

SHARJAH HOSPITALITY STATISTICS REPORT

Year - 2024

Strategy – Research & Statistics Division
Feb, 2024





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EXECUTIVE SUMMARY



The annual tourism sector statistics report for the Emirate of Sharjah presents key performance indicators across major tourism activities, including the number of hotels and hotel apartments, available rooms, actual guest numbers, occupancy rates, and revenue figures for the year 2024.

This report serves as a valuable resource, offering the latest economic and tourism data to support informed decision-making. It provides insights for policymakers to develop effective programs and strategies while also guiding private sector leaders in making sound investment decisions—ultimately contributing to Sharjah's economic growth and development.

Sharjah Commerce and Tourism Development Authority





EXECUTIVE SUMMARY



Year - 2024

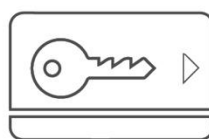
Sharjah Hotel Guests

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

KEY PERFORMANCE INDICATORS	Guest	Occupancy Rate%	ALOS (Nights)
	1,687,408 ▲ 11%	69% ▲ 3%	2.04 ▼ 4%
	Total Revenue	RevPAR	ADR
AED 650 M ▲ 13%	AED 163 ▲ 12%	AED 238 ▲ 8%	



**101
HOTEL**



**2.95 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
	11	23	32	35
	408,673	1.03 M	829,495	679,827

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.

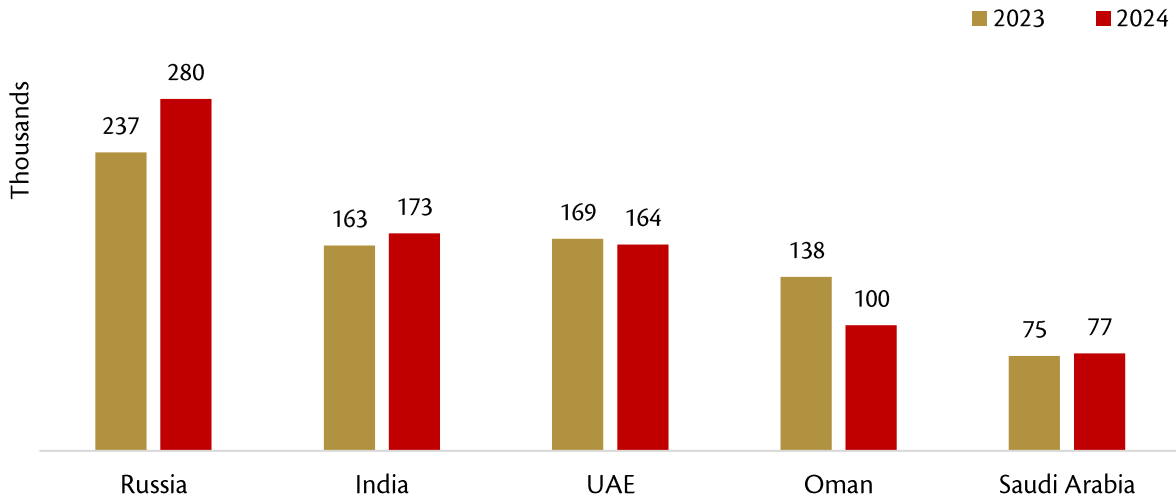
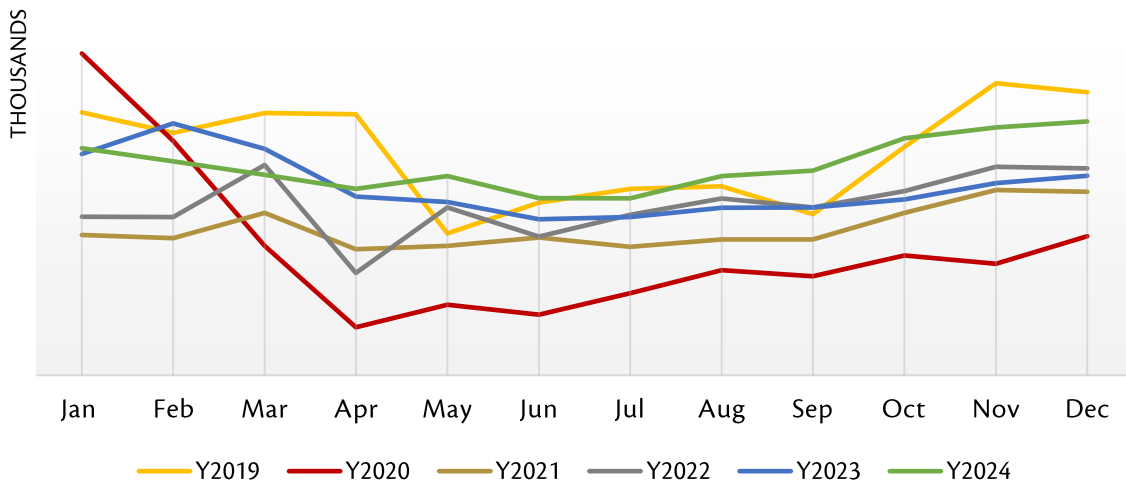


Figure 2: Hotel guests seasonality trend in Sharjah during 2023-2024



Tourism sector in Sharjah had a stable and moderate start in 2024. While there was a slow growth in February and March, there was a more steady increase during second, third, and fourth quarters compared to 2023. Additionally, Russian Market dominated the sector with over 17% market share.





HOSPITALITY SECTOR PERFORMANCE

Overall, the tourism sector in Sharjah maintained a positive increase in the number of hotel establishment guests by over 11%.reflecting a more robust growth over the years (figure 3).

