SHARJAH HOSPITALITY
STATISTICS REPORT
Q2 – 2024

Strategy – Research & Statistics Division
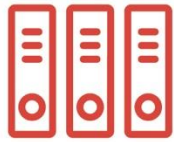July, 2024

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EXECUTIVE SUMMARY
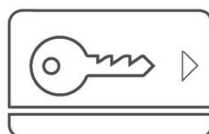
2nd Quarter - 2024
Sharjah Hotel Main Indicators

Table 1: Sharjah Tourism Main Indicators – Q2 2024 vs. Q2 2023

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	376,303 ▲ 11%	63% ▲ 1%	2.07 ▼ 3%
	Total Revenue AED **144** Million ▲ 11%	**RevPAR** AED **140** ▲ 4%	**ADR** AED **224** ▲ 6%

102 HOTEL

731,450 *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
	11	23	32	36
	97,949	271,643	207,939	153,919

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
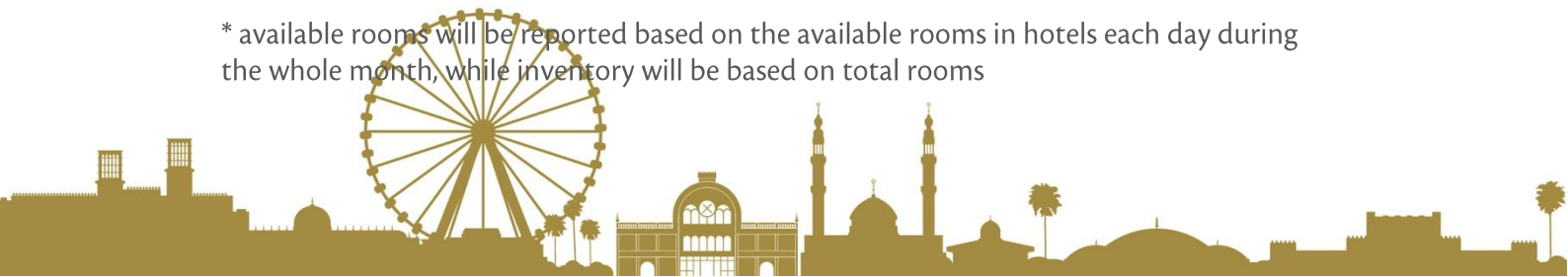
HOSPITALITY
SECTOR PERFORMANCE

Figure 1: top 5 source markets in Sharjah by nationality during Q2 (2023 – 2024)

Legend: ■ 2023 ■ 2024

	Russia	India	UAE	Oman	Pakistan
2023	61,828	41,387	37,221	22,685	15,107
2024	60,776	43,743	43,426	18,237	17,061
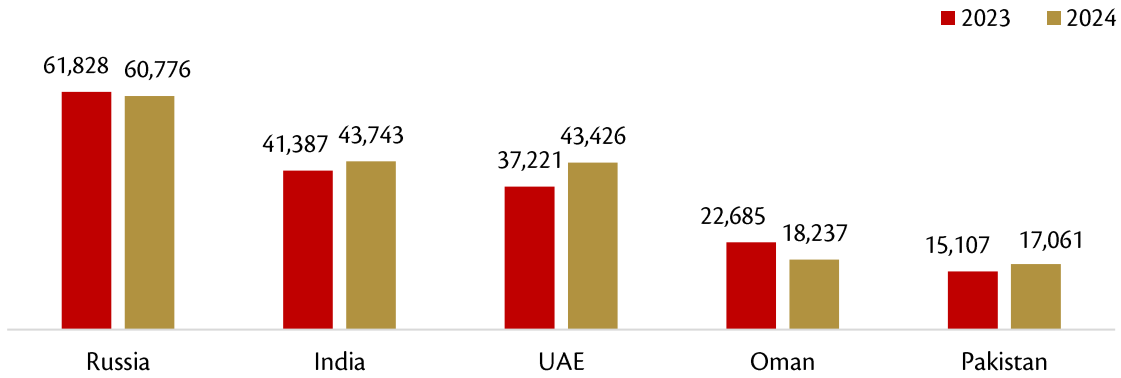
Figure 2: Hotel guests in Sharjah during second quarter 2023-2024

