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

الشارقة
Sharjah

SHARJAH HOSPITALITY STATISTICS REPORT

Q2 – 2023

Strategy – Research & Statistics Division
August, 2023

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EXECUTIVE SUMMARY

2nd Quarter - 2023

Sharjah Hotel Main Indicators

Table 1: Sharjah Tourism Main Indicators – Q2 2023 vs. Q2 2022

KEY PERFORMANCE INDICATORS			
Guest	Occupancy Rate%	ALOS (days)
339,885 ▲ 24%	62% ▲ 6%	2.13 ▼ 1%
Total Revenue	RevPAR	ADR
AED 130 Million ▲ 34%	AED 135 ▲ 32%	AED 211 ▲ 17%

102 HOTEL

721,548 *ROOMS Available

Table 2: Average number of Operating Hotels and monthly available rooms by star rating

STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	11	22	33	36
	91,877	252,900	207,418	169,353

NOTE	Sharjah has over 10,600 rooms

* available rooms will be reported based on the available rooms in hotels each day during the whole month, while inventory will be based on total rooms

HOSPITALITY SECTOR PERFORMANCE

Figure 1: top 5 source markets in Sharjah by nationality during Q2 (2022 – 2023)

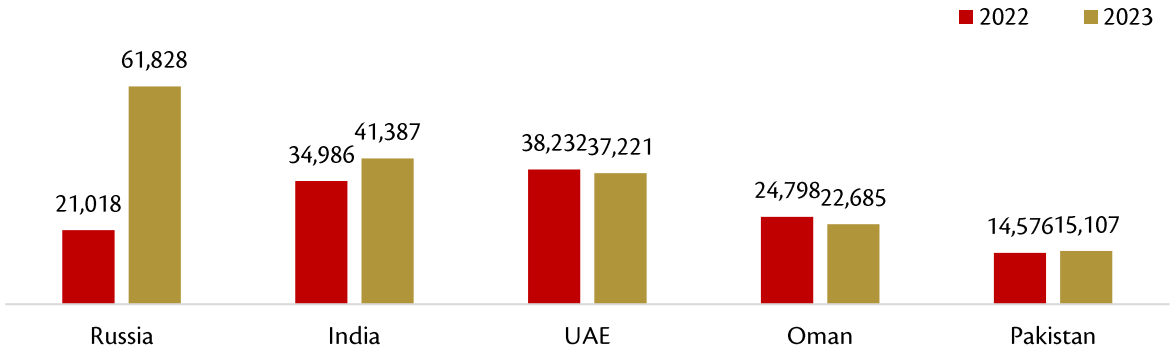


Figure 2: Hotel guests in Sharjah during second quarter 2022-2023

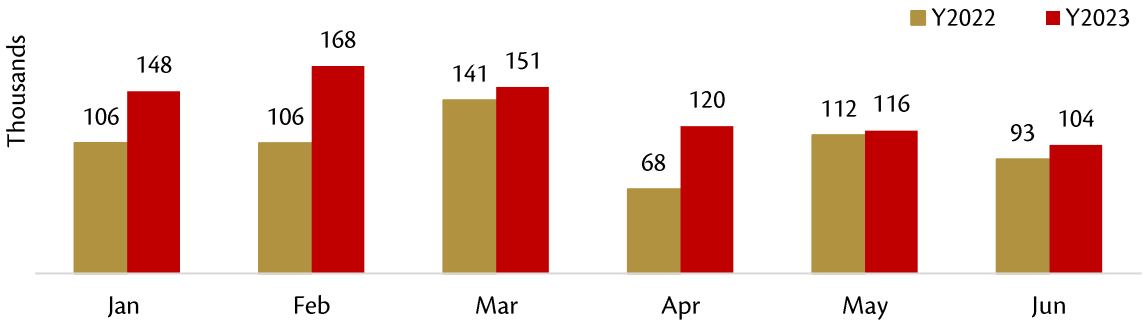
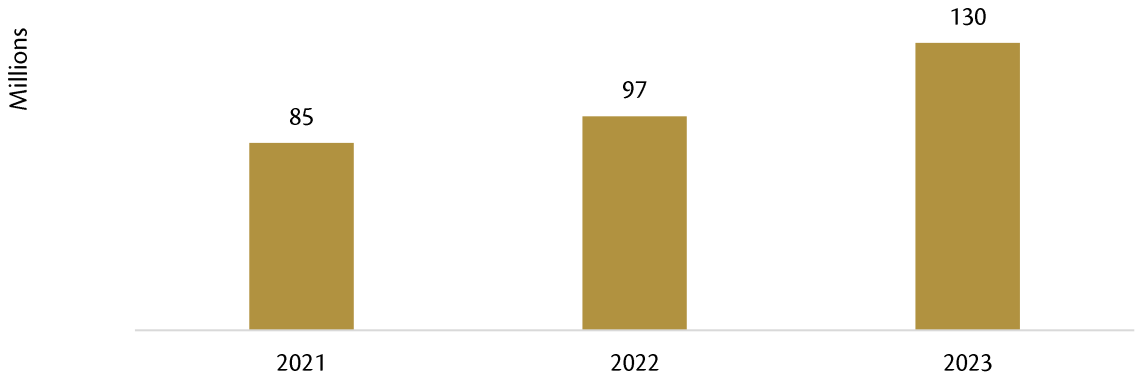
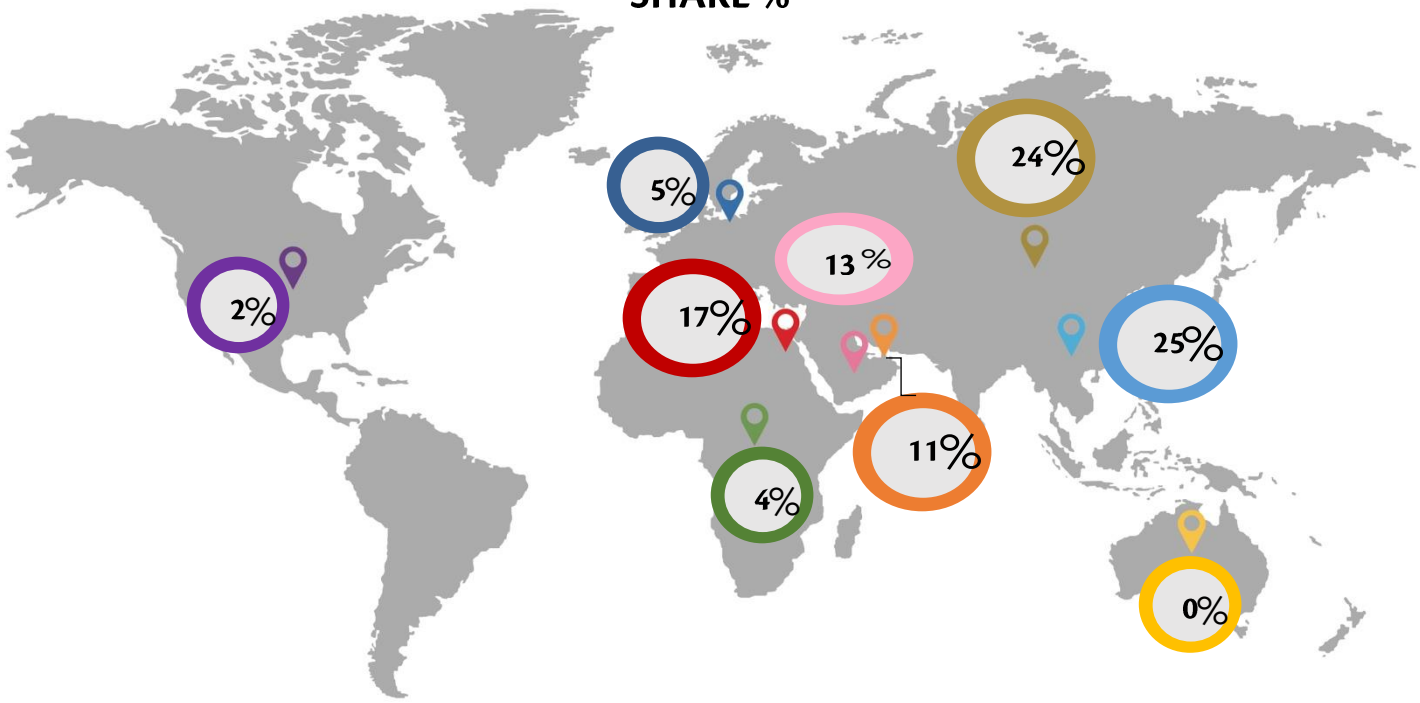


