

وزارة السياحة  
Ministry of Tourism



# TOURISM STATISTICS IN SAUDI ARABIA

Annual Statistical Report 2025

SAUDI  
TOURISM  
AUTHORITY  
الهيئة  
السعودية  
للسياحة



Tourism  
Development  
Fund  
صندوق  
التنمية  
السياحية



AIR  
CONNECTIVITY  
PROGRAM  
برنامج  
الربط  
الجوي



# Introduction

The Ministry of Tourism presents the 2025 Full-Year Tourism Performance Report, which provides a comprehensive overview of the Kingdom of Saudi Arabia's tourism sector performance across the year. This report brings together key indicators that reflect the impact of tourism activity, offering a complete view of the sector's rapid developments.

The report presents tourism performance indicators, including tourists, tourism spending, and key behavioral characteristics, offering insights into demand and supply dynamics.

In addition, the report covers accommodation and facility metrics, shedding light on the supply side of the tourism ecosystem. This includes the performance of licensed accommodation and tourism facilities, room capacity, occupancy levels, and pricing indicators that supply the demand side such as Average Daily Rate (ADR) and Revenue per Available Room (RevPAR), reflecting operational performance across different regions and facility classifications.

To provide a broader economic perspective, the report also includes key economic indicators related to tourism, illustrating the sector's contribution to overall economic activity, including direct tourism jobs in addition to the direct contributions to the national GDP as well as Non-oil GVA.

The Ministry extends its sincere appreciation to all public and private sector partners, investors, operators, and data contributors, whose continued engagement supports the advancement of a robust, data driven tourism sector aligned with the Kingdom's long-term vision.

This report serves as an evidence-based resource for informed decision-making and shared insights, supporting policymakers, industry leaders, and investors.



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Our country continues its journey toward a brighter future, building on a decade of remarkable progress achieved under Vision 2030. The Kingdom has emerged as a leading example of how to effectively harness its capabilities and resources to drive comprehensive development, with impact clearly reflected in the enhanced quality of life for its people.



His Majesty

**King Salman bin Abdulaziz Al Saud**

Custodian of the Two Holy Mosques



”

After a decade of progress under Vision 2030, our nation has shown how ambition can be turned into real results through the determination of its people and the strength of its institutions. The progress achieved in recent years means we must now build on this momentum, step up our efforts, and strengthen our plans to sustain this progress and continue improving the lives of our people.

”

His Royal Highness

**Prince Mohammed bin Salman bin Abdulaziz Al Saud**

Crown Prince, Prime Minister



His Excellency  
**Ahmed Al-Khateeb**  
Minister of Tourism



Today, we are building a new tourism landscape beyond expectations, where talent meets excellence and impact, and the Kingdom moves forward like its destinations: rich, inspiring, and global.



It is my pleasure to present the 2025 Annual Statistical Report for Saudi Arabia's tourism sector, which reflects another year of accelerated growth and meaningful transformation across the sector, made possible by the unwavering support of the Kingdom's wise leadership, in line with the objectives of Saudi Vision 2030.

Tourism has become one of the main drivers of the national economy and a strategic sector that contributes to economic diversification, quality of life, job creation, and the Kingdom's growing presence on the global tourism map. The achievements of 2025 demonstrate that Saudi Arabia is not simply building a conventional tourism sector; it is reshaping the tourism experience through an integrated development model built on ambition, sustainability, and quality delivery.

In 2025, the sector recorded historic results, with total domestic and inbound tourists estimated at around **123Mn**, while total domestic and inbound tourism spending was estimated at approximately **SR304Bn**. These results reflect the continued growth in tourism activity, the rising economic value of the sector, and its expanding contribution to the national economy.

These outcomes were made possible through the continued efforts led by the tourism ecosystem, in partnership with government entities and the private sector, to develop the regulatory environment, stimulate investment, raise service quality, and enhance the readiness of tourism destinations across the Kingdom.

Throughout 2025, the Ministry and the tourism ecosystem continued to implement several national initiatives and campaigns that contributed to increasing tourism activity and enhancing the appeal of Saudi destinations. Regulatory and legislative development also supported sector growth and raised levels of compliance and quality, helping improve the tourist experience, protect tourist rights, and strengthen the sector's competitiveness and sustainability.

In 2025, efforts also continued to develop digital and regulatory enablers, including the use of modern technologies and artificial intelligence to improve oversight efficiency and the quality of services provided. These efforts contribute to building a more efficient, transparent, and responsive sector for visitors and investors.

In tourism development, work continued to advance destinations and

tourism experiences across the Kingdom's regions, reflecting Saudi Arabia's exceptional cultural, natural, and geographic diversity. This also supports the distribution of tourism activity throughout the year and increases the contribution of regions to economic and tourism growth.

Significant strides were also made in human capital development, with more than one million people employed in tourism industries, alongside continued growth in the empowerment of national talent, women's participation, and professional skills development in line with the sector's needs and future aspirations.

Internationally, the Kingdom continued to consolidate its position as a global tourism destination and strengthen its presence in international indicators and rankings, supported by notable growth in international tourist arrivals and inbound tourism receipts, as well as its growing role in leading global dialogue on the future of tourism and promoting sustainability, innovation, and international cooperation across the sector.

Our achievements in 2025 reflect a more advanced stage of maturity for Saudi Arabia's tourism sector and confirm that Saudi tourism is moving confidently toward its ambitious targets, supported by a clear vision, a developed regulatory structure, effective partnerships, and an ambition that continues to grow.

While we take pride in these results, we view them as one milestone in a continuing journey toward building a world-class tourism sector that reinforces the Kingdom's position as an inspiring destination, enhances quality of life, and maximizes tourism's economic and social impact in our beloved nation.

In conclusion, I wish to express my sincere gratitude to the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud, and to His Royal Highness Prince Mohammed bin Salman bin Abdulaziz Al Saud, Crown Prince and Prime Minister, for their generous and continued support for the tourism sector, which has been instrumental in enabling national achievements that we all take pride in.

I also extend my thanks to all our partners across the public and private sectors, tourism sector employees, and everyone contributing to building a uniquely Saudi tourism experience that reflects the Kingdom's stature and future ambitions.

## 2025 Key Tourism Indicators



Total Tourists  
(Domestic & Inbound)

**122.6Mn**

↗ 5.8% Compared to 2024



Total Tourism Spending  
(Domestic & Inbound)

**ﷲ 303.7Bn**

↗ 7.0% Compared to 2024



Direct Tourism Jobs

**1,026.4K** Employees

↗ 6.2% Compared to 2024



Hospitality Facilities

Overall Occupancy Rate

**55.3%** ↗ 0.6p.p.  
Compared to 2024

Hotels  
Occupancy Rate

**55.8%**

↗ 1.2p.p.

Compared to 2024

Apartments  
Occupancy Rate

**53.7%**

↘ 1.5p.p.

Compared to 2024

Room Keys in  
Licensed Facilities

**597K** ↗ 25.4%  
Compared to 2024

ADR

**ﷲ 385** ↘ 2.0%  
Compared to 2024

RevPAR

**ﷲ 213** ↘ 1.0%  
Compared to 2024



Tourism Direct Contribution  
to GDP

**5.2%** Flash Estimates  
Ministry of Tourism

↗ 0.3p.p. Compared to 2024



Travel Account Surplus<sup>1</sup>  
Balance of Payments

**ﷲ 49.4Bn**

↘ 1.6% Compared to 2024

# Tourism Flow



Tourism in 2025 recorded peak monthly levels of 3.6Mn inbound tourists in January and 9.3Mn domestic tourists in March.

Tourism spending was highest in June, reaching  $\text{SAR}27.5\text{Bn}$  for inbound tourism, while domestic tourism spending peaked in July at  $\text{SAR}15.4\text{Bn}$ .



## Inbound Tourists

2025 Inbound Tourists

**29.3Mn**

↘ 1.6% Compared to 2024

Inbound tourism peaked in January 2025, with total inbound tourists reaching 3.6Mn in a single month, reflecting the highest monthly level of inbound tourists during the year, while in 2024, the peak was recorded in March.

Monthly Number of Inbound Tourists (Mn)

● 2025 ● 2024



## Domestic Tourists

2025 Domestic Tourists

**93.3Mn**

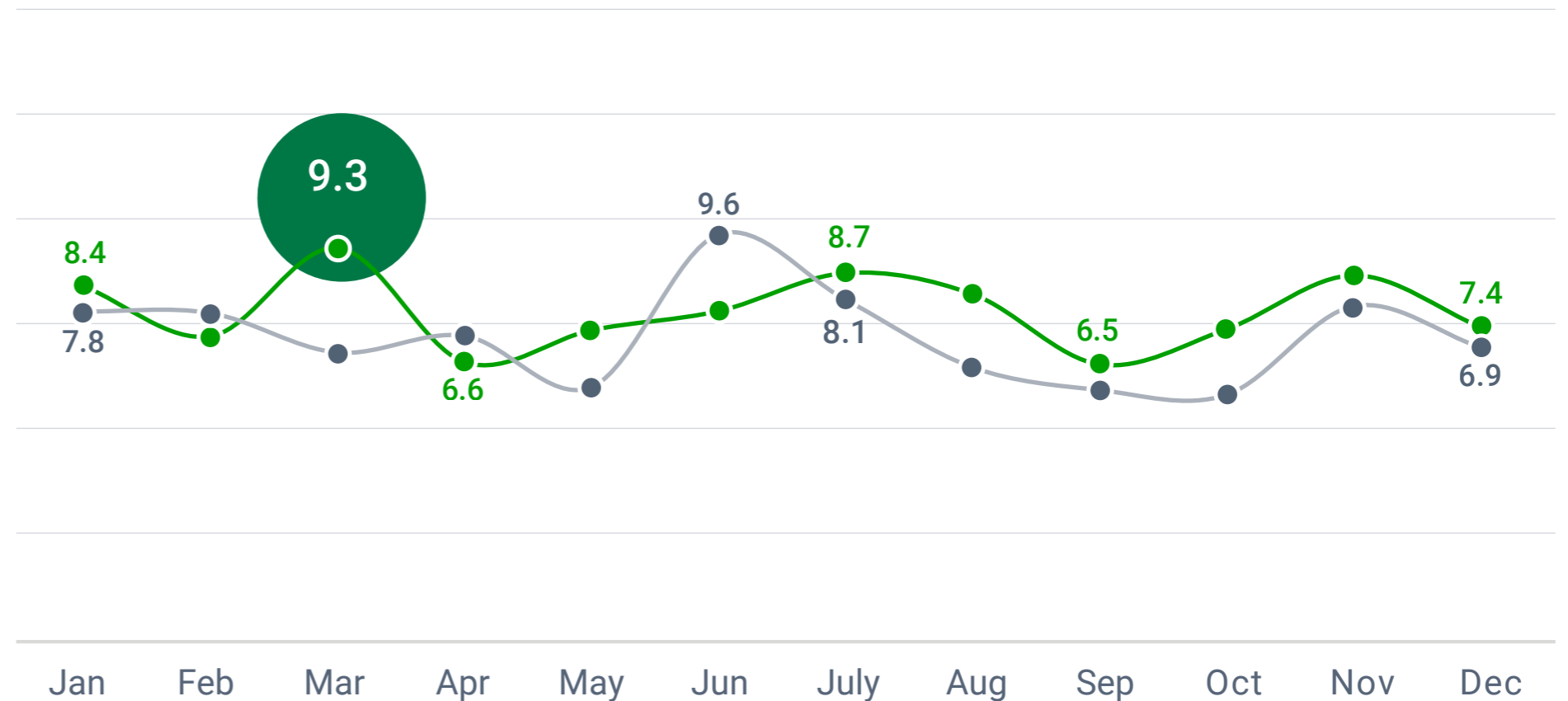
↗ 8.3% Compared to 2024



Domestic tourism peaked in March 2025 at 9.3Mn tourists, while the highest level in 2024 was recorded in June.

Monthly Number of Domestic Tourists (Mn)

● 2025 ● 2024



## Inbound Tourism Spending

2025 Inbound Tourism Spending

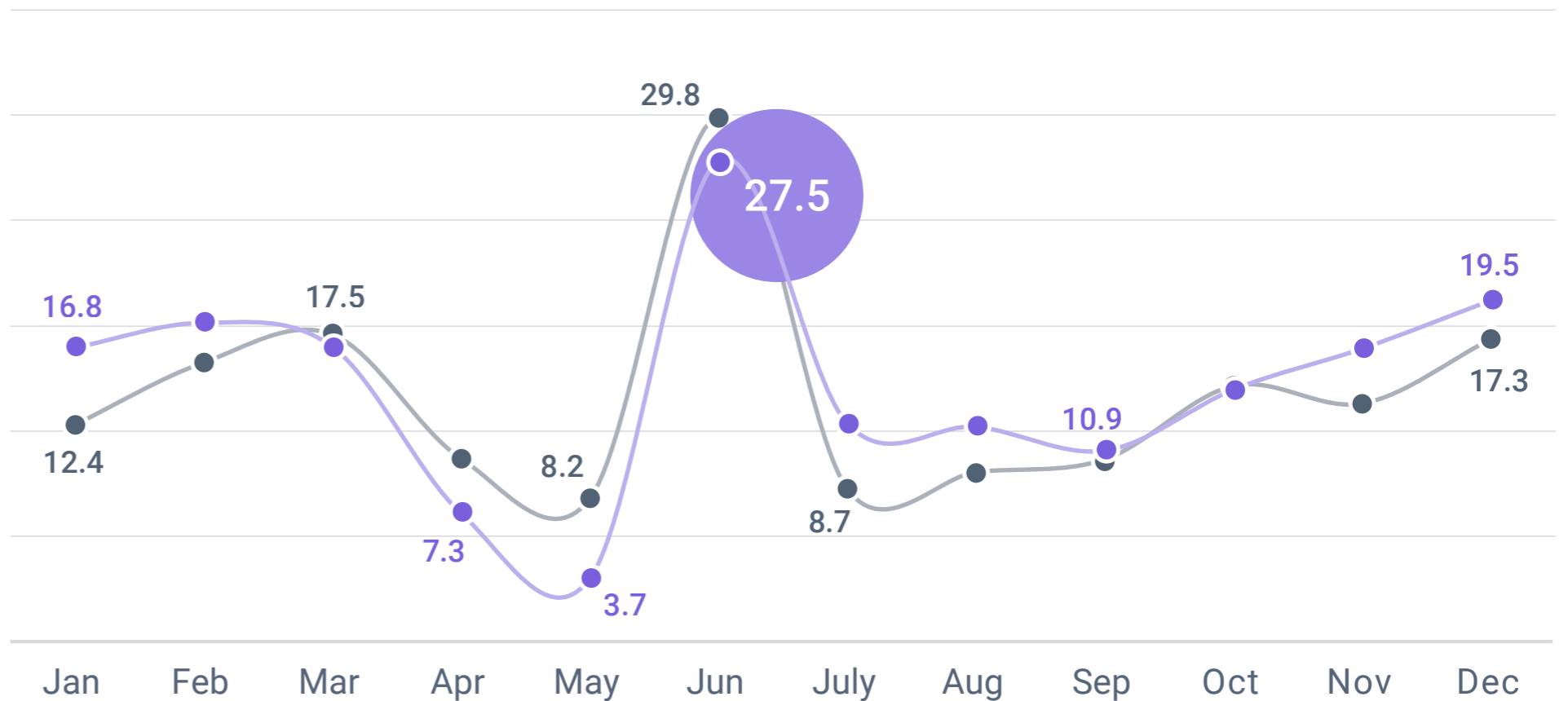
**₹176.6Bn**

↗ 4.8% Compared to 2024

Inbound tourism spending reached its highest level in June 2025, totaling ₹27.5Bn, while the highest level in 2024 was also recorded in June.

Monthly Inbound Tourism Spending (₹ Bn)

● 2025 ● 2024



## Domestic Tourism Spending

2025 Domestic Tourism Spending

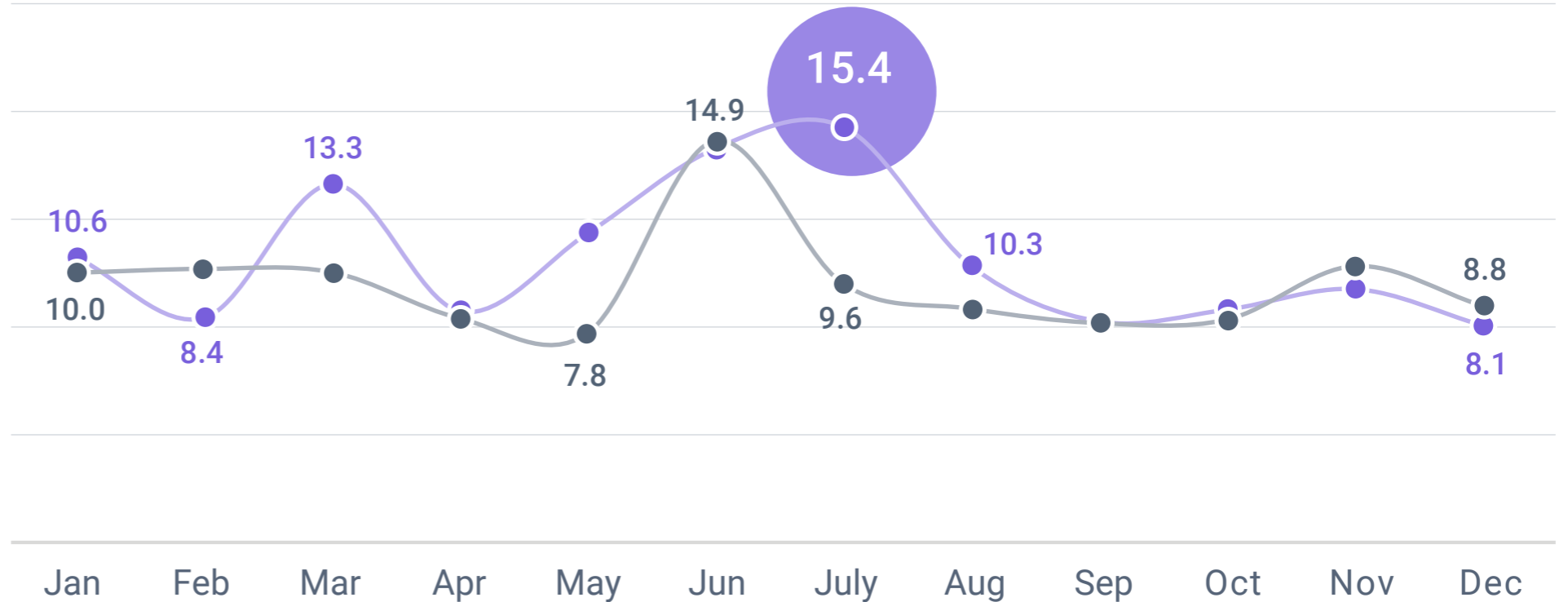
**₹127.1Bn**

↗ 10.2% Compared to 2024

Domestic tourism spending peaked in July 2025 at ₹15.4Bn, while the highest level in 2024 was recorded in June.

