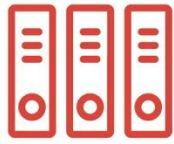


# SHARJAH HOSPITALITY STATISTICS REPORT

## Q3 – 2025

Strategy – Research & Statistics Division  
November 2025





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## EXECUTIVE SUMMARY



### 3<sup>rd</sup> Quarter - 2025

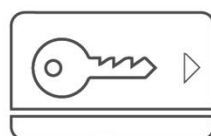
## Sharjah Hotel Main Indicators

**Table 1:** Sharjah Tourism Main Indicators – Q3 2025 vs. Q3 2024

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	503,977 ▲ 30%	65% ▲ 5%	1.72 ▼ 13%
	Total Revenue	RevPAR	ADR
	AED 132 Million ▲ 13%	AED 116 ▲ 1%	AED 180 ▼ 6%



**100  
HOTEL**



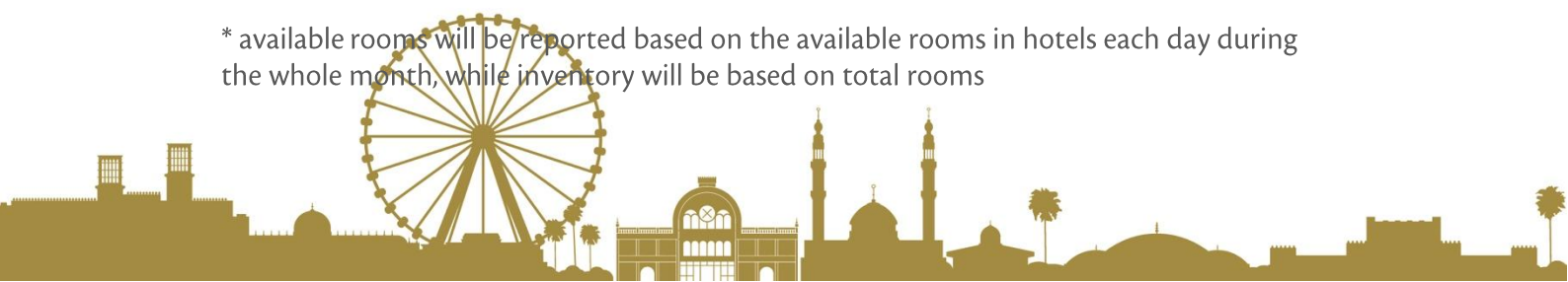
**837,232  
\*ROOMS Available**

**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	23	32	33
	116,898	309,211	224,825	186,298

**NOTE** Sharjah has over 10,700 rooms

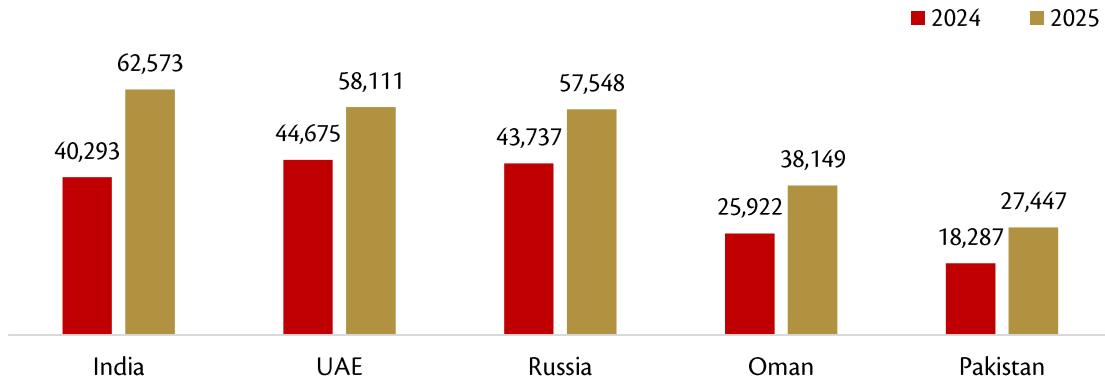
\* available rooms will be reported based on the available rooms in hotels each day during the whole month, while inventory will be based on total rooms