Figure 3: Hotel Establishments total revenue – Q2



KEY INDICATORS BY REGION

Figure 4: Guest arrivals geographical distribution by market share and growth %



GROWTH %

- Russia, CIS & Baltics 140% ▲
- Americas 28% ▲
- GCC 1% ▲
- Arabs 15% ▲
- Europe Ex.Russia, CIS 23% ▲
- Asia 9% ▲
- Africa 1% ▲
- Australia & The Pacific 8% ▲
- UAE 3% ▼

TOP 20 SOURCE MARKETS

Figure 5: Market Share % for the Top 20 Source Markets during Q2 - 2023.

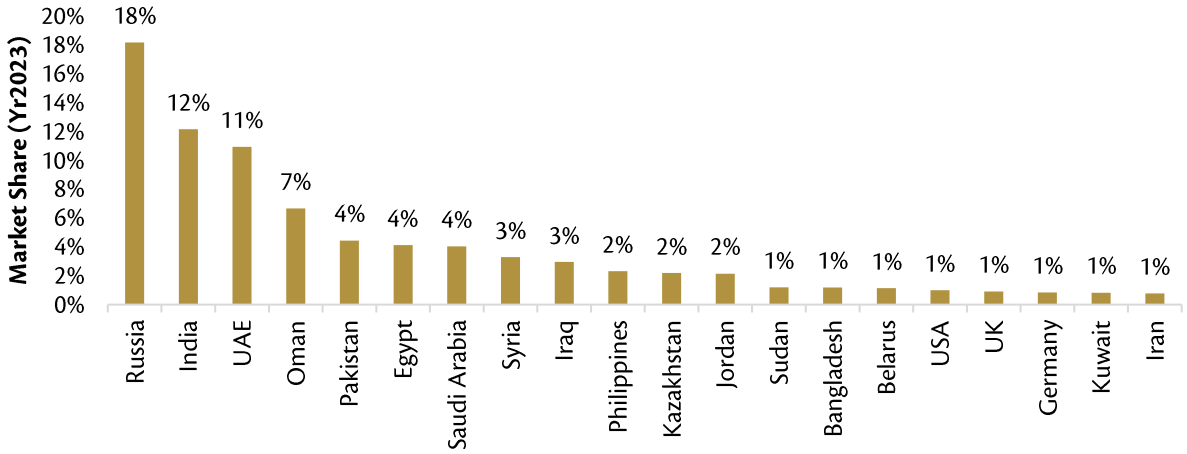
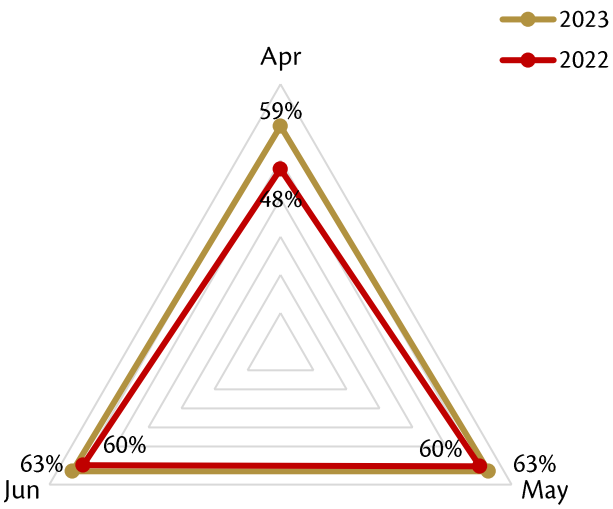


