

SHARJAH HOSPITALITY STATISTICS REPORT

Q3 – 2023

Strategy – Research & Statistics Division
November, 2023



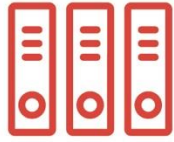


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EXECUTIVE SUMMARY



3rd Quarter - 2023

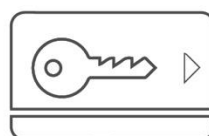
Sharjah Hotel Main Indicators

Table 1: Sharjah Tourism Main Indicators – Q3 2023 vs. Q3 2022

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	329,968 ▼ 2%	63% ▲ 3%	2.15 ► 0%
	Total Revenue	RevPAR	ADR
	AED 108 Million ► 0.4%	AED 115 ▲ 6%	AED 184 ▲ 2%



**100
HOTEL**

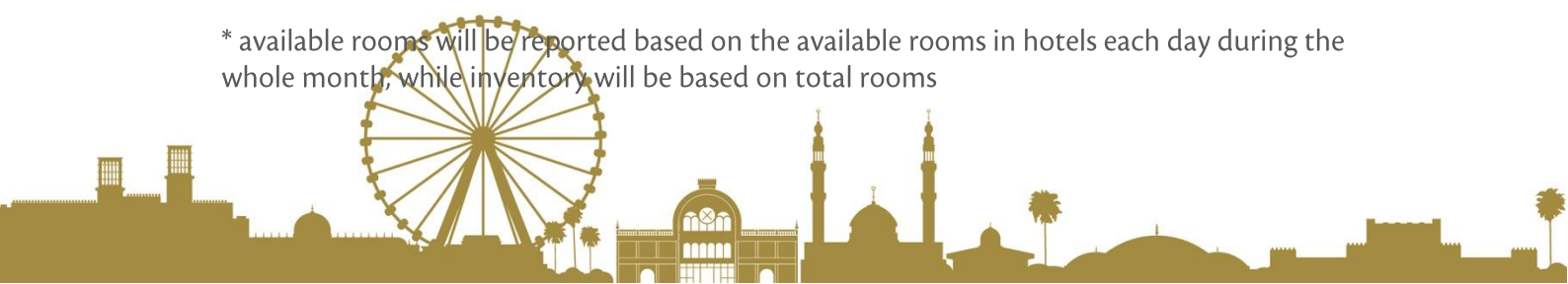


**708,420
*ROOMS Available**

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	31	36
	89,884	219,920	215,734	182,882
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 Q3 (2022 – 2023)