Monthly Domestic Tourism Spending (₹ Bn)

● 2025 ● 2024



# Overnight Visitors Profile

## Inbound Visitors



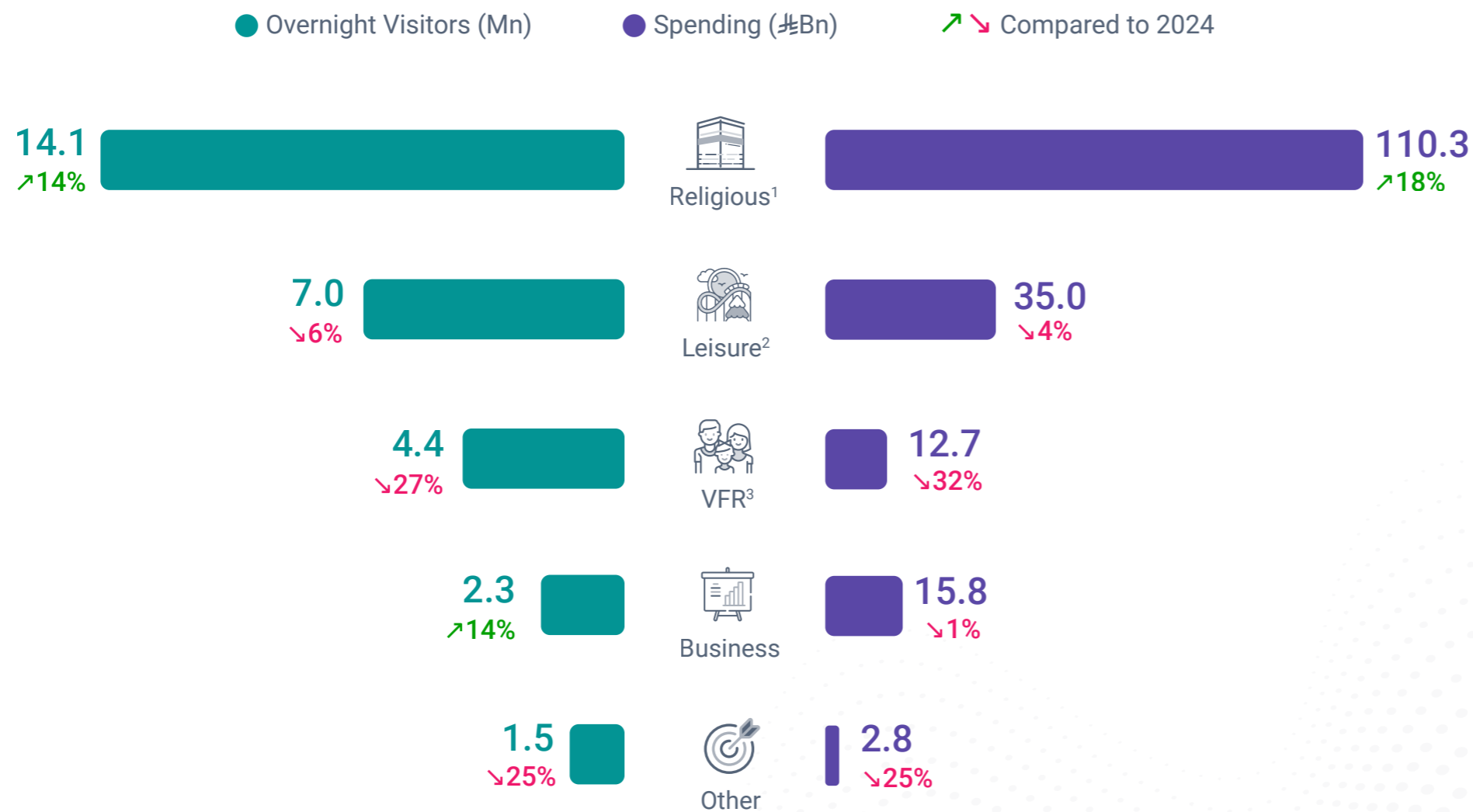
In 2025, the total number of inbound tourists reached 29.3Mn tourists, with total inbound tourism spending amounting to  $\text{SAR}176.6\text{Bn}$ .



## Main Purpose of Trip

In 2025, non-religious purposes accounted for around 52% of total inbound overnight visitors, representing more than half of all inbound overnight visitors, compared to 44% in 2019. This shift highlights Saudi Arabia's expanding tourism offering and its success in diversifying travel demand. Business purposes for inbound tourism showed significant growth in the number of inbound visitors among all purposes increasing by 14% compared to 2024.

### By Main Purpose of Trip



Non-Religious Share (%)

**52%** of Total Overnight Visitors

Religious Share (%)

**48%** of Total Overnight Visitors



(1) Religious trips: Composed of overnight visitors for (Hajj, Umrah, and visiting Medina as a main purpose, excluding those who performed Umrah from abroad during their trip to the Kingdom, whose main purpose was other than Umrah).

(2) Leisure: Recreation, Shopping, Sports.

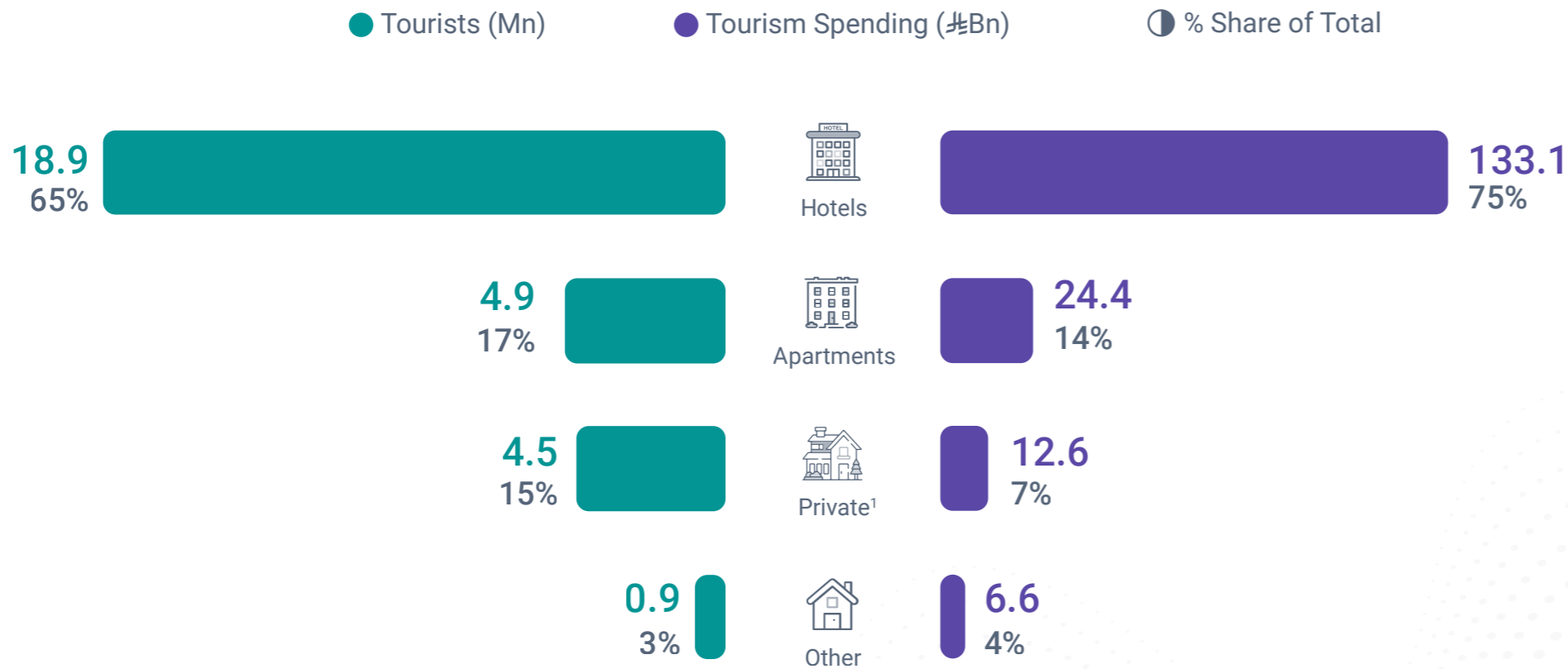
(3) VFR: Visiting Friends and Relatives.

## Main Type of Accommodation

Hotels were the main type of accommodation for inbound tourists in 2025, accounting for approximately 65% of total inbound tourists (18.9Mn tourists). Hotels also recorded the highest tourism spending among all accommodation types, reaching  $\text{SAR}133.1\text{Bn}$ , highlighting their prominent role within the Kingdom's accommodation mix.

In addition, tourists staying in hotels recorded average spending per trip of  $\text{SAR}7,027$ .

### By Main Type of Accommodation



Spend per Trip - Hotels

$\text{SAR}7,027$

Spend per Trip - Apartments

$\text{SAR}4,999$

Spend per Trip - Private

$\text{SAR}2,777$

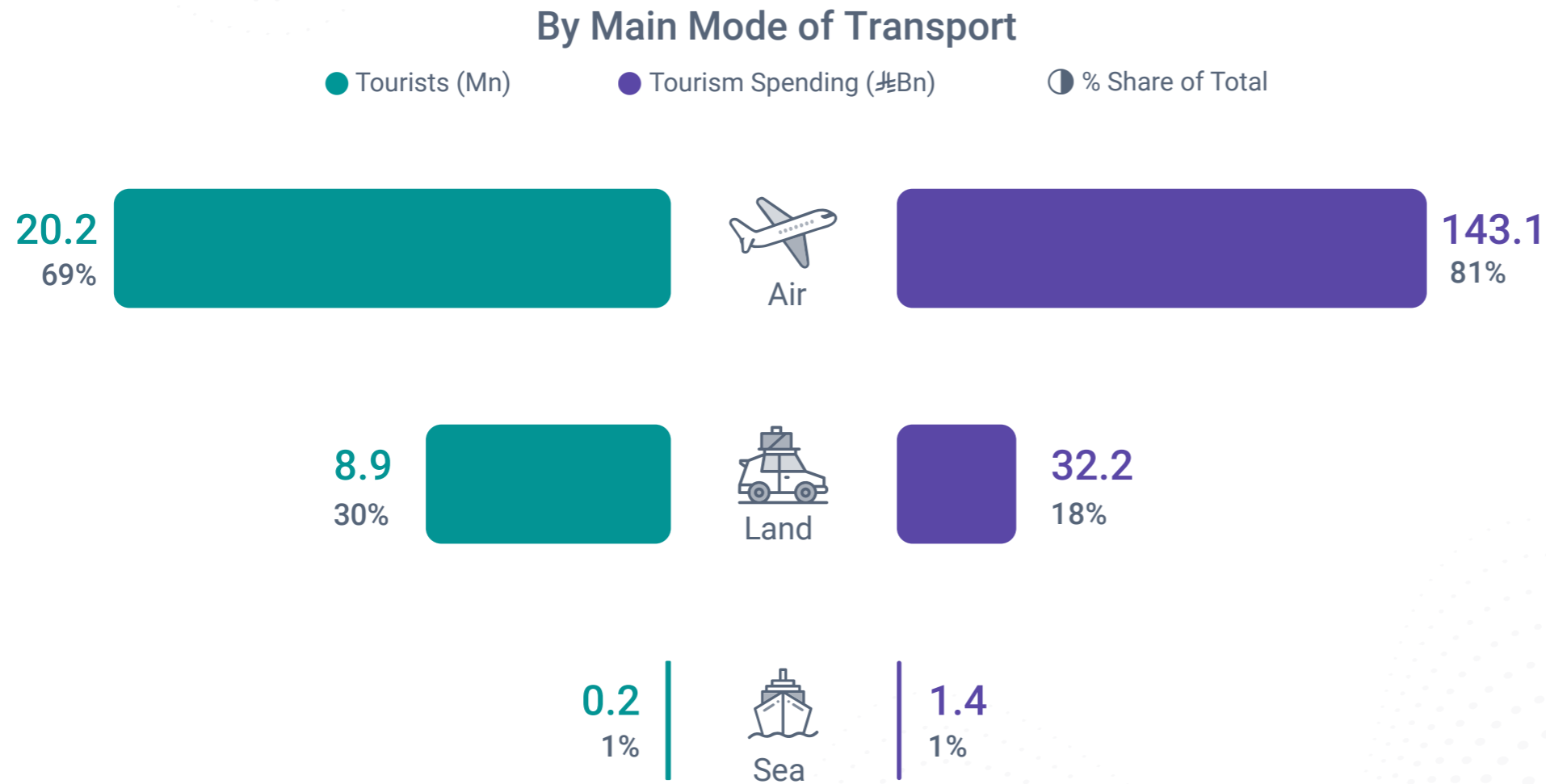
Spend per Trip - Other

$\text{SAR}7,212$

(1) Private: Accommodation facility where tourists stay with friends or relatives, or in a private facility owned by the tourist.

## Main Mode of Transport

Air travel remained the dominant mode of transport among inbound tourists in 2025, accounting for approximately 69% of total inbound tourists (20.2Mn tourists). Air travelers also recorded the highest tourism spending among all transport modes, reaching  $\text{SAR}143.1\text{Bn}$ , and the highest average spending per trip at  $\text{SAR}7,096$ .



Spend per Trip - Air

**$\text{SAR}7,096$**

Spend per Trip - Land

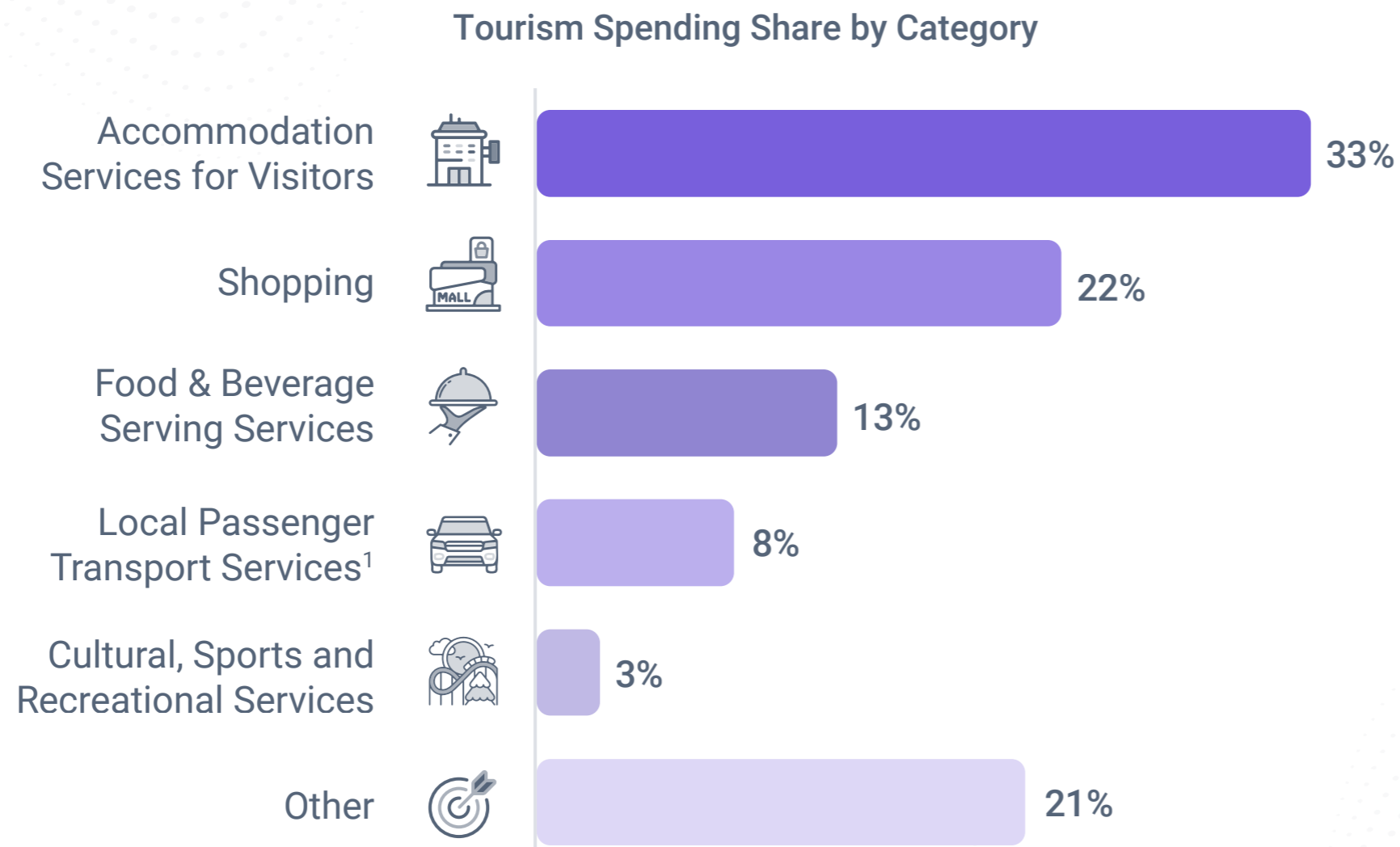
**$\text{SAR}3,617$**

Spend per Trip - Sea

**$\text{SAR}6,913$**

## Tourism Spending Share by Category

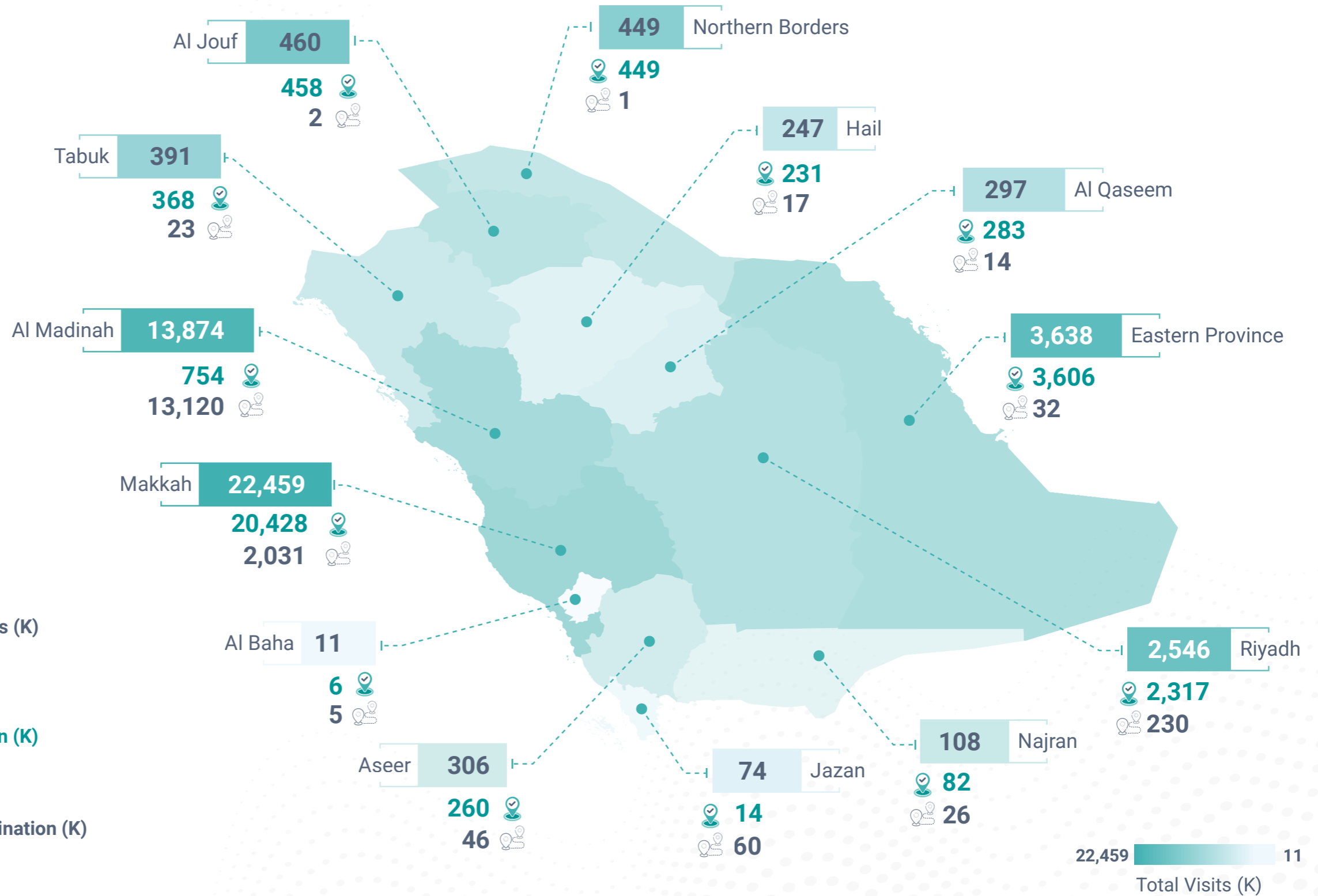
Accommodation services for visitors accounted for the largest share of inbound spending in 2025 by 33%, followed by shopping at 22%.



## Visits in Destination

Makkah Province was the leading destination for inbound visits in 2025, recording 22.5Mn visits, including 20.4Mn visits as main destination.

Madinah Province followed with 13.9Mn visits, largely driven by 13.1Mn secondary visits, while the Eastern Province ranked third with 3.6Mn visits, of which approximately 99% were visits as main destination.

