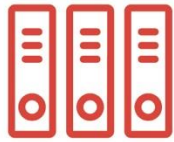# SHARJAH
HOSPITALITY
STATISTICS
REPORT
Q2 – 2022

Strategy – Research & Statistics Division
July, 2022

TABLE OF CONTENTS

EXECUTIVE SUMMARY

2ⁿᵈ Quarter - 2022

Sharjah Hotel Main Indicators

Table 1: Sharjah Tourism Main Indicators – Q2 2022

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	273,418 ▲ 4%	56% ▼ 2%	2.15 ▼ 5%
	Total Revenue	**RevPAR**	**ADR**
	AED 97 Million ▲ 14%	AED 102 ▲ 11%	AED 181 ▲ 10%

105 HOTEL
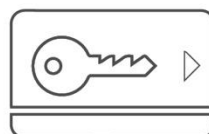
7,782 ROOMS

Table 2: Number of Hotels and rooms by star rating

STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	12	21	33	39
	977	2,473	2,397	1,935

HOSPITALITY SECTOR PERFORMANCE

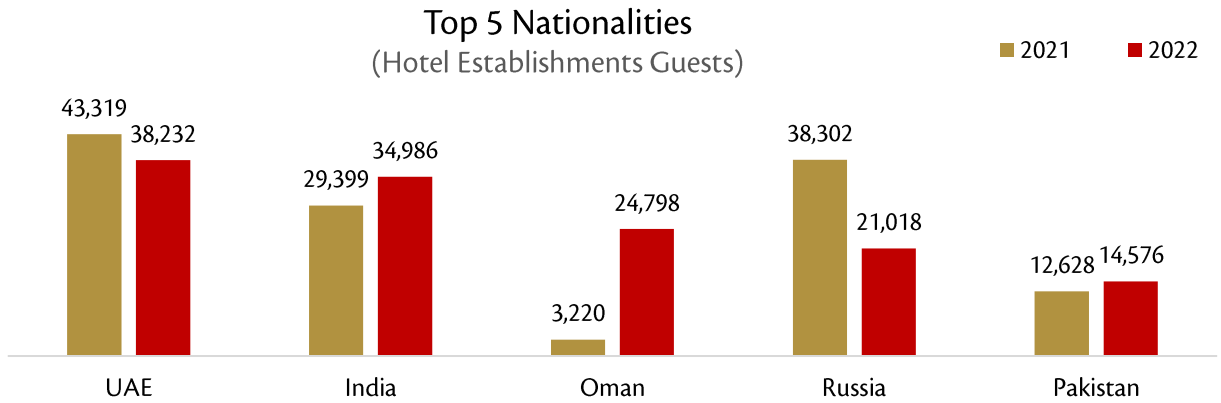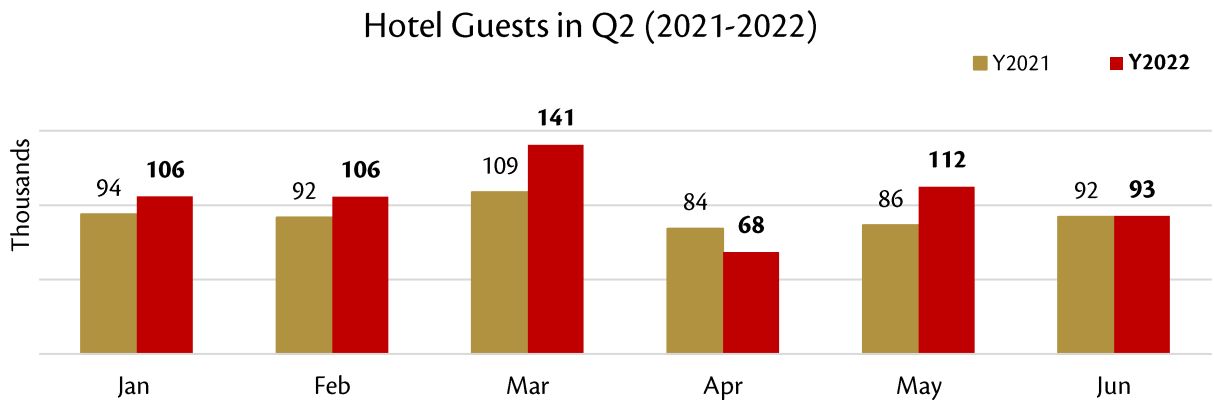**Figure 1**: top 5 source markets in Sharjah by nationality during Q2 (2021 – 2022)

