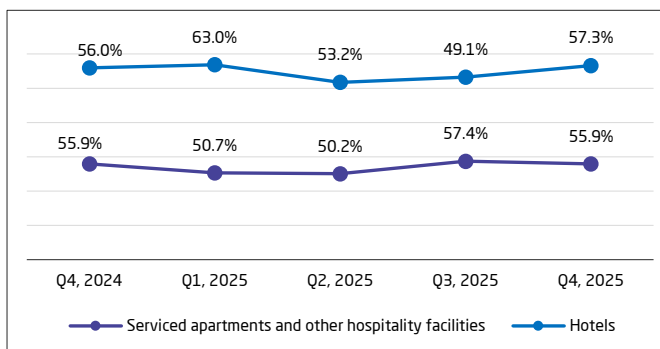


### Hotel room occupancy rate exceeds 57.3% in Q4 of 2025

The room occupancy rate in hotels during Q4 of 2025 reached approximately 57.3% recording an increase of 1.4 percentage points compared to the same quarter of 2024, when the rate was 56.0%. Moreover, the room occupancy rate in serviced apartments and other hospitality facilities reached 55.9% in Q4 of 2025, with no significant change compared to the same period in 2024 (Figure 1).

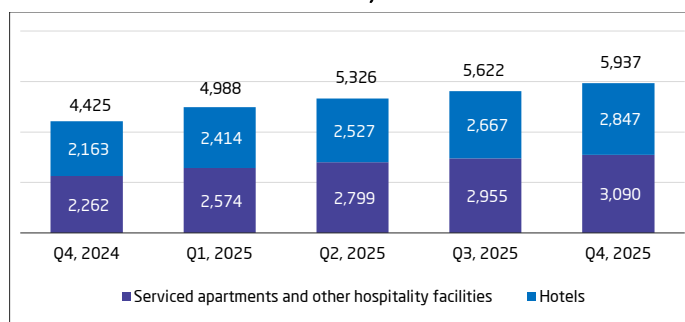
Figure 1. Room occupancy rate by facility type (%) (2024-2025)



### Licensed tourism hospitality facilities

The total number of licensed tourism hospitality facilities in the Kingdom of Saudi Arabia reached (5,937) during Q4 of 2025, reflecting a 34.2% increase compared to the same quarter of 2024, when the number stood at (4,425). Serviced apartments and other hospitality facilities accounted for 52% of the total, with (3,090) facilities, while hotels numbered (2,847), representing 48% of the total licensed tourism hospitality facilities during the same period (Figure 2).

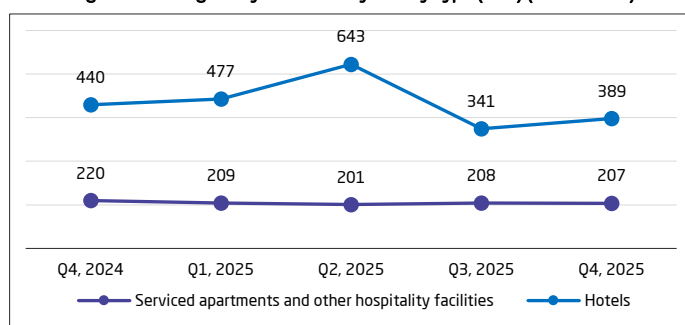
Figure 2. Number of licensed tourist hospitality facilities by facility type (2024-2025)



### Average daily room rate in licensed tourism hospitality facilities

The average daily room rate in hotels during Q4 of 2025 reached approximately SAR 389, recording a decrease of 11.7% compared to the same quarter of 2024, when the average rate was SAR 440. Meanwhile, the average daily room rate in serviced apartments and other hospitality facilities reached SAR 207 during the same period, marking a decrease of 5.7% compared to the same quarter of 2024, when the average was SAR 220 (Figure 3).

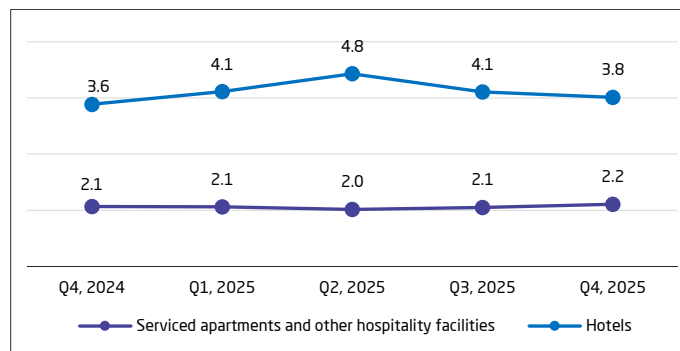
Figure 3. Average daily room rate by facility type (SAR) (2024-2025)



### Average length of stay in licensed tourism hospitality facilities

The average length of stay for guests in hotels reached approximately 3.8 nights during Q4 of 2025, recording an increase of 4.7% compared to the same quarter of 2024, when the average stay was 3.6 nights. Furthermore, the average length of stay in serviced apartments and other hospitality facilities reached around 2.2 nights during the same period, marking an increase of 3.6% compared to the corresponding quarter of 2024, where the average length of stay reached 2.1 nights (Figure 4).

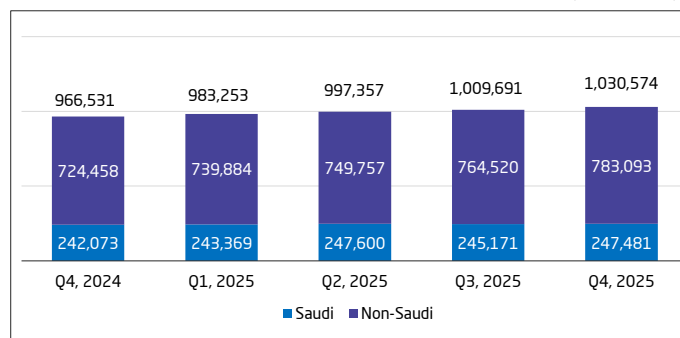
Figure 4. Average length of stay by facility type (night) (2024-2025)



### Employees in tourism activities

The total number of employees in tourism activities reached approximately (1,030,574) during Q4 of 2025, recording a 6.6% increase compared to the same quarter of 2024, when the number stood at (966,531). Saudi employees accounted for (247,481), representing 24% of the total, while non-Saudis numbered (783,093) representing 76%. By gender distribution, male employees in tourism activities totaled (893,924) employees representing 86.7% of the total, whereas female employees reached (136,650), 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 establishments in the kingdom

Indicators	Unit	Q4, 2024	Q4, 2025
Room occupancy rate in serviced apartments and other hospitality facilities	Percentage	55.9	55.9
Room occupancy rate in hotels	Percentage	56.0	57.3
Total Number of licensed tourist hospitality facilities	Number	4,425	5,937
Total number of employees in tourism activities	Number	966,531	1,030,574

Source: Tables.

### Methodology and quality

The data for the tourism establishments statistics for Q4 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. For more details, please see the [Methodology and Quality Report](#).