

SHARJAH HOSPITALITY STATISTICS REPORT

Q2 – 2025

Strategy – Research & Statistics Division
September 2025





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EXECUTIVE SUMMARY



2nd Quarter - 2025

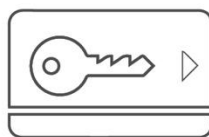
Sharjah Hotel Main Indicators

Table 1: Sharjah Tourism Main Indicators – Q2 2025 vs. Q2 2024

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	480,944 ▲ 28%	66% ▲ 3%	1.97 ▼ 5%
	Total Revenue	RevPAR	ADR
	AED 167 Million ▲ 16%	AED 146 ▲ 4%	AED 216 ▼ 4%



**102
HOTEL**

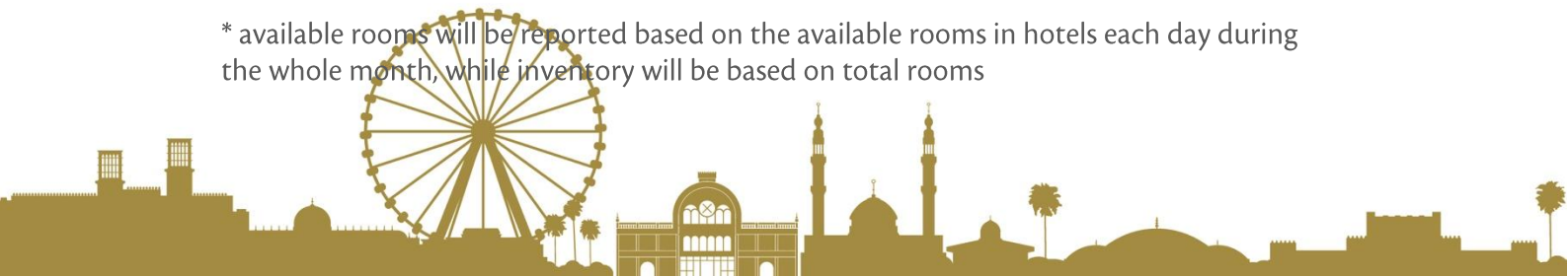


**838,259
*ROOMS Available**

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
	112,990	300,812	236,953	187,504
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 Q2 (2024 – 2025)

