

SHARJAH HOSPITALITY STATISTICS REPORT

Q4 – 2024

Strategy – Research & Statistics Division
Feb, 2024



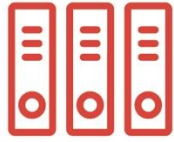


TABLE OF CONTENTS

Executive summary	3
Hospitality Sector Performance.....	4
Key Indicators By Region.....	5
Top 20 Source Markets.....	6
Key Source Markets Performance	7
Sector Performance – Key Indicators (Quarterly).....	8
Sector Performance – Key Indicators (Monthly).....	9
Key Indicators Per Hotel type	10
Year To Date Executive Summary (Q1 to Q4) 2024	11
Glossary	12





EXECUTIVE SUMMARY



4th Quarter - 2024

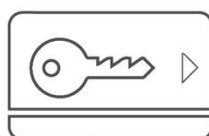
Sharjah Hotel Main Indicators

Table 1: Sharjah Tourism Main Indicators – Q4 2024 vs. Q4 2023

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	493,893 ▲ 30%	79% ▲ 11%	2.16 ▼ 3%
	Total Revenue	RevPAR	ADR
	AED 216 Million ▲ 44%	AED 204 ▲ 34%	AED 257 ▲ 16%



**102
HOTEL**

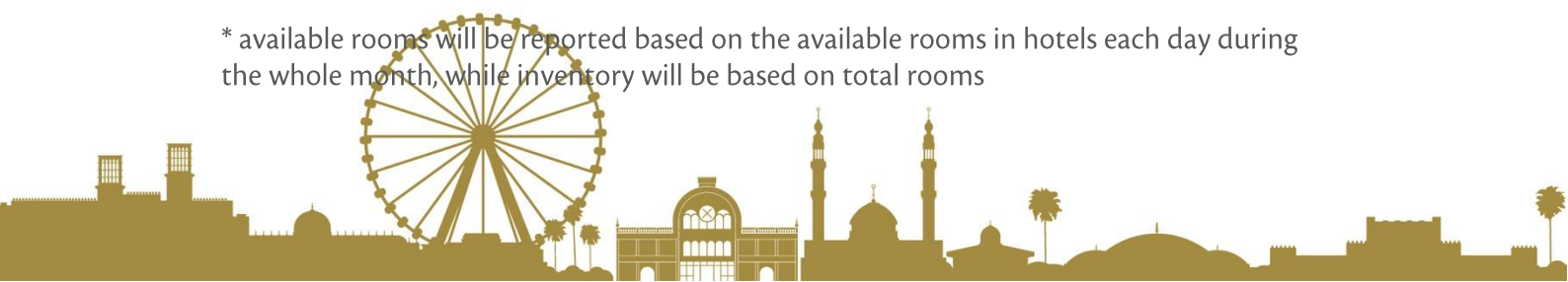


**796,833
*ROOMS Available**

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	24	32	35
	100,095	282,359	223,803	190,576
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 Q4 (2023 – 2024)