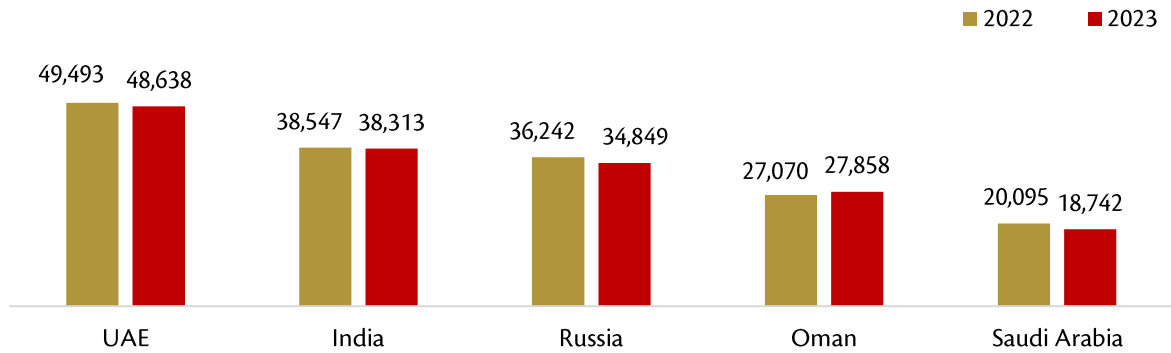


Figure 2: Hotel guests in Sharjah during third quarter 2022-2023

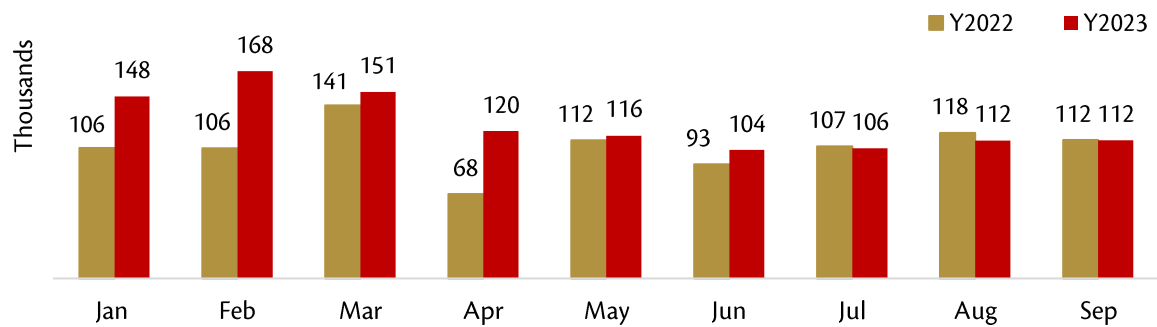
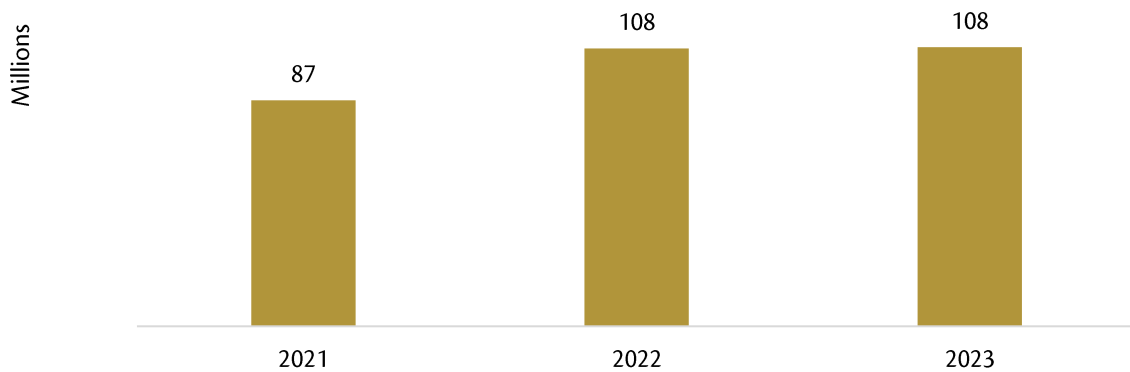