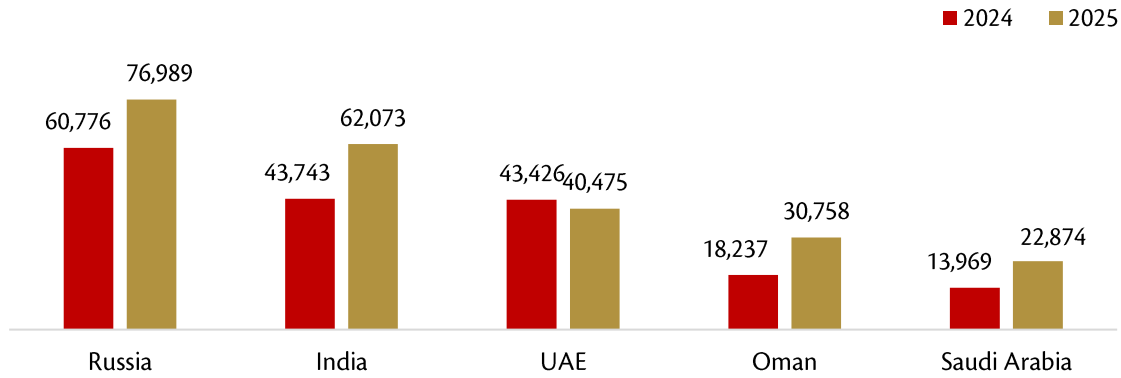


Figure 2: Hotel guests in Sharjah during second quarter 2024-2025

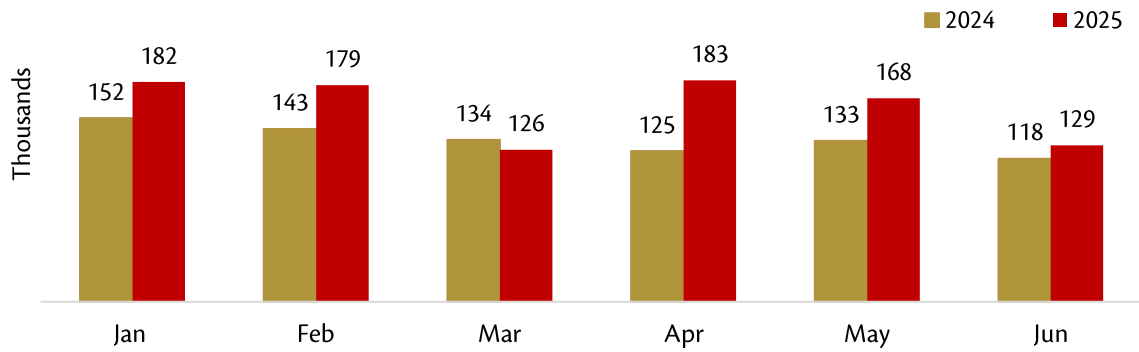
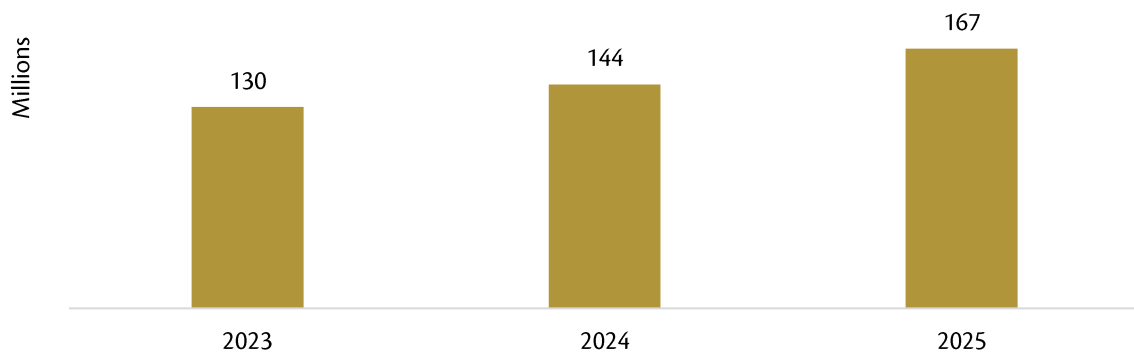