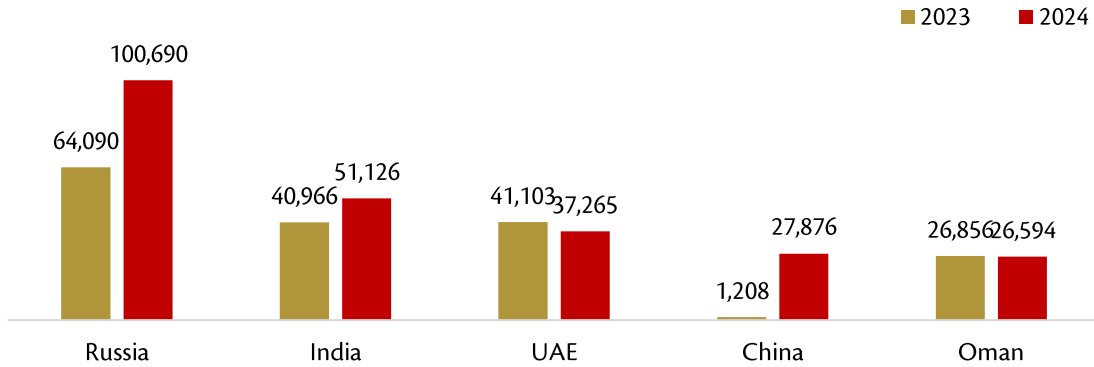


Figure 2: Hotel guests in Sharjah during Fourth quarter 2023-2024

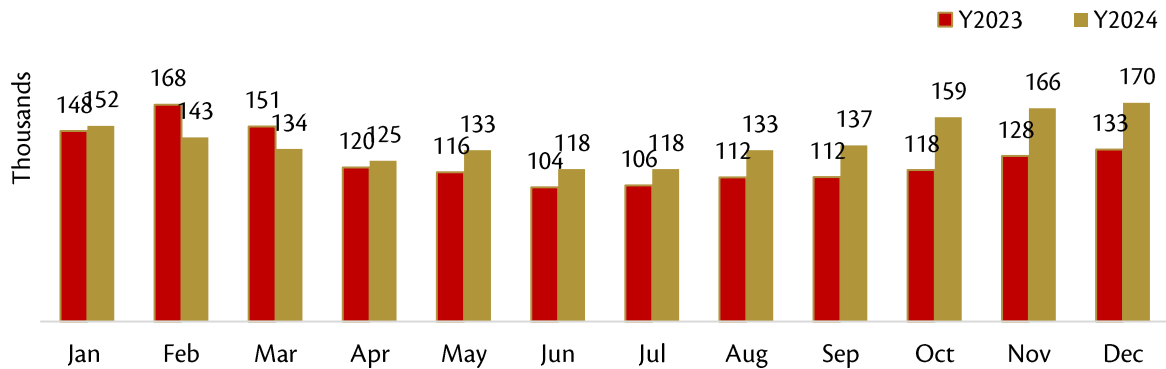
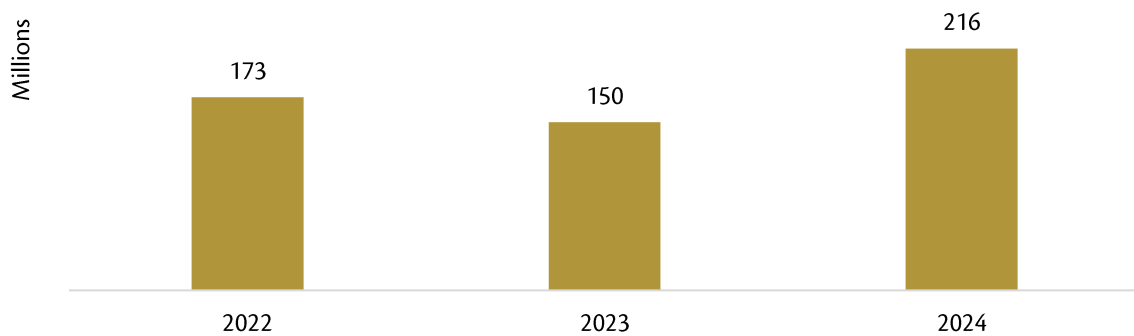


