

Room occupancy rate in hotels exceeds 60% in Q1 of 2025

The room occupancy rate in hotels was approximately 63% during Q1 of 2025, marking an increase of 2.1 percentage points compared to Q1 of 2024, which was 60.9%. On the other hand, the occupancy rate of rooms in serviced apartments and other hospitality facilities recorded a decline, reaching 50.7% in Q1 of 2025, compared to 54.5% in the same quarter of 2024, a decrease of 3.8 percentage points (Figure1). Moreover, the number of licensed tourism hospitality facilities increased by the end of Q1 of 2025, reaching 4,988 hospitality facilities, including 2,414 hotels, and 2,574 serviced apartments and other hospitality facilities, with a growth rate of 67.5% and 89.1%, respectively (see Table 1).

Average daily room rate in tourist hospitality facilities

The average daily room rate in hotels was approximately SAR 477 during Q1 of 2025, reflecting a decrease of 3.4% compared to the corresponding quarter of 2024, which was SAR 494. On the other hand, the average daily room rate in serviced apartments and other hospitality facilities was approximately SAR 209 during the same quarter, reflecting an increase of 7.2% compared to Q1 of 2024, which was SAR 195 (Figure2).

Average length of stay for guests in tourist hospitality facilities

The average length of stay for guests in hotels was approximately 4.1 nights during Q1 of 2025, which is the same average as in the corresponding quarter of 2024. On the other hand, the average length of stay for guests in serviced apartments and other hospitality facilities was approximately 2.1 nights during Q1 of 2025, reflecting a decrease of 4.5% compared to the corresponding quarter of 2024, which was 2.2 nights (Figure3).

Employees in tourism activities

The total number of employees in tourism activities reached 983,253 during Q1 of 2025, reflecting an increase of 4.1% compared to the corresponding quarter of 2024, which was 944,299. The number of Saudi employees reached 243,369, with a participation rate of 24.8%. Meanwhile, the number of non-Saudi employees reached 739,884, representing a participation rate of 75.2% of the total employees in tourism activities (Figure4). As for gender, the number of male employees in tourism activities reached 853,852, with a participation rate of 86.8%, while the number of female employees in tourism activities reached 129,401, with a participation rate of 13.2% of the total employees in tourism activities during Q1 of 2025.

Contribution of employees in tourism activities

The percentage of employees in tourism activities reached 5.4% of the total employees in the economy during Q1 of 2025, marking a decrease of 0.3 percentage points compared to the corresponding quarter of 2024, which was 5.7%. The percentage of employees in tourism activities reached 8.1% of the total employees in the private sector, marking a decrease of 0.6 percentage points compared to the corresponding quarter of 2024, which was 8.7% (Figure5).

Table 1: Number of licensed tourist hospitality facilities by type

Indicators	Unit	Q1, 2024	Q1, 2025
Hotels	Number	1,441	2,414
Serviced Apartments and other hospitality facilities	Number	1,361	2,574
Total	Number	2,802	4,988

Table 2: Key Indicators of the Tourism Sector in the Kingdom

Indicators	Unit	Q1, 2024	Q1, 2025
Room occupancy rate in serviced apartments and other hospitality facilities	Percentage	54.5	50.7
Room occupancy rate in hotels	Percentage	60.9	63.0
Total number of employees in tourism activities	Number	944,299	983,253
Number of female employees out of total employees in tourism activities	Percentage	13.4	13.2
Contribution of employees in tourism activities out of total employees in the private sector	Percentage	8.7	8.1
Contribution of employees in tourism activities to the total number of employees in the government* and private sectors, excluding domestic workers	Percentage	7.5	7.0
Contribution of employees in tourism activities out of total employees in the economy	Percentage	5.7	5.4

Figure1. Room occupancy rate by facility type (%), (2024-2025)

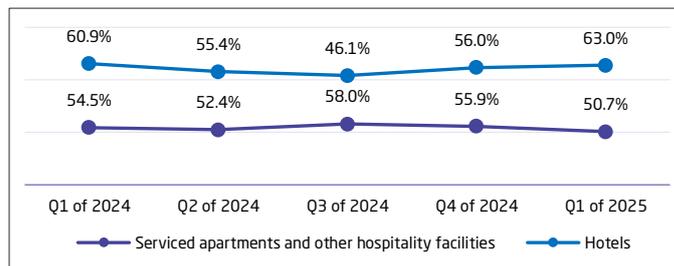


Figure2. Average daily room rate by facility type (SAR), (2023-2024)

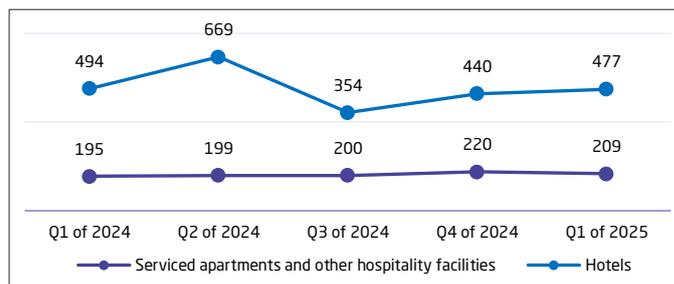


Figure3. Average length of stay by facility type (nights), (2023-2024)

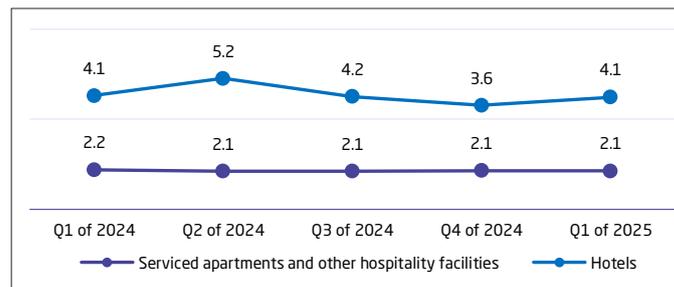


Figure4. Number of employees in tourism activities by nationality (2024-2025)

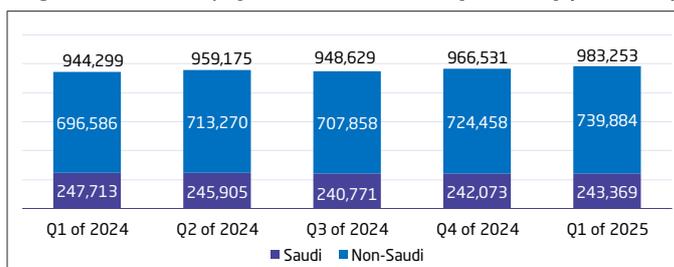
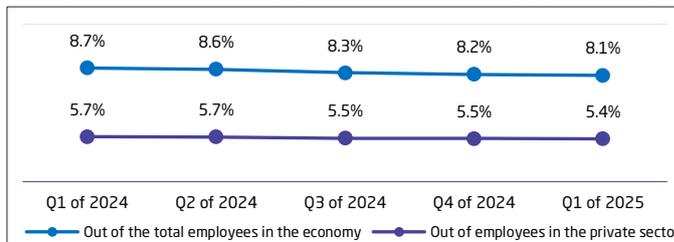


Figure5. Contribution of employees in tourism activities (%), (2024-2025)



Methodology and Quality

The data for the tourism establishments statistics for Q1 of 2025 is based on several sources to provide comprehensive information about tourism activities in the Kingdom of Saudi Arabia. These sources include administrative records, statistical surveys, and secondary data. For more details, please see the [Methodology and Quality Report](#), [Tables](#).