



Raghadan Forest Park | Al- Baha

Tourism Statistics in Saudi Arabia

Annual Statistical Report 2023

Data & Decision Support Deputyship

وزارة السياحة
Ministry of Tourism

الهيئة
السعودية
للسياحة
SAUDI
TOURISM
AUTHORITY

صندوق
التنمية
السياحية
Tourism
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الهيئة السعودية للبحر الأحمر
Saudi Red Sea Authority

مجلس
التنمية
السياحية
Tourism
Development
Council

برنامج
الربط
الجوي
AIR
CONNECTIVITY
PROGRAM

About

Overview

Inbound Tourism

Domestic Tourism

CONTENT



Ahmad Al-Khateeb
Minister of Tourism

I am delighted to present the 2023 Annual Tourism Statistics Report in Saudi Arabia, which provides precise data to evaluate our tourist destinations and various initiatives' performance. The report supports our goal to position Saudi Arabia as a premier attractive destination for tourists and investors, aligned with Vision 2030.

This report highlights an extraordinary year for the Saudi tourism sector, during which we achieved unprecedented milestones. We celebrated welcoming over 100 million tourists, seven years ahead of schedule. Tourists, both Domestic and Inbound, spent over 250 billion Saudi Riyals, and our tourism sector contributed an estimated 4.4% to the GDP.

The 2023 data reveal that our tourism sector is experiencing remarkable growth and resilience. The number of Inbound tourists reached 27.4 million, with a total expenditure of SAR 141.2 billion. This achievement placed us at the top of the UN Tourism's list for growth in Inbound tourist numbers among large tourism destinations. Additionally, the Kingdom led the G20 countries in the growth rate of Inbound tourists, achieving a 56%

increase compared to 2019 levels. This success is largely due to facilitating the visa issuance procedures.

The report also highlights the substantial growth in Domestic tourism, with 81.9 million local tourists spending a total of SAR 114.4 billion.

These accomplishments underscore our significant progress in establishing Saudi Arabia as a leading global tourist destination, and our growing capacity to attract visitors from around the world, positioning us among the most important five global tourist destinations, focusing on economic diversification, job creation, robust infrastructure development, and promoting sustainable tourism efforts.

The statistics shown in the report not only reflect the success of our tourism policies but also demonstrate the vibrant economic activity driven by this sector. The influx of tourists has bolstered local businesses, from hospitality to retail, and has notably invigorated the national economy. The dynamic growth of Saudi Arabia's tourism sector presents enormous opportunities for investors, highlighting Saudi Arabia's appeal for

tourism investments. Additionally, it is helping to introduce more young talent, both male and female, into the workforce.

The report has been prepared by the Deputyship of Data & Decision Support at the Ministry of Tourism, on the System of Tourism Statistics, aligned with UN Tourism standards. It provides a comprehensive resource for both government and private entities, facilitating collaborative planning and project development.

In conclusion, I sincerely extend my gratitude to our wise leadership for their unlimited support in advancing the tourism sector. Their visionary directives have played a pivotal role in achieving our strategic goals of establishing a sustainable national tourism sector capable of competing globally.

I also wish to express my appreciation to all our dedicated employees and partners; without their relentless efforts, we would not have achieved such remarkable growth, nor established the Kingdom of Saudi Arabia as a premier global tourist destination offering immense opportunities for both investors and visitors.



Wadi Al Disah | Tabuk

TOURISM DEFINITIONS



Tourism

Tourism is a subcategory of travel that focuses on specific types of trips. These trips involve traveling to a destination outside the traveler's usual environment for less than a year, for any purpose other than to be employed by a resident entity in the destination visited.

Travel/Traveler

Travel refers to the activity of travelers. A traveler is someone who moves between different geographical locations, for any purpose and any duration.



Tourist (Overnight Visitor)

A visitor is classified as a tourist if his/her trip includes an overnight stay.

Same-Day Visitor

A visitor is classified as a same-day visitor if his/her trip does not include an overnight stay.



Visitor

A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.



Inbound Tourism

Inbound tourism comprises the activities of a non-resident visitor within the country of reference on an Inbound tourism trip.



Domestic Tourism

Domestic tourism comprises the activities of a resident visitor within the country of reference, either as part of a Domestic tourism trip or part of an Outbound tourism trip.



Tourism Trip

A tourism trip refers to the travel by a person from the time of departure from his or her usual residence until he or she returns; it refers to a round trip. Trips taken by visitors are tourism trips.

INTRODUCTION

The Data & Decision Support Deputyship of the Ministry of Tourism has issued its 2023 annual statistical report. This report aims at covering the 2023 tourism indicators in the Kingdom of Saudi Arabia. The figures are the result of collaboration between the Ministry of Tourism and the tourism ecosystem to collect, validate, and report on Inbound and Domestic tourism indicators.

These indicators include, but are not limited to: tourists and spend throughout the year, with

a detailed breakdown of trip purposes and average length of stay. Ultimately, this creates a report that narrates the year's story through numbers.

Overall, KSA tourism has reached 109.3 million in number of tourists, including 27.4 million Inbound tourists and 81.9 million Domestic tourists. The total tourism spend has reached SAR 255.6 billion, with SAR 141.2 billion coming from Inbound tourists and SAR 114.4 billion from Domestic tourists.

OVERVIEW



Inbound Tourism



Number
of Tourists*

27.4

Million Tourists

▲ 64.8%
Compared to 2022



Tourist
Spend

141.2

SAR Billion

▲ 43.7%
Compared to 2022



Domestic Tourism



Number
of Tourists*

81.9

Million Tourists

▲ 5.2%
Compared to 2022



Tourist
Spend

114.4

SAR Billion

▲ 6.7%
Compared to 2022



Building snow man | Tabuk

Introduction

Inbound Tourism

- The total number of Inbound tourists reached 27.4 million tourists in 2023, setting a new record high for Saudi Arabia.
- Inbound tourism in 2023 increased by 65% in tourists and 44% in spend compared to 2022.
- The number of Inbound tourists reached its peak in December 2023 with 2.9 million tourists.
- This is attributed to the efforts of promoting tourism in the Kingdom, through effective marketing campaigns and further e-visa expansions in 2023.