Figure 3: Guests by Hotel type for period (2019 – 2024)

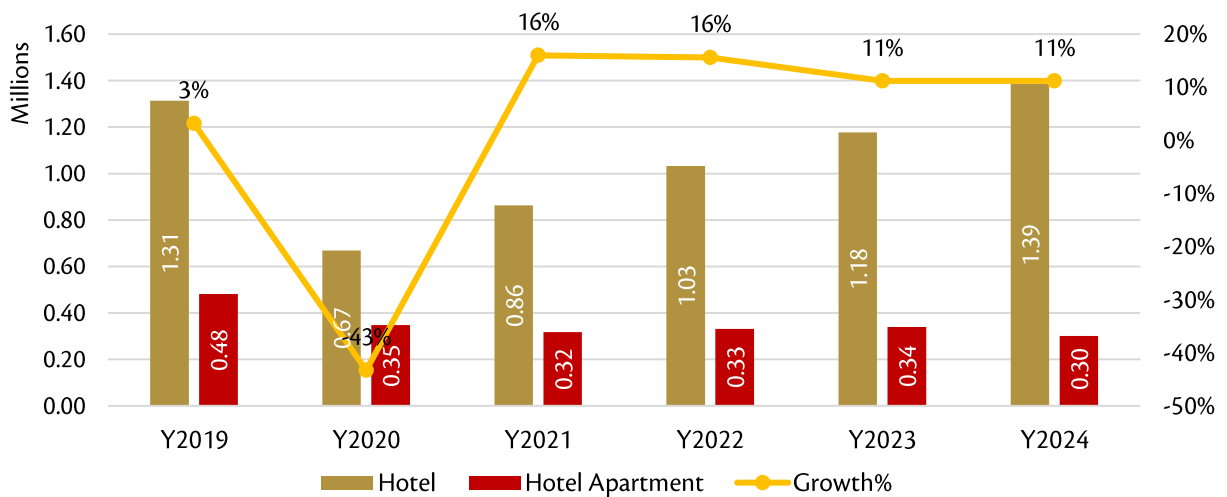
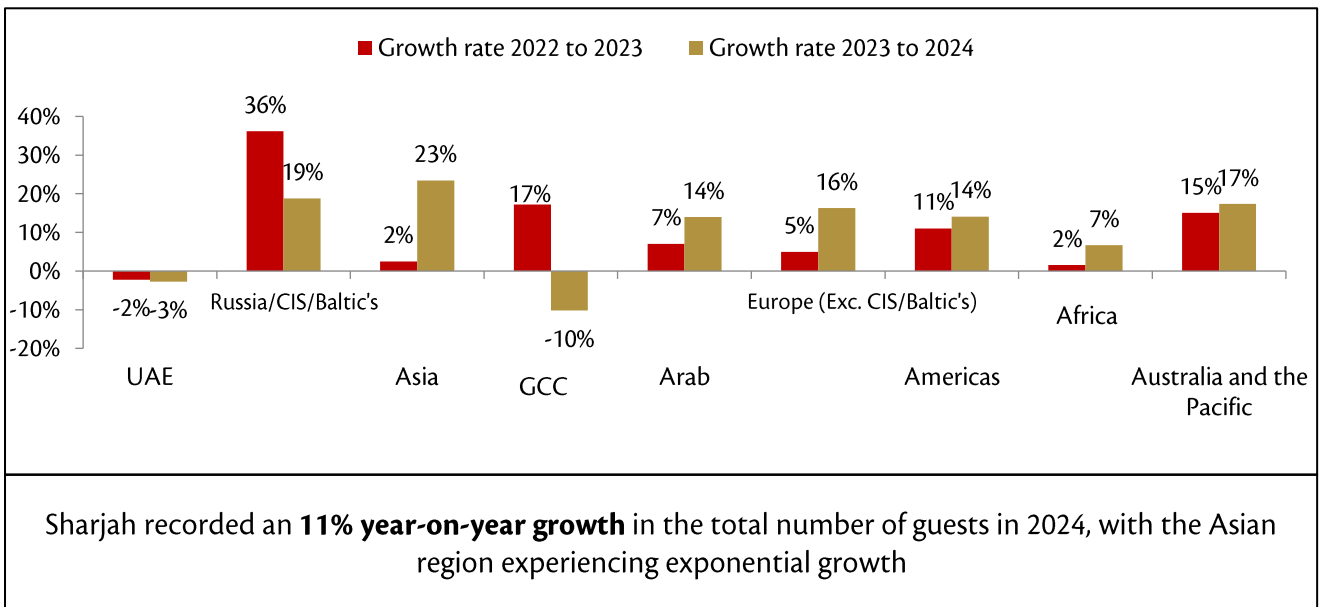


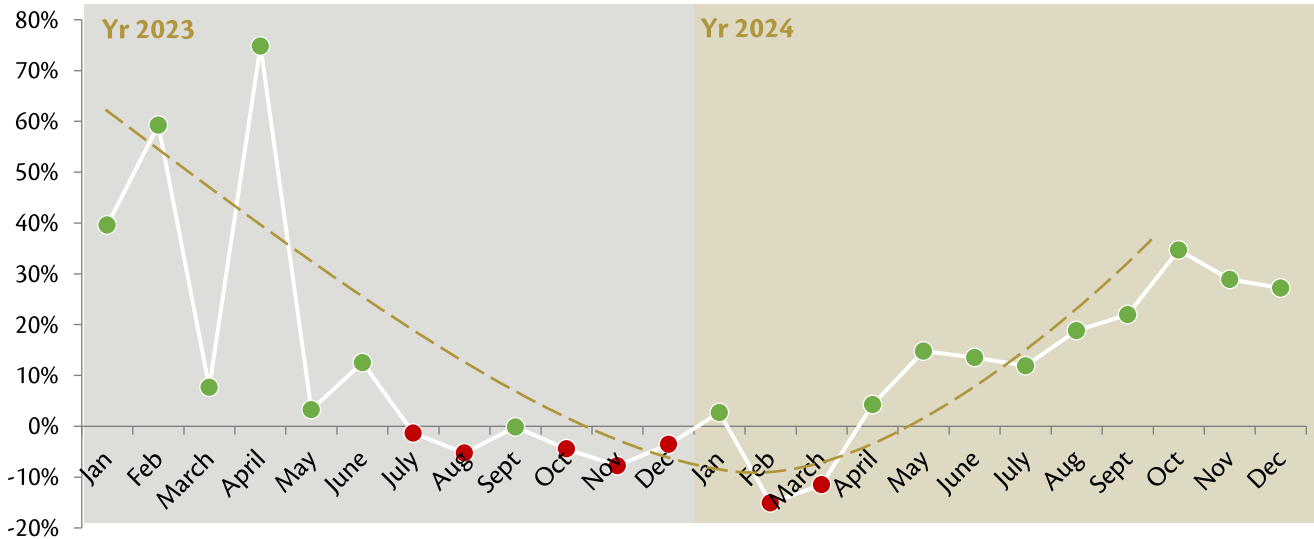
Figure 4: Guests growth rates by year and region





