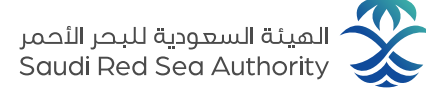




TOURISM STATISTICS IN SAUDI ARABIA

Annual Statistical Report 2024
Data and Decision Support Deputyship



Georgios G. Shipwreck | Tabuk Province



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Ahmad Al-Khateeb
Minister of Tourism

It is my pleasure to present the Annual Statistical Report for the tourism sector in the Kingdom of Saudi Arabia for the year 2024, which tells the story of the year's achievements and major milestones through numbers in the journey of the tourism sector in the Kingdom. It also reflects domestic development and the Kingdom's global leadership in tourism. Within its pages are many significant accomplishments made possible — by the grace of Allah, then by the support and directives of the wise leadership, their clear vision, and their unlimited support for the tourism sector, which has become a fundamental pillar in achieving the goals of Saudi Vision 2030.

This report highlights the exceptional and accelerated growth achieved by the sector through the Ministry's efforts, as reflected in the significant rise across all tourism indicators. In 2024, the Kingdom welcomed 116M inbound and domestic tourists: 29.7M inbound visitors marking a growth of 8%, and 86.2M domestic tourists reflecting a 5% increase compared to 2023.

In terms of economic performance, the tourism sector continued to achieve record growth, reaffirming its transformation into a key driver of economic development and a fundamental pillar in advancing and diversifying the national economy. The total spending by inbound and domestic tourists reached $\text{SAR} 283.8\text{B}$. Of this, inbound tourist spending amounted to $\text{SAR} 168.5\text{B}$, reflecting a growth rate of 19%, while domestic tourist

spending reached $\text{SAR} 115.3\text{B}$, recording a 1% increase compared to 2023.

One of the many standout achievements of 2024 was the remarkable rise in non-religious inbound tourism, which now accounts for 59% of total inbound tourists, compared to just 44% in 2019. Leisure and holiday travel topped all non-religious purposes, with inbound visitors spending $\text{SAR} 36.4\text{B}$ in 2024 — testament to the integration of the tourism and entertainment sectors, and the success in creating comprehensive tourism experiences rooted in the diversity of Saudi Arabia's destinations to enrich the visitor journey.

On the global stage, Saudi Arabia continued efforts to solidify its global leadership as a premier destination, topping global tourism figures and leaving a distinctive mark and strong presence at major international forums. In 2024, the Kingdom ranked first among G20 countries in the growth of international tourist numbers and led major global destinations in tourism revenue growth from inbound tourists. It also ranked second among the world's major destinations in terms of growth in the number of inbound tourists during the first nine to eleven months of 2024 compared to the same period in 2019, according to data released by UN Tourism in September 2024.

These achievements, both domestic and international, strengthen our belief in the importance of tourism and its role as a driver of cultural and civilizational interaction, a

bridge connecting peoples, and a window through which the world can discover the Kingdom's deep-rooted history, rich cultural heritage, and authentic national identity. They also highlight the diversity of our destinations that attract both inbound and domestic tourists alike. Accordingly, we will continue our journey in 2025 with steady steps to achieve the objectives of the National Tourism Strategy and the broader ambitions of Saudi Vision 2030.

In closing, I extend my deepest thanks to the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud, and His Royal Highness Crown Prince and Prime Minister Mohammed bin Salman bin Abdulaziz Al Saud —may Allah preserve them— for their generous support and continuous commitment to developing the tourism sector in the Kingdom, transforming it into a thriving sector that not only achieves economic goals, but also leaves a comprehensive social, cultural, and environmental impact, contributing to improved quality of life and enhancing the Kingdom's global standing.

I also express my sincere appreciation to all those working in the tourism sector, including partners, investors, and employees. I look forward to continuing fruitful collaboration and exceptional achievements in the years to come, so that together we may accomplish even more successes that contribute to the advancement, progress, and prosperity of our beloved Kingdom.

Tourism Definitions

Travel/Traveler

Travel refers to the activity of travelers. A traveler is someone who moves between different geographical locations, for any purpose and any duration.

Tourism

Tourism is a subcategory of travel that focuses on specific types of trips. These trips involve traveling to a destination outside the traveler's usual environment for less than a year, for any purpose other than to be employed by a resident entity in the destination visited.

Tourism Trip

A tourism trip refers to the travel by a person from the time of departure from his or her usual residence until he or she returns; it refers to a round trip. Trips taken by visitors are tourism trips.

Visitor

A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

Tourist (Overnight Visitor)

A visitor is classified as a tourist if his/her trip includes an overnight stay.

Same-Day Visitor

A visitor is classified as a same-day visitor if his/her trip does not include an overnight stay.

Inbound Tourism

Inbound tourism comprises the activities of a non-resident visitor within the country of reference on an Inbound tourism trip.

Domestic Tourism

Domestic tourism comprises the activities of a resident visitor within the country of reference, either as part of a Domestic tourism trip or part of an Outbound tourism trip.

Main Destination

The main destination of a tourism trip is defined as the place central to the decision to take the trip. Consequently, each trip has only one main destination linked to a single purpose. However, a trip may include visits to several places besides the main destination.

Secondary Destination*

A trip that include multiple stops or visits to other locations beyond the main destination is referred to as secondary destination, and those visits as secondary visits.



INTRODUCTION

The Data & Decision Support Deputyship of the Ministry of Tourism has issued its 2024 annual statistical report.

This report aims at covering the 2024 tourism indicators in the Kingdom of Saudi Arabia. The figures are the result of collaboration between the Ministry of Tourism, the tourism ecosystem, And partners from the public and private sectors to collect, validate, and report on Inbound and Domestic tourism indicators.

These indicators include, but are not limited to: tourists and spend throughout the year, with a detailed breakdown of trip purposes and average length of stay. Ultimately, this creates a report that narrates the year's story through numbers.

Overall, KSA tourism has reached 115.9M in number of tourists, including 29.7M Inbound tourists and 86.2M Domestic tourists. The total Inbound and Domestic tourism spending has reached about SAR 283.8B, with SAR 168.5B coming from Inbound tourism and SAR 115.3B from Domestic tourism.



Al-Ula Governorate

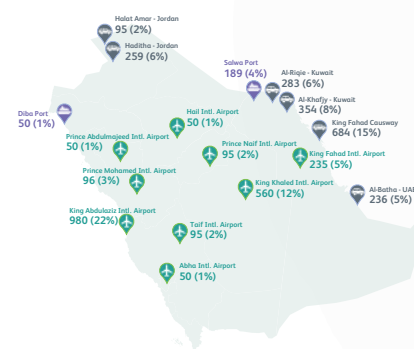
Inbound Tourism

Borders Surveys

54,000

Visitors (non-resident)

54,000



Survey Zones

Annual
Sample Size

Target Audience

Survey Coverage

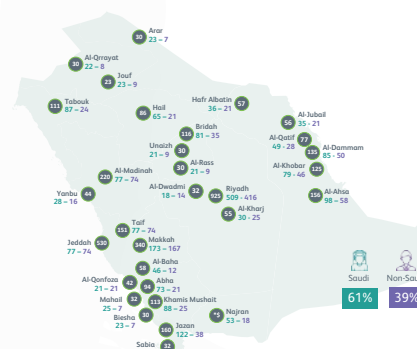
Data Source

Domestic Tourism

Household Surveys

48,000

Saudi Families	non-Saudi Families
29,328	18,672



System of Tourism Statistics (STS)

MT is following the International Recommendations for Tourism Statistics (UN Tourism) in measuring flows and characteristics of Inbound and Domestic tourism trips and visitors as well as measuring tourism expenditure. We have developed a tourism demand statistics program that includes the International Visitor Survey (IVS), Domestic Tourism Survey (DTS), and auxiliary data sources.

- **The Inbound Tourism Survey:**
is conducted on a monthly basis as part of an ongoing border survey program, also known as the International Visitor Survey (IVS). The survey achieves an annual sample of approximately 54,000 completed interviews. Data is collected directly from non-resident visitors as they depart the Kingdom through various exit points, including air, land, and sea ports. The sample design ensures coverage across the major border crossings that receive the highest volume of international travelers. To ensure statistical representativeness, the collected data is weighted using administrative records on international arrivals, which are provided by the General Directorate of Passports under the Ministry of Interior.
- **The Domestic Tourism Survey:**
(DTS) is a continuous monthly household-based survey. It captures data from an annual sample of around 48,000 completed interviews, targeting both Saudi and non-Saudi households across all 13 provinces of the Kingdom of Saudi Arabia. Data from the DTS is weighted using demographic benchmarks derived from the most recent population census conducted by the General Authority for Statistics.



