

SHARJAH HOSPITALITY STATISTICS REPORT

Year - 2025

Strategy – Research & Statistics Division
Jan, 2026



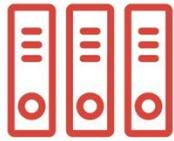


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EXECUTIVE SUMMARY



The annual tourism sector statistics report for the Emirate of Sharjah presents comprehensive performance indicators across key tourism activities, including the number of hotels and hotel apartments, available room supply, guest arrivals, occupancy rates, and tourism revenues, reflecting the sector's strong momentum and continued growth into 2025.

The report serves as a critical evidence base, providing up-to-date economic and tourism insights that support data-driven policymaking, the development of targeted programs and strategies, and informed private-sector investment decisions—reinforcing tourism's expanding contribution to Sharjah's economic diversification and sustainable growth.

Sharjah Commerce and Tourism Development Authority





EXECUTIVE SUMMARY



Year - 2025

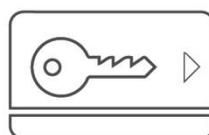
Sharjah Hotel Guests

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

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (Nights)
	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 2: Average number of Operating Hotels and 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





HOSPITALITY SECTOR PERFORMANCE

Figure 1: top 5 source markets in Sharjah by nationality and year.

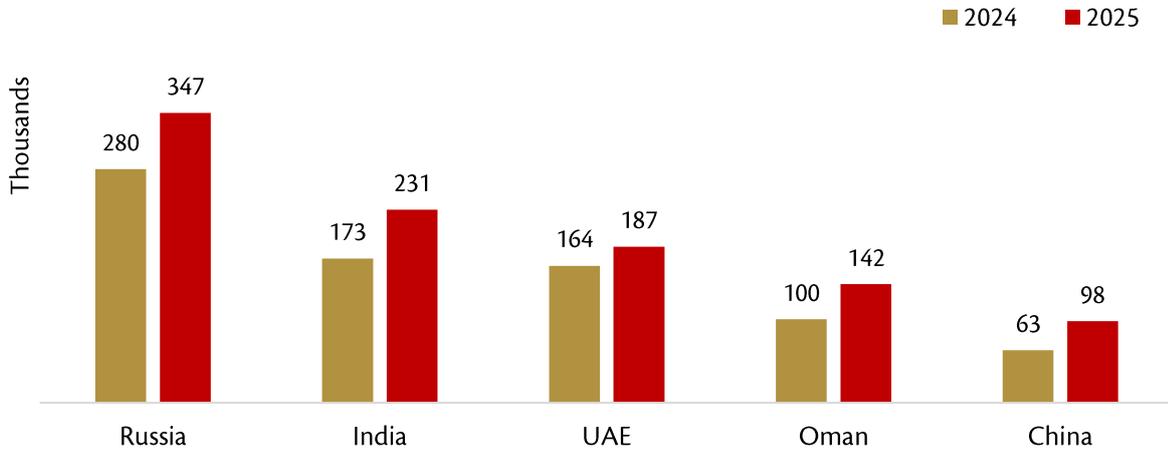
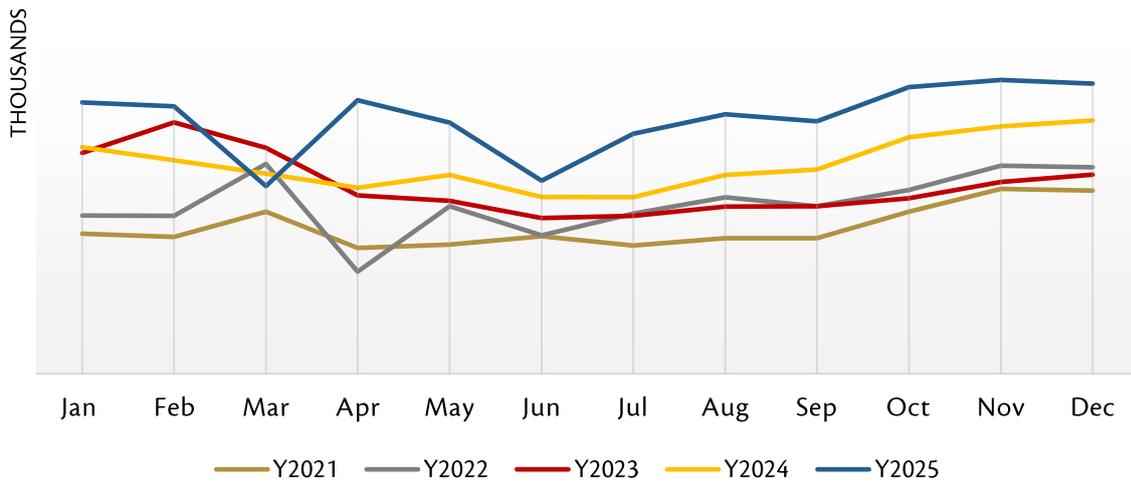


Figure 2: Hotel guests seasonality trend in Sharjah during 2024-2025



The tourism sector in Sharjah recorded a stable and positive start in 2025. While growth was relatively modest during February and March, performance strengthened progressively across the second, third, and fourth quarters, achieving a more consistent upward trajectory compared to 2024. The Russian market continued to dominate, maintaining a share of over 17%, and underscoring its sustained importance as a key source market in Sharjah.





HOSPITALITY SECTOR PERFORMANCE

Overall, the tourism sector in Sharjah recorded a strong increase of over 22% in hotel establishment guests, reflecting a sustained and increasingly robust growth trend over recent years (Figure 3).