Figure 3: Hotel Establishments total revenue – Q4

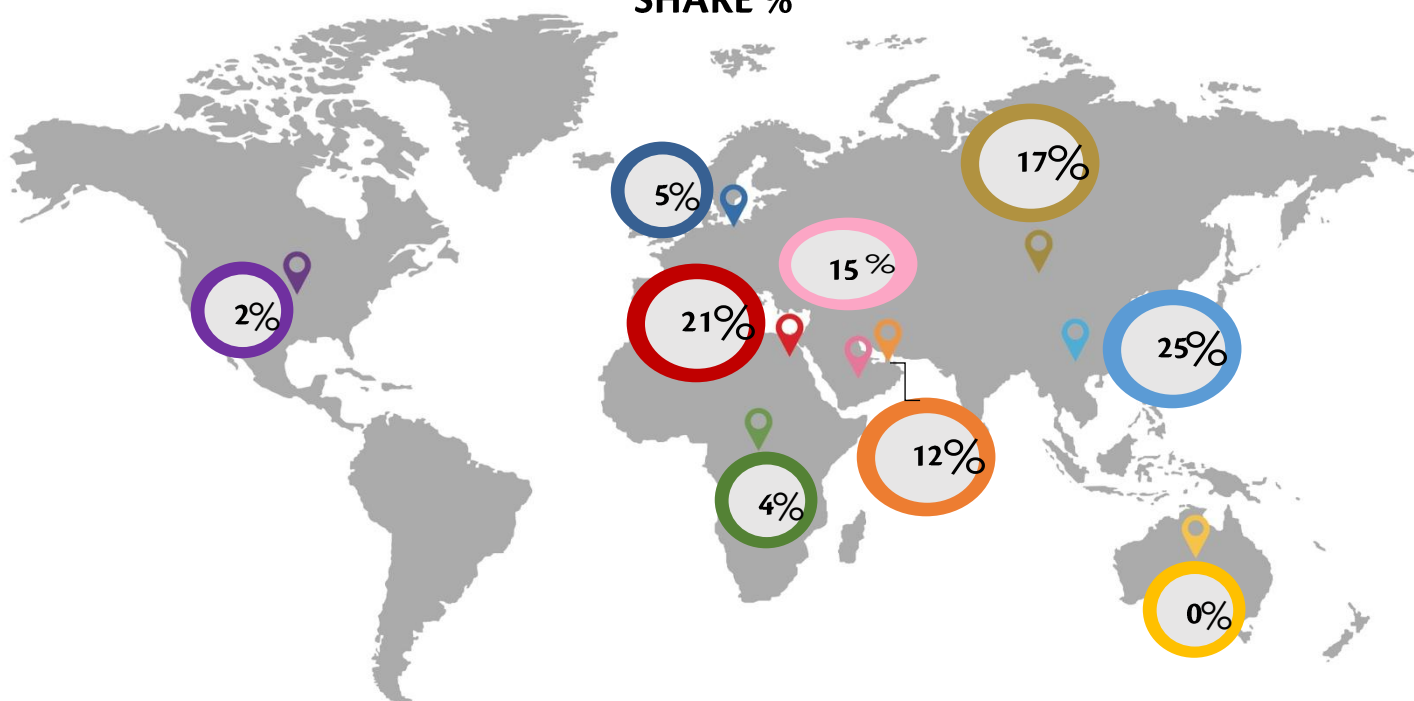




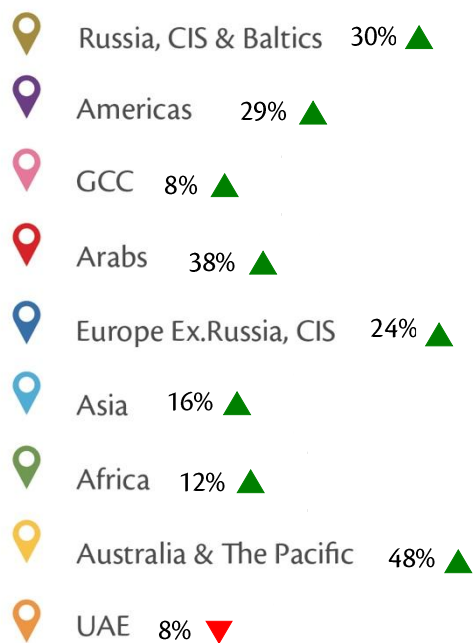
KEY INDICATORS BY REGION

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 Q4 - 2024.

