

SHARJAH HOSPITALITY STATISTICS REPORT

Q4 – 2025

Strategy – Research & Statistics Division
January 2026



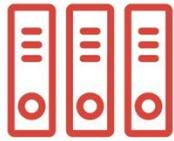


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EXECUTIVE SUMMARY



4th Quarter - 2025

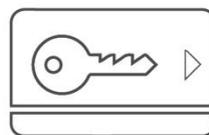
Sharjah Hotel Main Indicators

Table 1: Sharjah Tourism Main Indicators – Q4 2025 vs. Q4 2024

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	583,395 ▲ 18%	81% ▲ 2%	2.03 ▼ 6%
Total Revenue AED 273 Million ▲ 26%	RevPAR AED 245 ▲ 20%	ADR AED 303 ▲ 18%	



**103
HOTEL**



**839,164
*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	22	35	34
	117,208	296,221	236,401	189,334

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 (2024 – 2025)

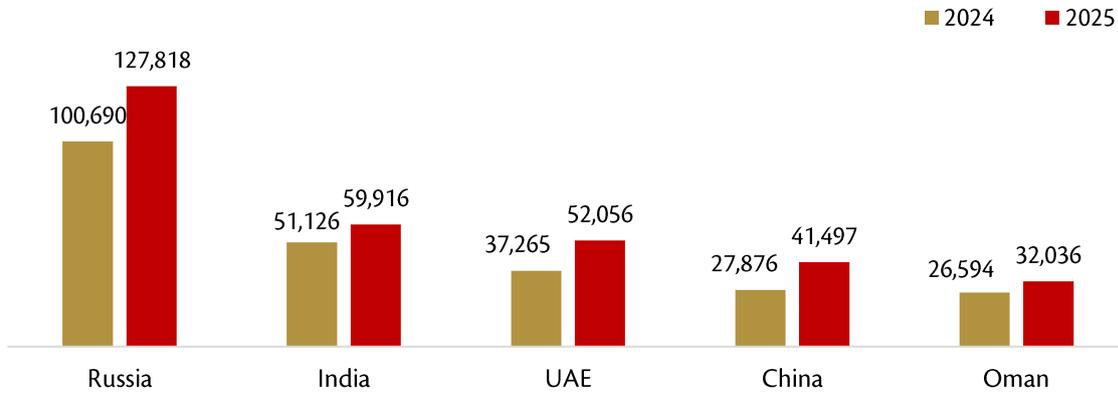


Figure 2: Hotel guests in Sharjah during fourth quarter 2024-2025

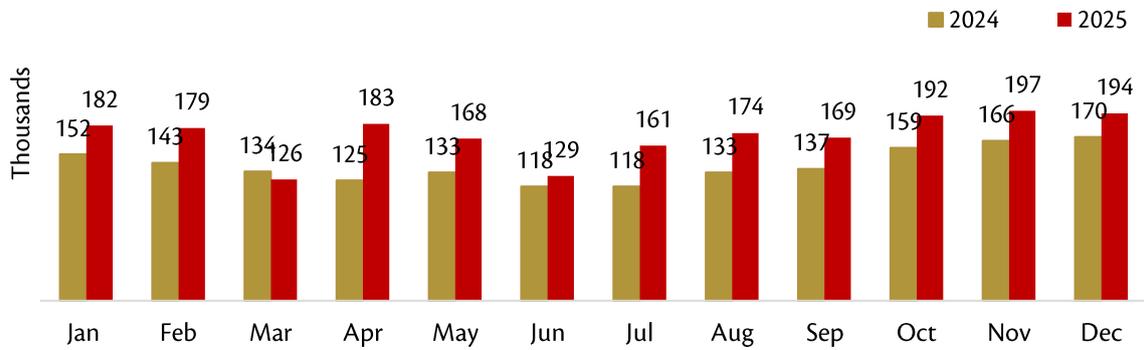
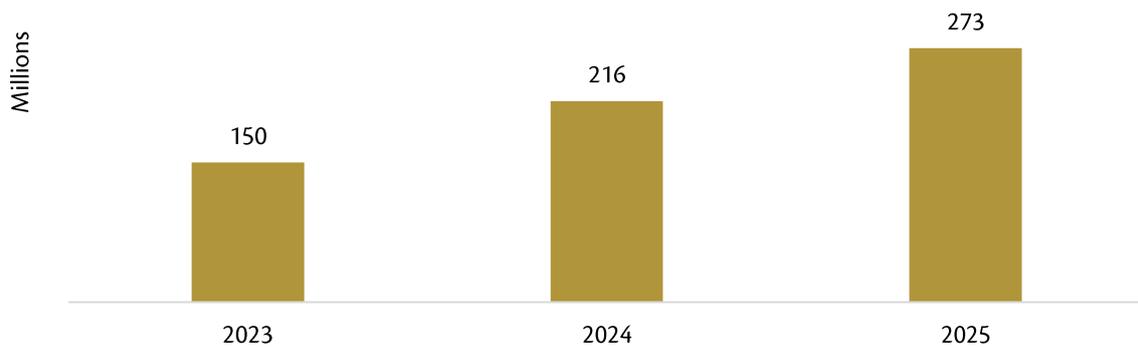