Key Tourism Statistics 2024

Inbound Tourism

Number of Tourists*

29.7 Million
Tourists

▲ 8% Compared to 2023

Tourism Spending

₹168.5B

▲ 19% Compared to 2023

Domestic Tourism

Number of Tourists*

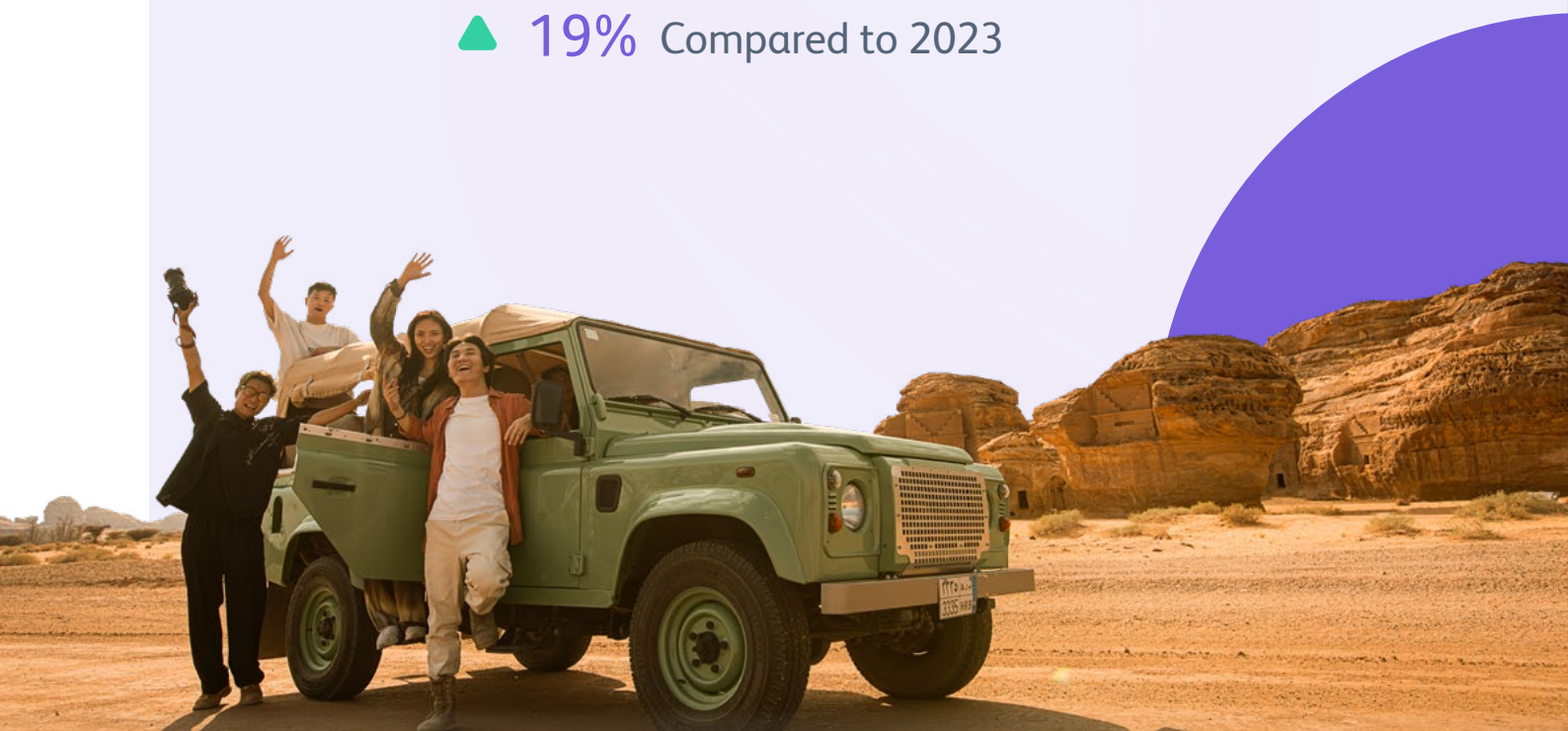
86.2 Million
Tourists

▲ 5% Compared to 2023

Tourism Spending

₹115.3B

▲ 1% Compared to 2023



Inbound Tourism

- The total number of Inbound tourists reached **29.7M tourists** in 2024, setting a new record high for Saudi Arabia.
- Inbound tourism in 2024 increased by **8%** in tourists and **19%** in tourism spending compared to 2023.
- The number of Inbound tourists reached its peak in March 2024 with **3.2M tourists**.

This is attributed to the efforts of promoting tourism in the Kingdom, through effective marketing campaigns and other supporting programs and initiatives.



Al-Baha Province

Inbound Tourism Executive Summary

Number of Tourists*

29.7 Million
Tourists

▲ 8% Compared to 2023

Tourism Spending

₹168.5B

▲ 19% Compared to 2023

Average Spend per Trip

₹5,669

Average Length of Stay

19.0 Nights

Top Destination by City/ Governorate

17.4 Million
Overnight Visitors to
**MAKKAH
ALMUKARRMAH**



Top Origin Region for Inbound Tourism

3.2 Million Tourists from
EGYPT

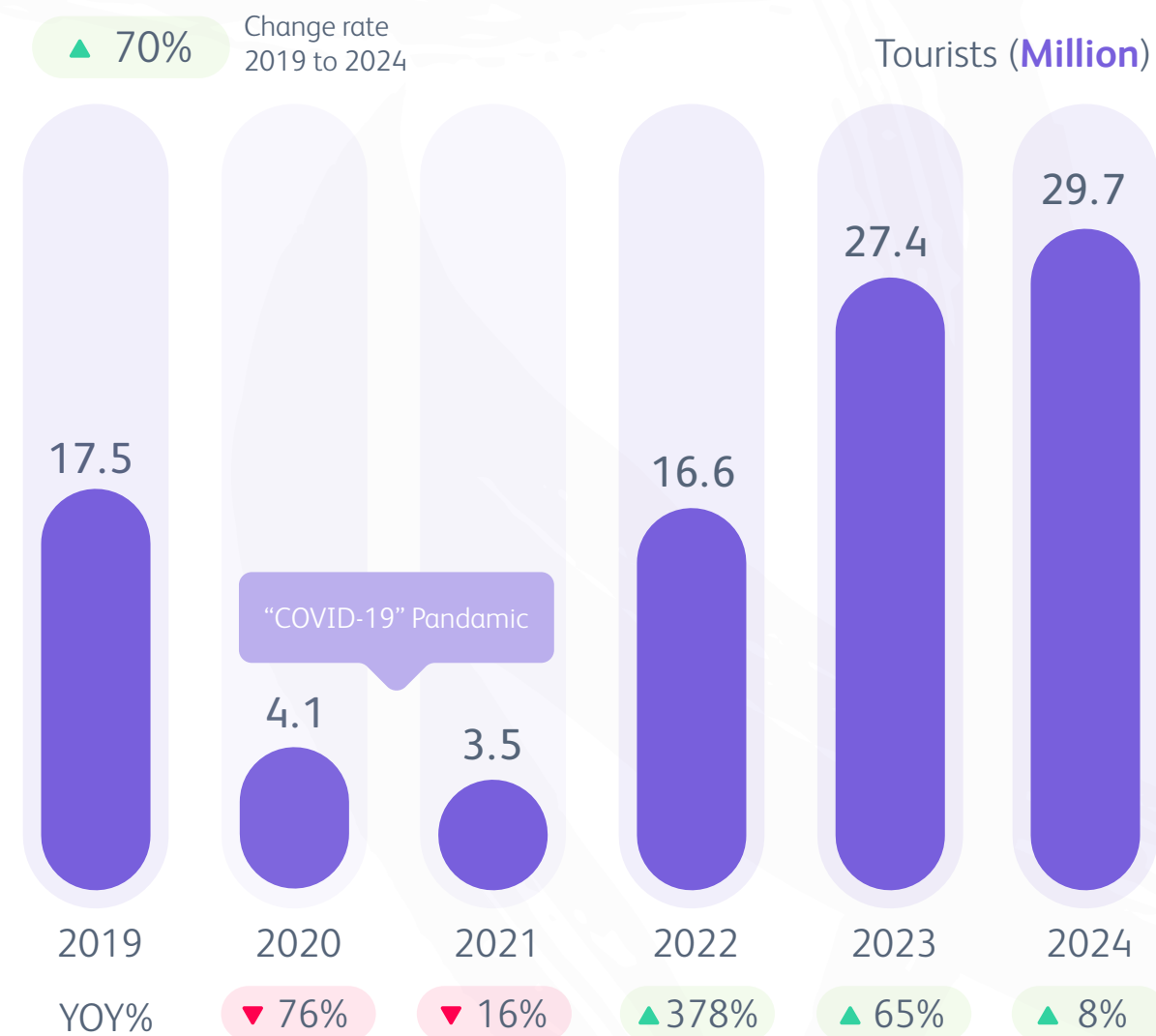


Al-Ula Governorate

Annual Growth

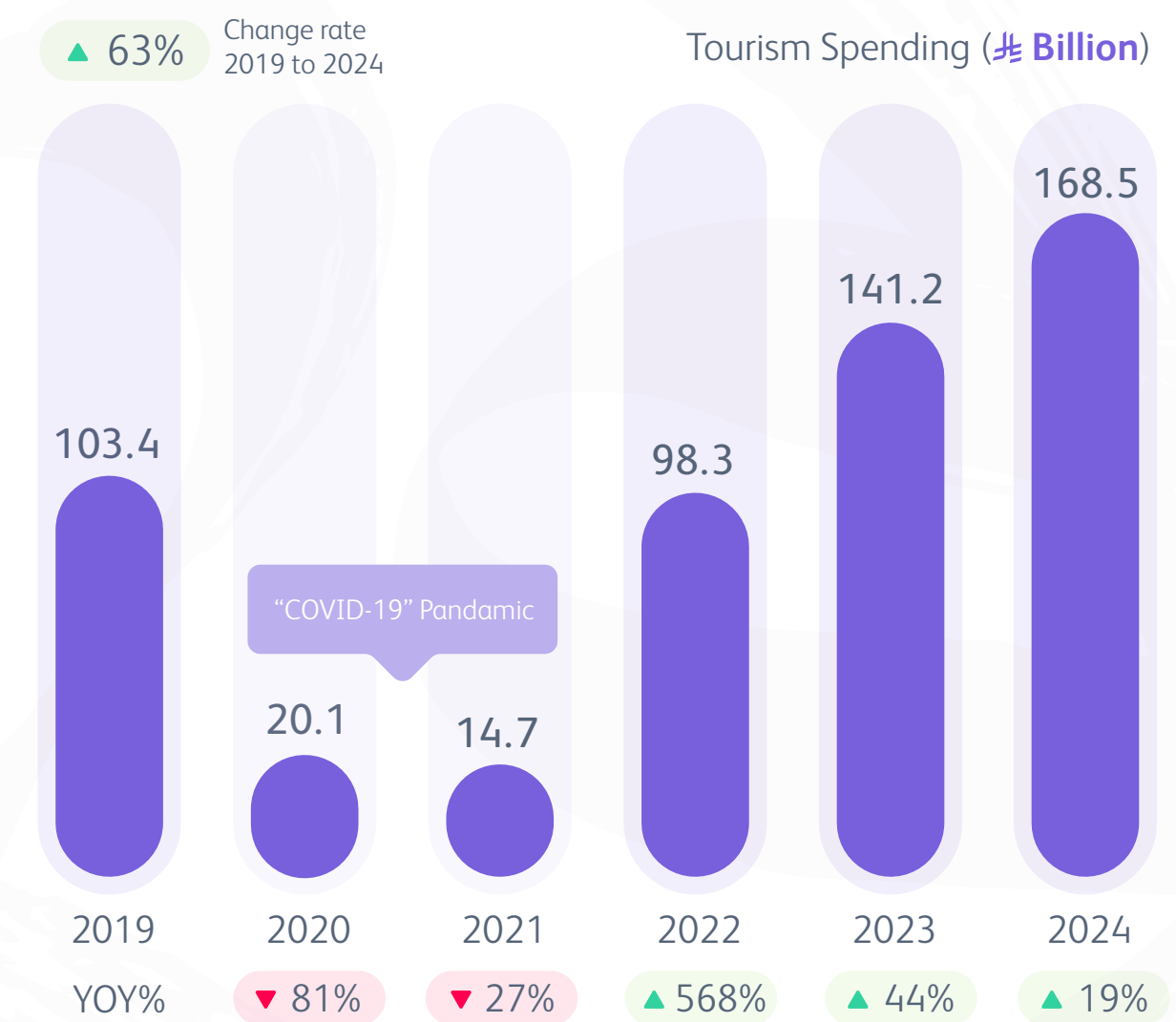
Number of Tourists

In line with the notable progress seen within the tourism sector in the past 6 years, the number of Inbound visitors has rapidly increased in the Kingdom in 2024 to reach a historical high of **29.7M Inbound tourists** with a growth rate of **8%** compared to 2023, and **70%** compared to 2019.