Legend: ■ Y2023 ■ Y2024

Thousands

	Jan	Feb	Mar	Apr	May	Jun
Y2023	148	168	151	120	116	104
Y2024	152	143	134	125	133	118
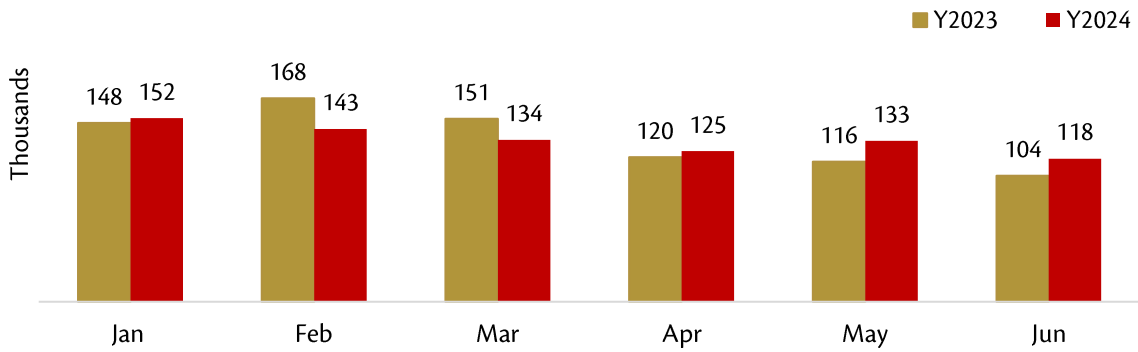
Figure 3: Hotel Establishments total revenue – Q2

Millions

2022	2023	2024
97	130	144
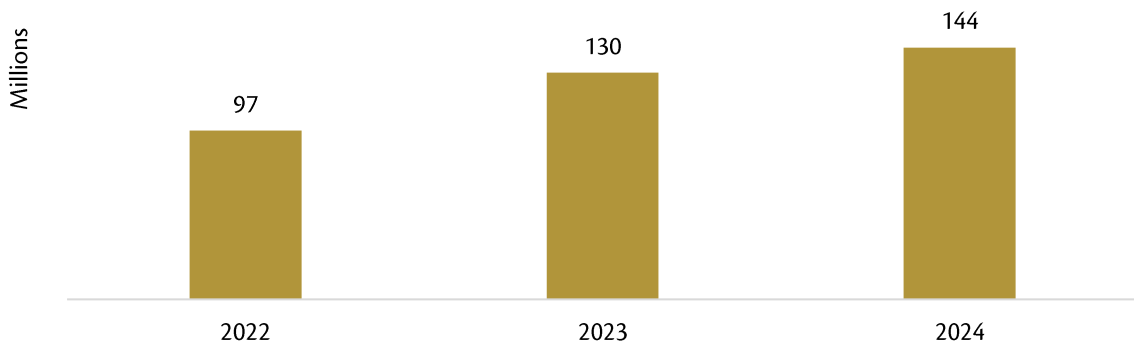
KEY INDICATORS BY REGION