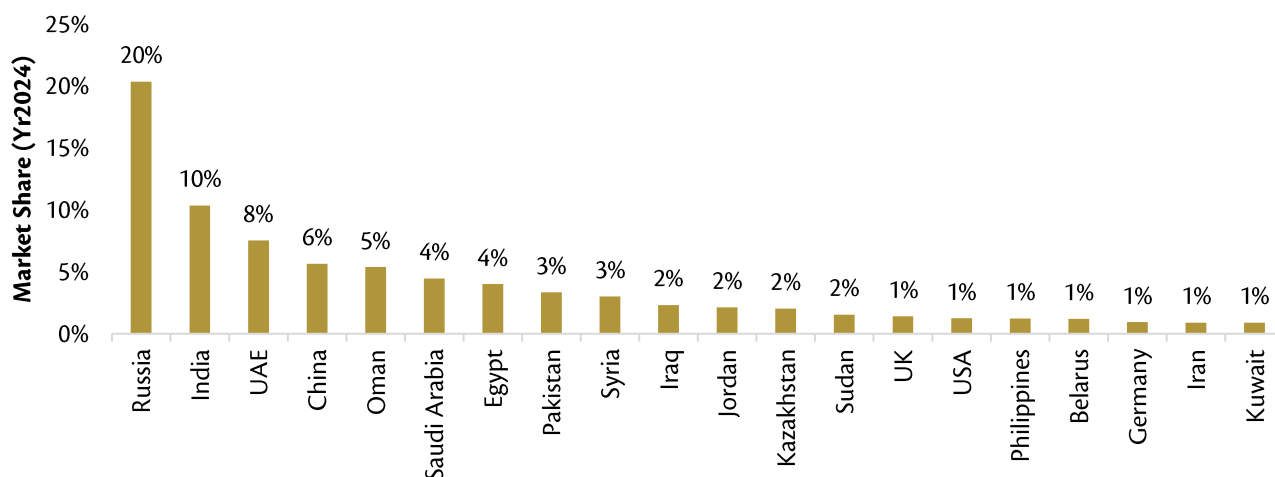
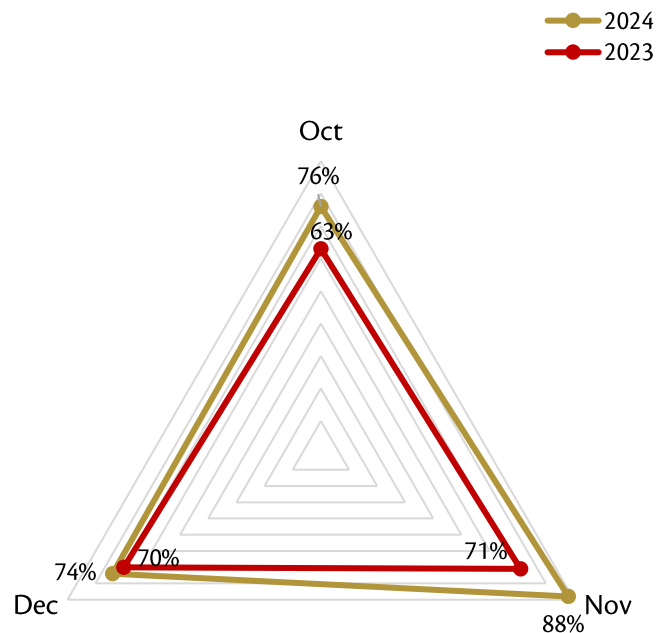


Table 3: Top 20 source markets

Rank	Market	ALOS Nights	Nights Number	Change %
1	Russia	3.10	311,972	57%
2	India	1.91	97,871	25%
3	UAE	1.71	63,751	-9%
4	China	1.96	54,498	2208%
5	Oman	1.42	37,789	-1%
6	Saudi Arabia	1.78	39,264	14%
7	Egypt	2.03	40,162	21%
8	Pakistan	1.65	27,238	-2%
9	Syria	2.02	30,082	15%
10	Iraq	2.82	32,365	17%
11	Jordan	1.88	19,940	25%
12	Kazakhstan	2.47	24,788	28%
13	Sudan	2.47	18,814	78%
14	UK	1.97	13,621	31%
15	USA	2.29	14,109	36%
16	Philippines	1.99	11,999	-6%
17	Belarus	3.22	19,032	37%
18	Germany	2.12	9,861	37%
19	Iran	1.99	8,859	55%
20	Kuwait	2.13	9,409	28%