Top 5 Nationalities
(Hotel Establishments Guests)

■ 2021 ■ 2022

Nationality	2021	2022
UAE	43,319	38,232
India	29,399	34,986
Oman	3,220	24,798
Russia	38,302	21,018
Pakistan	12,628	14,576

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

Hotel Guests in Q2 (2021-2022)

■ Y2021 ■ **Y2022**

Thousands

Month	Y2021	Y2022
Jan	94	106
Feb	92	106
Mar	109	141
Apr	84	68
May	86	112
Jun	92	93

Figure 3: Hotel Establishments total revenue – Q2

Total Revenue (Million) - Q2

Millions

Year	Revenue
2022	97
2021	85
2020	25

HOTEL REVENUE – Q2

2021	2022
84,609,315	96,574,301
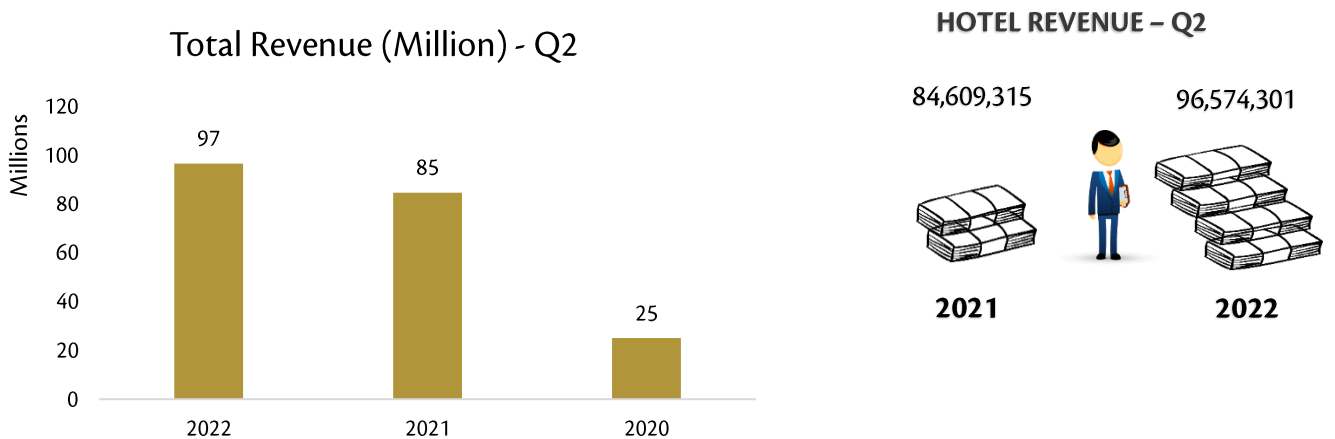
KEY INDICATORS BY REGION

