SHARJAH HOSPITALITY
STATISTICS
REPORT
Q1 – 2025

Strategy – Research & Statistics Division
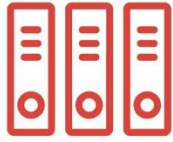April, 2025

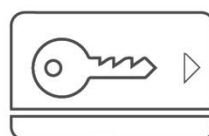# TABLE OF CONTENTS

1ˢᵗ Quarter - 2025

Sharjah Hotel Main Indicators

Table 1: Sharjah Tourism Main Indicators – Q1 2024 vs. Q1 2025

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	486,749 ▲ 13%	68% ▼ 5%	2.07 ▲ 9%
	Total Revenue	**RevPAR**	**ADR**
	AED **206** Million ▲ 20%	AED **182** ▼ 3%	AED **267** ▶ 0%

102 HOTEL

841,470 *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
	12	25	32	33
	114,660	296,381	230,379	200,050

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
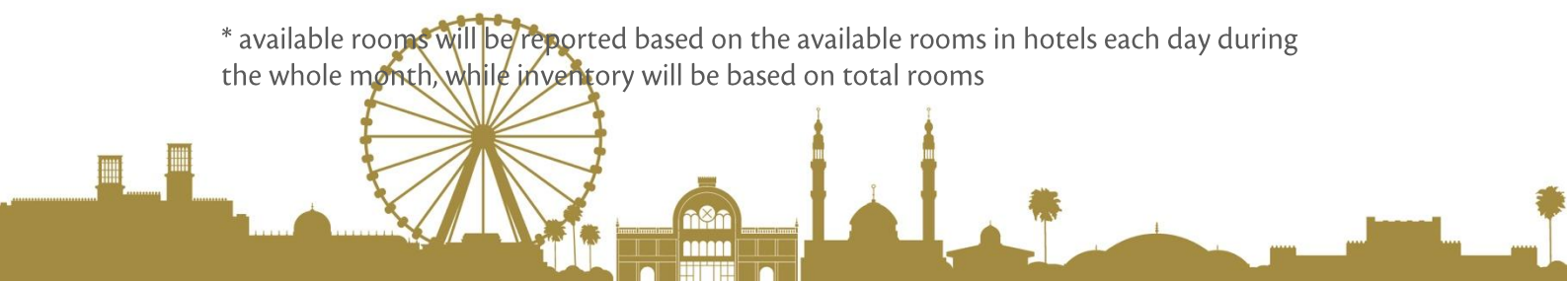
HOSPITALITY SECTOR PERFORMANCE

Figure 1: top 5 source markets in Sharjah by nationality during Q1 (2024 – 2025)

Legend: ■ 2024 ■ 2025

Nationality	2024	2025
Russia	74,499	84,628
India	37,686	46,603
Oman	29,144	40,990
UAE	38,633	36,074
China	19,015	33,983
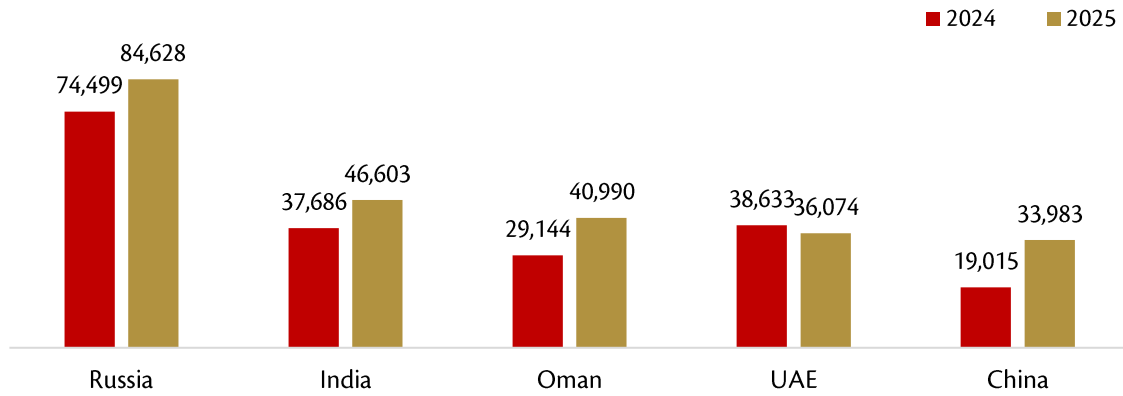
Figure 2: Hotel guests in Sharjah during first quarter 2024-2025