Figure 3: Hotel Establishments total revenue – Q4

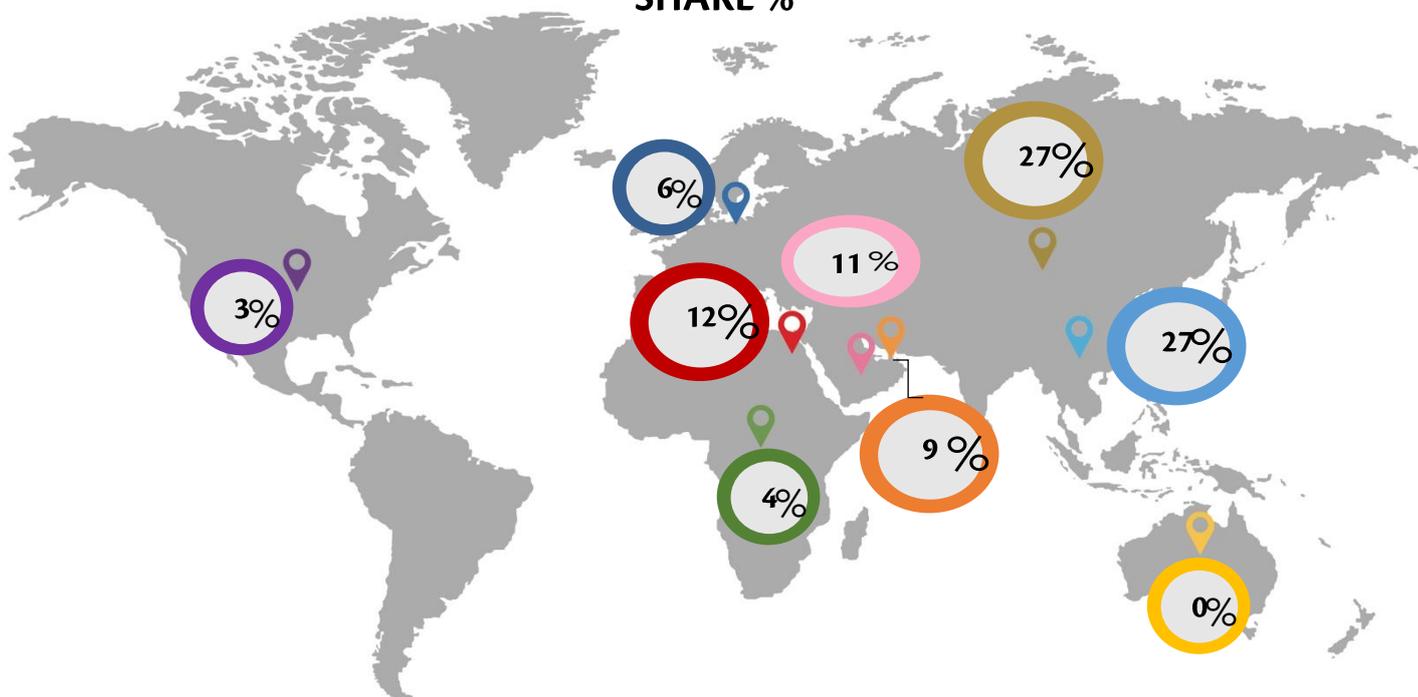




KEY INDICATORS BY REGION

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

SHARE %



GROWTH %

-  Russia, CIS & Baltics 20% ▲
-  Americas 22% ▲
-  GCC 13% ▲
-  Arabs 6% ▼