Tourism Spending

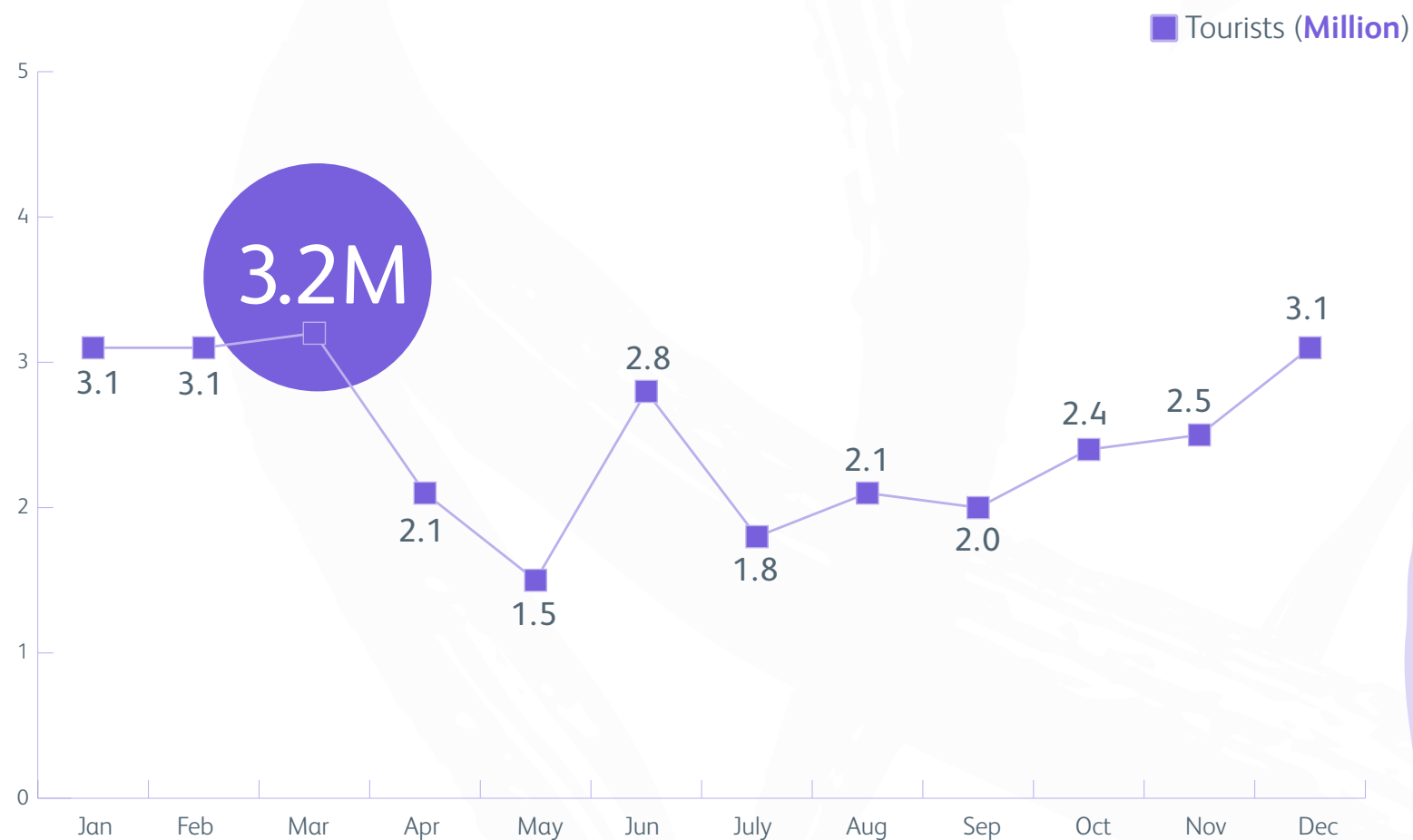
With the remarkable growth seen in the number of Inbound tourists since 2019, spend has also been increasing with the same pace in 2024 to reach a historical high of **ﷲ168.5B** with a growth rate of **19%** compared to 2023, and **63%** compared to 2019.



Number of Tourists

The number of Inbound tourists set a new record high for Saudi Arabia in 2024.

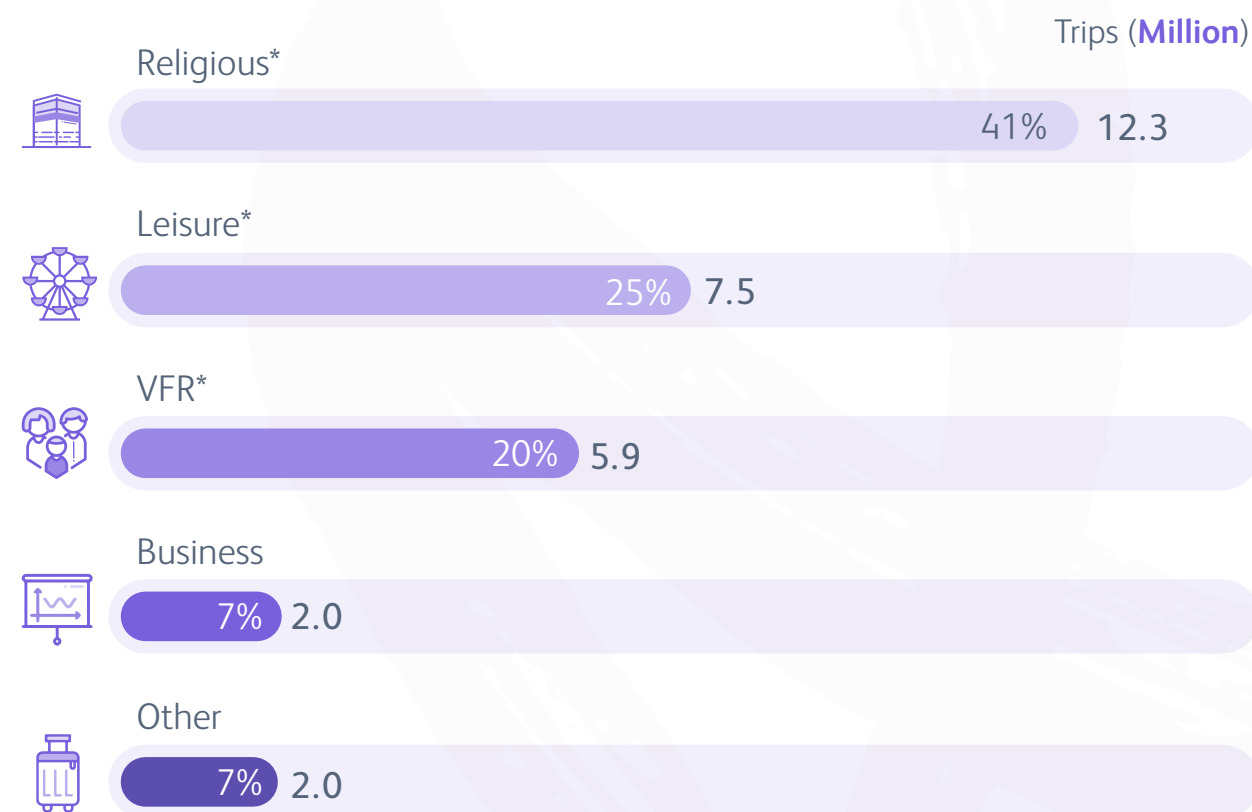
The peak was recorded in March 2024 with 3.2M tourists.



Al-Baha Province

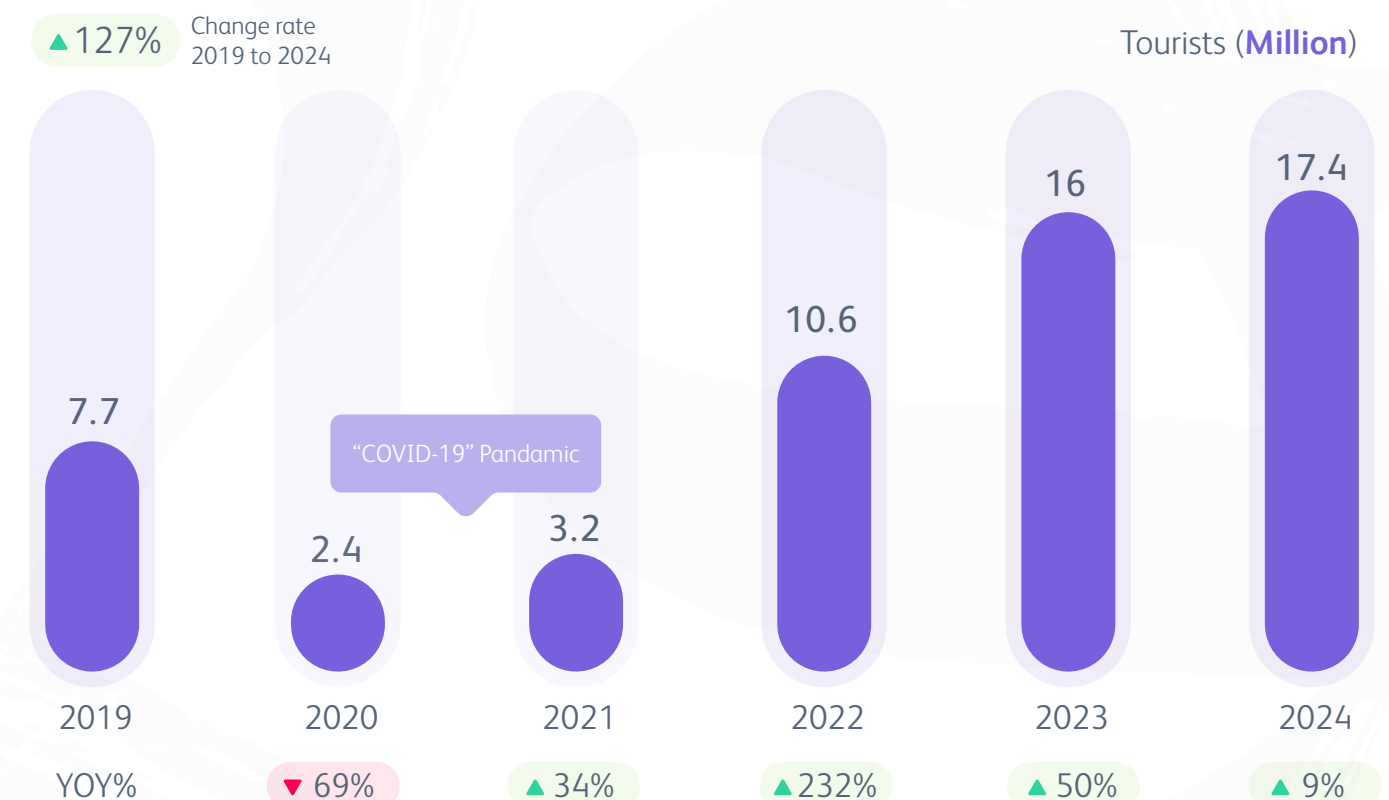
Purpose of Trip

Leisure purposes for inbound tourists had the highest growth among all purposes in 2024, with an increase of **20%** compared to 2023 and **565%** compared to 2019.



