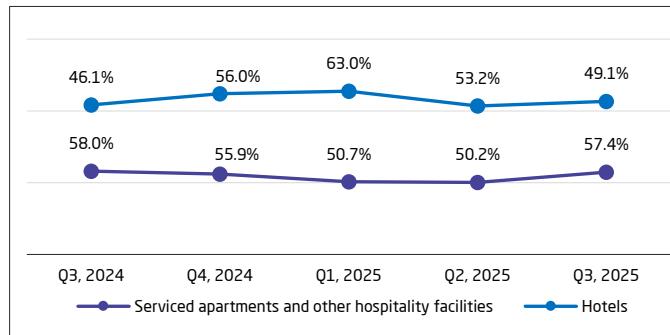


Hotel room occupancy rate exceeds 49% in Q3 of 2025

The room occupancy rate in hotels during Q3 of 2025 reached approximately 49.1% recording an increase of 2.9 percentage points compared to the same quarter of 2024 when the rate was 46.1%. Moreover, the room occupancy rate in serviced apartments and other hospitality facilities reached 57.4% in Q3 of 2025, compared to 58% during the same period in 2024, marking a decrease of 0.5 percentage points (Figure 1).

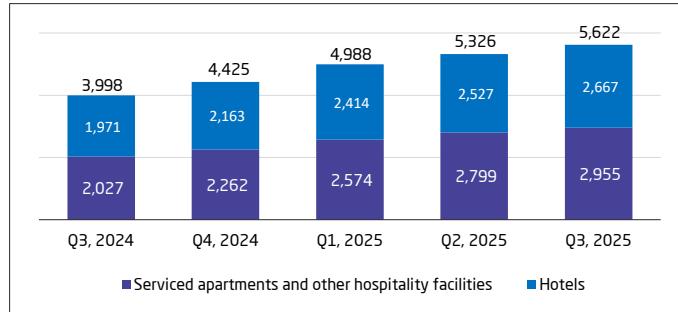
Figure 1. Room occupancy rate by facility type (%) (2024-2025)



Licensed tourism hospitality facilities

The total number of licensed tourism hospitality facilities in the Kingdom of Saudi Arabia reached 5,622 during Q3 of 2025, reflecting a 40.6% increase compared to the same quarter of 2024, when the number stood at 3,998. Serviced apartments and other hospitality facilities accounted for 52.6% of the total, with 2,955 facilities, while hotels numbered 2,667, representing 47.4% of the total licensed tourism hospitality facilities during the same period (Figure 2).

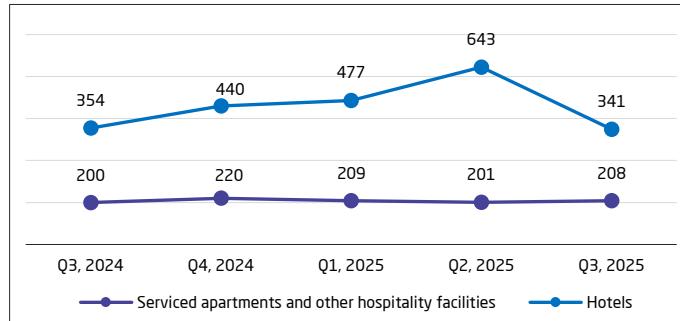
Figure 2. Number of licensed tourist hospitality facilities by facility date (2024-2025)



Average daily room rate in licensed tourism hospitality facilities

The average daily room rate in hotels during Q3 of 2025 reached approximately SAR 341, recording a decrease of 3.6% compared to the same quarter of 2024, when the average rate was SAR 354. Meanwhile, the average daily room rate in serviced apartments and other hospitality facilities reached SAR 208 during the same period, marking an increase of 4.1% compared to the same quarter of 2024, when the average was SAR 200 (Figure 3).

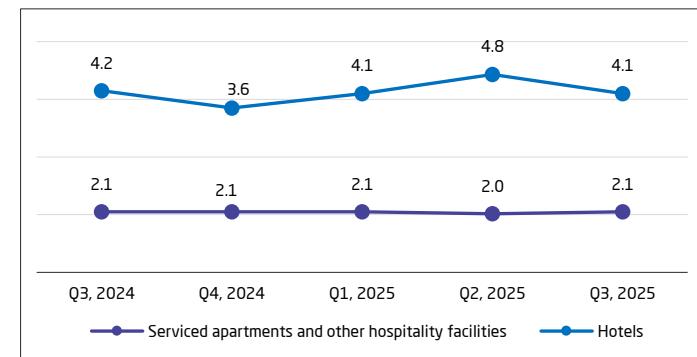
Figure 3. Average daily room rate by facility type (SAR) (2024-2025)



Average length of stay in licensed tourism hospitality facilities

The average length of stay for guests in hotels reached approximately 4.1 nights during Q3 of 2025, recording a decrease of 1% compared to the same quarter of 2024, when the average stay was 4.2 nights. Furthermore, the average length of stay in serviced apartments and other hospitality facilities reached around 2.1 nights during the same period, marking a slight decrease of 0.2% compared to the corresponding quarter of 2024 (Figure 4).

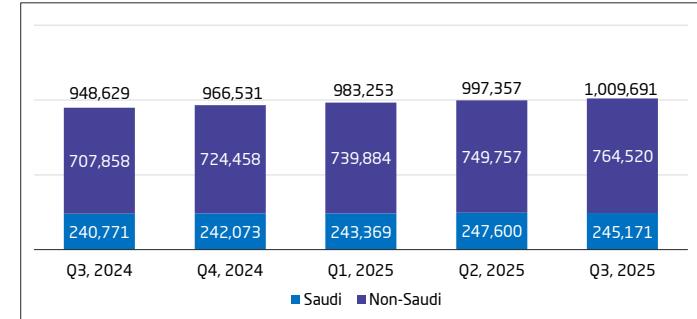
Figure 4. Average length of stay by facility type (night) (2024-2025)



Employees in tourism activities

The total number of employees in tourism activities reached approximately 1,009,691 during Q3 of 2025, recording a 6.4% increase compared to the same quarter of 2024, when the number stood at 948,629. Saudi employees accounted for 245,171, representing 24.3% of the total, while non-Saudis numbered 764,520 representing 75.7%. By gender distribution, male employees in tourism activities totaled 875,658 employees representing 86.7% of the total, whereas female employees reached 134,033, representing a 13.3% share during the same period (Figure 5).

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



Note: The numbers and percentages in the report have been rounded to the nearest tenth, while the change rates were calculated based on the original values before rounding.

Table 1: Key indicators of the tourism sector in Saudi Arabia

Indicators	Unit	Q3, 2024	Q3, 2025
Room occupancy rate in serviced apartments and other hospitality facilities	Percentage	58	57.4
Room occupancy rate in hotels	Percentage	46.1	49.1
Total Number of licensed tourist hospitality facilities	Number	3,998	5,622
Total number of employees in tourism activities	Number	948,629	1,009,691

Source: [Tables](#).

Methodology and quality

The data for the Tourism Establishments Statistics for Q3 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. [Methodology and Quality Report](#).