

SHARJAH HOSPITALITY STATISTICS REPORT

Q3 – 2024

Strategy – Research & Statistics Division
Nov, 2024



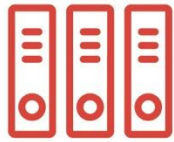


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EXECUTIVE SUMMARY



3rd Quarter - 2024

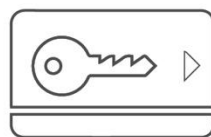
Sharjah Hotel Main Indicators

Table 1: Sharjah Tourism Main Indicators – Q3 2024 vs. Q3 2023

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	388,270 ▲ 18%	60% ▼ 3%	1.99 ▼ 8%
Total Revenue AED 118 Million ▲ 9%	RevPAR AED 115 ▶ 0%	ADR AED 192 ▲ 4%	



**102
HOTEL**



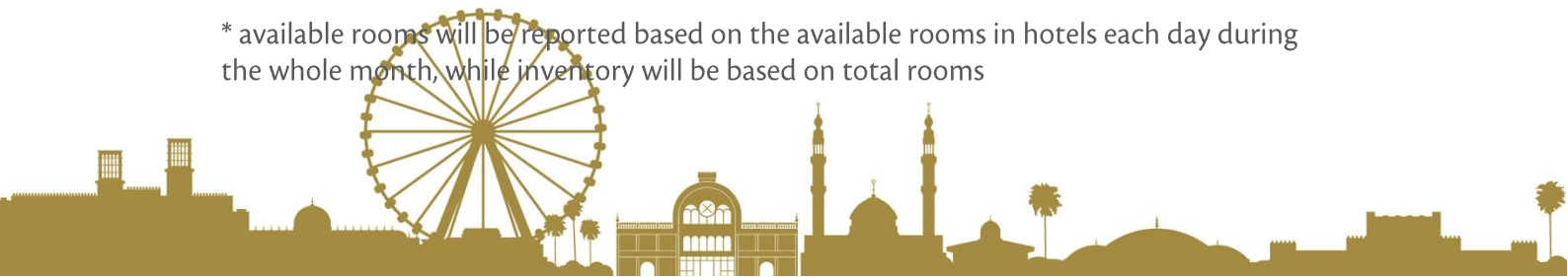
**750,048
*ROOMS Available**

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	23	33	35
	115,310	270,582	191,428	172,728

NOTE Sharjah has over 10,700 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 (2023 – 2024)