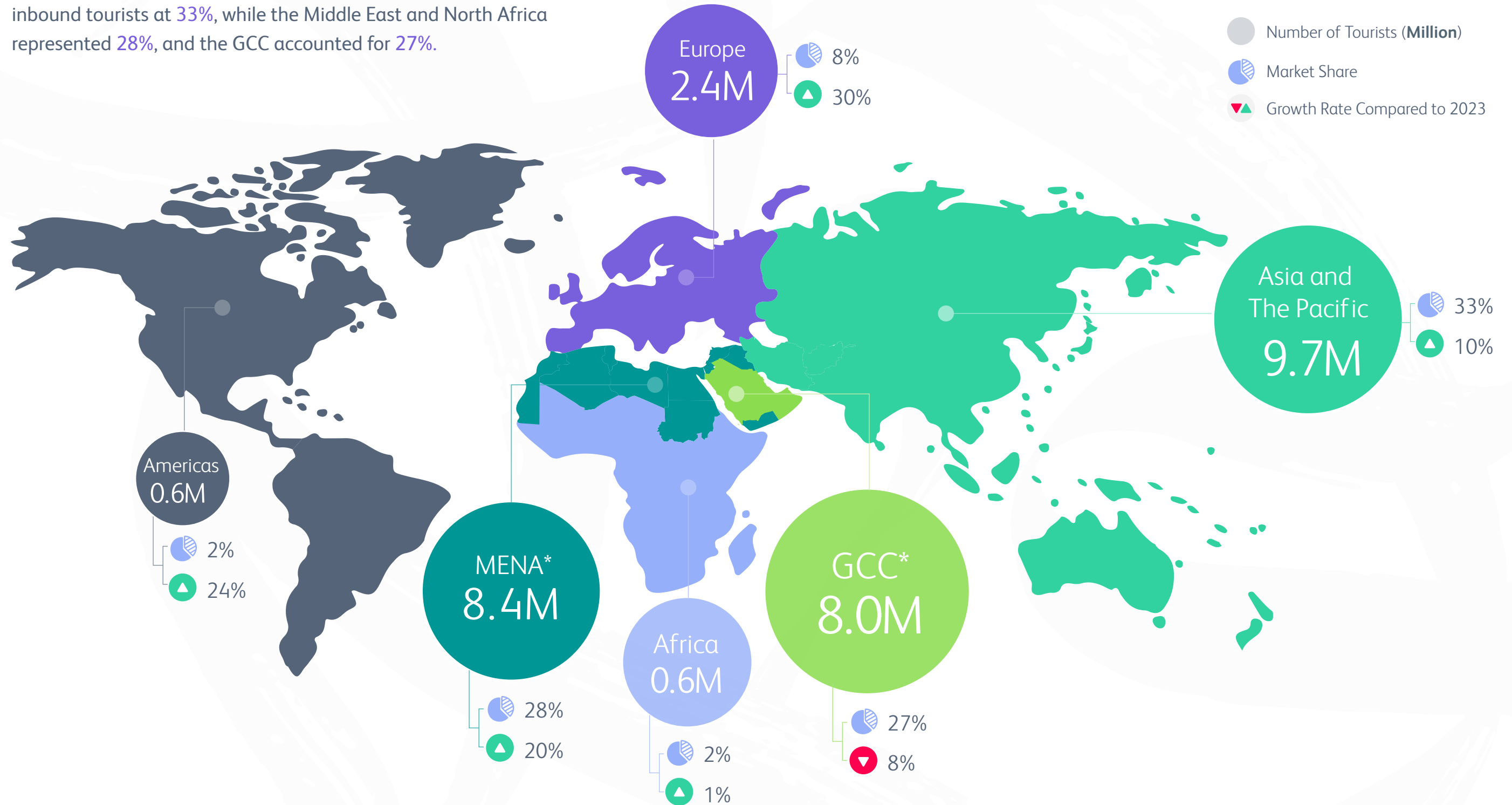
Annual Growth of non-Religious Purposes

The number of Inbound non-Religious tourists to the kingdom has seen an increase of **127%** compared to 2019, with the share of non-religious purposes constituting more than half of all Inbound trips at **59%** compared to **44%** in 2019



Origin Regions

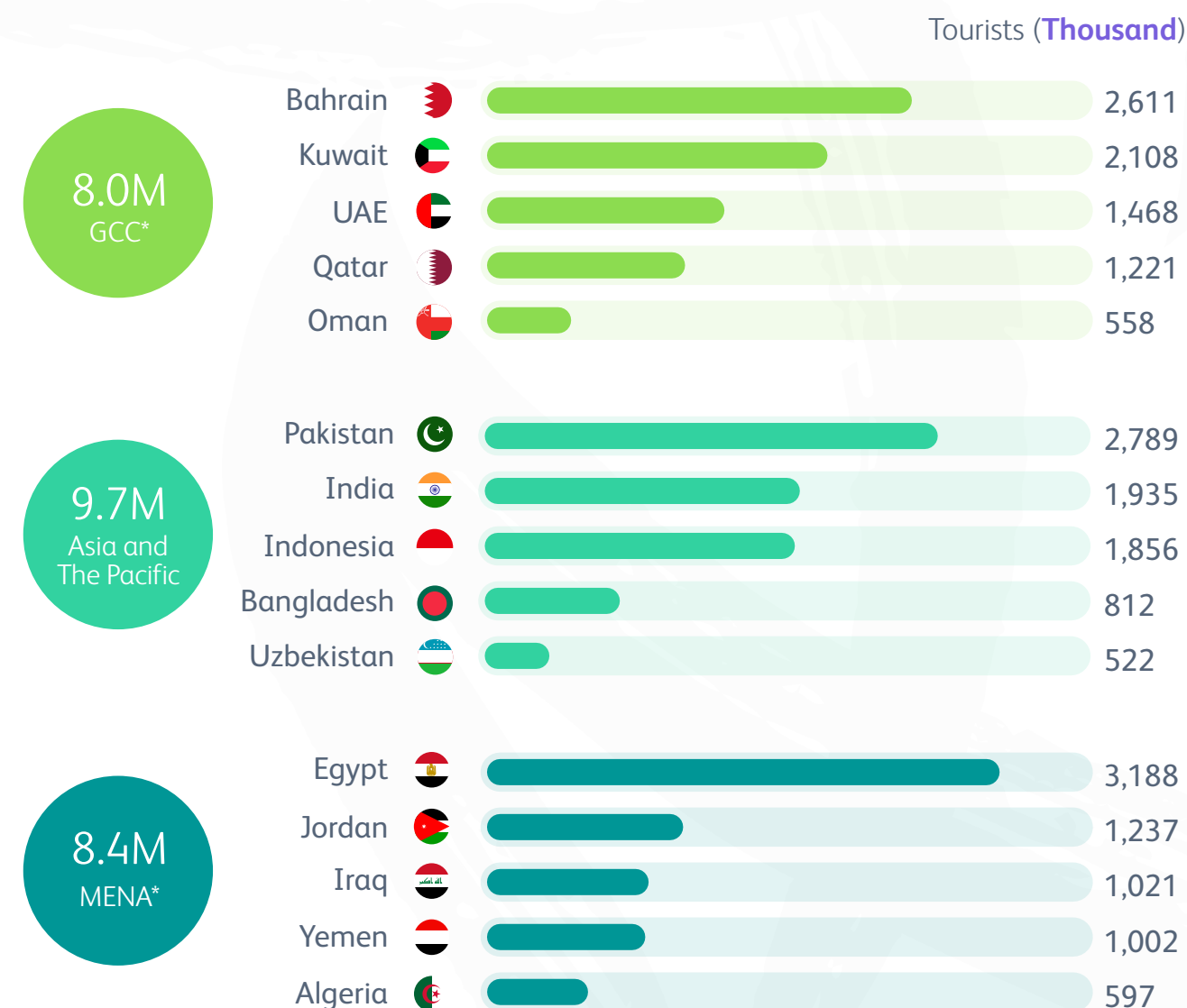
In 2024, Asia and the Pacific contributed the highest share of inbound tourists at **33%**, while the Middle East and North Africa represented **28%**, and the GCC accounted for **27%**.





Top Origin Regions

Asia and the Pacific emerged as the top source region for inbound tourists with **9.7M** inbound tourists in 2024.



Pakistan ranked first among the countries from the Asia-Pacific region in terms of tourist arrivals, with **2.8M** tourists. Meanwhile, Bahrain recorded around **2.6M** tourists, making it the leading source of inbound tourists from the GCC* countries.

United States of America was the main source of Inbound tourists from the Americas, with **0.4M** tourists. Nigeria was the leading source of tourists from Africa, with **0.2M** tourists.

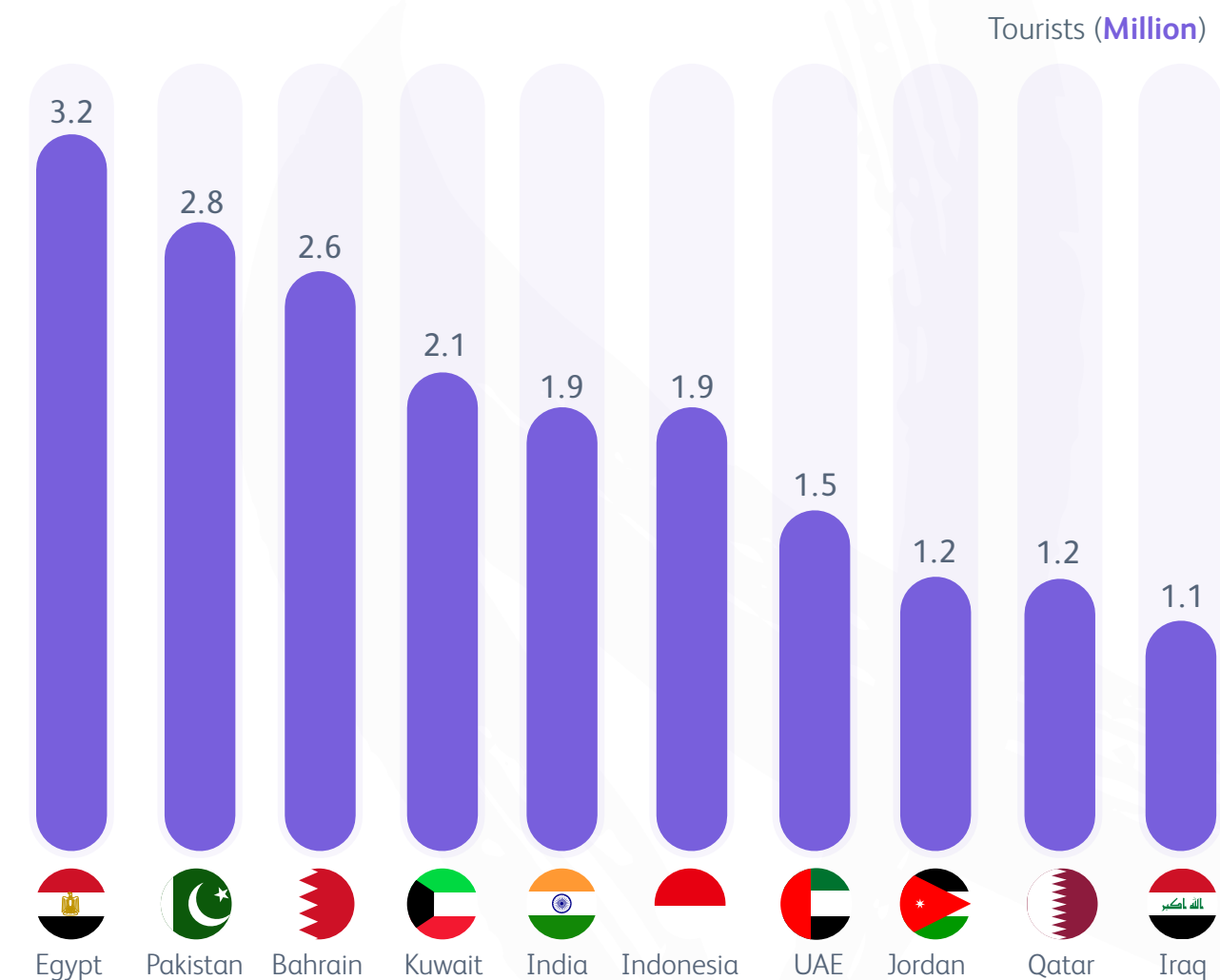
In the Middle East, Egypt was the primary source of inbound tourists, with **3.2M** tourists. In Europe, Turkey was the leading source, with **0.9M** tourists arriving in 2024.