Figure 3: Guests by Hotel type for period (2021 – 2025)

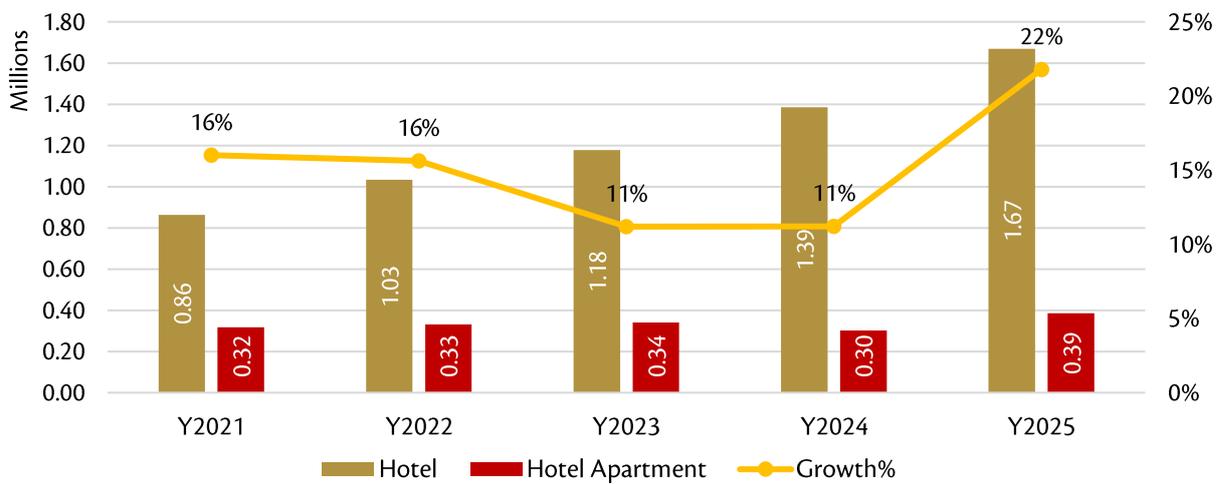
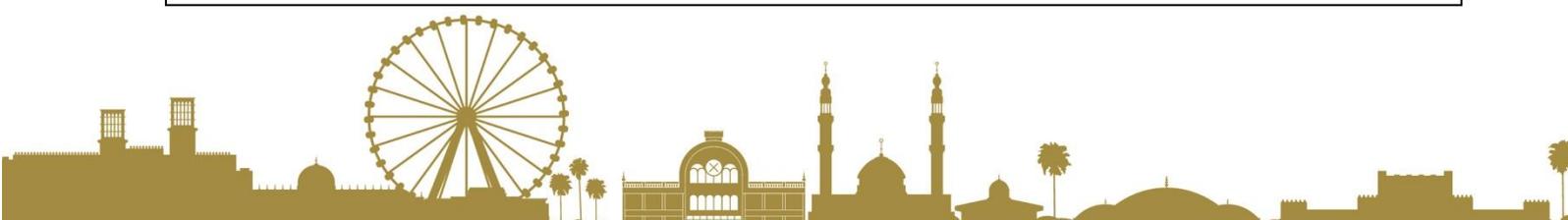
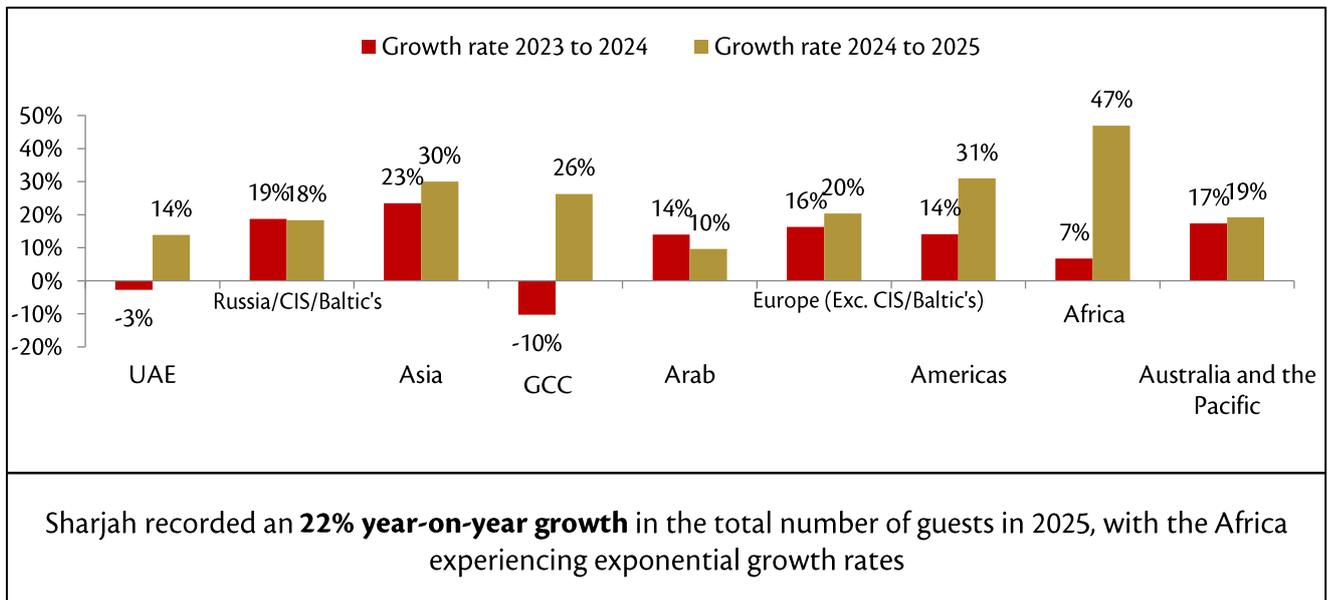


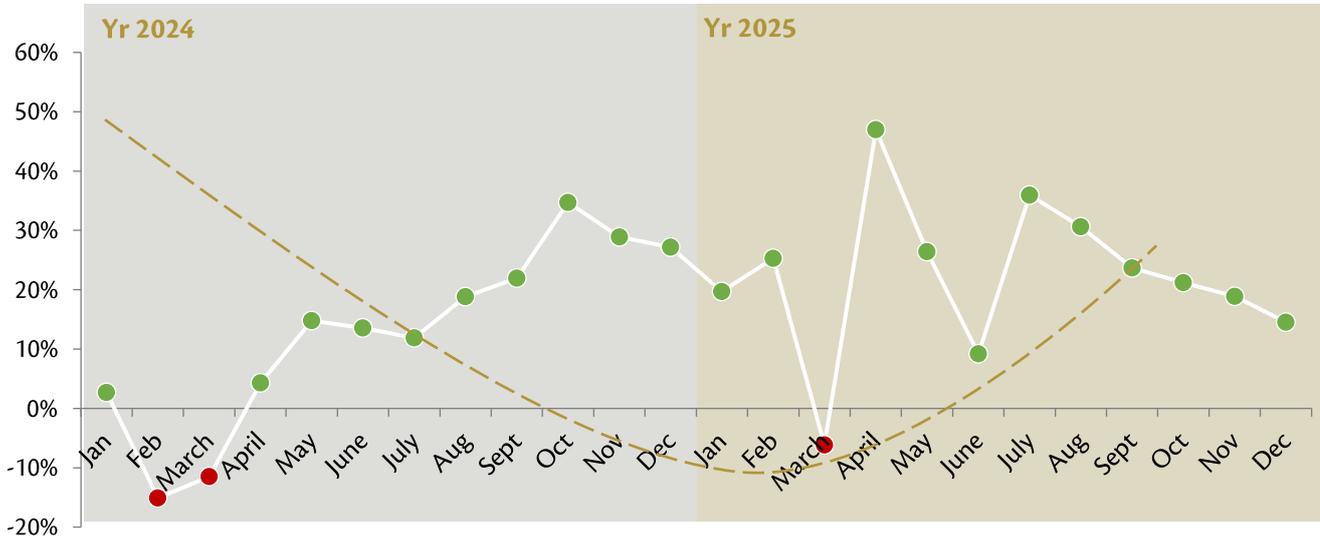
Figure 4: Guests growth rates by year and region