Table 3: Top 20 source markets

Rank	Market	ALOS Nights	Nights Number	Change %
1	Russia	2.76	170,510	194%
2	India	2.10	86,888	18%
3	UAE	1.67	62,218	-3%
4	Oman	1.31	29,720	-9%
5	Pakistan	1.70	25,653	4%
6	Egypt	2.44	34,186	17%
7	Saudi Arabia	1.70	23,292	15%
8	Syria	2.11	23,565	13%
9	Iraq	3.32	33,444	27%
10	Philippines	1.86	14,615	-11%
11	Kazakhstan	2.49	18,521	19%
12	Jordan	1.98	14,455	13%
13	Sudan	2.11	8,599	14%
14	Bangladesh	1.43	5,757	11%
15	Belarus	2.49	9,681	228%
16	USA	2.12	7,197	27%
17	UK	2.26	6,963	18%
18	Germany	2.19	6,297	17%
19	Kuwait	2.28	6,371	7%
20	Iran	2.59	6,786	6%

*note: rank & change% based on guest numbers compared to 2022

Figure 6: Average Occupancy Rate - Q2

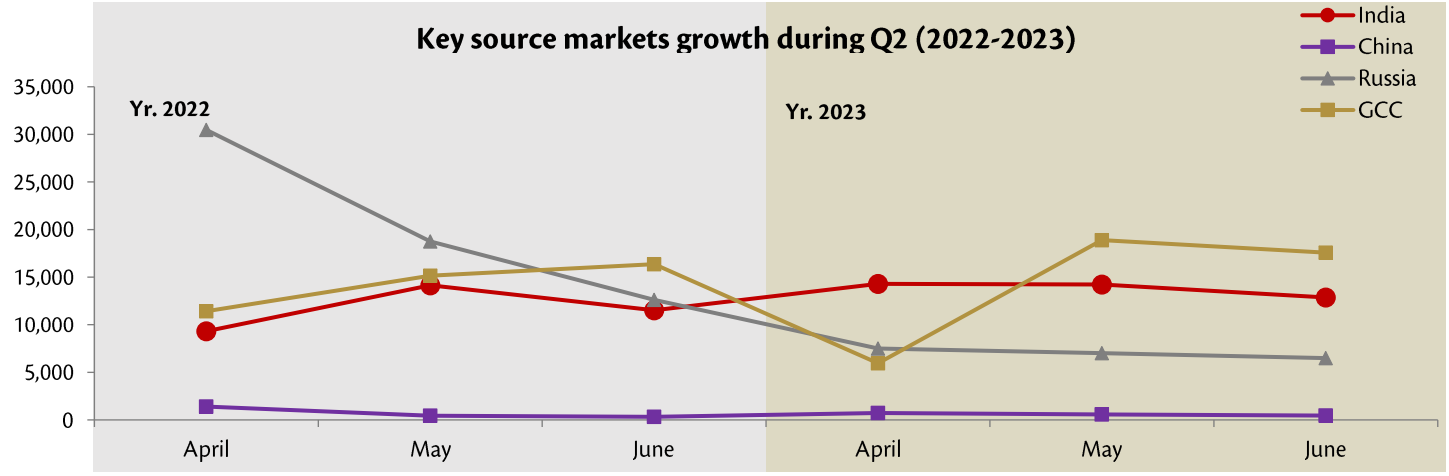


KEY SOURCE MARKETS PERFORMANCE

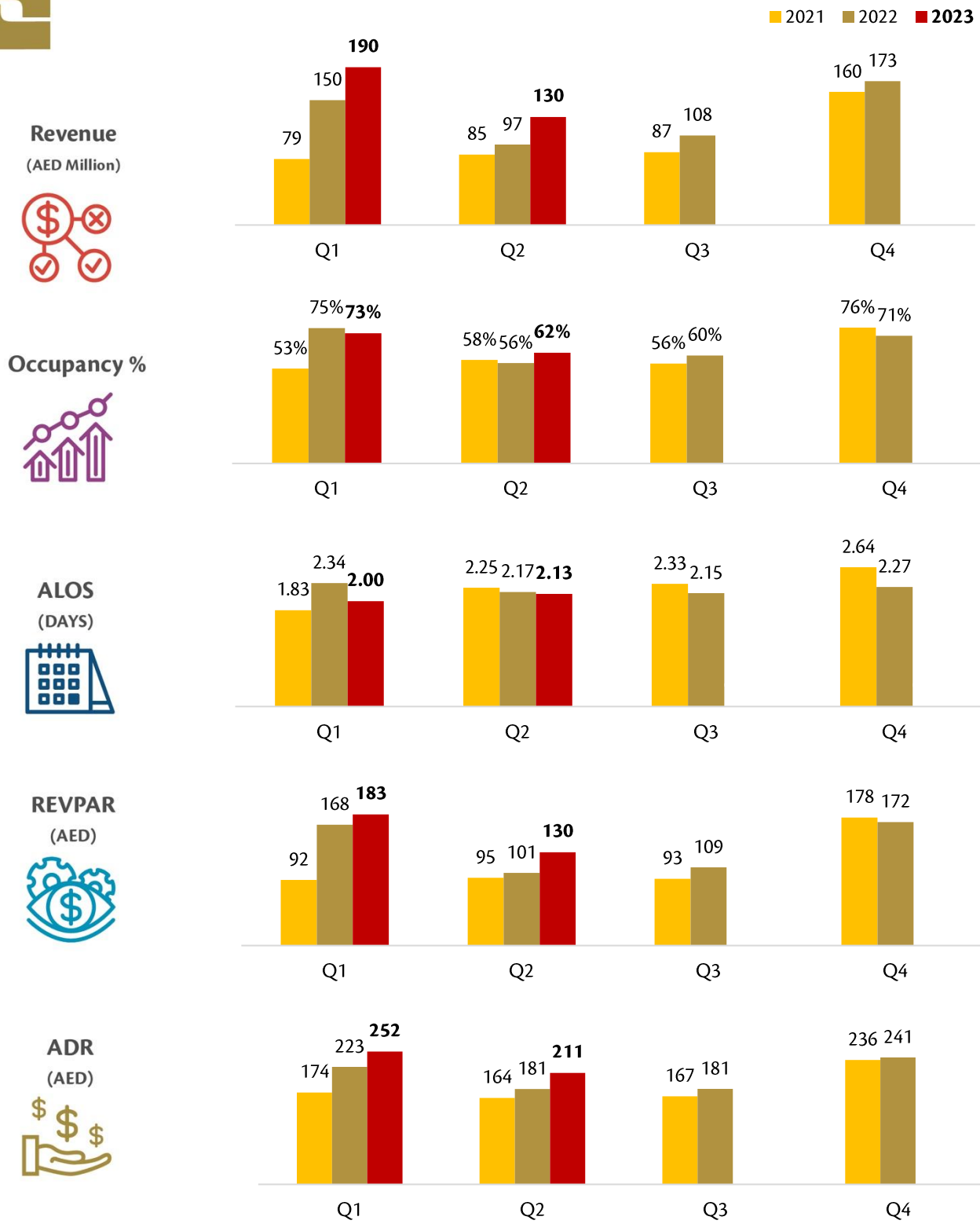
Table 4: Key source markets performance

India	Guest		Growth%		2023 %Share	Guest Night		Growth%	
Month	Yr2022	Yr2023				Yr2022	Yr2023		
April	9,317	14,295	▲	53%	12%	23,527	28,817	▲	22%
May	14,144	14,220	▲	1%	12%	29,861	29,339	▼	-2%
June	11,525	12,872	▲	12%	12%	28,125	28,732	▲	2%