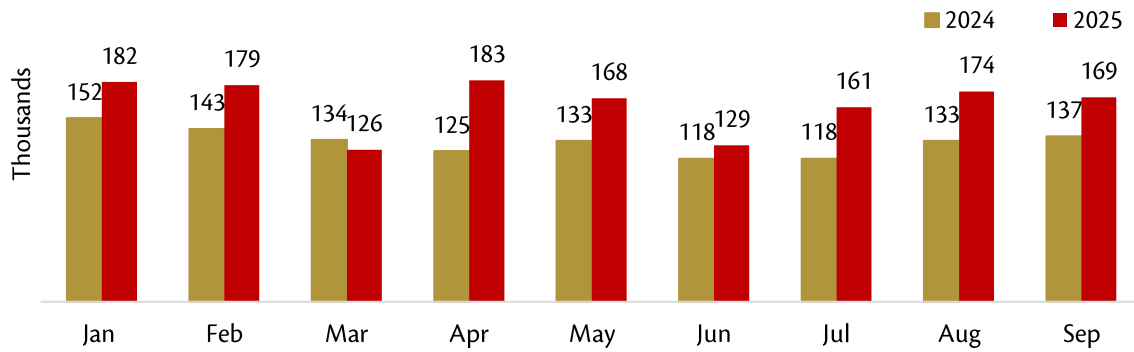


# HOSPITALITY SECTOR PERFORMANCE

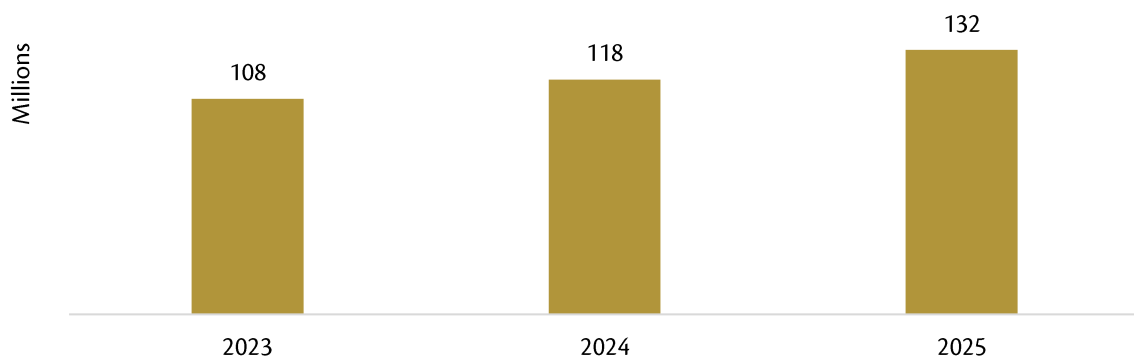
**Figure 1:** top 5 source markets in Sharjah by nationality during Q3 (2024 – 2025)