Figure 3: Hotel Establishments total revenue – Q3

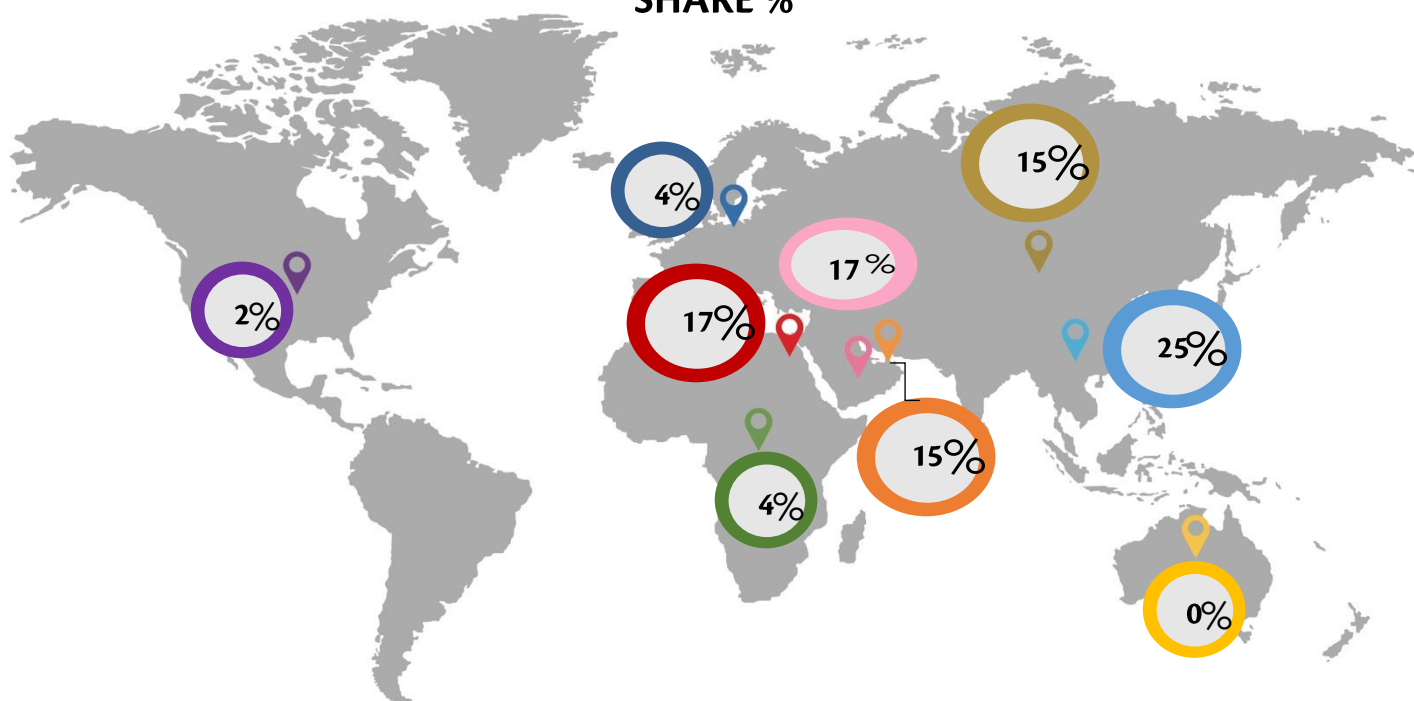




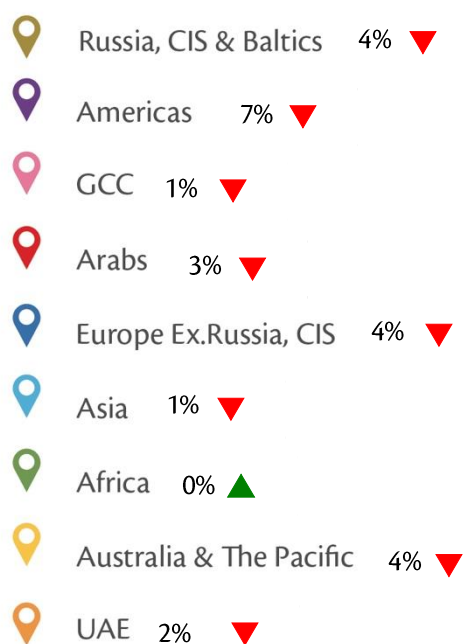
KEY INDICATORS BY REGION

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

SHARE %



GROWTH %



TOP 20 SOURCE MARKETS

Figure 5: Market Share % for the Top 20 Source Markets during Q3 - 2023.