HOSPITALITY SECTOR PERFORMANCE

Figure 5: Guest Growth Rates Monthly Trend in 2023 and 2024



The seasonal fluctuations in the Sharjah tourism sector remain evident, with high seasons observed in the first two quarters of 2024, followed by a slight decline in the third quarter, as shown in Figure 5. Additionally, the Sharjah hospitality sector continued its positive trajectory, with hotel establishment revenues increasing by 13% (Figure 7). Notably, hotel guest numbers saw significant spikes in April, November, and December 2024, coinciding with national holidays such as Eid Al Fitr and UAE National Day.

Furthermore, the hotel industry has intensified its focus on sustainability initiatives, including energy efficiency and waste management, which have become increasingly appealing to environmentally conscious guests. As a result, the sector's future outlook remains positive, demonstrating its resilience and capacity to navigate potential challenges ahead.



SECTOR PERFORMANCE REVENUE & REVPAR

Figure 6: Revenue Per Available Room (REVPAR) by Hotel Type (2019 – 2024)

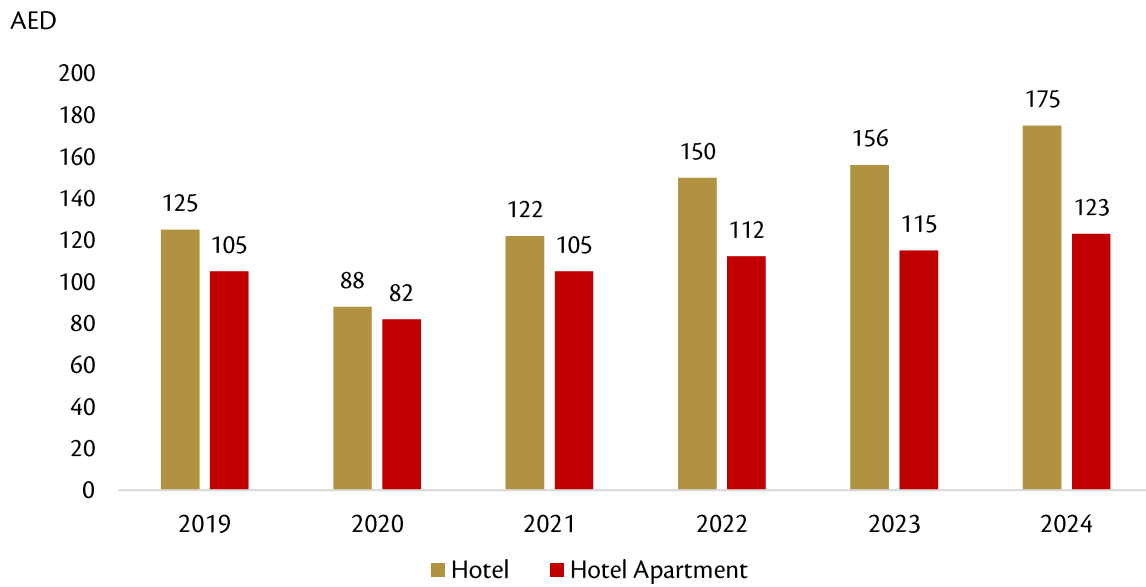
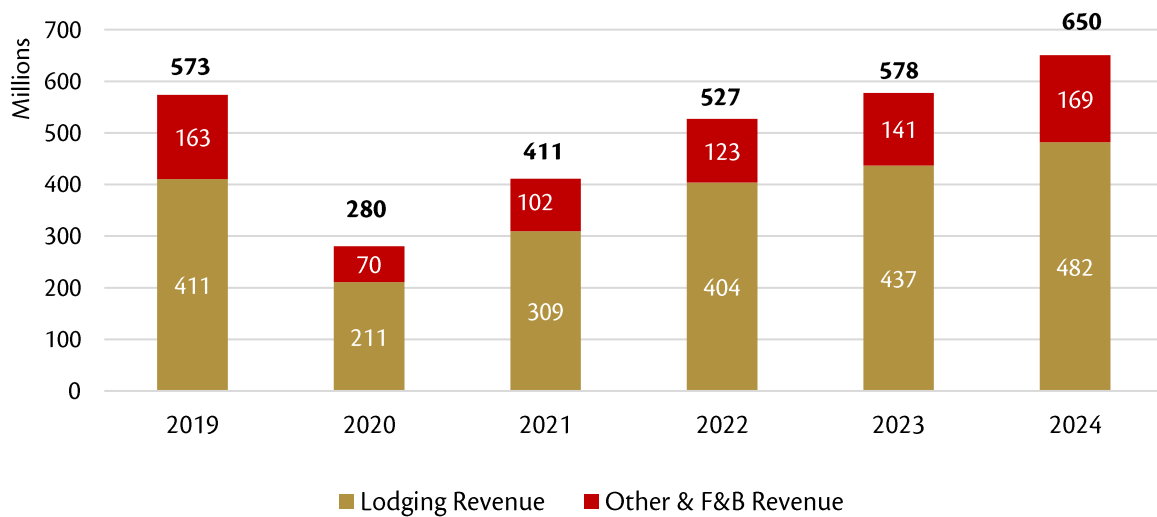
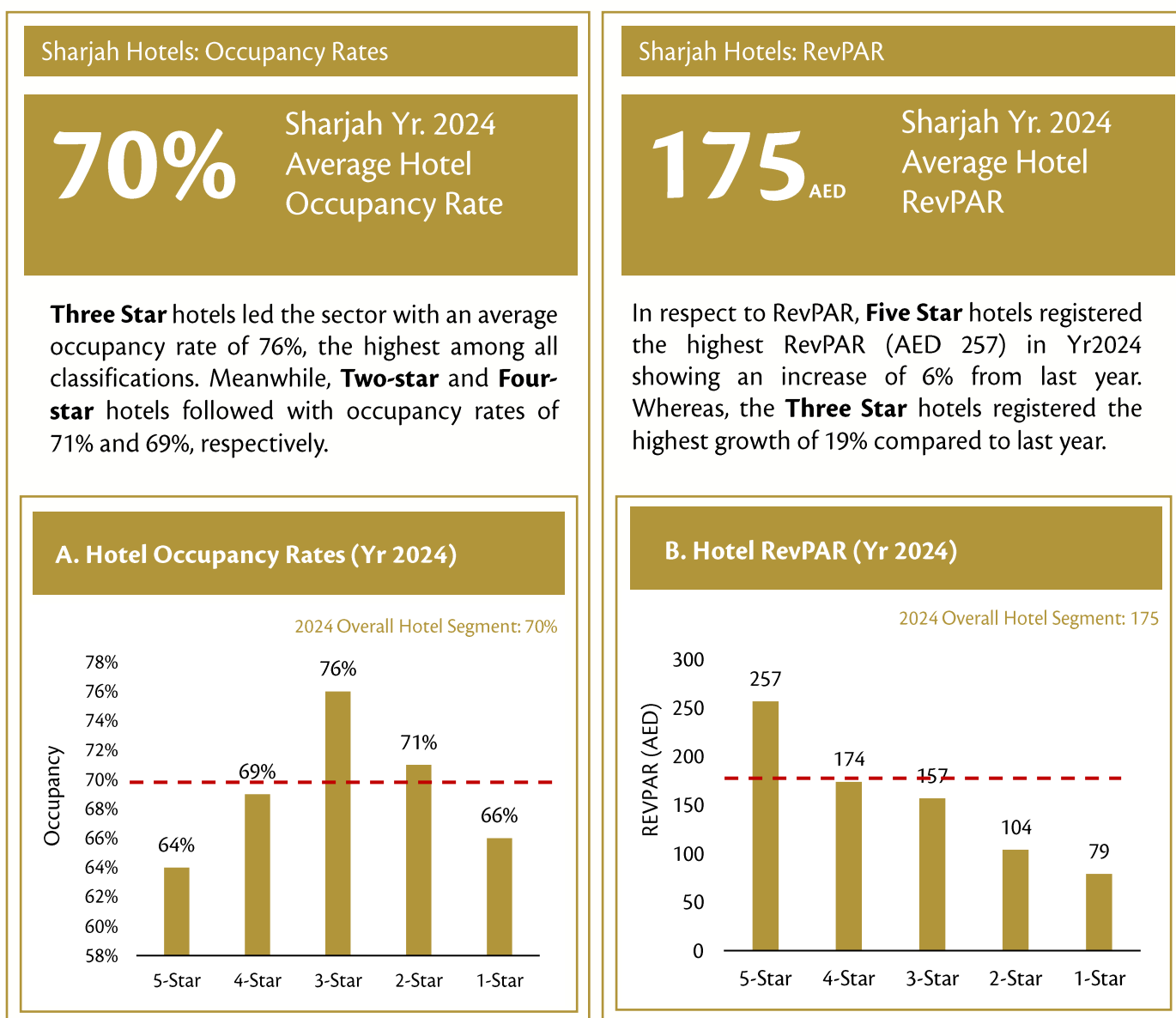


Figure 7: Hotel Establishment Revenue by Type of revenue (2019 – 2024)