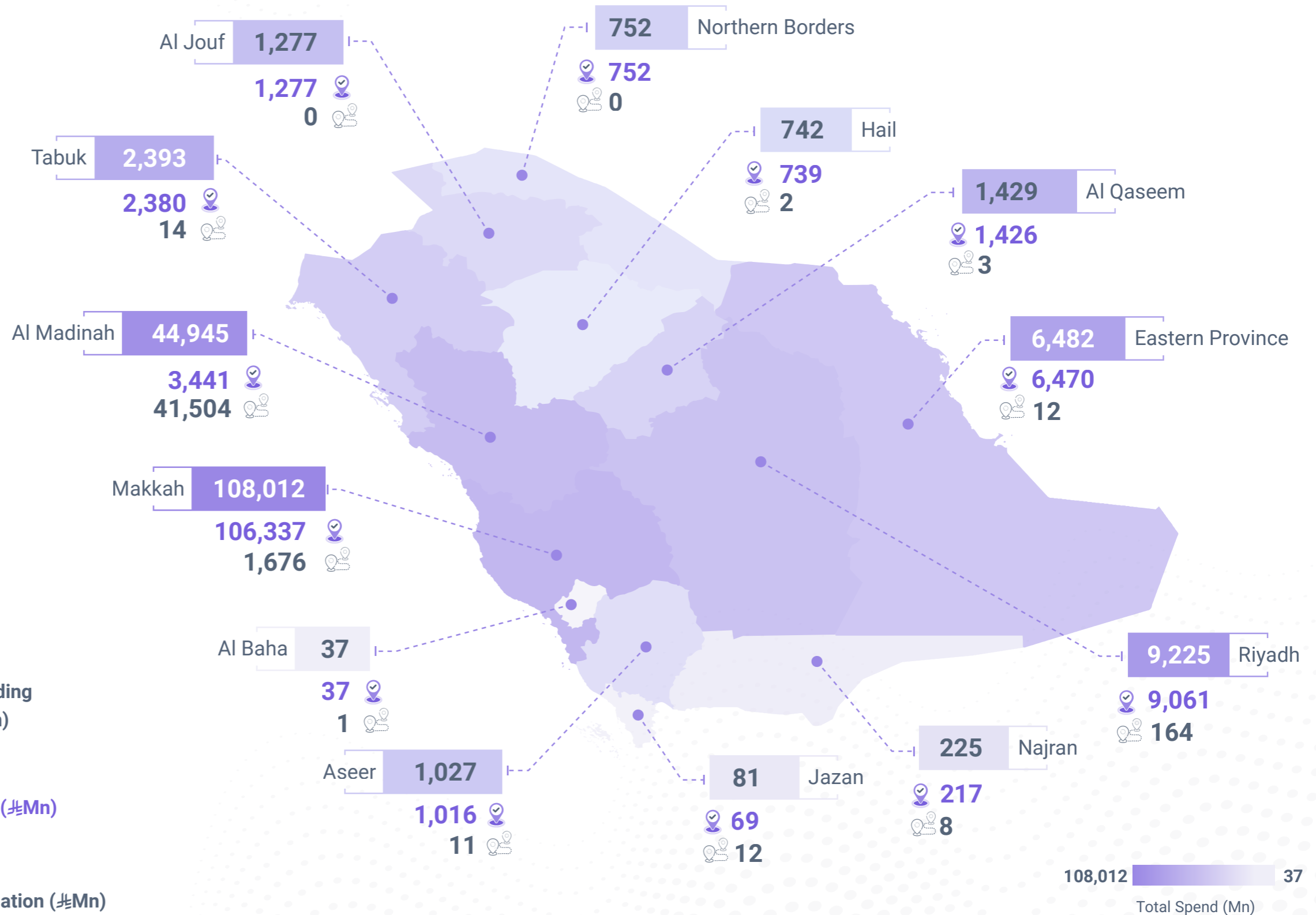


## Spending in Destination

Makkah Province ranked as the top destination for inbound spending in 2025, recording a total of  $\text{SAR}108\text{Bn}$ .

Of which, more than  $\text{SAR}106\text{Bn}$  came from visitors whose main destination was Makkah, while  $\text{SAR}1.7\text{Bn}$  was generated by visitors who visited Makkah as a secondary destination, with  $\text{SAR}44.9\text{Bn}$ , largely driven by visitors who came to the province as a secondary destination, contributing  $\text{SAR}41.5\text{Bn}$ .

Riyadh Province ranked third with  $\text{SAR}9.2\text{Bn}$ .



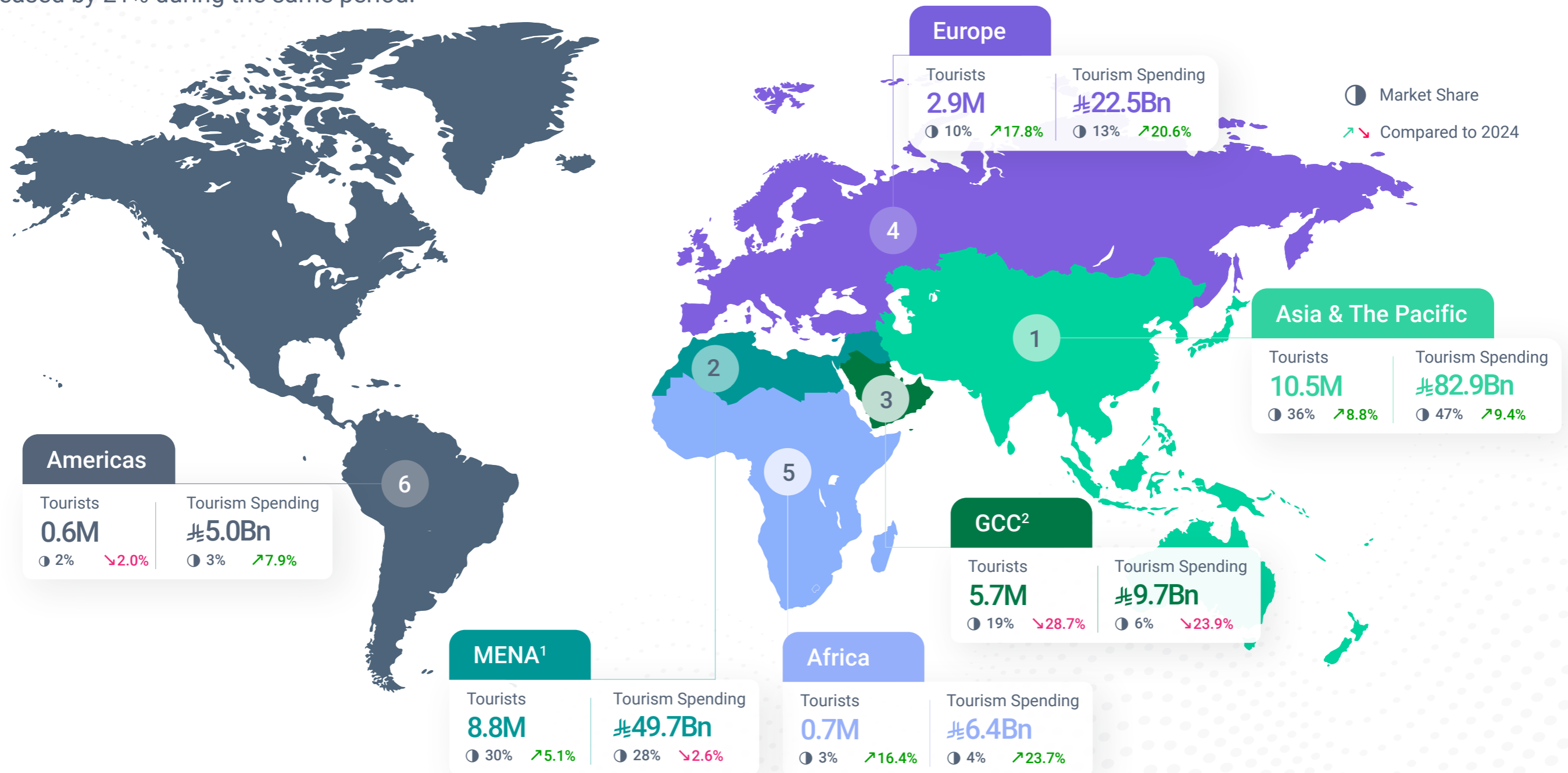
- Total Inbound Spending in Destination (SAR Mn)
- Inbound Spending in Main Destination (SAR Mn)
- Inbound Spending in Secondary Destination (SAR Mn)

108,012 37  
Total Spend (Mn)

## Origin Regions

In 2025, Asia & the Pacific was the leading source region for inbound tourists to Saudi Arabia, accounting for 36% of total inbound tourists and 47% of inbound tourism spending.

Europe recorded the highest growth in inbound tourist arrivals increasing by nearly 18% compared to 2024, while inbound tourism spending from Europe increased by 21% during the same period.



(1) MENA: Middle East & North Africa

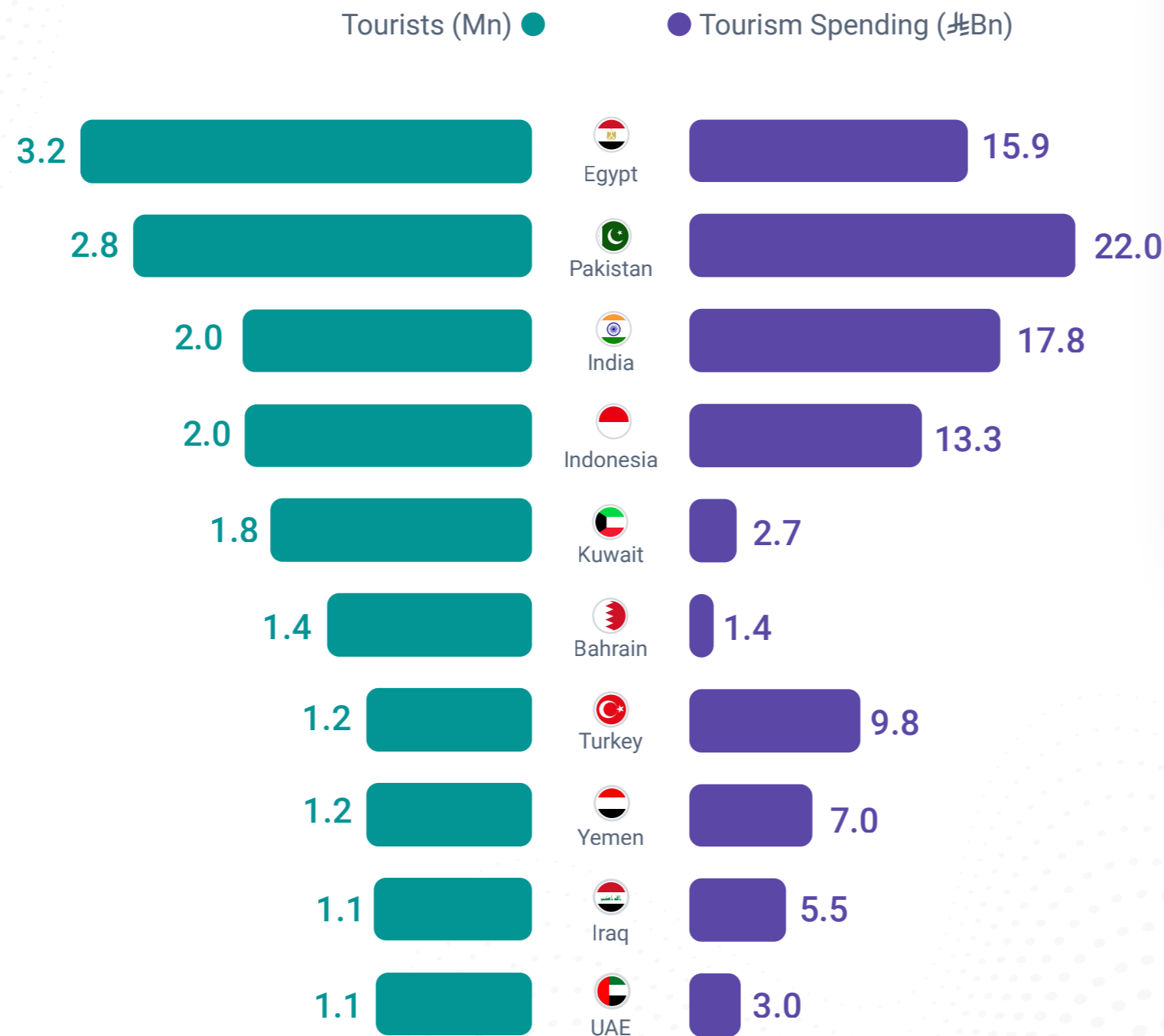
(2) GCC: Gulf Cooperation Council

## Top Source Market

Egypt was the leading source market for tourists, accounting for 3.2Mn visitors, followed by Pakistan and India with 2.8Mn and 2.0Mn tourists, respectively.

Among the top source markets, Pakistan recorded the highest tourism spending at \$22.0Bn.

### By Top 10 Source Market



Top 10 Source Market Share

**61%**

of Total Tourists

Accounting For

**56%**

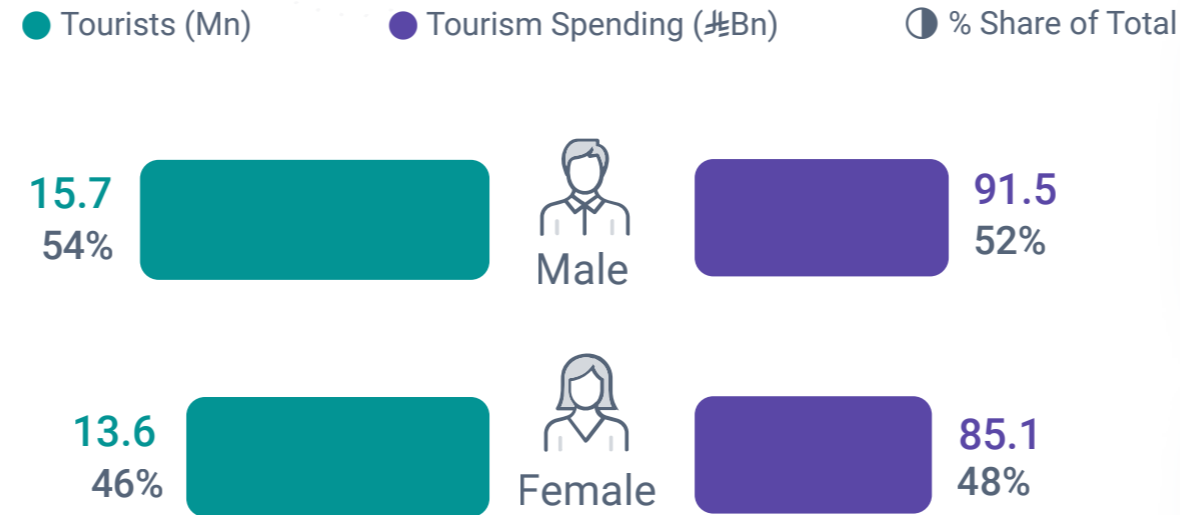
of Total Tourism Spending

## Tourists Demographics

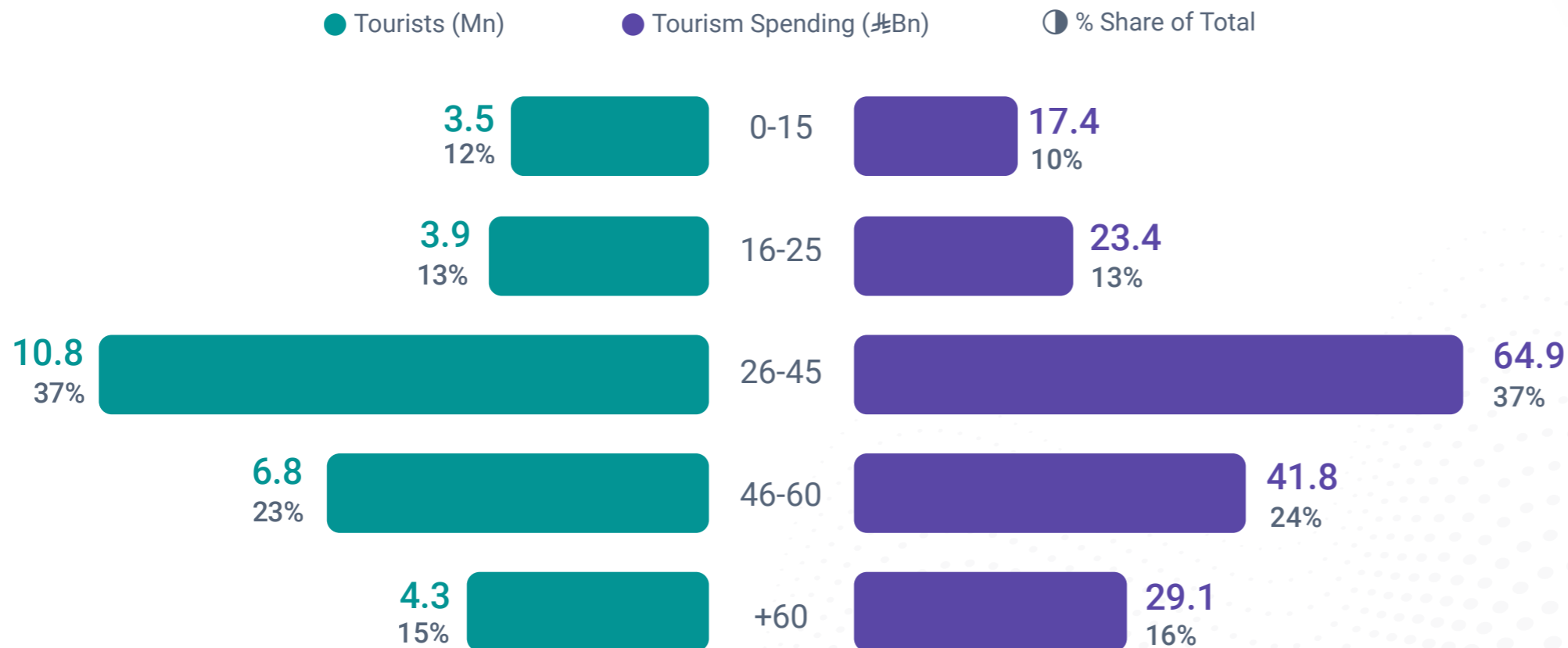
In 2025, Inbound male tourists accounted for 15.7Mn visitors compared to 13.6Mn females, while tourism spending remained relatively balanced at  $\text{SAR}91.5\text{Bn}$  and  $\text{SAR}85.1\text{Bn}$ , respectively.

By age group, inbound tourism spending was concentrated among individuals aged 26–45 and 46–60, with notable contributions from the 60+ group.

### By Gender



### By Age Group

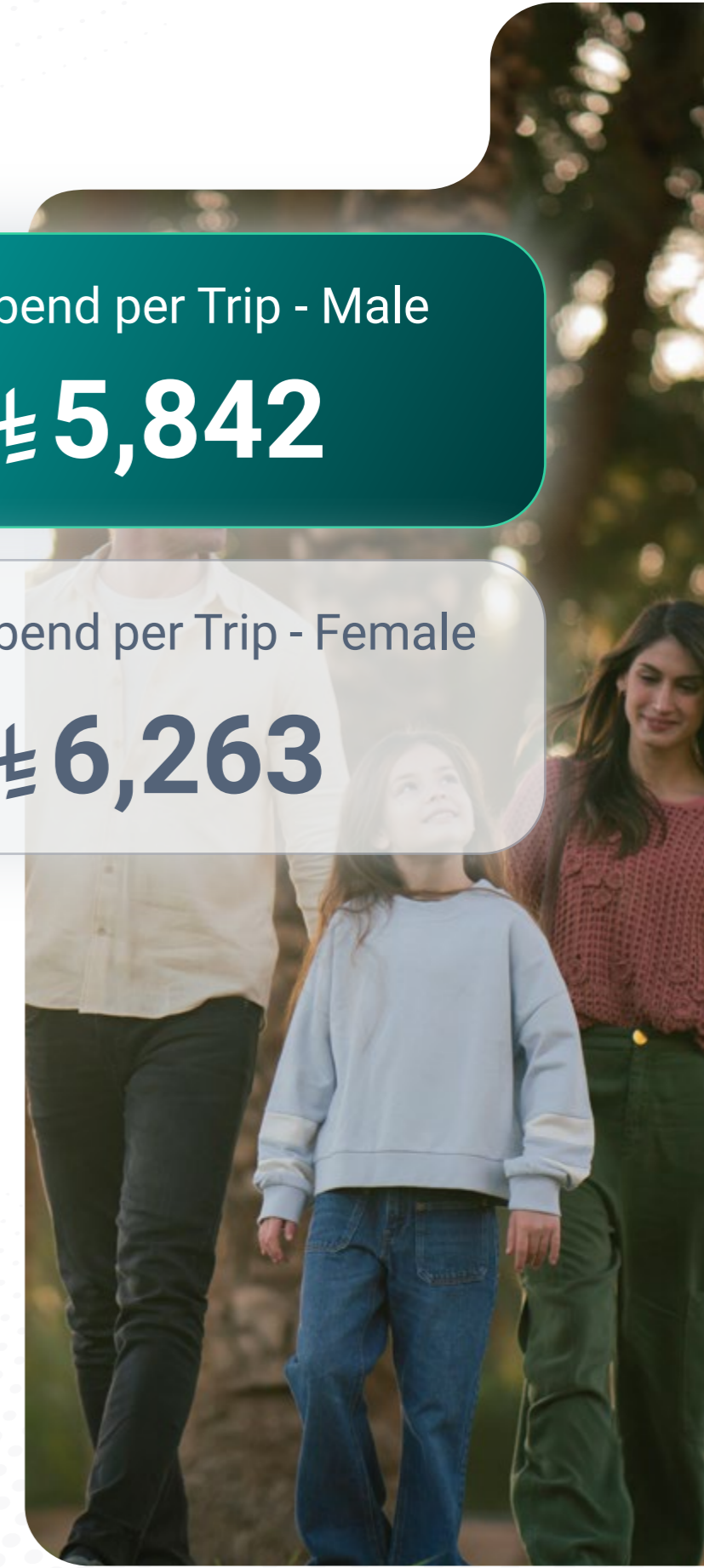


Spend per Trip - Male

$\text{SAR}5,842$

Spend per Trip - Female

$\text{SAR}6,263$



# Overnight Visitors Profile

## Domestic Visitors



In 2025, domestic tourists reaching 93.3Mn, reflecting an ↗8.3% increase compared to 2024, while total domestic tourism spending amounted to  $\text{ﷲ}127.1\text{Bn}$ , marking a ↗10.2% growth for the same period.