-  Europe Ex. Russia, CIS 16% ▲
-  Asia 23% ▲
-  Africa 46% ▲
-  Australia & The Pacific 3% ▲
-  UAE 40% ▲



TOP 20 SOURCE MARKETS

Figure 5: Market Share % for the Top 20 Source Markets during Q4 - 2025.

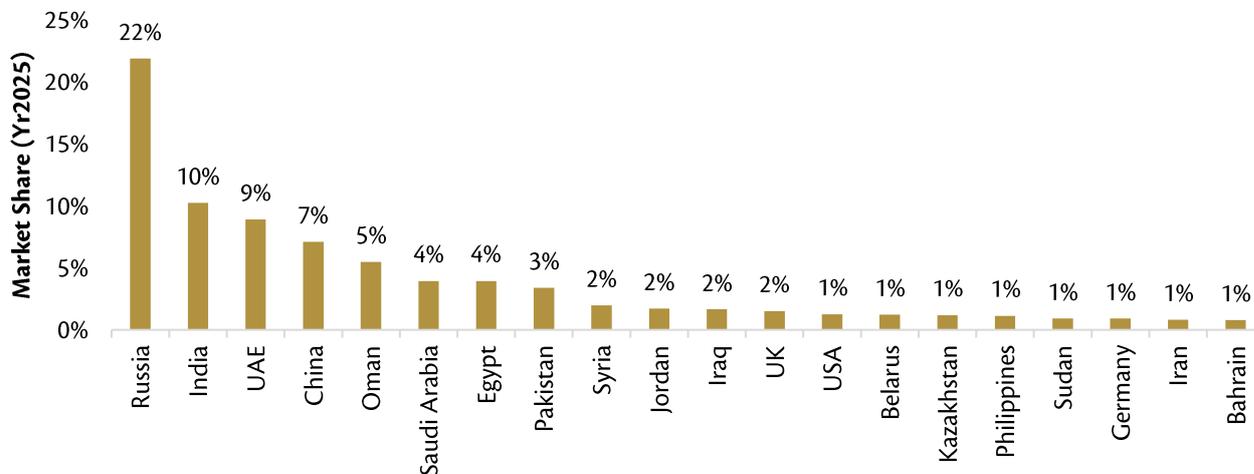
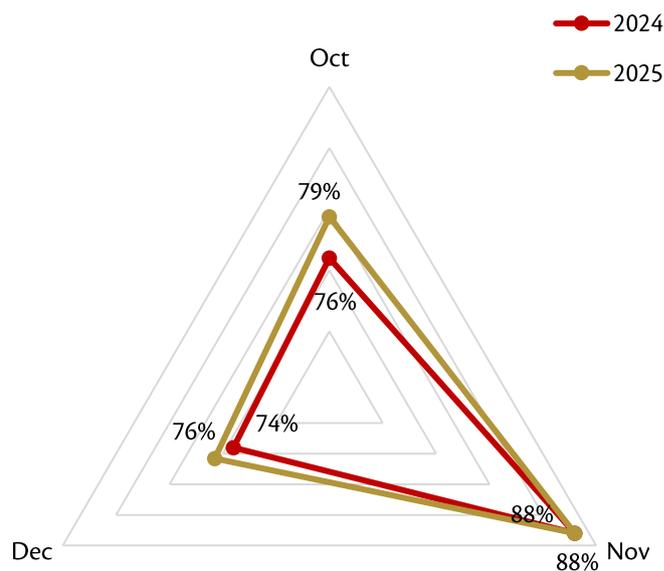