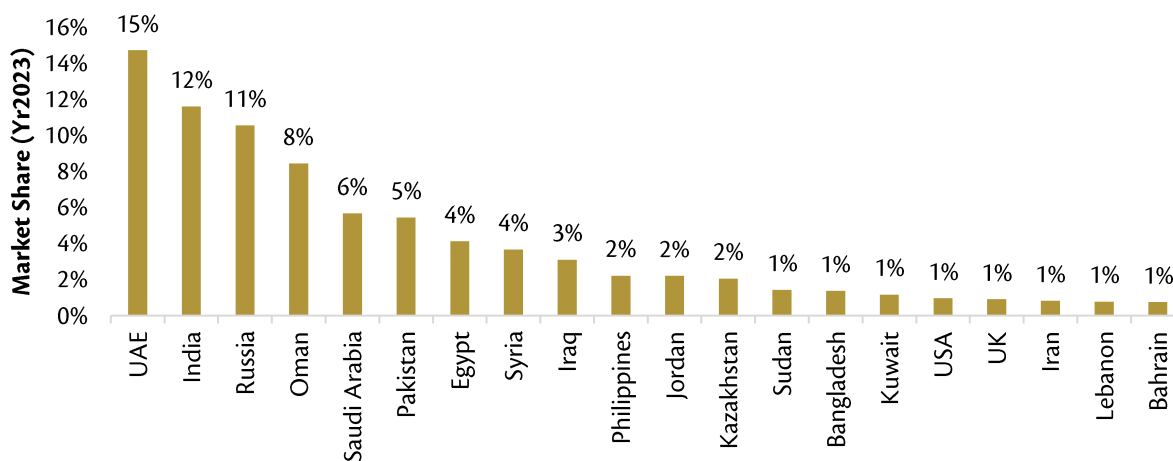
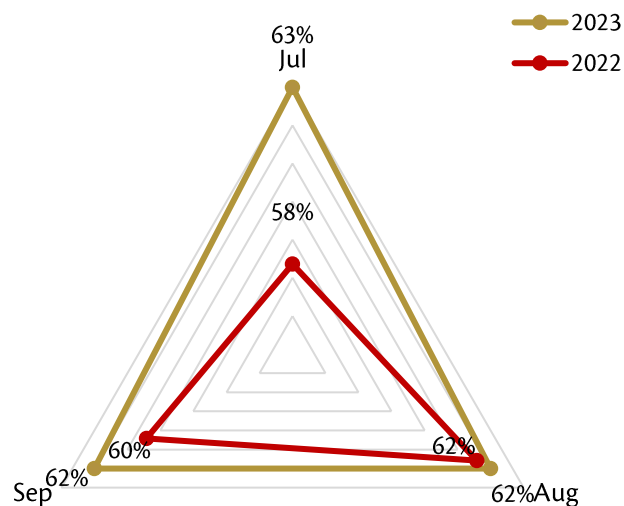


Table 3: Top 20 source markets Q3

Rank	Market	ALOS Nights	Nights Number	Change %
1	UAE	1.61	78,387	-2%
2	India	2.19	84,058	-1%
3	Russia	2.96	103,124	-4%
4	Oman	1.37	38,226	3%
5	KSA	1.61	30,247	-7%
6	Pakistan	1.74	31,248	-4%
7	Egypt	2.43	33,237	-4%
8	Syria	2.31	27,933	-5%
9	Iraq	3.66	37,500	-3%
10	Philippines	2.50	18,301	5%
11	Jordan	2.31	16,881	-3%
12	Kazakhstan	3.11	21,121	-5%
13	Sudan	2.44	11,480	-5%
14	Bangladesh	1.58	7,146	-5%
15	Kuwait	2.42	9,322	-8%
16	USA	2.62	8,330	-4%
17	UK	2.15	6,454	-10%
18	Iran	2.59	6,989	-2%
19	Lebanon	2.62	6,692	-2%
20	Bahrain	2.07	5,153	3%

