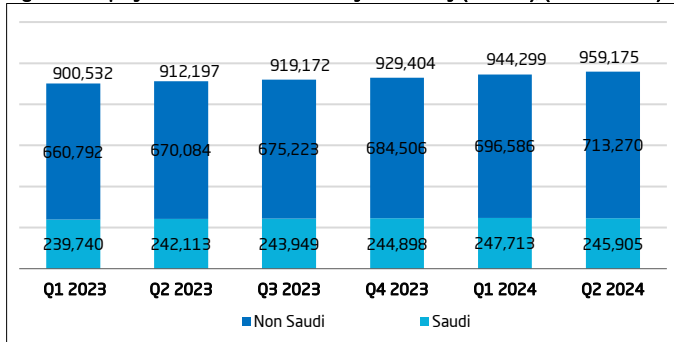


Number of employees in tourism activities exceeds 950 thousand employees during Q2 of 2024

The total number of employees in tourism activities was 959,175 employees, an increase of 5.1% compared to the same quarter of 2023 which was 912,197. Moreover, the number of Saudi employees reached 245,905 employees, with a participation rate of 25.6%. While the number of non-Saudi employees recorded 713,270 employee, with a participation rate of 74.4% out of the total employees in tourism activities as shown in (Figure 1). On the other hand, the number of male employees in tourism activities was 831,076 employees, with a participation rate equivalent to 86.6%. While the number of female employees working in tourism activities reached 128,099 employees, with a participation rate of 13.4% out of the total number of employees in tourism activities during Q2 of 2024.

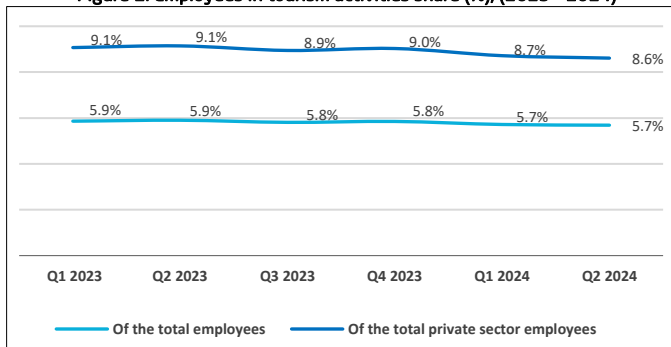
Figure 1. Employees in tourism activities by nationality (number), (2023 - 2024)



Employees in tourism activities contribute 8.6% of total employees in the private sector during Q2 of 2024

The percentage of employees in tourism activities reached 5.7% of the total number of employees in the economy during Q2 of 2024, a decrease of 0.2 percentage points compared to the same quarter of 2023 which was 5.9%. Furthermore, the percentage of employees in tourism activities reached 8.6% of the total number of employees in the private sector, a decrease of 0.5 percentage points compared to Q2 of 2023 which was 9.1%. (Figure 2)

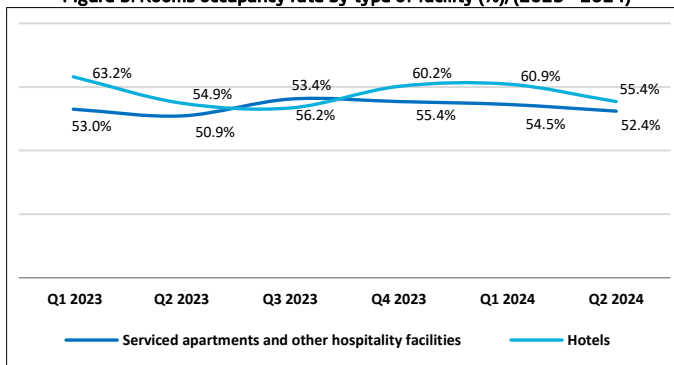
Figure 2. Employees in tourism activities share (%), (2023 - 2024)



Rooms occupancy rate in serviced apartments and other hospitality facilities increases by 1.5 percentage points during Q2 of 2024