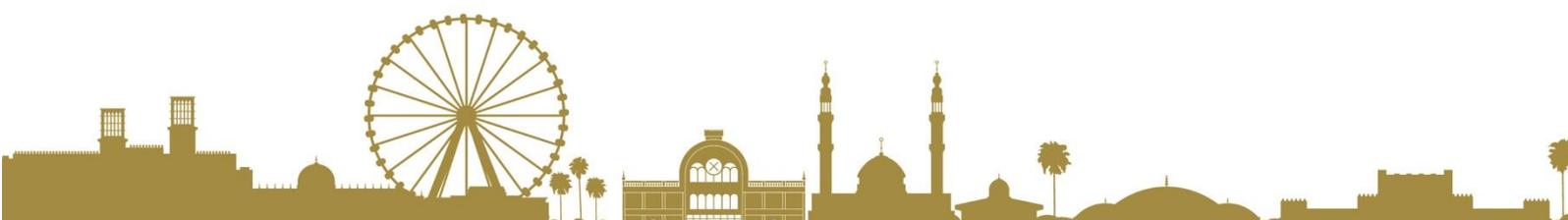
HOSPITALITY SECTOR PERFORMANCE

Figure 5: Guest Growth Rates Monthly Trend in 2024 and 2025



Seasonal patterns in Sharjah’s tourism sector remained evident in 2025, with peak activity recorded during the first two quarters, followed by a moderate softening in the third quarter, as illustrated in Figure 5. The hospitality sector nevertheless sustained its positive momentum, with hotel establishment revenues rising by 20% (Figure 7). Guest volumes increased notably in April, November, and December 2025, aligning with major events in Sharjah such as, spring holidays, SIBF, and UAE National Day, etc..

In parallel, the hotel industry has strengthened its focus on sustainability initiatives, particularly in energy efficiency and waste management, responding to growing demand from environmentally conscious visitors. These developments support a positive outlook for the sector, highlighting its resilience and ability to adapt to evolving market and sustainability expectations.



SECTOR PERFORMANCE REVENUE & REVPAR

Figure 6: Revenue Per Available Room (REVPAR) by Hotel Type (2021 – 2025)