Figure 3: Hotel Establishments total revenue – Q2

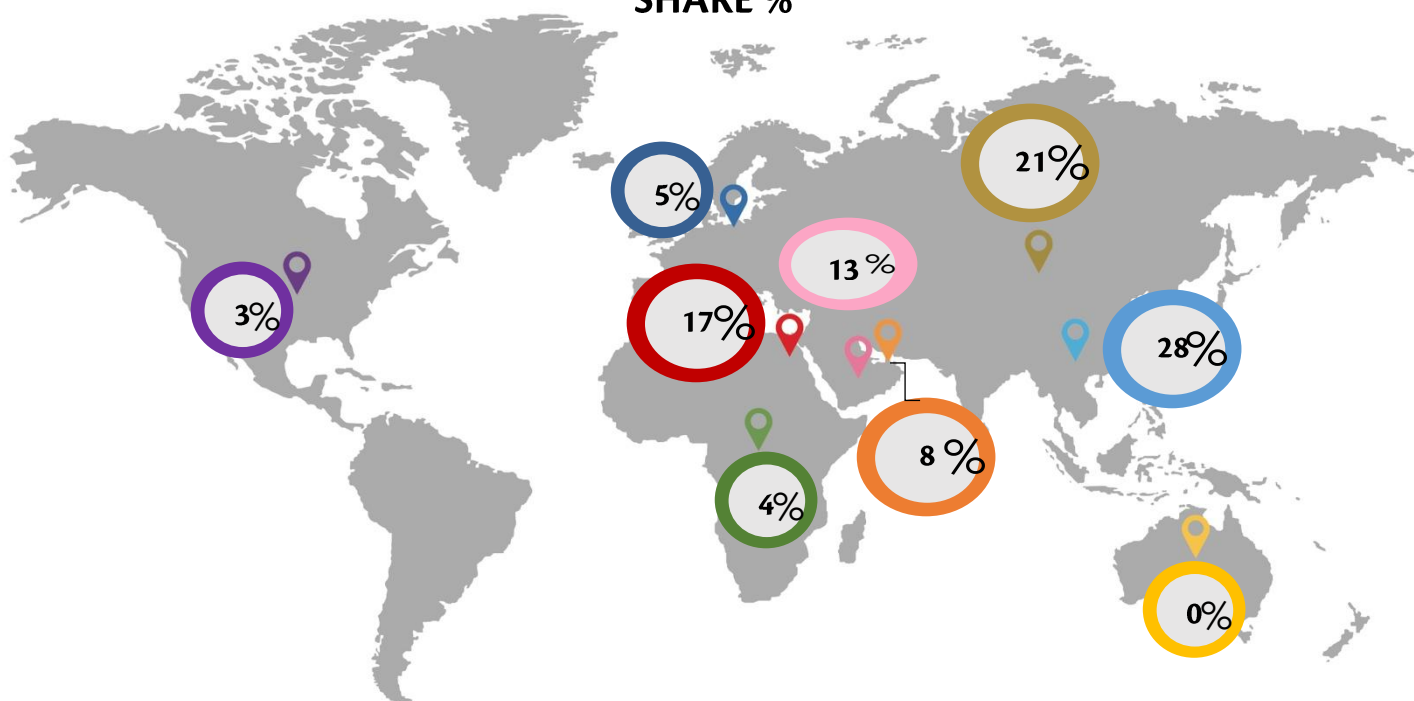




KEY INDICATORS BY REGION

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

SHARE %



GROWTH %

	Russia, CIS & Baltics	20%	▲
	Americas	57%	▲
	GCC	58%	▲
	Arabs	25%	▲