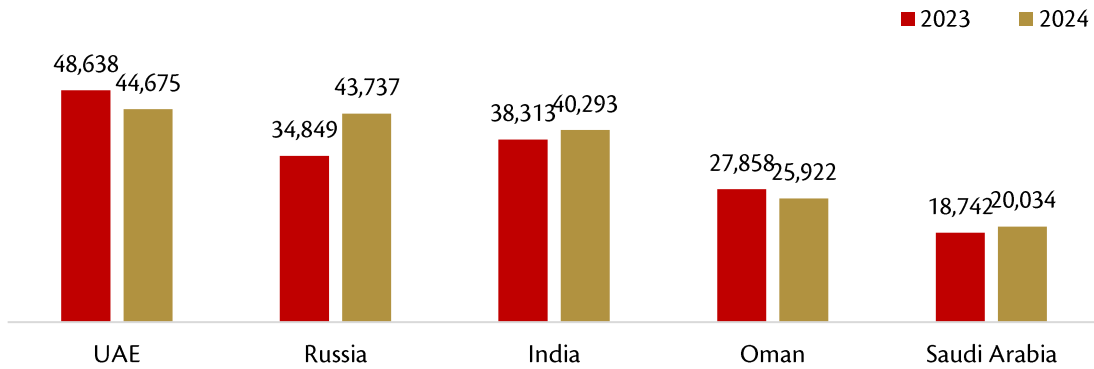


Figure 2: Hotel guests in Sharjah during Third quarter 2023-2024

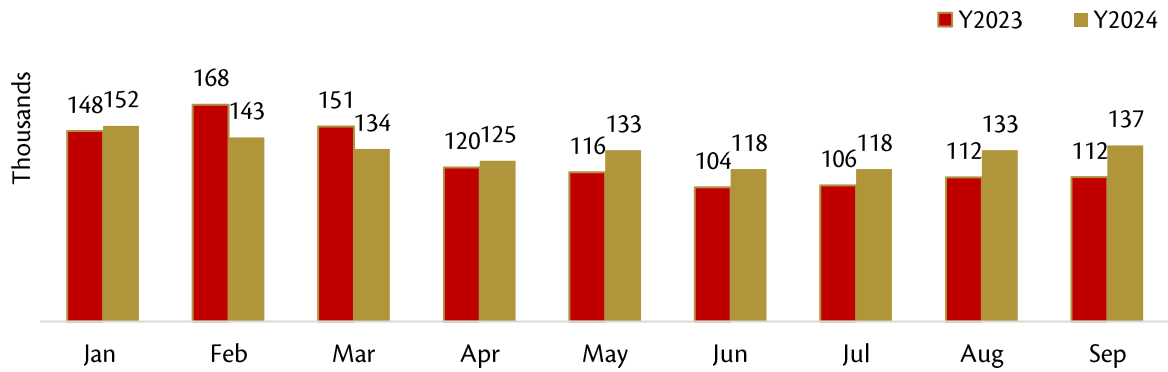
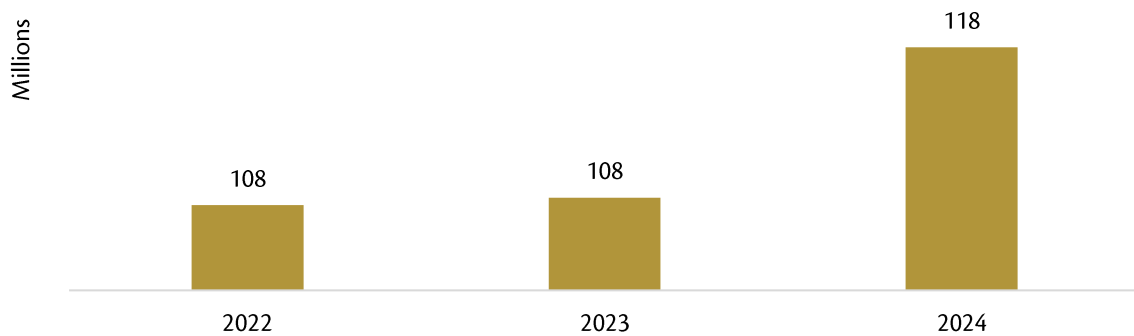