Top 10 Source Markets

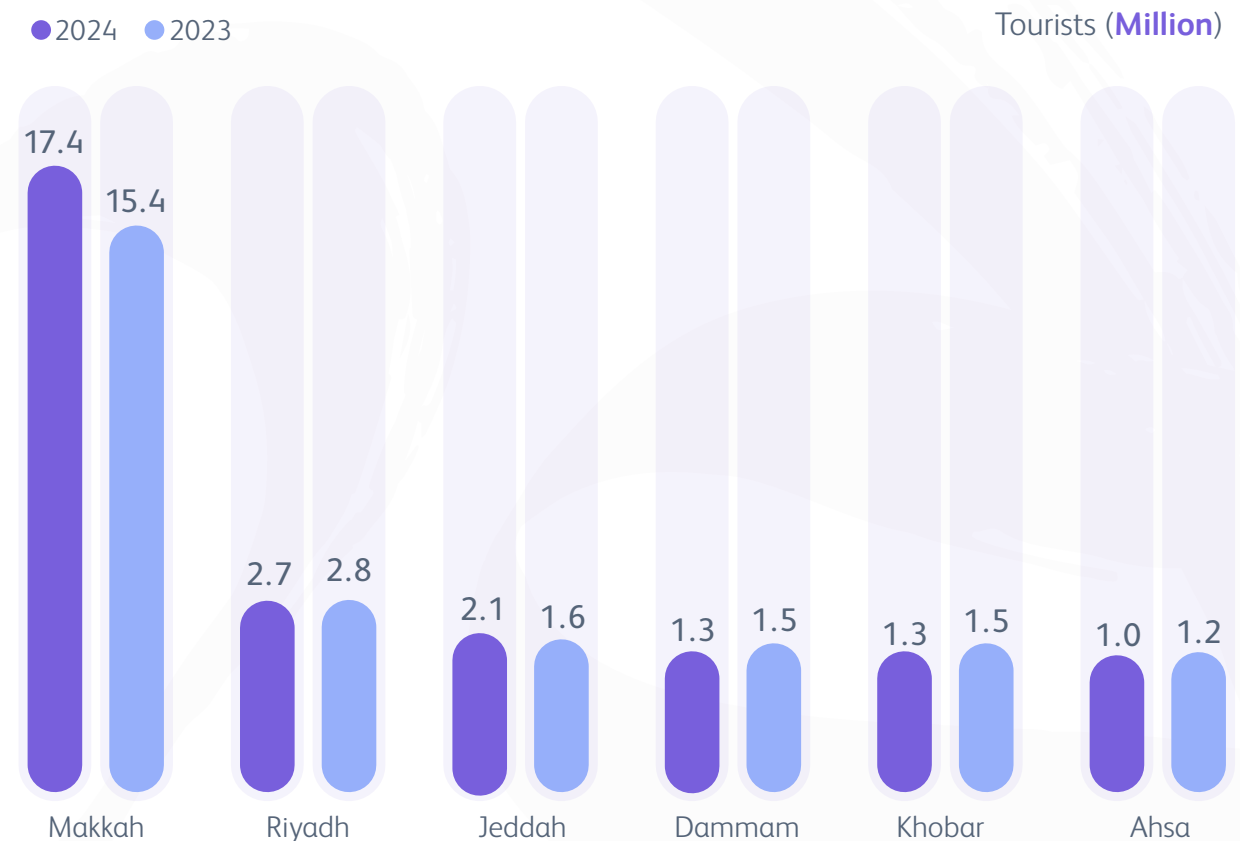
Egypt ranked first as the leading source market for visitors, accounting for **3.2M** visitors

Followed by Pakistan and Bahrain with **2.8** and **2.6M** respectively.



Destinations - Cities/ Governorates

Makkah Al-Mukarramah City was the primary destination for Inbound overnight visitors in 2024 with **17.4M** visitors



Tourist visits to secondary destinations are not included in the national total number of visitors, as this would lead to double-counting. For instance, an Umrah visitor whose main destination is Makkah may also visit Madinah during the same trip, but they are still counted as a single visitor.

Type of Accommodation

Hotels were the primary accommodation type for Inbound tourists, hosting **16.8M** and accounting for **57%** of total accommodation

Apartments were the second highest type with **6.5M tourists**, which accounts for **22%** of accommodation.

In the meanwhile, private accommodation had **5.4M tourists** and **18%** of total accommodation.

Market Share of Accommodation Type by Number of Tourists

Hotels

57%



Apartments

22%



Private*

18%



Other

4%

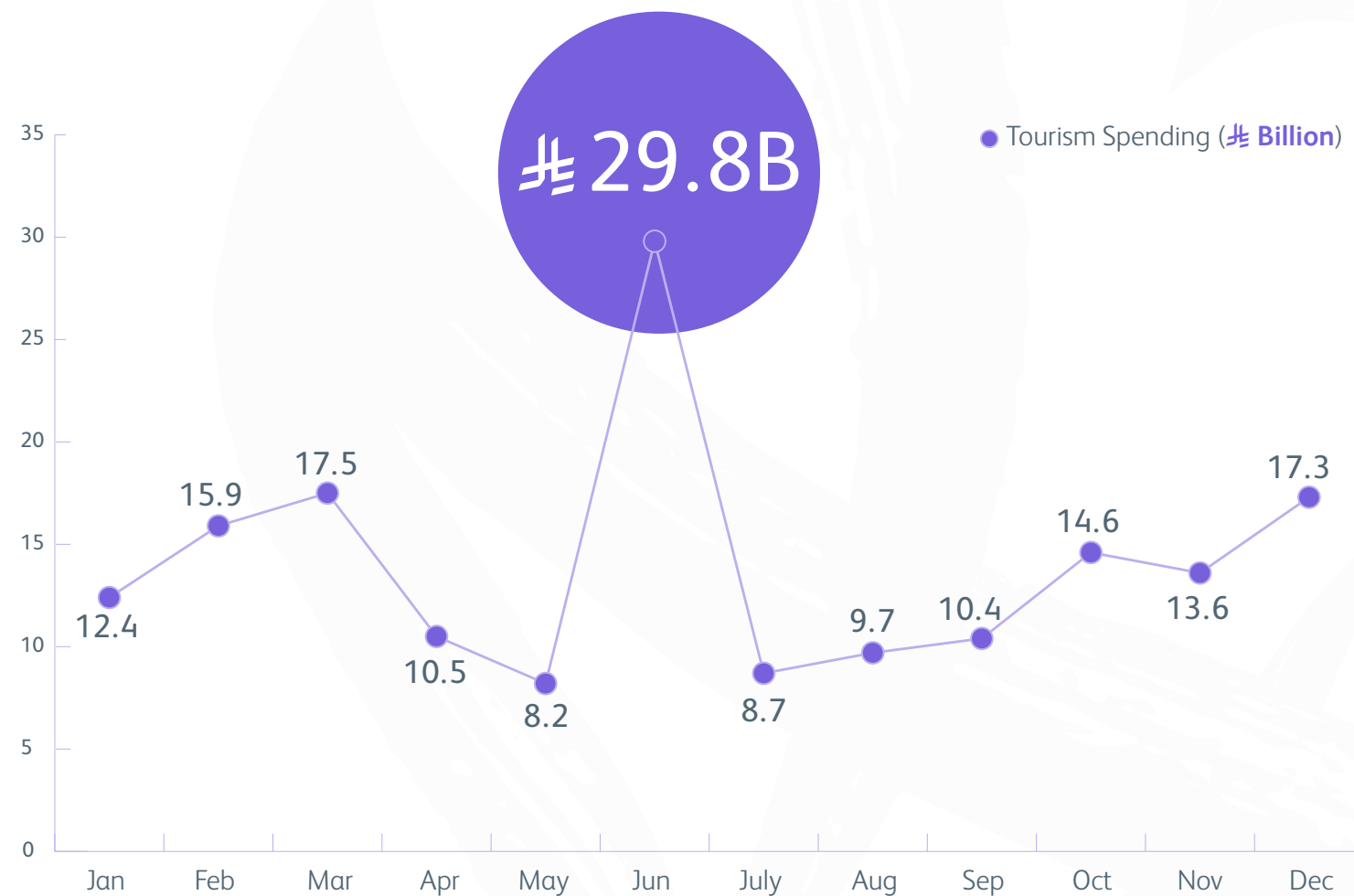


Riyadh Province

Tourism Spending

Tourism spending for Inbound tourists reached **ﷲ168.5B** in 2024, increasing by **19%** compared to 2023

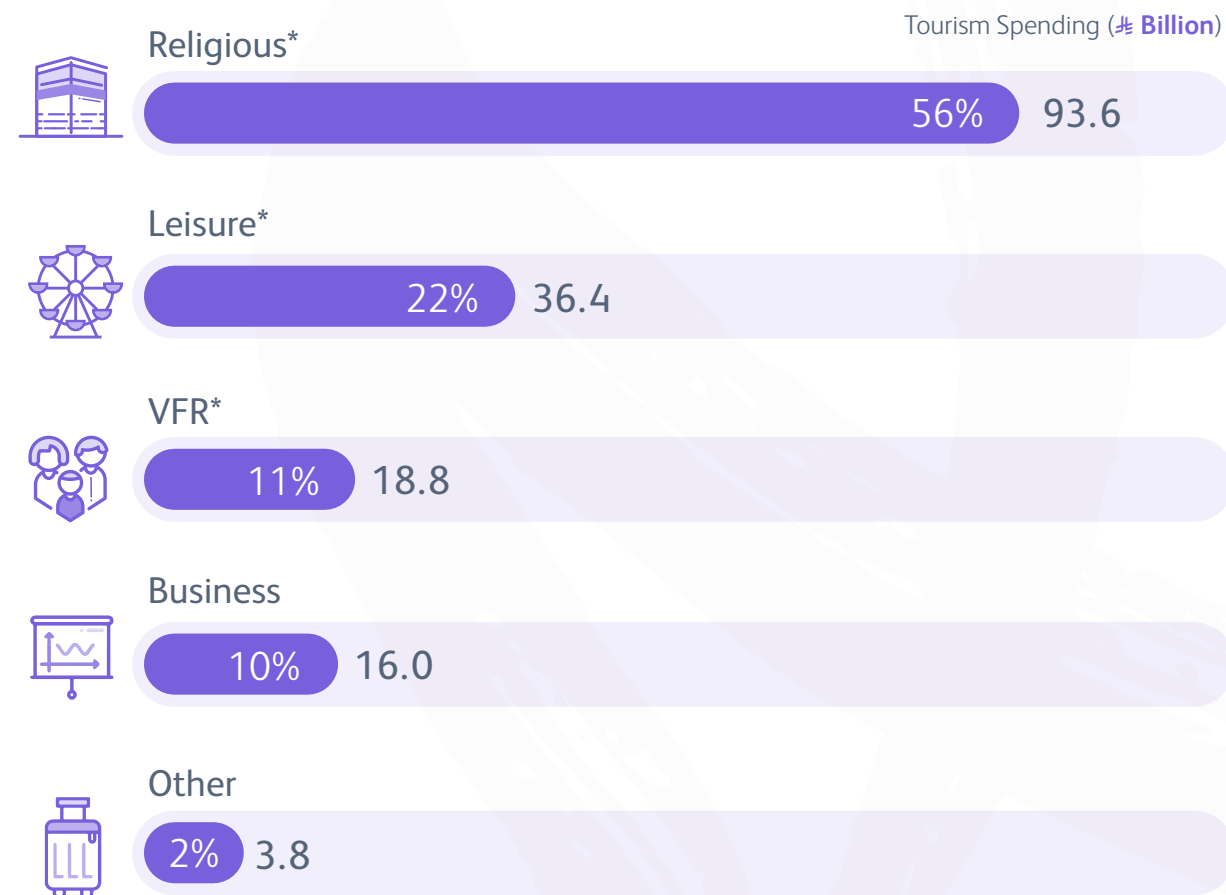
Tourism spending for Inbound tourists reached its peak in June 2024 with **ﷲ29.8B**.