	Europe Ex. Russia, CIS	36%	▲
	Asia	32%	▲
	Africa	48%	▲
	Australia & The Pacific	40%	▲
	UAE	7%	▼



TOP 20 SOURCE MARKETS

Figure 5: Market Share % for the Top 20 Source Markets during Q2 - 2025.

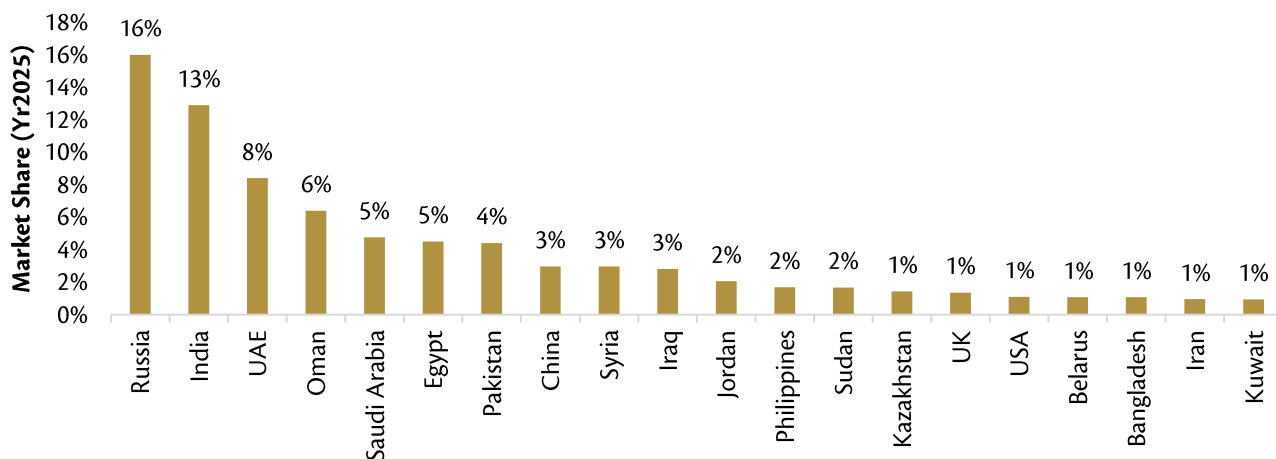
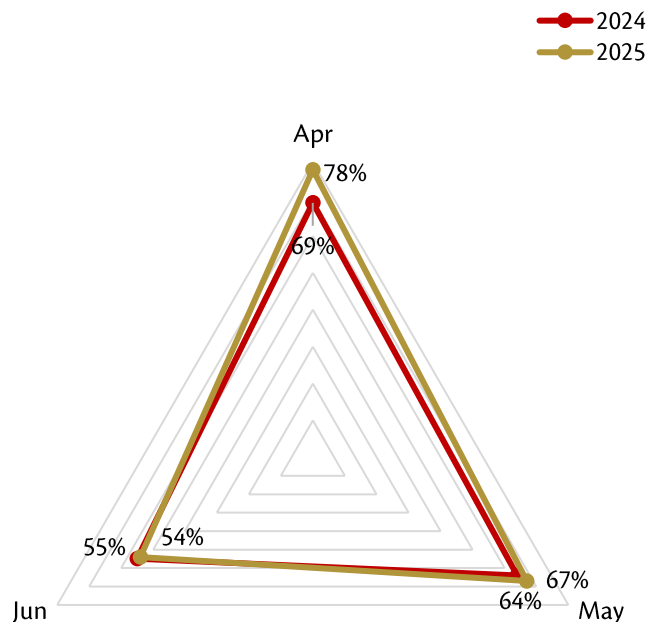