Figure 3: Hotel Establishments total revenue – Q3

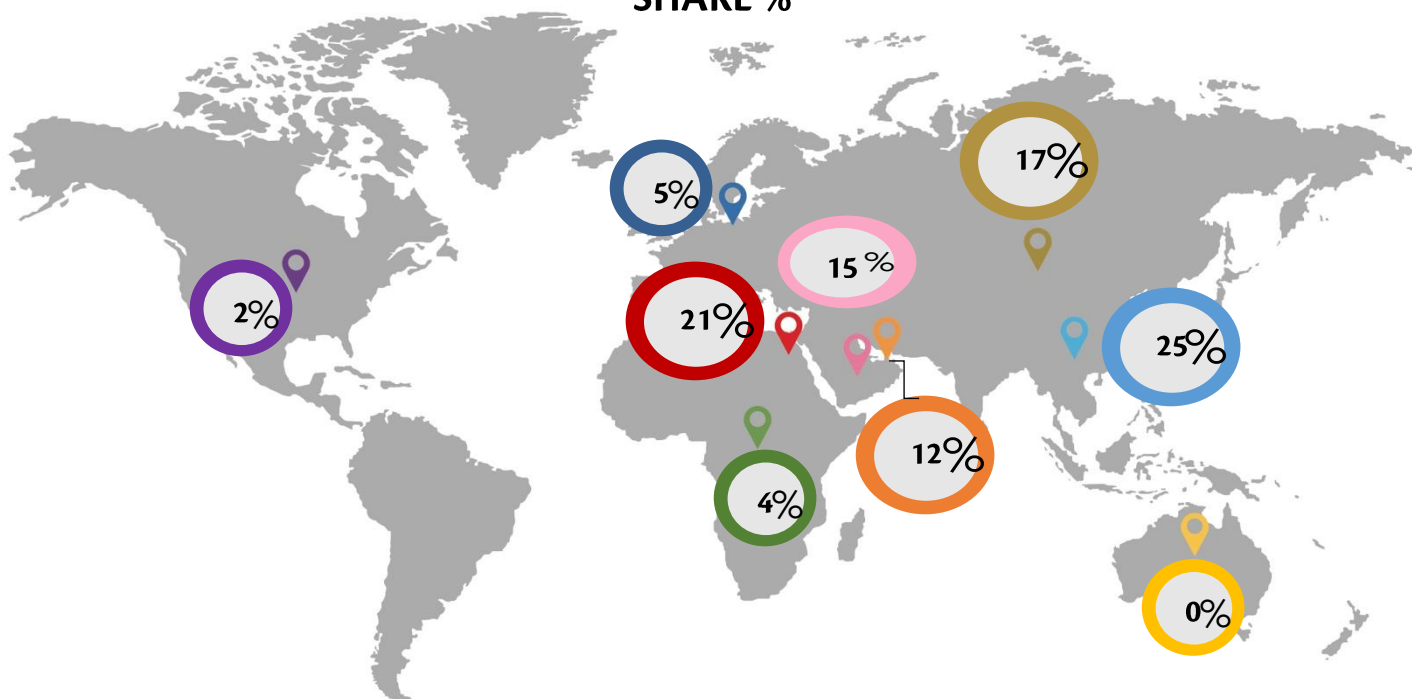













KEY INDICATORS BY REGION

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

SHARE %



GROWTH %

-  Russia, CIS & Baltics 30% ▲
-  Americas 29% ▲
-  GCC 8% ▲
-  Arabs 38% ▲
-  Europe Ex. Russia, CIS 24% ▲
-  Asia 16% ▲
-  Africa 12% ▲
-  Australia & The Pacific 48% ▲
-  UAE 8% ▼



TOP 20 SOURCE MARKETS

Figure 5: Market Share % for the Top 20 Source Markets during Q3 - 2024.