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

Figure 6: Average Occupancy Rate - Q4

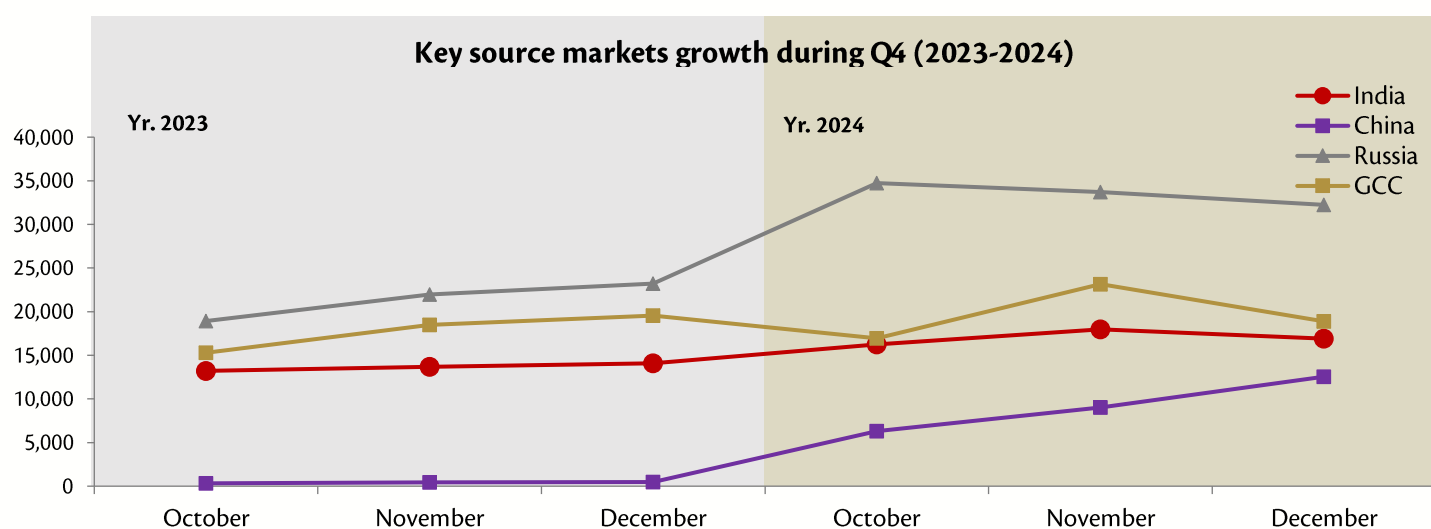


KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

India	Guest		Growth%		2024 %Share	Guest Night		Growth%	
Month	Yr2023	Yr2024				Yr2023	Yr2024		
October	13,215	16,233	▲	23%	10%	28,439	32,200	▲	13%
November	13,679	17,976	▲	31%	11%	27,669	33,148	▲	20%
December	14,072	16,917	▲	20%	10%	27,786	32,523	▲	17%
Q4	40,966	51,126	▲	25%	10%	83,895	97,871	▲	17%
China	Guest		Growth%		2024 %Share	Guest Night		Growth%	
Month	Yr2023	Yr2024				Yr2023	Yr2024		
October	327	6,296	▲	1826%	4.0%	761	11,950	▲	1469%
November	421	9,033	▲	2043%	5.5%	921	17,615	▲	1812%
December	459	12,547	▲	2632%	7.4%	948	24,933	▲	2530%
Q4	1,208	27,876	▲	2208%	6%	2,631	54,498	▲	1972%
Russia	Guest		Growth%		2024 %Share	Guest Night		Growth%	
Month	Yr2023	Yr2024				Yr2023	Yr2024		
October	18,927	34,736	▲	84%	22%	50,739	106,225	▲	109%
November	21,961	33,697	▲	53%	20%	61,004	105,524	▲	73%
December	23,203	32,257	▲	39%	19%	70,942	100,223	▲	41%
Q4	64,090	100,690	▲	57%	20%	182,685	311,972	▲	71%
GCC	Guest		Growth%		2024 %Share	Guest Night		Growth%	
Month	Yr2023	Yr2024				Yr2023	Yr2024		
October	15,292	16,963	▲	11%	11%	24,281	27,472	▲	13%
November	18,498	23,155	▲	25%	14%	31,411	38,979	▲	24%
December	19,546	18,895	▼	-3%	11%	33,801	31,664	▼	-6%
Q4	53,336	59,013	▲	11%	12%	89,492	98,115	▲	10%

