

Daily Bulletin

January 12, 2026

3Q25 hospitality landscape improves as overall occupancy rises to 51%

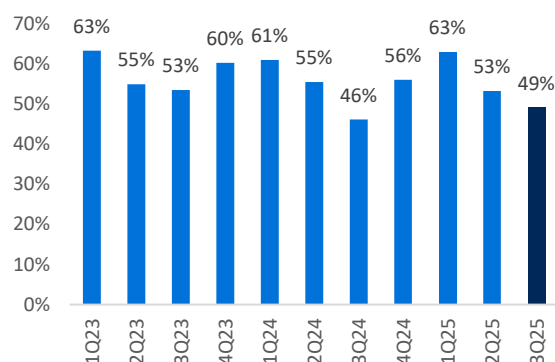
According to the latest 3Q25 performance report released by the Ministry of Tourism, overall occupancy rates for tourism hospitality facilities (Hotels, Apartments & Others) increased to 51.1% in 3Q25, up from 49.2% in 3Q24. Al-Madinah Al-Munawarah posted the highest occupancy rate at 68.8% in 3Q25, with Riyadh close behind at 63.2%.

This ramp up in occupancy levels across KSA came on the heels of a 5% YoY increase in total flights to 713,000 during 9M25 carrying 103.1 mn passengers (+9% YoY) that translated into an 8% YoY increase in total tourist spending to SAR 228 bn during the period.

Hotel occupancy alone increased to 49.1% in 3Q25 from 46.1% in 3Q24, while occupancy in serviced apartments and other hospitality facilities remained eased slightly to 57.4% in 3Q25 from 58.0% in 3Q24. During the quarter, Al-Madinah Al-Munawarah recorded the strongest improvement in hotel occupancy, rising by 8.7 percentage points YoY, however, this was accompanied by a 9.1% YoY decline in the city's average daily rate (ADR) to SAR 296.

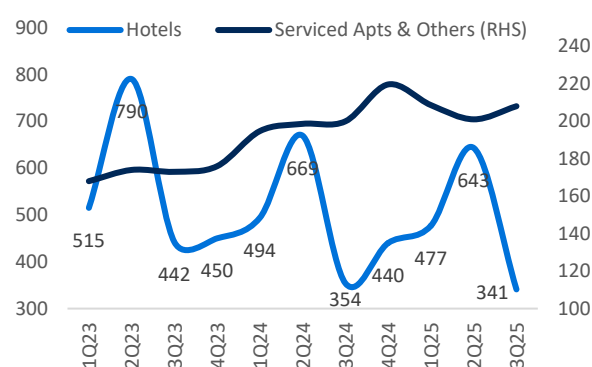
Across Saudi Arabia, the average ADR for hotel rooms declined by 3.6% YoY to SAR 341 in 3Q25. In contrast, ADRs for serviced apartments and other hospitality facilities increased by 4.1% YoY to SAR 208. The average length of stay in hotels edged down by 2.3% YoY to around 4.1 nights during the quarter, while the average stay in serviced apartments and similar facilities stood at 2.1 nights, slightly lower than the prior-year period.

Occupancy rates for hotels



Source: GASTAT, anbc research

Average daily rate (SAR)



Source: GASTAT, anbc research

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