

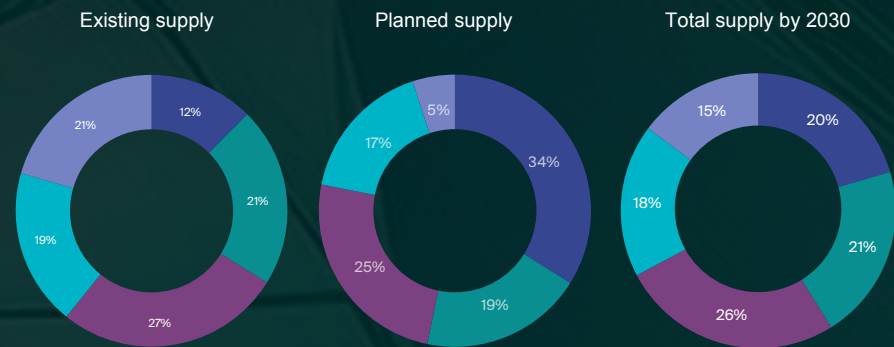


SAUDI ARABIA HOSPITALITY MARKET REVIEW - 2025



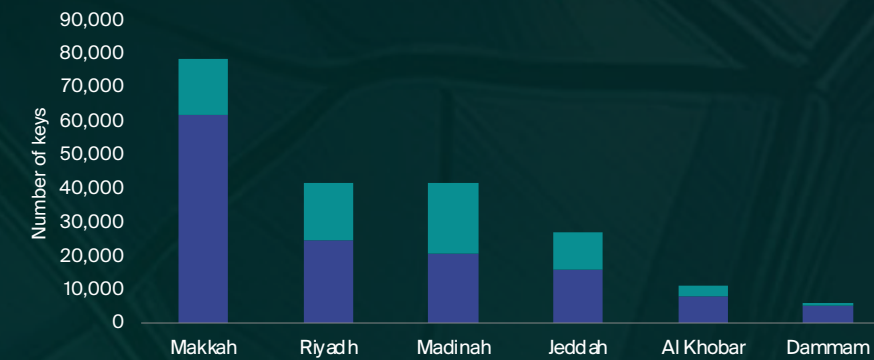
Current and future hotel room supply

Luxury Upper Upscale Upscale Upper Midscale Midscale



Distribution of hotel keys across major cities

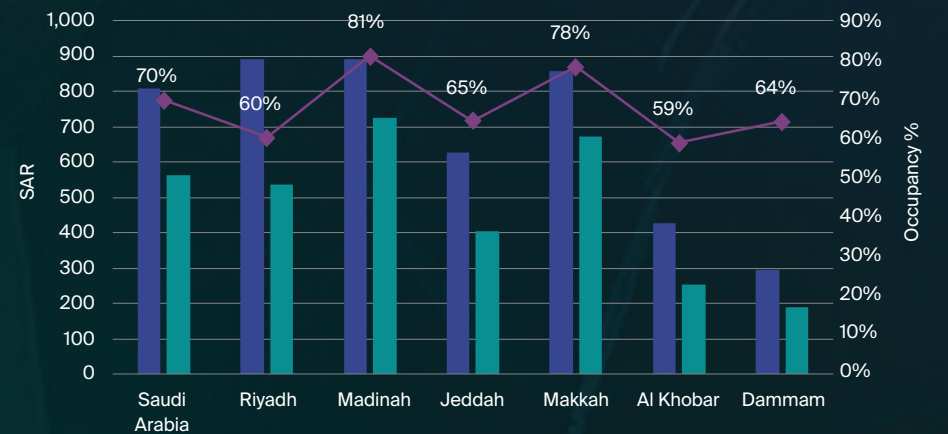
Existing supply Upcoming supply (by 2030)



*Upcoming supply includes projects that are under construction and in the planning stage.

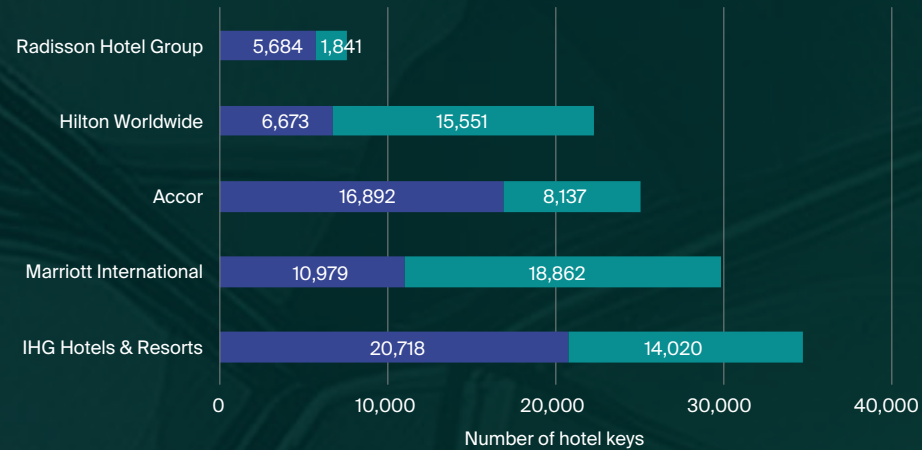
Hospitality market performance (March 2025)