## Main Purpose of Trip

Domestic tourism in 2025 reached a total of 93.3Mn tourists. Visiting Friends and Relatives (VFR) recorded the largest number of overnight visitors as the main purpose of trip with 37.7Mn overnight visitors, while Leisure followed with 30.2Mn overnight visitors. Together, these segments represented about 73% of domestic tourism.

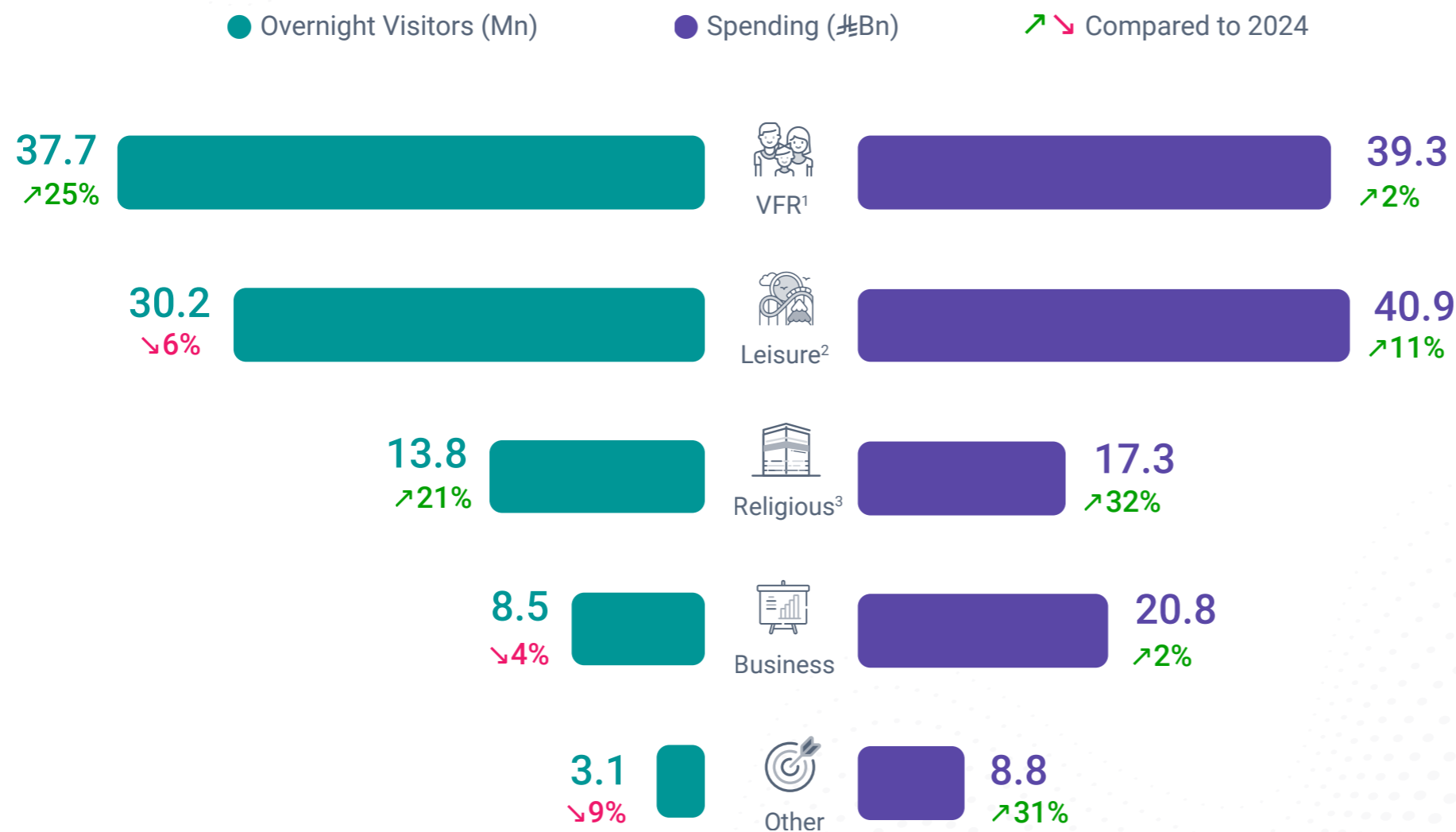
Saudi Share (%)

**76%** of Total Overnight Visitors

Non-Saudi Share (%)

**24%** of Total Overnight Visitors

### By Main Purpose of Trip



(1) VFR: Visiting Friends and Relatives.

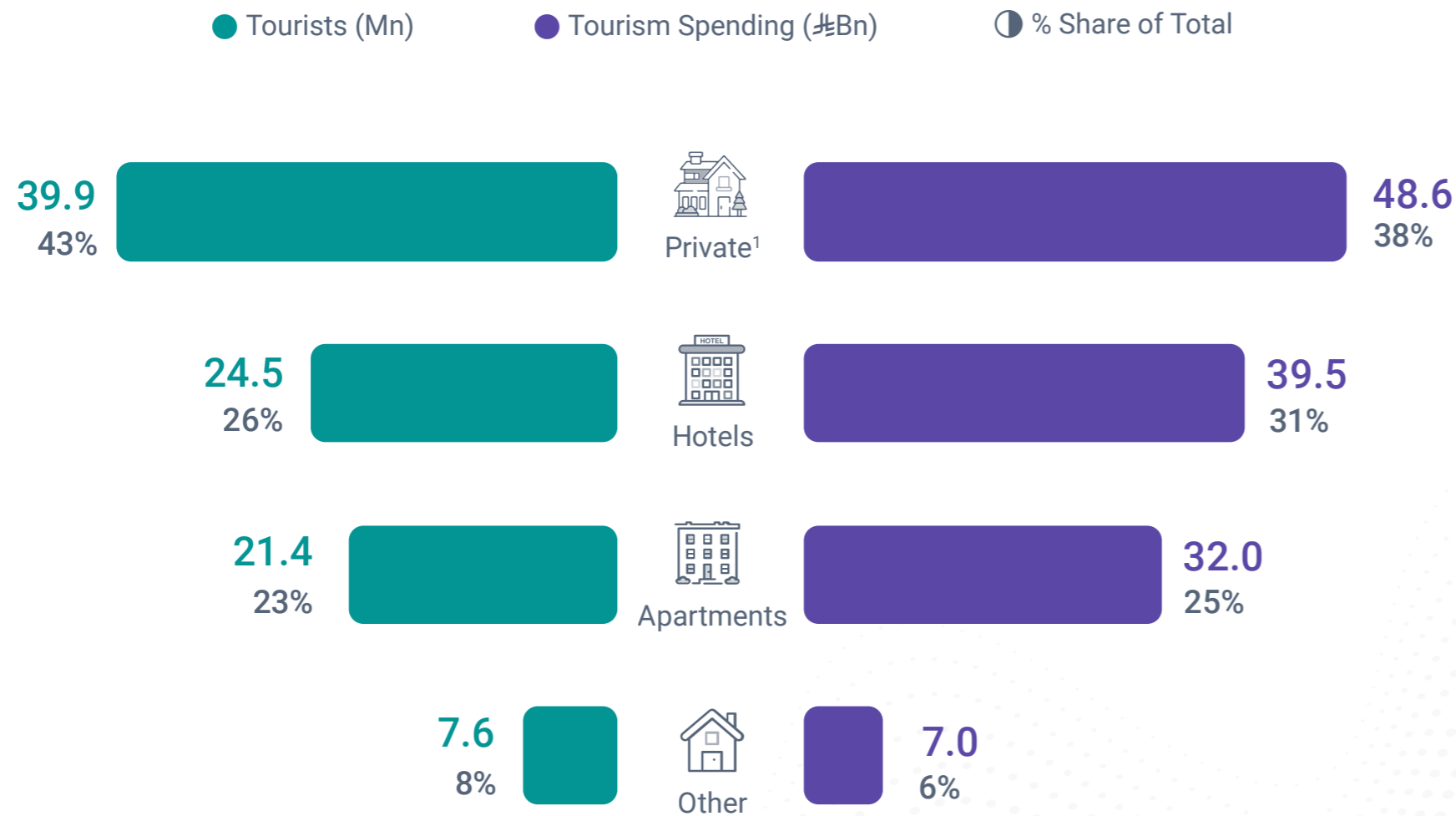
(2) Leisure: Recreation, Shopping, Sports.

(3) Religious: Composed of overnight visitors for (Hajj, Umrah, and Ziyarah Al-Madinah Al-Munawwarah).

## Main Type of Accommodation

Private accommodation were the main type of accommodation for domestic tourists in 2025, with 39.9Mn tourists and ₪48.6Bn in tourism spending. Hotels ranked second with 24.5Mn tourists and ₪39.5Bn in spending. Despite this, hotel guests recorded the highest average spending per trip at ₪1,615, followed by apartment guests at ₪1,493.

### By Main Type of Accommodation



Spend per Trip - Hotels

₪1,615

Spend per Trip - Apartments

₪1,493

Spend per Trip - Private

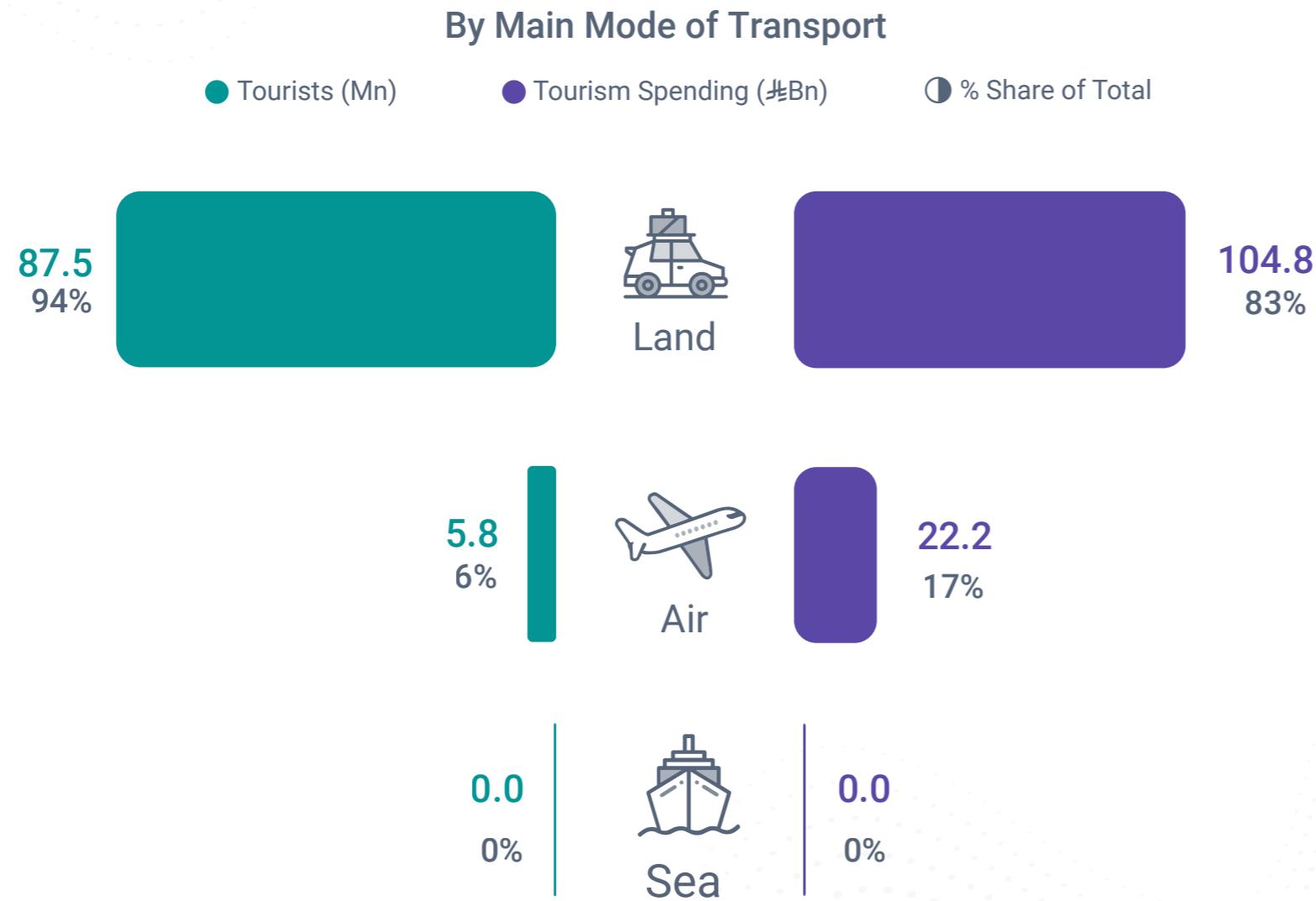
₪1,218

Spend per Trip - Other

₪929

## Main Mode of Transport

Land transport remained the primary mode of travel for domestic tourists in 2025, accounting for approximately 94% of total domestic tourists (87.5Mn tourists). Meanwhile, tourists traveling by air recorded the highest average spending per trip at  $\text{SAR} 3,851$ .



Spend per Trip - Air

**$\text{SAR} 3,851$**

Spend per Trip - Land

**$\text{SAR} 1,198$**

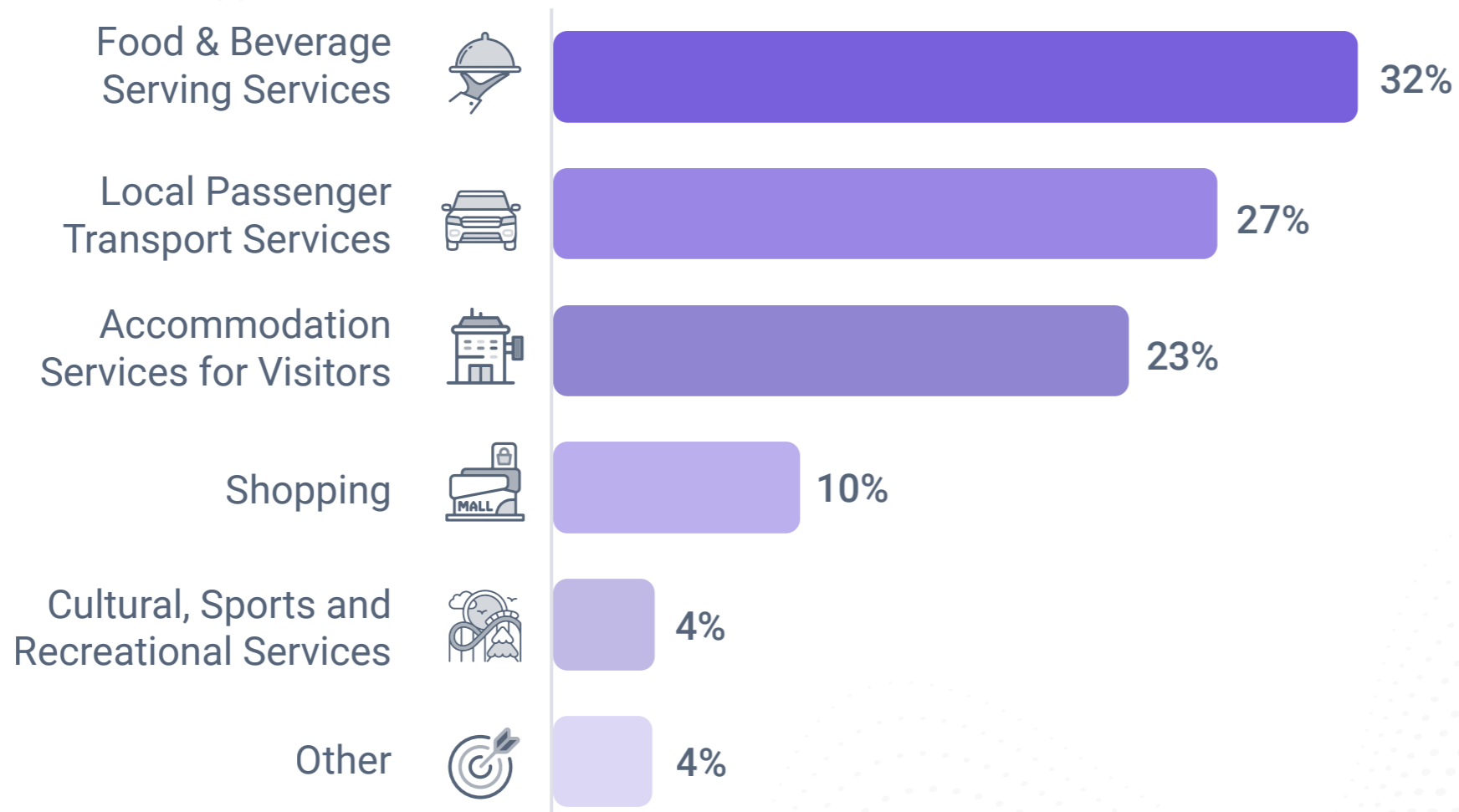
Spend per Trip - Sea

**$\text{SAR} 512$**

## Tourism Spending Share by Category

Food & beverage serving services accounted for the largest share of domestic spending at 32%, followed by local passenger transport services at 27% and accommodation for visitors at 23%.

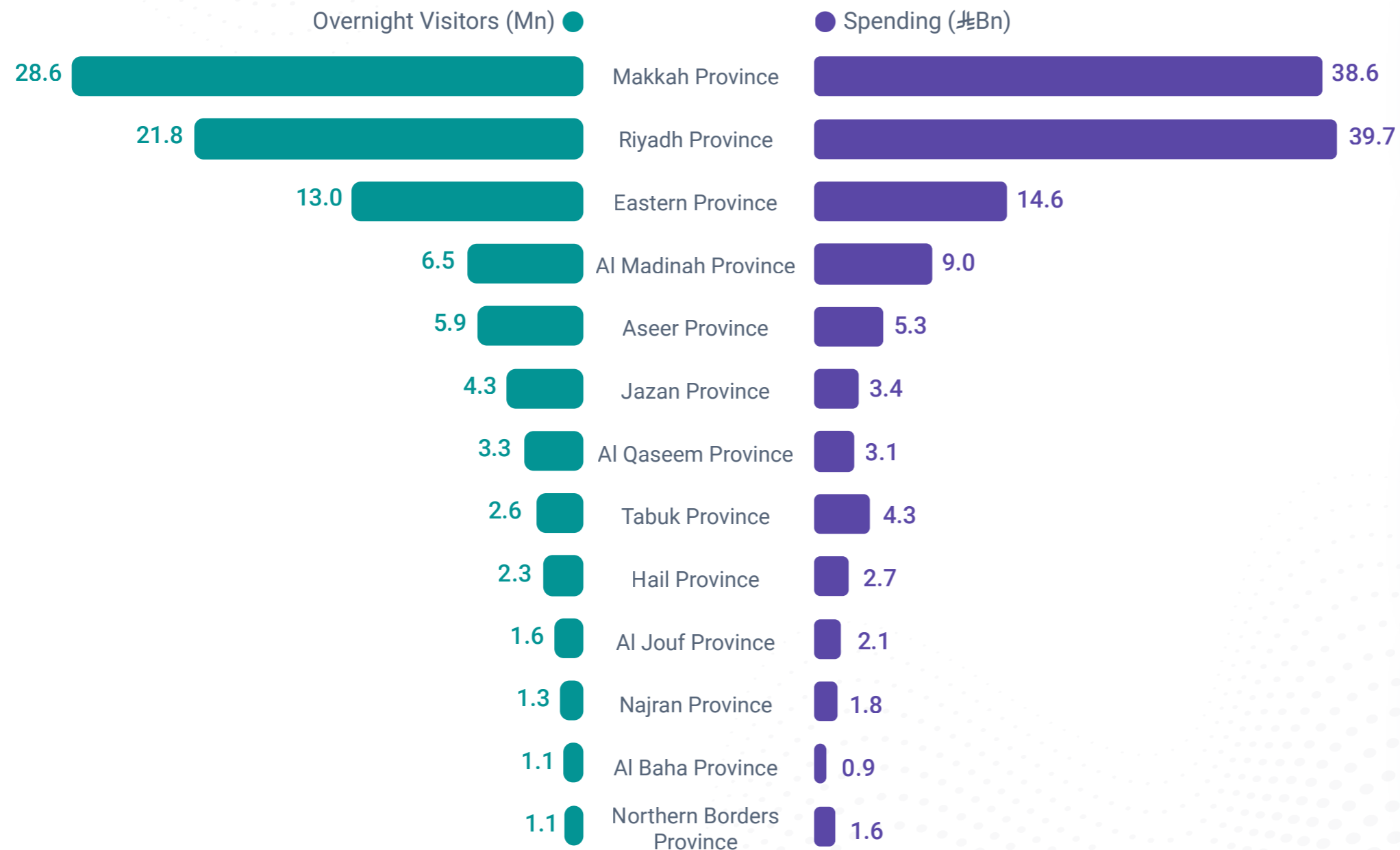
Tourism Spending Share by Category



## Performance by Province

Makkah Province ranked as the leading destination for domestic overnight visitors in 2025 with 28.6Mn overnight visitors and spending of  $\text{SAR}38.6\text{Bn}$ , followed by Riyadh with 21.8Mn overnight visitors and the highest spending among provinces at  $\text{SAR}39.7\text{Bn}$ . Together with the Eastern Province, these destinations accounted for approximately 68% of total domestic overnight visitors.