Q2	**34,986**	**41,387**	▲	**18%**	**12%**	**81,513**	**86,888**	▲	**7%**
China	**Guest**		**Growth%**		**2023 %Share**	**Guest Night**		**Growth%**	
Month	**Yr2022**	**Yr2023**				**Yr2022**	**Yr2023**		
April	1,400	722	▼	-48%	1%	1,813	1,298	▼	-28%
May	439	581	▲	32%	1%	723	1,011	▲	40%
June	324	452	▲	40%	0%	564	787	▲	40%
Q2	**2,163**	**1,755**	▼	**-19%**	**1%**	**3,100**	**3,096**	▼	**0%**
Russia	**Guest**		**Growth%**		**2023 %Share**	**Guest Night**		**Growth%**	
Month	**Yr2022**	**Yr2023**				**Yr2022**	**Yr2023**		
April	7,509	30,468	▲	306%	25%	19,480	85,043	▲	337%
May	7,017	18,743	▲	167%	16%	18,302	51,673	▲	182%
June	6,492	12,617	▲	94%	12%	15,916	33,794	▲	112%
Q2	**21,018**	**61,828**	▲	**194%**	**18%**	**53,698**	**170,510**	▲	**218%**
GCC	**Guest**		**Growth%**		**2023 %Share**	**Guest Night**		**Growth%**	
Month	**Yr2022**	**Yr2023**				**Yr2022**	**Yr2023**		
April	5,951	11,422	▲	92%	10%	9,882	17,841	▲	81%
May	18,890	15,156	▼	-20%	13%	29,364	23,603	▼	-20%
June	17,569	16,363	▼	-7%	16%	27,884	25,743	▼	-8%
Q2	**42,410**	**42,941**	▲	**1%**	**13%**	**67,130**	**67,187**	▲	**0%**