ADR RevPaR Occupancy



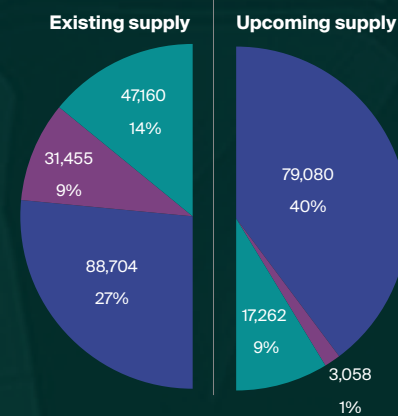
Saudi Arabia's top 6 hotel operators

Existing supply Upcoming supply (by 2030)

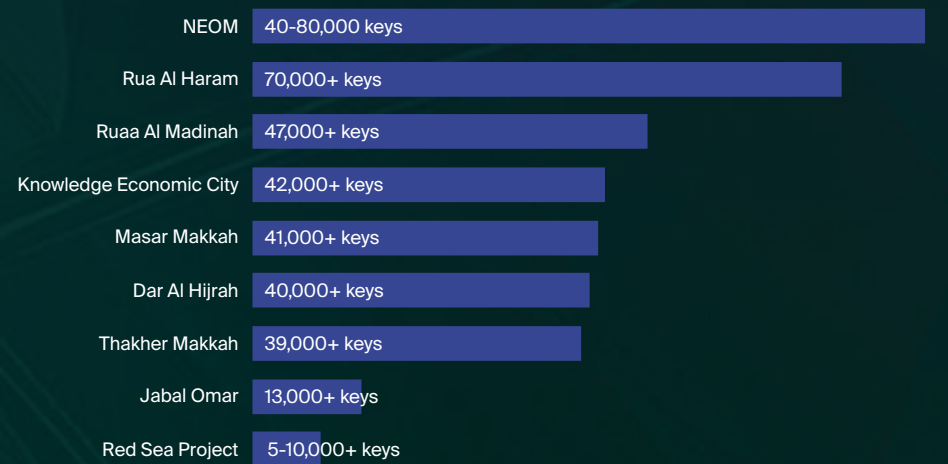


Supply breakdown by operator classification (keys)

International brand Unbranded Local brand



Hotel room supply expected in the Giga projects



Source: Knight Frank, STR Global, MEED Projects, Ministry of Tourism

61%

of the existing supply is comprised of luxury, upper-upscale, and upscale hotels

78%

of the upcoming supply is anticipated to be luxury, upper-upscale, or upscale hotels

167,500

total number of existing keys

362,000

total number of keys announced, planned or under construction and due to be delivered by 2030

99,500

total number of keys under construction or in the final planning stages

SAR 50bn

Saudi Arabia recorded its highest-ever travel surplus, rising from SAR 46.2bn in 2023 to SAR 49.8bn in 2024, fueled by a 13.8% increase in inbound visitor spending

