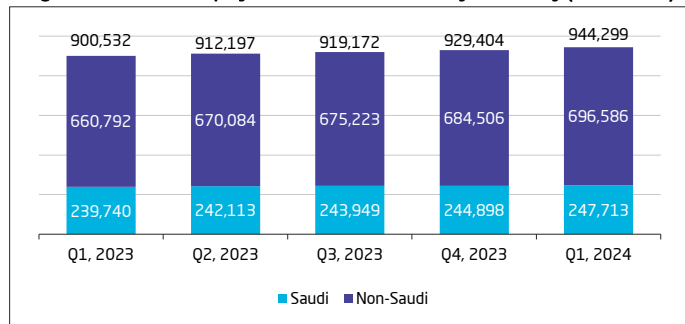


Number of employees in tourism activities exceeds 944 thousand during Q1 of 2024

The total number of Employees in tourism activities reached 944,299 during Q1 of 2024, reflecting an increase of 4.9% compared to the corresponding quarter of 2023 (which was 900,532 Employees). The number of Saudi employees reached 247,713, with a participation rate of 26.2% of the total. Meanwhile, the number of non-Saudi Employees reached 696,586, representing a participation rate of 73.8% of the total Employees in tourism activities (Figure1). On the other hand, the number of male employees in tourism activities reached 817,410, with a participation rate of 86.6% of the total, while the number of female employees in tourism activities reached 126,889, with a participation rate of 13.4% of the total employees in tourism activities during Q1 of 2024 (Figure1).

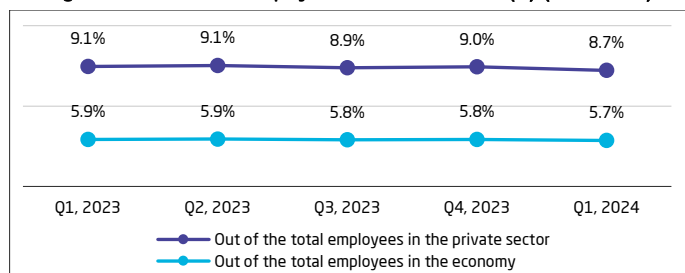
Figure1. Number of employees in tourism activities by nationality (2023-2024)



Contribution of employees in tourism activities

The percentage of Employees in tourism activities reached 5.7% of the total Employees in the economy during Q1 of 2024, marking a decrease of 0.2 percentage points compared to the corresponding quarter of 2023 (which was 5.9%). The percentage of Employees in tourism activities reached 8.7% of the total Employees in the private sector during Q1 of 2024, marking a decrease of 0.4 percentage points compared to the corresponding quarter of 2023 (which was 9.1%). (Figure2).

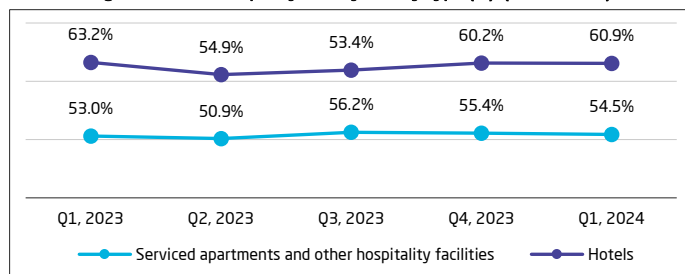
Figure2. Contribution of employees in tourism activities (%), (2023-2024)



Room occupancy rate in tourist hospitality facilities

The hotel room occupancy rate was approximately 60.9% during Q1 of 2024, marking a decrease of 2.3 percentage points compared to Q1 of 2023 (which was 63.2%). On the other hand, the room occupancy rate in serviced apartments and other hospitality facilities was 54.5% during Q1 of 2024, reflecting an increase of 1.5 percentage points compared to the rate in the corresponding quarter of 2023 (53.0%) (Figure3).

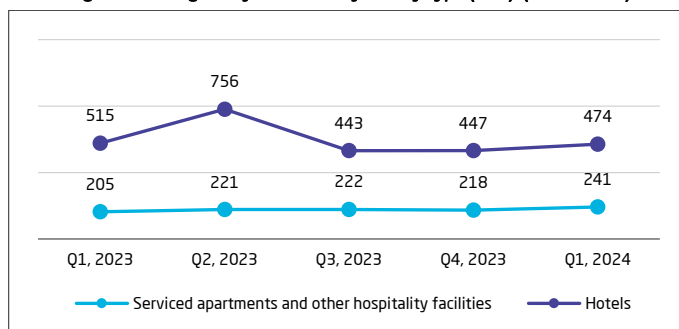
Figure3. Room occupancy rate by facility type (%), (2023-2024)



Average daily rate for a room in tourist hospitality facilities

The average daily room rate in hotels was approximately 474 SAR during Q1 of 2024, reflecting a decrease of 8.0% compared to the corresponding quarter of 2023 (which was 515 SAR). On the other hand, the average daily room rate in serviced apartments and other hospitality facilities was approximately 241 SAR during the same quarter, reflecting an increase of 17.6% compared to Q1 of 2023 (which was 205 SAR) (Figure4).

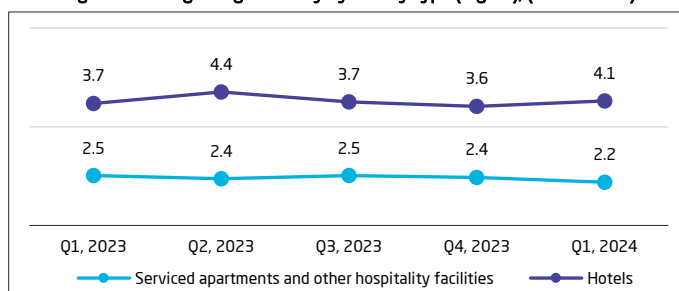
Figure4. Average daily room rate by facility type (SAR), (2023-2024)



Average length of stay for guests in tourist hospitality facilities

The average length of stay for guests in hotels was approximately 4.1 nights during Q1 of 2024, reflecting an increase of 12.6% compared to the corresponding quarter of 2023 (3.7 nights). On the other hand, the average length of stay for guests in serviced apartments and other hospitality facilities was approximately 2.2 nights during the same quarter, reflecting a decrease of 13.3% compared to Q1 of 2023 (2.5 nights) (Figure5).

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



Key indicators of the tourism sector in the Kingdom

Indicators	Unit	Q1 of 2023	Q1 of 2024
Total number of employees in tourism activities	Number	900532	944,299
Female employees as a percentage of the total employees in tourism activities	Percentage	13.1	13.4
Contribution of employees in tourism activities to the total employees in the private sector.	Percentage	9.1	8.7
Contribution of employees in tourism activities to the total employees in the economy.	Percentage	5.9	5.7
Room occupancy rate in serviced apartments and other hospitality facilities	Percentage	53.0	54.5
Room occupancy rate in hotels	Percentage	63.2	60.9

Methodology and Quality

The data for the tourism establishments statistics for Q1 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