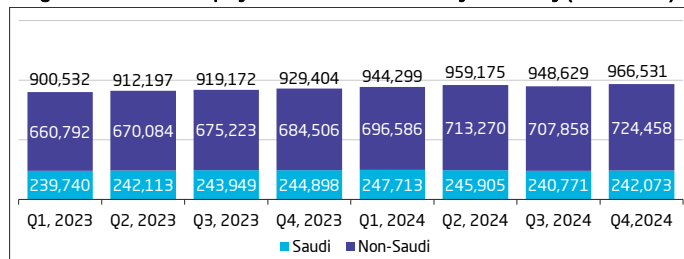


Number of employees in tourism activities exceeds 966 thousand during Q4 of 2024

The total number of employees in tourism activities reached 966,531 during Q4 of 2024, reflecting an increase of 4% compared to the corresponding quarter of 2023, which was 929,404. The number of Saudi employees reached 242,073, with a participation rate of 25%. Meanwhile, the number of non-Saudi employees reached 724,458, representing a participation rate of 75% of the total employees in tourism activities (Figure1). On the other hand, the number of male employees in tourism activities reached 837,972, with a participation rate of 86.7%, while the number of female employees in tourism activities reached 128,559, with a participation rate of 13.3% of the total employees in tourism activities during Q4 of 2024.

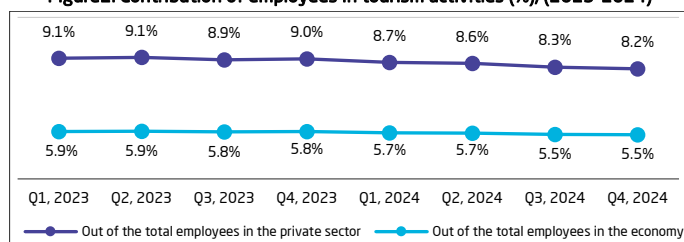
Figure1. Number of employees in tourism activities by nationality (2023-2024)



Contribution of employees in tourism activities

The percentage of employees in tourism activities reached 5.5% of the total employees in the economy during Q4 of 2024, marking a decrease of 0.3 percentage points compared to the corresponding quarter of 2023, which was 5.8%. The percentage of employees in tourism activities reached 8.2% of the total employees in the private sector, marking a decrease of 0.8 percentage points compared to the corresponding quarter of 2023, which was 9% (Figure2).

Figure2. Contribution of employees in tourism activities (%), (2023-2024)



Room occupancy rate in tourist hospitality facilities

The hotel room occupancy rate was approximately 56% during Q4 of 2024, marking a decrease of 4.3 percentage points compared to Q4 of 2023, which was 60.2% due to the high number of licensed hotels (see Table 1). On the other hand, the room occupancy rate in serviced apartments and other hospitality facilities was 55.9% during Q4 of 2024, reflecting an increase of 0.5 percentage points compared to the rate in the corresponding quarter of 2023, which was 55.4% (Figure3). Moreover, number of licensed tourism hospitality facilities increased by the end of the fourth quarter of 2024, reaching 4,425 hospitality facilities, including 2,163 hotels, 2,262 serviced apartments, and other hospitality facilities (see Table 1).

Figure3. Room occupancy rate by facility type (%), (2023-2024)

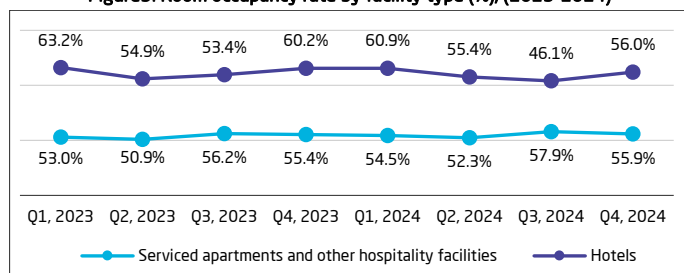


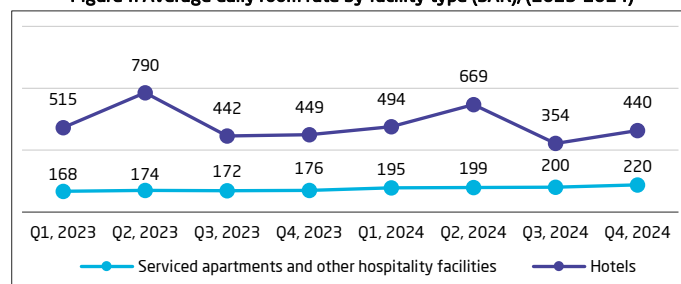
Table 1: Number of licensed tourist hospitality facilities

Indicators	Unit	Q4 of 2023	Q1 of 2024	Q2 of 2024	Q3 of 2024	Q4 of 2024
Hotels	Number	1,161	1,441	1,696	1,971	2,163
Serviced Apartments and Other Hospitality Facilities	Number	1,182	2,361	1,675	2,027	2,262
Total	Number	2,343	2,802	3,371	3,998	4,425

Average daily room rate in tourist hospitality facilities

The average daily room rate in hotels was approximately SAR 440 during Q4 of 2024, reflecting an increase of 2.1% compared to the corresponding quarter of 2023, which was SAR 449 due to the high number of licensed hotels (see Table 1). On the other hand, the average daily room rate in serviced apartments and other hospitality facilities was approximately SAR 220 during the same quarter, reflecting an increase of 25.1% compared to Q4 of 2023, which was SAR 176 (Figure4).

Figure4. Average daily room rate by facility type (SAR), (2023-2024)



Average length of stay for guests in tourist hospitality facilities

The average length of stay for guests in hotels was approximately 3.6 nights during Q4 of 2024, which is the same average as in the corresponding quarter of 2023. On the other hand, the average length of stay for guests in serviced apartments and other hospitality facilities was approximately 2.1 nights during the same quarter, reflecting a decrease of 12.1% compared to the corresponding quarter of 2023, which was 2.4 nights (Figure5).

Figure5. Average length of stay by facility type (nights), (2023-2024)

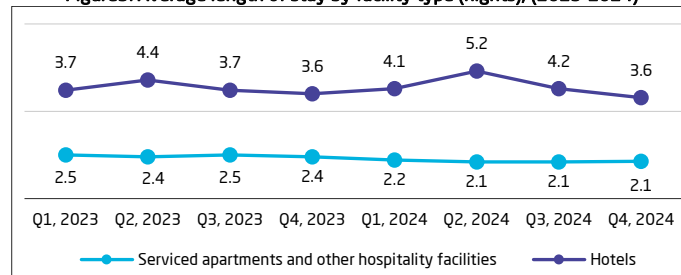


Table 2: Key indicators of the tourism sector in the Kingdom

Indicators	Unit	Q4 of 2023	Q4 of 2024
Total number of employees in tourism activities	Number	929,404	966,531
Number of female employees out of total employees in tourism activities	Percentage	13.3	13.3
Contribution of employees in tourism activities out of total employees in the private sector	Percentage	9	8.2
Contribution of employees in tourism activities to the total number of employees in the government* and private sectors, excluding domestic workers	Percentage	7.7	7.1
Contribution of employees in tourism activities out of total employees in the economy	Percentage	5.8	5.5
Room occupancy rate in serviced apartments and other hospitality facilities	Percentage	55.4	55.9
Room occupancy rate in hotels	Percentage	60.2	56

*Includes government employees in the public sector.

Methodology and Quality

The data for the tourism establishments statistics for Q4 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](#)