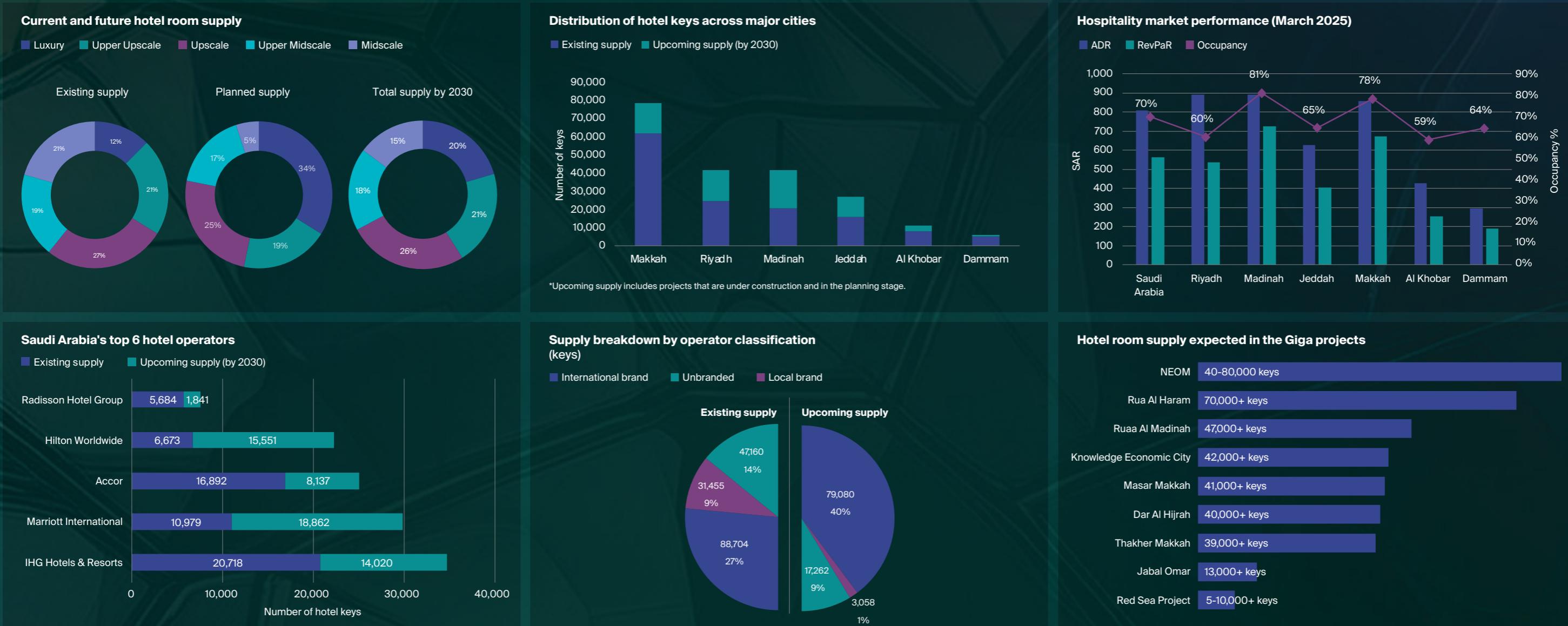




SAUDI ARABIA HOSPITALITY MARKET REVIEW - 2025

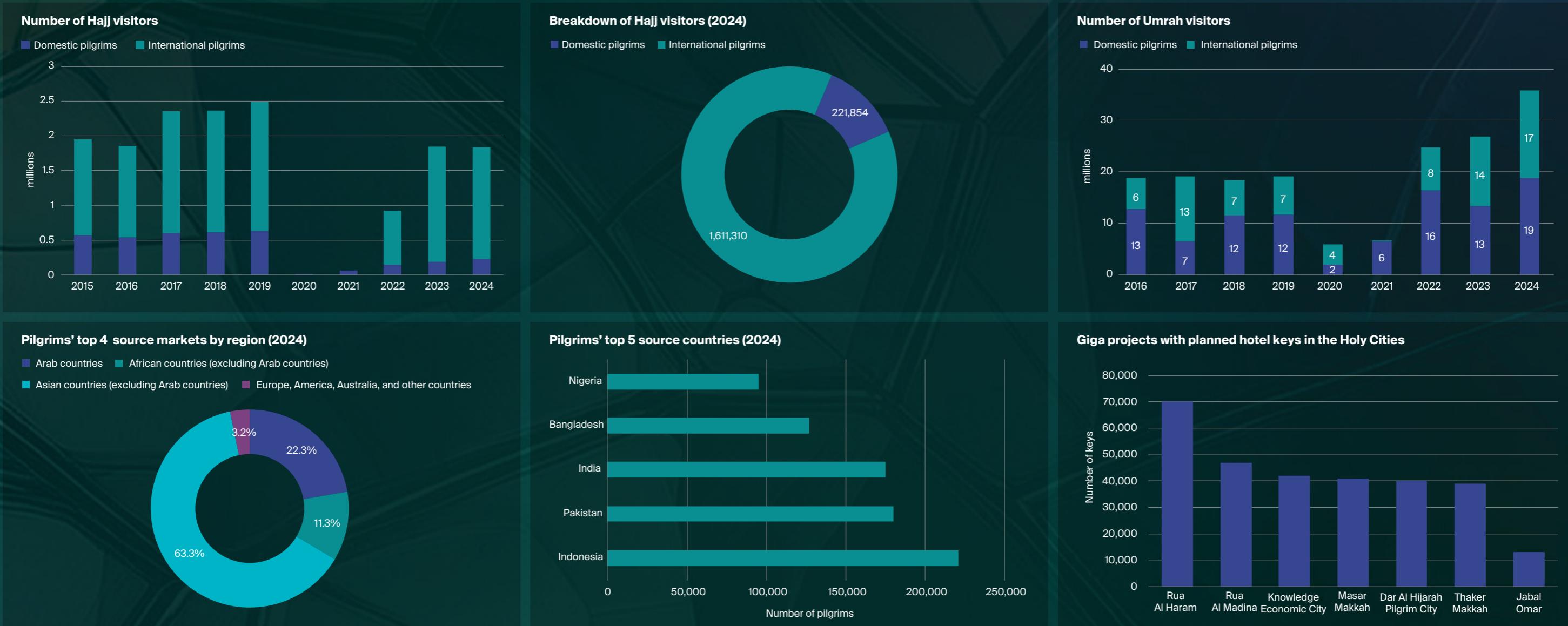


Source: Knight Frank, STR Global, MEED Projects, Ministry of Tourism





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