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

SHARE %

- 5%
- 23%
- 2%
- 11 %
- 17%
- 27%
- 12%
- 4%
- 0%

GROWTH %

📍 Russia, CIS & Baltics	4%	▲
📍 Americas	26%	▲
📍 GCC	4%	▼
📍 Arabs	13%	▲
📍 Europe Ex.Russia, CIS	10%	▲
📍 Asia	20%	▲
📍 Africa	4%	▲
📍 Australia & The Pacific	67%	▲
📍 UAE	17%	▲
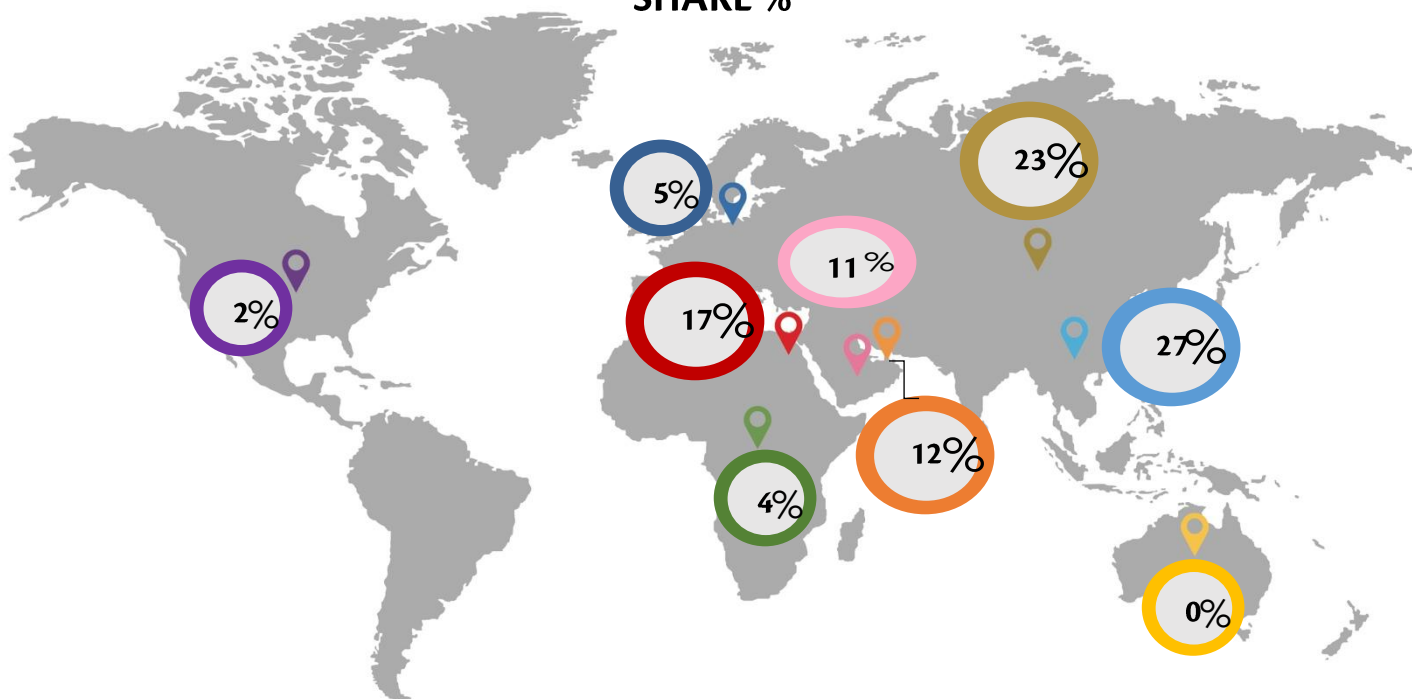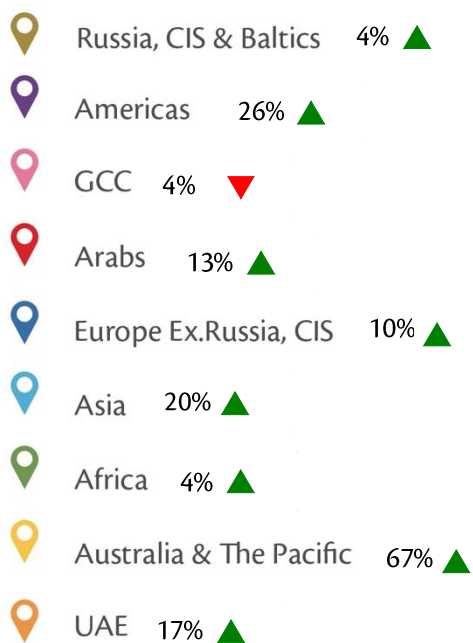
TOP 20 SOURCE MARKETS