Riyadh Province

Tourism Spending - Purpose of Trip

In 2024, the spending for inbound tourists for leisure purposes had the highest growth among all purposes with an increase of around **69%** compared to 2023 and **620%** compared to 2019.



Annual Growth of non-Religious Purposes

In the year 2024, the growth rate of non-religious purposes reached **112%** compared to 2019. Non-religious purposes constituted **44%** of the total spending of inbound visitors for the year 2024, compared to **34%** in 2019.



Domestic Tourism

- The total number of Domestic tourists has reached **86.2M** in 2024. This number reflects the steady increase in Domestic tourism within the Kingdom, with the number of Domestic tourists increasing by **5%** compared to the 2023.
- Domestic tourism spending across various tourist destinations in the Kingdom has reached **ﷲ115.3B**.



Tabuk Province

Domestic Tourism Executive Summary

Number of Tourists*

86.2 Million
Tourists

▲ 5% Compared to 2023

Tourism Spending

₹115.3B

▲ 1% Compared to 2023

Average Spend per Trip

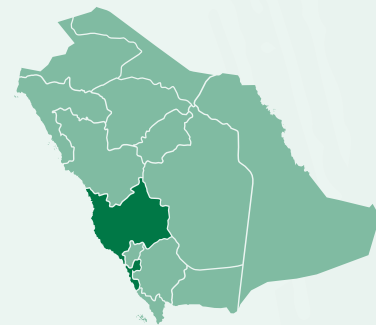
₹1,338

Average Length of Stay

6.3 Nights

Top Destination - Provinces

23.5M
Overnight visitors to
MAKKAH

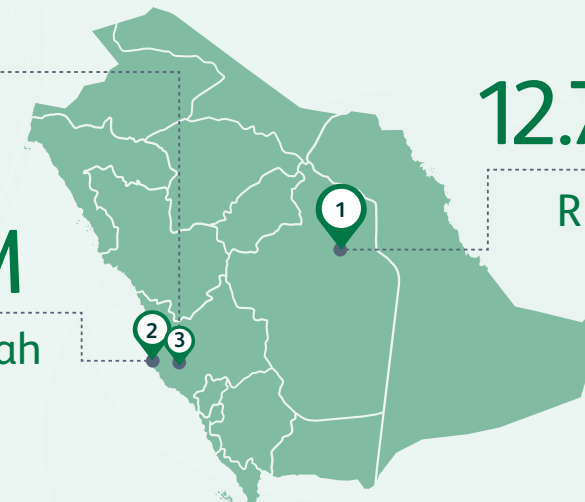


Top Destinations - City/ Governorate

8.3M
Makkah

9.2M
Jeddah

12.7M
Riyadh



Riyadh Province

Annual Growth

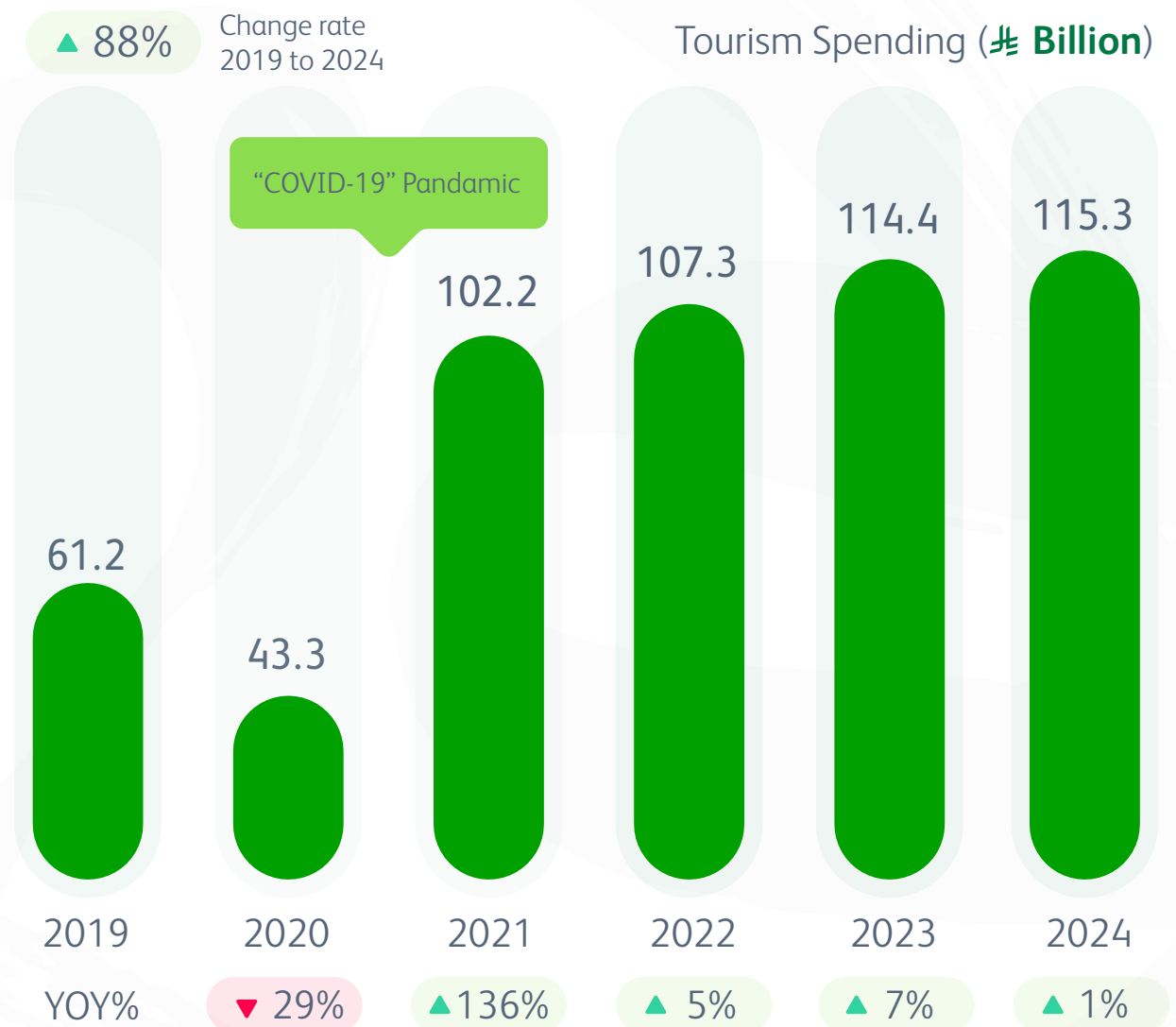
Number of Tourists

In line with the notable progress seen within the tourism sector in the past 6 years, The number of Domestic tourists in 2024 reached **86.2M** tourists, reflecting a growth of **5%** compared to 2023 and **80%** compared to 2019.



Tourism Spending

The remarkable growth in domestic tourist numbers since 2019 has fueled strong tourism spending, reaching **₹115.3B** with a **1%** growth rate compared to 2023 and an **88%** increase compared to 2019.



Number of Tourists

June was the highest month, due to the summer season experienced a high number of Domestic tourists, reaching its peak with **9.6M tourists**

This increase was due to summer season, end of the school year, and Eid Al-Adha vacations, with **11%** of all Domestic tourism trips in 2024 occurring within this month.

The second highest month was July with **9%** of all Domestic tourism trips starting this month during the mid-year school break.

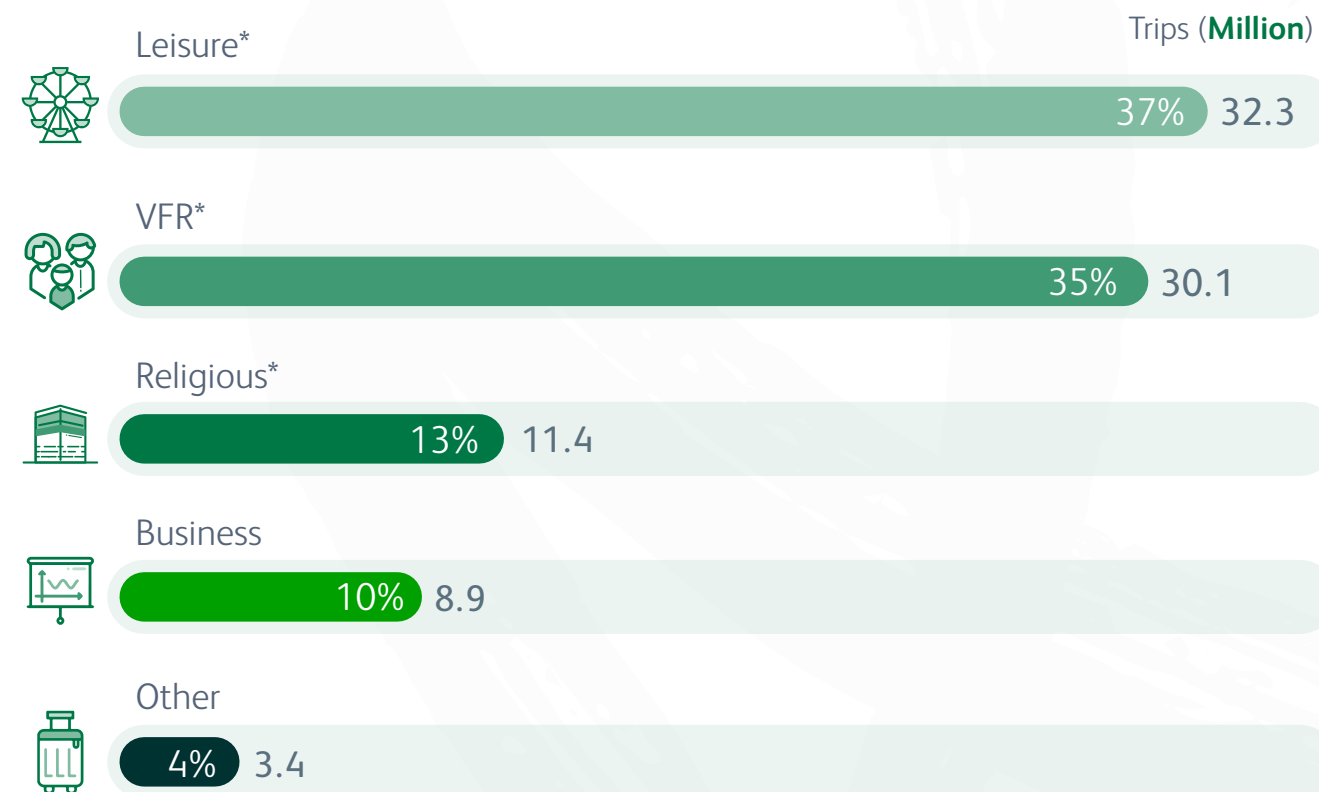


Jeddah Governorate

Purpose of Trip

Leisure was the top purpose of trips among Domestic tourists in 2024 with **32M tourists** Representing **37%** of all Domestic tourism trips.