SHARE %

- 5%
- 12%
- 2%
- 16 %
- 18%
- 28%
- 14%
- 5%
- 0%

GROWTH %

Region	Growth	
Russia, CIS & Baltics	35%	▼
Americas	12%	▼
GCC	280%	▲
Arabs	11%	▼
Europe Ex.Russia, CIS	18%	▲
Asia	8%	▲
Africa	15%	▲
Australia & The Pacific	83%	▲
UAE	12%	▼
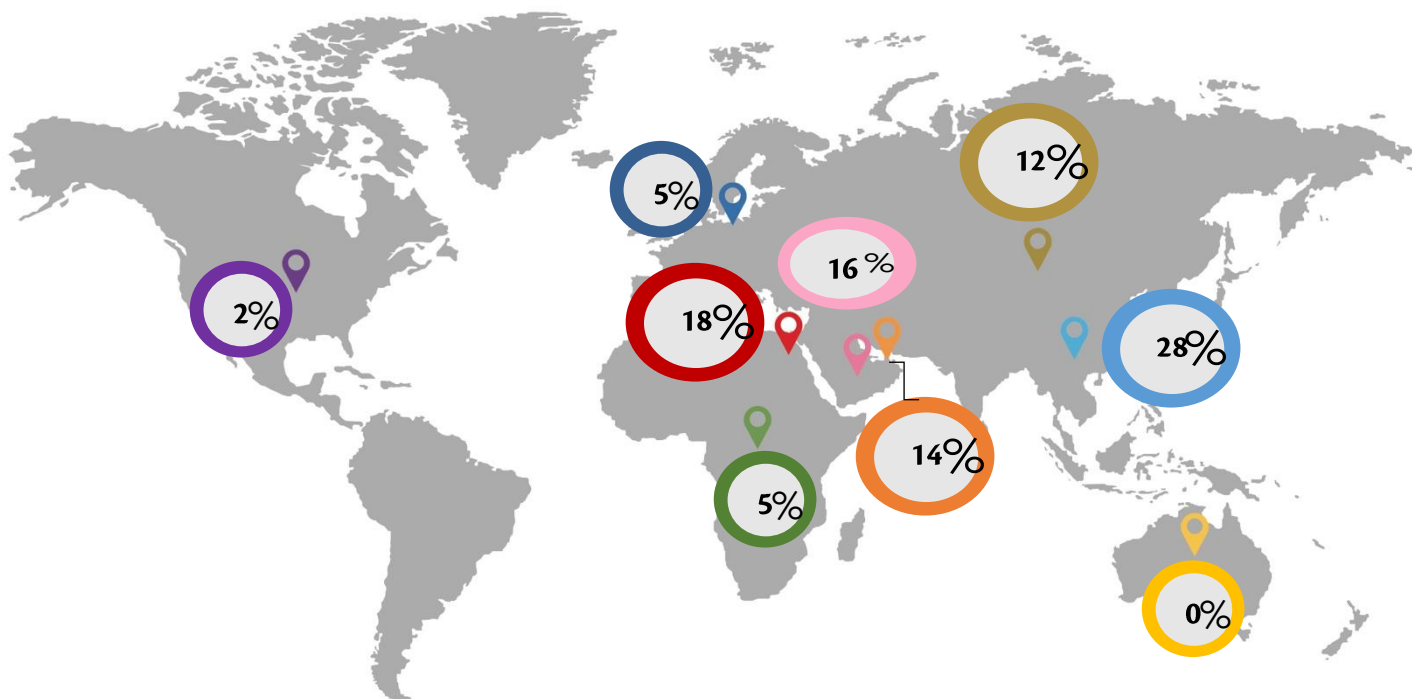
الشارقة
Sharjah
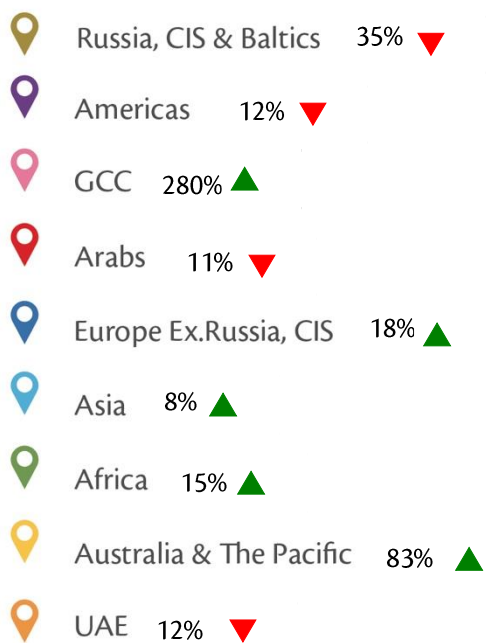
TOP 20 SOURCE MARKETS

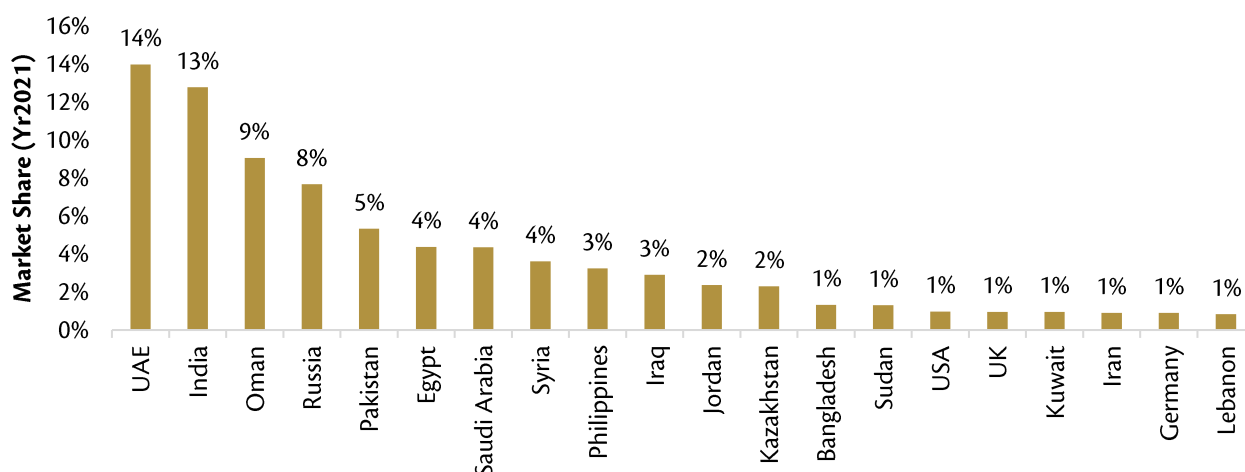**Figure 5**: Market Share % for the Top 20 Source Markets during Q2 - 2022.