X @MENAKnightFrank

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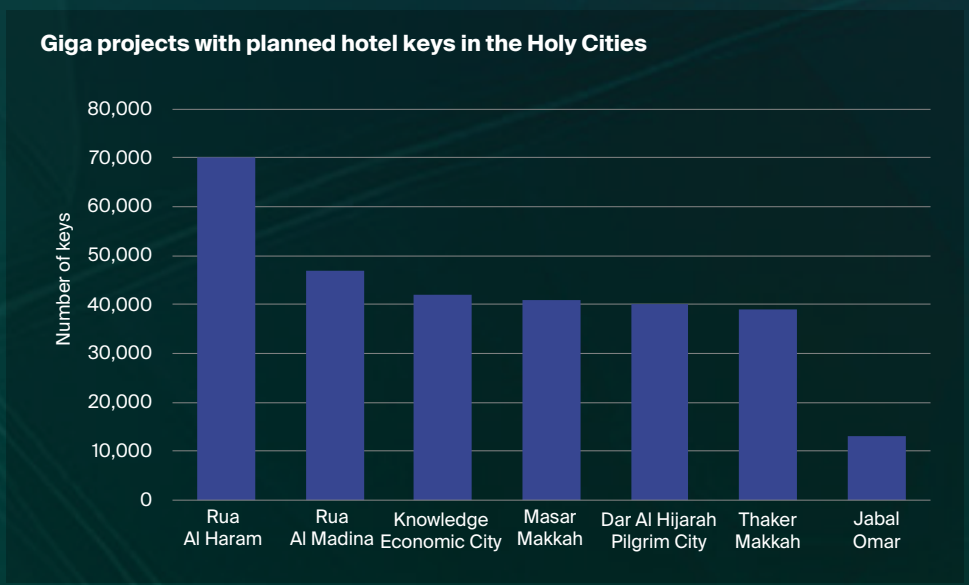
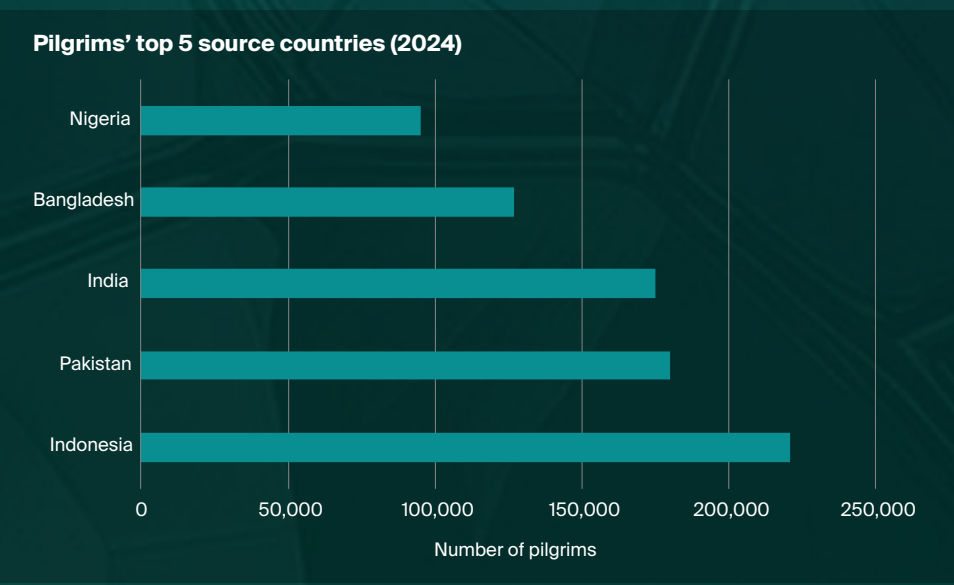
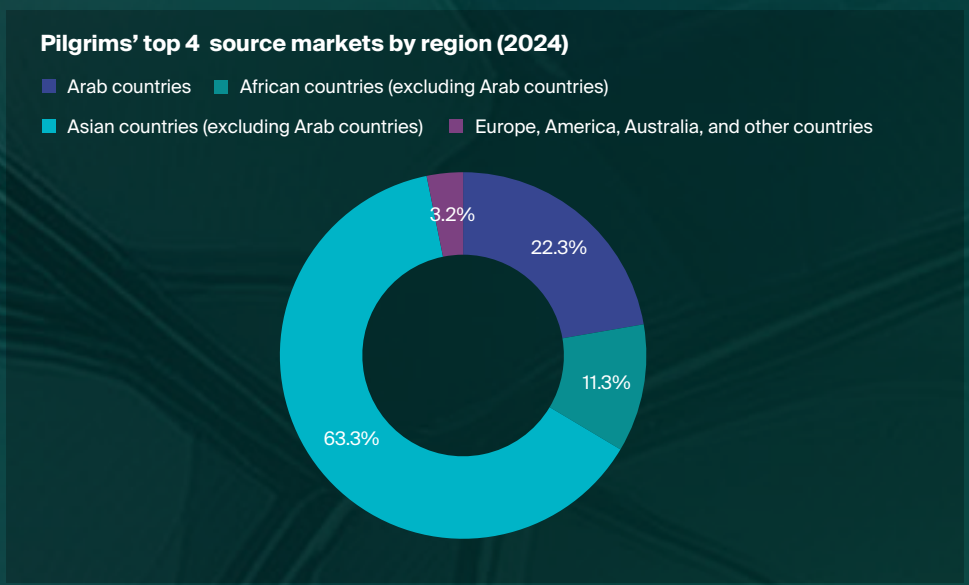