### Performance by Province



## Top 5 Destinations

### Riyadh City

15.7Mn

Overnight Visitors

$\text{SAR}35.2\text{Bn}$

Spending

### Makkah Al Mukarramah City

12.6Mn

Overnight Visitors

$\text{SAR}15.6\text{Bn}$

Spending

### Jeddah Governorate

10.4Mn

Overnight Visitors

$\text{SAR}18.2\text{Bn}$

Spending

### Dammam Metropolitan Area<sup>1</sup>

5.9Mn

Overnight Visitors

$\text{SAR}8.0\text{Bn}$

Spending

### Al Madinah Al Munawarah City

4.9Mn

Overnight Visitors

$\text{SAR}6.5\text{Bn}$

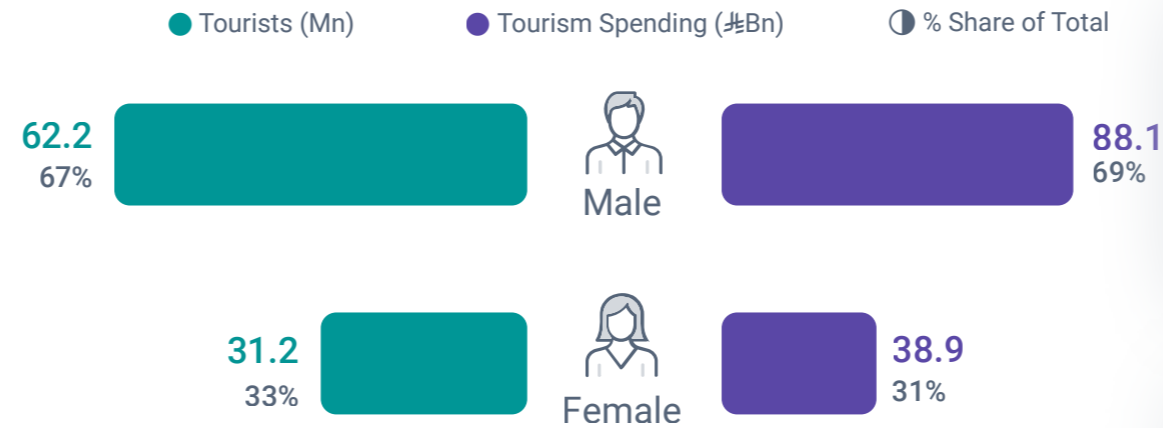
Spending

## Tourists Demographics

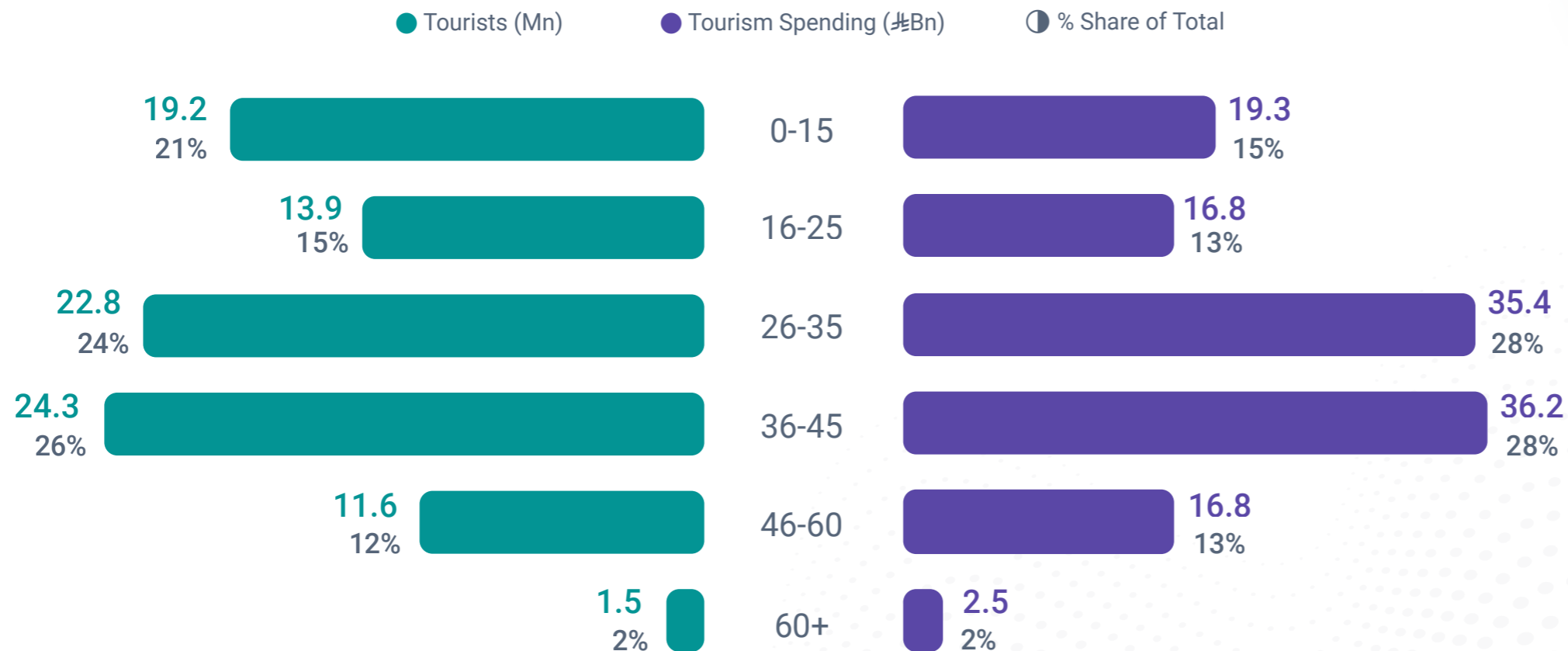
In 2025, Domestic male tourists accounted for the majority of tourists, totaling 62.2Mn compared to 31.2Mn female tourists, with corresponding tourism spending of  $\text{SAR}88.1\text{Bn}$  and  $\text{SAR}38.9\text{Bn}$ .

By age group, tourist activity was concentrated among individuals aged between 26 to 45, who recorded the highest levels of both domestic tourists' numbers and domestic tourism spending.

### By Gender



### By Age Group



Spend per Trip - Male

$\text{SAR}1,418$

Spend per Trip - Female

$\text{SAR}1,250$



# Hospitality Performance



The hospitality sector in Saudi Arabia continued to expand in 2025, reaching 5,937 licensed hospitality facilities and approximately 597 thousand room keys. During the year, hotels recorded their highest occupancy rate in January at around 65%, while the Average Daily Rate (ADR) and Revenue per Available Room (RevPAR) peaked in May at  $\text{SAR}875$  and  $\text{SAR}488$ , respectively.



## Licensed Facilities & Room Keys by Province

Total Licensed Facilities

**5,937**

↑34.2% Compared to 2024

Total Room Keys in Licnesed Facilities

**597.0K**

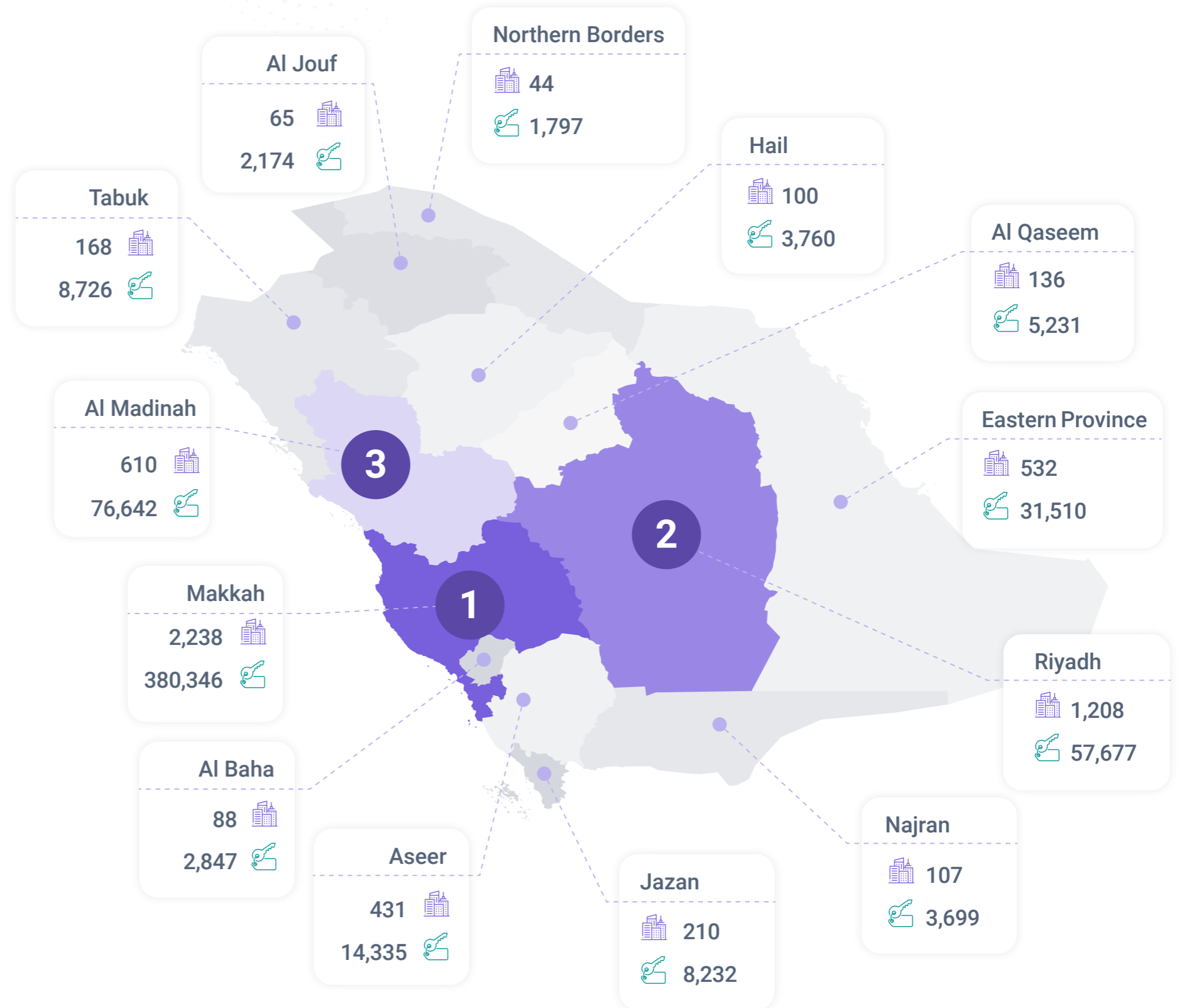
↑25.4% Compared to 2024



Hospitality Licensed Facilities



Room Keys in Hospitality Licensed Facilities



## Licensed Hospitality Facilities



Overall Licensed Hospitality Facilities

**5,937**

↗ 34.2% Compared to 2024

Licensed Hotels

**2,847**

↗ 31.6% Compared to 2024

Licensed Apartments & Others

**3,090**

↗ 36.6% Compared to 2024

Saudi Arabia's hospitality sector continued to expand in 2025, with the number of licensed hospitality facilities increasing from 4,631 at the beginning of the year to 5,937 by year-end, reflecting the sector's sustained growth. By the end of the year, hotels accounted for 48% of licensed hospitality facilities, while apartments and other accommodation types represented the remaining 52%.

Total Licensed Hospitality Facilities



## Room Keys in Licensed Facilities



### Overall Room Keys

**597.0K**

↗ 25.4% Compared to 2024

### Hotels Room Keys

**491.7K**

↗ 23.4% Compared to 2024

### Apartments & Others Room Keys

**105.3K**

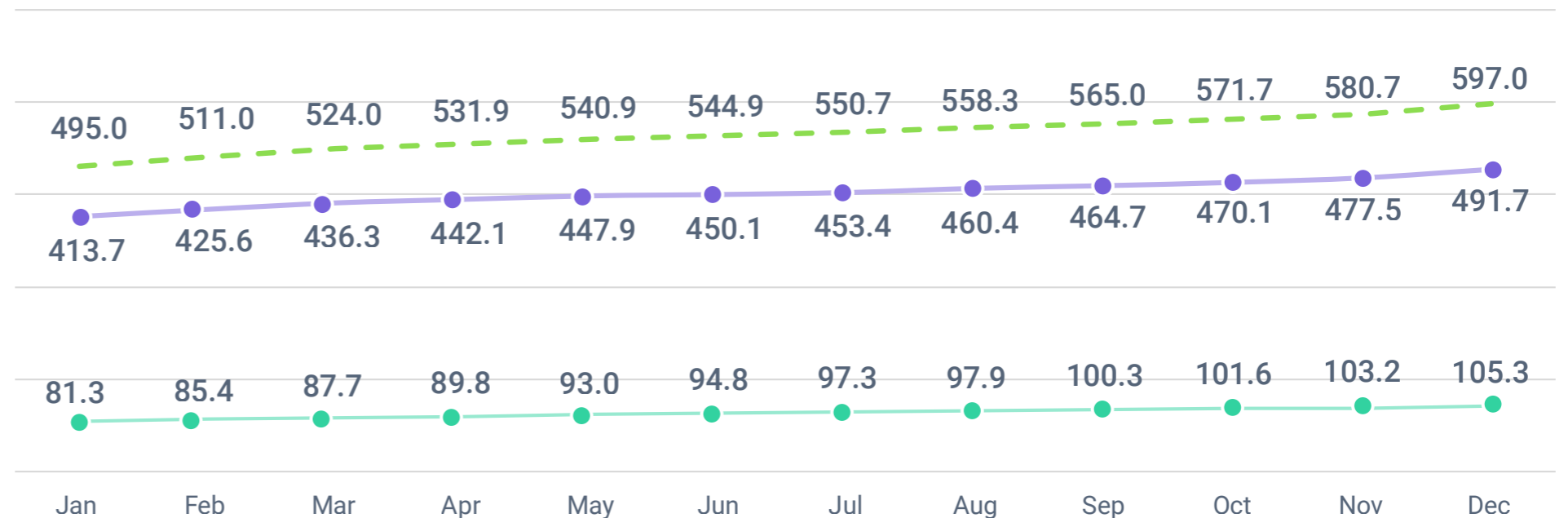
↗ 36.1% Compared to 2024

Saudi Arabia's hospitality room capacity experienced strong expansion in 2025, with licensed room supply rising from 495.0K at the start of the year to about 597.0K by year-end, reflecting robust capacity and continued market growth.

Hotels accounted for the majority of licensed room keys 82%, while apartments and other accommodation types represented the remaining 18%.

### Number of Licensed Room Keys (Thousand)

● Hotels   ● Apartments & Others   - Overall Facilities



## Occupancy Rate

Overall Occ. Rate

**55.3%**

↗ 0.6p.p. Compared to 2024

Hotels Occ. Rate

**55.8%**

↗ 1.2p.p. Compared to 2024

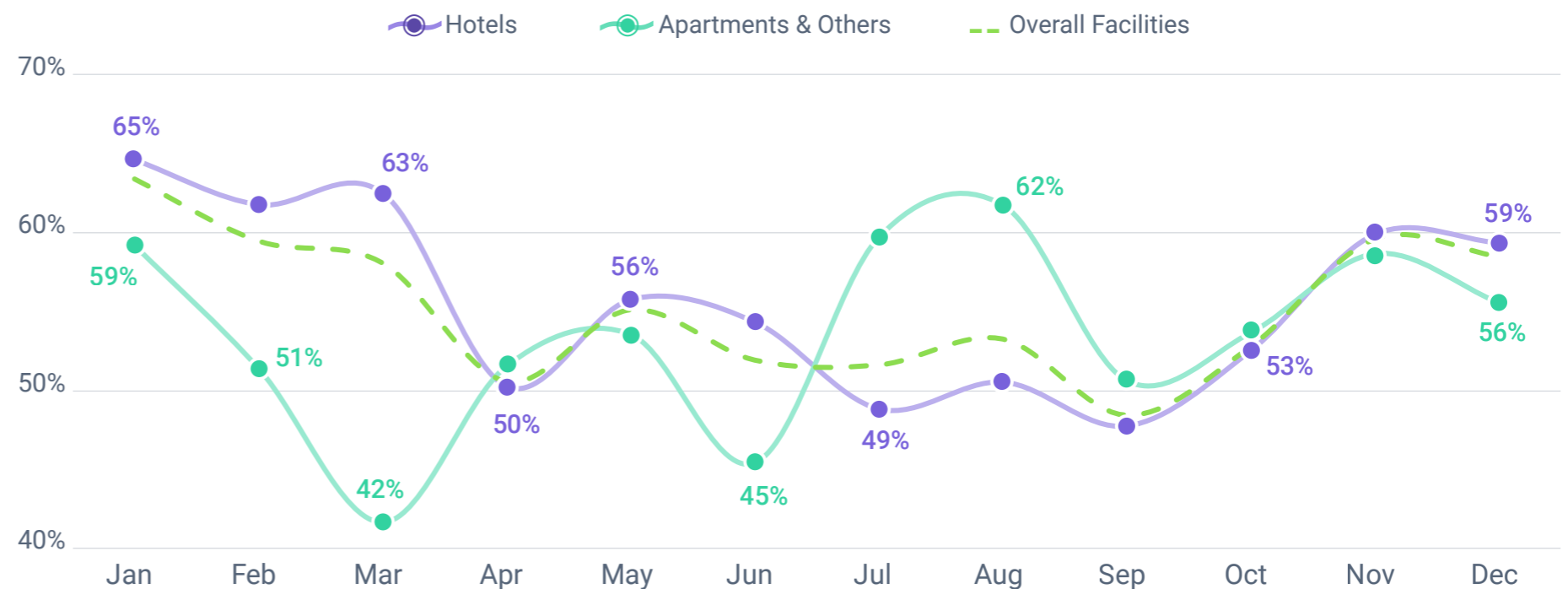
Apartments & Others  
Occ. Rate

**53.7%**

↘ 1.5p.p. Compared to 2024

In 2025, hospitality facilities in Saudi Arabia recorded an average occupancy rate of 55.3%. January recorded the highest occupancy rate of the year at 63.4%. By accommodation type, hotels recorded an average occupancy rate of 55.8%, compared to 53.7% for apartments & other accommodation types.

Monthly Occupancy Rate (%)



P.P.: Percentage Point

## Average Daily Rate (ADR)

Overall ADR

**₹385**

↘ 2.0% Compared to 2024

Hotels ADR

**₹449**

↘ 5.5% Compared to 2024

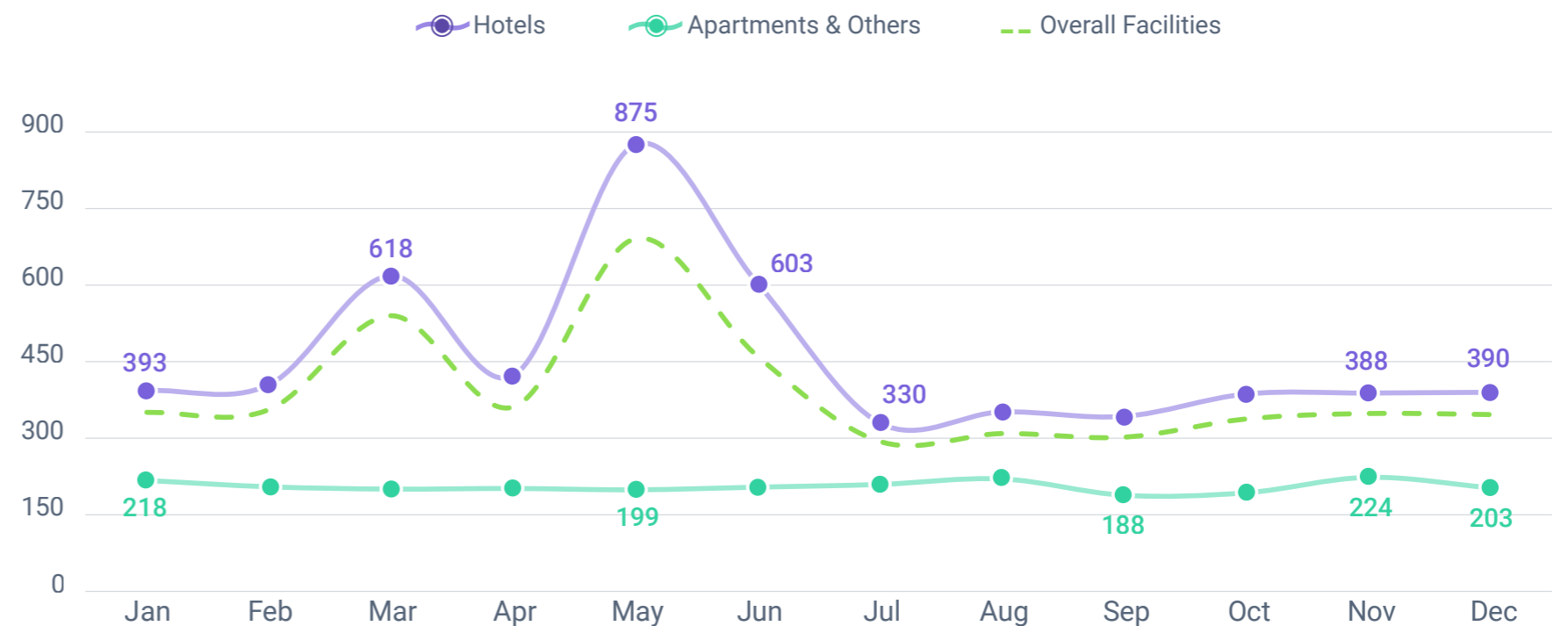
Apartments & Others ADR

**₹207**

↗ 1.5% Compared to 2024

In 2025, the Average Daily Rate (ADR) across all hospitality facilities in Saudi Arabia stood at ₹385, while May recorded the highest ADR of the year reaching ₹691. Hotels recorded an ADR of ₹449, while apartments & other accommodation types reached ₹207.