Top 20 Hotel Guests by Nationality & Market Share

Table 3: Top 20 source markets

Rank	Market	ALOS Days	Nights Number	Change %
1	UAE	1.73	66,073	-12%
2	India	2.33	81,513	19%
3	Oman	1.35	33,492	670%
4	Russia	2.55	53,698	-45%
5	Pakistan	1.77	25,805	15%
6	Egypt	2.58	30,863	-37%
7	Saudi Arabia	1.78	21,302	108%
8	Syria	2.32	23,024	39%
9	Philippines	2.13	18,928	-15%
10	Iraq	4.07	32,408	-3%
11	Jordan	2.23	14,428	-18%
12	Kazakhstan	2.72	17,052	57%
13	Bangladesh	1.61	5,842	25%
14	Sudan	2.48	8,876	-14%
15	USA	2.39	6,365	-22%
16	UK	2.13	5,570	24%
17	Kuwait	2.25	5,884	150%
18	Iran	2.61	6,474	0%
19	Germany	2.27	5,605	47%
20	Lebanon	2.76	6,280	7%

After lifting most of the travel restrictions and the restoration of the travel and tourism sector, visitors from GCC returned slowly to pre-Covid levels with over 6 times growth in Oman compared to last year during same period.

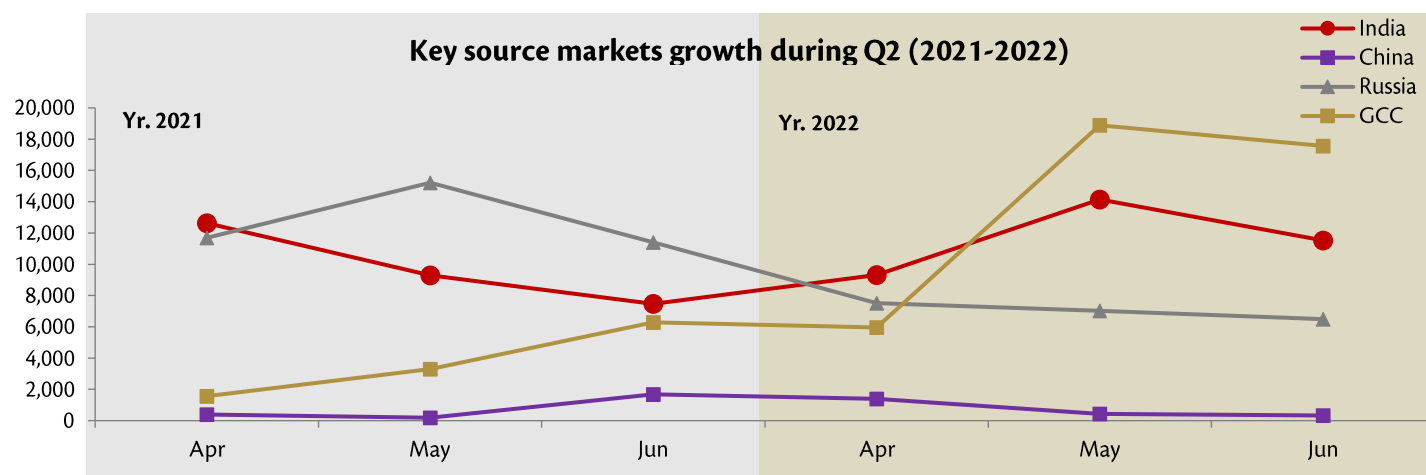**Figure 6:** Average Occupancy Rate - Q2
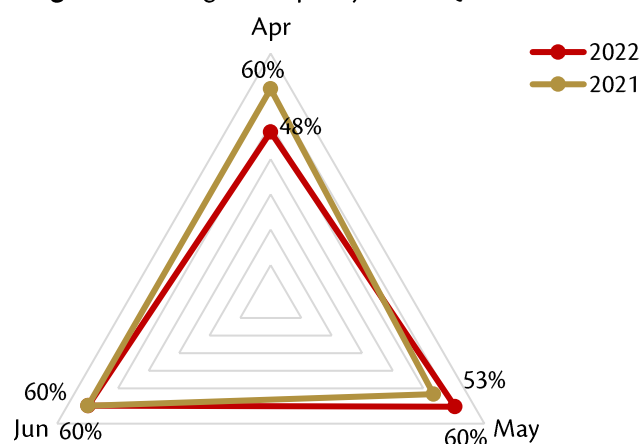
KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