Executive Summary

Number of Tourists*



27.4

Million Tourists

▲ 64.8%
Compared to
2022

Tourist Spend



141.2

SAR Billion

▲ 43.7%
Compared to
2022

Top Source Market

3.4

Million Tourists from

BAHRAIN

Top Destination by City



15.4

Million Overnight Visitors to

**MAKKAH
ALMUKARRMAH**

Average Length of Stay



15.8

Nights

Tourists Spend per Trip



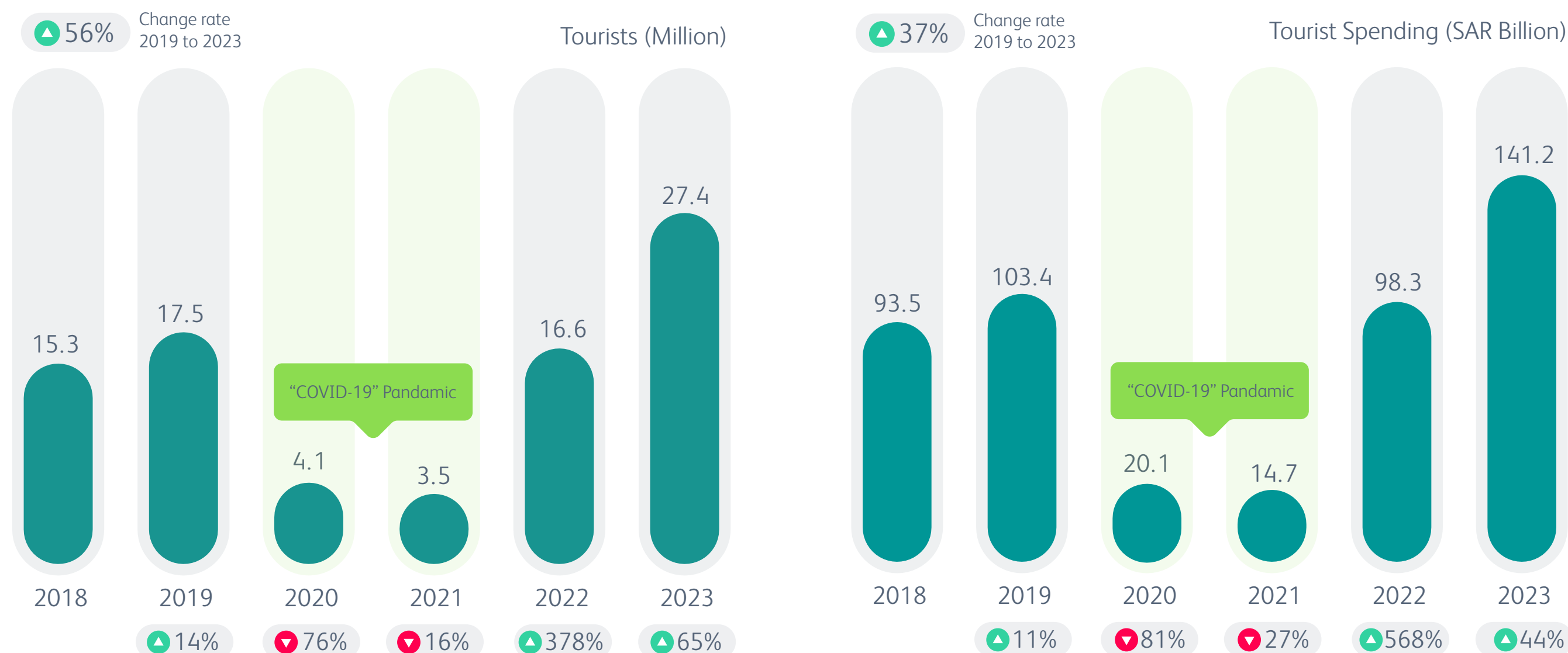
5,150

SAR

Annual Growth

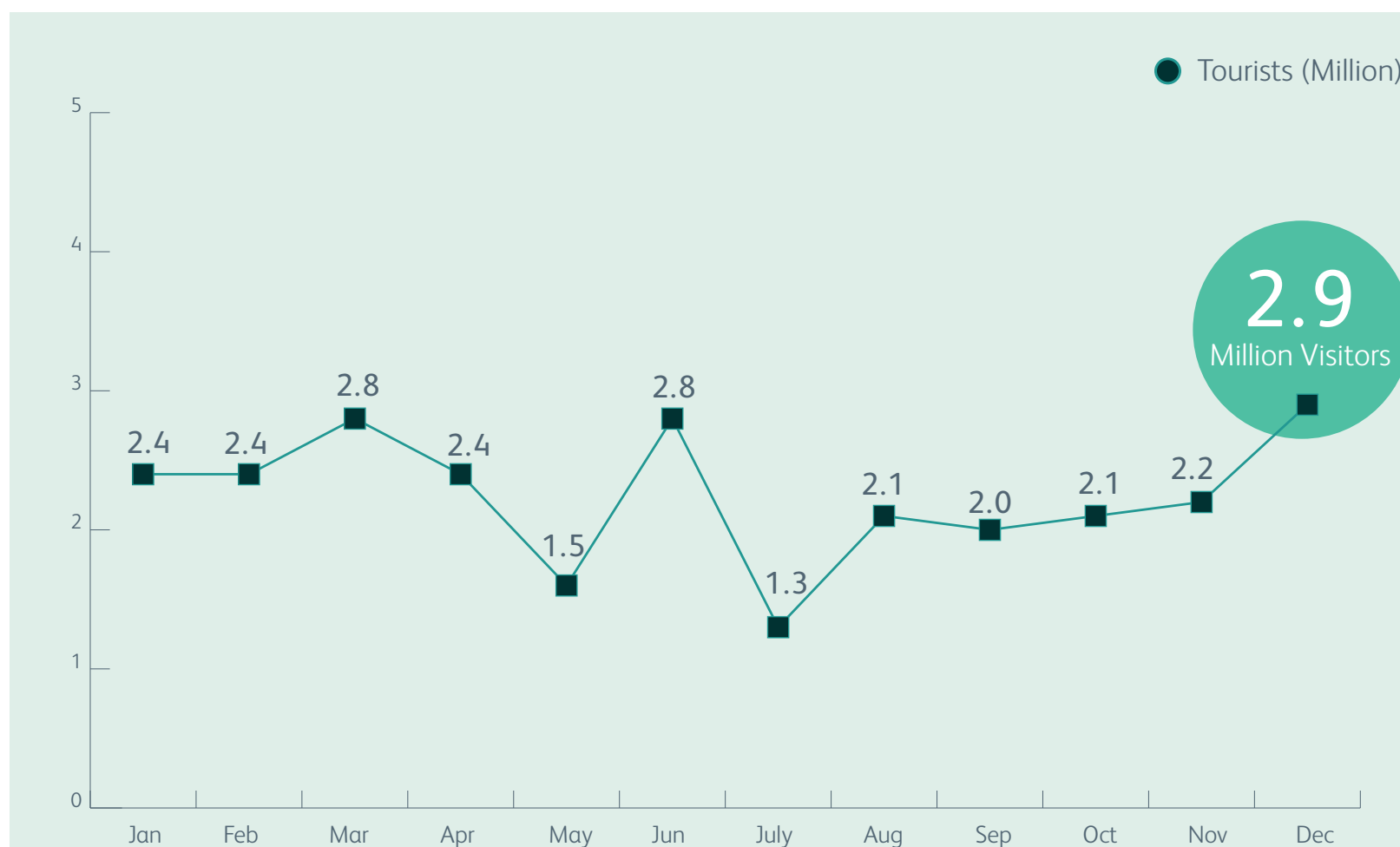
In line with the notable progress seen within the tourism sector in the past 6 years, the number of Inbound visitors has rapidly increased in the Kingdom, even surpassing pre-pandemic levels in 2023 to reach a historical high of 27.4M Inbound tourists with a growth rate of 56% compared to 2019, and a growth rate of 65% compared to 2022.