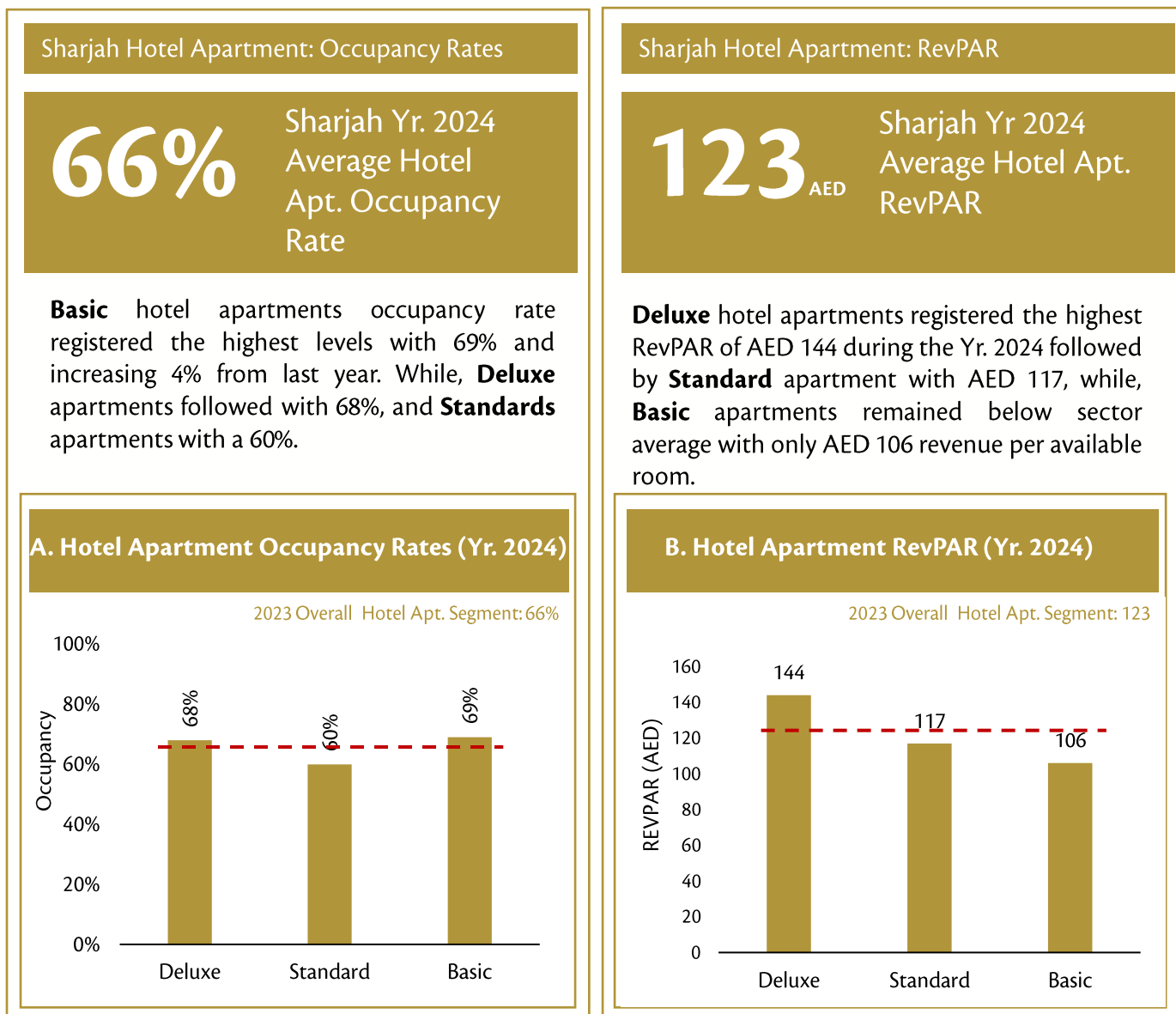
KEY INDICATORS ANALYSIS PER HOTEL TYPE: *HOTELS*

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 2024.

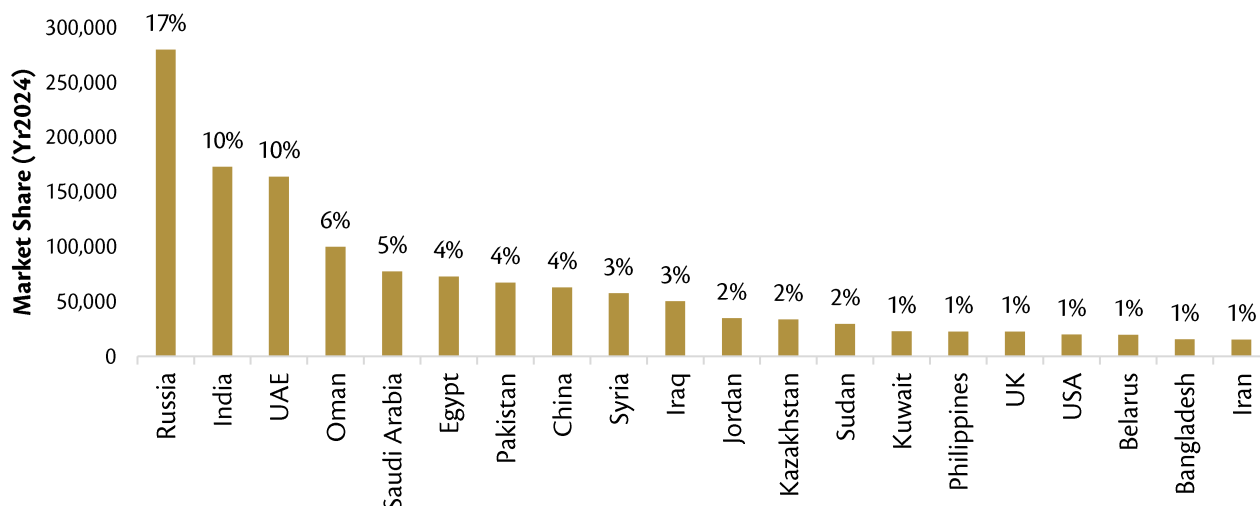
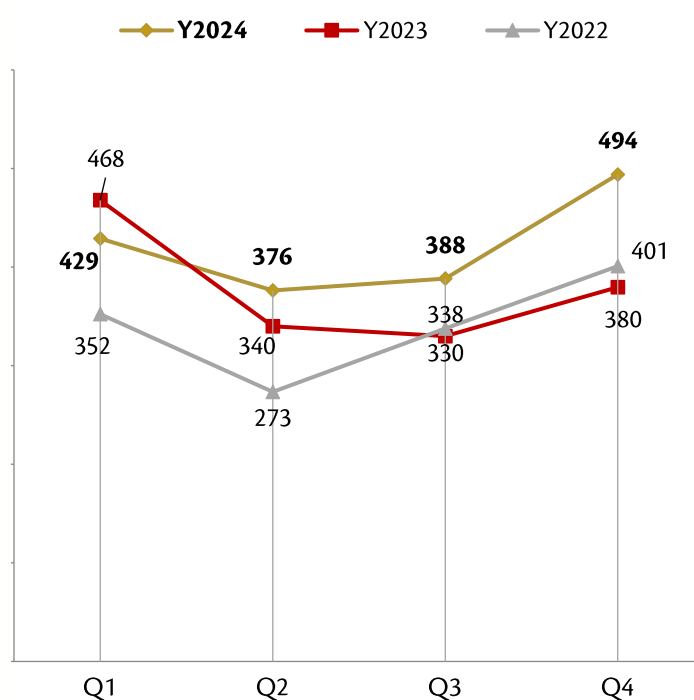