India	Guest		Growth%		2022 %Share	Guest Night		Growth%	
Month	Yr2021	Yr2022				Yr2021	Yr2022		
Apr	12,631	9,317	▼	-26%	14%	26,748	23,527	▼	-12%
May	9,300	14,144	▲	52%	13%	21,233	29,861	▲	41%
Jun	7,468	11,525	▲	54%	12%	17,740	28,125	▲	59%
Q2	**29,399**	**34,986**	▲	**19%**	**13%**	**65,721**	**81,513**	▲	**24%**
China	Guest		Growth%		2022 %Share	Guest Night		Growth%	
Month	Yr2021	Yr2022				Yr2021	Yr2022		
Apr	389	1,400	▲	260%	2%	681	1,813	▲	166%
May	188	439	▲	134%	0%	549	723	▲	32%
Jun	1,684	324	▼	-81%	0%	4,328	564	▼	-87%
Q2	**2,261**	**2,163**	▼	**-4%**	**1%**	**5,558**	**3,100**	▼	**-44%**
Russia	Guest		Growth%		2022 %Share	Guest Night		Growth%	
Month	Yr2021	Yr2022				Yr2021	Yr2022		
Apr	11,685	7,509	▼	-36%	11%	31,541	19,480	▼	-38%
May	15,218	7,017	▼	-54%	6%	43,901	18,302	▼	-58%
Jun	11,399	6,492	▼	-43%	7%	38,699	15,916	▼	-59%
Q2	**38,302**	**21,018**	▼	**-45%**	**8%**	**114,141**	**53,698**	▼	**-53%**
GCC	Guest		Growth%		2022 %Share	Guest Night		Growth%	
Month	Yr2021	Yr2022				Yr2021	Yr2022		
Apr	1,566	5,951	▲	280%	9%	3,426	9,882	▲	188%
May	3,305	18,890	▲	472%	17%	6,301	29,364	▲	366%
Jun	6,279	17,569	▲	180%	19%	12,165	27,884	▲	129%
Q2	**11,150**	**42,410**	▲	**280%**	**16%**	**21,892**	**67,130**	▲	**207%**

*All GCC countries excluding UAE

Key source markets growth during Q2 (2021-2022)

SECTOR PERFORMANCE –
KEY INDICATORS (QUARTERLY)

Legend: 2020 ■ 2021 ■ **2022** ■

Revenue (AED Million)

	Q1	Q2	Q3	Q4
2020	142	25	48	66
2021	79	85	87	160
2022	**150**	**97**		

Occupancy %

	Q1	Q2	Q3	Q4
2020	64%	30%	40%	51%
2021	53%	58%	56%	76%
2022	**75%**	**56%**		

ALOS (DAYS)

	Q1	Q2	Q3	Q4
2020	1.95	2.07	1.87	1.91
2021	1.83	2.25	2.33	2.64
2022	**2.34**	**2.17**		

REVPAR (AED)

	Q1	Q2	Q3	Q4
2020	122	41	66	85
2021	92	95	93	178
2022	**168**	**101**		

ADR (AED)