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

Figure 6: Average Occupancy Rate - Q3

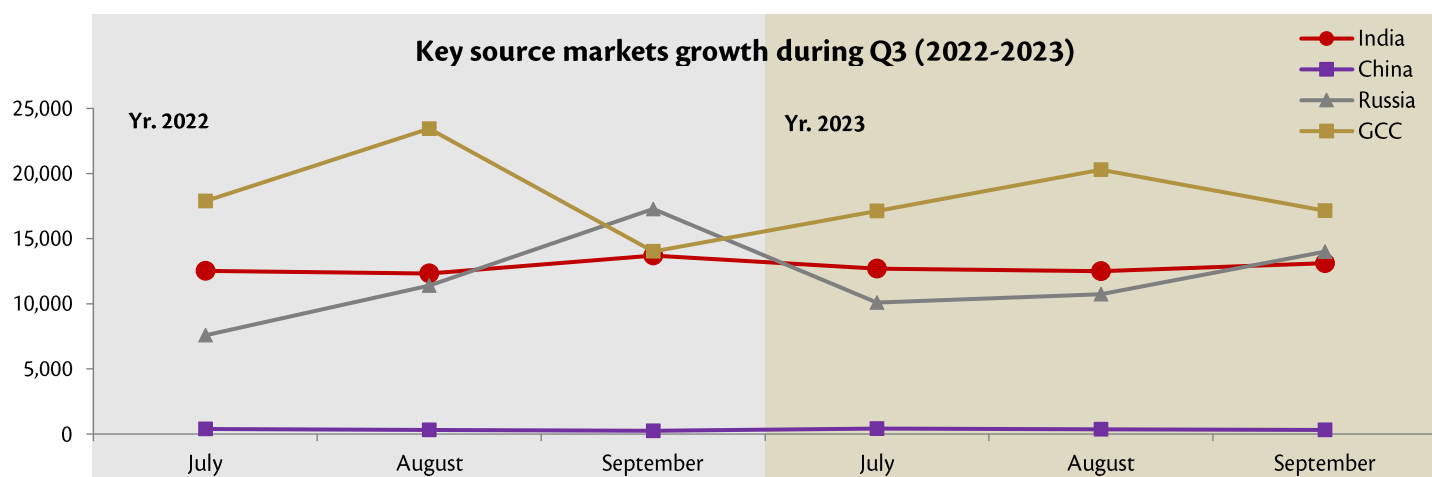


KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

India	Guest		Growth%		2023 %Share	Guest Night		Growth%	
Month	Yr2022	Yr2023				Yr2022	Yr2023		
July	12,522	12,697	▲	1%	12%	27,801	28,267	▲	2%
August	12,324	12,511	▲	2%	11%	27,205	27,736	▲	2%
September	13,701	13,106	▼	-4%	12%	28,376	28,056	▼	-1%
Q3	38,547	38,313	▼	-1%	12%	83,382	84,058	▲	1%
China	Guest		Growth%		2023 %Share	Guest Night		Growth%	
Month	Yr2022	Yr2023				Yr2022	Yr2023		
July	387	420	▲	8%	0.4%	811	799	▼	-1%
August	324	372	▲	15%	0.3%	1,018	909	▼	-11%
September	250	311	▲	24%	0.3%	485	697	▲	44%
Q3	961	1,102	▲	15%	0%	2,314	2,404	▲	4%
Russia	Guest		Growth%		2023 %Share	Guest Night		Growth%	
Month	Yr2022	Yr2023				Yr2022	Yr2023		
July	7,578	10,098	▲	33%	10%	27,280	30,537	▲	12%
August	11,384	10,741	▼	-6%	10%	35,142	32,840	▼	-7%
September	17,280	14,010	▼	-19%	12%	46,655	39,747	▼	-15%
Q3	36,242	34,849	▼	-4%	11%	109,077	103,124	▼	-5%
GCC	Guest		Growth%		2023 %Share	Guest Night		Growth%	
Month	Yr2022	Yr2023				Yr2022	Yr2023		
July	17,880	17,121	▼	-4%	16%	29,073	27,408	▼	-6%
August	23,444	20,283	▼	-13%	18%	37,525	32,467	▼	-13%
September	14,016	17,149	▲	22%	15%	20,552	26,509	▲	29%
Q3	55,340	54,553	▼	-1%	17%	87,150	86,384	▼	-1%