Figure 5: Market Share % for the Top 20 Source Markets during Q2 - 2024.
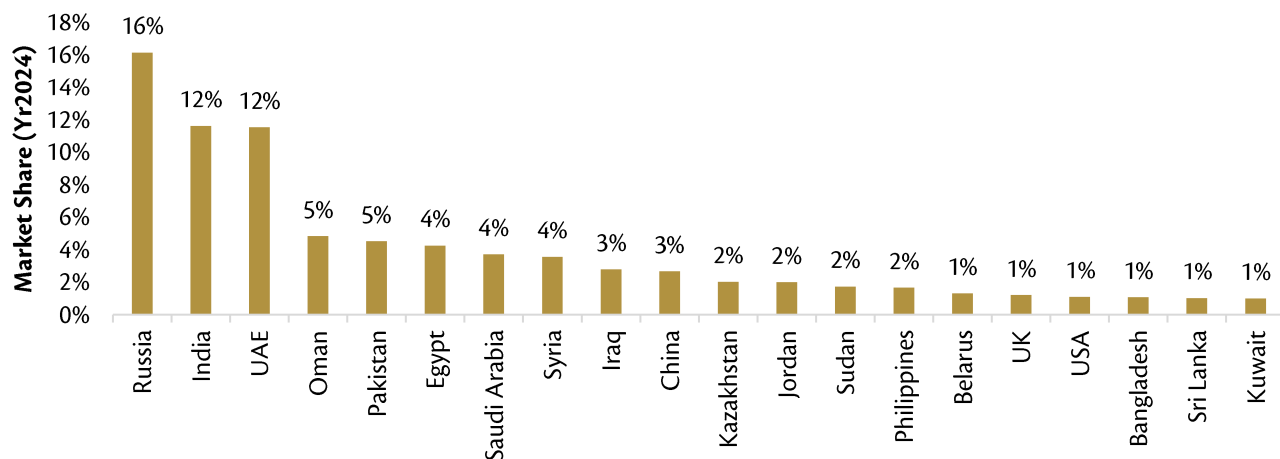
Table 3: Top 20 source markets

Rank	Market	ALOS Nights	Nights Number	Change %
1	Russia	2.71	164,578	-2%
2	India	2.20	96,207	6%
3	UAE	1.65	71,854	17%
4	Oman	1.42	25,820	-20%
5	Pakistan	1.73	29,538	13%
6	Egypt	2.06	32,945	14%
7	Saudi Arabia	1.67	23,270	2%
8	Syria	2.03	27,265	20%
9	Iraq	2.94	30,997	5%
10	China	1.93	19,471	475%
11	Kazakhstan	2.42	18,351	2%
12	Jordan	1.94	14,630	3%
13	Sudan	2.38	15,549	60%
14	Philippines	2.27	14,165	-21%
15	Belarus	2.54	12,621	28%
16	UK	1.86	8,464	48%
17	USA	2.14	8,773	21%
18	Bangladesh	1.56	6,288	0%
19	Sri Lanka	1.80	6,965	76%
20	Kuwait	1.93	7,227	34%

*note: rank & change% based on guest numbers compared to 2023

**Figure 6:** Average Occupancy Rate - Q2
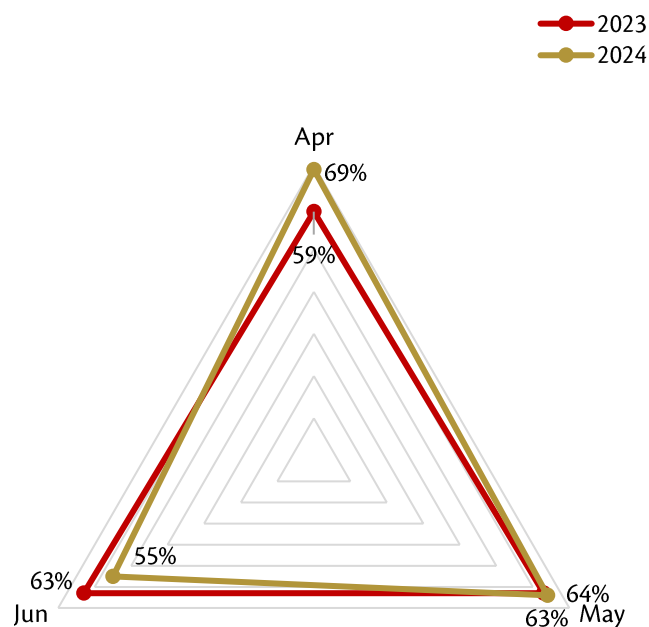
KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