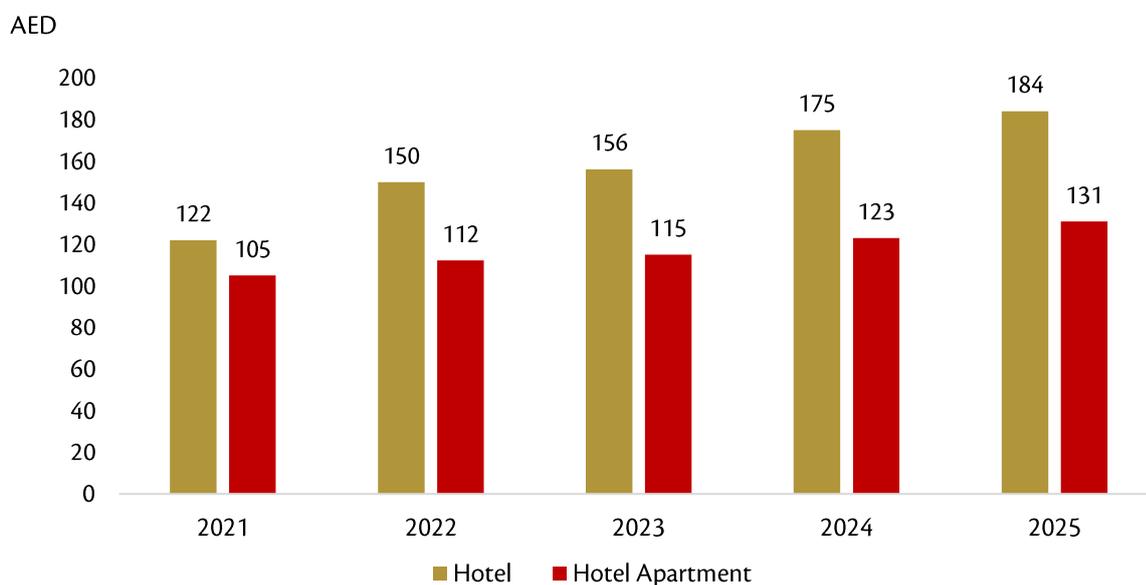
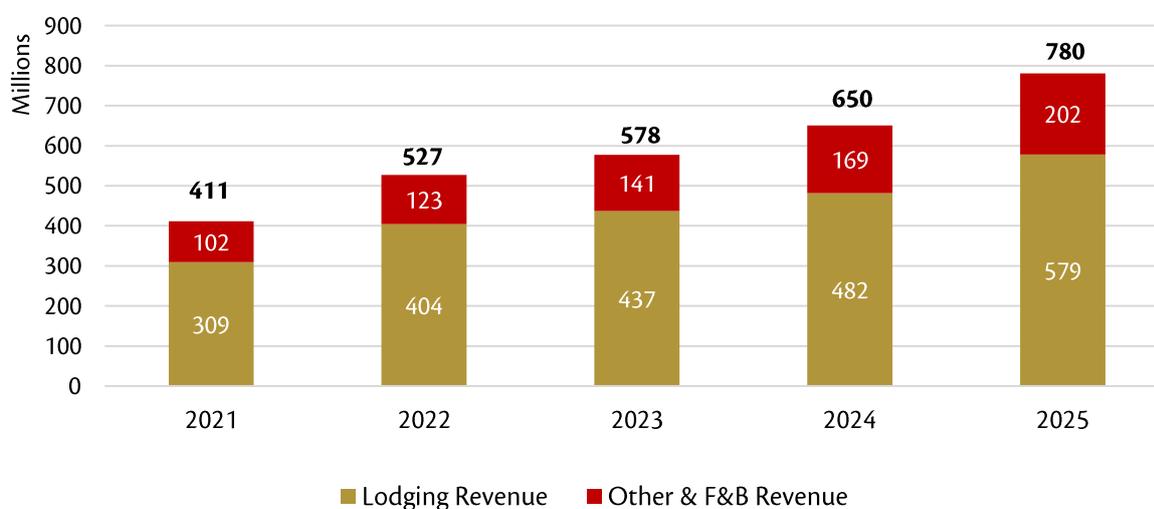
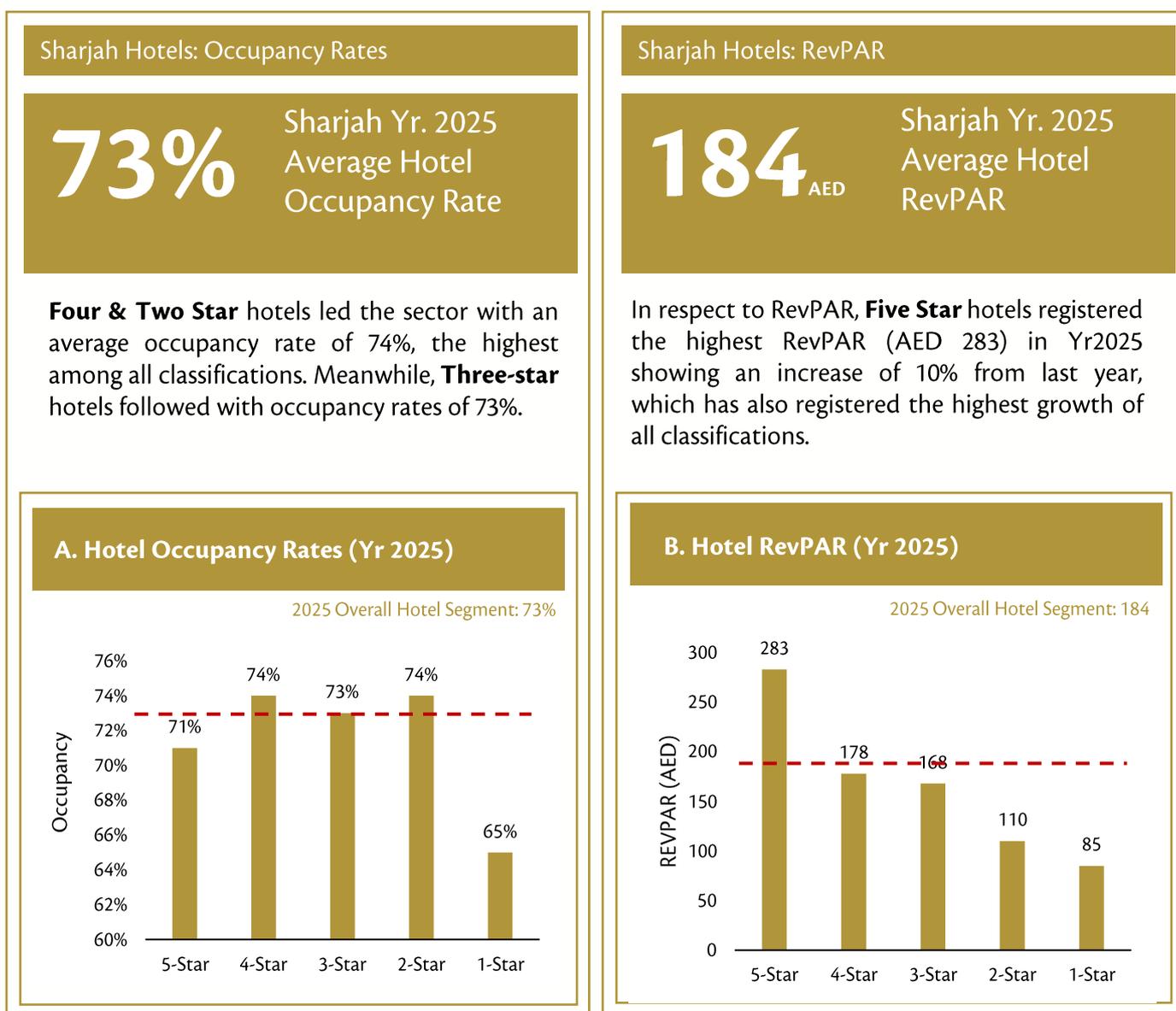


Figure 7: Hotel Establishment Revenue by Type of revenue (2021 – 2025)