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



**Figure 3:** Hotel Establishments total revenue – Q3

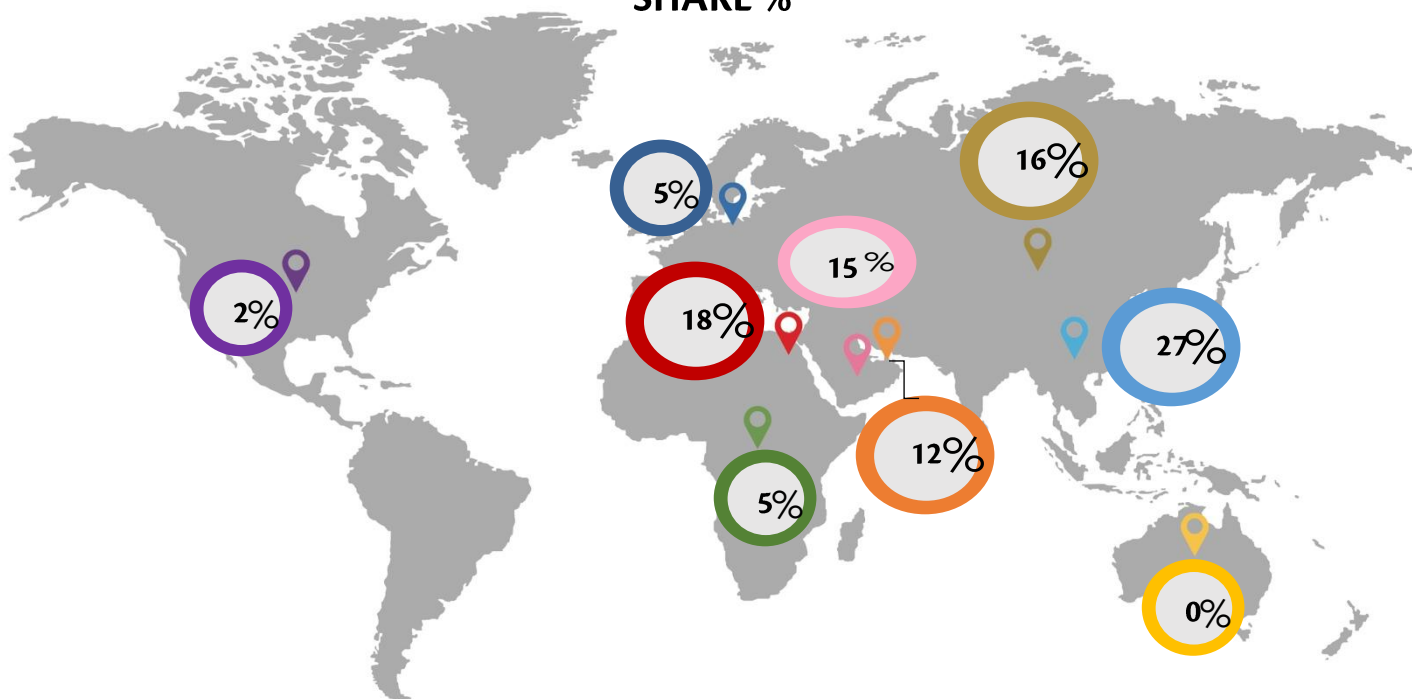













## KEY INDICATORS BY REGION

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

### SHARE %



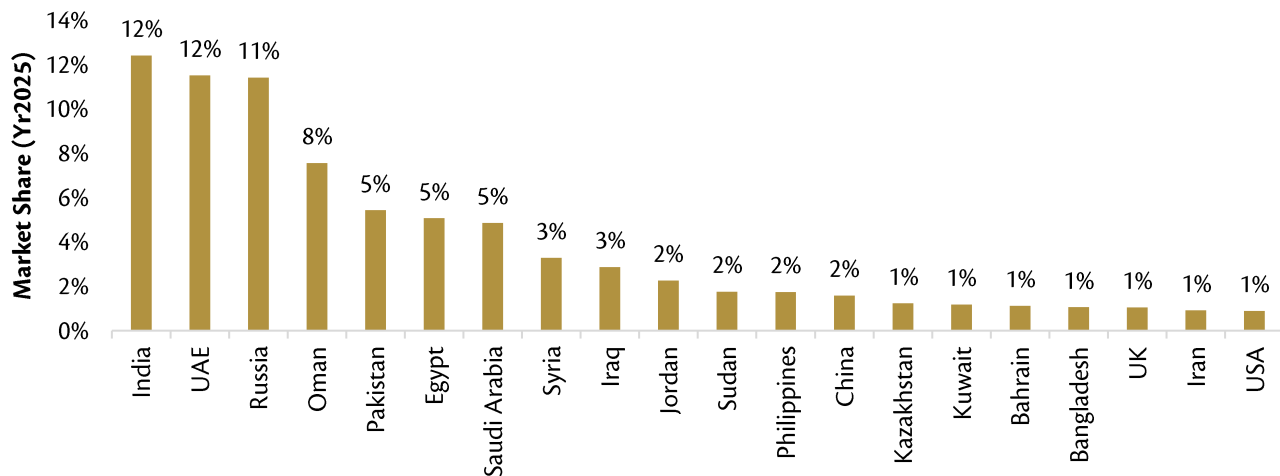
### GROWTH %

-  Russia, CIS & Baltics 26% ▲
-  Americas 30% ▲
-  GCC 30% ▲
-  Arabs 15% ▲
-  Europe Ex. Russia, CIS 44% ▲
-  Asia 39% ▲
-  Africa 47% ▲
-  Australia & The Pacific 13% ▲
-  UAE 30% ▲