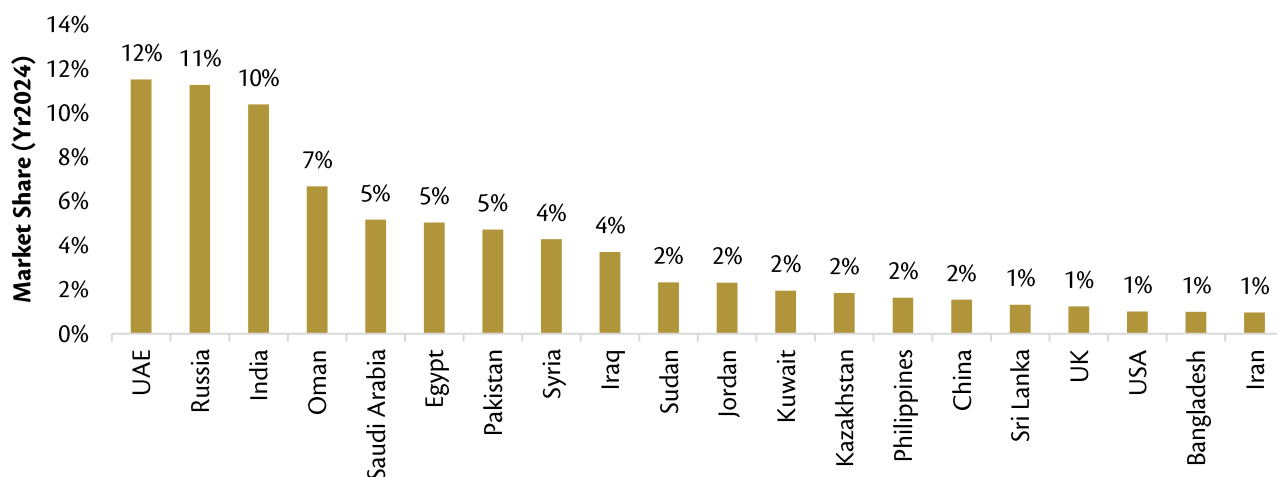
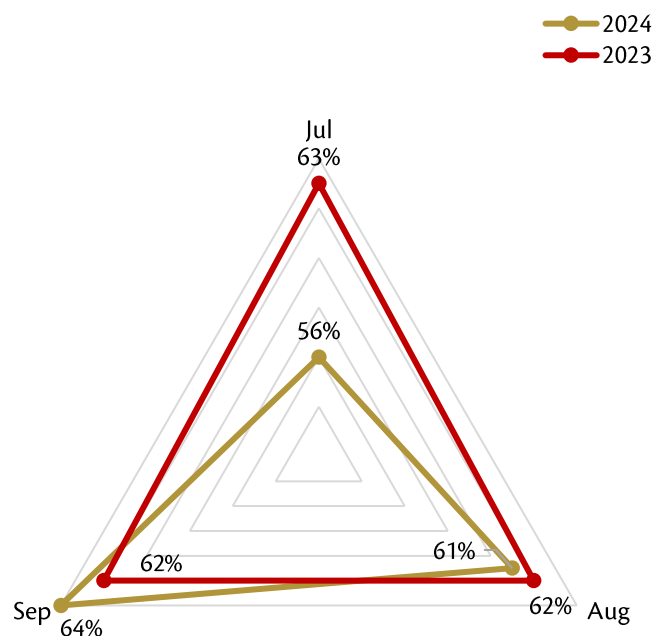


Table 3: Top 20 source markets

Rank	Market	ALOS Nights	Nights Number	Change %
1	UAE	1.59	70,824	-8%
2	Russia	2.55	111,418	26%
3	India	1.91	77,035	5%
4	Oman	1.41	36,555	-7%
5	Saudi Arabia	1.92	38,427	7%
6	Egypt	1.81	35,300	43%
7	Pakistan	1.69	30,937	2%
8	Syria	1.99	33,122	37%
9	Iraq	3.26	46,904	40%
10	Sudan	2.14	19,233	91%
11	Jordan	1.94	17,426	23%
12	Kuwait	2.09	15,871	97%
13	Kazakhstan	2.33	16,754	6%
14	Philippines	2.01	12,751	-13%
15	China	2.44	14,578	442%
16	Sri Lanka	1.60	8,181	127%
17	UK	2.00	9,658	61%
18	USA	2.07	8,033	22%
19	Bangladesh	1.45	5,575	-15%
20	Iran	2.03	7,550	38%