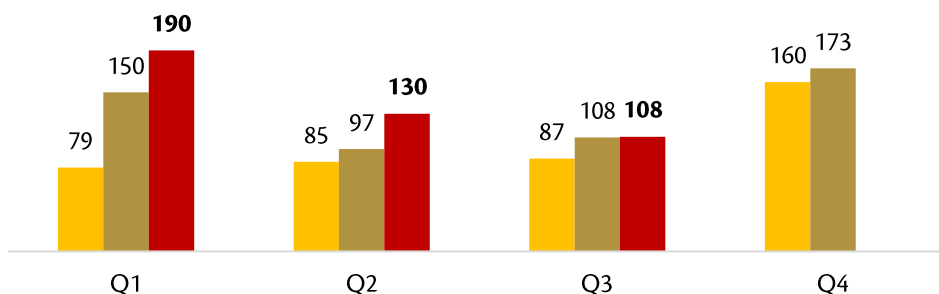
*All GCC countries excluding UAE



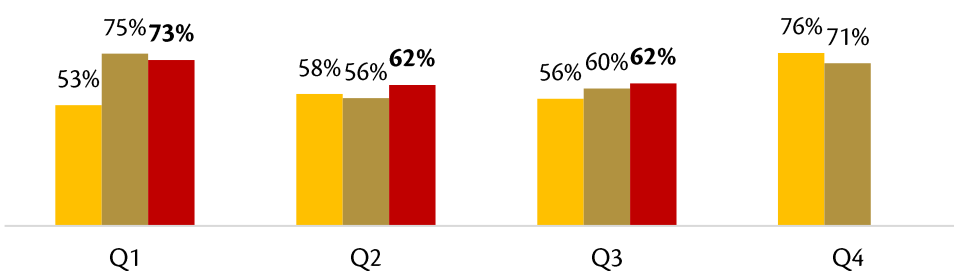
SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

■ 2021 ■ 2022 ■ 2023

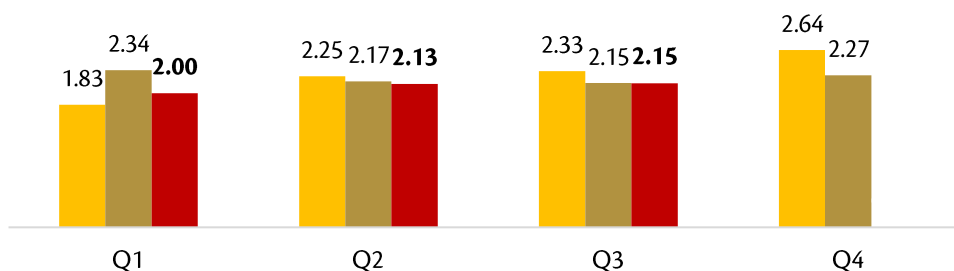
Revenue (AED Million)



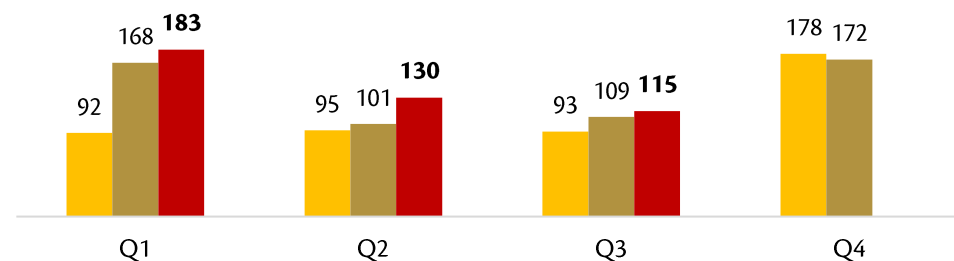
Occupancy %



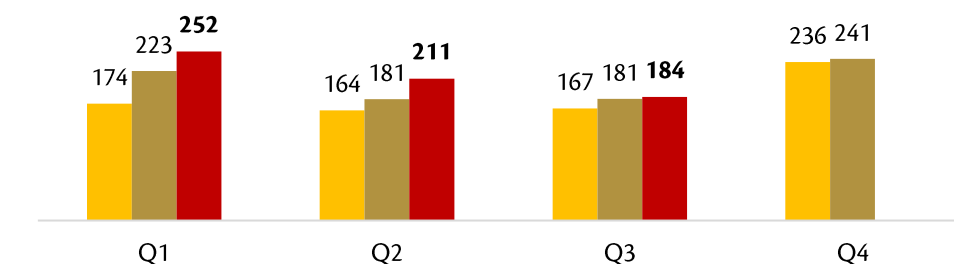
ALOS (DAYS)



REVPAR (AED)