Table 3: Top 20 source markets based on guest arrivals

Rank	Market	ALOS Nights	Nights Number	Change %
1	Russia	2.74	766,445	18%
2	India	2.00	346,454	6%
3	UAE	1.58	258,564	-3%
4	Oman	1.40	140,316	-28%
5	Saudi Arabia	1.74	134,891	3%
6	Egypt	1.96	142,289	18%
7	Pakistan	1.68	113,452	3%
8	China	1.97	124,279	828%
9	Syria	1.99	114,690	14%
10	Iraq	3.01	151,670	12%
11	Jordan	1.89	65,671	5%
12	Kazakhstan	2.31	77,975	4%
13	Sudan	2.34	69,008	68%
14	Kuwait	1.91	43,650	44%
15	Philippines	2.09	47,484	-15%
16	UK	1.91	43,359	26%
17	USA	2.12	42,258	9%
18	Belarus	2.79	54,519	31%
19	Bangladesh	1.49	23,255	-12%
20	Iran	2.03	31,006	33%

*change% based on guest numbers compared to 2023

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



KEY SOURCE MARKETS PERFORMANCE

Table 4: Key source markets performance

India	Guest		Growth%		2024 %Share	Guest Night		Growth%	
	Quarter	Yr2023				Yr2024	Yr2023		
Q1	42,663	37,686	▼	-12%	9%	84,312	75,341	▼	-11%
Q2	41,387	43,743	▲	6%	12%	86,888	96,207	▲	11%
Q3	38,313	40,293	▲	5%	10%	84,058	77,035	▼	-8%
Q4	40,966	51,126	▲	25%	10%	83,895	97,871	▲	17%
Total	163,329	172,848	▲	6%	10%	339,153	346,454	▲	2%
China	Guest		Growth%		2024 %Share	Guest Night		Growth%	
	Quarter	Yr2023				Yr2024	Yr2023		
Q1	2,717	19,015	▲	600%	4%	6,060	35,732	▲	490%
Q2	1,755	10,084	▲	475%	3%	3,096	19,471	▲	529%
Q3	1,102	5,975	▲	442%	2%	2,404	14,578	▲	506%
Q4	1,208	27,876	▲	2208%	6%	2,631	54,498	▲	1972%
Total	6,782	62,950	▲	828%	4%	14,191	124,279	▲	776%
Russia	Guest		Growth%		2024 %Share	Guest Night		Growth%	
	Quarter	Yr2023				Yr2024	Yr2023		
Q1	76,589	74,499	▼	-3%	17%	200,973	178,477	▼	-11%
Q2	61,828	60,776	▼	-2%	16%	170,510	164,578	▼	-3%
Q3	34,849	43,737	▲	26%	11%	103,124	111,418	▲	8%
Q4	64,090	100,690	▲	57%	20%	182,685	311,972	▲	71%
Total	237,356	279,702	▲	18%	17%	657,292	766,445	▲	17%
GCC*	Guest		Growth%		2024 %Share	Guest Night		Growth%	
	Quarter	Yr2023				Yr2024	Yr2023		
Q1	97,406	63,677	▼	-35%	15%	137,777	95,549	▼	-31%
Q2	42,941	41,129	▼	-4%	11%	67,187	66,200	▼	-1%
Q3	54,553	58,997	▲	8%	15%	86,384	101,390	▲	17%
Q4	53,336	59,013	▲	11%	12%	89,492	98,115	▲	10%
Total	248,236	222,816	▼	-10%	13%	380,840	361,254	▼	-5%

*All GCC countries excluding UAE

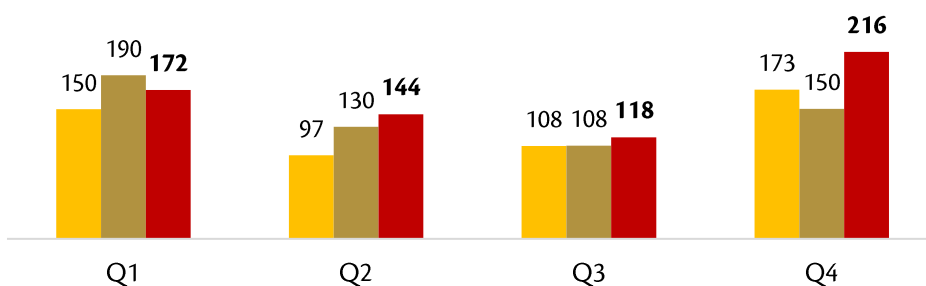


SECTOR PERFORMANCE – KEY INDICATORS (QUARTERLY)

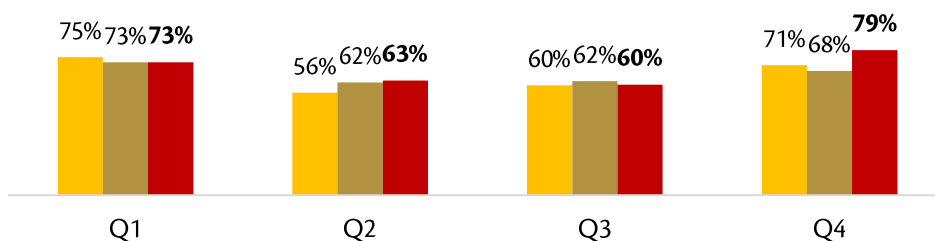
Figure 12: main indicators by quarter during Years (2022 – 2024)

■ 2022 ■ 2023 ■ 2024

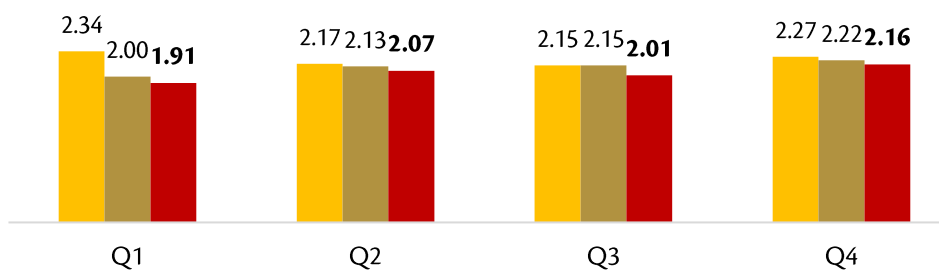
Revenue
(AED Million)