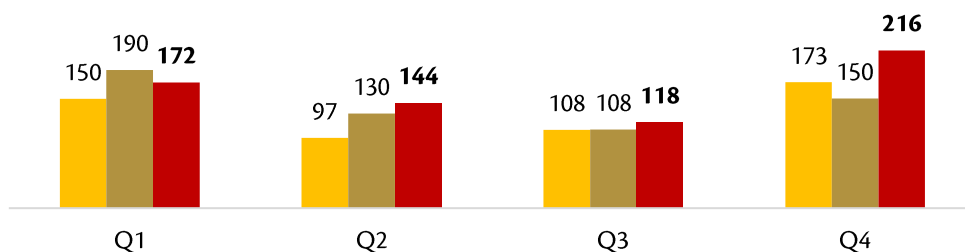
*All GCC countries excluding UAE



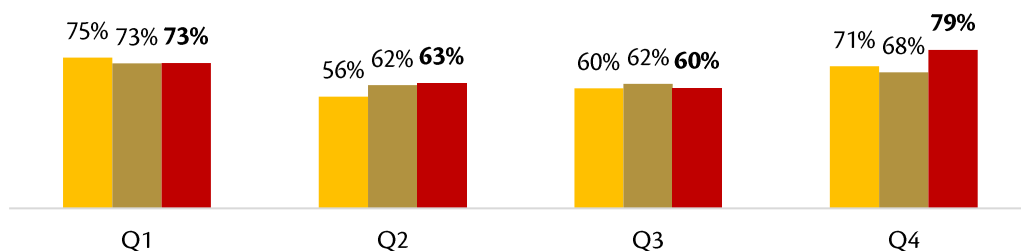
SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

■ 2022 ■ 2023 ■ 2024

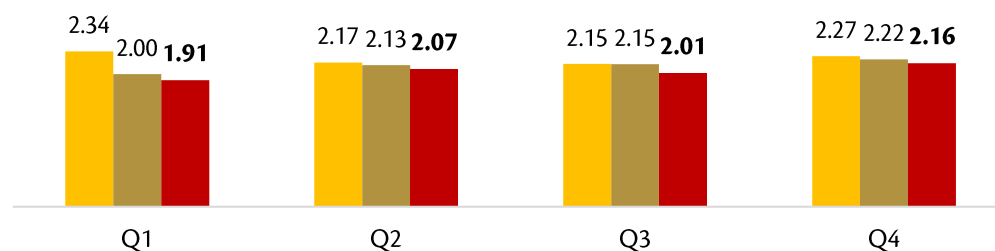
Revenue (AED Million)



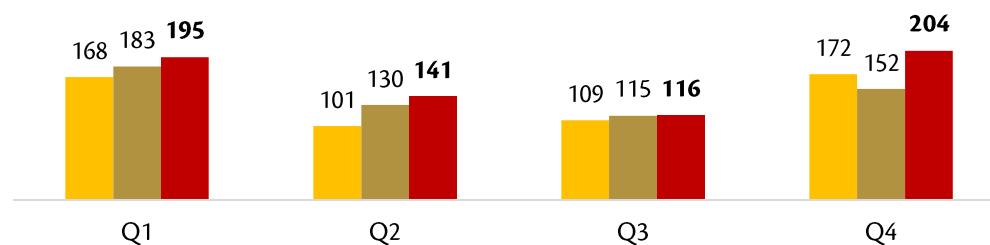
Occupancy %



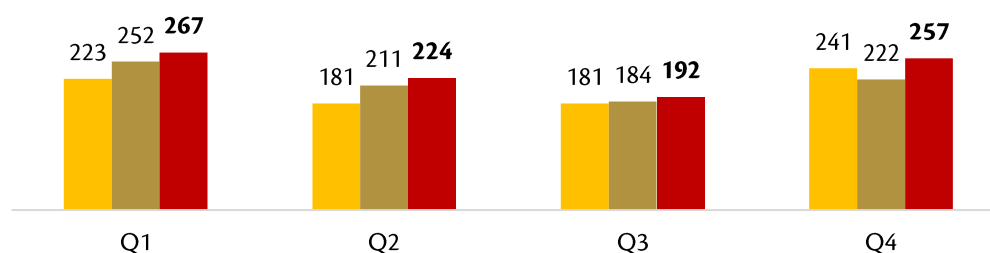
ALOS (DAYS)



REVPAR (AED)