## TOP 20 SOURCE MARKETS

**Figure 5:** Market Share % for the Top 20 Source Markets during Q3 - 2025.

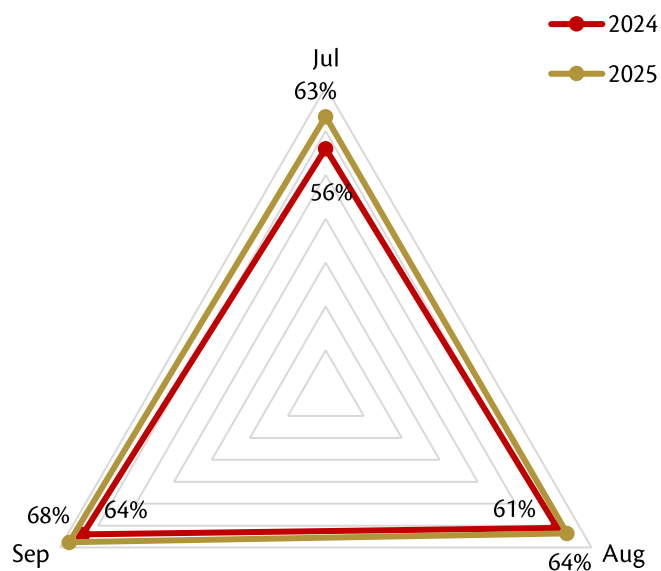


**Table 3:** Top 20 source markets

Rank	Market	ALOS Nights	Nights Number	Change %
1	India	1.57	98,536	55%
2	UAE	1.33	77,105	30%
3	Russia	2.31	132,949	32%
4	Oman	1.22	46,555	47%
5	Pakistan	1.54	42,384	50%
6	Egypt	1.80	46,178	31%
7	Saudi Arabia	1.47	35,981	22%
8	Syria	1.71	28,332	0%
9	Iraq	2.62	38,014	1%
10	Jordan	1.81	20,676	27%
11	Sudan	2.04	18,064	-2%
12	Philippines	1.63	14,371	39%
13	China	2.09	16,648	34%
14	Kazakhstan	2.16	13,413	-14%
15	Kuwait	1.97	11,661	-22%
16	Bahrain	1.52	8,620	54%
17	Bangladesh	1.26	6,726	39%
18	UK	2.14	11,387	10%
19	Iran	1.96	9,128	26%
20	USA	1.80	8,141	16%

