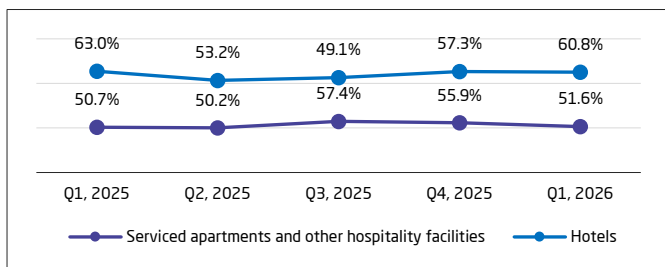


Hotel room occupancy rate reaches 60.8% in Q1 of 2026

The hotel room occupancy rate in Q1 of 2026 reached 60.8%, declining by 2.1 percentage points compared to the same quarter of 2025, which recorded an occupancy rate of 63.0%. In contrast, the occupancy rate for serviced apartments and other hospitality facilities rose to 51.6% in Q1 of 2026, marking an increase of 1.0 percentage point compared to the same quarter of 2025, when the occupancy rate stood at 50.7% (Figure 1).

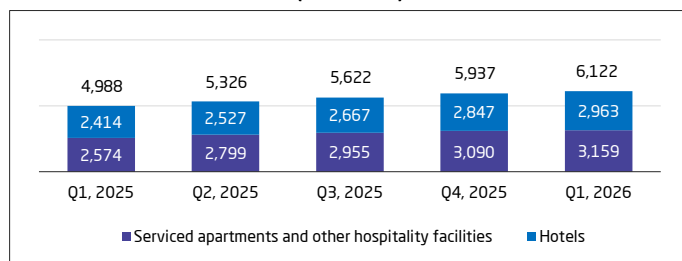
Figure 1. Room occupancy rate by facility type (%) (2025-2026)



Licensed tourism hospitality facilities

The total number of licensed tourism hospitality facilities in the Kingdom of Saudi Arabia during Q1 of 2026 reached approximately 6,122, marking a 22.7% increase compared to the same quarter of 2025, when the total stood at 4,988. Serviced apartments and other hospitality facilities accounted for 51.6% of the total, with 3,159 facilities, while the number of hotels stood at 2,963, representing 48.4% of the total licensed tourism hospitality facilities during the same period (Figure 2).

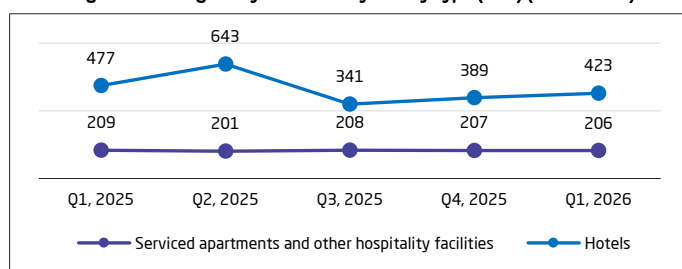
Figure 2. Number of licensed tourism hospitality facilities by facility type (facility) (2025-2026)



Average daily room rate in licensed tourism hospitality facilities

The average daily room rate in hotels in Q1 of 2026 stood at approximately SAR 423, a decrease of 11.4% compared to the same quarter of 2025, when the average rate was SAR 477. Meanwhile, the average daily rate in serviced apartments and other hospitality facilities stood at SAR 206 in Q1 of 2026, a decrease of 1.2% compared to Q1 of 2025, when the average daily rate was SAR 209 (Figure 3).

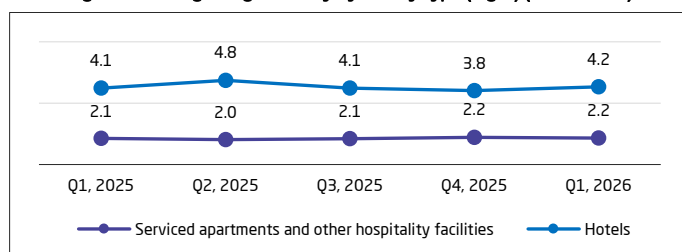
Figure 3. Average daily room rate by facility type (SAR) (2025-2026)



Average length of stay in licensed tourism hospitality facilities

The average length of stay for hotel guests was approximately 4.2 nights in Q1 of 2026, marking a 2.0% increase compared to the same quarter of 2025, when the average length of stay was 4.1 nights. The average length of stay of guests in serviced apartments and other hospitality facilities was approximately 2.2 nights during the same period, an increase of 1.2% compared to the corresponding quarter of 2025, when the average length of stay was 2.1 nights (Figure 4).

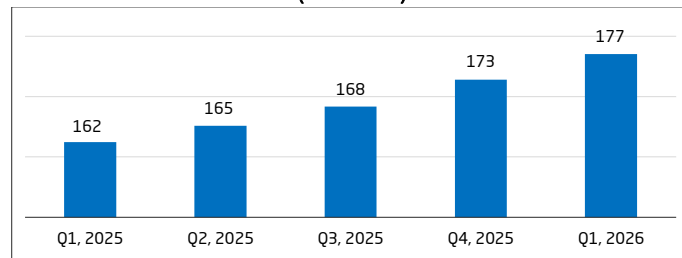
Figure 4. Average length of stay by facility type (night) (2025-2026)



Tourism establishments

The number of tourism establishments in Saudi Arabia with employees stood at approximately 177,031 in Q1 of 2026, marking a 9.0% increase compared with the same quarter of 2025, when the total stood at 162,473 (Figure 5). Small and medium-sized establishments accounted for 99.9% of the total, with 176,831 establishments, while large establishments accounted for 0.1%, with only 200 establishments.

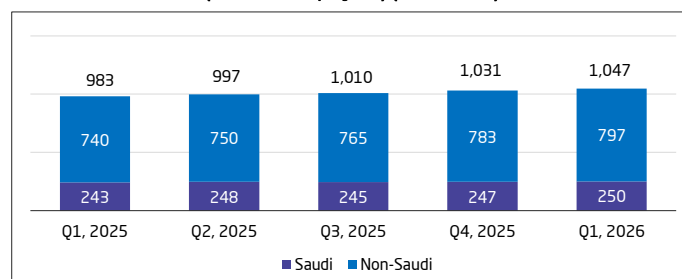
Figure 5. Number of tourism establishments (thousand establishments) (2025-2026)



Employees in tourism activities

The total number of people employed in tourism activities in Q1 of 2026 reached approximately 1,047,313, marking a 6.5% increase compared with the same quarter of 2025, when the number of employees stood at 983,253. The number of Saudi employees stood at 250,094, representing 23.9% of the total employees, while the number of non-Saudi employees reached 797,219, accounting for 76.1% of the total (Figure 6).

Figure 6. Number of employees in tourism activities by nationality (thousand employees) (2025-2026)



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 Saudi Arabia

Indicators	Unit	Q1, 2025	Q1, 2026
Room occupancy rate in serviced apartments and other hospitality facilities	Percentage	50.7	51.6
Hotel room occupancy rate	Percentage	63.0	60.8
Number of licensed tourism hospitality facilities	Facility	4,988	6,122
Number of tourism establishments	Thousand establishments	162	177
Number of employees in tourism activities	Thousand employees	983	1,047

Methodology and quality

The data for the Tourism Establishments Statistics for Q1 of 2026 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 [Methodology and quality, table](#)