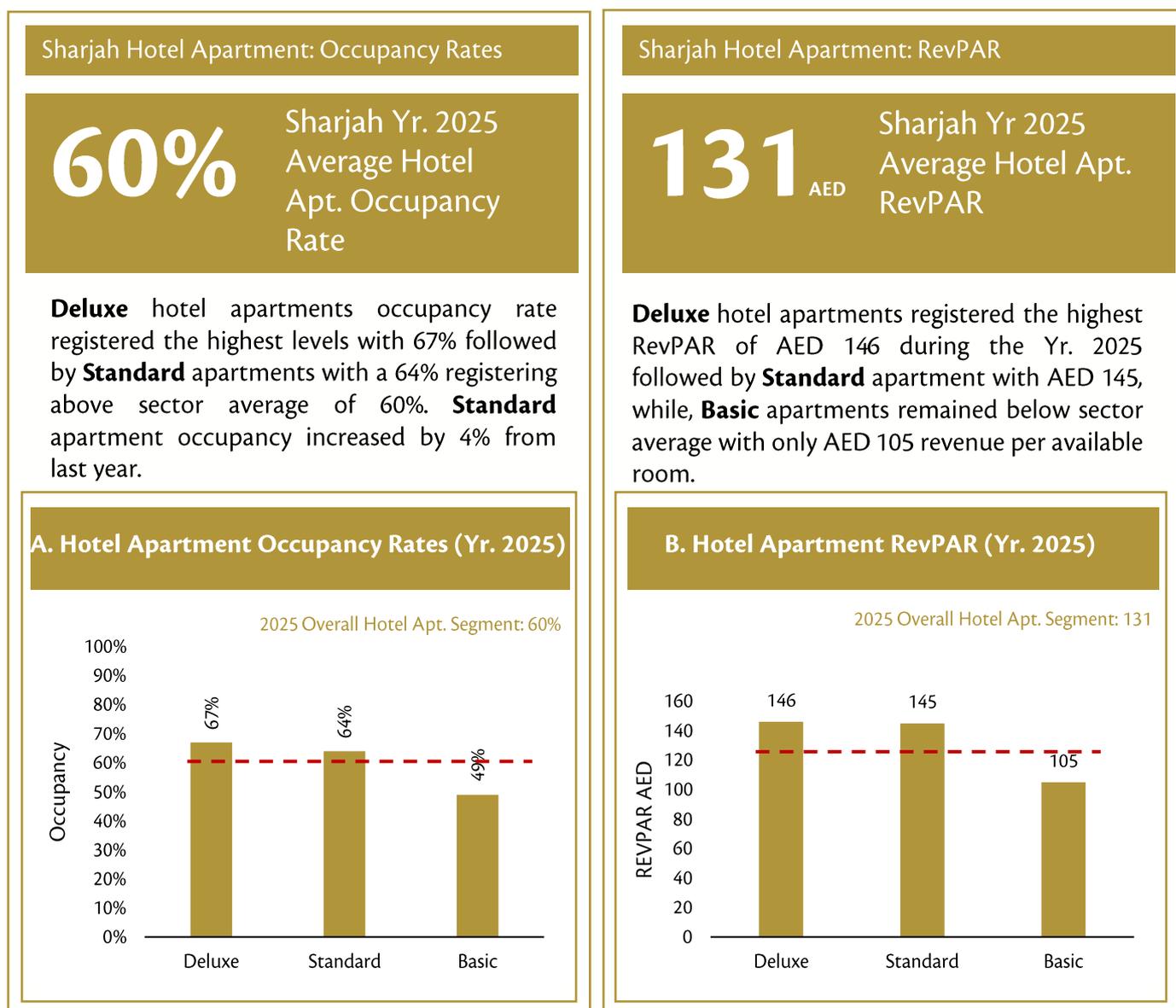
KEY INDICATORS ANALYSIS PER HOTEL TYPE: *HOTELS*

Figure 8: Hotels occupancy rate & RevPAR by Hotel classification



KEY INDICATORS ANALYSIS PER HOTEL TYPE: *HOTEL APARTMENTS*

Figure 9: Hote Apartment occupancy rate & REVPAR by classification



TOP 20 SOURCE MARKETS

Figure 10: Market Share % for the Top 20 Source Markets during Year 2025.

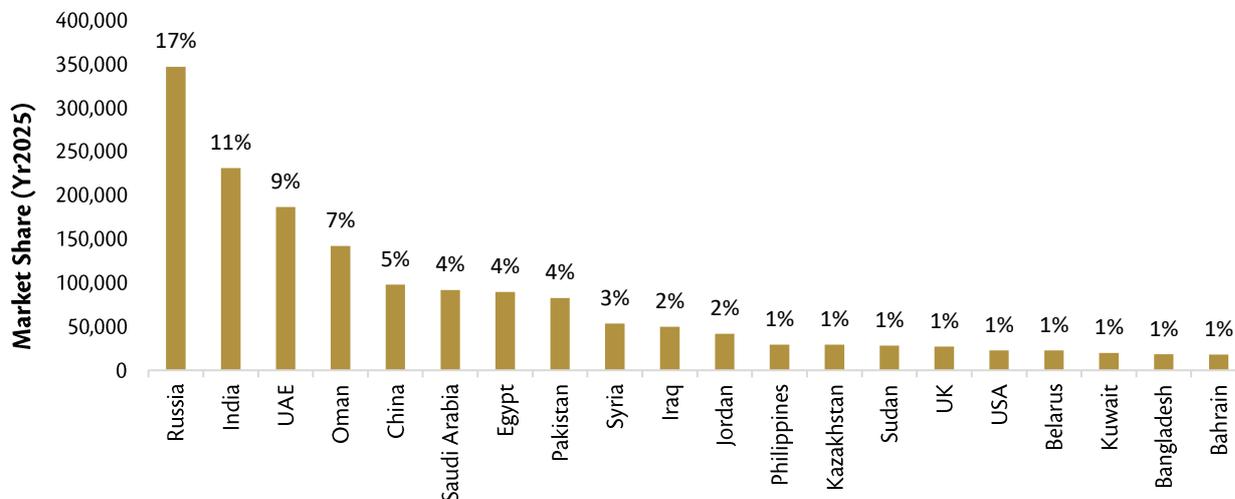
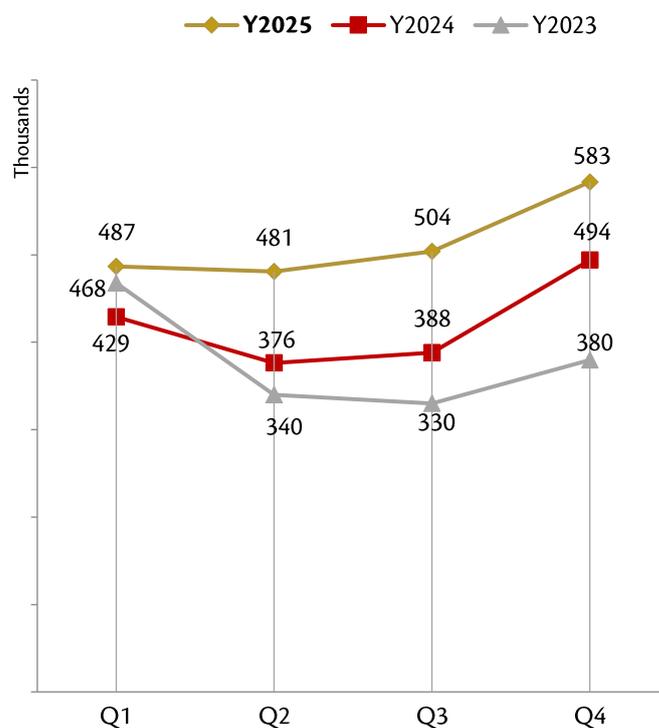