*note: rank & change% based on guest numbers compared to 2023

Figure 6: Average Occupancy Rate - Q3

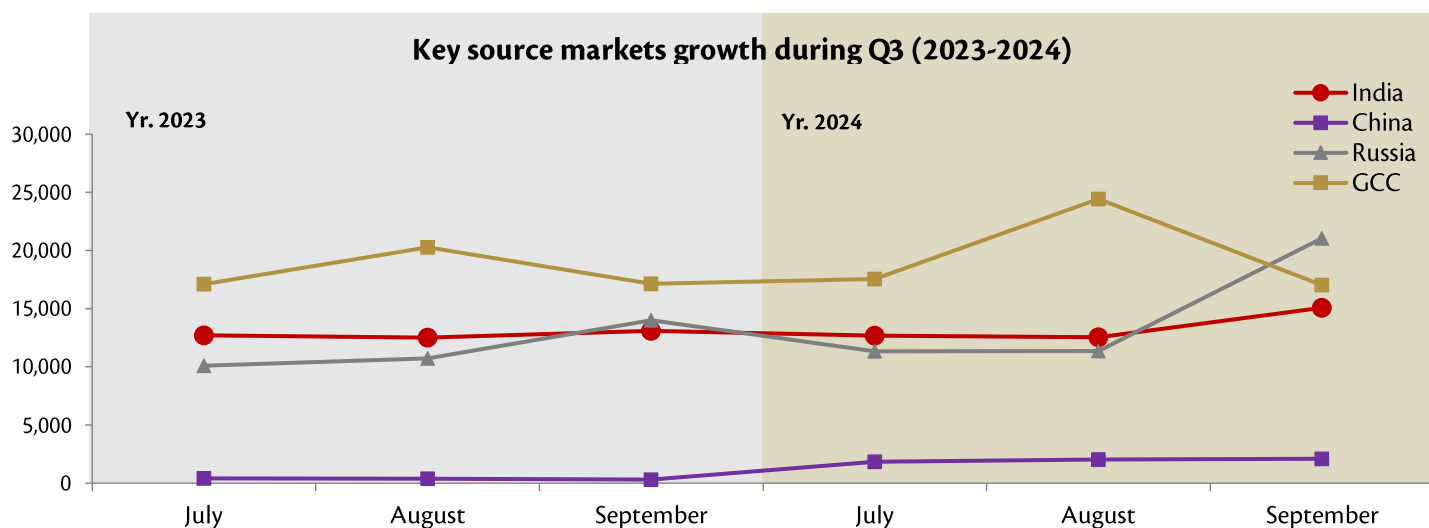


KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

India	Guest		Growth%		2024 %Share	Guest Night		Growth%	
	Month	Yr2023				Yr2024	Yr2023		
July	12,697	12,668	▼	0%	11%	28,267	25,853	▼	-9%
August	12,511	12,548	▲	0%	9%	27,736	23,068	▼	-17%
September	13,106	15,077	▲	15%	11%	28,056	28,114	▲	0%
Q3	38,313	40,293	▲	5%	10%	84,058	77,035	▼	-8%
China	Guest		Growth%		2024 %Share	Guest Night		Growth%	
	Month	Yr2023				Yr2024	Yr2023		
July	420	1,839	▲	338%	1.6%	799	4,562	▲	471%
August	372	2,037	▲	448%	1.5%	909	4,737	▲	421%
September	311	2,099	▲	575%	1.5%	697	5,279	▲	658%
Q3	1,102	5,975	▲	442%	2%	2,404	14,578	▲	506%
Russia	Guest		Growth%		2024 %Share	Guest Night		Growth%	
	Month	Yr2023				Yr2024	Yr2023		
July	10,098	11,324	▲	12%	10%	30,537	29,583	▼	-3%
August	10,741	11,362	▲	6%	9%	32,840	29,081	▼	-11%
September	14,010	21,051	▲	50%	15%	39,747	52,754	▲	33%
Q3	34,849	43,737	▲	26%	11%	103,124	111,418	▲	8%
GCC	Guest		Growth%		2024 %Share	Guest Night		Growth%	
	Month	Yr2023				Yr2024	Yr2023		
July	17,121	17,547	▲	2%	15%	27,408	29,895	▲	9%
August	20,283	24,426	▲	20%	18%	32,467	36,925	▲	14%
September	17,149	17,024	▼	-1%	12%	26,509	34,570	▲	30%
Q3	54,553	58,997	▲	8%	15%	86,384	101,390	▲	17%