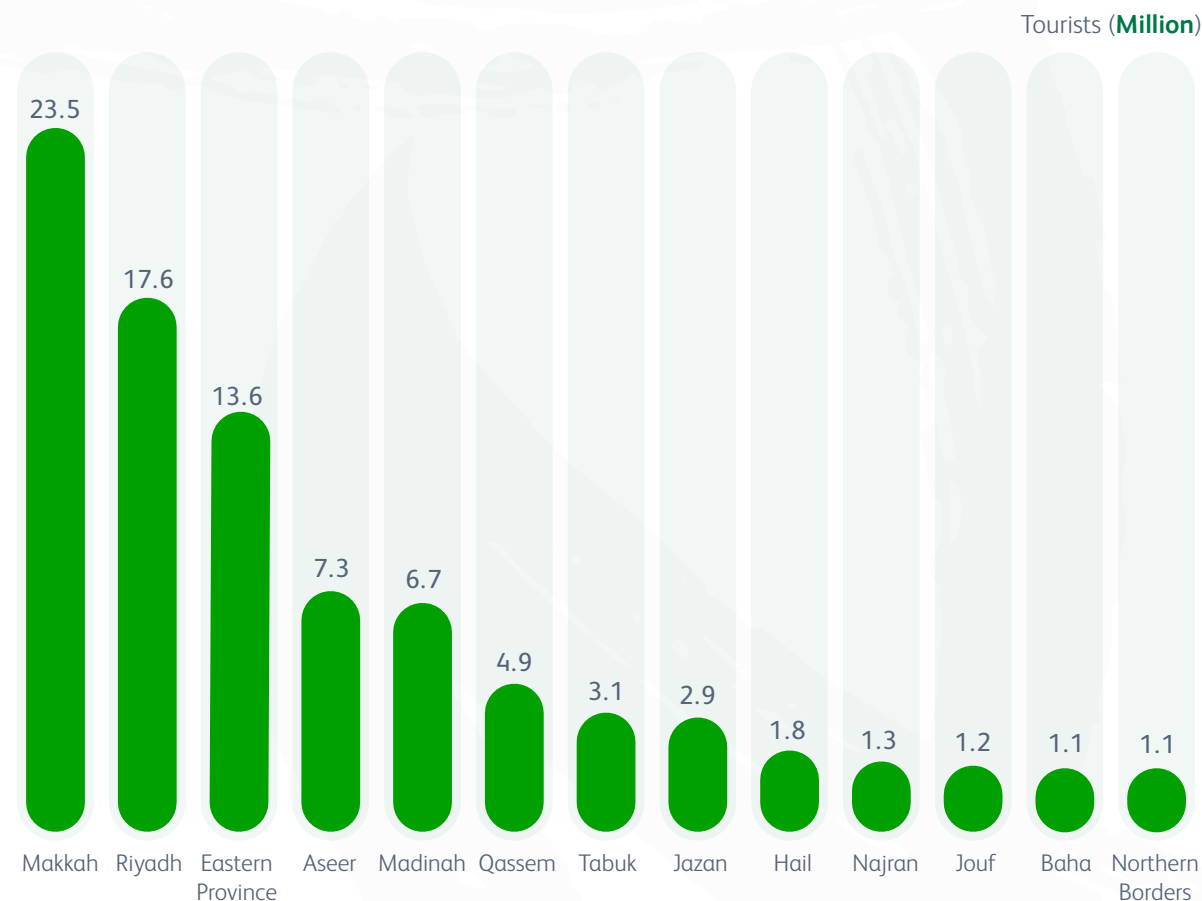
VFR was the second highest trip purpose with **30M** tourists which accounted for **35%** of all Domestic tourism trips. Religious purposes constituted **13%** of all Domestic tourism trips.



Riyadh Province

Destinations - Provinces

Makkah Province* was the primary destination for Domestic Visitors, receiving a total of **23.5 million overnight visitors**

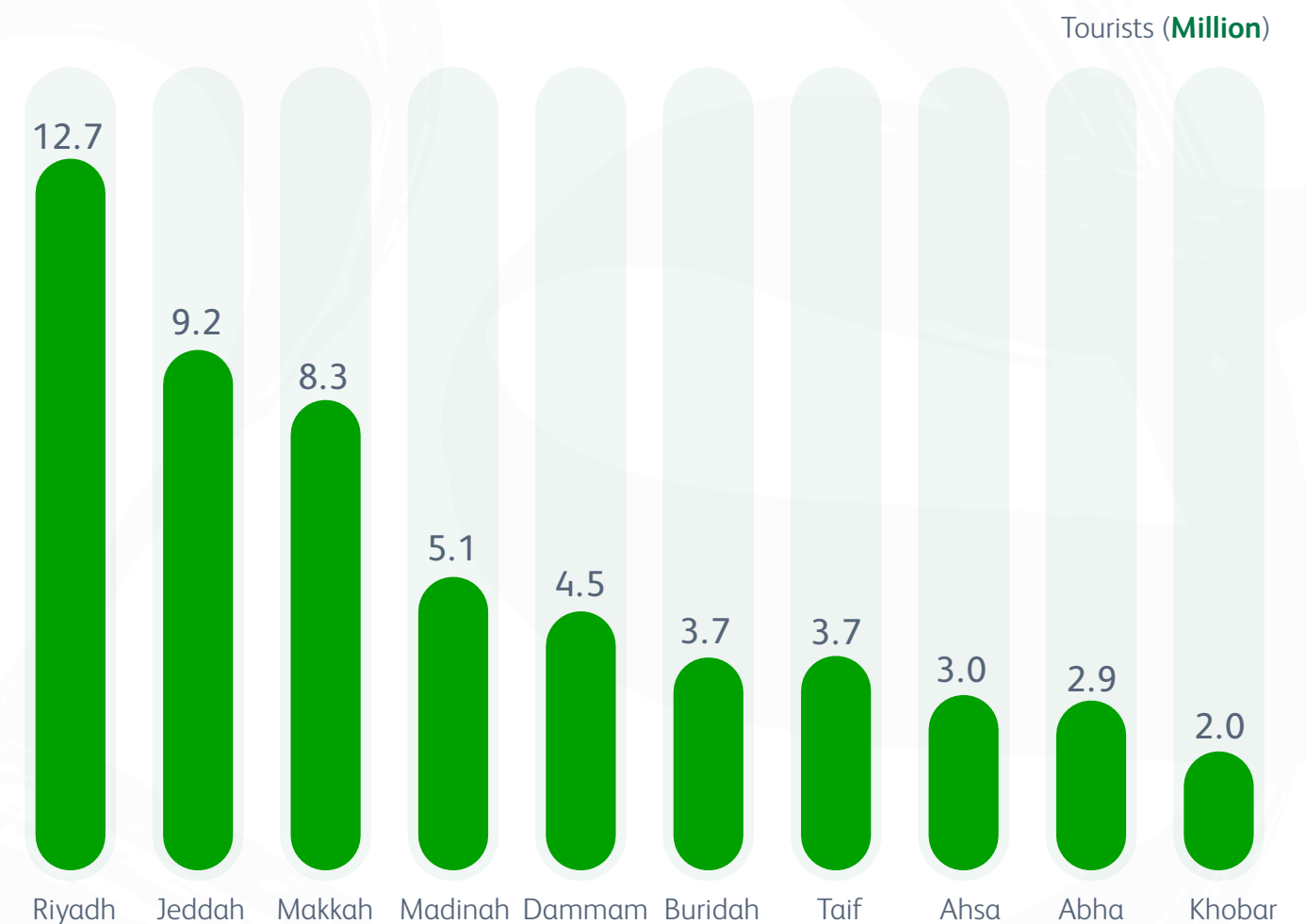


Makkah Province visitors make up **27%** of the total Domestic visitors in 2024. The second highest destination was Riyadh Province with **20%** of the total Domestic visitors, followed by the Eastern Province with **16%**, then Aseer and Al-Madinah Al-Munawwarah with **9%** and **8%** respectively.

Destinations - Cities/ Governorates

Riyadh City ranked as the primary destination with **12.7M tourists**, which represent **15%** of Domestic tourists in 2024.

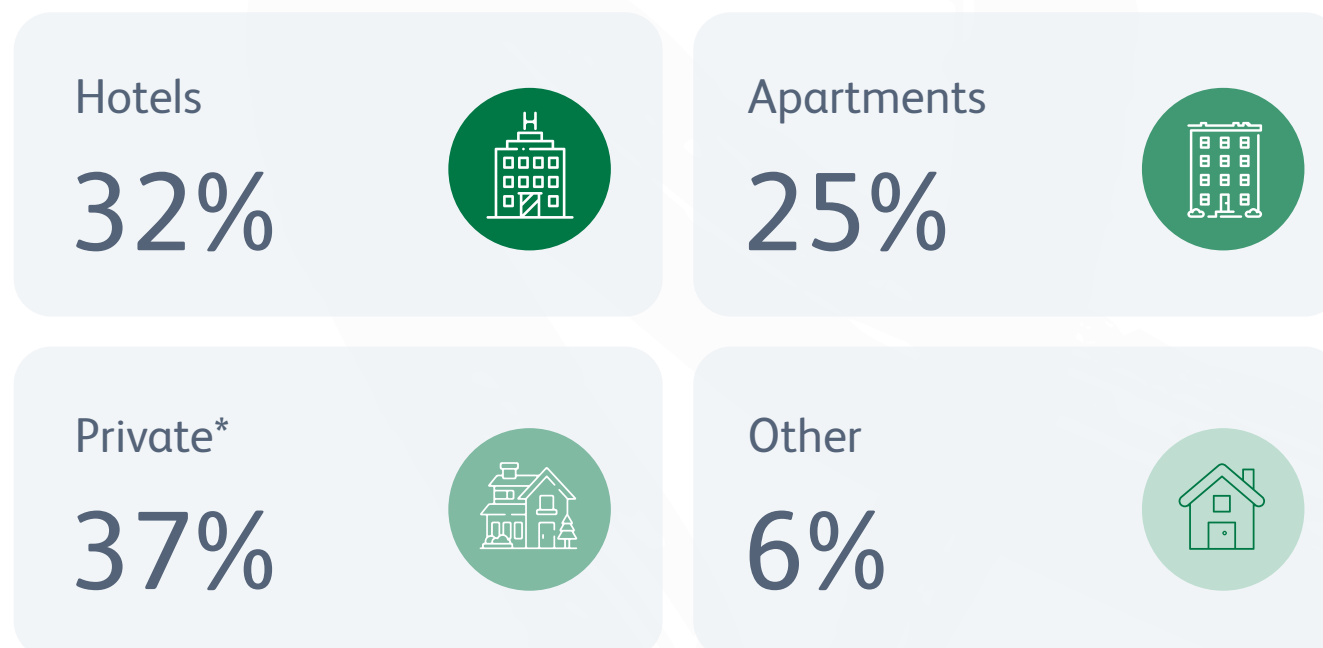
Jeddah governorate came in second with **11%** of all Domestic tourism trips, followed by Makkah Al-Mukarramah with **10%**, then Al-Madinah Al-Munwwarah governorate with **6%**, and Al-Dammam governorate with **5%**.