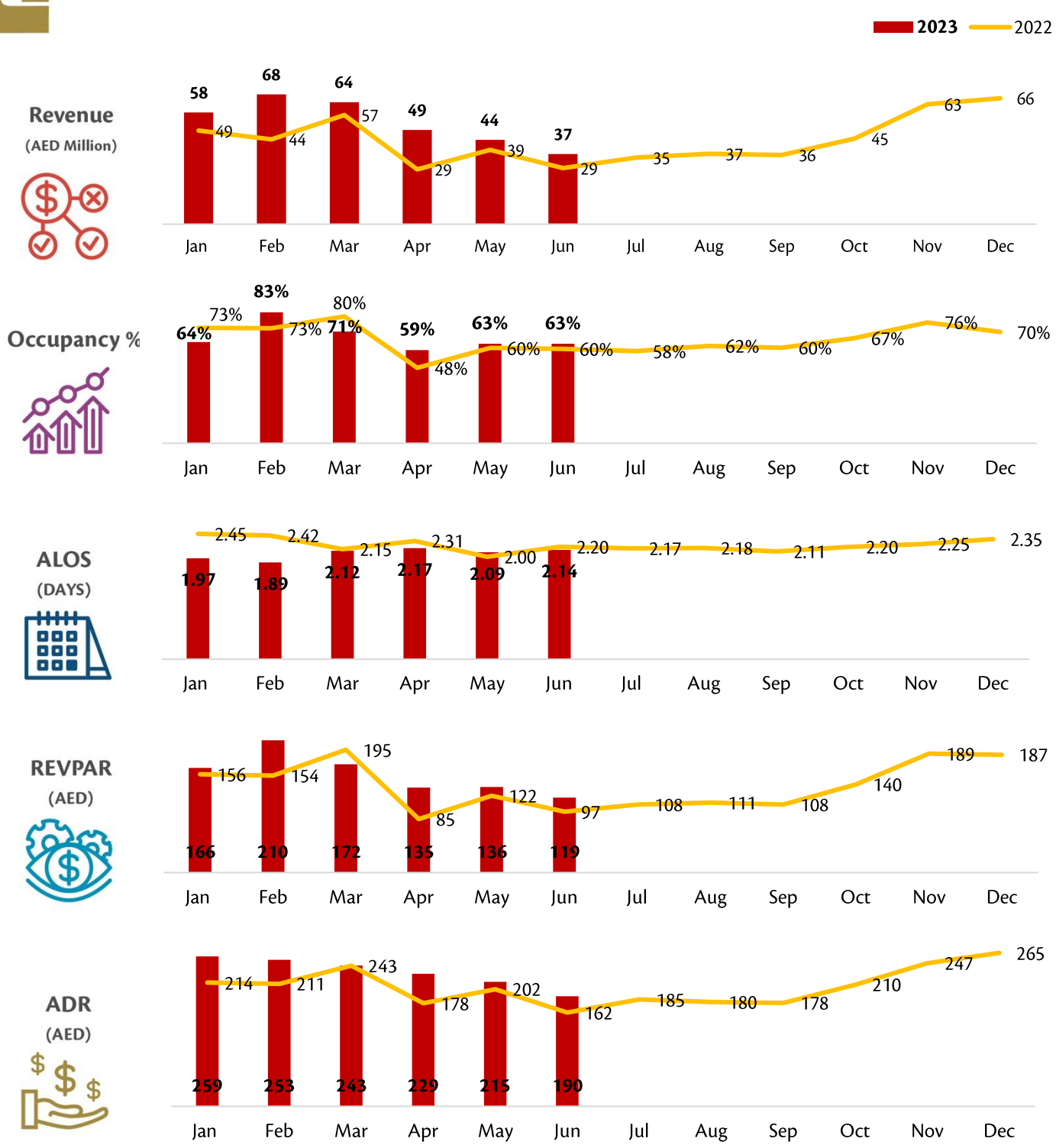
*All GCC countries excluding UAE



SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)



SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)



KEY INDICATORS PER HOTEL TYPE

Table 5: Hotels performance by classification

★★★★★ 5-Star Number of Hotels: 13	Available Rooms	91,877				
	Occupancy	64%				
	ALOS	1.96				
	RevPAR	232				
	Top 5 Nationalities	**1**) Russia	**2**) UAE	**3**) KSA	**4**) India	**5**) Oman
★★★★ 4-Star Number of Hotels: 21	Available Rooms	252,900				
	Occupancy	63%				
	ALOS	1.97				
	RevPAR	162				
	Top 5 Nationalities	**1**) Russia	**2**) UAE	**3**)India	**4**) Oman	**5**) KSA
★★★ 3-Star Number of Hotels: 14	Available Rooms	132,360				
	Occupancy	67%				
	ALOS	2.61				
	RevPAR	118				
	Top 5 Nationalities	**1**) India	**2**) Oman	**3**)UAE	**4**) Russia	**5**) Pakistan
★★ 2-Star Number of Hotels: 11	Available Rooms	48,218				
	Occupancy	64%				
	ALOS	1.91				
	RevPAR	63				
	Top 5 Nationalities	**1**) India	**2**) Oman	**3**) Pakistan	**4**) UAE	**5**) KSA
★ 1-Star Number of Hotels: 10	Available Rooms	26,840				
	Occupancy	46%				
	ALOS	2.02				
	RevPAR	63				
	Top 5 Nationalities	**1**) India	**2**) Pakistan	**3**)Bangladesh	**4**)Philippines	**5**) Oman
Deluxe Number of Hotels: 7	Available Rooms	55,177				
	Occupancy	65%				
	ALOS	2.31				
	RevPAR	130				