India	Guest		Growth%		2024 %Share	Guest Night		Growth%	
Month	Yr2023	Yr2024				Yr2023	Yr2024		
April	14,295	14,694	▲	3%	12%	28,817	33,652	▲	17%
May	14,220	14,084	▼	-1%	11%	29,339	30,571	▲	4%
June	12,872	14,965	▲	16%	13%	28,732	31,984	▲	11%
Q2	41,387	43,743	▲	6%	12%	86,888	96,207	▲	11%
China	**Guest**		**Growth%**		**2024 %Share**	**Guest Night**		**Growth%**	
Month	Yr2023	Yr2024				Yr2023	Yr2024		
April	722	3,998	▲	454%	3.2%	1,298	9,123	▲	603%
May	581	3,088	▲	432%	2.3%	1,011	5,230	▲	418%
June	452	2,998	▲	563%	2.5%	787	5,118	▲	550%
Q2	1,755	10,084	▲	475%	3%	3,096	19,471	▲	529%
Russia	**Guest**		**Growth%**		**2024 %Share**	**Guest Night**		**Growth%**	
Month	Yr2023	Yr2024				Yr2023	Yr2024		
April	30,468	29,226	▼	-4%	23%	85,043	79,653	▼	-6%
May	18,743	20,056	▲	7%	15%	51,673	54,422	▲	5%
June	12,617	11,494	▼	-9%	10%	33,794	30,503	▼	-10%
Q2	61,828	60,776	▼	-2%	16%	170,510	164,578	▼	-3%
GCC	**Guest**		**Growth%**		**2024 %Share**	**Guest Night**		**Growth%**	
Month	Yr2023	Yr2024				Yr2023	Yr2024		
April	11,422	11,033	▼	-3%	9%	17,841	19,131	▲	7%
May	15,156	16,123	▲	6%	12%	23,603	24,163	▲	2%
June	16,363	13,973	▼	-15%	12%	25,743	22,906	▼	-11%
Q2	42,941	41,129	▼	-4%	11%	67,187	66,200	▼	-1%