Legend: ■ Y2024 ■ Y2025

Thousands

Month	Y2024	Y2025
Jan	152	182
Feb	143	179
Mar	134	126
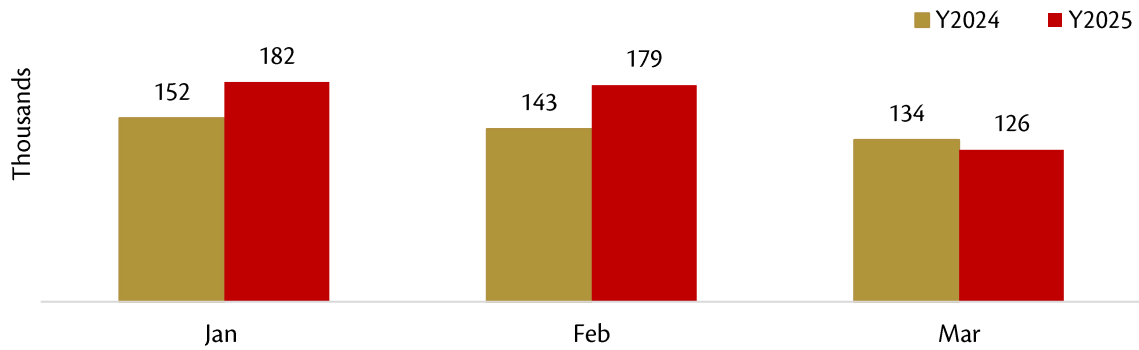
Figure 3: Hotel Establishments total revenue – Q1

Millions

Year	Value
2023	190
2024	172
2025	206
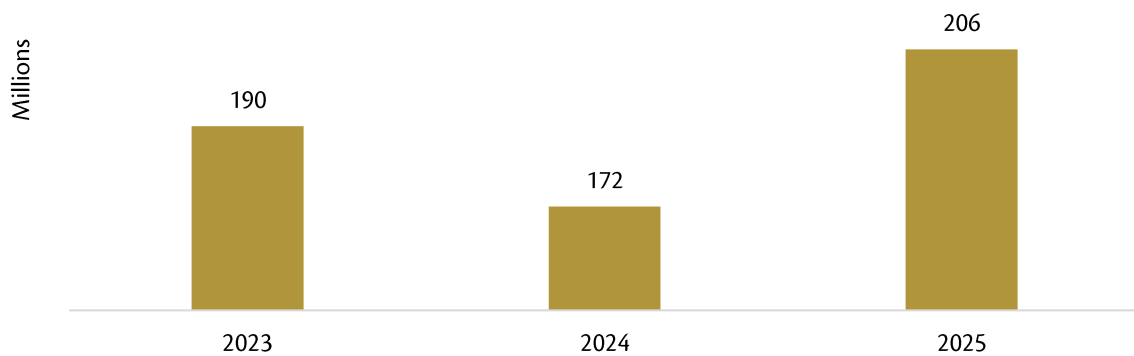
KEY INDICATORS BY REGION

