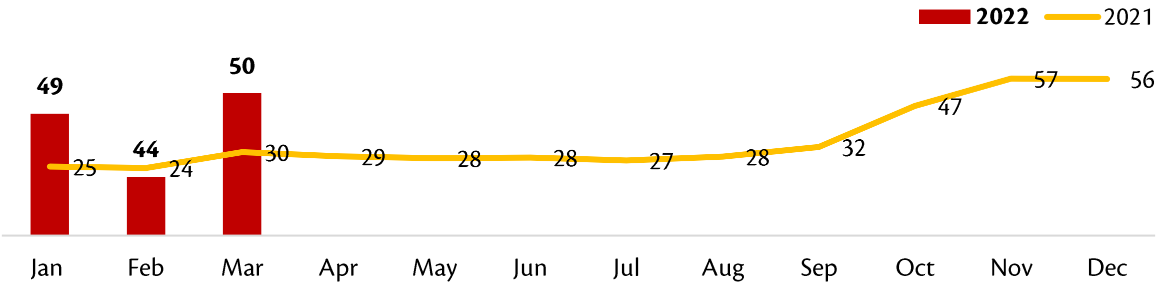


ADR
(AED)

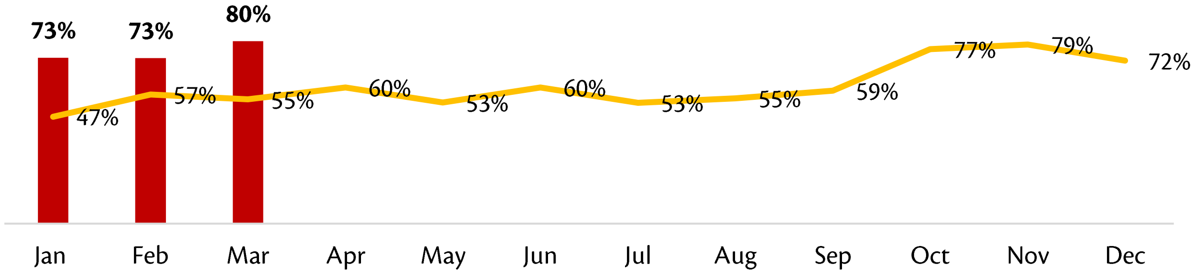


SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

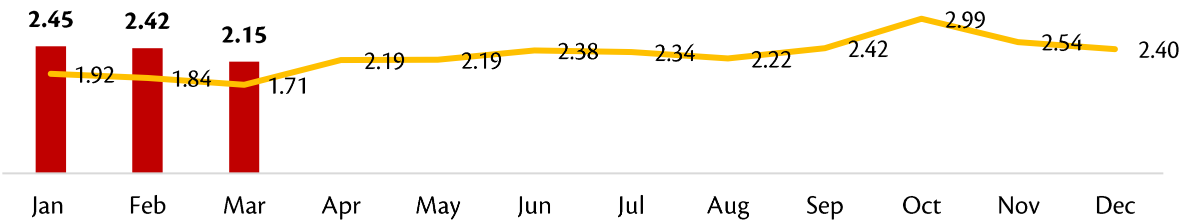
Revenue
(AED Million)