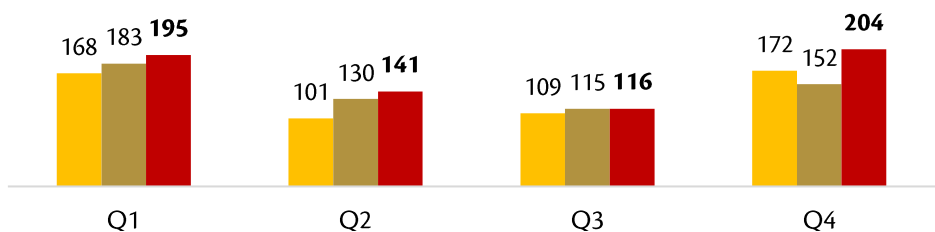
Occupancy %



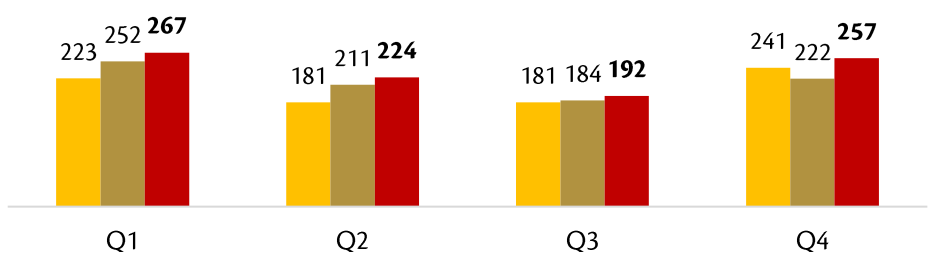
ALOS
(DAYS)



REVPAR
(AED)

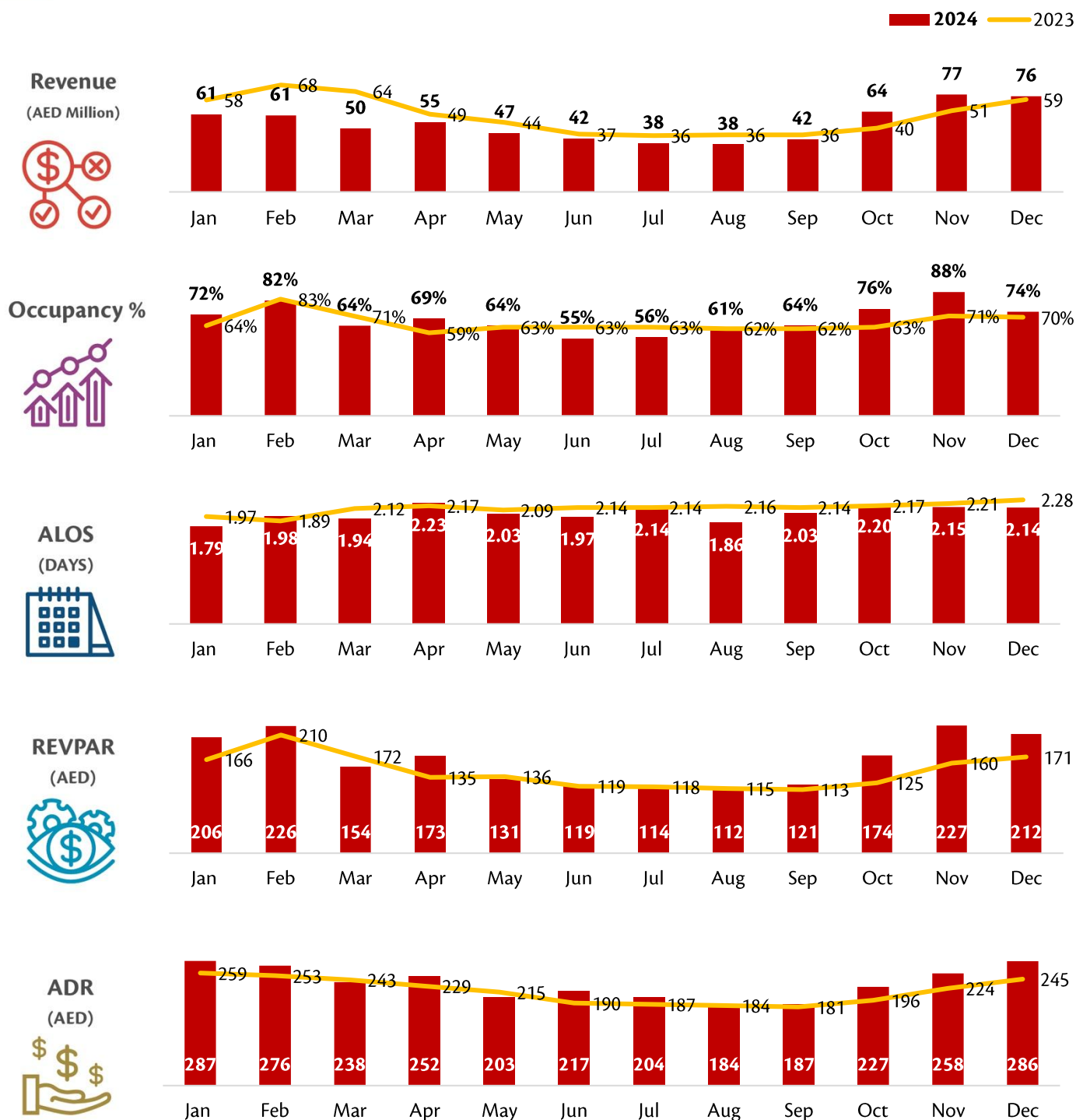


ADR
(AED)