Table 3: Top 20 source markets based on guest arrivals

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%

*change% based on guest numbers compared to 2024

Figure 11: Evolution in the number of Hotels Guest (000)



KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

India	Guest		Growth%		2025 %Share	Guest Night		Growth%	
	Quarter	Yr2024				Yr2025	Yr2024		
Q1	37,686	46,603	▲	24%	10%	75,341	89,371	▲	19%
Q2	43,743	62,073	▲	42%	13%	96,207	122,793	▲	28%
Q3	40,293	62,573	▲	55%	12%	77,035	98,536	▲	28%
Q4	51,126	59,916	▲	17%	10%	97,871	103,955	▲	6%
Total	172,848	231,165	▲	34%	11%	346,454	414,655	▲	20%
China	Guest		Growth%		2025 %Share	Guest Night		Growth%	
	Quarter	Yr2024				Yr2025	Yr2024		
Q1	19,015	33,983	▲	79%	7%	35,732	71,058	▲	99%
Q2	10,084	14,307	▲	42%	3%	19,471	26,512	▲	36%
Q3	5,975	7,979	▲	34%	2%	14,578	16,648	▲	14%
Q4	27,876	41,497	▲	49%	7%	54,498	69,626	▲	28%
Total	62,950	97,766	▲	55%	5%	124,279	183,844	▲	48%
Russia	Guest		Growth%		2025 %Share	Guest Night		Growth%	
	Quarter	Yr2024				Yr2025	Yr2024		
Q1	74,499	84,628	▲	14%	17%	178,477	246,087	▲	38%
Q2	60,776	76,989	▲	27%	16%	164,578	206,837	▲	26%
Q3	43,737	57,548	▲	32%	11%	111,418	132,949	▲	19%
Q4	100,690	127,818	▲	27%	22%	311,972	354,549	▲	14%
Total	279,702	346,983	▲	24%	17%	766,445	940,422	▲	23%
GCC*	Guest		Growth%		2025 %Share	Guest Night		Growth%	
	Quarter	Yr2024				Yr2025	Yr2024		
Q1	63,677	73,129	▲	15%	15%	95,549	120,197	▲	26%
Q2	41,129	64,901	▲	58%	13%	66,200	95,920	▲	45%
Q3	58,997	76,535	▲	30%	15%	101,390	107,309	▲	6%
Q4	59,013	66,814	▲	13%	11%	98,115	99,459	▲	1%
Total	222,816	281,379	▲	26%	14%	361,254	422,885	▲	17%

*All GCC countries excluding UAE



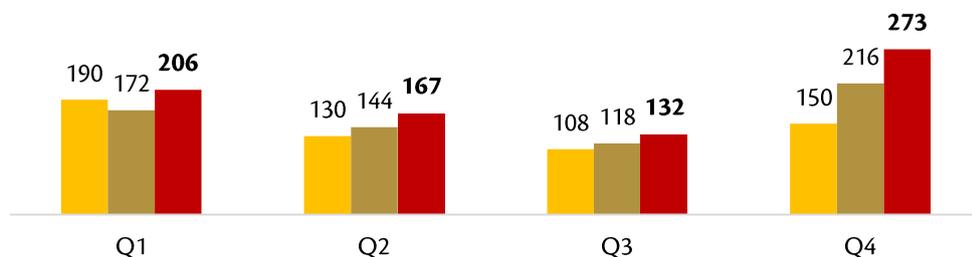
SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

Figure 12: main indicators by quarter during Years (2023 – 2025)

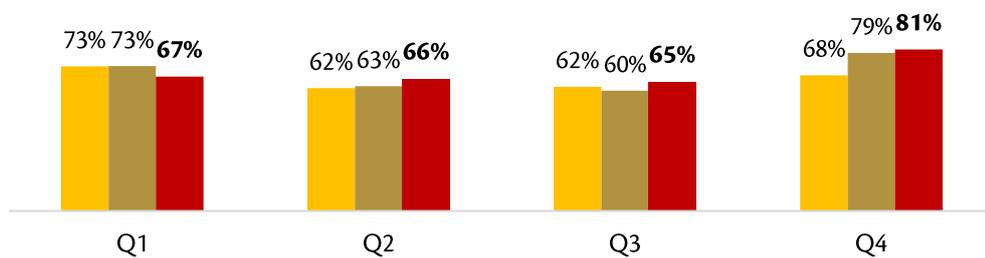
2023 2024 2025

Revenue

(AED Million)

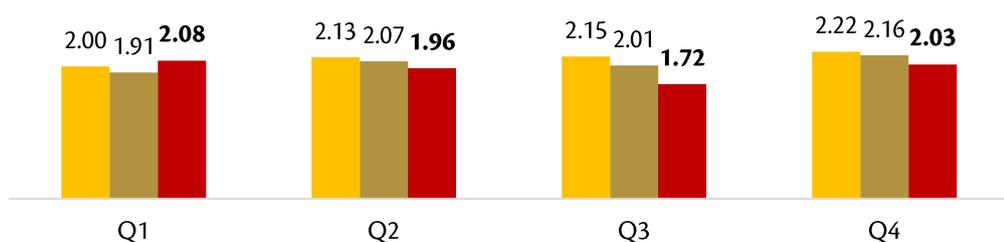


Occupancy %



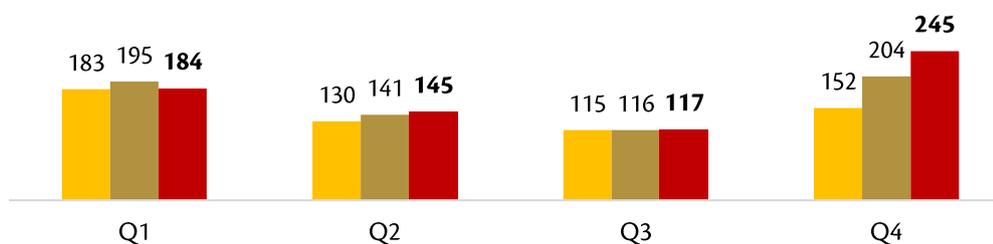
ALOS

(DAYS)