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

SHARE %

Shares on map:
- 7%
- 23%
- 3%
- 15 %
- 15%
- 26%
- 3%
- 7 %
- 0%

GROWTH %

Region	Growth %	
Russia, CIS & Baltics	10%	▲
Americas	23%	▲
GCC	15%	▲
Arabs	6%	▲
Europe Ex.Russia, CIS	3%	▲
Asia	11%	▲
Africa	47%	▲
Australia & The Pacific	27%	▲
UAE	7%	▼
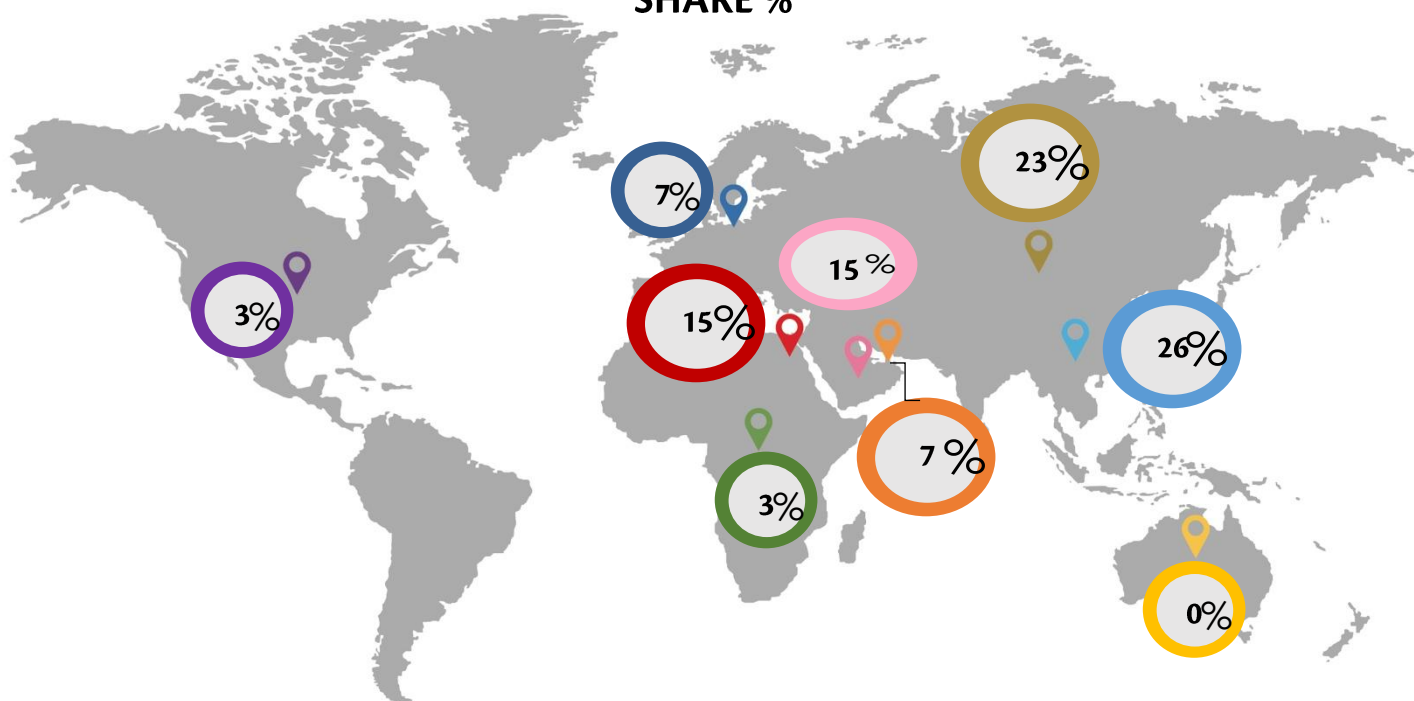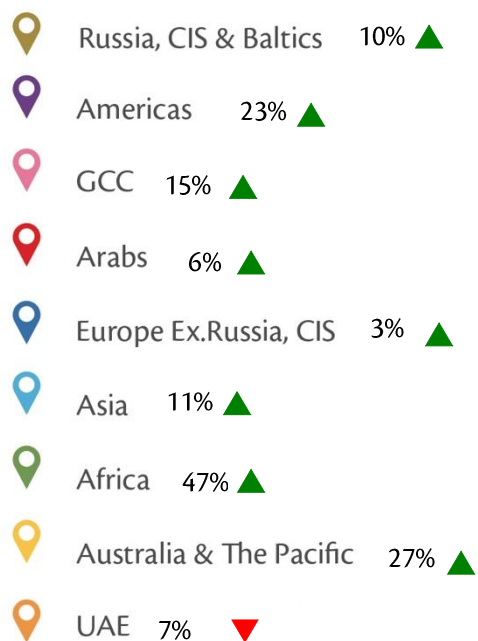
TOP 20 SOURCE MARKETS

Figure 5: Market Share % for the Top 20 Source Markets during Q1 - 2025.