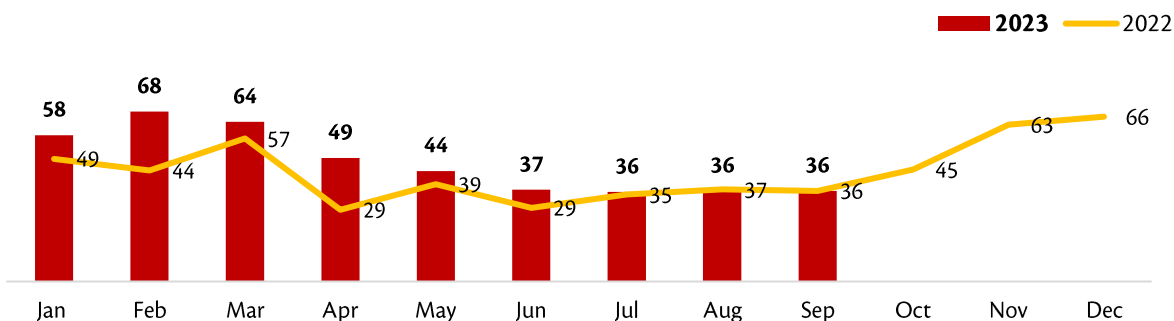


ADR (AED)

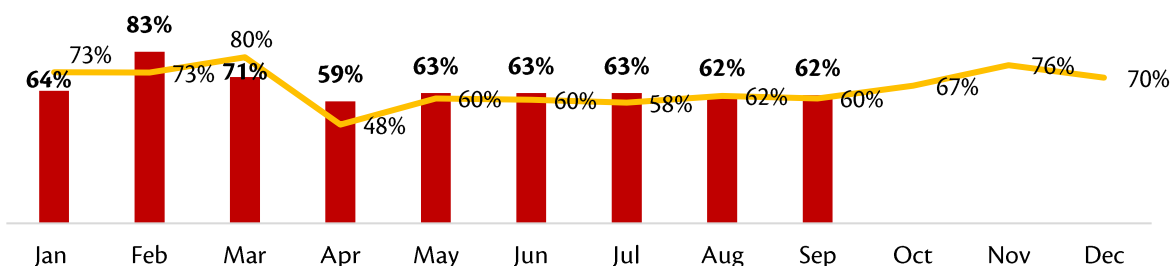


SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

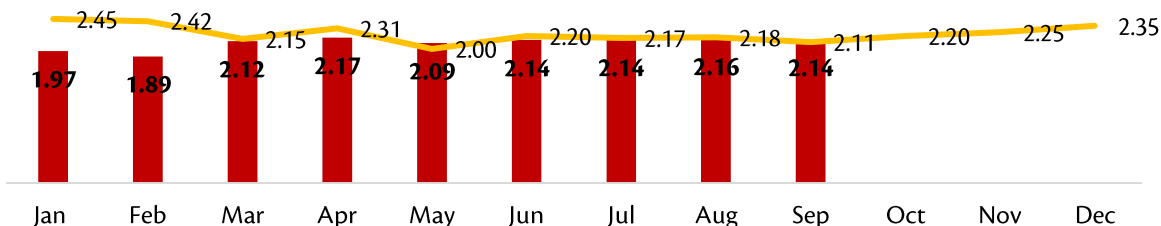
Revenue (AED Million)