*All GCC countries excluding UAE

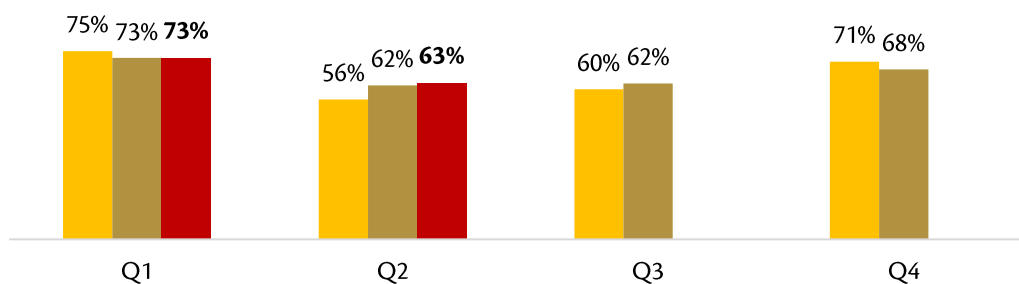Key source markets growth during Q2 (2023-2024)
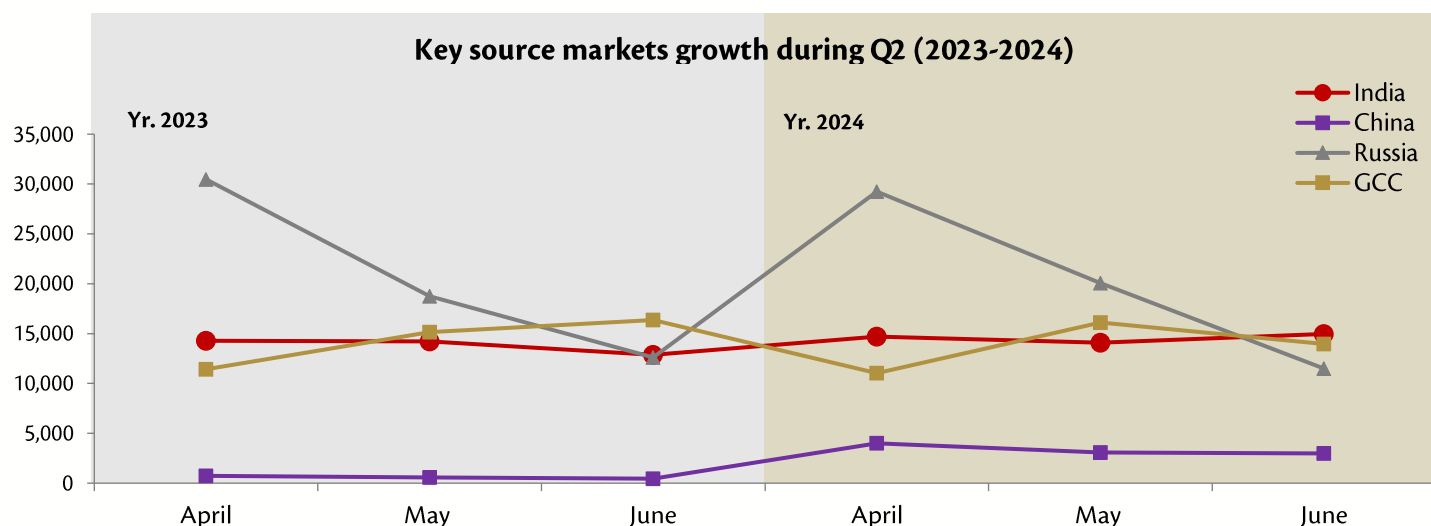
SECTOR PERFORMANCE –
KEY INDICATORS (QUARTERLY)

■ 2022 ■ 2023 ■ **2024**

Revenue
(AED Million)

	Q1	Q2	Q3	Q4
2022	150	97	108	173
2023	190	130	108	150
2024	**172**	**144**		

Occupancy %

	Q1	Q2	Q3	Q4
2022	75%	56%	60%	71%
2023	73%	62%	62%	68%
2024	**73%**	**63%**		

ALOS
(DAYS)

	Q1	Q2	Q3	Q4
2022	2.34	2.17	2.15	2.27
2023	2.00	2.13	2.15	2.22
2024	**1.91**	**2.07**		

REVPAR
(AED)

	Q1	Q2	Q3	Q4
2022	168	101	109	172
2023	183	130	115	152
2024	**195**	**141**		

ADR
(AED)