Top 20 Hotel Guests by Nationality & Market Share

Table 3: Top 20 source markets

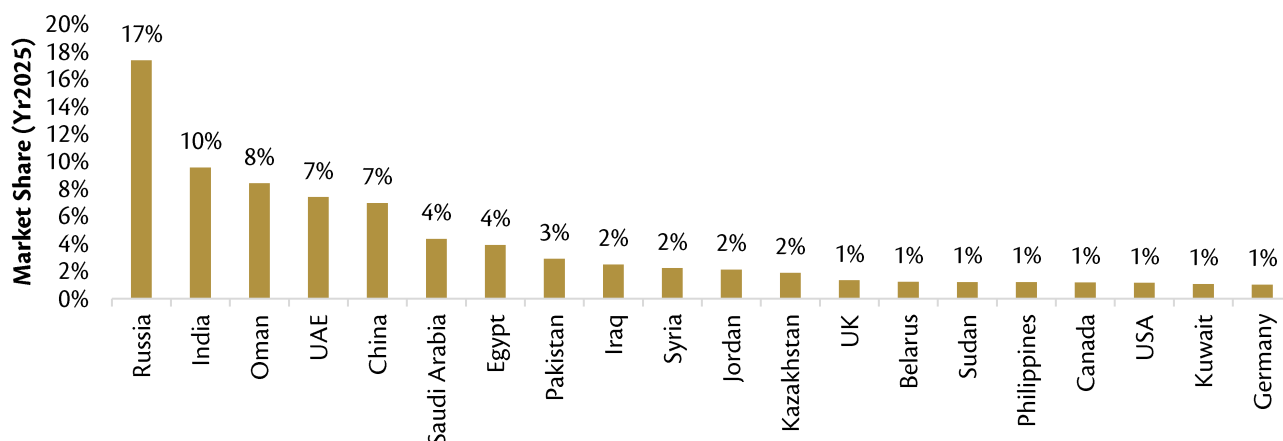| Rank	Market	ALOS Nights	Nights Number	Change %
1	Russia	2.91	246,087	14%
2	India	1.92	89,371	24%
3	Oman	1.51	61,731	41%
4	UAE	1.52	54,707	-7%
5	China	2.09	71,058	79%
6	Saudi Arabia	1.74	36,852	-1%
7	Egypt	1.73	33,046	10%
8	Pakistan	1.67	23,679	-9%
9	Iraq	2.97	36,001	-13%
10	Syria	1.93	21,010	-14%
11	Jordan	1.94	20,074	35%
12	Kazakhstan	2.79	25,672	4%
13	UK	1.93	12,735	3%
14	Belarus	3.18	19,019	14%
15	Sudan	2.14	12,753	-6%
16	Philippines	1.98	11,763	44%
17	Canada	2.15	12,329	85%
18	USA	2.17	12,286	-3%
19	Kuwait	2.06	10,757	-27%
20	Germany	2.06	10,241	10%