Table 3: Top 20 source markets

Rank	Market	ALOS Nights	Nights Number	Change %
1	Russia	2.77	354,549	27%
2	India	1.74	103,955	17%
3	UAE	1.64	85,579	40%
4	China	1.68	69,626	49%
5	Oman	1.26	40,316	20%
6	Saudi Arabia	1.64	37,836	5%
7	Egypt	2.08	47,860	16%
8	Pakistan	1.65	32,820	20%
9	Syria	1.78	20,492	-23%
10	Jordan	2.04	20,436	-5%
11	Iraq	3.01	29,166	-16%
12	UK	2.08	18,320	28%
13	USA	1.96	14,482	20%
14	Belarus	3.18	22,773	21%
15	Kazakhstan	2.55	17,655	-31%
16	Philippines	1.75	11,536	10%
17	Sudan	2.19	11,920	-29%
18	Germany	2.27	12,111	15%
19	Iran	2.12	10,169	8%
20	Bahrain	1.62	7,529	34%

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

Figure 6: Average Occupancy Rate - Q4

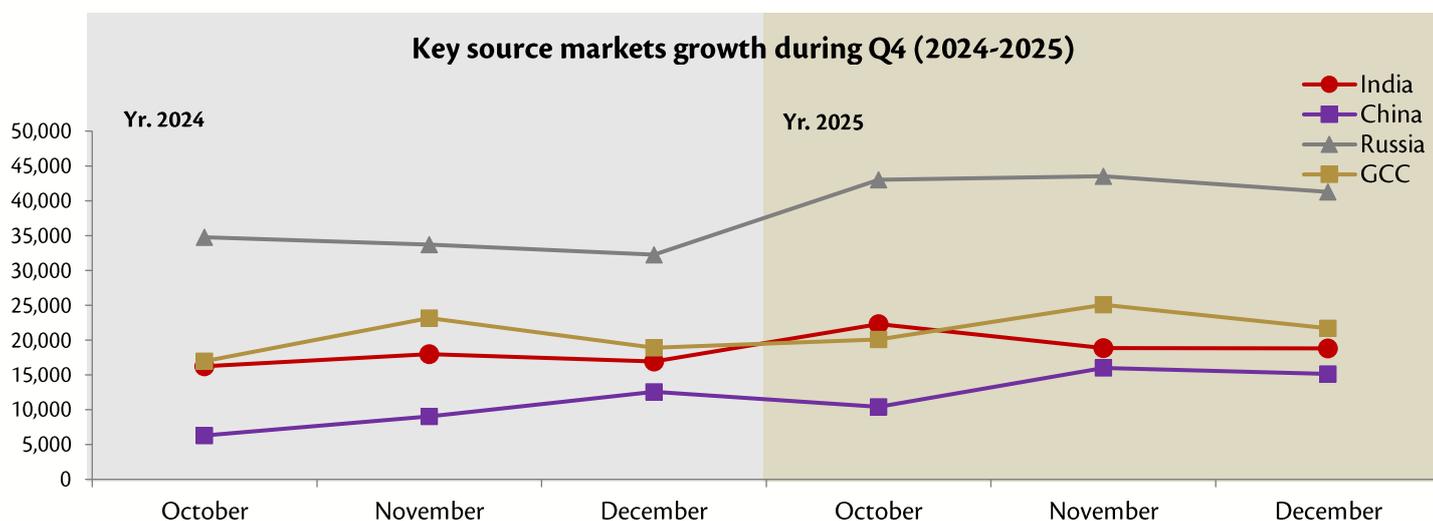


KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

India	Guest		Growth%		2025 %Share	Guest Night		Growth%	
	Month	Yr2024				Yr2025	Yr2024		
October	16,233	22,290	▲	37%	12%	32,200	36,964	▲	15%
November	17,976	18,826	▲	5%	10%	33,148	33,739	▲	2%
December	16,917	18,800	▲	11%	10%	32,523	33,252	▲	2%
Q4	51,126	59,916	▲	17%	10%	97,871	103,955	▲	6%
China	Guest		Growth%		2025 %Share	Guest Night		Growth%	