	Q1	Q2	Q3	Q4
2022	223	181	181	241
2023	252	211	184	222
2024	**267**	**224**		
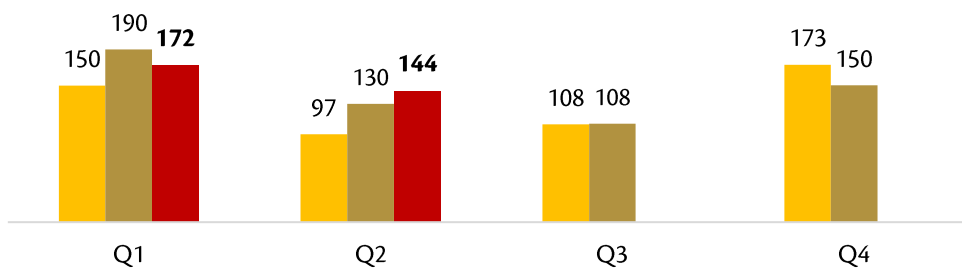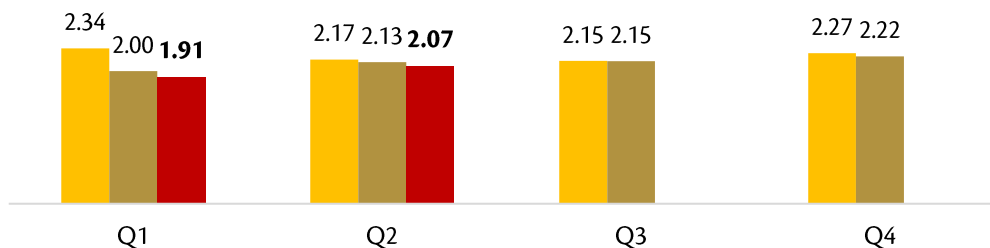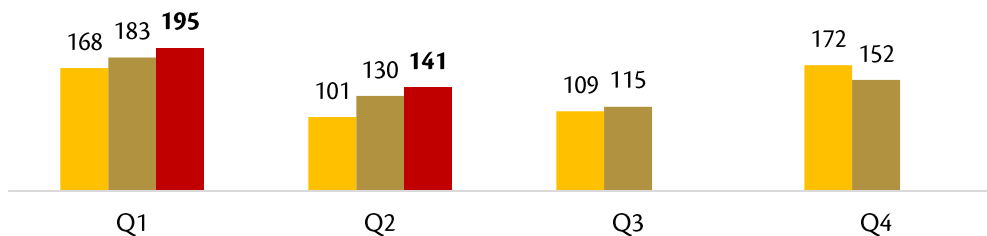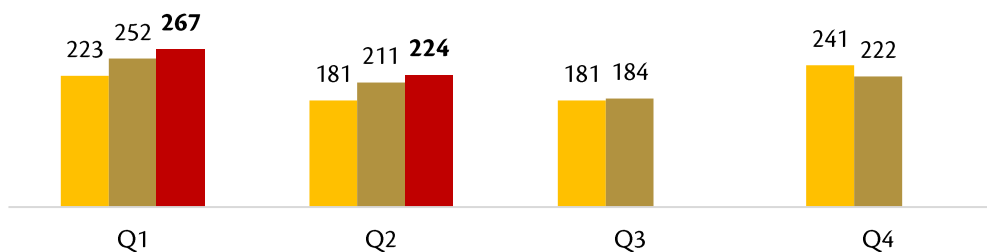
SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

2024 ▬ 2023 ▬

Revenue (AED Million)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2024	61	61	50	55	47	42						
2023	58	68	64	49	44	37	36	36	36	40	51	59

Occupancy %

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2024	72%	82%	64%	69%	64%	55%						
2023	64%	83%	71%	59%	63%	63%	63%	62%	62%	63%	71%	70%

ALOS (DAYS)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2024	1.79	1.98	1.94	2.23	2.03	1.97						
2023	1.97	1.89	2.12	2.17	2.09	2.14	2.14	2.16	2.14	2.17	2.21	2.28

REVPAR (AED)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2024	206	226	154	173	131	119						
2023	166	210	172	135	136	119	118	115	113	125	160	171

ADR (AED)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2024	287	276	238	252	203	217						
2023	259	253	243	229	215	190	187	184	181	196	224	245

KEY INDICATORS PER HOTEL TYPE

Table 5: Hotels performance by classification

★★★★★ 5-Star Number of Hotels: 11					
	Available Rooms	97,949			
	Occupancy	65%			
	ALOS	1.59			
	RevPAR	220			
	Top 5 Nationalities	**1**) Russia	**2**) UAE	**3**)India	**4**)Kazakhstan	**5**) Oman

★★★★ 4-Star Number of Hotels: 23					
	Available Rooms	271,643			
	Occupancy	59%			
	ALOS	2.12			
	RevPAR	153			
	Top 5 Nationalities	**1**) Russia	**2**) UAE	**3**)India	**4**) Oman	**5**) China