Monthly Average Daily Rate (ADR) (₹)



ADR excluding VAT and Municipal Services Fees.

## Revenue per Available Room (RevPAR)

Overall RevPAR

₹213

↓ 1.0% Compared to 2024

Hotels RevPAR

₹250

↓ 3.4% Compared to 2024

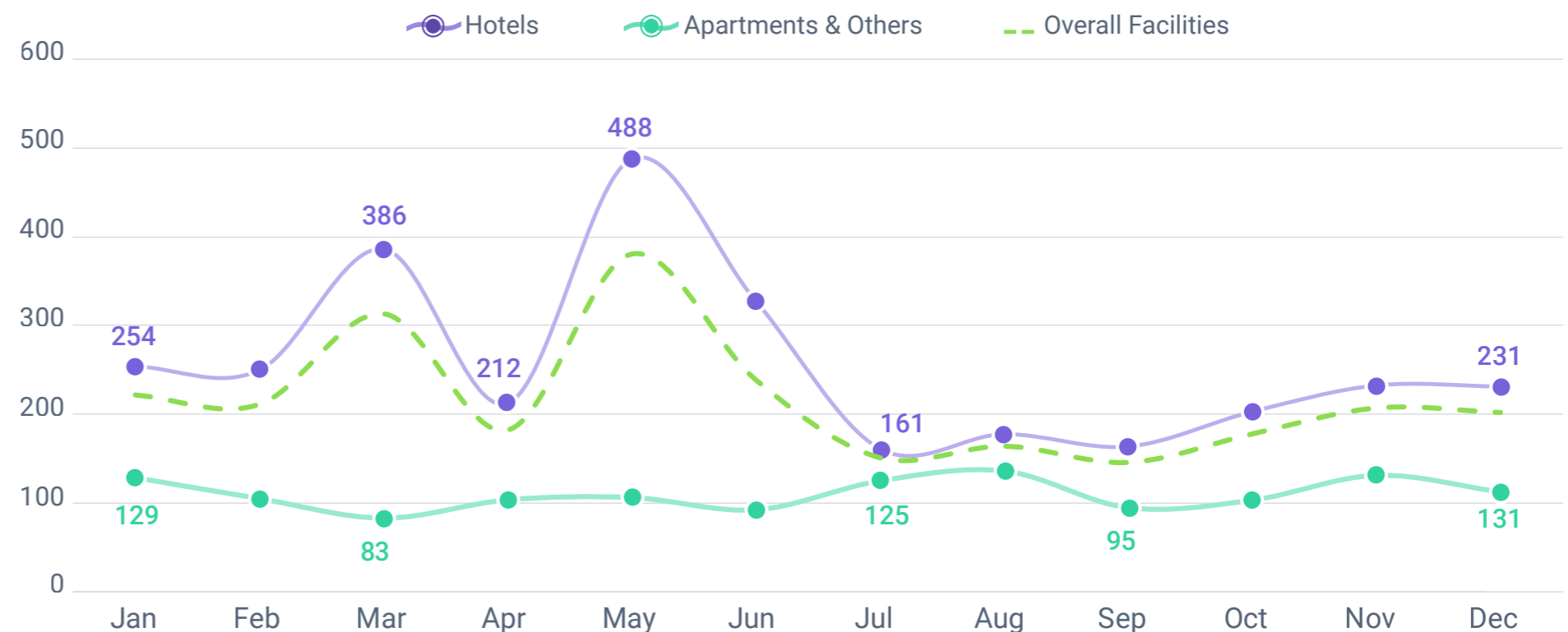
Apartments & Others  
RevPAR

₹111

↓ 1.2% Compared to 2024

In 2025, Revenue per Available Room (RevPAR) across all hospitality facilities in Saudi Arabia stood at ₹213, while May recorded the highest RevPAR of the year at ₹381. By accommodation type, hotels recorded a RevPAR of ₹250, compared to ₹111 for apartments & other accommodation types.

Monthly Revenue per Available Room (RevPAR) (₹)



RevPAR excluding VAT and Municipal Services Fees.

# Economic Indicators



Tourism Key economic indicators, illustrating the sector's direct impact to overall economic performance, accounting for approximately 4.9%<sup>1</sup> of GDP in 2024, reflecting a 0.5p.p. increase from 2023 Growth is expected to have continued into 2025 reaching 5.2%<sup>2</sup> of GDP according to MT flash estimates, reflecting an increase of 0.3p.p. compared with the preliminary data on the direct contribution for 2024.

In 2024 tourism direct GVA reached **ﷲ218.6Bn**, supported by accommodation for visitor, Food & beverage serving services, and passenger transport activities. Tourism GFCF totaled **ﷲ82.2Bn**, making a 5.4% annual increase.

In 2025, the tourism sector recorded a **ﷲ49.4Bn** surplus in the travel account of the Balance of Payments, and a 6.2% increase in direct tourism jobs.



## 2024 TSA Summary<sup>1</sup>

### Tourism Direct Contribution to GDP

**4.9%** ↗0.5p.p.  
Compared to 2023

### Tourism Direct Contribution to GVA

**₪218.6Bn** ↗14.1%  
Compared to 2023

#### Inbound Tourism Generated

**₪194.5Bn**  
to Saudi Economy

87% from Overnight Visitors  
13% from Same-day Visitors

#### Domestic Tourism Generated

**₪155.4Bn**  
to Saudi Economy

74% from Overnight Visitors  
26% from Same-day Visitors

#### Tourism Direct Contribution to GVA of Non-Oil Activities<sup>2</sup>

**6.6%** ↗0.4p.p.  
Compared to 2023

#### Tourism Direct Contribution to Private Sector GVA

**8.4%** ↗0.5p.p.  
Compared to 2023

## 2025 Tourism Direct Contribution to GDP Estimates<sup>3</sup>

**5.2%** ↗0.3p.p.  
Compared to 2024

Amounting to  
**₪247.7Bn**

**2024 Data**

## Tourism Direct Contribution to GDP (TDGDP)

Tourism Direct GDP%

**4.9%**

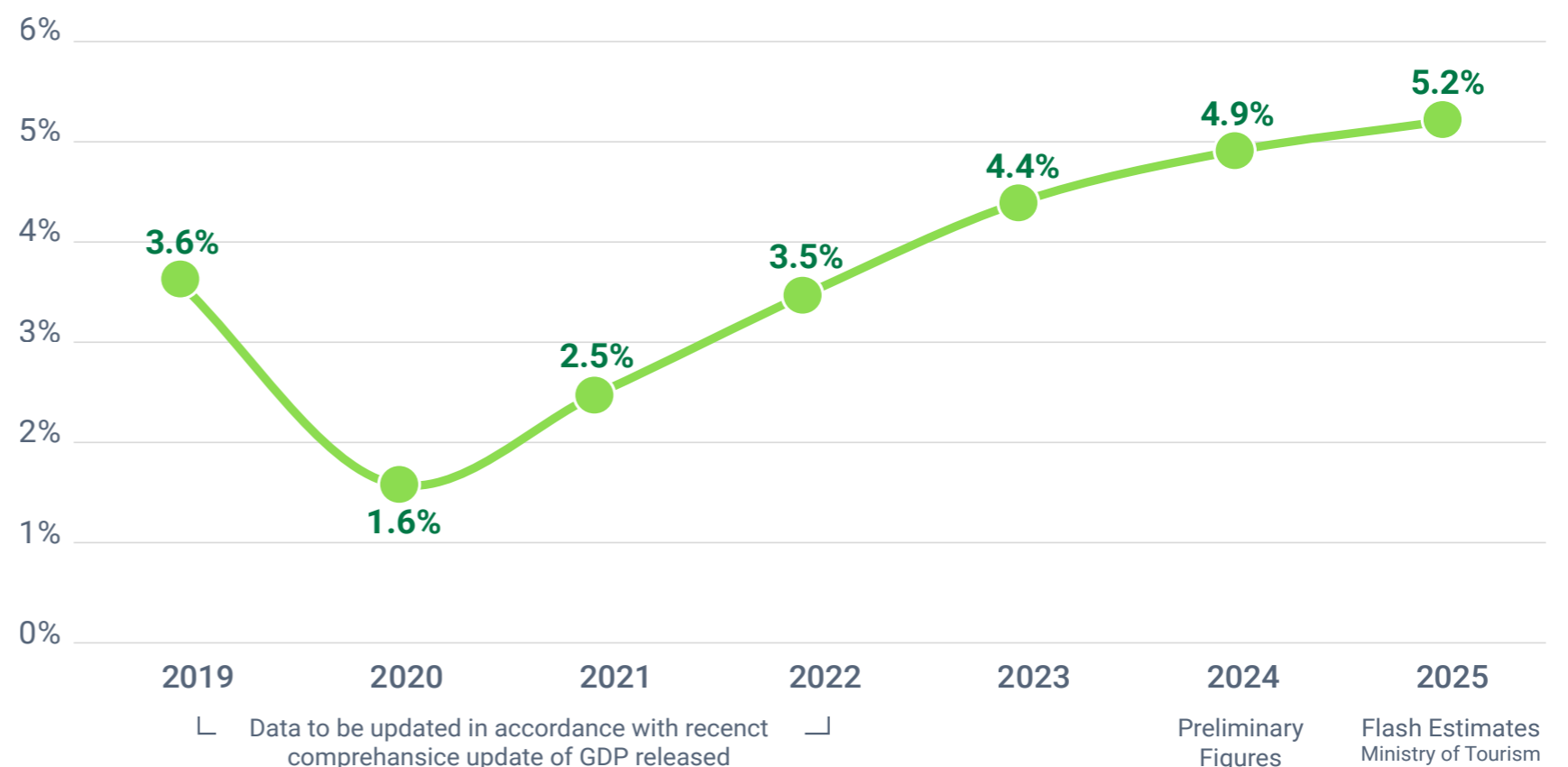
↗0.5p.p. Compared to 2023

Tourism continues to play a meaningful role in the national economy, directly contributing approximately 4.9% to GDP in 2024, with growth of 14% in value compared to 2023.

This performance reflects sustained demand across tourism-related industries, underlining the sector's growing economic relevance.

## Tourism Direct Contribution to GDP (Nominal)

● Tourism Direct Contribution to GDP (%)



P.P.: Percentage point

2024 Data

## Tourism Direct Gross Value Added (TDGVA)

TDGVA

₹218.6Bn

↑14.1% Compared to 2023

Tourism Direct GVA represents the economic output directly generated by activities serving tourism demand, thereby reflecting tourism's direct contribution to the national economy.

In 2024, tourism direct GVA reached ₹218.6Bn, supported by solid contributions from accommodation for visitor, food & beverage serving services, as well as Passenger transport activities.

These results underscore the growing economic significance of the tourism sector and its direct role in generating value added and stimulating economic activity attributable to tourism demand in the Kingdom's economy.

Tourism Direct Gross Value Added (₹Bn)(Nominal Values)

Activities	2023	2024 <sup>1</sup>
I- Tourism characteristic activities	115.3	132.5
Accommodation for visitor	51.2	62.8
Food & beverage serving services	27.2	29.5
Passenger transport activities	29.1	31.8
Travel agencies and other reservation services activity	5.1	5.3
Cultural industry & Sports and recreational activities	2.7	3.0
II- Other industries	76.3	86.1
<b>Total TDGVA (at basic prices)</b>	<b>191.6</b>	<b>218.6</b>
<b>Taxes less subsidies on products nationally produced and imported</b>	<b>10.6</b>	<b>12.9</b>
<b>Tourism direct gross domestic product (TDGDP)</b>	<b>202.3</b>	<b>231.5</b>

(1) Preliminary Figures

2024 Data

## Tourism Gross Fixed Capital Formation (TGFCF)

TGFCF

₹82.2Bn

↑5.4% Compared to 2023

Tourism Contribution Total  
Economy GFCF

5.9%

↓0.4p.p. Compared to 2023

Tourism GFCF increased by 5.4% in 2024 compared to 2023, with the accommodation sector contributing the most to this growth, accounting for ₹1.4Bn out of the total ₹4.2Bn increase of total TGFCF for the same period.

### Tourism Gross Fixed Capital Formation by Activity (₹Bn)(Nominal Values)

Activities	2023	2024 <sup>1</sup>
I - Tourism characteristic activities	66.2	70.0
1. Accommodation for visitor	21.5	22.9
2. Food & beverage serving services	16.5	17.2
3. Railway passenger transport	1.0	1.1
4. Road passenger transport	4.0	4.2
5. Water passenger transport	1.2	1.3
6. Air passenger transport	7.4	7.8
7. Transport equipment rental	2.7	2.8
8. Travel agencies and other reservation services industry	2.3	2.4
9. Cultural industry	1.2	1.2
10. Sports and recreational industry	2.1	2.3
11- 12. Country-specific tourism industries	6.2	6.8
II - Other industries	11.8	12.2
<b>Total</b>	<b>78.0</b>	<b>82.2</b>

(1) Preliminary Figures  
P.P.: Percentage point

## Travel Account Balance of Payments

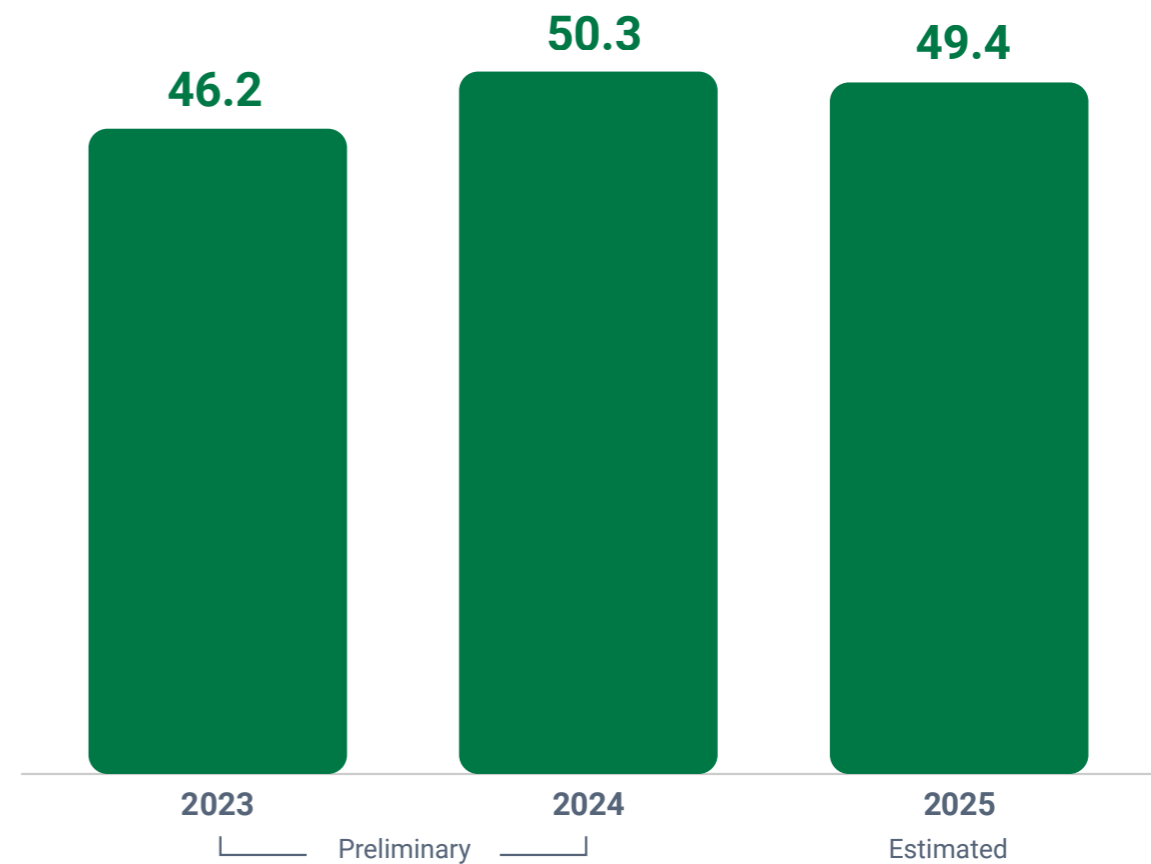


Travel Account  
Balance of Payments

Surplus<sup>1</sup> **₹49.4Bn**

▼1.6% Compared to 2024

Balance of Payments Travel Account Surplus<sup>1</sup> (₹Bn)



(1) The travel item surplus represents the difference between the Travel Exports/Credits (Tourism spending by Inbound overnight visitors) and Imports/Debits (Tourism spending by outbound overnight visitors).

(2) Imports/Debits (Tourism spending by outbound overnight visitors) includes spending by Saudis and non-Saudi residents when traveling outside the Kingdom.

## Travel Exports<sup>1</sup>

Total Travel Exports  
**₹159.9Bn**

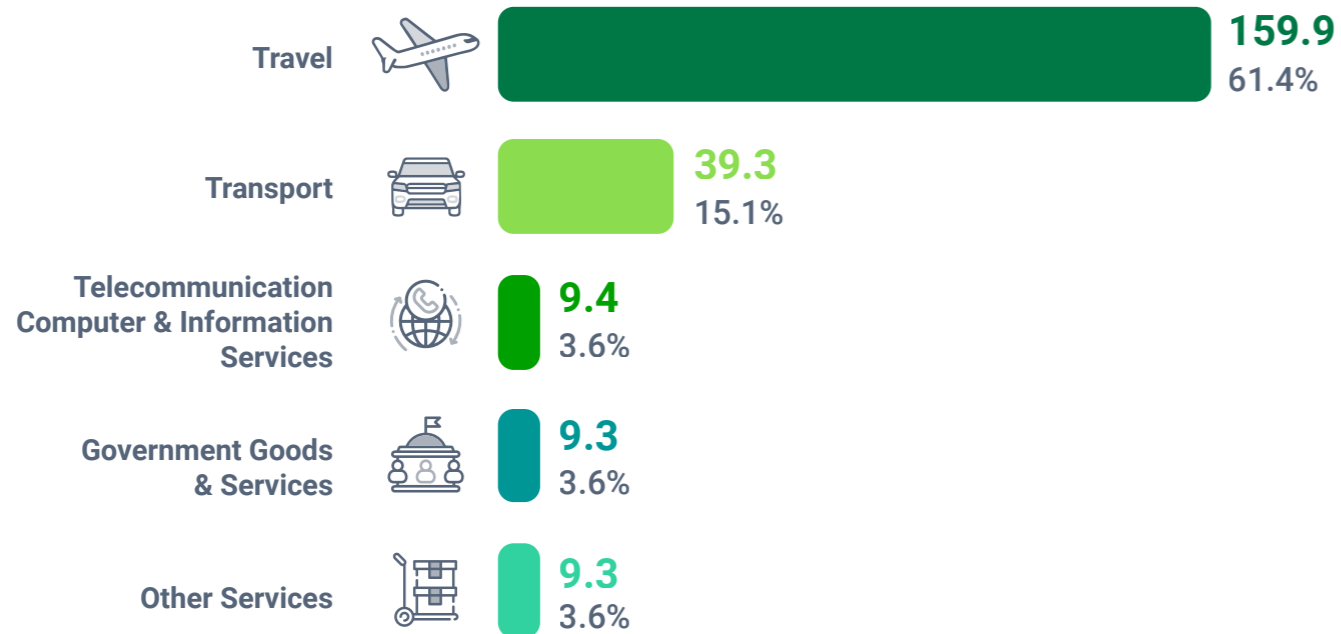
Travel Share of Service Exports  
**61.4%**

Travel Share of Non-Oil Exports  
**25.6%**

### Top 5 Exports in Services Account in the BoP

Service Exports (₹Bn)

Contribution to Service Exports (%)