With the remarkable growth seen in the number of Inbound tourists since 2018, spend has also been increasing with the same pace, also surpassing pre-pandemic levels in 2023 to reach a historical high of SAR 141.2 B with a growth rate of 37% compared to 2019, and a growth rate of 44% compared to 2022.



Number of Tourists

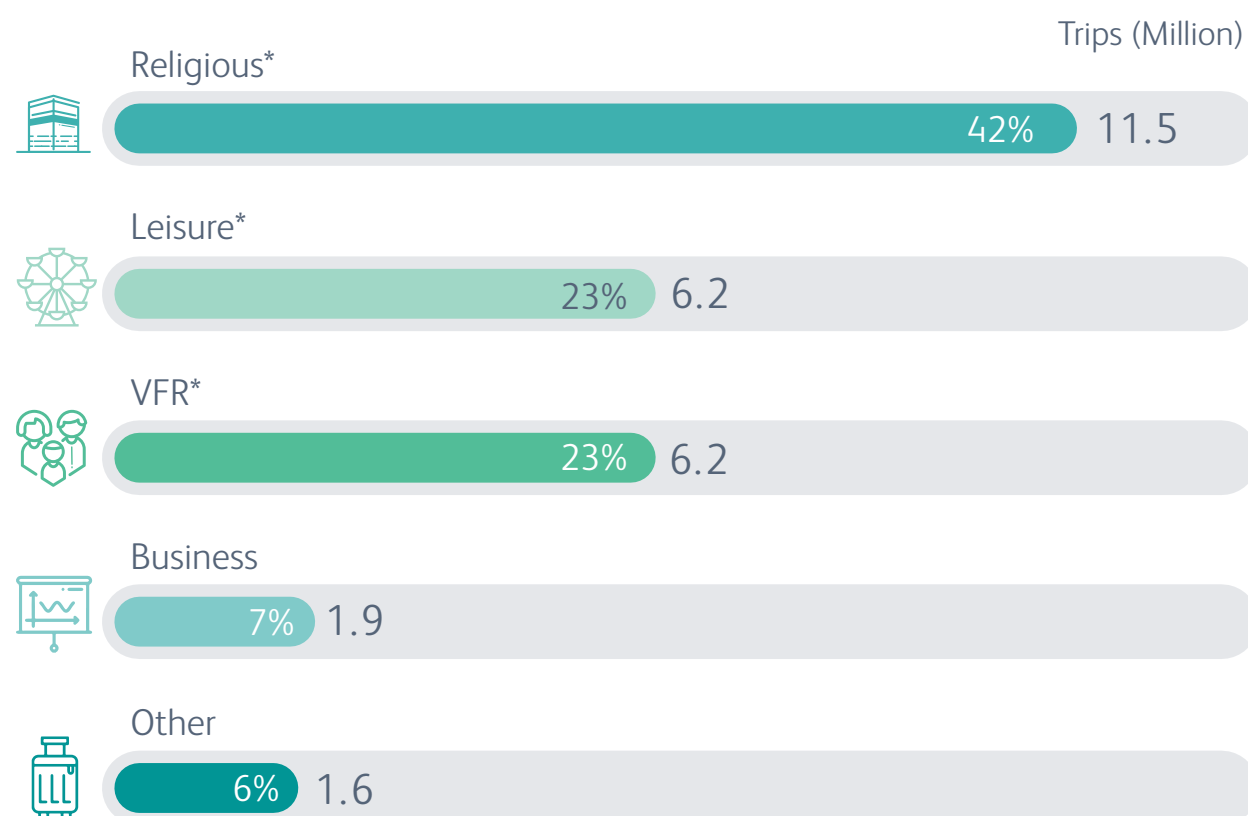
The number of Inbound tourists in 2023 reached the highest record. In December 2023, the peak occurred with 2.9 million visitors.



The beach in Umluj | Tabuk

Top Purpose of Trip

The number of Inbound non-Religious tourists to the kingdom has seen an increase of 108% compared to 2019, with the share of non-religious purposes increasing from 44% in 2019 to 58% in 2023 constituting more than half of all Inbound trips.