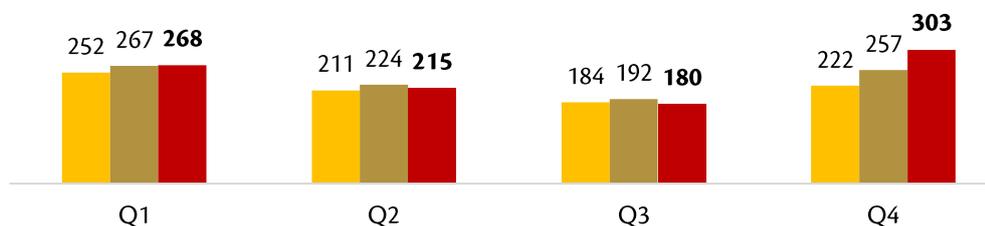
REVPAR

(AED)



ADR

(AED)



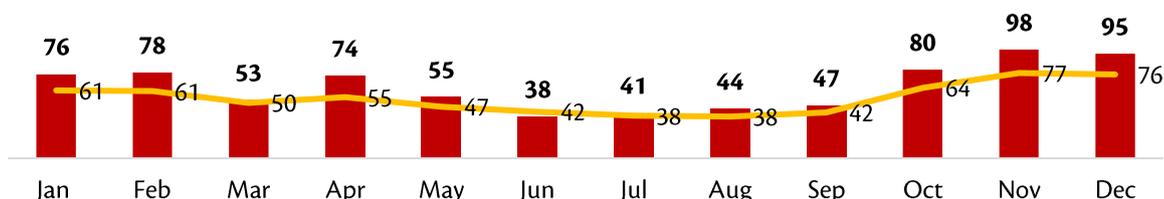
SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

Figure 13: monthly main indicators during Years 2024 - 2025

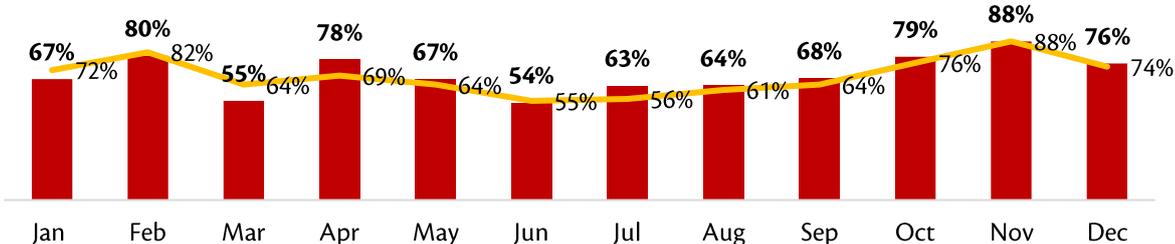
2025 2024

Revenue

(AED Million)

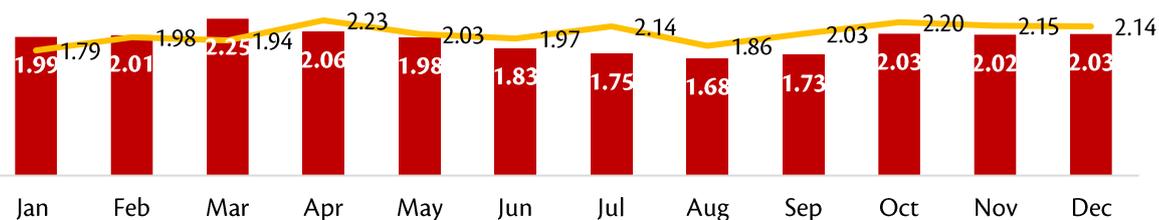


Occupancy %



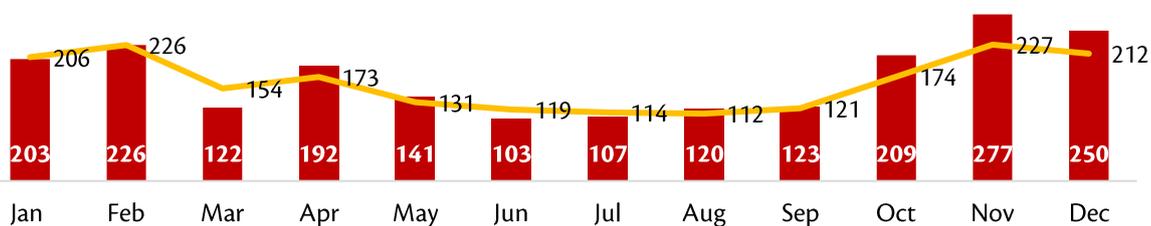
ALOS

(DAYS)



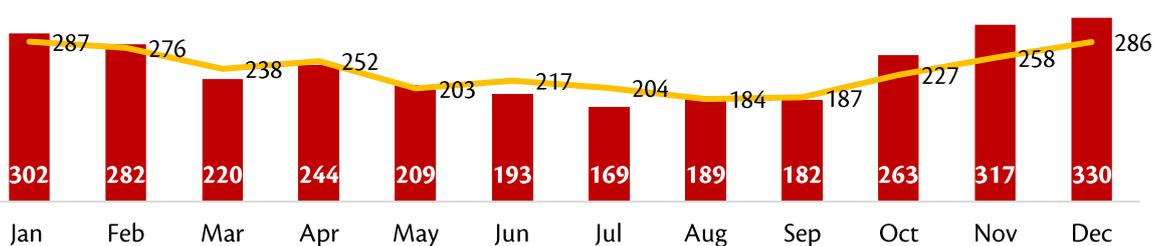
REVPAR

(AED)