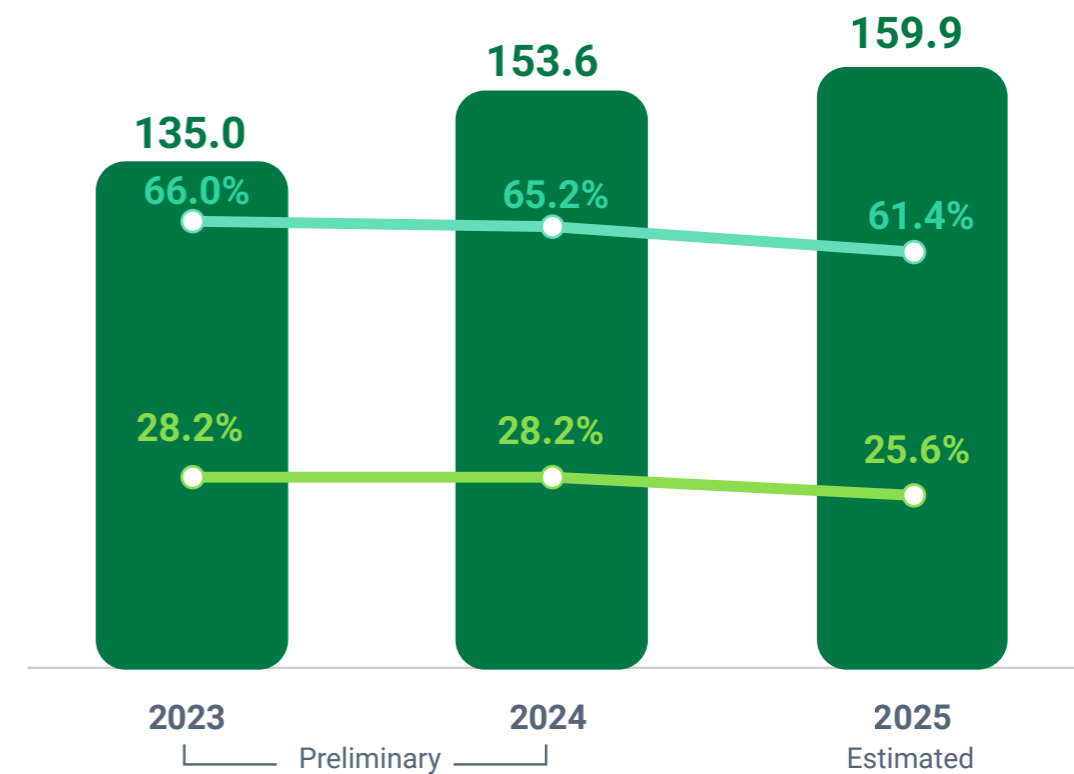
Total Service Exports

**₹260.3Bn**

### Travel Exports (₹Bn)

Share of Service Exports

Share of Non-oil Exports



## Direct Tourism Jobs

Direct Tourism Jobs  
**1,026.4K** Employees  
↗ 6.2% Compared to end of 2024

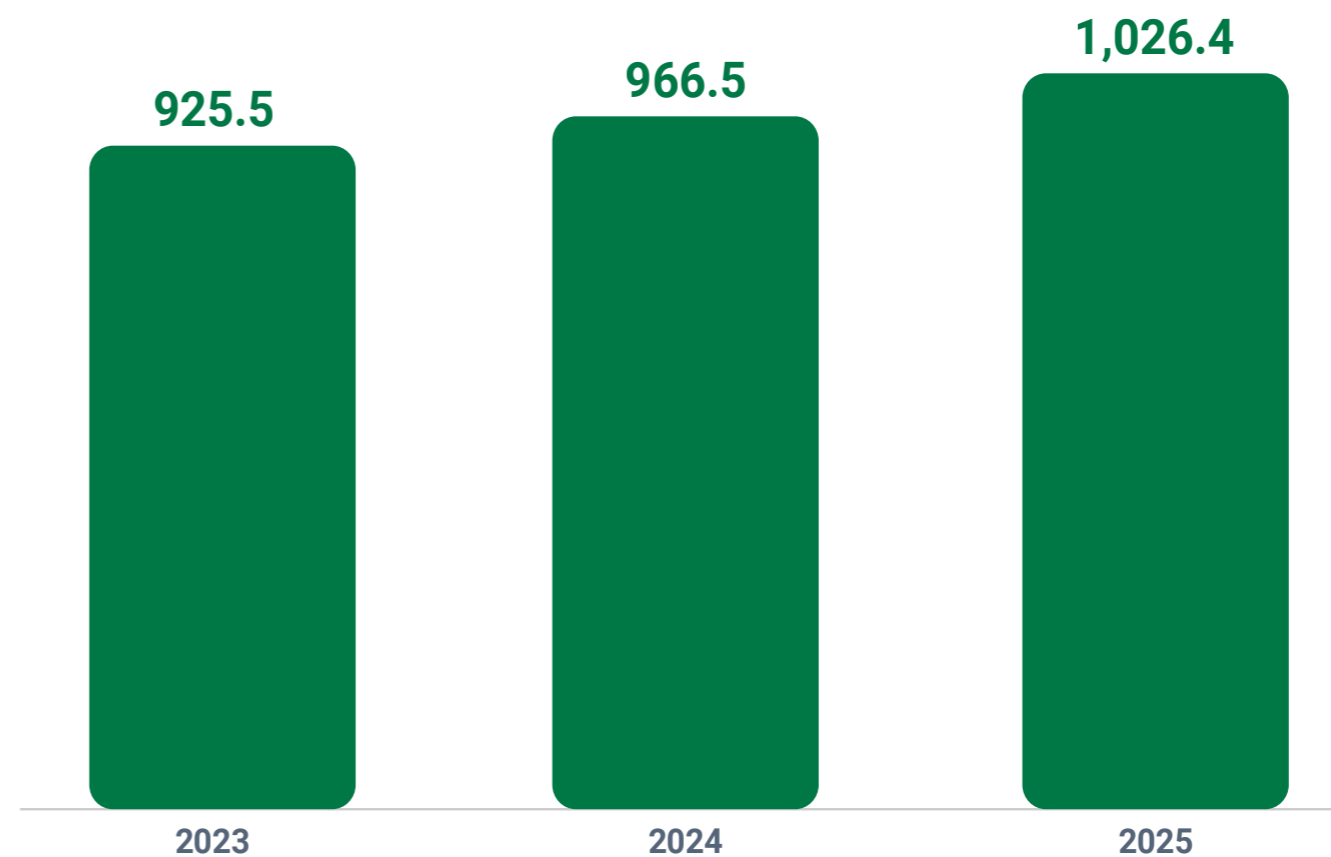
Share of Direct Tourism Jobs to  
Economy without Domestic Labor  
**6.9%**

Share of Direct Tourism Jobs to  
Private Sector Employment  
**7.9%**

In 2025, direct jobs in the tourism sector increased by 6.2% compared to 2024.

The sector accounted for 7.9% of total private sector jobs and 6.9% of total jobs across the economy without domestic labor.

Direct Tourism Jobs (Thousand)



## Direct Tourism Jobs

Direct Tourism Jobs

**1,026.4K**

Employees

Total Saudi Employment  
in Tourism Characteristic  
Activities

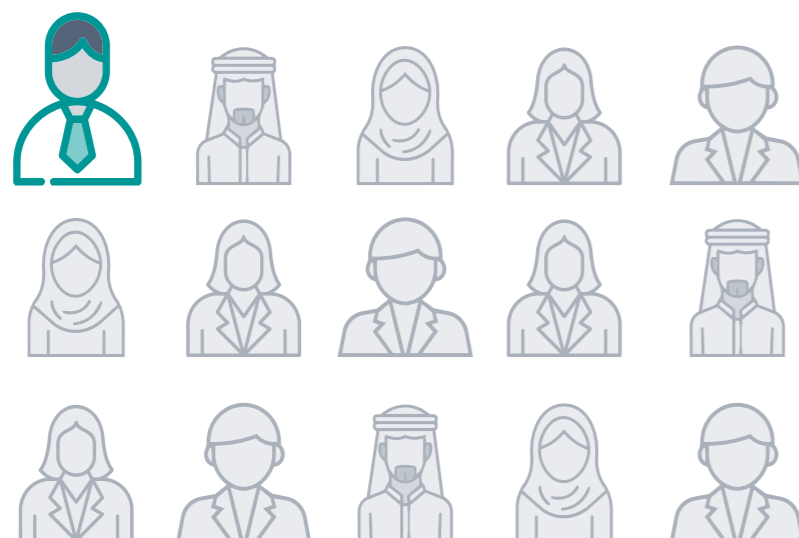
**243.7K** Employees

Total Saudi Females within Total  
Saudi Employment in Tourism  
Characteristic Activities

**114.6K** Employees

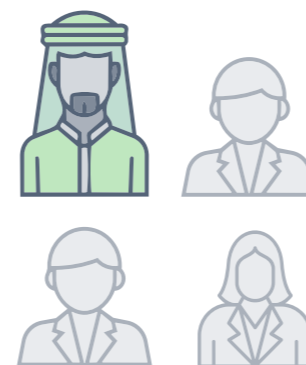
**1** in **15** **6.9%**

Employed individuals in the total economy (excluding domestic labor) work in tourism characteristic activities



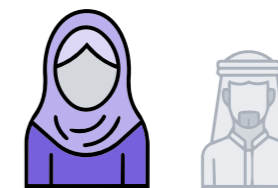
**1** in **4** **23.7%**

Saudi employees work in tourism characteristic activities



**1** in **2** **47.0%**

Saudis employed in tourism characteristic activities are female



# Provinces Performance



Tourism indicators across provinces reflect positive developments, with accommodation capacity expanding as the number of rooms increased in all provinces as a result of the increase of licensed accommodation facilities. Performance indicators also improved, with Revenue per Available Room (RevPAR) recording an increase in 9 out of 13 Provinces. While, the number of visits increased in 8 out of the 13 Provinces.





## Riyadh Province



### Visits to Riyadh Province

**24,313K** ↗ 18%  
Compared to 2024

Inbound as a Main Destination **2,317K**

Inbound as a Secondary Destination<sup>1</sup> **230K**

By Domestic Overnight Visitors **21,766K**

### Tourism Spending in Riyadh Province

**₪ 48,970Mn** ↗ 22%  
Compared to 2024

Inbound Overnight Visitors in Main Dest. **₪ 9,061Mn**

Inbound Overnight Visitors in Secondary Dest. **₪ 164Mn**

Domestic Overnight Visitors **₪ 39,744Mn**

### Hospitality Performance

Number of Rooms in Licensed Hospitality Facilities  
**57.7K** ↗ 34%  
Compared to 2024

Occupancy Rate  
**62%** ↘ 4p.p.  
Compared to 2024

ADR  
**₪ 478** ↘ 4%  
Compared to 2024

RevPAR  
**₪ 295** ↘ 10%  
Compared to 2024

### Licenses

Accommodation Facilities  
**1,208** ↗ 40% Compared to 2024

Travel Agencies & DMCs  
**1,296** ↗ 36% Compared to 2024

Tour Guides  
**658** ↘ 1% Compared to 2024

Private Accommodation Facilities<sup>2</sup>  
**10,207** ↗ 109% Compared to 2024

### Jobs

Direct Jobs in Tourism Sector  
**336.2K** Employees  
↗ 5% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.  
(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.  
RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.  
P.P.: Percentage Point

## Makkah Province

### Visits to Makkah Province

**51,096K** ↗ 16%  
Compared to 2024

Inbound as a Main Destination **20,428K**

Inbound as a Secondary Destination<sup>1</sup> **2,031K**

By Domestic Overnight Visitors **28,636K**

### Spending in Makkah Province

**ﷲ 146,628Mn** ↗ 7%  
Compared to 2024

Inbound Overnight Visitors in Main Dest. **ﷲ 106,337Mn**

Inbound Overnight Visitors in Secondary Dest. **ﷲ 1,676Mn**

Domestic Overnight Visitors **ﷲ 38,615Mn**

### Hospitality Performance

Number of Rooms in Licensed Hospitality Facilities  
**380.3K** ↗ 25%  
Compared to 2024

Occupancy Rate  
**52%** ↗ 1p.p.  
Compared to 2024

ADR  
**ﷲ 380** ↘ 2%  
Compared to 2024

RevPAR  
**ﷲ 196** ↗ 1%  
Compared to 2024

### Licenses

Accommodation Facilities  
**2,238** ↗ 35% Compared to 2024

Travel Agencies & DMCs  
**974** ↗ 23% Compared to 2024

**986** → 0% Compared to 2024

Private Accommodation Facilities<sup>2</sup>  
**5,694** ↗ 238% Compared to 2024

### Jobs

Direct Jobs in Tourism Sector  
**284.4K** Employees  
↗ 6% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.  
(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.  
RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.  
P.P.: Percentage Point



## Al Madinah Province



### Visits to Al Madinah Province

**20,375K** ↗ 8%  
Compared to 2024

Inbound as a Main Destination **754K**

Inbound as a Secondary Destination<sup>1</sup> **13,120K**

By Domestic Overnight Visitors **6,501K**

### Spending in Al Madinah Province

**₹ 53,960Mn** ↗ 25%  
Compared to 2024

Inbound Overnight Visitors in Main Dest. **₹ 3,441Mn**

Inbound Overnight Visitors in Secondary Dest. **₹ 41,504Mn**

Domestic Overnight Visitors **₹ 9,015Mn**

### Hospitality Performance

Number of Rooms in Licensed Hospitality Facilities  
**76.6K** ↗ 24%  
Compared to 2024

Occupancy Rate  
**73%** ↗ 5p.p.  
Compared to 2024

ADR  
**₹ 425** ↘ 6%  
Compared to 2024

RevPAR  
**₹ 310** → 0%  
Compared to 2024

### Licenses

Accommodation Facilities  
**610** ↗ 35% Compared to 2024

Travel Agencies & DMCs  
**247** ↗ 29% Compared to 2024

Tour Guides  
**587** ↗ 23% Compared to 2024

Private Accommodation Facilities<sup>2</sup>  
**1,904** ↗ 239% Compared to 2024

### Jobs

Direct Jobs in Tourism Sector  
**61.5K** Employees  
↗ 8% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.  
(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.  
RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.  
P.P.: Percentage Point



## Al Qassim Province

### Visits to Al Qassim Province

**3,579K** ↘ 32%  
Compared to 2024

Inbound as a Main Destination **283K**

Inbound as a Secondary Destination<sup>1</sup> **14K**

By Domestic Overnight Visitors **3,282K**

### Tourism Spending in Al Qassim Province

**₹ 4,495Mn** ↘ 40%  
Compared to 2024

Inbound Overnight Visitors in Main Dest. **₹ 1,426Mn**

Inbound Overnight Visitors in Secondary Dest. **₹ 3Mn**

Domestic Overnight Visitors **₹ 3,066Mn**

### Hospitality Performance

Number of Rooms in Licensed Hospitality Facilities

**5.2K** ↗ 13%  
Compared to 2024

Occupancy Rate

**48%** ↘ 1p.p.  
Compared to 2024

ADR

**₹ 221** ↗ 10%  
Compared to 2024

RevPAR

**₹ 106** ↗ 8%  
Compared to 2024

### Licenses

Accommodation Facilities **136** ↗ 12%  
Compared to 2024

Travel Agencies & DMCs **149** ↗ 28%  
Compared to 2024

Tour Guides **42** ↗ 14%  
Compared to 2024

Private Accommodation Facilities<sup>2</sup> **635** ↗ 299%  
Compared to 2024

### Jobs

Direct Jobs in Tourism Sector **35.3K** Employees  
↗ 10% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.  
(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.  
RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.  
P.P.: Percentage Point

## Eastern Province

### Visits to Eastern Province

**16,603K** ↘ 11%  
Compared to 2024

Inbound as a Main Destination **3,606K**

Inbound as a Secondary Destination<sup>1</sup> **32K**

By Domestic Overnight Visitors **12,965K**

### Tourism Spending in Eastern Province

**₹ 21,107Mn** ↘ 16%  
Compared to 2024

Inbound Overnight Visitors in Main Dest. **₹ 6,470Mn**

Inbound Overnight Visitors in Secondary Dest. **₹ 12Mn**

Domestic Overnight Visitors **₹ 14,625Mn**

### Hospitality Performance

Number of Rooms in Licensed Hospitality Facilities  
**31.5K** ↗ 17%  
Compared to 2024

Occupancy Rate  
**55%** ↘ 1p.p.  
Compared to 2024

ADR  
**₹ 314** → 0%  
Compared to 2024

RevPAR  
**₹ 171** ↘ 2%  
Compared to 2024

### Licenses

Accommodation Facilities  
**532** ↗ 22% Compared to 2024

Travel Agencies & DMCs  
**586** ↗ 24% Compared to 2024

Tour Guides  
**359** ↗ 13% Compared to 2024

Private Accommodation Facilities<sup>2</sup>  
**2,551** ↗ 354% Compared to 2024

### Jobs

Direct Jobs in Tourism Sector  
**152.8K** Employees  
↗ 4% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.  
(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.  
RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.  
P.P.: Percentage Point



## Aseer Province

### Visits to Aseer Province

**6,213K** ↘ 17%  
Compared to 2024

Inbound as a Main Destination **260K**

Inbound as a Secondary Destination<sup>1</sup> **46K**

By Domestic Overnight Visitors **5,907K**

### Tourism Spending in Aseer Province

**ﷲ 6,310Mn** ↘ 31%  
Compared to 2024

Inbound Overnight Visitors in Main Dest. **ﷲ 1,016Mn**

Inbound Overnight Visitors in Secondary Dest. **ﷲ 11Mn**

Domestic Overnight Visitors **ﷲ 5,283Mn**

### Hospitality Performance

Number of Rooms in Licensed Hospitality Facilities

**14.3K** ↗ 48%  
Compared to 2024

Occupancy Rate

**43%** → 0p.p.  
Compared to 2024

ADR

**ﷲ 218** ↗ 7%  
Compared to 2024

RevPAR

**ﷲ 93** ↗ 7%  
Compared to 2024

### Licenses

Accommodation Facilities **431** ↗ 50%  
Compared to 2024

Travel Agencies & DMCs **76** ↗ 46%  
Compared to 2024

Tour Guides **363** ↗ 44%  
Compared to 2024

Private Accommodation Facilities<sup>2</sup> **1,186** ↗ 691%  
Compared to 2024

### Jobs

Direct Jobs in Tourism Sector **49.4K** Employees  
↗ 6% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.  
(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.  
RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.  
P.P.: Percentage Point



## Tabuk Province



### Visits to Tabuk Province

**3,002K** ↘ 9%  
Compared to 2024

Inbound as a Main Destination **368K**

Inbound as a Secondary Destination<sup>1</sup> **23K**

By Domestic Overnight Visitors **2,611K**

### Tourism Spending in Tabuk Province

**₪ 6,650Mn** ↗ 14%  
Compared to 2024

Inbound Overnight Visitors in Main Dest. **₪ 2,380Mn**

Inbound Overnight Visitors in Secondary Dest. **₪ 14Mn**

Domestic Overnight Visitors **₪ 4,257Mn**

### Hospitality Performance

Number of Rooms in Licensed Hospitality Facilities

**8.7K** ↗ 41%  
Compared to 2024

Occupancy Rate

**41%** ↘ 9p.p.  
Compared to 2024

ADR

**₪ 455** ↗ 35%  
Compared to 2024

RevPAR

**₪ 185** ↗ 11%  
Compared to 2024

### Licenses

Accommodation Facilities **168** ↗ 44%  
Compared to 2024

Travel Agencies & DMCs **109** ↗ 28%  
Compared to 2024

Tour Guides **255** ↘ 24%  
Compared to 2024

Private Accommodation Facilities<sup>2</sup> **473** ↗ 409%  
Compared to 2024

### Jobs

Direct Jobs in Tourism Sector **27.1K** Employees  
↗ 26% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.

(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.

RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.