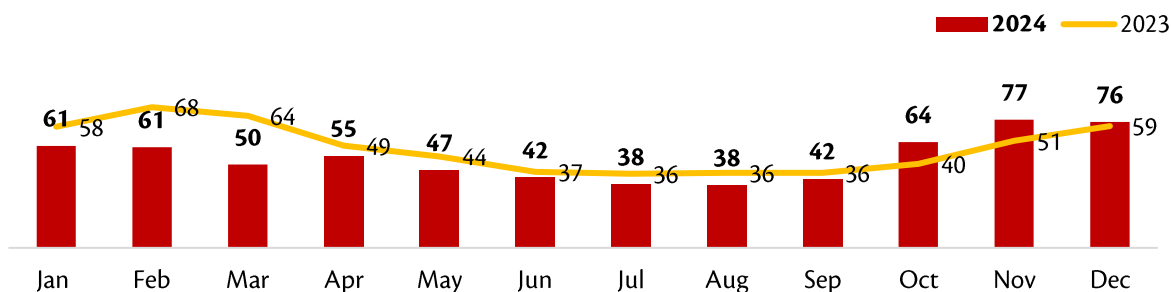


ADR (AED)

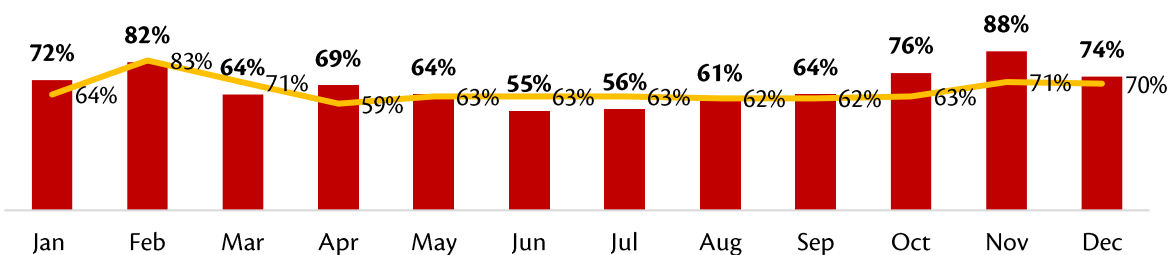


SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

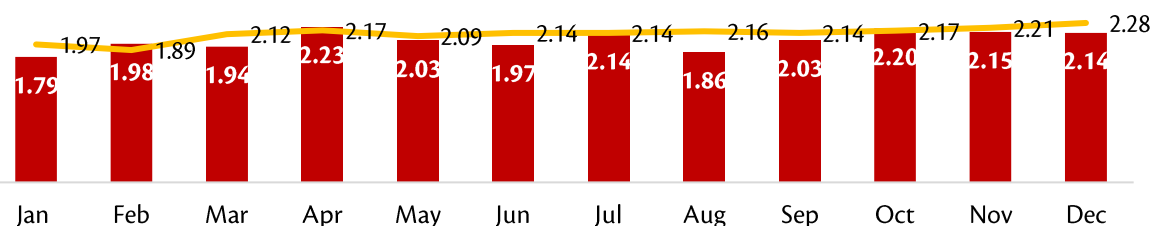
Revenue
(AED Million)



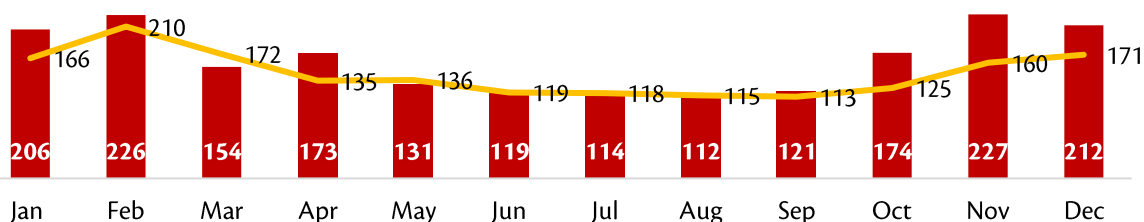
Occupancy %



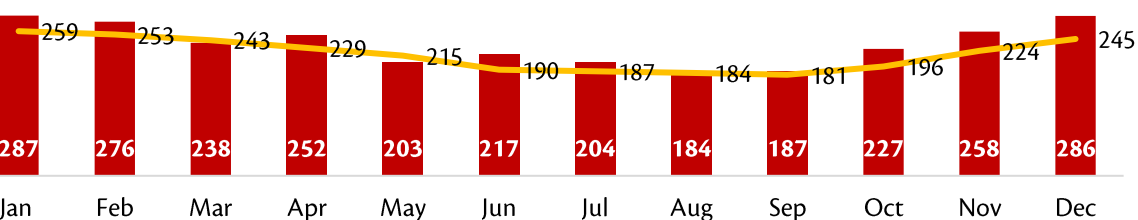
ALOS
(DAYS)



