



## Daily Bulletin

**January 12, 2026**

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

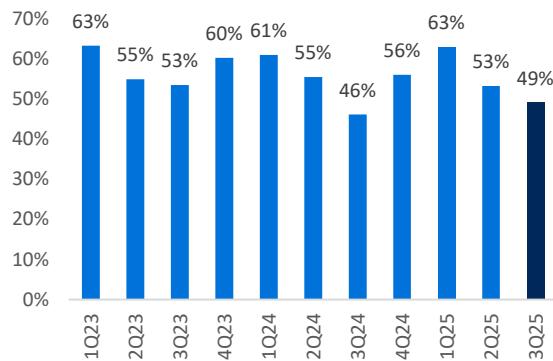
According to the latest 3Q25 performance report released by the Ministry of Tourism, overall occupancy rates for tourism hospitality facilities (Hotels, Apartments & Others) increased to 51.1% in 3Q25, up from 49.2% in 3Q24. Al-Madinah Al-Munawarah posted the highest occupancy rate at 68.8% in 3Q25,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

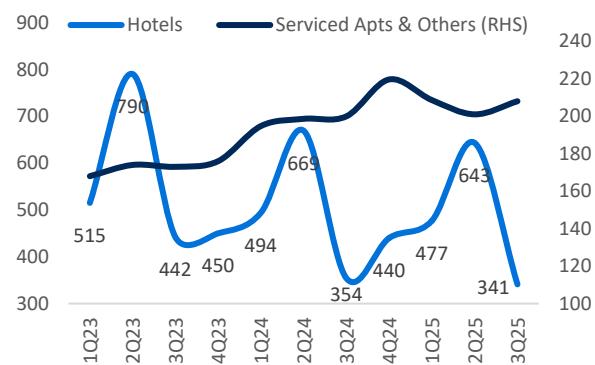
Hotel occupancy alone increased to 49.1% in 3Q25 from 46.1% in 3Q24, while occupancy in serviced apartments and other hospitality facilities remained eased slightly to 57.4% in 3Q25 from 58.0% in 3Q24. During the quarter, Al-Madinah Al-Munawarah recorded the strongest improvement in hotel occupancy, 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*

**Disclaimer:**

This report has been prepared on the basis of information believed to be reliable, but anb capital makes no guarantee, representation or warranty, express or implied, as to the accuracy, correctness or completeness of such information, nor do they accept any responsibility for loss or damage arising in any way (including by negligence) from errors in, or omissions from the information.

This report has been prepared by anb capital for information purposes only and is not and does not form part of nor should be considered advice, recommendation, offer for sale or solicitation of any offer to subscribe for, purchase or sell any securities, nor shall it or any part of it form the basis of or be relied on in connection with any contract or commitment whatsoever, and any views or opinions expressed herein are subject to change without notice.

This report and information contained herein, are provided for informational purpose only and does not take into consideration any investment objective, financial situation or particular needs of any recipient and are not designed with the objective of providing information to any particular recipient and only provides general information.