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

**Figure 6:** Average Occupancy Rate - Q3

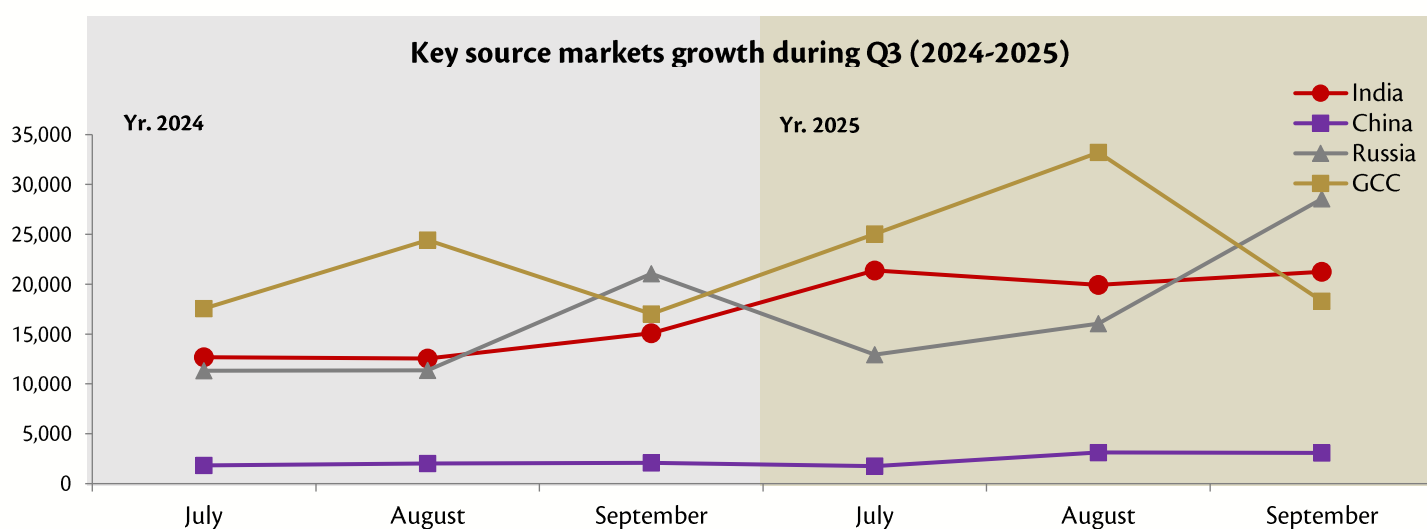


# KEY SOURCE MARKETS PERFORMANCE

**Table 4:** Key source markets performance

India	Guest		Growth%	2025 %Share	Guest Night		Growth%
	Month	Yr2024			Yr2025	Yr2024	
July	12,668	21,382	▲ 69%	13%	25,853	33,687	▲ 30%
August	12,548	19,945	▲ 59%	11%	23,068	31,372	▲ 36%
September	15,077	21,246	▲ 41%	13%	28,114	33,477	▲ 19%
<b>Q3</b>	<b>40,293</b>	<b>62,573</b>	<b>▲ 55%</b>	<b>12%</b>	<b>77,035</b>	<b>98,536</b>	<b>▲ 28%</b>
China	Guest		Growth%	2025 %Share	Guest Night		Growth%
	Month	Yr2024			Yr2025	Yr2024	
July	1,839	1,756	▼ -5%	1.1%	4,562	4,160	▼ -9%
August	2,037	3,129	▲ 54%	1.8%	4,737	5,262	▲ 11%
September	2,099	3,094	▲ 47%	1.8%	5,279	7,226	▲ 37%
<b>Q3</b>	<b>5,975</b>	<b>7,979</b>	<b>▲ 34%</b>	<b>2%</b>	<b>14,578</b>	<b>16,648</b>	<b>▲ 14%</b>
Russia	Guest		Growth%	2025 %Share	Guest Night		Growth%
	Month	Yr2024			Yr2025	Yr2024	
July	11,324	12,923	▲ 14%	8%	29,583	31,531	▲ 7%
August	11,362	16,063	▲ 41%	9%	29,081	39,298	▲ 35%
September	21,051	28,562	▲ 36%	17%	52,754	62,120	▲ 18%
<b>Q3</b>	<b>43,737</b>	<b>57,548</b>	<b>▲ 32%</b>	<b>11%</b>	<b>111,418</b>	<b>132,949</b>	<b>▲ 19%</b>
GCC	Guest		Growth%	2025 %Share	Guest Night		Growth%
	Month	Yr2024			Yr2025	Yr2024	
July	17,547	25,041	▲ 43%	16%	29,895	37,751	▲ 26%
August	24,426	33,207	▲ 36%	19%	36,925	45,125	▲ 22%
September	17,024	18,287	▲ 7%	11%	34,570	24,433	▼ -29%
<b>Q3</b>	<b>58,997</b>	<b>76,535</b>	<b>▲ 30%</b>	<b>15%</b>	<b>101,390</b>	<b>107,309</b>	<b>▲ 6%</b>

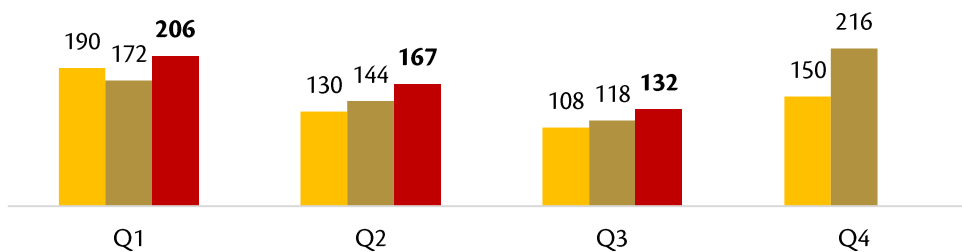
\*All GCC countries excluding UAE



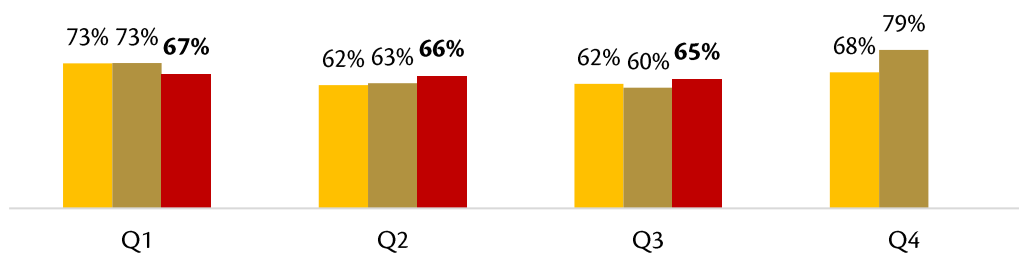
## SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