Table 3: Top 20 source markets

Rank	Market	ALOS Nights	Nights Number	Change %
1	Russia	2.69	206,837	27%
2	India	1.98	122,793	42%
3	UAE	1.74	70,447	-7%
4	Oman	1.29	39,822	69%
5	Saudi Arabia	1.57	35,949	64%
6	Egypt	1.85	40,214	36%
7	Pakistan	1.54	32,822	25%
8	China	1.85	26,512	42%
9	Syria	1.67	23,851	7%
10	Iraq	2.69	36,476	29%
11	Jordan	1.94	19,214	31%
12	Philippines	1.75	14,163	30%
13	Sudan	2.05	16,373	22%
14	Kazakhstan	2.44	16,873	-9%
15	UK	2.16	14,049	43%
16	USA	2.07	10,886	28%
17	Belarus	3.12	16,214	4%
18	Bangladesh	1.33	6,853	28%
19	Iran	2.18	10,093	34%
20	Kuwait	1.89	8,588	22%

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

Figure 6: Average Occupancy Rate - Q2

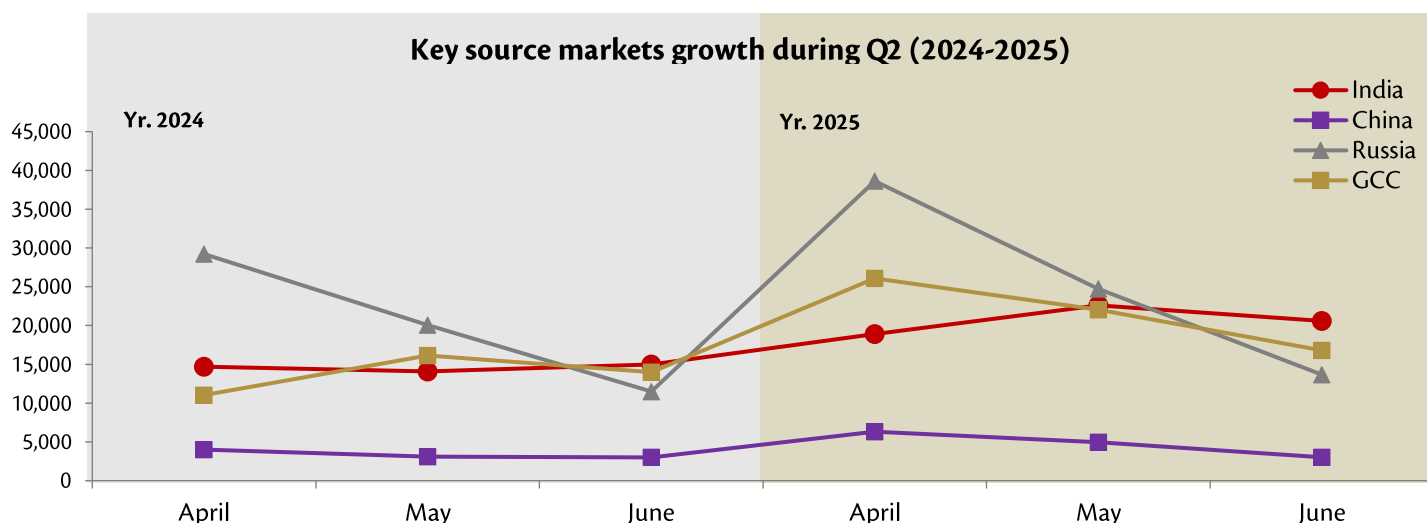


KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

India	Guest		Growth%		2025 %Share	Guest Night		Growth%	
Month	Yr2024	Yr2025				Yr2024	Yr2025		
April	14,694	18,899	▲	29%	10%	33,652	41,829	▲	24%
May	14,084	22,599	▲	60%	13%	30,571	45,085	▲	47%
June	14,965	20,575	▲	37%	16%	31,984	35,879	▲	12%
Q2	43,743	62,073	▲	42%	13%	96,207	122,793	▲	28%
China	Guest		Growth%		2025 %Share	Guest Night		Growth%	
Month	Yr2024	Yr2025				Yr2024	Yr2025		
April	3,998	6,310	▲	58%	3.4%	9,123	11,187	▲	23%
May	3,088	4,972	▲	61%	3.0%	5,230	9,070	▲	73%
June	2,998	3,025	▲	1%	2.3%	5,118	6,255	▲	22%
Q2	10,084	14,307	▲	42%	3%	19,471	26,512	▲	36%
Russia	Guest		Growth%		2025 %Share	Guest Night		Growth%	
Month	Yr2024	Yr2025				Yr2024	Yr2025		
April	29,226	38,617	▲	32%	21%	79,653	106,620	▲	34%
May	20,056	24,711	▲	23%	15%	54,422	65,771	▲	21%
June	11,494	13,661	▲	19%	11%	30,503	34,446	▲	13%
Q2	60,776	76,989	▲	27%	16%	164,578	206,837	▲	26%
GCC	Guest		Growth%		2025 %Share	Guest Night		Growth%	
Month	Yr2024	Yr2025				Yr2024	Yr2025		
April	11,033	26,078	▲	136%	14%	19,131	38,265	▲	100%
May	16,123	22,035	▲	37%	13%	24,163	32,508	▲	35%
June	13,973	16,788	▲	20%	13%	22,906	25,147	▲	10%
Q2	41,129	64,901	▲	58%	13%	66,200	95,920	▲	45%