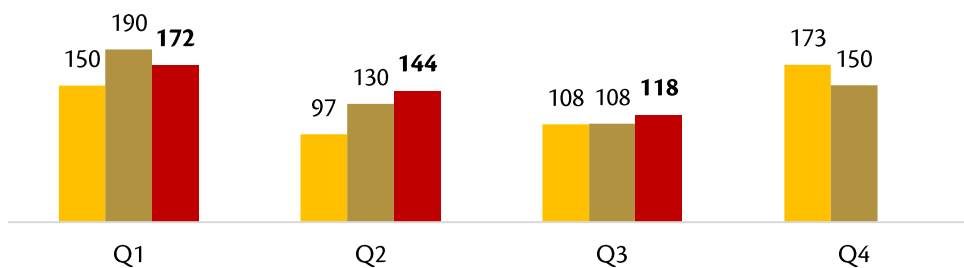
*All GCC countries excluding UAE



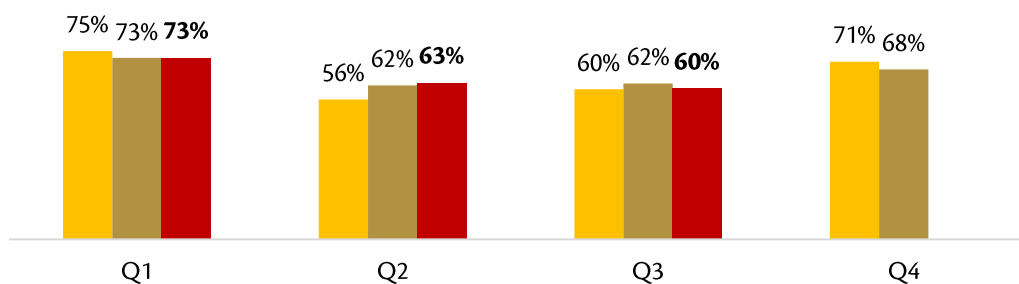
SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

■ 2022 ■ 2023 ■ 2024

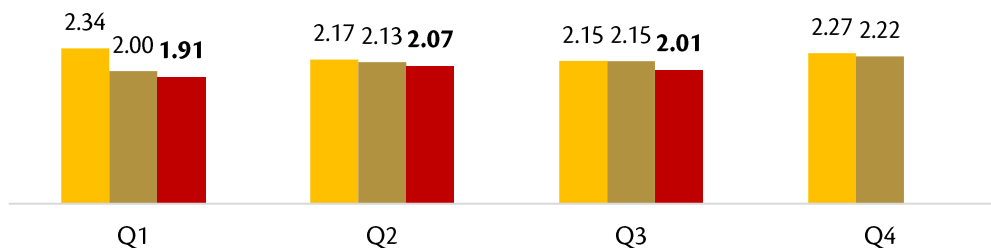
Revenue
(AED Million)



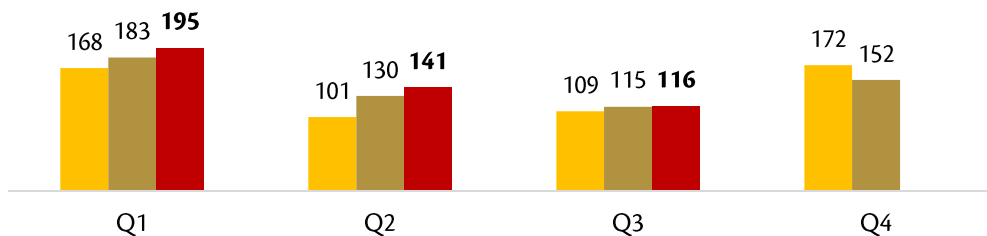
Occupancy %



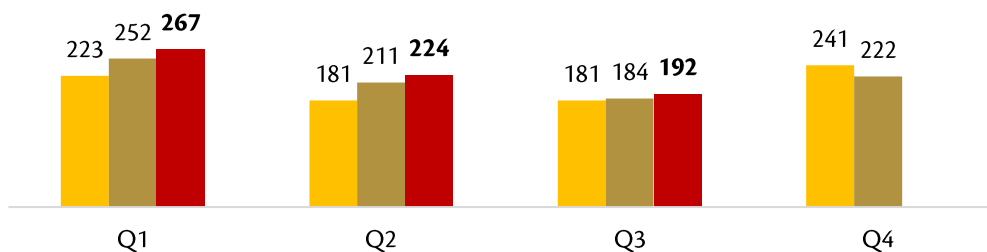
ALOS
(DAYS)