SECTOR PERFORMANCE – KEY INDICATORS (MONTHLY)

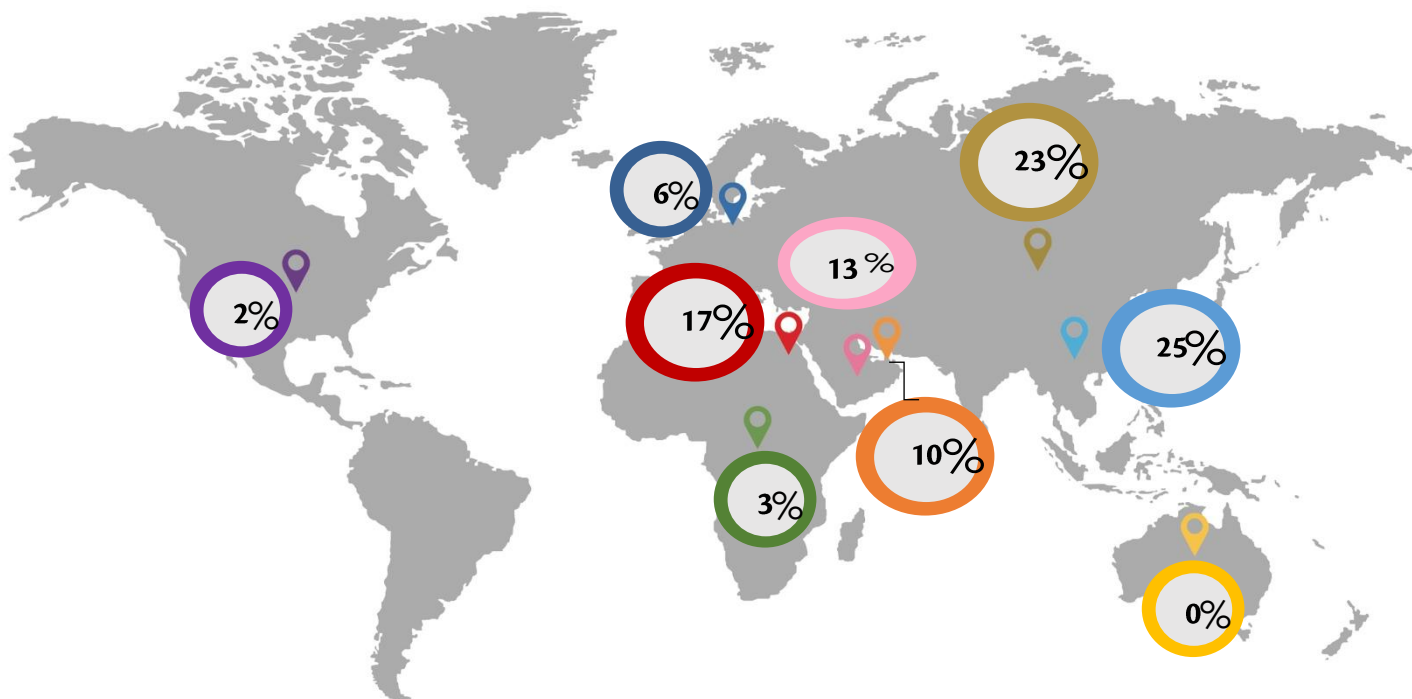
Figure 13: monthly main indicators during Years 2023 - 2024














KEY INDICATORS BY REGION

SHARE %



GROWTH %

-  Russia, CIS & Baltics 19% ▲
-  Americas 14% ▲
-  GCC 10% ▼
-  Arabs 14% ▲
-  Europe Ex. Russia, CIS 16% ▲
-  Asia 23% ▲
-  Africa 7% ▲
-  Australia & The Pacific 17% ▲
-  UAE 3% ▼





KEY INDICATORS PER HOTEL TYPE



Table 5: Hotels performance by classification during Year 2024

★★★★★ 5-Star	Available Rooms	408,673				
	Occupancy	64%				
Number of Hotels:	ALOS	1.82				
11	RevPAR	257				
	Top 5 Nationalities	1) Russia	2) UAE	3) India	4) Oman	5) KSA
★★★★★ 4-Star	Available Rooms	1,033,597				
	Occupancy	69%				
Number of Hotels:	ALOS	2.03				
23	RevPAR	174				
	Top 5 Nationalities	1) Russia	2) UAE	3) China	4) India	5) Oman
★★★ 3-Star	Available Rooms	566,863				
	Occupancy	76%				
Number of Hotels:	ALOS	1.90				
13	RevPAR	157				
	Top 5 Nationalities	1) India	2) UAE	3) Russia	4) KSA	5) Oman
★★ 2-Star	Available Rooms	161,803				
	Occupancy	71%				
Number of Hotels:	ALOS	1.94				
9	RevPAR	104				
	Top 5 Nationalities	1) India	2) Oman	3) Pakistan	4) Egypt	5) UAE
★ 1-Star	Available Rooms	100,829				
	Occupancy	66%				
Number of Hotels:	ALOS	2.31				
10	RevPAR	79				
	Top 5 Nationalities	1) India	2) Pakistan	3) Bangladesh	4) Egypt	5) Oman
Deluxe	Available Rooms	237,861				
	Occupancy	68%				
Number of Hotels:	ALOS	2.45				
6	RevPAR	144				
	Top 5 Nationalities	1) India	2) Iraq	3) Egypt	4) UAE	5) KSA
Standard	Available Rooms	202,447				
	Occupancy	60%				
Number of Hotels:	ALOS	2.12				
8	RevPAR	117				
	Top 5 Nationalities	1) India	2) Iraq	3) Oman	4) Sudan	5) KSA
Basic	Available Rooms	239,519				
	Occupancy	69%				
Number of Hotels:	ALOS	2.44				
22	RevPAR	106				
	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.

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

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