P.P.: Percentage Point



## Hail Province

### Visits to Hail Province

**2,517K** ↗ 14%  
Compared to 2024

Inbound as a Main Destination **231K**

Inbound as a Secondary Destination<sup>1</sup> **17K**

By Domestic Overnight Visitors **2,270K**

### Tourism Spending in Hail Province

**ﷲ 3,407Mn** ↘ 13%  
Compared to 2024

Inbound Overnight Visitors in Main Dest. **ﷲ 739Mn**

Inbound Overnight Visitors in Secondary Dest. **ﷲ 2Mn**

Domestic Overnight Visitors **ﷲ 2,665Mn**

### Hospitality Performance

Number of Rooms in Licensed Hospitality Facilities  
**3.8K** ↗ 25%  
Compared to 2024

Occupancy Rate  
**48%** ↘ 2p.p.  
Compared to 2024

ADR  
**ﷲ 235** ↗ 8%  
Compared to 2024

RevPAR  
**ﷲ 112** ↗ 4%  
Compared to 2024

### Licenses

Accommodation Facilities  
**100** ↗ 28% Compared to 2024

Travel Agencies & DMCs  
**49** ↗ 20% Compared to 2024

Tour Guides  
**68** ↗ 15% Compared to 2024

Private Accommodation Facilities<sup>2</sup>  
**506** ↗ 566% Compared to 2024

### Jobs

Direct Jobs in Tourism Sector  
**15.6K** Employees  
↗ 25% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.  
(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.  
RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.  
P.P.: Percentage Point



## Northern Borders

### Visits to Northern Borders Province

**1,533K** ↘ 5%  
Compared to 2024

Inbound as a Main Destination **449K**

Inbound as a Secondary Destination<sup>1</sup> **1K**

By Domestic Overnight Visitors **1,084K**

### Tourism Spending in N. Borders Province

**₹ 2,399Mn** ↘ 21%  
Compared to 2024

Inbound Overnight Visitors in Main Dest. **₹ 752Mn**

Inbound Overnight Visitors in Secondary Dest. **₹ 0Mn**

Domestic Overnight Visitors **₹ 1,647Mn**

### Hospitality Performance

Number of Rooms in Licensed Hospitality Facilities  
**1.8K** ↗ 30%  
Compared to 2024

Occupancy Rate  
**43%** → 0p.p.  
Compared to 2024

ADR  
**₹ 184** ↗ 10%  
Compared to 2024

RevPAR  
**₹ 80** ↗ 10%  
Compared to 2024

### Licenses

Accommodation Facilities  
**44** ↗ 38% Compared to 2024

Travel Agencies & DMCs  
**27** ↗ 17% Compared to 2024

Tour Guides  
**1** ↘ 50% Compared to 2024

Private Accommodation Facilities<sup>2</sup>  
**36** ↗ 260% Compared to 2024

### Jobs

Direct Jobs in Tourism Sector  
**7.5K** Employees  
↗ 3% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.  
(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.  
RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.  
P.P.: Percentage Point

## Jazan Province

### Visits to Jazan Province

**4,348K** ↗ 47%  
Compared to 2024

Inbound as a Main Destination **14K**

Inbound as a Secondary Destination<sup>1</sup> **60K**

By Domestic Overnight Visitors **4,274K**

### Tourism Spending in Jazan Province

**₪ 3,458Mn** ↗ 19%  
Compared to 2024

Inbound Overnight Visitors in Main Dest. **₪ 69Mn**

Inbound Overnight Visitors in Secondary Dest. **₪ 12Mn**

Domestic Overnight Visitors **₪ 3,377Mn**

### Hospitality Performance

Number of Rooms in Licensed Hospitality Facilities

**8.2K** ↗ 13%  
Compared to 2024

Occupancy Rate

**43%** ↘ 1p.p.  
Compared to 2024

ADR

**₪ 249** ↗ 11%  
Compared to 2024

RevPAR

**₪ 108** ↗ 9%  
Compared to 2024

### Licenses

Accommodation Facilities **210** ↗ 16%  
Compared to 2024

Travel Agencies & DMCs **75** ↗ 50%  
Compared to 2024

Tour Guides **98** ↗ 20%  
Compared to 2024

Private Accommodation Facilities<sup>2</sup> **212** ↗ 190%  
Compared to 2024

### Jobs

Direct Jobs in Tourism Sector **29.0K** Employees

↗ 5% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.  
(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.  
RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.  
P.P.: Percentage Point



## Najran Province

### Visits to Najran Province

**1,399K** ↗ 9%  
Compared to 2024

Inbound as a Main Destination **82K**

Inbound as a Secondary Destination<sup>1</sup> **26K**

By Domestic Overnight Visitors **1,292K**

### Tourism Spending in Najran Province

**ﷲ 2,020Mn** ↘ 7%  
Compared to 2024

Inbound Overnight Visitors in Main Dest. **ﷲ 217Mn**

Inbound Overnight Visitors in Secondary Dest. **ﷲ 8Mn**

Domestic Overnight Visitors **ﷲ 1,795Mn**

### Hospitality Performance

Number of Rooms in Licensed Hospitality Facilities

**3.7K** ↗ 29%  
Compared to 2024

Occupancy Rate

**52%** ↗ 1p.p.  
Compared to 2024

ADR

**ﷲ 141** ↗ 5%  
Compared to 2024

RevPAR

**ﷲ 73** ↗ 7%  
Compared to 2024

### Licenses

Accommodation Facilities **107** ↗ 35%  
Compared to 2024

Travel Agencies & DMCs **39** ↗ 63%  
Compared to 2024

Tour Guides **24** ↘ 20%  
Compared to 2024

Private Accommodation Facilities<sup>2</sup> **20** ↗ 233%  
Compared to 2024

### Jobs

Direct Jobs in Tourism Sector **12.1K** Employees  
↗ 16% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.  
(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.  
RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.  
P.P.: Percentage Point



## Al Baha Province

### Visits to Al Baha Province

**1,144K** ↗ 1%  
Compared to 2024

Inbound as a  
Main Destination **6K**

Inbound as a  
Secondary Destination<sup>1</sup> **5K**

By Domestic  
Overnight Visitors **1,133K**

### Tourism Spending in Al Baha Province

**₹ 955Mn** ↘ 17%  
Compared to 2024

Inbound Overnight  
Visitors in Main Dest. **₹ 37Mn**

Inbound Overnight  
Visitors in Secondary Dest. **₹ 1Mn**

Domestic  
Overnight Visitors **₹ 917Mn**

### Hospitality Performance

Number of Rooms  
in Licensed Hospitality Facilities  
**2.8K** ↗ 36%  
Compared to 2024

Occupancy Rate  
**36%** ↘ 1p.p.  
Compared to 2024

ADR  
**₹ 216** ↘ 6%  
Compared to 2024

RevPAR  
**₹ 78** ↘ 8%  
Compared to 2024

### Licenses

Accommodation Facilities  
**88** ↗ 49% Compared to 2024

Travel Agencies & DMCs  
**20** ↗ 5% Compared to 2024

Tour Guides  
**21** ↘ 9% Compared to 2024

Private Accommodation Facilities<sup>2</sup>  
**393** ↗ 397% Compared to 2024

### Jobs

Direct Jobs in Tourism Sector  
**6.9K** Employees  
↘ 1% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.  
(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.  
RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.  
P.P.: Percentage Point



## Al Jouf Province

### Visits to Al Jouf Province

**2,063K** ↗ 38%  
Compared to 2024

Inbound as a Main Destination **458K**

Inbound as a Secondary Destination<sup>1</sup> **2K**

By Domestic Overnight Visitors **1,603K**

### Tourism Spending in Al Jouf Province

**ﷲ 3,346Mn** ↗ 43%  
Compared to 2024

Inbound Overnight Visitors in Main Dest. **ﷲ 1,277Mn**

Inbound Overnight Visitors in Secondary Dest. **ﷲ 0Mn**

Domestic Overnight Visitors **ﷲ 2,069Mn**

### Hospitality Performance

Number of Rooms  
in Licensed Hospitality Facilities

**2.2K** ↗ 19%  
Compared to 2024

Occupancy Rate

**43%** ↗ 4p.p.  
Compared to 2024

ADR

**ﷲ 163** ↗ 3%  
Compared to 2024

RevPAR

**ﷲ 70** ↗ 14%  
Compared to 2024

### Licenses

Accommodation Facilities  
**65** ↗ 18% Compared to 2024

Travel Agencies & DMCs  
**48** ↗ 45% Compared to 2024

Tour Guides  
**18** ↗ 20% Compared to 2024

Private Accommodation Facilities<sup>2</sup>  
**67** ↗ 347% Compared to 2024

### Jobs

Direct Jobs in Tourism Sector  
**8.5K** Employees

↗ 6% Compared to 2024

(1) These visits refer to overnight visits made within a destination by visitors whose main destination was outside that destination. Therefore, these visits are not included in the total number of overnight visitors at the national level.

(2) Private Accommodation Facilities: An independent furnished real estate unit owned by an individual and licensed by the Ministry that provides accommodation service for a tourist in return for a fee.

ADR: Average Daily Rate excluding VAT and Municipal Services Fees.

RevPAR: Revenue Per Available Room excluding VAT and Municipal Services Fees.

PP: Percentage Point

# Definitions



Tabuk Province

# Tourism Definitions

## 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.

## Tourist (Overnight Visitor)

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

## 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.

## 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.

## Inbound Tourism

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

## 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.

## 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.

## 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.

\*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.

# Hospitality Definitions

## Licensed Facilities

Tourism hospitality facilities carrying active licenses until the end of 2025.

## Room Keys

A room is the unit formed by one room or groups of rooms which are rented by guests as a whole (and constituting an indivisible rental). Rooms may be single, double or multiple, depending on whether they are equipped permanently to accommodate one, two or several people. An apartment/hotel villas is a special type of room. It should be counted as one unit/room irrespective of the number of rooms (one or more) it consists of.

## Hotels

Include hotels, hotel villas, boutique hotels, recovery hotels, heritage hotels, resorts and hotel apartments.

## Apartments & Others

Include serviced apartments, hostels, camps, chalets and others.

## Occupancy Rate (%)

The percentage of available rooms that were sold during the reference period. Occupancy is calculated by dividing the number of rooms sold by rooms available. It measures how much of a facility is being utilized or rented out compared to its total capacity.

## Average Daily Rate (ADR) (ﷲ)

A measure of the average rate paid for rooms sold in Saudi Riyals (Excluding VAT and Municipal Services Fees), calculated by dividing room revenue by rooms sold.

## Revenue Per Available Room (RevPAR) (ﷲ)

Total room revenue divided by the total number of available rooms (Excluding VAT and Municipal Services Fees). It measures the revenue-generating efficiency of a given room.

# Economic Definitions

## Tourism Satellite Account (TSA)

TSA is a statistical framework that measures the Direct economic contribution of tourism to an economy. It integrates tourism data with national accounts to show tourism's Direct impact on GDP, employment, investment, and consumption in a way that is comparable with other industries.

## Tourism Direct Contribution to Non-Oil (GVA) (Including Gov.)

This indicator refers to Tourism direct gross value added (TDGVA), the part of gross value added generated by tourism industries and other industries of the economy that directly serve visitors in response to internal tourism consumption.

## Tourism Direct Contribution to GDP

Tourism direct gross domestic product (TDGDP) is the sum of the part of gross value added (at basic prices) generated by all industries in response to internal tourism consumption plus the amount of net taxes on products and imports included within the value of this expenditure at purchasers' prices.

## Tourism Gross Fixed Capital Formation (TGFCF)

Gross fixed capital formation as the total value of a producer's acquisitions, less disposals, of fixed assets during the accounting period plus certain additions to the value of non-produced assets realized by the productive activity of institutional units. As per the TSA:RMF 2008, tourism gross fixed capital formation comprises three categories: (a) Tourism-specific fixed assets; (b) Investment by the tourism industries in non-tourism-specific fixed assets; and (c) Tourism-related infrastructure (not included in the recommended TSA-table 8).

# Economic Definitions

## Tourism Share of Non-Oil Exports

The percentage that Travel Exports/Credits represent of non-oil exports, which are total exports minus exports of goods classified under Chapter 27 of the Harmonized System (HS): mineral fuels, mineral oils and products of their distillation, bituminous substances, and mineral waxes.

## Travel Imports (Outbound Overnight Visitors Tourism Spending)

Travel Imports/Debits cover goods and services for own use or to give away acquired from other economies by residents during visits to these other economies.

## Share of Direct Tourism Employment to Economy Employment without Domestic Labor

The percentage that direct tourism employment represents of total employment in the national economy, excluding domestic labor.

## Travel Exports (Inbound Overnight Visitor Tourism Spending)

Travel Exports/Credits cover goods and services for own use or to give away acquired from an economy by nonresidents during visits to that economy.

## Share of Direct Tourism Employment to Economy Employment with Domestic Labor

The percentage that direct tourism employment represents of total employment in the national economy, including domestic labor.

## Share of Direct Tourism Employment to Private Sector Employment

The percentage that direct tourism employment represents of employment in the private sector, which includes individuals, institutions, and private companies, as well as those belonging to the common and public sectors, including government institutions with independent budgets.

## Partners in Success

The Ministry of Tourism extends its sincere appreciation and gratitude to its partners for their continuous support and collaboration in the production of tourism statistics through data sharing and their valuable contributions, which have helped enhance the quality of tourism statistical outputs.

وزارة الحج والعمرة  
MINISTRY OF HAJJ & UMRAH



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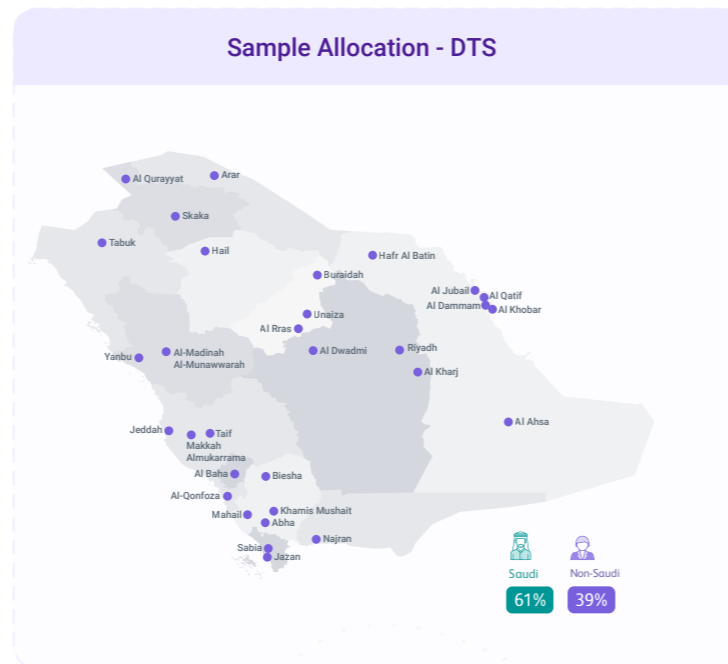
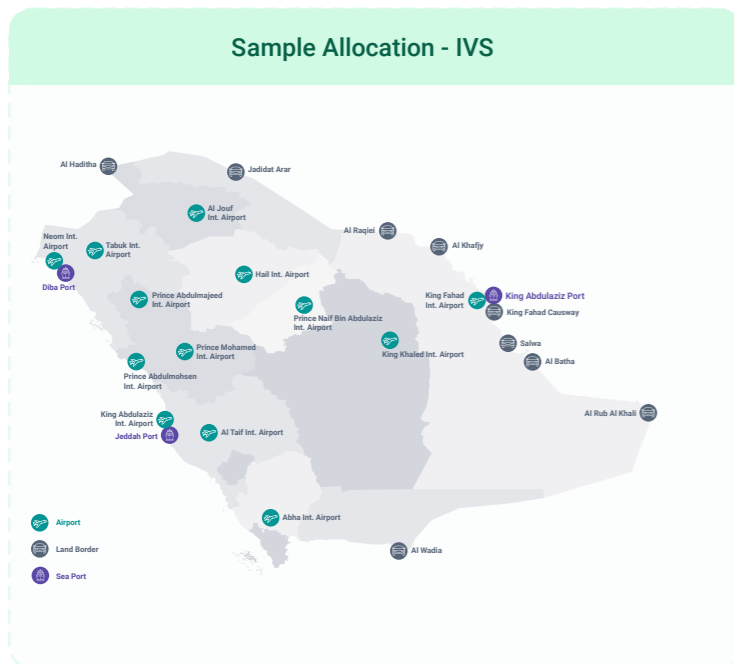
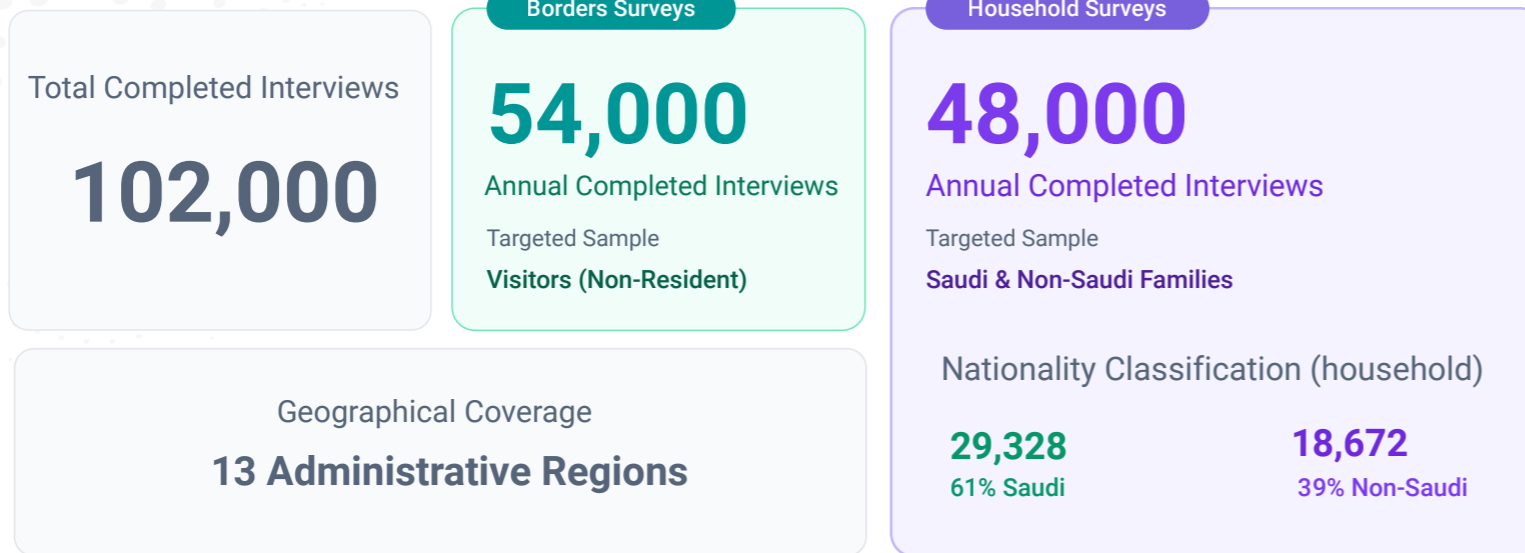


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# Tourism Demand Surveys Methodology



**Data Sources**



The Ministry of Tourism 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 spending. We have developed a tourism demand statistics program that includes the International Visitor Survey (IVS), Domestic Tourism Survey (DTS), and auxiliary data sources

International Visitors Survey (IVS) is conducted on a monthly basis as part of an ongoing border survey program, also known as the "International Visitors 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.

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 Administrative Regions of the Kingdom of Saudi Arabia. Data from the DTS is weighted using demographic benchmarks derived from the most recent population estimates published by the General Authority for Statistics (GASTAT).

## Notes & Limitations

### Notes

<b>Secondary Destination</b>	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.
<b>Hospitality Sector Performance</b>	A decline in hospitality sector performance indicators, such as Average Daily Rate (ADR), and Revenue Per Available Room (RevPAR), should not be interpreted as a decline in demand alone; these indicators may fall even as demand grows, as a result of supply expanding at a faster pace, driven by the entry of new investors and the addition of new hospitality assets to the market.
<b>Inbound Tourism Spending vs Travel Exports/Credits from the Travel Account in the Balance of Payments</b>	<p>Reasons for the difference between total Inbound Tourism Spending published by the Ministry of Tourism (SAR176.6Bn) and Travel Exports/Credits reported in the Saudi Central Bank (SAMA) Travel Account in the Balance of Payments (SAR159.9Bn) in 2025 is attributed to the fact that the Ministry of Tourism follows the international standards adopted by UN Tourism (IRTS2008) whereas SAMA adopts the international standards adopted by IMF's Balance of Payments Manual (BPM6). The distinction is based on several key factors, including:</p> <ul style="list-style-type: none"> <li>• Differences in the Definition of Tourism Activities: The two perspectives categorize tourism-related activities differently.</li> <li>• Variations in Expenditure Classification: The criteria for classifying spending differ, such as tourist spending on specific goods and services like government fees, telecommunications and insurance.</li> <li>• Scope of Data Coverage: Certain tourist categories are included within tourism statistics but not accounted for in travel-related data, such as citizens residing abroad.</li> </ul> <p>Both approaches are valid within their respective frameworks, each serving distinct analytical objectives.</p>

### Limitations

<b>National Tourism Monitoring Platform (NTMP)</b>	NTMP is the main source of data for the sector's performance in terms of occupancy rates, Average Daily Rate (ADR), and Revenue Per Available Room (RevPAR). The content of this report is based on the data available at the time of its preparation and is subject to retroactive changes and updates. The sector's performance data is updated daily to ensure accuracy and timeliness. Licensed tourism hospitality facilities across Saudi Arabia are committed to providing real-time data updates through direct integration with the National Tourism Monitoring Platform.
<b>Tourism Activities Licensing Portal</b>	The data presented in this report is sourced directly from official records maintained by the Ministry of Tourism through the Tourism Activities Licensing Portal. These records include licenses issued to tourism hospitality facilities in Saudi Arabia. The data is regularly updated to reflect changes in the licensing status of these facilities.

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## Contact

The Ministry of Tourism is committed to providing users with the best experience for accessing statistical data with ease and convenience.

Please scan or click the QR code below.

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