■ 2023 ■ 2024 ■ 2025

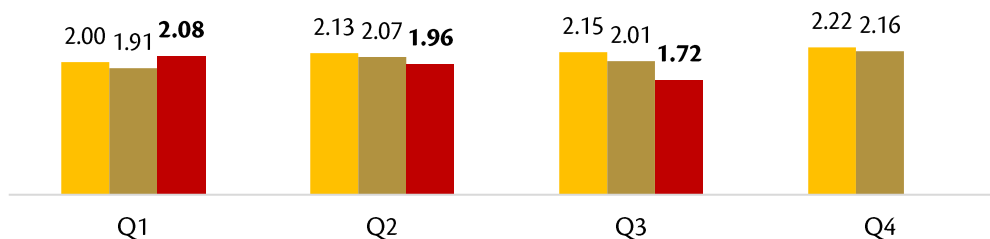
Revenue  
(AED Million)



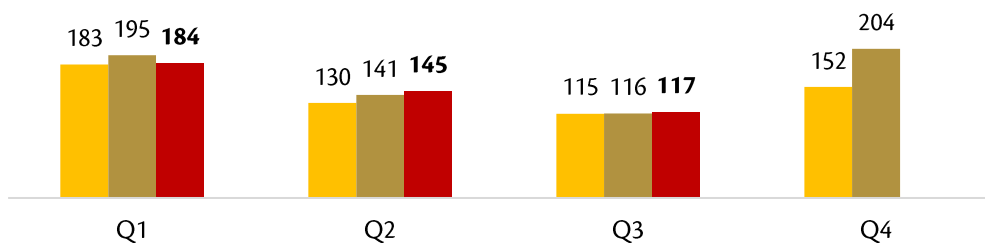
Occupancy %



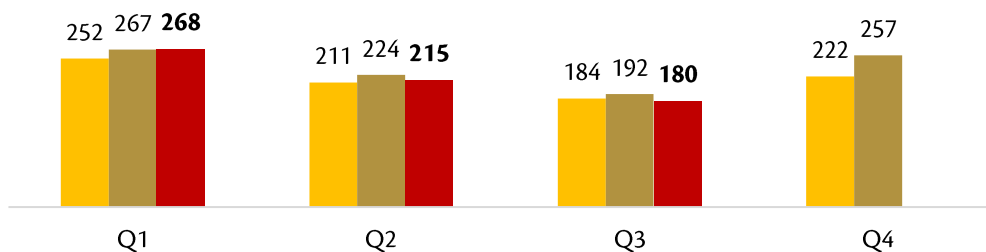
ALOS  
(DAYS)



REVPAR  
(AED)



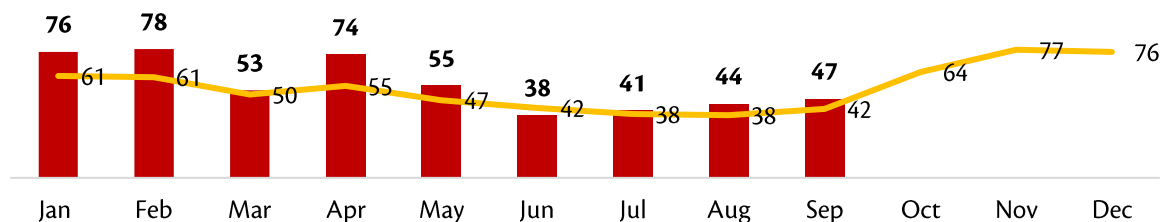
ADR  
(AED)



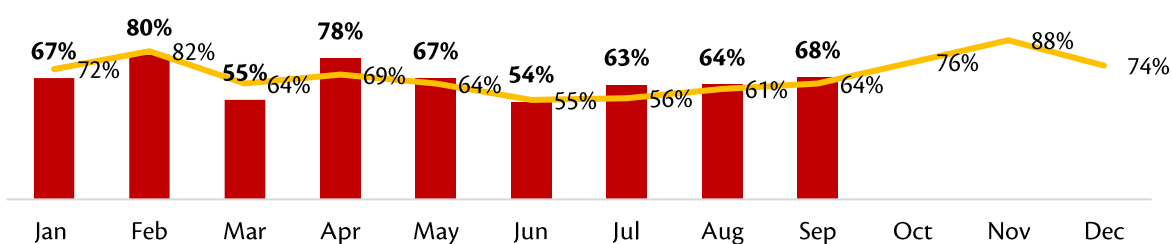
## SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