*note: rank & change% based on guest numbers compared to 2024

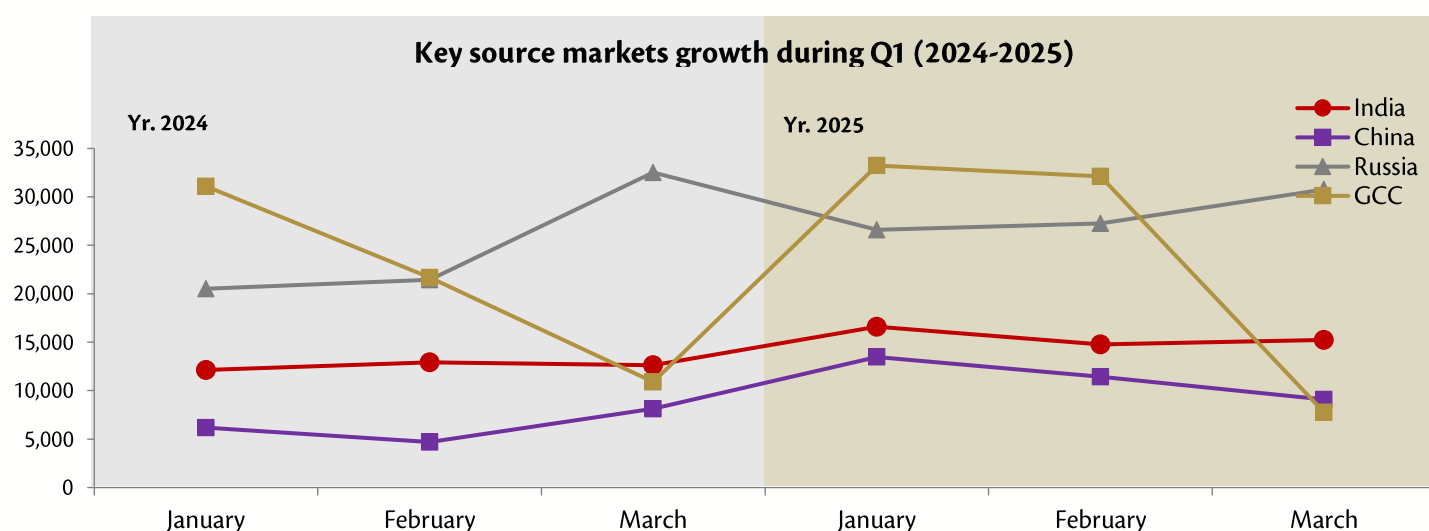**Figure 6:** Average Occupancy Rate - Q1
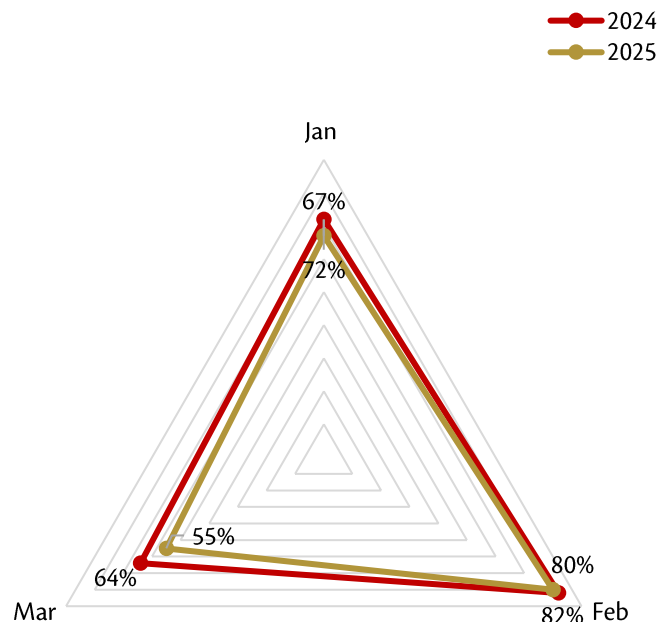
KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

India	Guest		Growth%		2025 %Share	Guest Night		Growth%	
Month	Yr2024	Yr2025				Yr2024	Yr2025		
January	12,137	16,602	▲	37%	9%	22,776	29,972	▲	32%
February	12,910	14,772	▲	14%	8%	25,433	28,029	▲	10%
March	12,639	15,229	▲	20%	12%	27,132	31,370	▲	16%
Q1	37,686	46,603	▲	24%	10%	75,341	89,371	▲	19%
China	Guest		Growth%		2025 %Share	Guest Night		Growth%	
Month	Yr2024	Yr2025				Yr2024	Yr2025		
January	6,180	13,471	▲	118%	7.4%	12,434	26,051	▲	110%
February	4,699	11,429	▲	143%	6.4%	10,466	23,431	▲	124%
March	8,136	9,083	▲	12%	7.2%	12,832	21,576	▲	68%
Q1	19,015	33,983	▲	79%	7%	35,732	71,058	▲	99%
Russia	Guest		Growth%		2025 %Share	Guest Night		Growth%	
Month	Yr2024	Yr2025				Yr2024	Yr2025		
January	20,519	26,607	▲	30%	15%	46,339	74,486	▲	61%
February	21,462	27,256	▲	27%	15%	60,202	83,002	▲	38%
March	32,518	30,765	▼	-5%	24%	71,936	88,599	▲	23%
Q1	74,499	84,628	▲	14%	17%	178,477	246,087	▲	38%
GCC	Guest		Growth%		2025 %Share	Guest Night		Growth%	
Month	Yr2024	Yr2025				Yr2024	Yr2025		
January	31,101	33,231	▲	7%	18%	47,547	56,033	▲	18%
February	21,669	32,120	▲	48%	18%	32,290	51,746	▲	60%
March	10,907	7,778	▼	-29%	6%	15,712	12,418	▼	-21%
Q1	63,677	73,129	▲	15%	15%	95,549	120,197	▲	26%