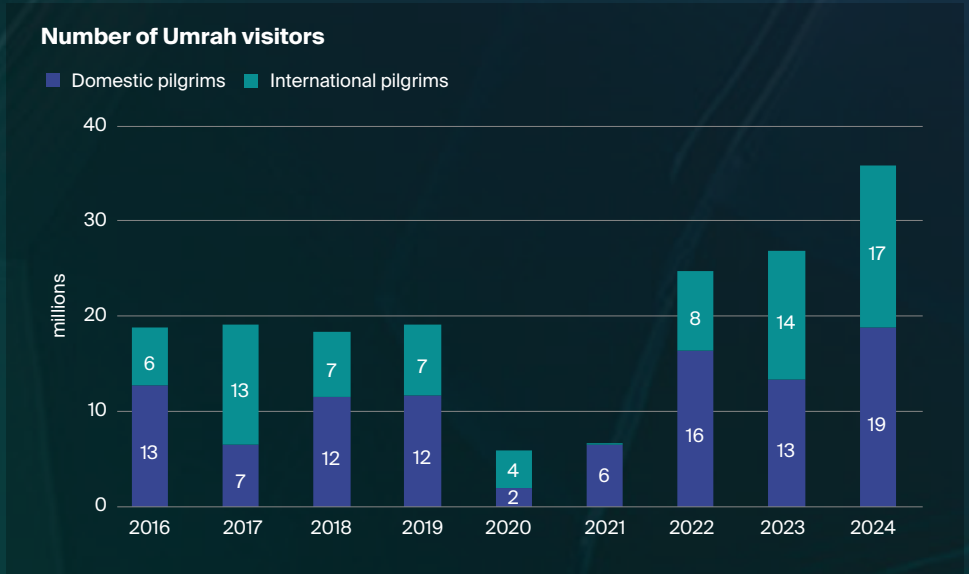
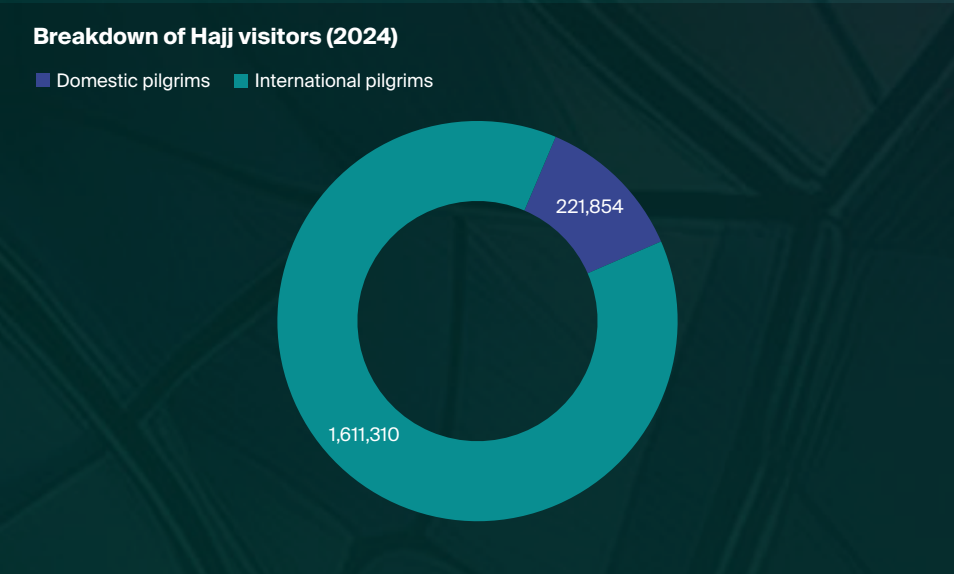
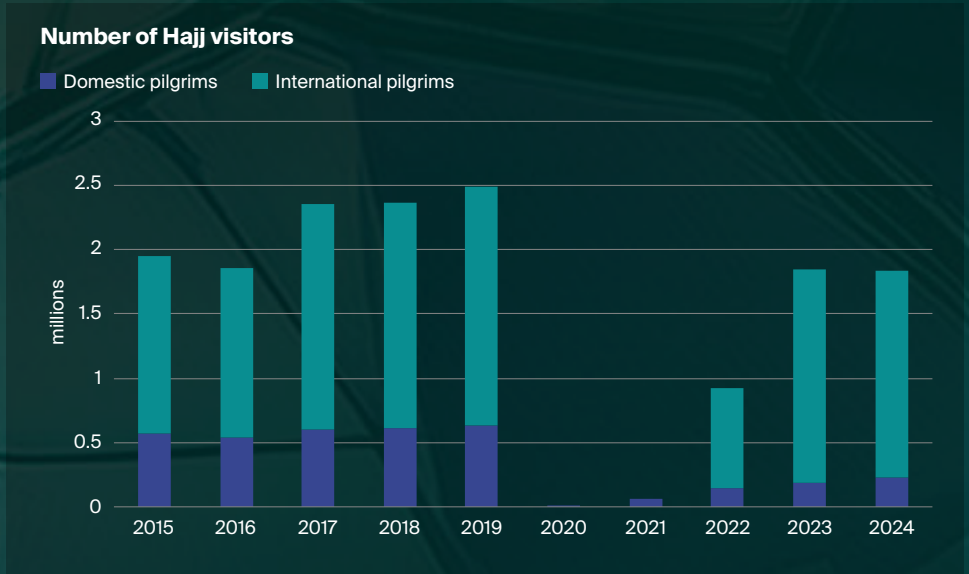
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SAUDI ARABIA RELIGIOUS TOURISM LANDSCAPE