REVPAR
(AED)



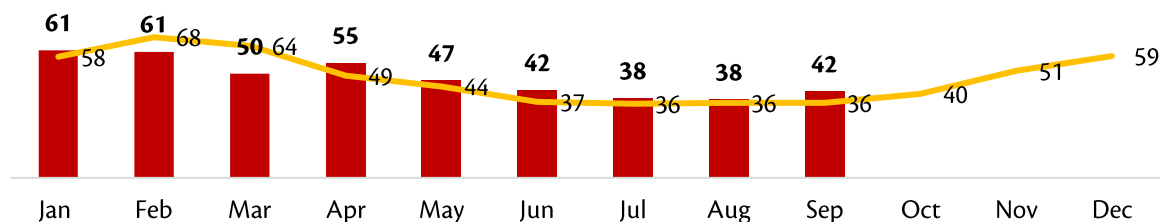
ADR
(AED)



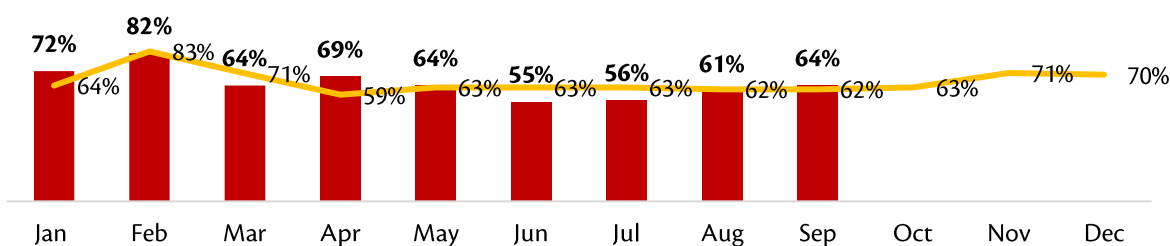
SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

■ 2024 — 2023

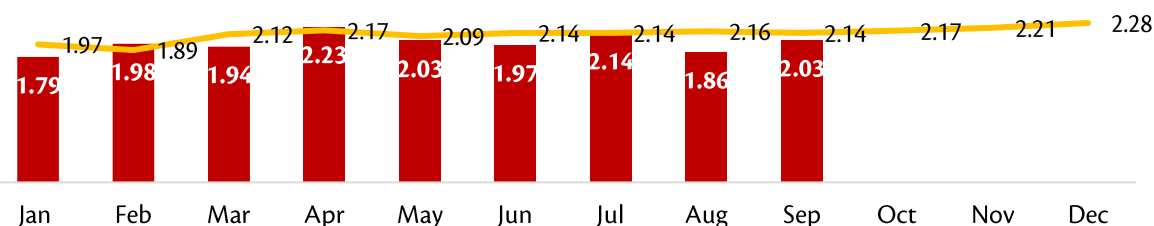
Revenue
(AED Million)