*All GCC countries excluding UAE
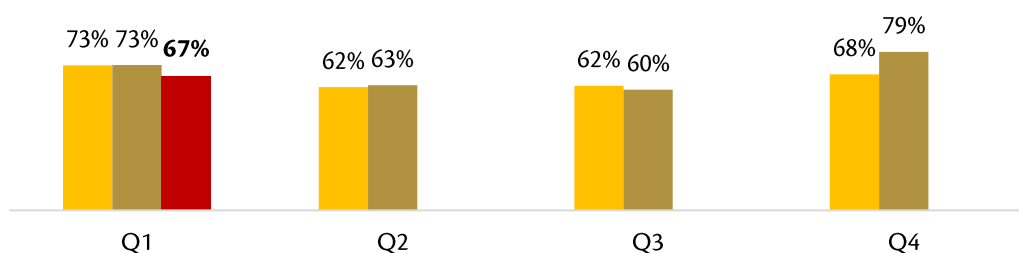

Key source markets growth during Q1 (2024-2025)

SECTOR PERFORMANCE –
KEY INDICATORS (QUARTERLY)

■ 2023 ■ 2024 ■ **2025**

Revenue
(AED Million)

	Q1	Q2	Q3	Q4
2023	190	130	108	150
2024	172	144	118	216
2025	**206**			

Occupancy %

	Q1	Q2	Q3	Q4
2023	73%	62%	62%	68%
2024	73%	63%	60%	79%
2025	**67%**			

ALOS
(DAYS)

	Q1	Q2	Q3	Q4
2023	2.00	2.13	2.15	2.22
2024	1.91	2.07	2.01	2.16
2025	**2.08**			

REVPAR
(AED)

	Q1	Q2	Q3	Q4
2023	183	130	115	152
2024	195	141	116	204
2025	**184**			

ADR
(AED)

	Q1	Q2	Q3	Q4
2023	252	211	184	222
2024	267	224	192	257
2025	**268**			

الشارقة®
Sharjah
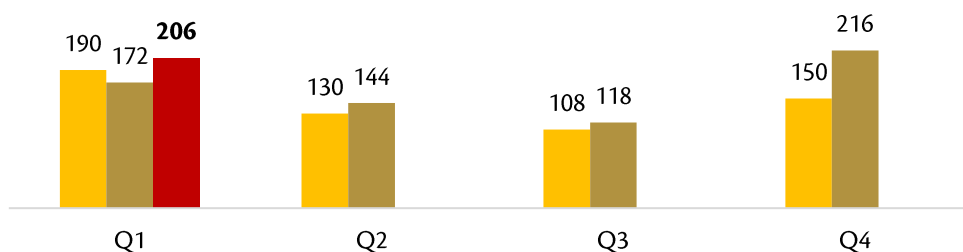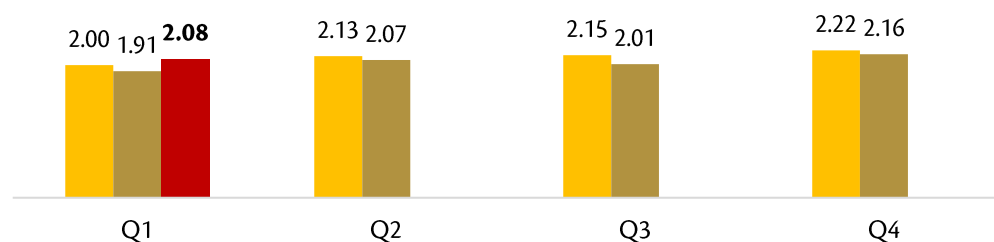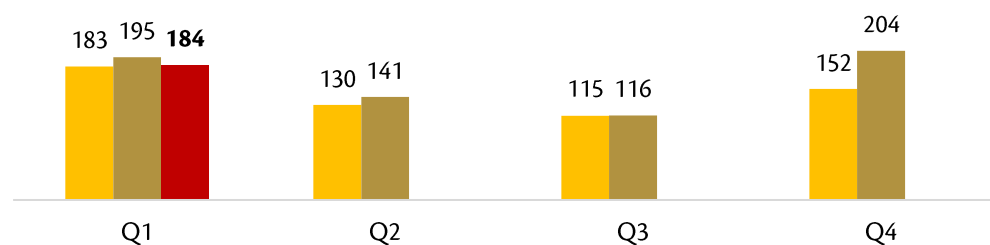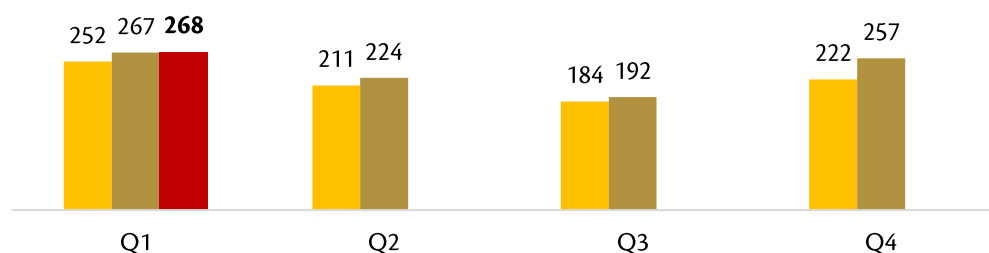
SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