Source: Knight Frank, GSTAT, STR Global, MEED Projects, World population review, National Tourism Strategy

252,000

total number of keys announced, planned or under construction and due to be delivered by 2030 in Giga projects in Makkah and Madinah

64%

of the under construction, planned or announced keys in the Holy Cities falls in the 4- and 5-star categories

161,000 – 322,000

hotel staff could need housing by the end of the decade in the Holy Cities

2 million pilgrims

The Hajj quota set for 2025 represents an 11% increase on the 1.8 million pilgrims in 2024

35.8 million

Domestic and foreign pilgrims performed Umrah in 2024, a 33% increase from the previous year and the highest number of international pilgrims ever recorded

150 million

annual visits by 2030, reinforcing Saudi Arabia's ambition to become a top global destination and a leading force in international tourism

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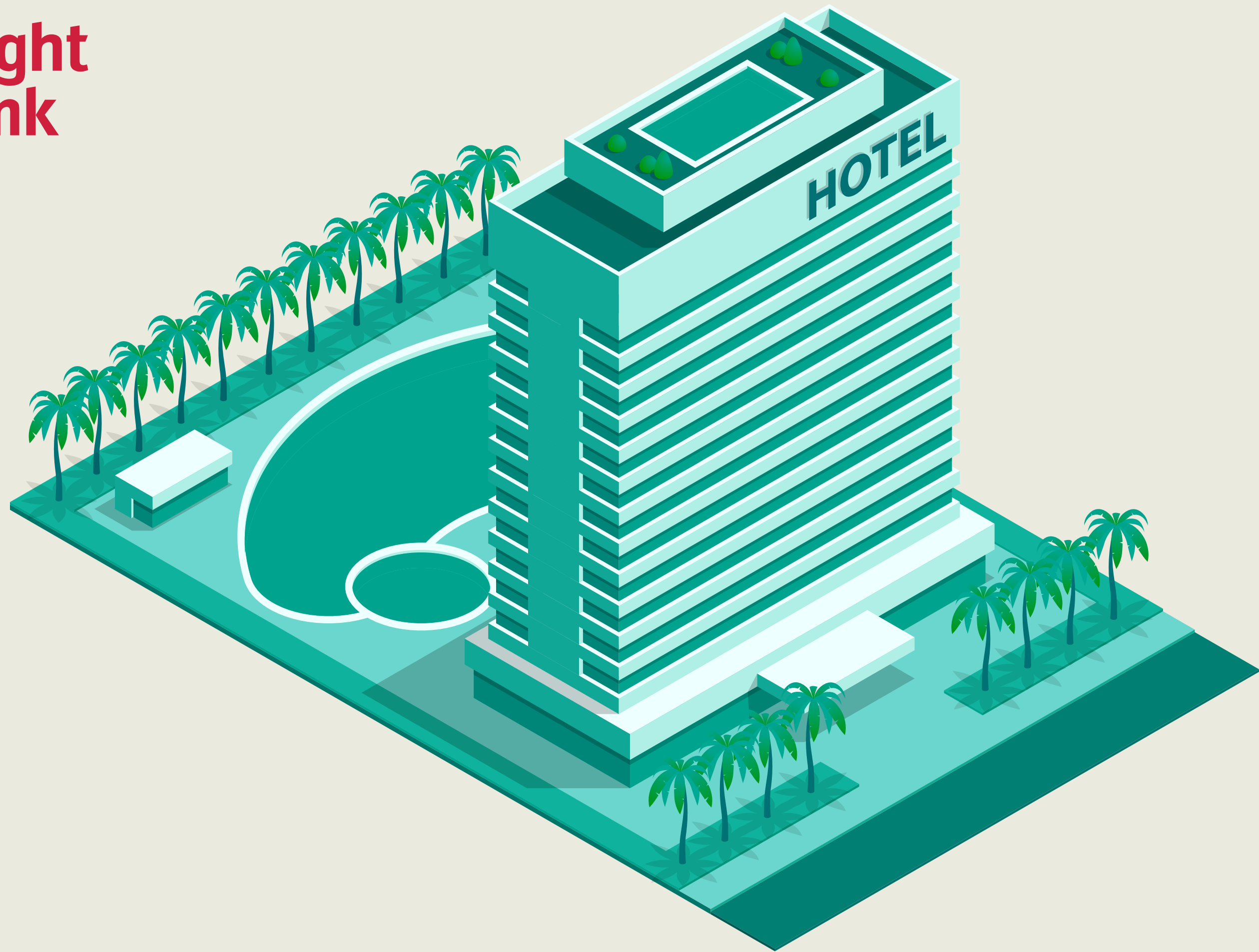
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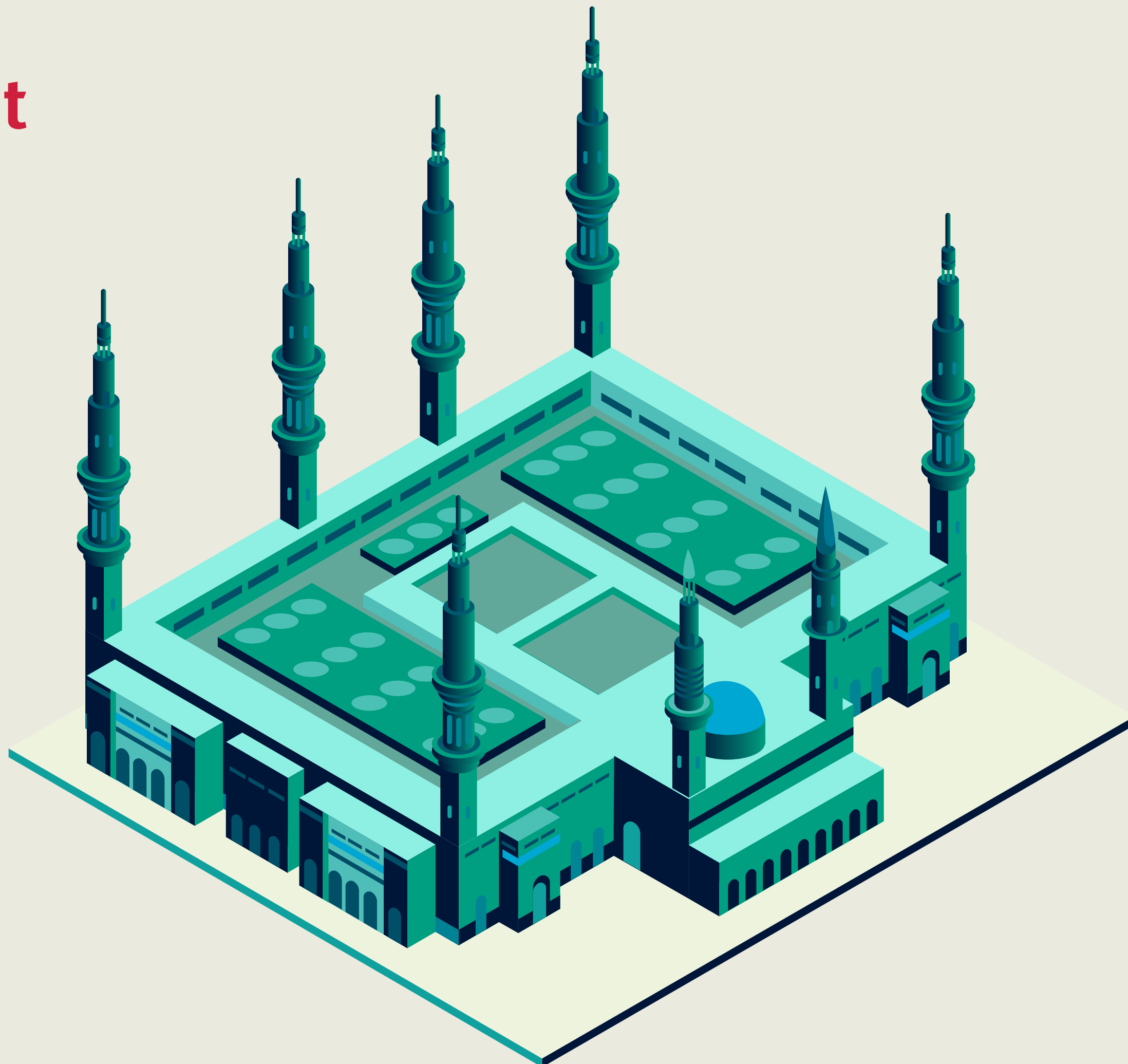
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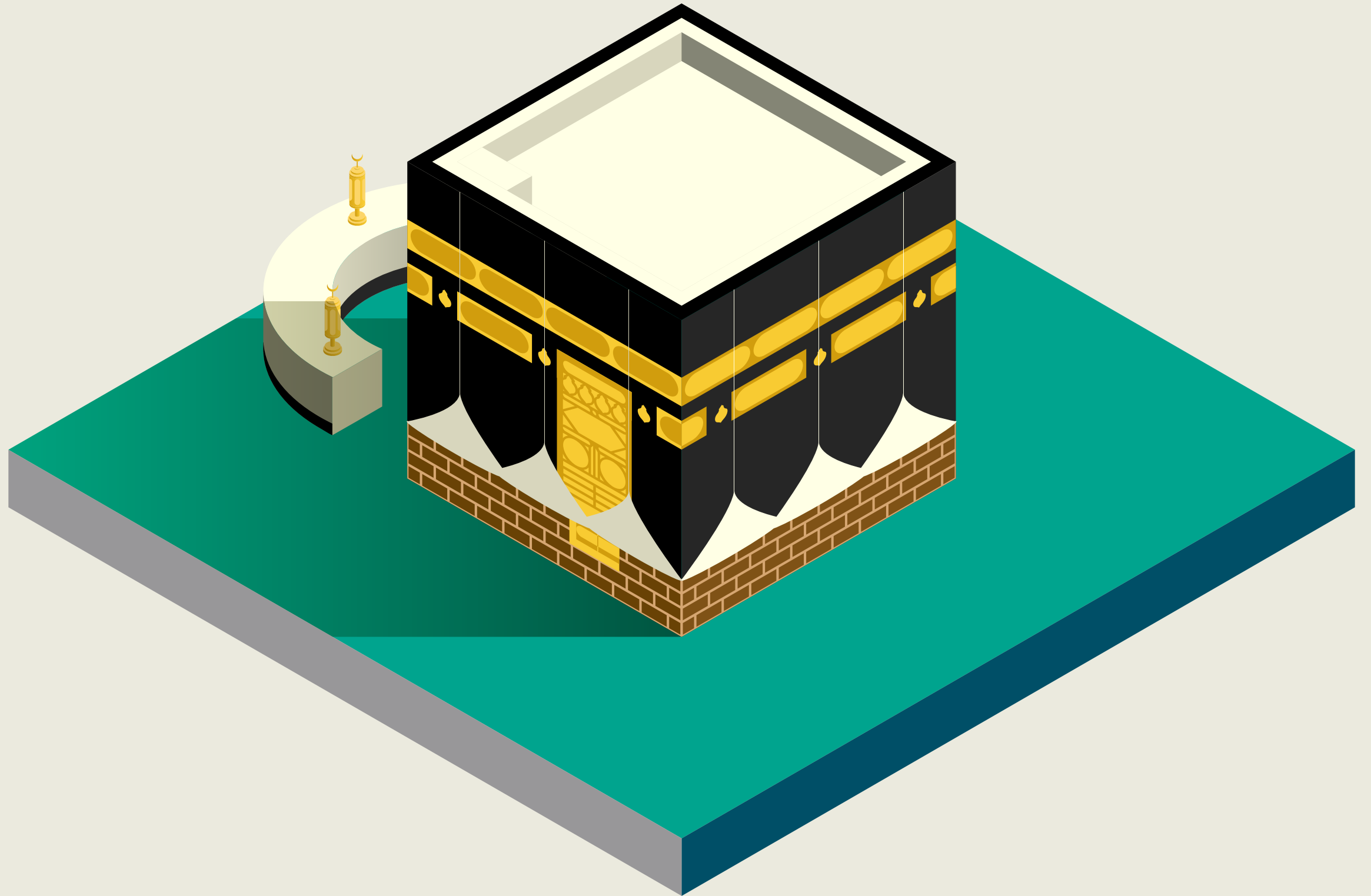


