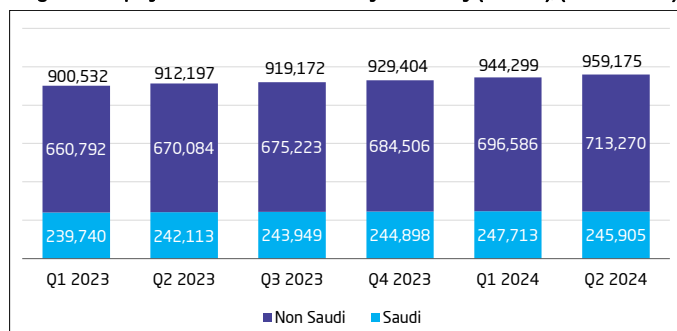


Number of employees in tourism activities exceeds 959 thousand employees during Q2 of 2024

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.

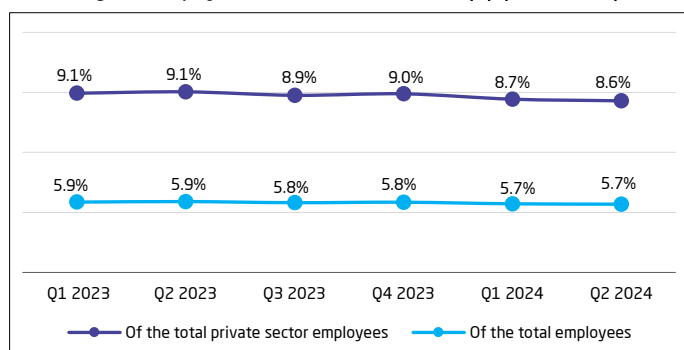
Figure 1. Employees in tourism activities by nationality (number), (2023 - 2024)



Contribution of employees in tourism activities

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).

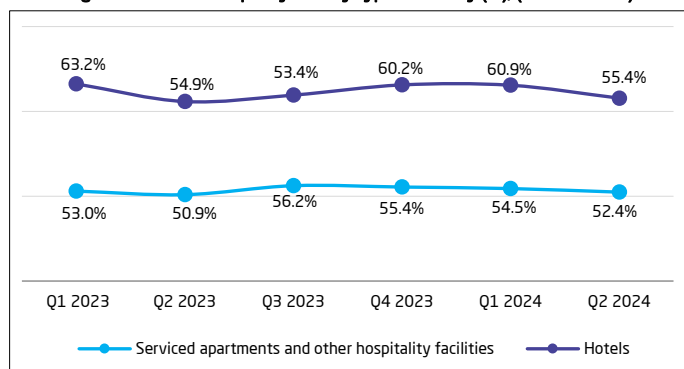
Figure 2. Employees in tourism activities share (%), (2023 - 2024)



Room occupancy rate in tourist hospitality facilities

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).

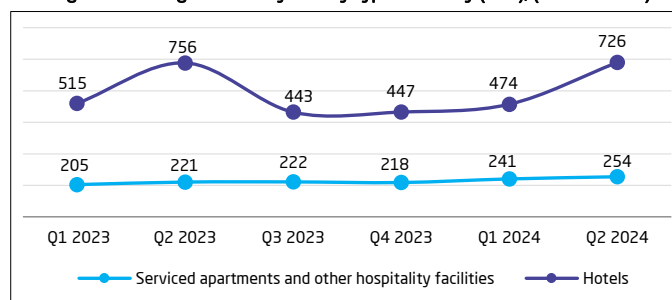
Figure 3. Rooms occupancy rate by type of facility (%), (2023 - 2024)



Average daily rate for a room in tourist hospitality facilities

The average daily room rate in hotels reached approximately 726 SAR during Q2 of 2024, a slight decrease of 0.4% compared to Q2 of 2023 which was 756 SAR. On the other hand, the average room daily rate of serviced apartments and other hospitality facilities amounted to 254 SAR during Q2 of 2024, an increase of 15.2%, compared to Q2 of 2023 which was 221 SAR. (Figure 4).

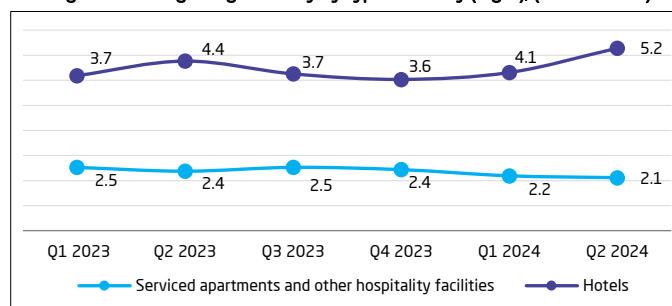
Figure 4. Average room daily rate by type of facility (SAR), (2023 - 2024)



Average length of stay for guests in tourist hospitality facilities

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)



Key indicators of tourism sector in the kingdom

Indicators	Unit	Q2 of 2023	Q2 of 2024
Total employees in tourism activities	Number	912,197	959,175
Female employees as a percentage of the total employees in tourism activities	Percentage	13.2	13.4
Share of tourism activities employees out of the total employees in private sector	Percentage	9.1	8.6
Contribution of employees in tourism activities to the total employees in the economy.	Percentage	5.9	5.7
Rooms occupancy rate of serviced apartments and other hospitality facilities	Percentage	50.9	52.4
Rooms occupancy rate of hotels	Percentage	54.9	55.4

Methodology and Quality

The data for the tourism establishments statistics for Q2 of 2024 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](#), Table