2025 — 2024

Revenue (AED Million)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2025	76	78	53									
2024	61	61	50	55	47	42	38	38	42	64	77	76

Occupancy %

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2025	67%	80%	55%									
2024	72%	82%	64%	69%	64%	55%	56%	61%	64%	76%	88%	74%

ALOS (DAYS)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2025	1.99	2.01	2.25									
2024	1.79	1.98	1.94	2.23	2.03	1.97	2.14	1.86	2.03	2.20	2.15	2.14

REVPAR (AED)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2025	203	226	122									
2024	206	226	154	173	131	119	114	112	121	174	227	212

ADR (AED)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2025	302	282	220									
2024	287	276	238	252	203	217	204	184	187	227	258	286

KEY INDICATORS PER HOTEL TYPE

Table 5: Hotels performance by classification

★★★★★ 5-Star	Available Rooms	114,660				
Number of Hotels:	Occupancy	68%				
	ALOS	1.99				
12	RevPAR	294				
	Top 5 Nationalities	**1)** Russia	**2)** UAE	**3)** Oman	**4)** China	**5)** KSA
★★★★ 4-Star	Available Rooms	296,381				
Number of Hotels:	Occupancy	73%				
	ALOS	2.06				
25	RevPAR	192				
	Top 5 Nationalities	**1)** Russia	**2)** China	**3)** India	**4)** Oman	**5)** UAE
★★★ 3-Star	Available Rooms	152,273				
Number of Hotels:	Occupancy	65%				
	ALOS	2.13				
13	RevPAR	172				
	Top 5 Nationalities	**1)** Russia	**2)** India	**3)** UAE	**4)** Oman	**5)** KSA
★★ 2-Star	Available Rooms	48,225				
Number of Hotels:	Occupancy	73%				
	ALOS	1.80				
9	RevPAR	108				
	Top 5 Nationalities	**1)** Oman	**2)** India	**3)** Pakistan	**4)** KSA	**5)** UAE
★ 1-Star	Available Rooms	29,881				
Number of Hotels:	Occupancy	65%				
	ALOS	2.11				
10	RevPAR	85				
	Top 5 Nationalities	**1)** India	**2)** Pakistan	**3)** Oman	**4)** Bangladesh	**5)** Russia
Deluxe	Available Rooms	72,990				
Number of Hotels:	Occupancy	71%				
	ALOS	2.20				
5	RevPAR	155				
	Top 5 Nationalities	**1)** China	**2)** Egypt	**3)** Oman	**4)** India	**5)** UAE
Standard	Available Rooms	58,300				
Number of Hotels:	Occupancy	53%				
	ALOS	2.09				
7	RevPAR	159				
	Top 5 Nationalities	**1)** Oman	**2)** India	**3)** Iraq	**4)** KSA	**5)** Russia
Basic	Available Rooms	68,760				
Number of Hotels:	Occupancy	53%				
	ALOS	2.40				
21	RevPAR	113				
	Top 5 Nationalities	**1)** India	**2)** Oman	**3)** Pakistan	**4)** Egypt	**5)** Syria

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