REVPAR
(AED)



ADR
(AED)





KEY INDICATORS PER HOTEL TYPE



Table 5: Hotels performance by classification

★★★★★ 5-Star Number of Hotels: 11	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	100,095 73% 2.02 355 1) Russia	2) UAE	3) Kazakhstan	4) KSA	5) Oman
★★★★ 4-Star Number of Hotels: 24	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	282,359 84% 2.19 215 1) Russia	2) China	3) India	4) UAE	5) Oman
★★★ 3-Star Number of Hotels: 13	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	150,848 88% 2.23 191 1) Russia	2) India	3) UAE	4) KSA	5) Oman
★★ 2-Star Number of Hotels: 9	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	43,916 78% 1.80 121 1) India	2) Oman	3) Pakistan	4) KSA	5) Egypt
★ 1-Star Number of Hotels: 10	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	29,039 67% 2.26 89 1) India	2) Pakistan	3) Bangladesh	4) Oman	5) Russia
Deluxe Number of Hotels: 6	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	62,168 80% 2.22 171 1) India	2) China	3) Egypt	4) Oman	5) Iraq
Standard Number of Hotels: 7	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	61,058 66% 2.16 166 1) India	2) Oman	3) KSA	4) Iraq	5) Russia
Basic Number of Hotels: 22	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	67,350 70% 2.32 127 1) India	2) Oman	3) Pakistan	4) Russia	5) Egypt





EXECUTIVE SUMMARY Year to Date (Q1 to Q4) 2024



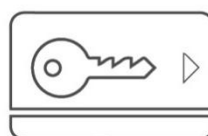
Jan to Dec - 2024 Sharjah Hotel Guests

Table 6: Sharjah Tourism Main Indicators – Year 2024 vs. 2023

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	1,687,408 ▲ 11%	69% ▲ 3%	2.04 ▼ 4%
	Total Revenue	RevPAR	ADR
	AED 650 M ▲ 13%	AED 163 ▲ 12%	AED 238 ▲ 8%



**101
HOTEL**



**2.95 M
* ROOMS Available**

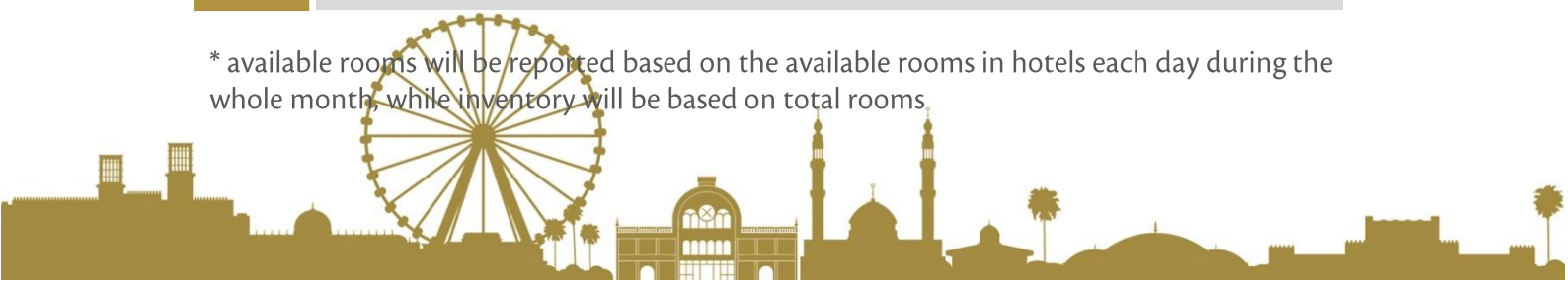
Table 7: Average number of Operating Hotels and monthly available rooms by star rating

STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	11	23	32	35
	408,673	1.03 M	829,495	679,827

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





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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