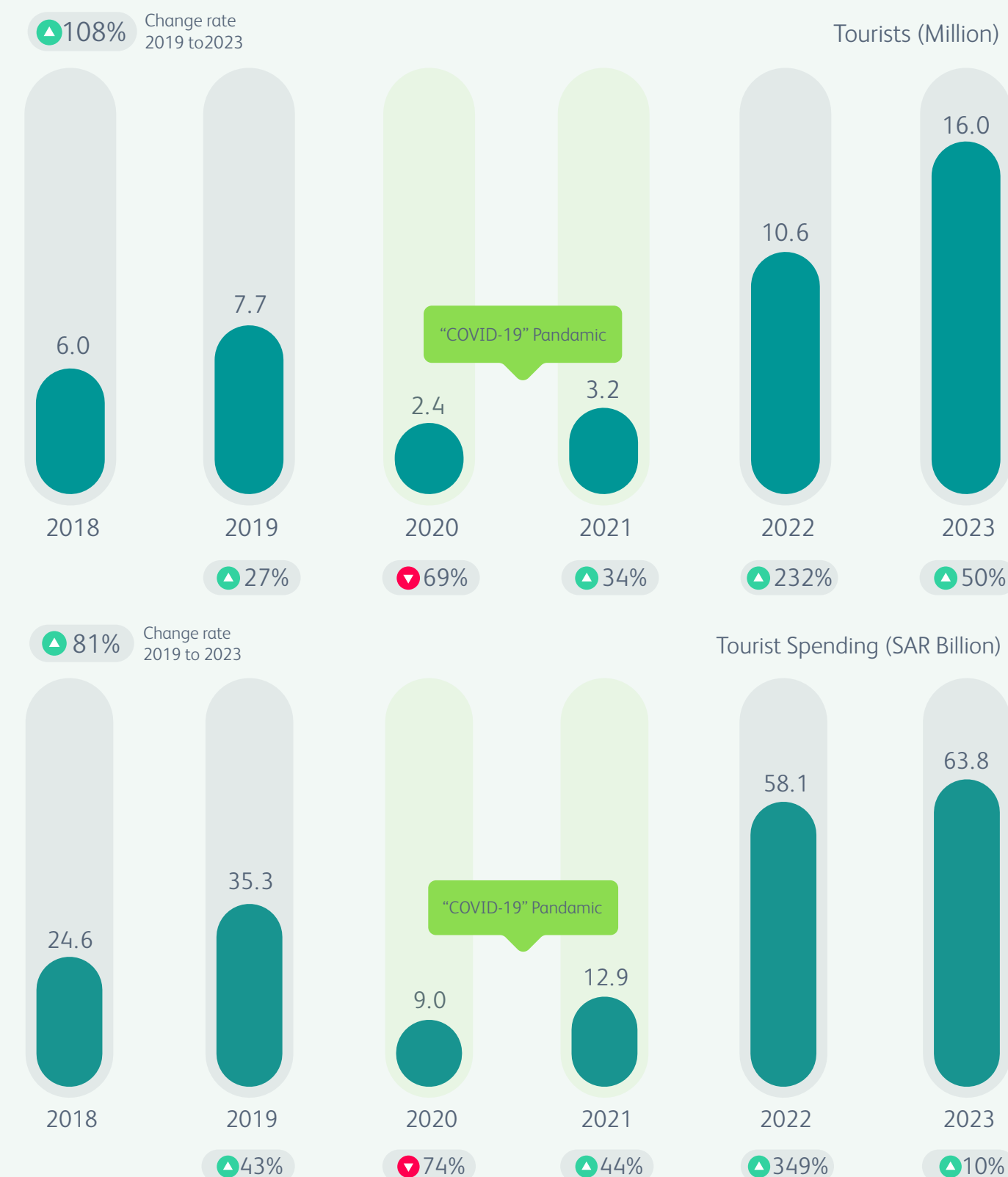


* Religious trips: Composed of overnight visitors for (Hajj, Umrah, and visiting Al-Madinah Al-Munawwarah)

* Leisure: Recreation, Shopping, Sports

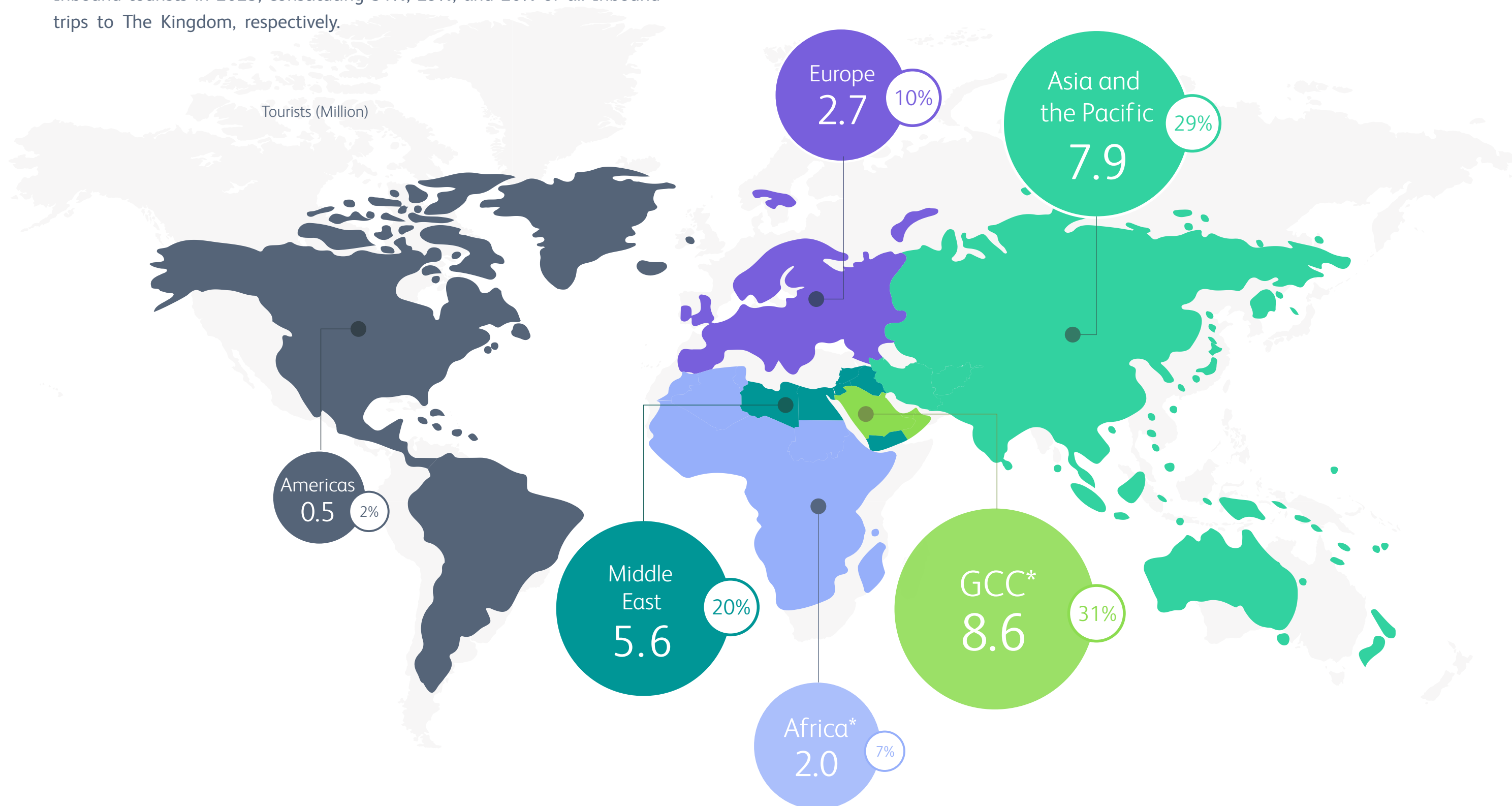
* VFR: Visiting Friends & Relatives

Annual Growth of non-Religious Purposes



Geographical Distribution

GCC, Asia and the Pacific, and the Middle East held the largest share of Inbound tourists in 2023, constituting 31%, 29%, and 20% of all Inbound trips to The Kingdom, respectively.