SAUDI ARABIA HOSPITALITY MARKET REVIEW 2025



35.8 million

domestic and international pilgrims performed Umrah in 2024, a 33% increase from the previous year and the highest recorded numbers ever



2 million

pilgrims is the Hajj quota for 2025, reflecting an 11% rise from 1.8 million in 2024



150 million

annual visits are targeted by 2030, reinforcing Saudi Arabia's ambition to become a top global tourism destination



70%

average hotel occupancy across Saudi Arabia in March 2025,
with Madinah leading at 81%



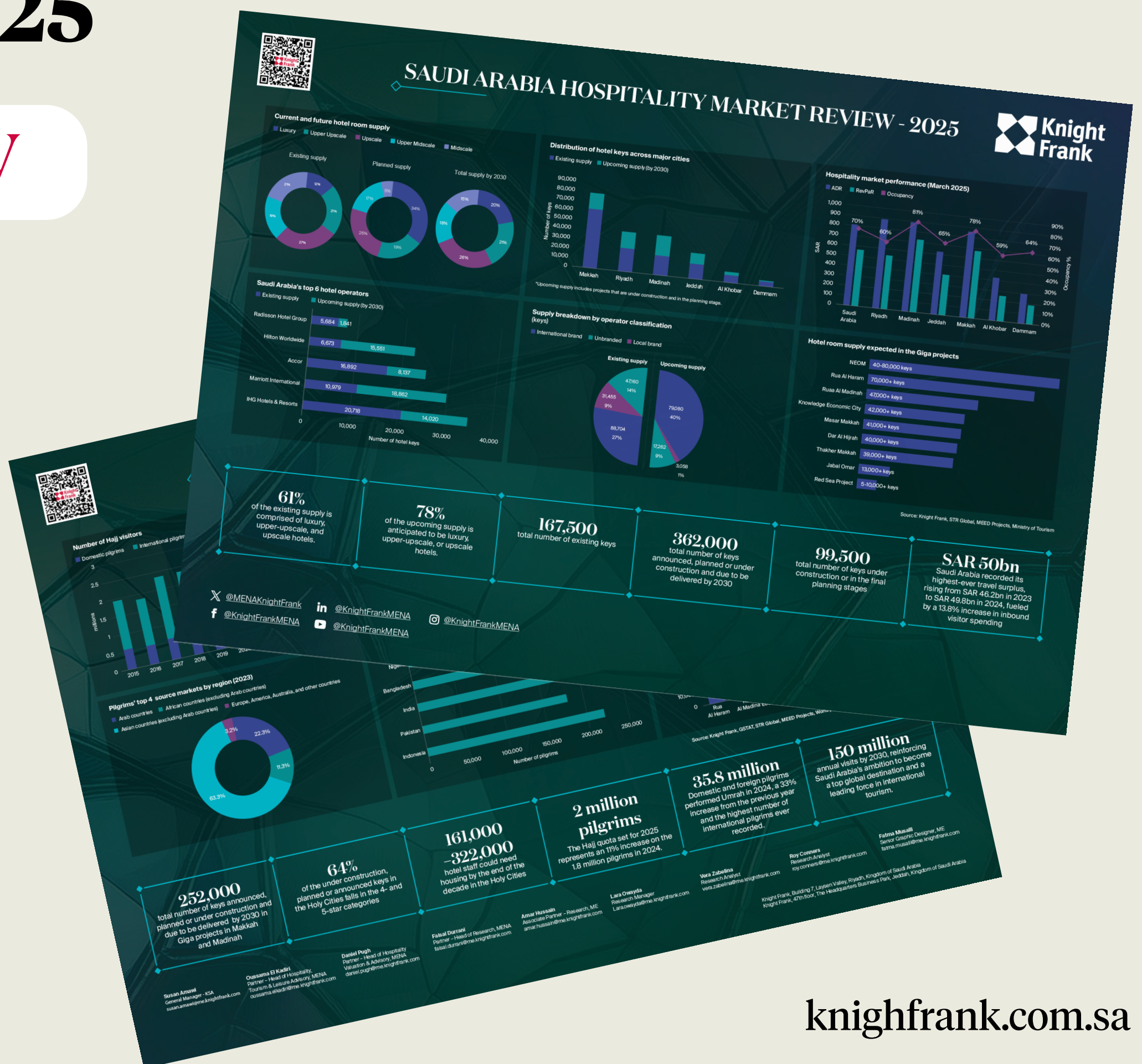
78%

of upcoming hotel supply in Saudi Arabia is expected to be classified as luxury, upper-upscale, or upscale

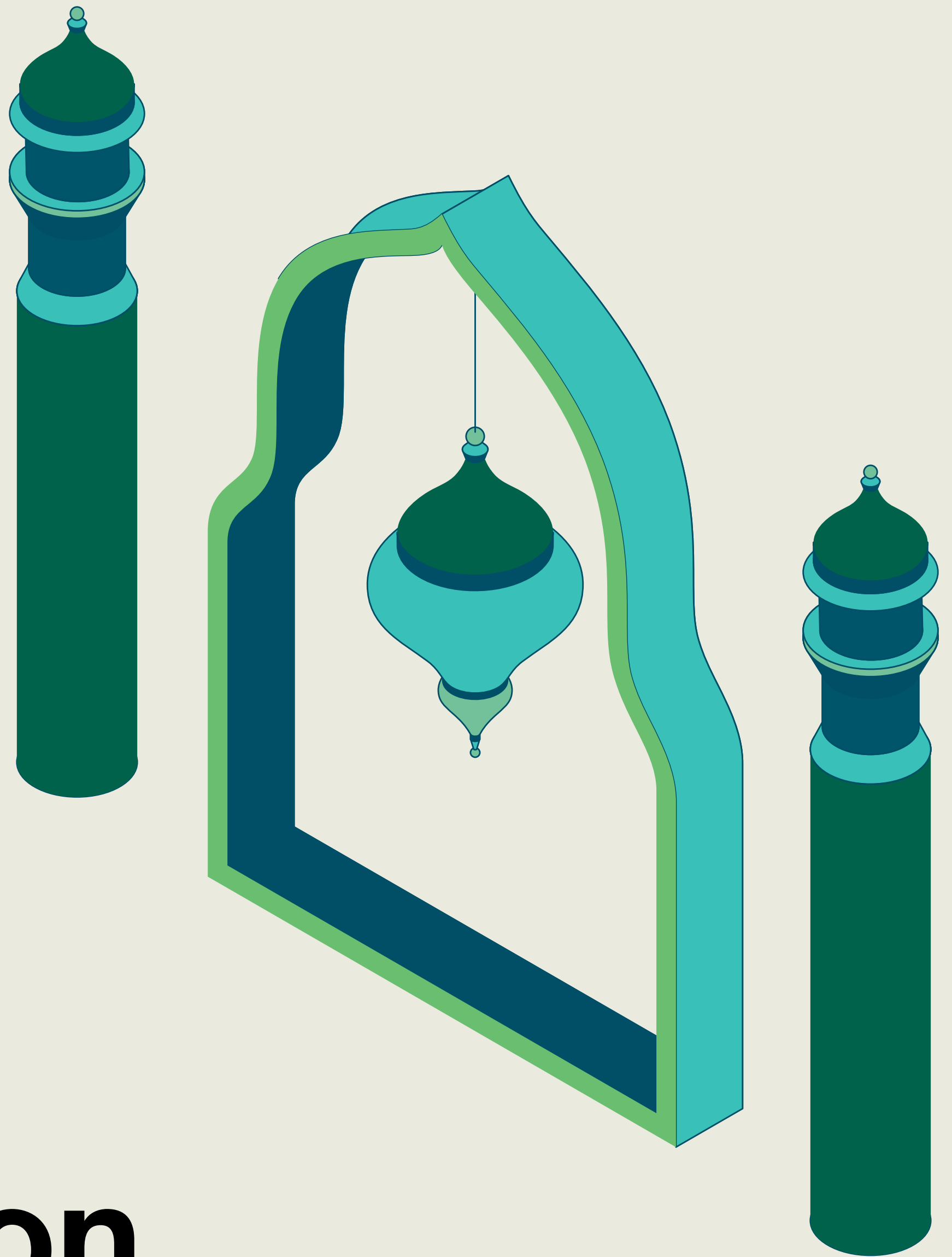


Saudi Arabia Hospitality And Religious Tourism Market Review 2025

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16.9 million

International pilgrims performed Umrah in 2024, up by 25%
year-on-year