	Q1	Q2	Q3	Q4
2020	189	135	167	165
2021	174	164	167	236
2022	**223**	**181**		
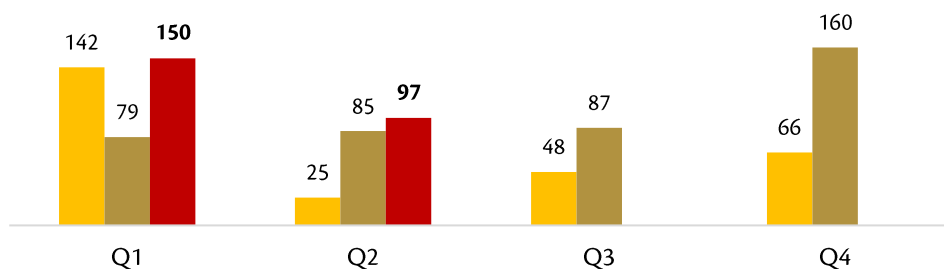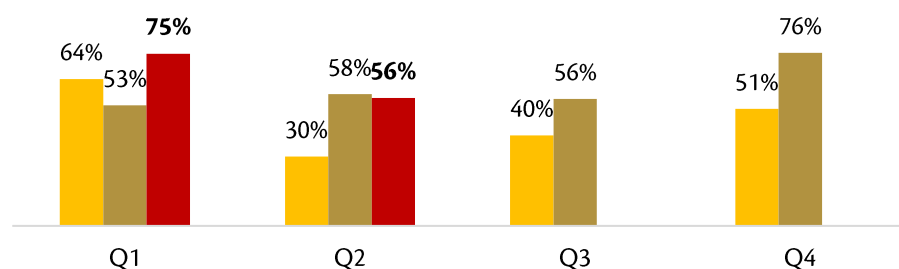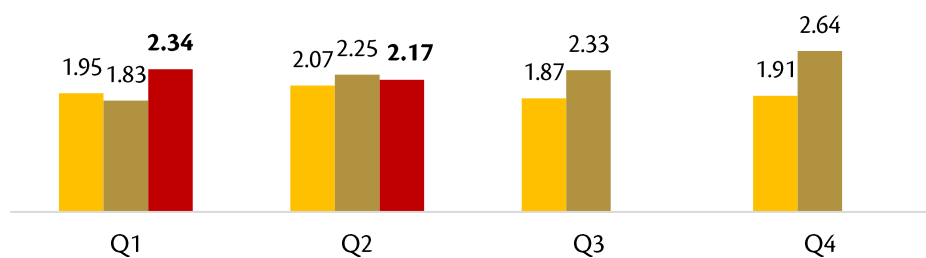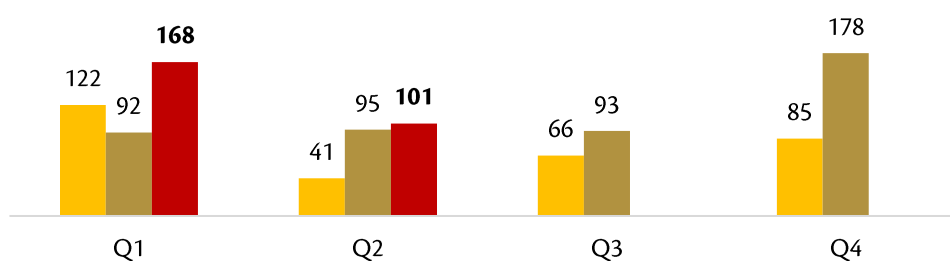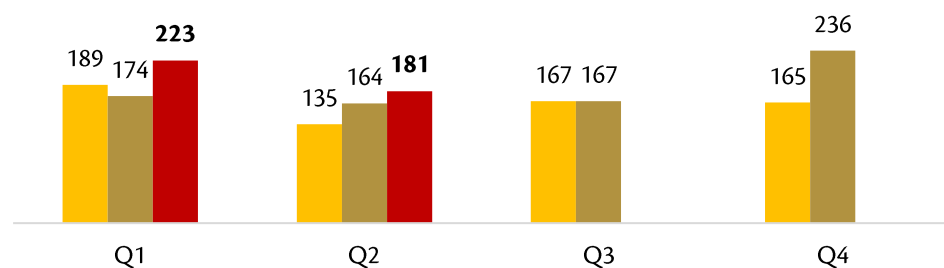
SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

Legend: ■ 2022 (red bars) — 2021 (yellow line)

Revenue (AED Million)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022	49	44	57	29	39	29						
2021	25	24	30	29	28	28	27	28	32	47	57	56

Occupancy %

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022	73%	73%	80%	48%	60%	60%						
2021	47%	57%	55%	60%	53%	60%	53%	55%	59%	77%	79%	72%

ALOS (DAYS)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022	2.45	2.42	2.15	2.31	2.00	2.20						
2021	1.92	1.84	1.71	2.19	2.19	2.38	2.34	2.22	2.42	2.99	2.54	2.40

REVPAR (AED)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022	156	154	195	85	122	97						
2021	84	91	99	101	89	93	87	87	105	160	190	186

ADR (AED)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022	214	211	243	178	202	162						
2021	181	160	181	169	167	155	164	157	180	208	241	259