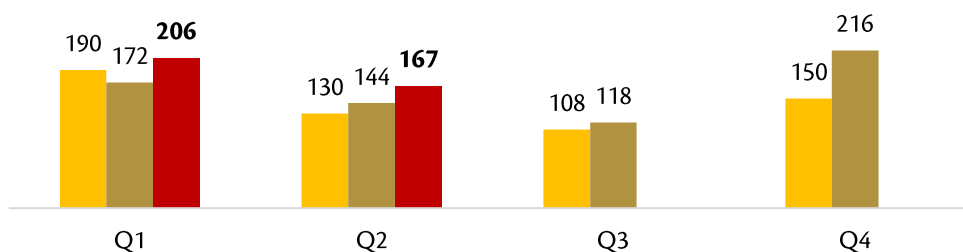
*All GCC countries excluding UAE



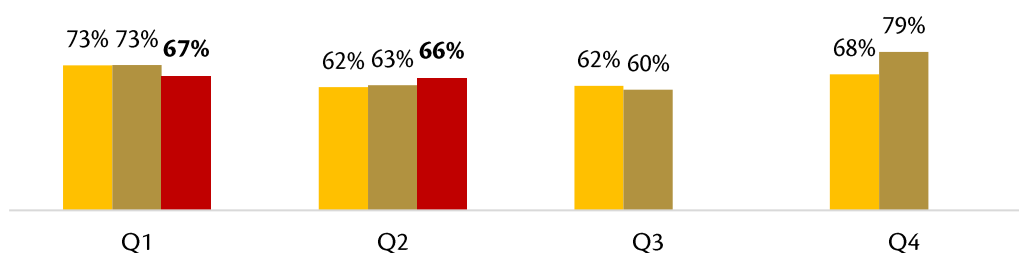
SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

■ 2023 ■ 2024 ■ 2025

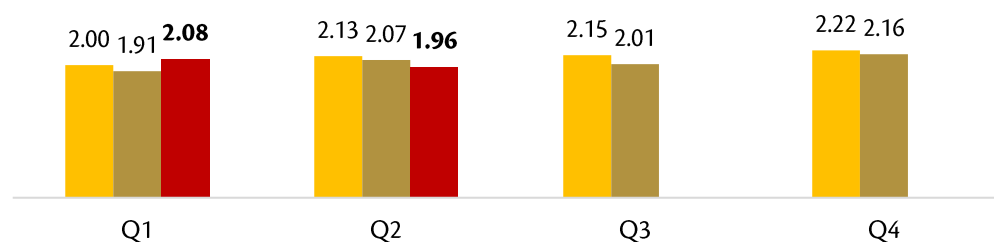
Revenue (AED Million)



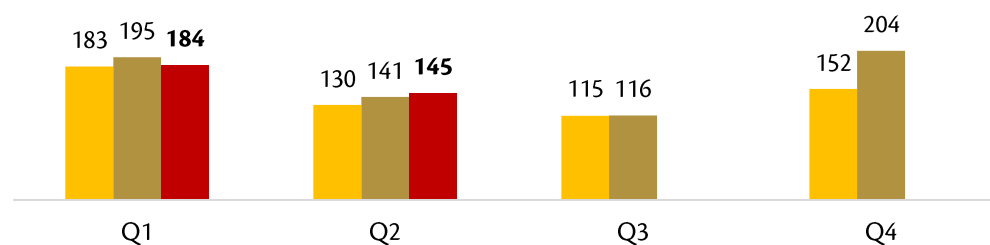
Occupancy %



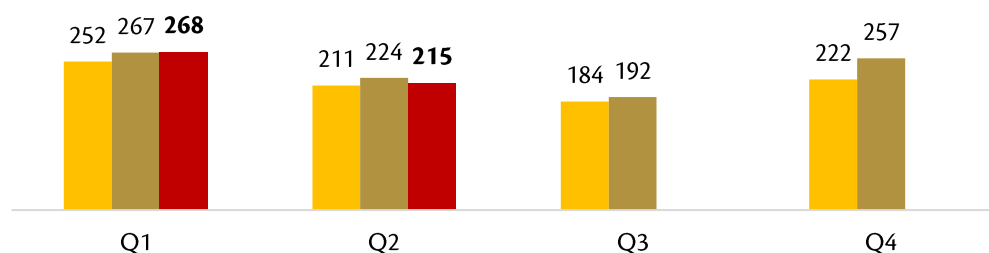
ALOS (DAYS)



REVPAR (AED)