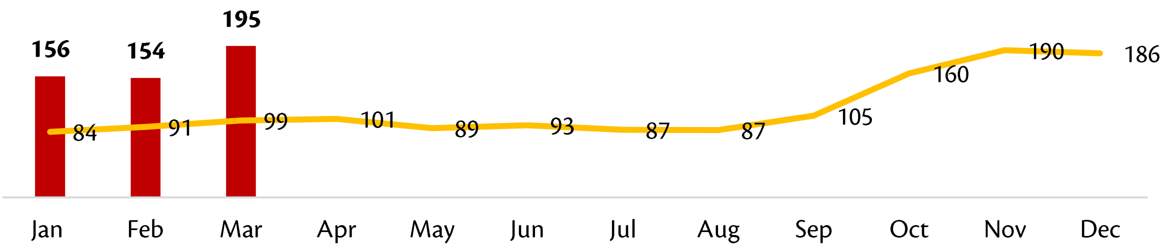
Occupancy %



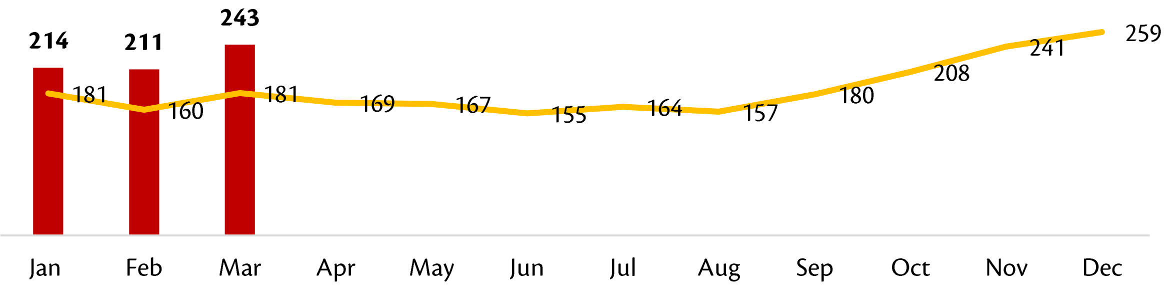
ALOS
(DAYS)



REVPAR
(AED)



ADR
(AED)



KEY INDICATORS PER HOTEL TYPE

Table 5: Hotels performance by classification

★★★★★	Available Rooms	929				
5-Star	Occupancy	80%				
Number of Hotels:	ALOS	1.98				
12	RevPAR	320				
	Top 5 Nationalities	**1**) UAE	**2**) Russia	**3**) KSA	**4**) Oman	**5**) India
★★★★	Available Rooms	2,303				
4-Star	Occupancy	74%				
Number of Hotels:	ALOS	2.30				
20	RevPAR	177				
	Top 5 Nationalities	**1**) Russia	**2**) UAE	**3**)Oman	**4**) India	**5**) KSA
★★★	Available Rooms	1,506				
3-Star	Occupancy	82%				
Number of Hotels:	ALOS	2.36				
13	RevPAR	159				
	Top 5 Nationalities	**1**) India	**2**) Oman	**3**)UAE	**4**) KSA	**5**) Pakistan
★★	Available Rooms	596				
2-Star	Occupancy	71%				
Number of Hotels:	ALOS	2.60				
10	RevPAR	94				
	Top 5 Nationalities	**1**) India	**2**) Oman	**3**) Pakistan	**4**) KSA	**5**) Egypt
★	Available Rooms	343				
1-Star	Occupancy	64%				
Number of Hotels:	ALOS	2.21				
10	RevPAR	73				
	Top 5 Nationalities	**1**) India	**2**) Pakistan	**3**)Bangladesh	**4**) Oman	**5**) Philippines
	Available Rooms	790				
Deluxe	Occupancy	72%				
Number of Hotels:	ALOS	2.79				
7	RevPAR	163				
	Top 5 Nationalities	**1**) UAE	**2**) Iraq	**3**) India	**4**) Oman	**5**) KSA
	Available Rooms	540				
Standard	Occupancy	74%				
Number of Hotels:	ALOS	1.99				
8	RevPAR	129				
	Top 5 Nationalities	**1**) India	**2**) Iraq	**3**) Oman	**4**) KSA	**5**) Egypt
	Available Rooms	749				
Basic	Occupancy	75%				
Number of Hotels:	ALOS	2.99				
24	RevPAR	110				
	Top 5 Nationalities	**1**) India	**2**) Oman	**3**) Pakistan	**4**) Egypt	**5**)Syria

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.

$$Occupancy = (Rooms\ Sold\ /\ Rooms\ Available) \times 100$$

❖ 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.

$$RevPAR = Occupancy \times ADR$$

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