ADR

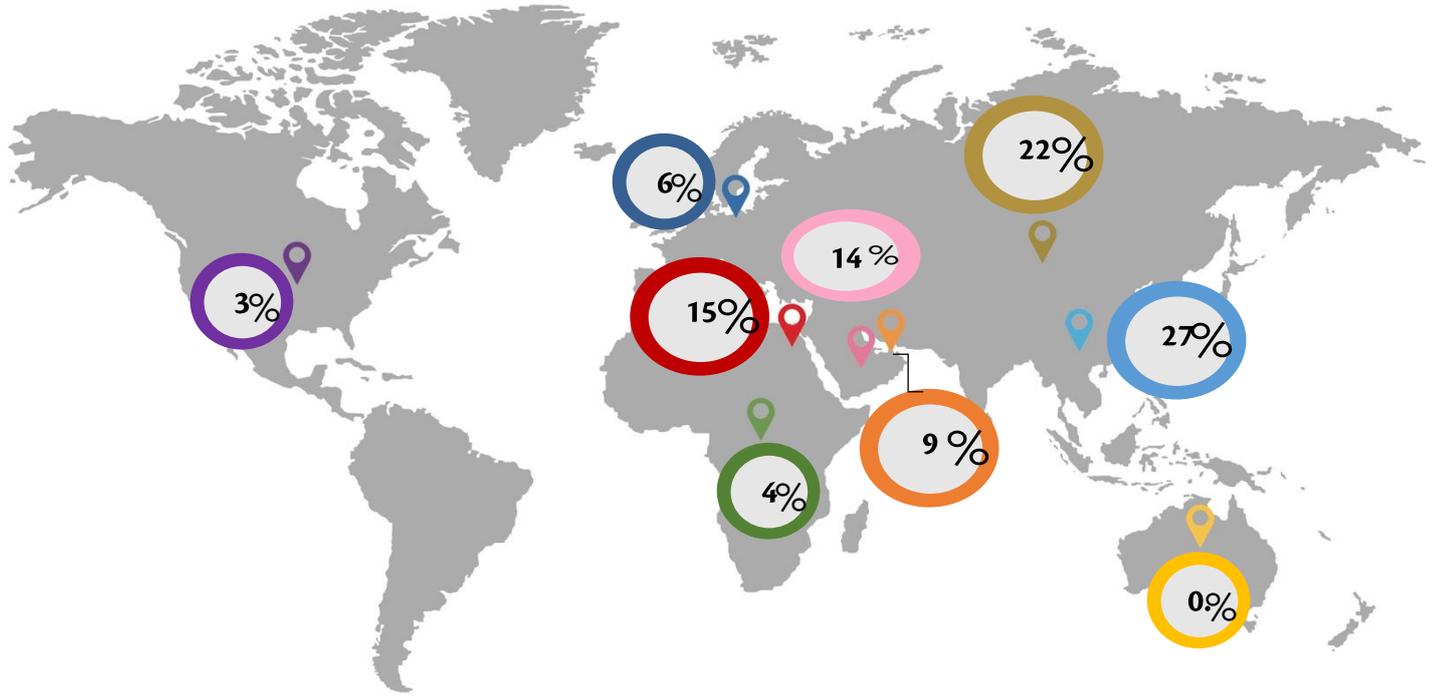
(AED)





KEY INDICATORS BY REGION

SHARE %



GROWTH %

-  Russia, CIS & Baltics 18% ▲
-  Americas 31% ▲
-  GCC 26% ▲
-  Arabs 10% ▲
-  Europe Ex. Russia, CIS 20% ▲
-  Asia 30% ▲
-  Africa 47% ▲
-  Australia & The Pacific 19% ▲
-  UAE 14% ▲



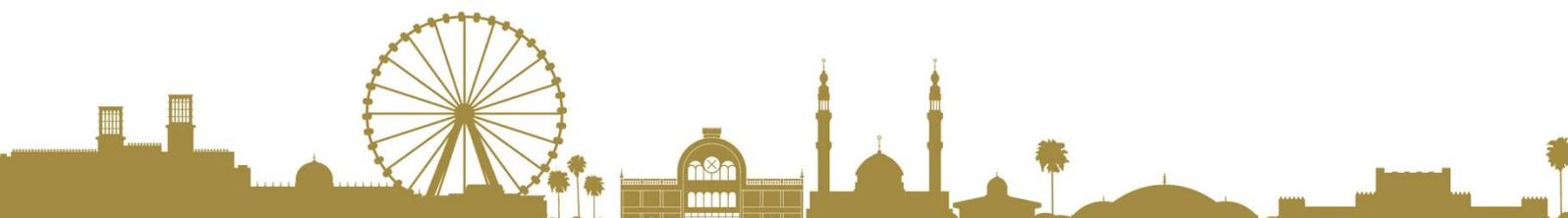


KEY INDICATORS PER HOTEL TYPE



Table 5: Hotels performance by classification during Year 2025

★★★★★ 5-Star Number of Hotels: 11	Available Rooms	461,756					
	Occupancy	71%					
	ALOS	2.02					
	RevPAR	283					
	Top 5 Nationalities	1) Russia	2) UAE	3) Oman	4) KSA	5) China	
★★★★★ 4-Star Number of Hotels: 23	Available Rooms	1,202,625					
	Occupancy	74%					
	ALOS	1.79					
	RevPAR	178					
	Top 5 Nationalities	1) Russia	2) India	3) UAE	4) China	5) Oman	
★★★ 3-Star Number of Hotels: 13	Available Rooms	588,997					
	Occupancy	73%					
	ALOS	2.02					
	RevPAR	168					
	Top 5 Nationalities	1) India	2) Russia	3) UAE	4) Oman	5) KSA	
★★ 2-Star Number of Hotels: 9	Available Rooms	226,360					
	Occupancy	74%					
	ALOS	1.92					
	RevPAR	110					
	Top 5 Nationalities	1) India	2) Oman	3) Pakistan	4) Egypt	5) UAE	
★ 1-Star Number of Hotels: 10	Available Rooms	113,201					
	Occupancy	65%					
	ALOS	1.97					
	RevPAR	85					
	Top 5 Nationalities	1) India	2) Pakistan	3) Bangladesh	4) Oman	5) Russia	
Deluxe Number of Hotels: 6	Available Rooms	258,923					
	Occupancy	67%					
	ALOS	2.20					
	RevPAR	146					
	Top 5 Nationalities	1) India	2) UAE	3) China	4) Oman	5) Egypt	
Standard Number of Hotels: 8	Available Rooms	233,805					
	Occupancy	64%					
	ALOS	2.12					
	RevPAR	145					
	Top 5 Nationalities	1) India	2) Egypt	3) Oman	4) Iraq	5) KSA	
Basic Number of Hotels: 22	Available Rooms	270,458					
	Occupancy	49%					
	ALOS	2.19					
	RevPAR	105					
	Top 5 Nationalities	1) India	2) Pakistan	3) Oman	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.

$$ADR = \text{Room Revenue} / \text{Rooms Sold}$$

❖ **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.

$$\text{RevPAR} = \text{Occupancy} \times \text{ADR}$$

For further information, contact us at: statistics@sharjahtourism.ae.



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