The rooms occupancy rate of hotels reached 55.4% during Q2 of 2024, an increase of 0.5 percentage points compared to Q2 of 2023 which was 54.9%. On the other hand, the room occupancy rate of serviced apartments and other hospitality facilities amounted to 52.4% during Q2 of 2024, an increase of 1.5 percentage points compared to Q2 of 2023 which was 50.9%. (Figure 3)

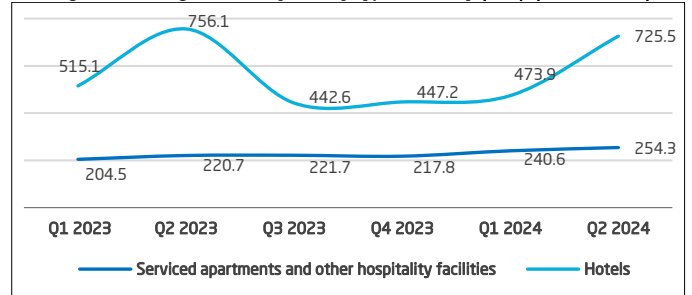
Figure 3. Rooms occupancy rate by type of facility (%), (2023 - 2024)



Average room daily rate in serviced apartments and other hospitality facilities increases by almost 15% during Q2 of 2024

The average room daily rate in hotels reached approximately 725.5 SAR during Q2 of 2024, a slight decrease of 0.4% compared to Q2 of 2023 which was 756.1 SAR. On the other hand, the average room daily rate of serviced apartments and other hospitality facilities amounted to 254.3 SAR during Q2 of 2024, an increase of 15.2%, compared to Q2 of 2023 which was 220.7 SAR. (Figure 4)

Figure 4. Average room daily rate by type of facility (SAR), (2023 - 2024)



Average guest length of stay in hotels increases by almost 18% during Q2 of 2024

The average guest length of stay in hotels reached approximately 5.2 nights during Q2 of 2024, an increase of 17.6% compared to Q2 of 2023 which was 4.4 nights. On the other hand, the average guest length of stay in serviced apartments and other hospitality facilities recorded 2.1 nights during Q2 of 2024, a decrease of 10.9% compared to Q2 of 2023 which was 2.4 nights. (Figure 5)

Figure 5. Average length of stay by type of facility (night), (2023 - 2024)

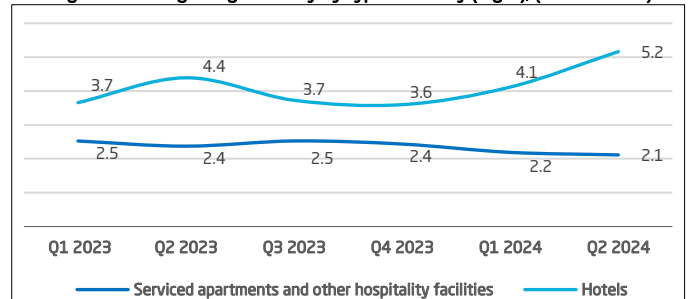


Table 1: Key indicators of tourism sector in the kingdom

Indicators	Unit	Q2, 2023	Q2, 2024
Total employees in tourism activities	Employee	912,197	959,175
Share of tourism activities employees out of the total employees in private sector	%	9.1	8.6
Rooms occupancy rate of serviced apartments and other hospitality facilities	%	50.9	52.4
Rooms occupancy rate of hotels	%	54.9	55.4

Table

Methodology and quality report

The tourism establishments statistics data for Q2 of 2024 are based on several sources to provide comprehensive information about tourism activities in the Kingdom of Saudi Arabia. These sources include data from administrative records, statistical surveys, and secondary data, as follows:

- Employees data as administrative records from the Ministry of Human Resources and Social Development, in addition to preliminary estimates from the Tourism Establishments Survey, have been compared with register-based labor market statistics data for the target reference period to calculate the percentages of contribution to the total number of employees. The number of employees in tourism activities also refers to the number of employees in tourism economic activities according to the National Classification of Economic Activities (ISIC4) approved by the United Nations Tourism Organization.
- Data on performance indicators for tourism hospitality facilities as administrative records from the Ministry of Tourism.

For more details, you can refer to [Methodology and quality report](#).