* GCC: Gulf Cooperation Council

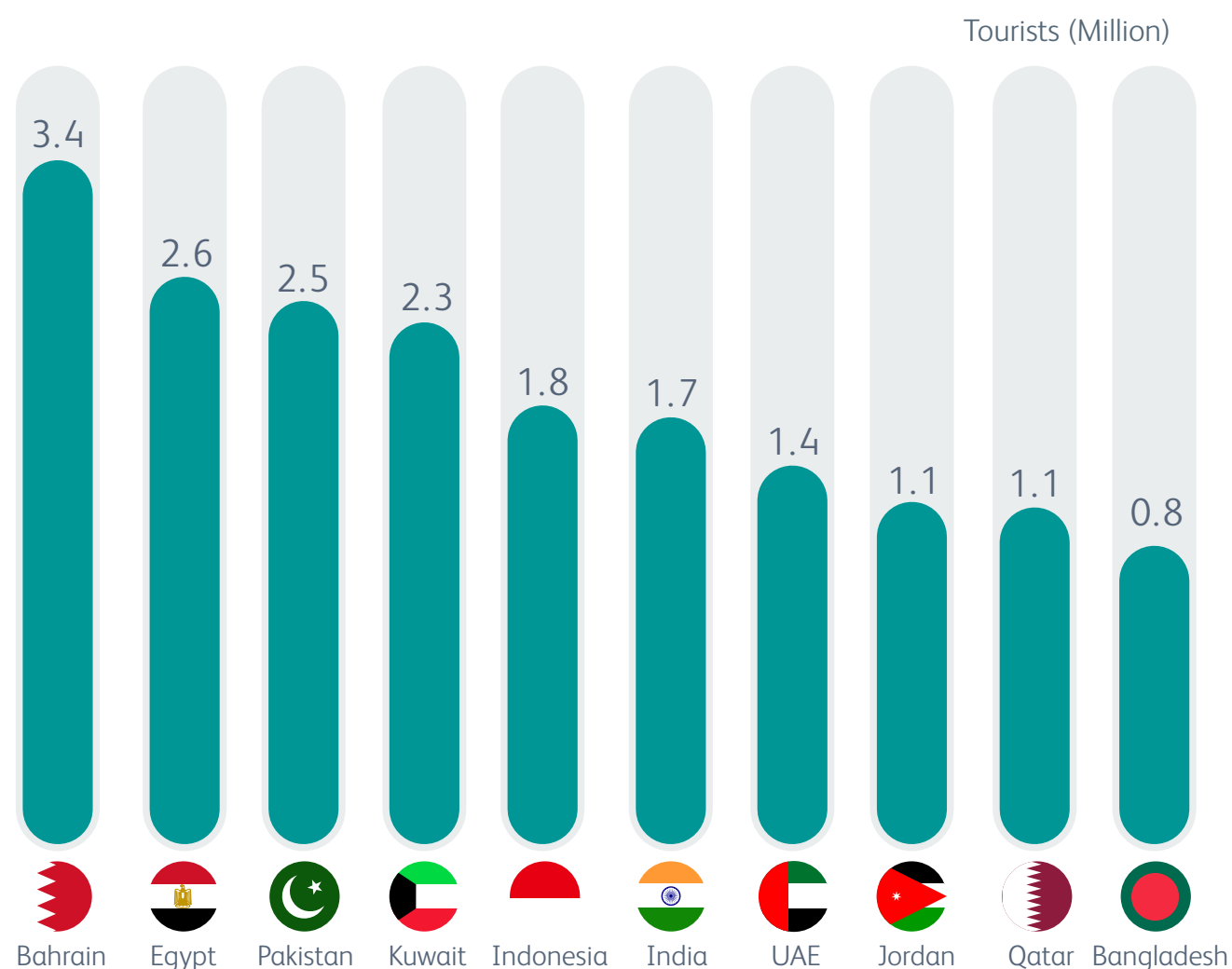
* For presentation purposes, GCC data presented separately from the rest of the Middle East data. Asia data includes regions of South Asia, East Asia, and the Pacific.

* Africa: Includes all African countries except Egypt and Libya

Top 10 Source Markets

The Kingdom of Bahrain was the top source market with 3.4 million tourists.

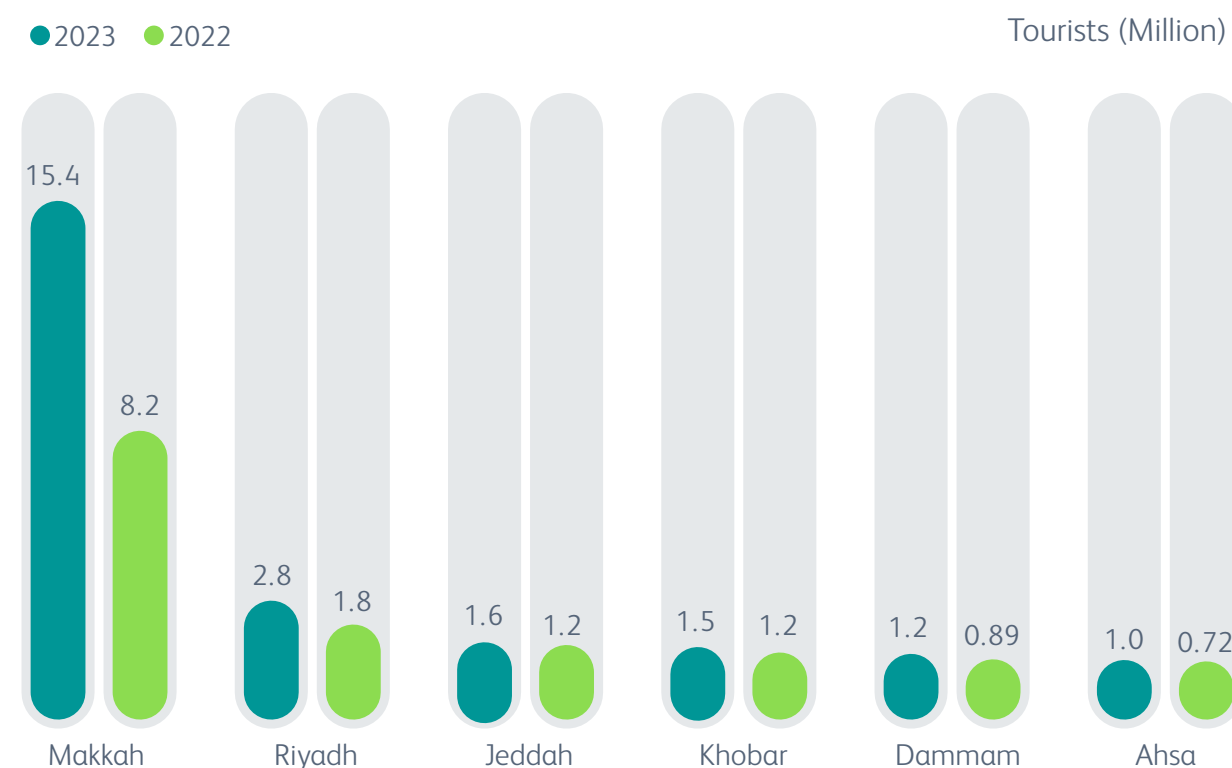
Followed by Egypt and Pakistan with 2.6 and 2.5 million respectively.



Top 6 Destinations by Cities

Makkah Al-Mukarramah City was the primary destination for Inbound tourists in 2023 with 15.4 million tourists.

Al-Madinah Al-Munawarah city, as a secondary* destination, received 9.6 million Inbound visitors as part of their trips.