★★★ 3-Star Number of Hotels: 13					
	Available Rooms	134,143			
	Occupancy	68%			
	ALOS	2.07			
	RevPAR	135			
	Top 5 Nationalities	**1**) UAE	**2**) India	**3**)Russia	**4**)KSA	**5**) Oman

★★ 2-Star Number of Hotels: 9					
	Available Rooms	51,441			
	Occupancy	67%			
	ALOS	2.10			
	RevPAR	86			
	Top 5 Nationalities	**1**) India	**2**)Pakistan	**3**)Oman	**4**) Egypt	**5**) UAE

★ 1-Star Number of Hotels: 10					
	Available Rooms	22,355			
	Occupancy	72%			
	ALOS	2.59			
	RevPAR	73			
	Top 5 Nationalities	**1**) India	**2**) Pakistan	**3**) Bangladesh	**4**)Oman	**5**)Sri Lanka

Deluxe Number of Hotels: 6					
	Available Rooms	52,717			
	Occupancy	57%			
	ALOS	2.43			
	RevPAR	113			
	Top 5 Nationalities	**1**) India	**2**) UAE	**3**) Iraq	**4**) Egypt	**5**)Pakistan

Standard Number of Hotels: 8					
	Available Rooms	51,026			
	Occupancy	58%			
	ALOS	2.17			
	RevPAR	94			
	Top 5 Nationalities	**1**) India	**2**) Sudan	**3**) Pakistan	**4**) Iraq	**5**) Egypt

| Basic Number of Hotels: 22					
	Available Rooms	50,176			
	Occupancy	71%			
	ALOS	2.54			
	RevPAR	92			
	Top 5 Nationalities	**1**) India	**2**) Pakistan	**3**) Egypt	**4**) Iraq	**5**)Syria

Jan to Jun - 2024
Sharjah Hotel Guests

Table 6: Sharjah Tourism Main Indicators – H1 2024 vs. H1 2023

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (days)
	805,245 ▼ 0%	68% ▲ 1%	1.99 ▼ 4%
	Total Revenue	**RevPAR**	**ADR**
	AED 316 M ▼ 1%	AED 166 ▲ 5%	AED 245 ▲ 6%

102 HOTEL
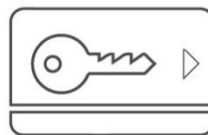
1.40 M * ROOMS Available

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
	11	23	32	36
	193,268	480,656	414,264	316,523

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
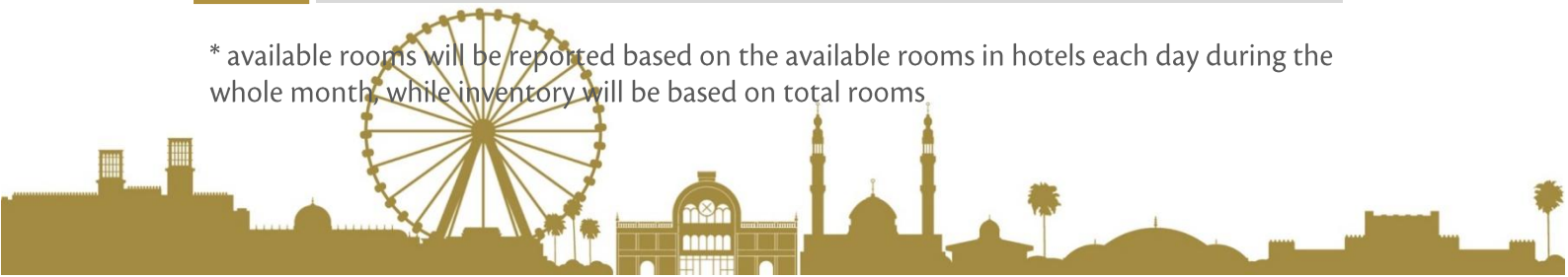
GLOSSARY

❖ **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.

$$RevPAR = Occupancy\ x\ ADR$$

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