	Month	Yr2024				Yr2025	Yr2024		
October	6,296	10,397	▲	65%	5.4%	11,950	20,106	▲	68%
November	9,033	15,989	▲	77%	8.1%	17,615	26,504	▲	50%
December	12,547	15,111	▲	20%	7.8%	24,933	23,016	▼	-8%
Q4	27,876	41,497	▲	49%	7%	54,498	69,626	▲	28%
Russia	Guest		Growth%		2025 %Share	Guest Night		Growth%	
	Month	Yr2024				Yr2025	Yr2024		
October	34,736	43,025	▲	24%	22%	106,225	117,697	▲	11%
November	33,697	43,518	▲	29%	22%	105,524	118,257	▲	12%
December	32,257	41,275	▲	28%	21%	100,223	118,595	▲	18%
Q4	100,690	127,818	▲	27%	22%	311,972	354,549	▲	14%
GCC	Guest		Growth%		2025 %Share	Guest Night		Growth%	
	Month	Yr2024				Yr2025	Yr2024		
October	16,963	20,065	▲	18%	10%	27,472	28,693	▲	4%
November	23,155	25,064	▲	8%	13%	38,979	39,247	▲	1%
December	18,895	21,685	▲	15%	11%	31,664	31,519	▼	0%
Q4	59,013	66,814	▲	13%	11%	98,115	99,459	▲	1%

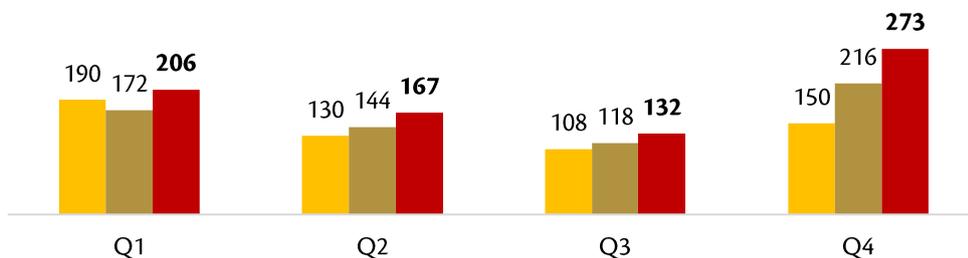
*All GCC countries excluding UAE



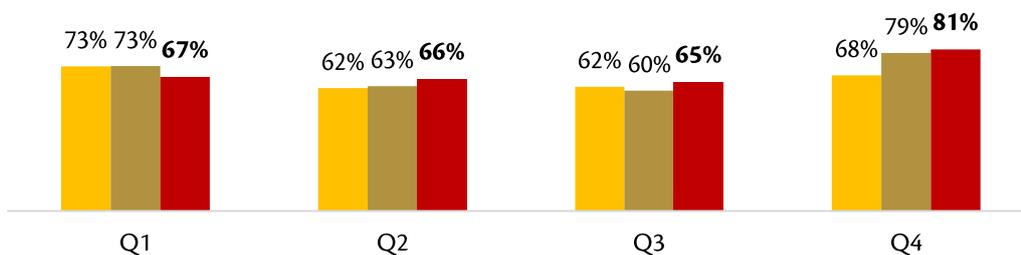
SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

■ 2023 ■ 2024 ■ 2025

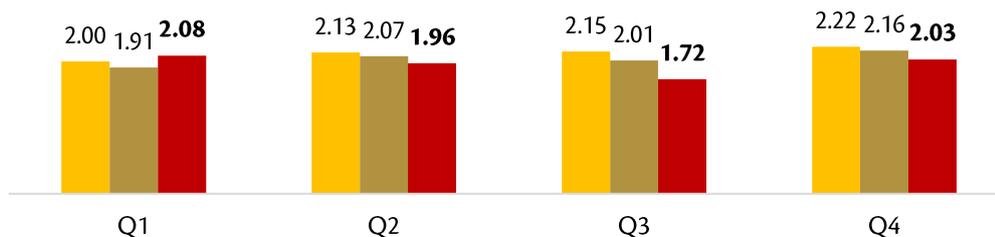
Revenue
(AED Million)