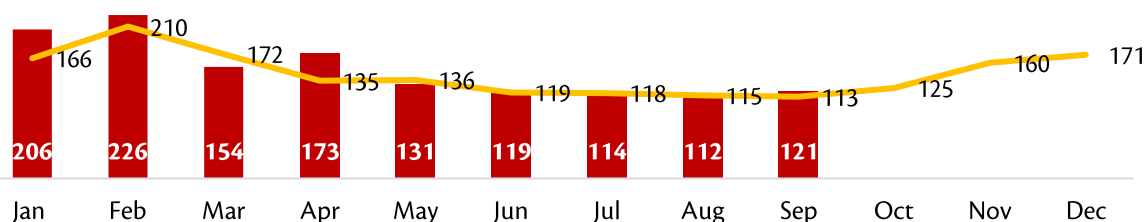
Occupancy %



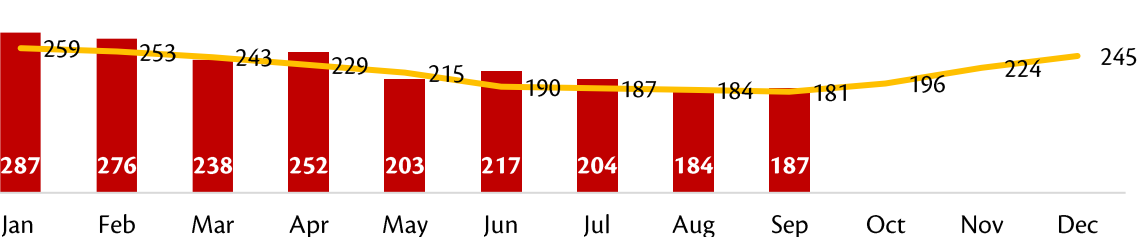
ALOS
(DAYS)



REVPAR
(AED)



ADR
(AED)





KEY INDICATORS PER HOTEL TYPE



Table 5: Hotels performance by classification

★★★★★ 5-Star	Available Rooms	115,310				
	Occupancy	52%				
Number of Hotels: 11	ALOS	1.85				
	RevPAR	152				
	Top 5 Nationalities	1) UAE	2) Russia	3) Oman	4) India	5) KSA
★★★★★	Available Rooms	270,582				
4-Star	Occupancy	59%				
Number of Hotels: 23	ALOS	2.01				
	RevPAR	121				
	Top 5 Nationalities	1) Russia	2) UAE	3) Oman	4) India	5) Syria
★★★	Available Rooms	135,118				
3-Star	Occupancy	68%				
Number of Hotels: 13	ALOS	1.68				
	RevPAR	116				
	Top 5 Nationalities	1) India	2) UAE	3) KSA	4) Pakistan	5) Egypt
★★	Available Rooms	30,218				
2-Star	Occupancy	67%				
Number of Hotels: 9	ALOS	1.89				
	RevPAR	81				
	Top 5 Nationalities	1) India	2) Oman	3) Pakistan	4) UAE	5) Egypt
★	Available Rooms	26,092				
1-Star	Occupancy	59%				
Number of Hotels: 10	ALOS	2.19				
	RevPAR	64				
	Top 5 Nationalities	1) India	2) Pakistan	3) Bangladesh	4) Sri Lanka	5) Oman
	Available Rooms	53,519				
Deluxe	Occupancy	63%				
Number of Hotels: 6	ALOS	2.52				
	RevPAR	118				
	Top 5 Nationalities	1) India	2) KSA	3) Iraq	4) Egypt	5) Pakistan
	Available Rooms	54,734				
Standard	Occupancy	60%				
Number of Hotels: 8	ALOS	2.17				
	RevPAR	97				
	Top 5 Nationalities	1) India	2) Iraq	3) Sudan	4) Oman	5) Syria
	Available Rooms	64,475				
Basic	Occupancy	62%				
Number of Hotels: 22	ALOS	2.45				
	RevPAR	76				
	Top 5 Nationalities	1) India	2) Pakistan	3) Egypt	4) Sudan	5) Oman





EXECUTIVE SUMMARY Year to Date
(Q1 to Q3) 2024



Jan to Sept - 2024

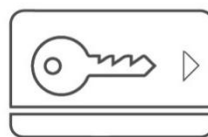
Sharjah Hotel Guests

Table 6: Sharjah Tourism Main Indicators – first three quarters 2024 vs. 2023

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	1,193,515 ▲ 5%	65% ▲ 0%	1.98 ▼ 5%
	Total Revenue	RevPAR	ADR
AED 434 M ▲ 2%	AED 150 ▲ 5%	AED 228 ▲ 6%	



101
HOTEL



2.15 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
	11	23	32	35
	308,578	751,238	605,692	489,251

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 (Revenue 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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