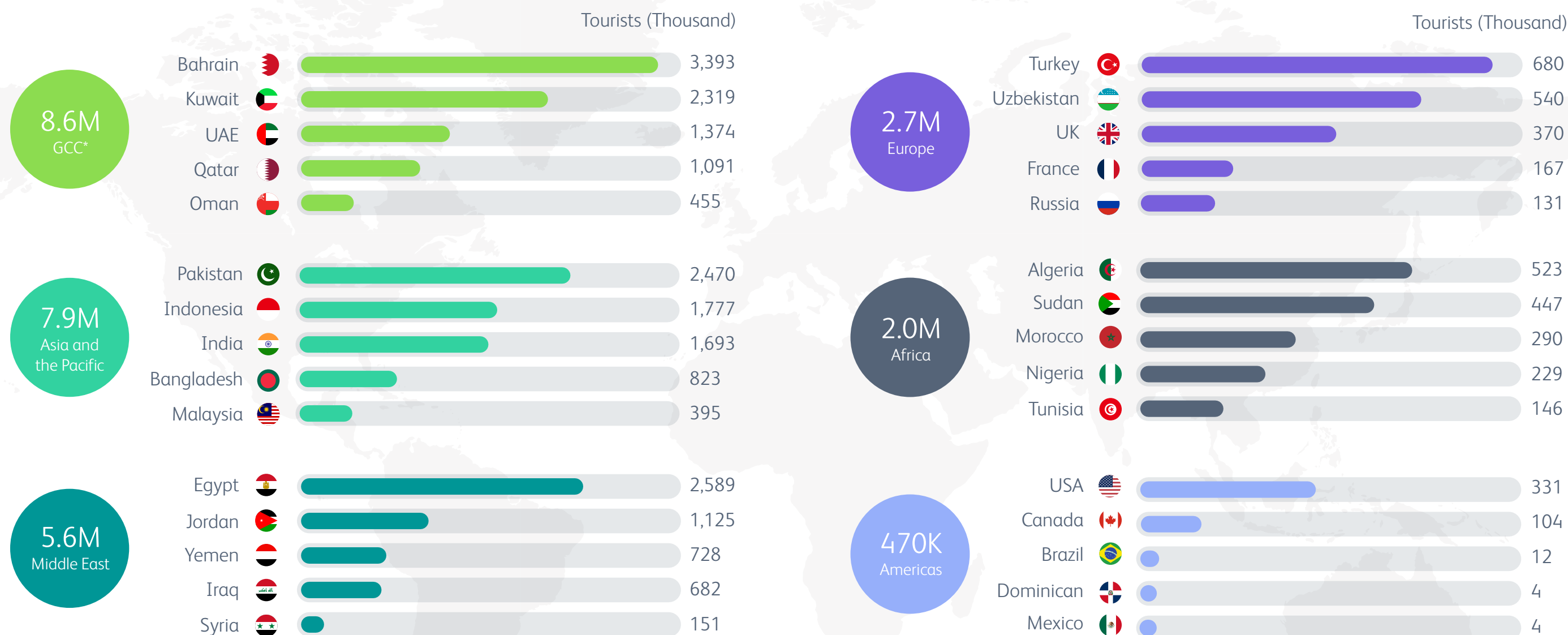
* In this regard, it should be noted that each tourism trip has one and only one main destination. However, a trip can encompass multiple stops/visits at various locations/destinations beyond the main/primary destination. These other possible destinations during a trip are labeled as secondary destinations and not counted in these charts.

* Tourism statistics figures only reflect main destinations trips (secondary destinations are not considered in the overall number of tourists).

Top 5 Source Markets by Region*

The GCC Region was the top source for Inbound tourists, with 8.4 million Inbound tourists in 2023.

The Kingdom of Bahrain was the top source market within the GCC region with 3.4 million tourists. Pakistan reached nearly 2.5 million tourists, making it the primary source in Asia and the Pacific. The United States was the primary source of Inbound tourists from the Americas with 331 thousand tourists, whereas Algeria was the primary source in Africa with 523 thousand tourists. In the Middle East, Egypt was the primary source, bringing in 2.6 million tourists, while Turkey was the predominant European source with 680 thousand Inbound tourists in 2023.



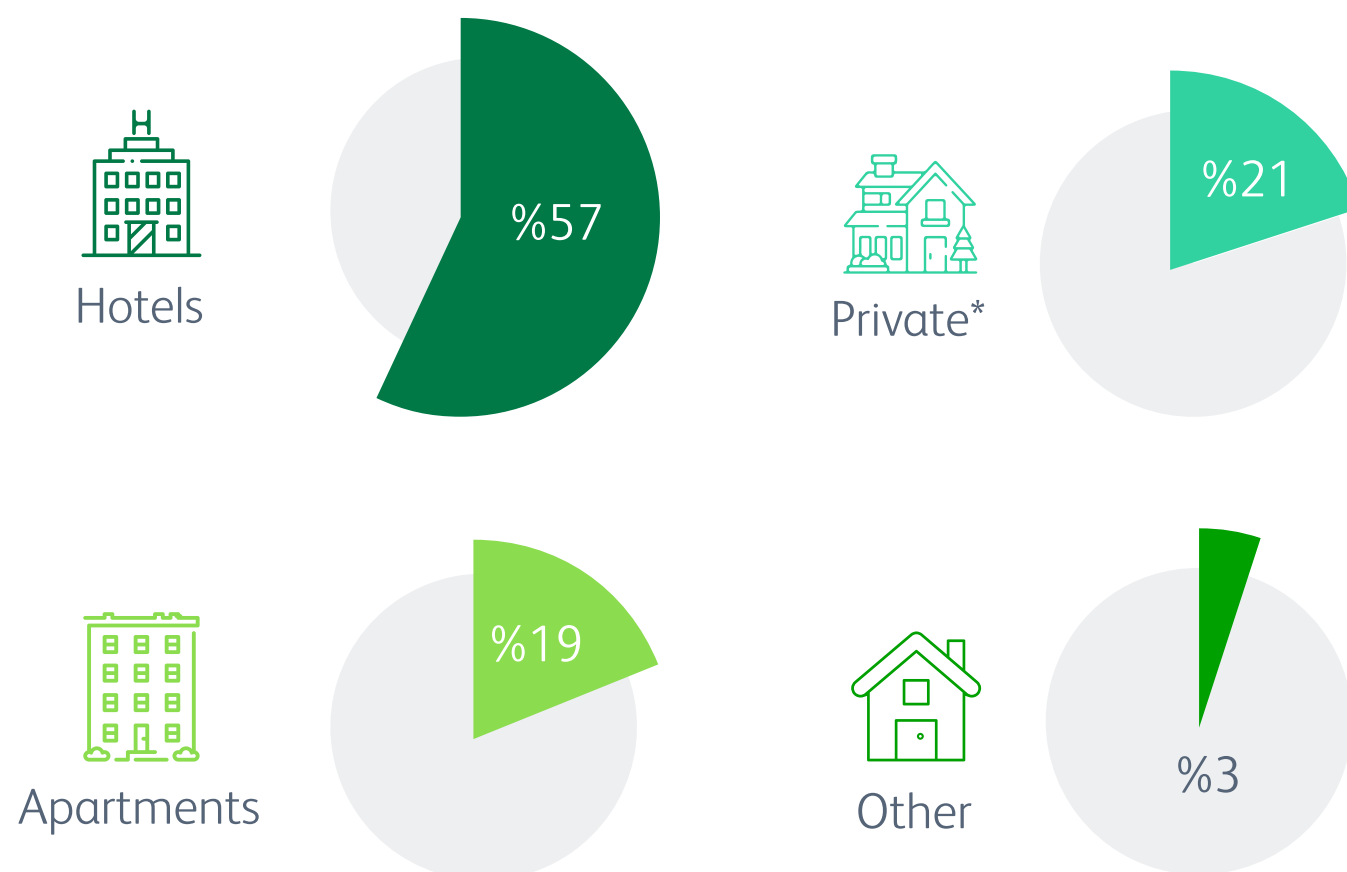
* Regions Classification is based on UN Tourism classifications