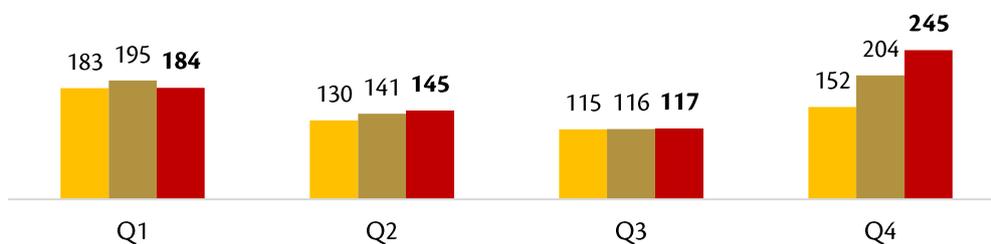
Occupancy %



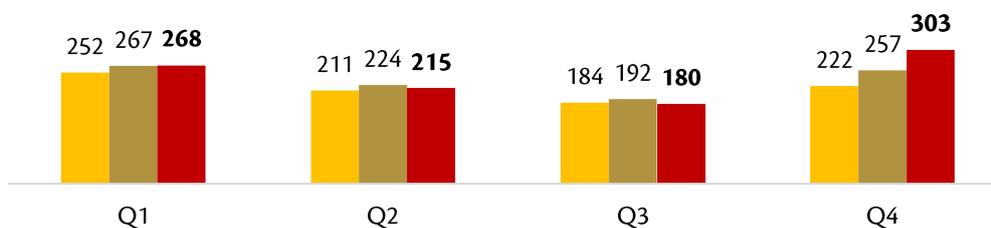
ALOS
(DAYS)



REVPAR
(AED)



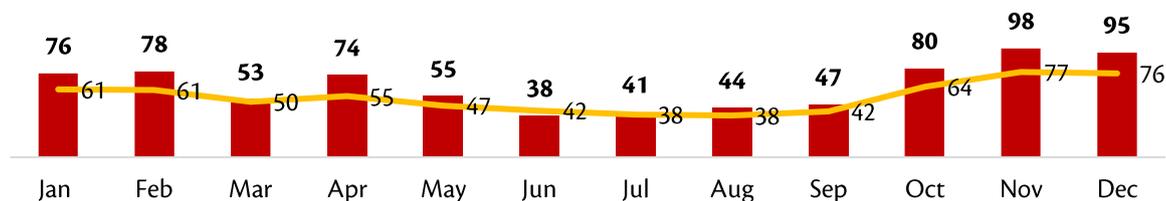
ADR
(AED)



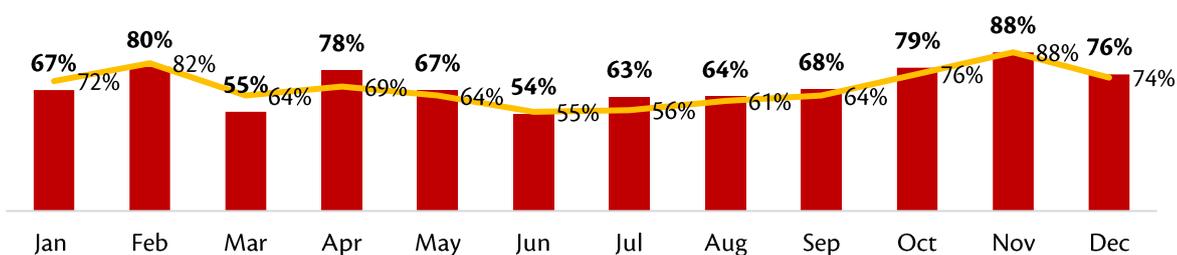
SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

2025 2024

Revenue (AED Million)