■ 2025 — 2024

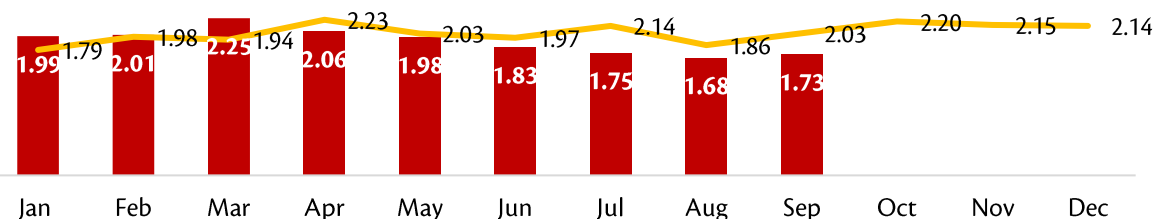
**Revenue**  
(AED Million)



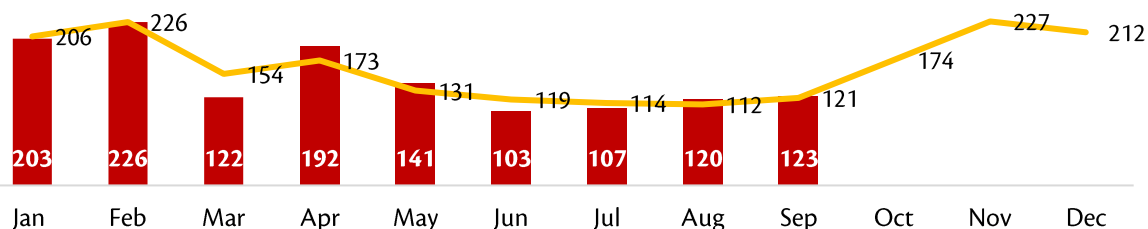
**Occupancy %**



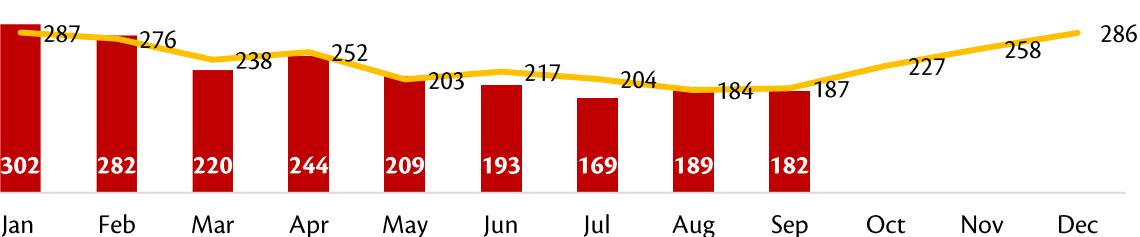
**ALOS**  
(DAYS)