* GCC: Gulf Cooperation Council

* For presentation purposes, GCC data presented separately from the rest of the Middle East data. Asia data includes regions of South Asia, East Asia, and the Pacific.

Type of Accommodation

Hotels were the primary accommodation type for Inbound tourists, hosting 15.7 million and accounting for 57% of total accommodation. Private accommodation was the second highest type with 5.7 million tourists, which accounts for 21% of accommodation. In the meanwhile, apartments had 5.3 million tourists and 19% of total accommodation. Hotels and apartments together comprised 76% of all accommodations for Inbound tourists.



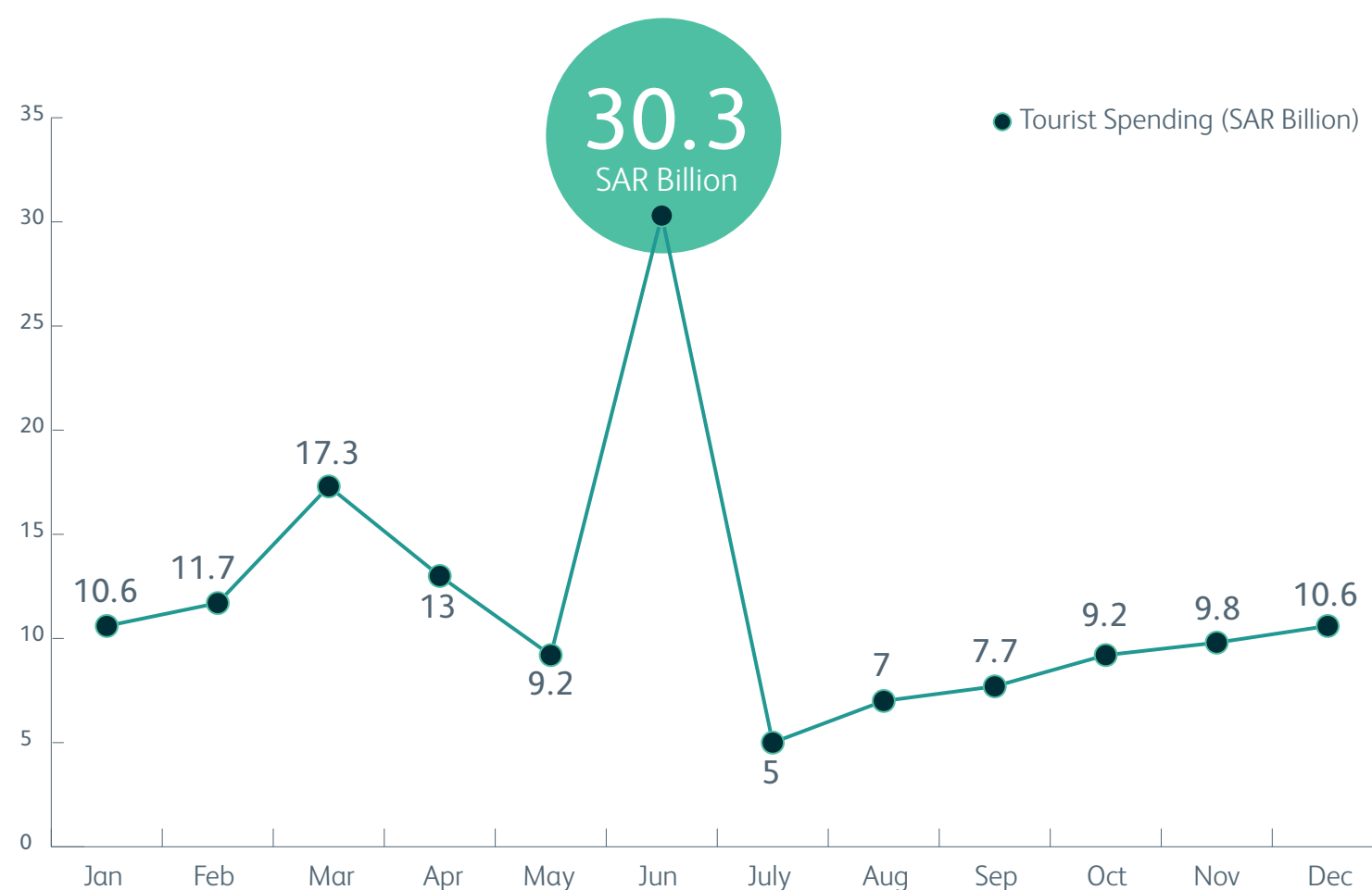
* Private: Friends or Relatives



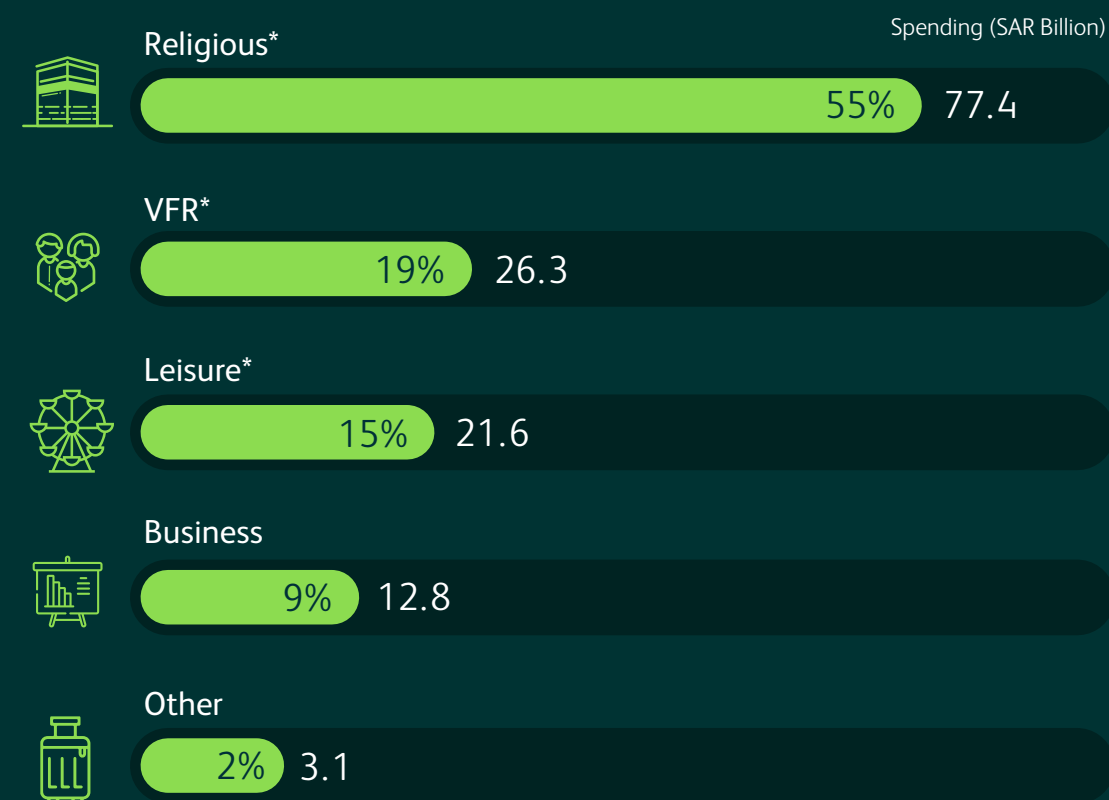
Chalets overlooking the water | RedSea

Tourist Spending

The total Inbound tourist spending reached SAR 141.2 billion in 2023.



Paddleboarding on the Red Sea