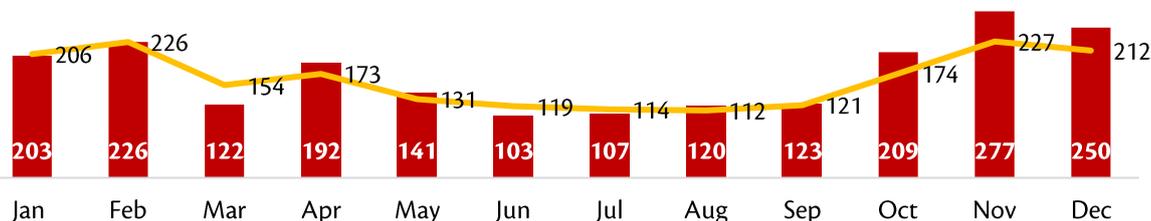
Occupancy %



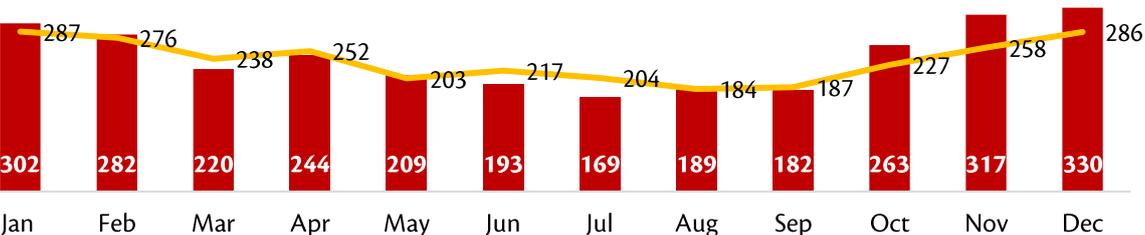
ALOS (DAYS)



REVPAR (AED)



ADR (AED)





KEY INDICATORS PER HOTEL TYPE



Table 5: Hotels performance by classification

★★★★★ 5-Star Number of Hotels: 12	Available Rooms	117,208				
	Occupancy	77%				
	ALOS	2.34				
	RevPAR	414				
	Top 5 Nationalities	1) Russia	2) UAE	3) China	4) Oman	5) UK
★★★★ 4-Star Number of Hotels: 22	Available Rooms	296,221				
	Occupancy	87%				
	ALOS	1.71				
	RevPAR	262				
	Top 5 Nationalities	1) Russia	2) China	3) UAE	4) India	5) Oman
★★★ 3-Star Number of Hotels: 15	Available Rooms	148,396				
	Occupancy	90%				
	ALOS	2.28				
	RevPAR	231				
	Top 5 Nationalities	1) Russia	2) India	3) UAE	4) KSA	5) Oman
★★ 2-Star Number of Hotels: 10	Available Rooms	59,731				
	Occupancy	80%				
	ALOS	2.14				
	RevPAR	140				
	Top 5 Nationalities	1) India	2) Oman	3) Pakistan	4) Russia	5) Egypt
★ 1-Star Number of Hotels: 10	Available Rooms	28,274				
	Occupancy	76%				
	ALOS	1.87				
	RevPAR	115				
	Top 5 Nationalities	1) India	2) Pakistan	3) Oman	4) Bangladesh	5) Sri Lanka
Deluxe Number of Hotels: 6	Available Rooms	59,360				
	Occupancy	74%				
	ALOS	2.49				
	RevPAR	208				
	Top 5 Nationalities	1) China	2) India	3) Oman	4) KSA	5) UAE
Standard Number of Hotels: 7	Available Rooms	61,364				
	Occupancy	74%				
	ALOS	2.19				
	RevPAR	186				
	Top 5 Nationalities	1) India	2) Egypt	3) Oman	4) UAE	5) Russia
Basic Number of Hotels: 21	Available Rooms	68,610				
	Occupancy	57%				
	ALOS	2.19				
	RevPAR	138				
	Top 5 Nationalities	1) India	2) Pakistan	3) Oman	4) Egypt	5) Russia





EXECUTIVE SUMMARY Year to Date
(Q1 to Q4 2025)



Jan to Dec - 2025

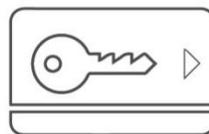
Sharjah Hotel Guests

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

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	2,055,065 ▲ 22%	70% ▲ 1%	1.95 ▼ 4%
	Total Revenue	RevPAR	ADR
	AED 780 M ▲ 20%	AED 172 ▲ 6%	AED 247 ▲ 4%



102
HOTEL



3.36 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	33	33
	461,756	1.20 M	928,558	763,186

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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