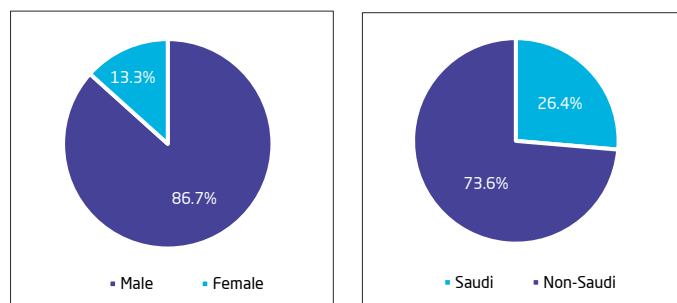


Number of employees in tourism activities exceeds 929 thousand during Q4 of 2023

The total number of employees in tourism activities reached 929,404 during Q4 of 2023. The number of Saudi employees reached 244,898, with a participation rate of 26.4%. Meanwhile, the number of non-Saudi employees reached 684,506, with a participation rate of 73.6% of the total employees in tourism activities. On the other hand, the number of male employees in tourism activities reached 805,368, with a participation rate of 86.7% of the total, while the number of female employees in tourism activities was 124,036, with a participation rate of 13.3% of the total employees in tourism activities during Q4 of 2023 (Figure1).

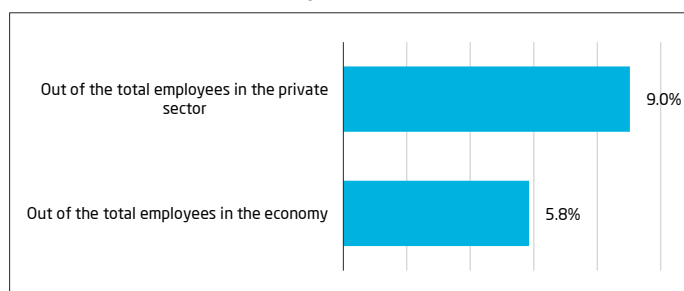
Figure1. Percentage of employees in tourism activities by sex and nationality
Q4 of 2023



Contribution of employees in tourism activities

The percentage of employees in tourism activities was 5.8% of the total employees in the economy during Q4 of 2023. The percentage of employees in tourism activities was 9.0% of the total employees in the private sector. (Figure2).

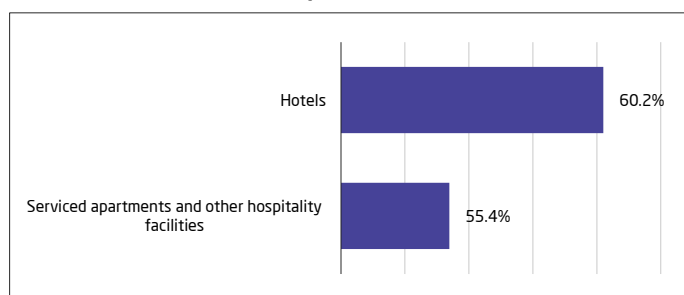
Figure2. Contribution of employees in tourism activities (%)
Q4 of 2023



Room occupancy rate in tourist hospitality facilities

The hotel room occupancy rate was approximately 60.2% during Q4 of 2023. On the other hand, the room occupancy rate in serviced apartments and other hospitality facilities was 55.4% during Q4 of 2023. (Figure3).

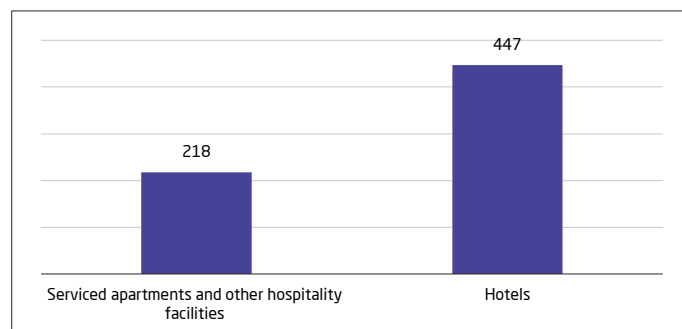
Figure3. Room occupancy rate by facility type (%)
Q4 of 2023



Average daily rate for a room in tourist hospitality facilities

The average daily room rate in hotels was approximately 447 SAR during Q4 of 2023. On the other hand, the average daily room rate in serviced apartments and other hospitality facilities was approximately 218 SAR during the same quarter. (Figure4).

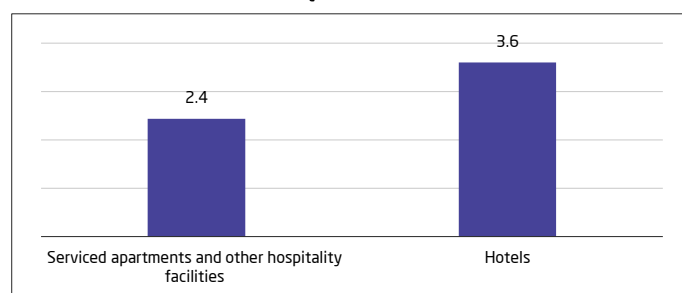
Figure4. Average daily room rate by facility type (SAR)
Q4 of 2023



Average length of stay for guests in tourist hospitality facilities

Average length of stay for guests in hotels was 3.6 nights during Q4 of 2023. On the other hand, the average length of stay for guests in serviced apartments and other hospitality facilities was approximately 2.4 nights during the same quarter. (Figure5).

Figure5. Average length of stay by facility type (night)
Q4 of 2023



Key indicators of the tourism sector in the Kingdom

Indicators	Unit	Q4 of 2023
Total number of employees in tourism activities	Number	929404
Female employees as a percentage of the total employees in tourism activities	Percentage	13.3
Contribution of employees in tourism activities to the total employees in the private sector.	Percentage	9.0
Contribution of employees in tourism activities to the total employees in the economy.	Percentage	5.8
Room occupancy rate in serviced apartments and other hospitality facilities	Percentage	55.4
Room occupancy rate in hotels	Percentage	60.2

Methodology and Quality

The data for the tourism establishments statistics for Q4 of 2023 are 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](#)