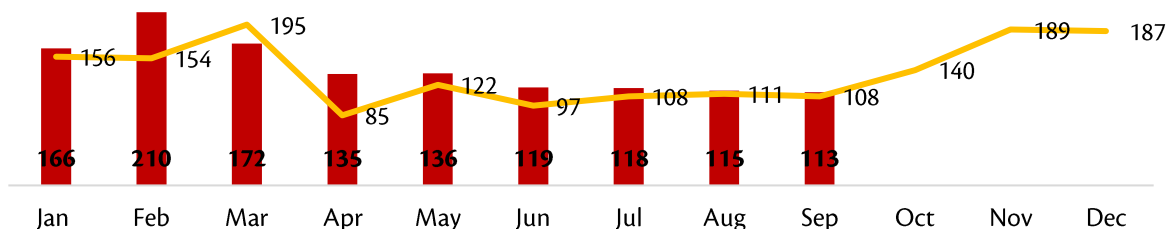
Occupancy %



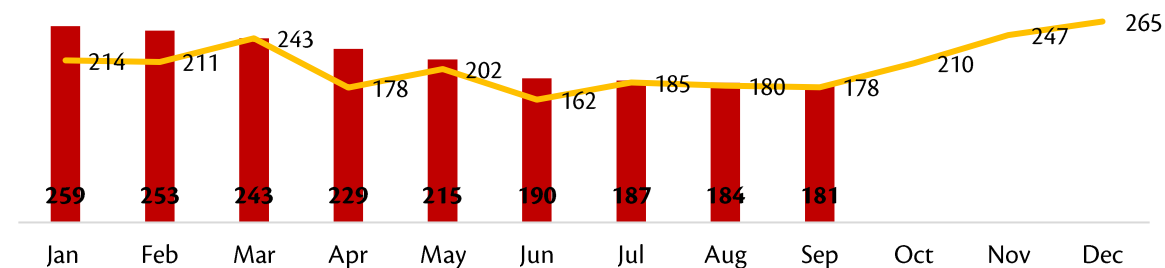
ALOS (DAYS)



REVPAR (AED)



ADR (AED)





KEY INDICATORS PER HOTEL TYPE



Table 5: Hotels performance by classification Q3

★★★★★ 5-Star	Available Rooms	89,884					
	Occupancy	57%					
Number of Hotels:	ALOS	1.94					
11	RevPAR	176					
	Top 5 Nationalities	1) UAE	2) Russia	3) Oman	4) KSA	5) Kazakhstan	
★★★★★ 4-Star	Available Rooms	219,920					
	Occupancy	70%					
Number of Hotels:	ALOS	2.09					
22	RevPAR	135					
	Top 5 Nationalities	1) Russia	2) UAE	3) Oman	4) India	5) KSA	
★★★ 3-Star	Available Rooms	134,343					
	Occupancy	63%					
Number of Hotels:	ALOS	2.24					
13	RevPAR	105					
	Top 5 Nationalities	1) India	2) Oman	3) KSA	4) Pakistan	5) UAE	
★★ 2-Star	Available Rooms	55,144					
	Occupancy	61%					
Number of Hotels:	ALOS	2.18					
9	RevPAR	70					
	Top 5 Nationalities	1) India	2) Oman	3) Pakistan	4) KSA	5) UAE	
★ 1-Star	Available Rooms	26,247					
	Occupancy	48%					
Number of Hotels:	ALOS	1.86					
9	RevPAR	50					
	Top 5 Nationalities	1) India	2) Pakistan	3) Bangladesh	4) Oman	5) Philippines	
Deluxe	Available Rooms	63,650					
	Occupancy	68%					
Number of Hotels:	ALOS	2.36					
6	RevPAR	123					
	Top 5 Nationalities	1) UAE	2) India	3) Oman	4) KSA	5) Iraq	
Standard	Available Rooms	53,457					
	Occupancy	51%					
Number of Hotels:	ALOS	2.14					
8	RevPAR	86					
	Top 5 Nationalities	1) India	2) Iraq	3) Egypt	4) Oman	5) Pakistan	
Basic	Available Rooms	65,775					
	Occupancy	58%					
Number of Hotels:	ALOS	2.50					
22	RevPAR	68					
	Top 5 Nationalities	1) India	2) Pakistan	3) Egypt	4) Oman	5) Syria	





EXECUTIVE SUMMARY

**Year to Date
(Q1 to Q3) 2023**



Jan to Sept - 2023

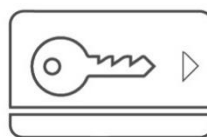
Sharjah Hotel Guests

Table 6: Sharjah Tourism Main Indicators – first three quarters (2023 vs. 2022)

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	1,137,628 ▲ 18%	66% ▲ 2%	2.09 ▼ 6%
	Total Revenue	RevPAR	ADR
	AED 427 M ▲ 21%	AED 143 ▲ 13%	AED 216 ▲ 11%



**104
HOTEL**



**2.23 M
* ROOMS Available**

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

STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	12	21	33	38
	272,791	760,516	658,426	538,263

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.

$$ADR = \text{Room Revenue} / \text{Rooms Sold}$$

❖ 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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