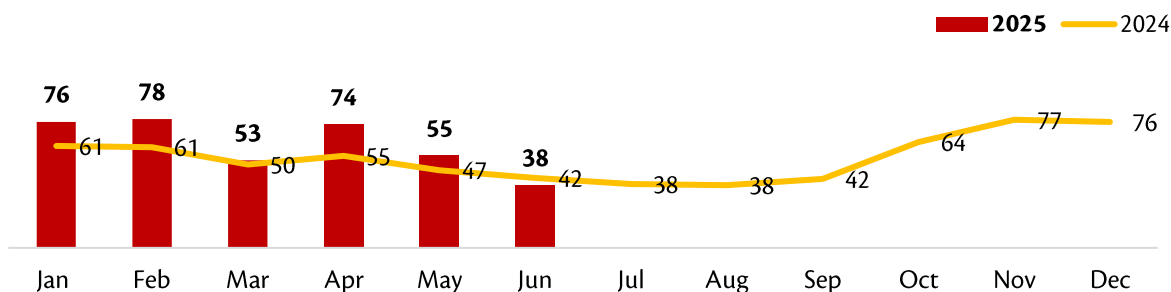


ADR (AED)

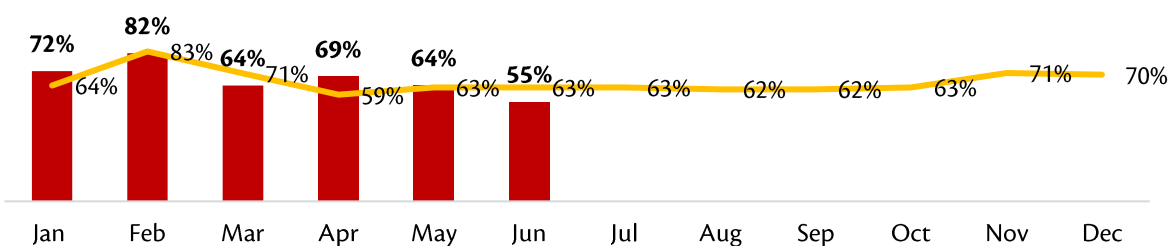


SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

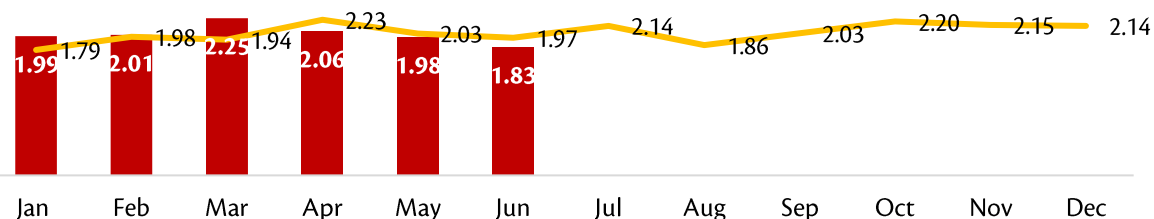
Revenue
(AED Million)



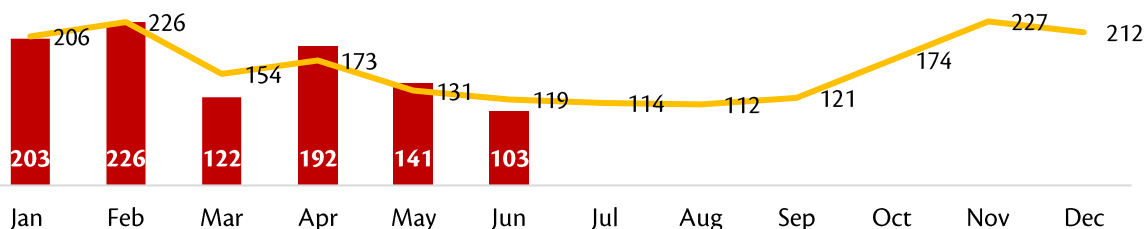
Occupancy %



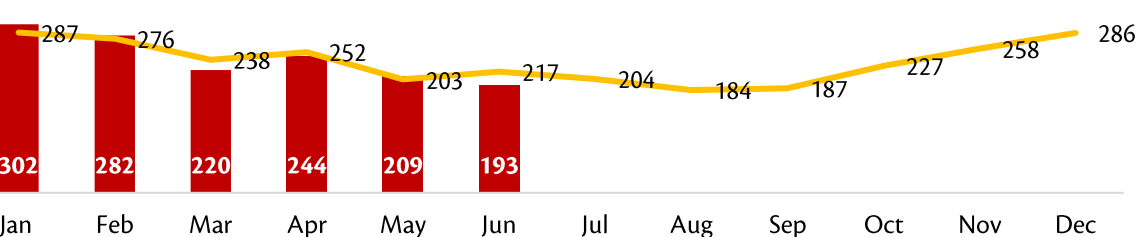
ALOS
(DAYS)