	Top 5 Nationalities	**1**) UAE	**2**) India	**3**) Iraq	**4**) Oman	**5**) Egypt
Standard Number of Hotels: 8	Available Rooms	47,411				
	Occupancy	47%				
	ALOS	2.07				
	RevPAR	84				
	Top 5 Nationalities	**1**) India	**2**) Iraq	**3**) Egypt	**4**) Oman	**5**) Syria
Basic Number of Hotels: 26	Available Rooms	66,765				
	Occupancy	59%				
	ALOS	2.59				
	RevPAR	77				
	Top 5 Nationalities	**1**) India	**2**) Pakistan	**3**) Egypt	**4**) Syria	**5**)Oman

EXECUTIVE SUMMARY

Year to Date (First Half) 2023

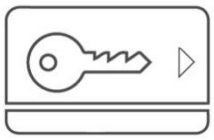
Jan to Jun - 2023

Sharjah Hotel Guests

Table 6: Sharjah Tourism Main Indicators – H1 2023 vs. H1 2022

KEY PERFORMANCE INDICATORS			
Guest	Occupancy Rate%	ALOS (days)
807,660 ▲ 29%	67% ▲ 1%	2.07 ▼ 8%
Total Revenue	**RevPAR**	**ADR**
AED 319 M ▲ 30%	AED 158 ▲ 16%	AED 232 ▲ 15%

107 HOTEL



1.52 M *ROOMS Available

Table 7: Average number of Operating Hotels and monthly available rooms by star rating - H1

STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	12	22	34	39
	182,907	540,596	442,692	355,381

NOTE	Sharjah has over 10,600 rooms

* available rooms will be reported based on the available rooms in hotels each day during the whole month, while inventory will be based on total rooms

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

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