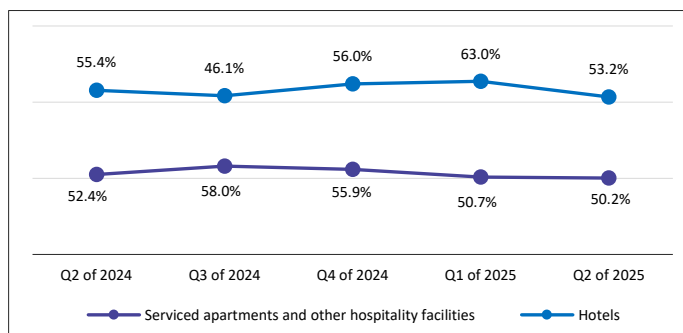


Hotel room occupancy rate exceeds 53% in Q2 of 2025

The room occupancy rate in hotels during Q2 of 2025 reached approximately 53.2%, recording a decrease of 2.2 percentage points compared to the same quarter of 2024, when the rate was 55.4%. Moreover, the room occupancy rate in serviced apartments and other hospitality facilities reached 50.2% in Q2 of 2025, compared to 52.4% during the same period in 2024, marking a decrease of 2.2 percentage points since the number of licensed tourist hospitality facilities witnessed an increase by the end of the second quarter of 2025 (Figure 1).

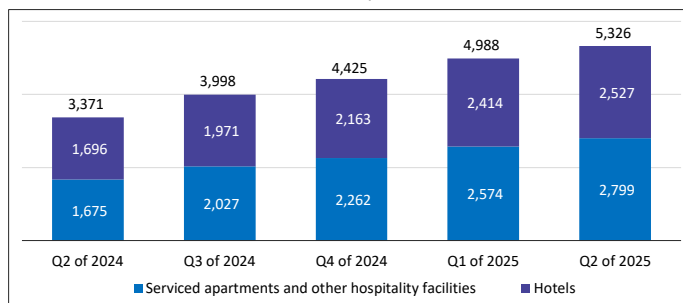
Figure 1. Room occupancy rate by facility type (%) (2024-2025)



Licensed tourism hospitality facilities

The total number of licensed tourism hospitality facilities in the Kingdom of Saudi Arabia reached 5,326 during the second quarter of 2025, reflecting a 58% increase compared to the same quarter of 2024, when the number stood at 3,371. Serviced apartments and other hospitality facilities accounted for 52.6% of the total, with 2,799 facilities, while hotels numbered 2,527, representing 47.4% of the total licensed tourism hospitality facilities during the same period (Figure 2).

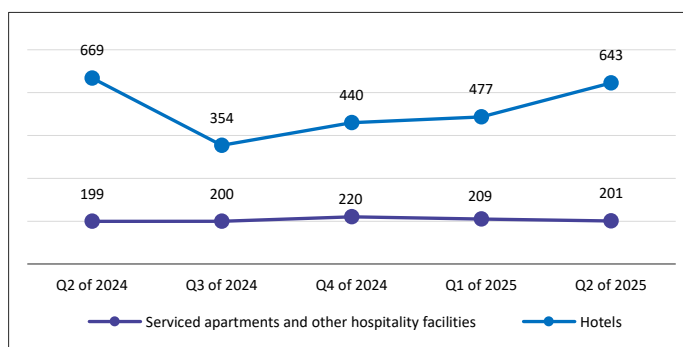
Figure 2. Number of licensed tourist hospitality facilities by facility date (2024-2025)



Average daily room rate in licensed tourism hospitality facilities

The average daily room rate in hotels during Q2 of 2025 reached approximately SAR 643, recording a decrease of 3.9% compared to the same quarter of 2024, when the average rate was SAR 669. Meanwhile, the average daily room rate in serviced apartments and other hospitality facilities reached SAR 201 during the same period, marking an increase of 1% compared to the same quarter of 2024, when the average was SAR 199. (Figure 3).

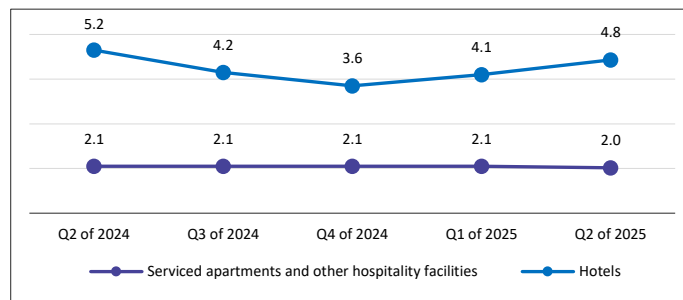
Figure 3. Average daily room rate by facility type (SAR) (2024-2025)



Average length of stay in licensed tourism hospitality facilities

The average length of stay for guests in hotels reached approximately 4.8 nights during Q2 of 2025, recording a decrease of 7.7% compared to the same quarter of 2024, when the average stay was 5.2 nights. Furthermore, the average length of stay in serviced apartments and other hospitality facilities reached around 2.0 nights during the same period, marking a decrease of 4.8% compared to the corresponding quarter of 2024, when the average was 2.1 nights (Figure 4).

Figure 4. Average length of stay by facility type (nights) (2024-2025)



Employees in tourism activities

The total number of employees in tourism activities reached approximately 997,357 during Q2 of 2025, recording a 4% increase compared to the same quarter of 2024, when the number stood at 959,175. Saudi employees accounted for 247,600, representing 24.8% of the total, while non-Saudis numbered 749,757 representing 75.2%. By gender distribution, male employees in tourism activities totaled 865,626 employees (86.8% of the total), whereas female employees reached 131,731, representing a 13.2% share during the same period (Figure 5).

Figure 5. Number of employees in tourism activities by nationality (2024-2025)

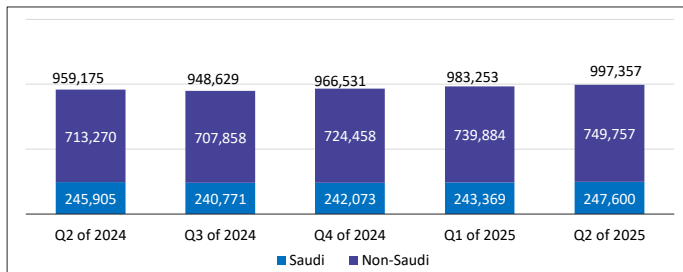


Table 1: Key indicators of the tourism sector in the kingdom

Indicators	Unit	Q2, 2024	Q2, 2025
Room occupancy rate in serviced apartments and other hospitality facilities	Percentage	52.4	50.2
Room occupancy rate in hotels	Percentage	55.4	53.2
Total Number of licensed tourist hospitality facilities	Number	3,371	5,326
Total number of employees in tourism activities	Number	959,175	997,357

Methodology and Quality

The data for the tourism establishments statistics for Q2 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](#).