REVPAR
(AED)



ADR
(AED)





KEY INDICATORS PER HOTEL TYPE



Table 5: Hotels performance by classification

★★★★★ 5-Star Number of Hotels: 12	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	112,990 68% 2.11 245 1) Russia	2) UAE	3) Oman	4) KSA	5) India
★★★★ 4-Star Number of Hotels: 25	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	300,812 73% 1.85 153 1) Russia	2) India	3) UAE	4) Oman	5) KSA
★★★ 3-Star Number of Hotels: 13	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	147,317 64% 1.95 141 1) India	2) UAE	3) Russia	4) Oman	5) KSA
★★ 2-Star Number of Hotels: 9	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	58,848 73% 1.92 109 1) India	2) Pakistan	3) Oman	4) UAE	5) Egypt
★ 1-Star Number of Hotels: 10	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	30,788 57% 1.98 68 1) India	2) Pakistan	3) Bangladesh	4) Oman	5) Russia
Deluxe Number of Hotels: 5	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	65,263 58% 2.17 110 1) India	2) Egypt	3) Iraq	4) Oman	5) UAE
Standard Number of Hotels: 7	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	52,777 65% 2.04 122 1) India	2) Egypt	3) Oman	4) Iraq	5) UAE
Basic Number of Hotels: 21	Available Rooms Occupancy ALOS RevPAR Top 5 Nationalities	69,464 45% 2.17 88 1) India	2) Pakistan	3) Egypt	4) Oman	5) UAE





EXECUTIVE SUMMARY Year to Date (First Half) 2025



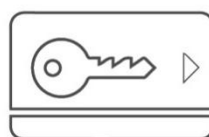
Jan to Jun - 2025 Sharjah Hotel Guests

Table 6: Sharjah Tourism Main Indicators – H1 2025 vs. H1 2024

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	967,693 ▲ 20%	67% ▼ 1%	2.02 ▲ 2%
	Total Revenue	RevPAR	ADR
	AED 373 M ▲ 18%	AED 164 ▼ 1%	AED 242 ▼ 1%



**102
HOTEL**



**1.68 M
* ROOMS Available**

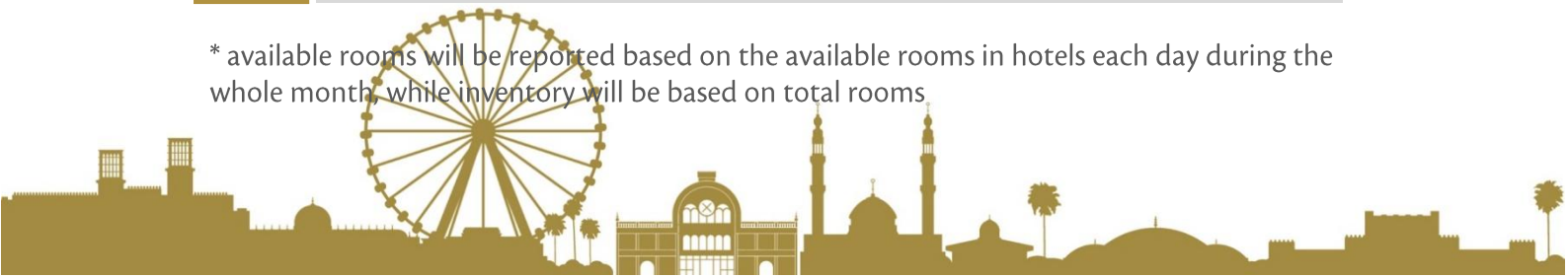
Table 7: Average number of Operating Hotels and monthly available rooms by star rating - H1

STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	12	25	32	33
	227,650	597,193	467,332	387,554

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 (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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