Sharjah

KEY INDICATORS PER HOTEL TYPE
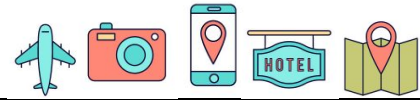
Table 5: Hotels performance by classification

|			1	2	3	4	5
★ ★ ★ ★ ★ **5-Star** Number of Hotels: 12	Available Rooms	977					
	Occupancy	62%					
	ALOS	1.86					
	RevPAR	161					
	Top 5 Nationalities	**1**) UAE	**2**) Russia	**3**) Oman	**4**) KSA	**5**)Kazakhstan	
★ ★ ★ ★ **4-Star** Number of Hotels: 21	Available Rooms	2,473					
	Occupancy	52%					
	ALOS	1.91					
	RevPAR	109					
	Top 5 Nationalities	**1**) Russia	**2**) UAE	**3**)Oman	**4**) India	**5**) KSA	
★ ★ ★ **3-Star** Number of Hotels: 13	Available Rooms	1,483					
	Occupancy	63%					
	ALOS	2.41					
	RevPAR	107					
	Top 5 Nationalities	**1**) India	**2**) Oman	**3**)UAE	**4**) Pakistan	**5**) KSA	
★ ★ **2-Star** Number of Hotels: 10	Available Rooms	612					
	Occupancy	54%					
	ALOS	2.37					
	RevPAR	52					
	Top 5 Nationalities	**1**) India	**2**) Oman	**3**) Pakistan	**4**) UAE	**5**) Egypt	
★ **1-Star** Number of Hotels: 10	Available Rooms	302					
	Occupancy	47%					
	ALOS	1.94					
	RevPAR	52					
	Top 5 Nationalities	**1**) India	**2**) Pakistan	**3**)Bangladesh	**4**) Oman	**5**) Philippines	
Deluxe Number of Hotels: 7	Available Rooms	810					
	Occupancy	56%					
	ALOS	2.43					
	RevPAR	96					
	Top 5 Nationalities	**1**) UAE	**2**) India	**3**) Oman	**4**) Iraq	**5**) KSA	
Standard Number of Hotels: 8	Available Rooms	402					
	Occupancy	50%					
	ALOS	2.51					
	RevPAR	81					
	Top 5 Nationalities	**1**) India	**2**) Oman	**3**) Iraq	**4**) Egypt	**5**) KSA	
Basic Number of Hotels: 24	Available Rooms	723					
	Occupancy	56%					
	ALOS	2.76					
	RevPAR	71					
	Top 5 Nationalities	**1**) India	**2**) Pakistan	**3**) Egypt	**4**) Oman	**5**)Syria	

Jan to Jun - 2022
Sharjah Hotel Guests

Table 6: Sharjah Tourism Main Indicators – First half 2022

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	625,733 ▲ 12%	66% ▲ 11%	2.25 ▲ 11%
	Total Revenue	**RevPAR**	**ADR**
	AED 247 M ▲ 50%	AED 136 ▲ 46%	AED 202 ▲ 20%

104 HOTEL
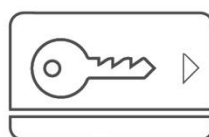
7,770 ROOMS

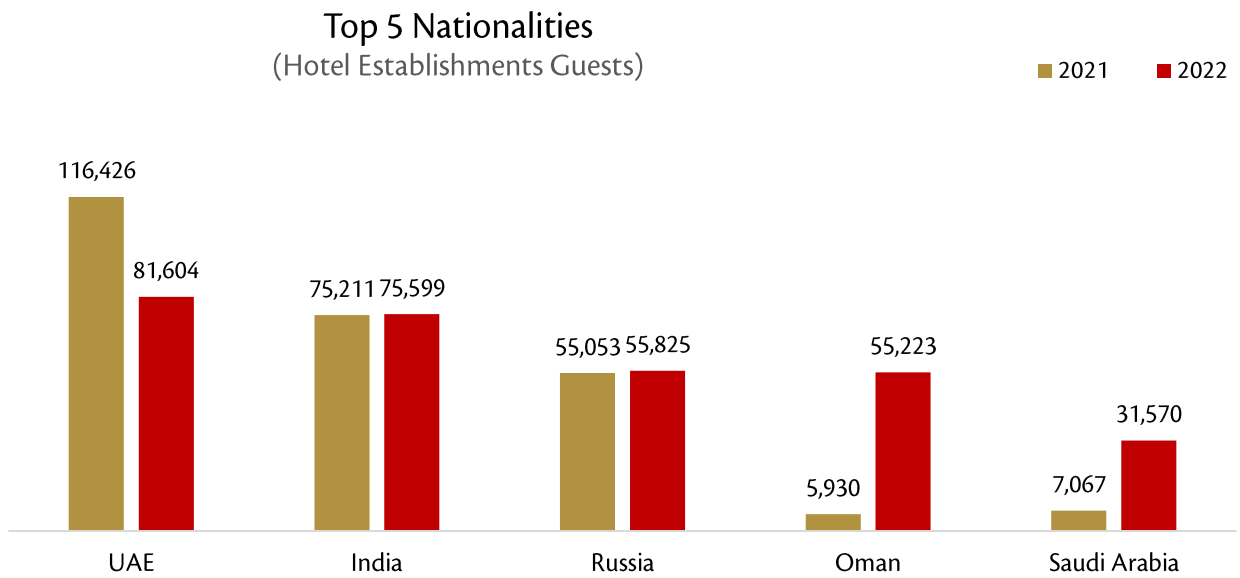**Table 7:** Number of Hotels and rooms by star rating during H1-2022