Type of Accommodation

Private accommodations were the primary selection for Domestic tourists, with **37%** staying in private accommodations and **32%** in hotels, followed by apartments, which accounted for **25%** of the total.

Market Share of Accommodation Type by Number of Tourists

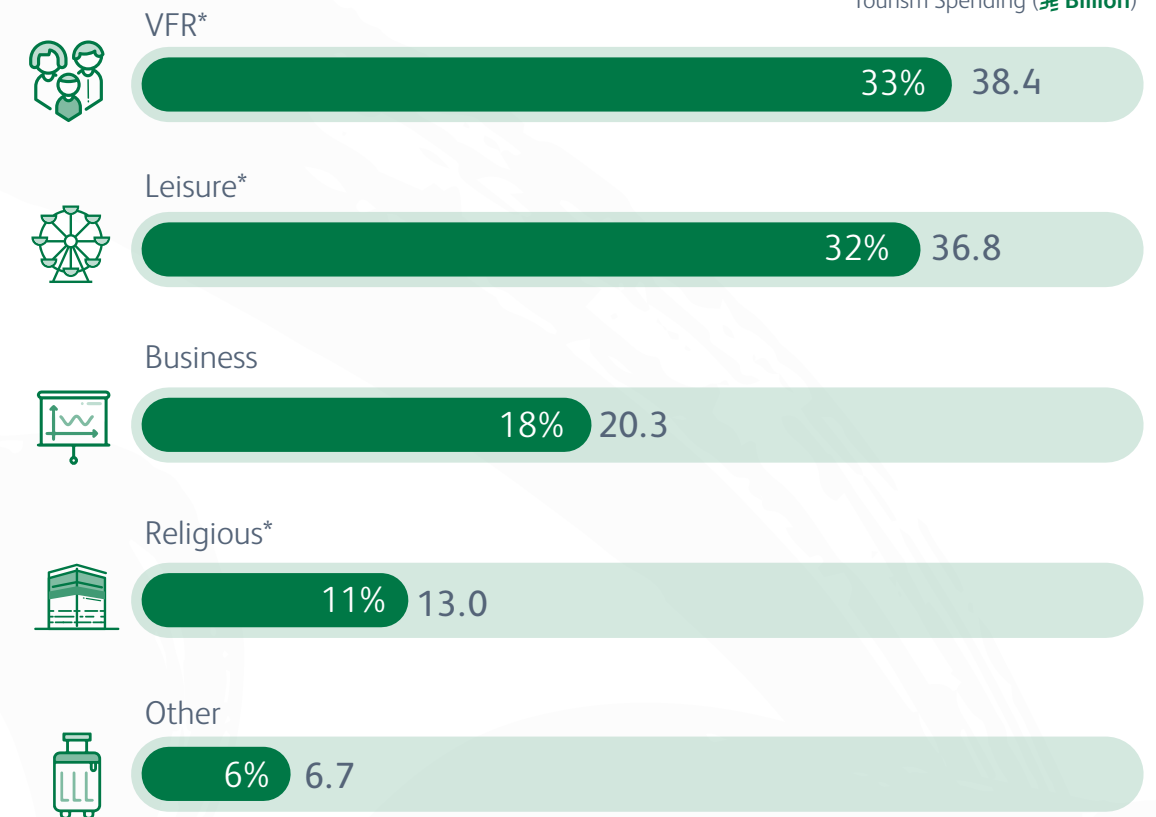
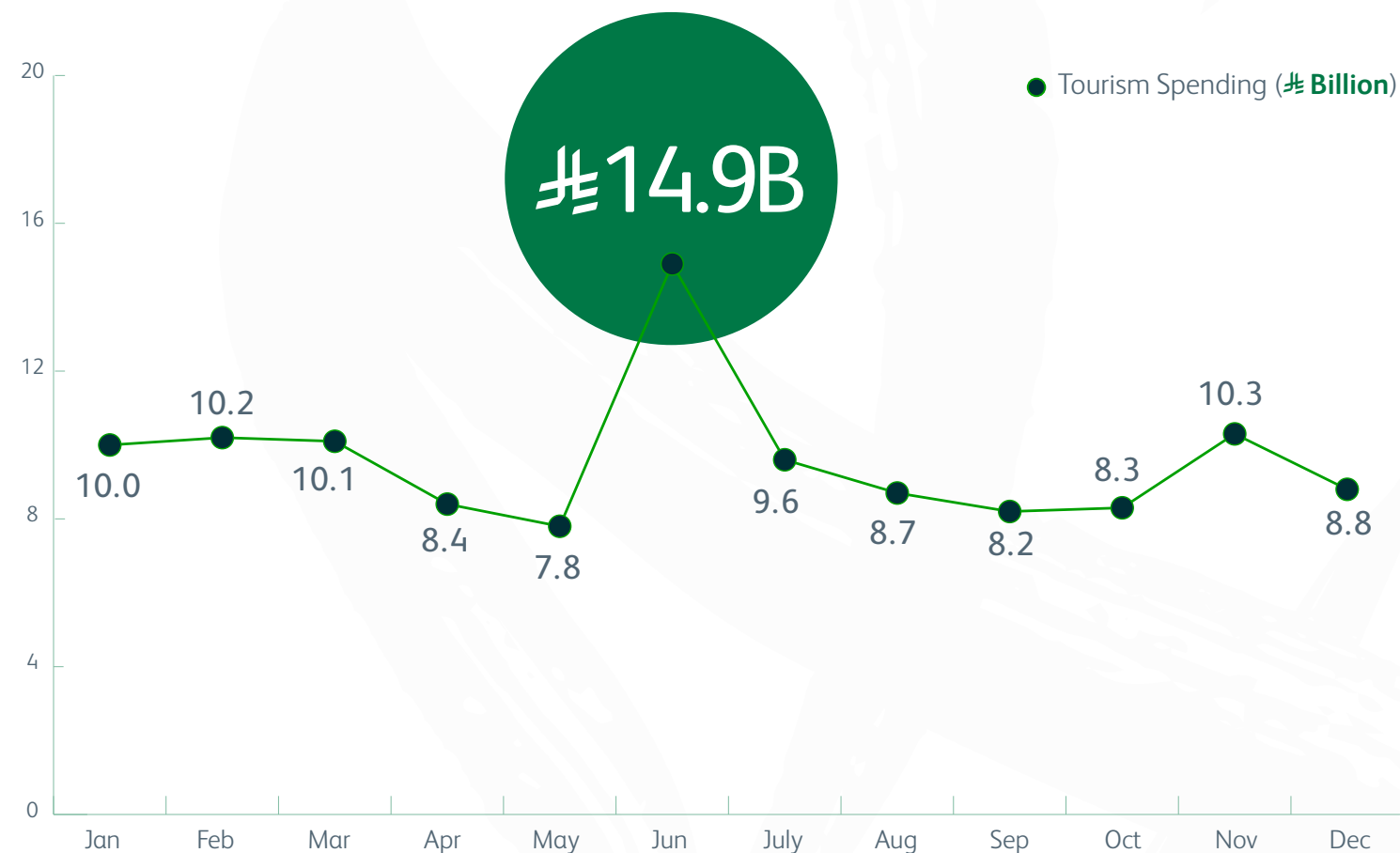


Jeddah Governorate

Tourism Spending

The total Domestic tourism spending reached **ﷲ14.9B** in June 2024

Accounting for **13.0%** of the total Domestic tourism spending for the year. This is due to the high volume of Domestic tourists during the same period.



The total Domestic tourism spending reached **ﷲ115.3B**

Of which **ﷲ38.4B**, **33%**, was spent on VFR, followed by leisure which accounted for **32%** of the total Domestic tourism spending in 2024.



Destination Level Overall Tourism Flow

Al Madinah Al Munawarah City was the top secondary destination for inbound overnight visitors in 2024, receiving 11.6M additional visits, most of which were part of religious trips where the primary destination was Makkah Al Mukaramah City. The second highest was Jeddah Governorate with 0.7M visits, followed by Makkah Al Mukaramah City with 0.3M visits in 2024.

Overnight Visitors (Thousand)				
Destination	Domestic Tourists	Inbound Tourists		Total
		Primary	Secondary	
1 Makkah Province	23,487	19,570	1,077	44,134
2 Makkah City	8,275	17,448	299.4	26,022.0
3 Jeddah Governorate	9,243	2,073	734.4	12,049.9
4 Taif Governorate	3,651	48.7	42.4	3,742.1
5 Other Makkah Provinve/Cities/Governorate	2,319	1.2	0.6	2,320.5
6 Riyadh Province	17,597	2,861	184	20,642
7 Madiinah Provinve	6,721	439	11,655	18,814
8 Almadinah Almunwrah city	4,977	175.3	11,553	16,705.2
9 Alula Governorate	456	207.2	46.0	709.1
10 Other Madinah/Province/Cities/Governorate	1,288	56.2	55.3	1,400.0
11 Eastern Province	13,644	4,998	14.1	18,656
12 Aseer Province	7,334	158	5.7	7,497
13 Alqassim Province	4,872	317	40.9	5,231
14 Tabuk Province	3,090	154	45.4	3,290
15 Jazan Province	2,936	13	6.2	2,956
16 Hail Province	1,841	326	45.2	2,212
17 Northern Borders Province	1,090	528	0.0	1,618
18 Jouf Province	1,159	331	2.1	1,492
19 Najran Province	1,259	24.3	3.3	1,287
20 Albaha Province	1,127	8.1	0.2	1,135
Total National		86,157	29,728	115,885

* Tourist visits to secondary destinations are not included in the national total number of visitors, as this would lead to double-counting. For instance, an Umrah visitor whose main destination is Makkah may also visit Madinah during the same trip, but they are still counted as a single visitor.

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Publications



MT Open Data



Tourism Dashboard

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