**REVPAR**  
(AED)



**ADR**  
(AED)





## KEY INDICATORS PER HOTEL TYPE



**Table 5: Hotels performance by classification**

★★★★★ <b>5-Star</b>	Available Rooms	116,898				
	Occupancy	70%				
Number of Hotels: 12	ALOS	1.71				
	RevPAR	178				
	Top 5 Nationalities	<b>1) UAE</b>	<b>2) Russia</b>	<b>3) Oman</b>	<b>4) KSA</b>	<b>5) Egypt</b>
★★★★★	Available Rooms	309,211				
<b>4-Star</b>	Occupancy	65%				
Number of Hotels: 23	ALOS	1.58				
	RevPAR	108				
	Top 5 Nationalities	<b>1) Russia</b>	<b>2) India</b>	<b>3) UAE</b>	<b>4) Oman</b>	<b>5) Egypt</b>
★★★	Available Rooms	141,011				
<b>3-Star</b>	Occupancy	71%				
Number of Hotels: 13	ALOS	1.69				
	RevPAR	125				
	Top 5 Nationalities	<b>1) India</b>	<b>2) UAE</b>	<b>3) Oman</b>	<b>4) KSA</b>	<b>5) Pakistan</b>
★★	Available Rooms	59,556				
<b>2-Star</b>	Occupancy	72%				
Number of Hotels: 9	ALOS	1.80				
	RevPAR	83				
	Top 5 Nationalities	<b>1) India</b>	<b>2) Pakistan</b>	<b>3) Oman</b>	<b>4) Egypt</b>	<b>5) KSA</b>
★	Available Rooms	24,258				
<b>1-Star</b>	Occupancy	64%				
Number of Hotels: 10	ALOS	1.95				
	RevPAR	71				
	Top 5 Nationalities	<b>1) India</b>	<b>2) Pakistan</b>	<b>3) Bangladesh</b>	<b>4) Oman</b>	<b>5) Philippines</b>
	Available Rooms	61,310				
<b>Deluxe</b>	Occupancy	64%				
Number of Hotels: 5	ALOS	2.00				
	RevPAR	113				
	Top 5 Nationalities	<b>1) India</b>	<b>2) UAE</b>	<b>3) Oman</b>	<b>4) Iraq</b>	<b>5) Pakistan</b>
	Available Rooms	61,364				
<b>Standard</b>	Occupancy	63%				
Number of Hotels: 7	ALOS	2.15				
	RevPAR	111				
	Top 5 Nationalities	<b>1) India</b>	<b>2) Egypt</b>	<b>3) Syria</b>	<b>4) Iraq</b>	<b>5) Oman</b>
	Available Rooms	63,624				
<b>Basic</b>	Occupancy	41%				
Number of Hotels: 21	ALOS	2.04				
	RevPAR	81				
	Top 5 Nationalities	<b>1) India</b>	<b>2) Pakistan</b>	<b>3) Egypt</b>	<b>4) Oman</b>	<b>5) Syria</b>





**EXECUTIVE SUMMARY** Year to Date  
(Q1 to Q3 2025)



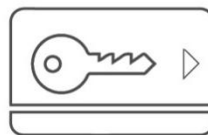
**Jan to Sept - 2025**  
**Sharjah Hotel Guests**

**Table 6:** Sharjah Tourism Main Indicators – first three quarters of 2025 vs. 2024

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	1,471,670 ▲ 23%	66% ▲ 1%	1.92 ▼ 3%
	Total Revenue	RevPAR	ADR
	AED 506 M ▲ 17%	AED 148 ▼ 2%	AED 221 ▼ 3%



**101**  
**HOTEL**



**2.52 M**  
**\* ROOMS Available**

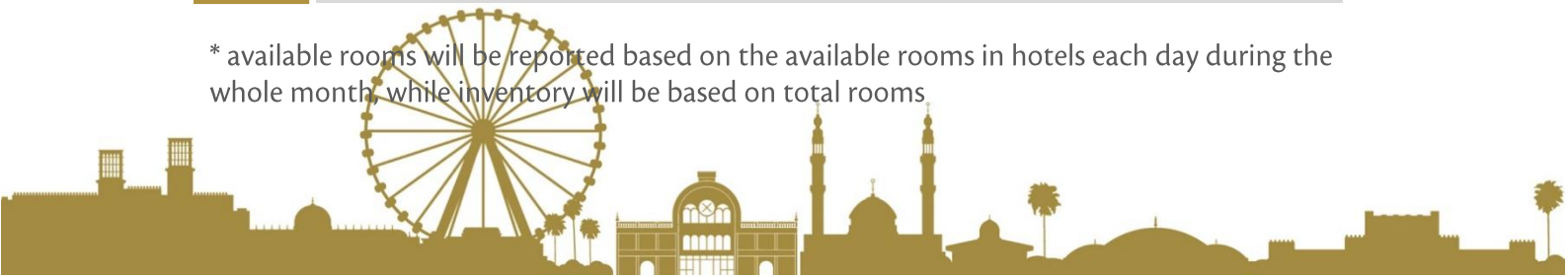
**Table 7:** Average number of Operating Hotels and monthly available rooms by star rating

STAR RATING	5 STAR	4 STAR	1 - 3 STAR	APTS
	12	24	32	33
	344,548	906,404	962,157	573,852

**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. 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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