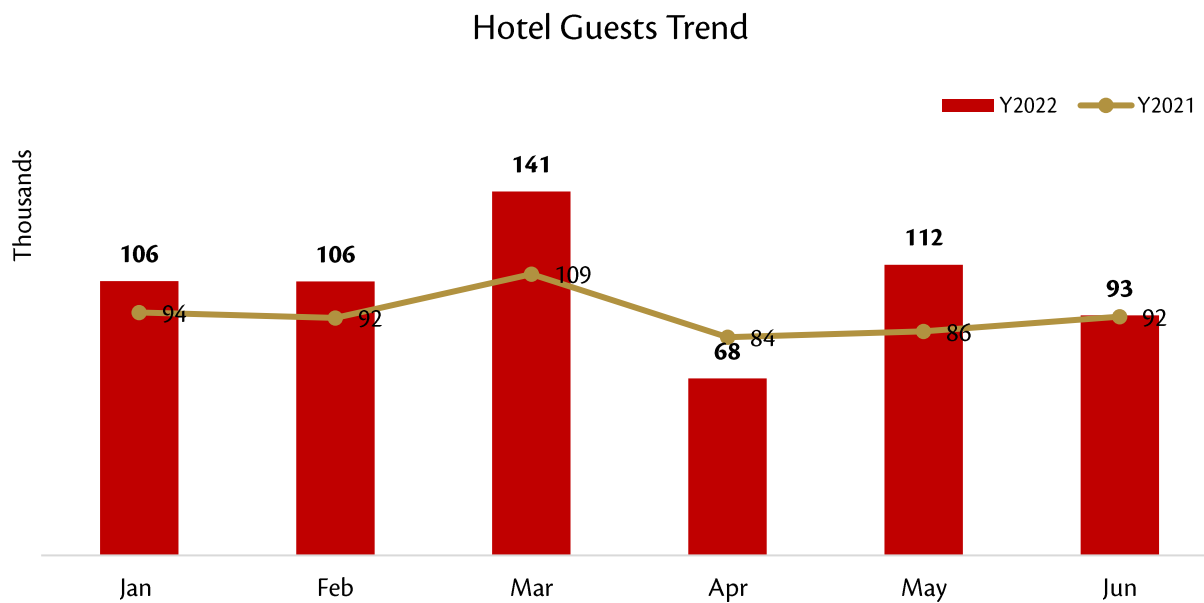| STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	12	20	33	39
	953	2,388	2,422	2,007

HOSPITALITY
SECTOR PERFORMANCE

Figure 10: top 5 source markets in Sharjah by nationality during Q2 (2021 – 2022)

Top 5 Nationalities
(Hotel Establishments Guests)

■ 2021 ■ 2022

Nationality	2021	2022
UAE	116,426	81,604
India	75,211	75,599
Russia	55,053	55,825
Oman	5,930	55,223
Saudi Arabia	7,067	31,570

Figure 11: Hotel guests trends during first half of (2021 – 2022)

Hotel Guests Trend

■ Y2022 ●— Y2021

Month	Y2022	Y2021
Jan	106	94
Feb	106	92
Mar	141	109
Apr	68	84
May	112	86
Jun	93	92

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.

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

❖ **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.

$$RevPAR = Occupancy\ x\ ADR$$

Prepared by:
Niama Al Ali – Research & Statistics Division

Reviewed by:
Murtada Al Zaylaie – Excellence Advisor & Strategy Department Acting Manager