* Religious trips: Composed of overnight visitors for (Hajj, Umrah, and visiting Al-Madinah Al-Munawwarah)

* VFR: Visiting Friends & Relatives

* Leisure: Recreation, Shopping, Sports



Camping in the forest | Baha

Introduction

Domestic Tourism

- The total number of Domestic tourists has reached more than 81.9 million in 2023. This number reflects the steady increase in Domestic tourism within the Kingdom, with the number of Domestic tourists increasing by 5.2% compared to the previous year.
- Domestic spending across various tourist destinations in the Kingdom has reached SAR 114.4 billion with an increase of 6.7% compared to 2022.

Executive Summary

Number of Tourists*



81.9

Million Tourists

▲ 5.2%
Compared to
2022

Tourist Spend



114.4

SAR Billion

▲ 6.7%
Compared to
2022

Top Destination by Province



22.6

Million Overnight visitors to

MAKKAH

Top Destination by City



Trips (Million)

Average Length of Stay



6.1

Nights

Tourists Spend per Trip



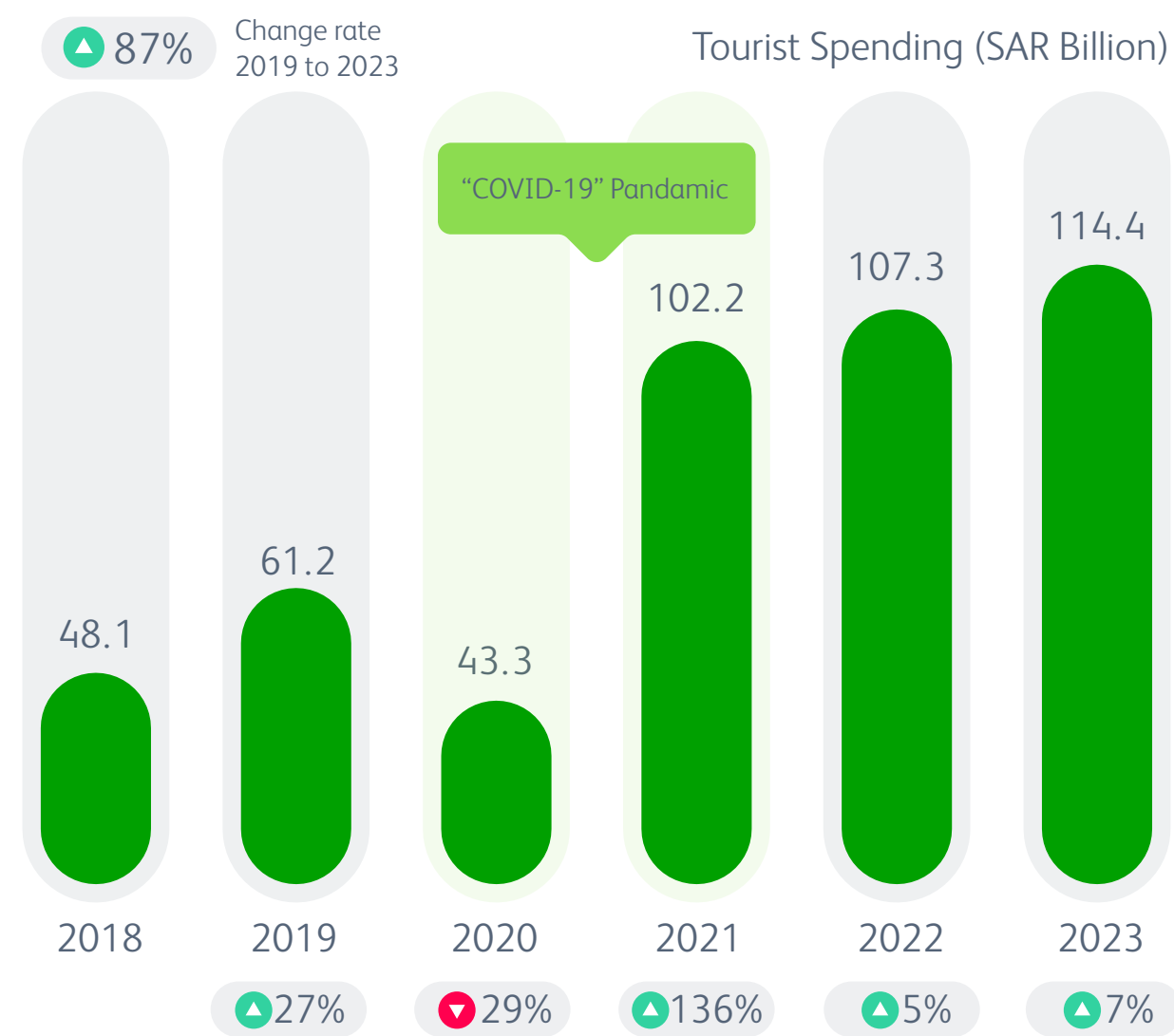
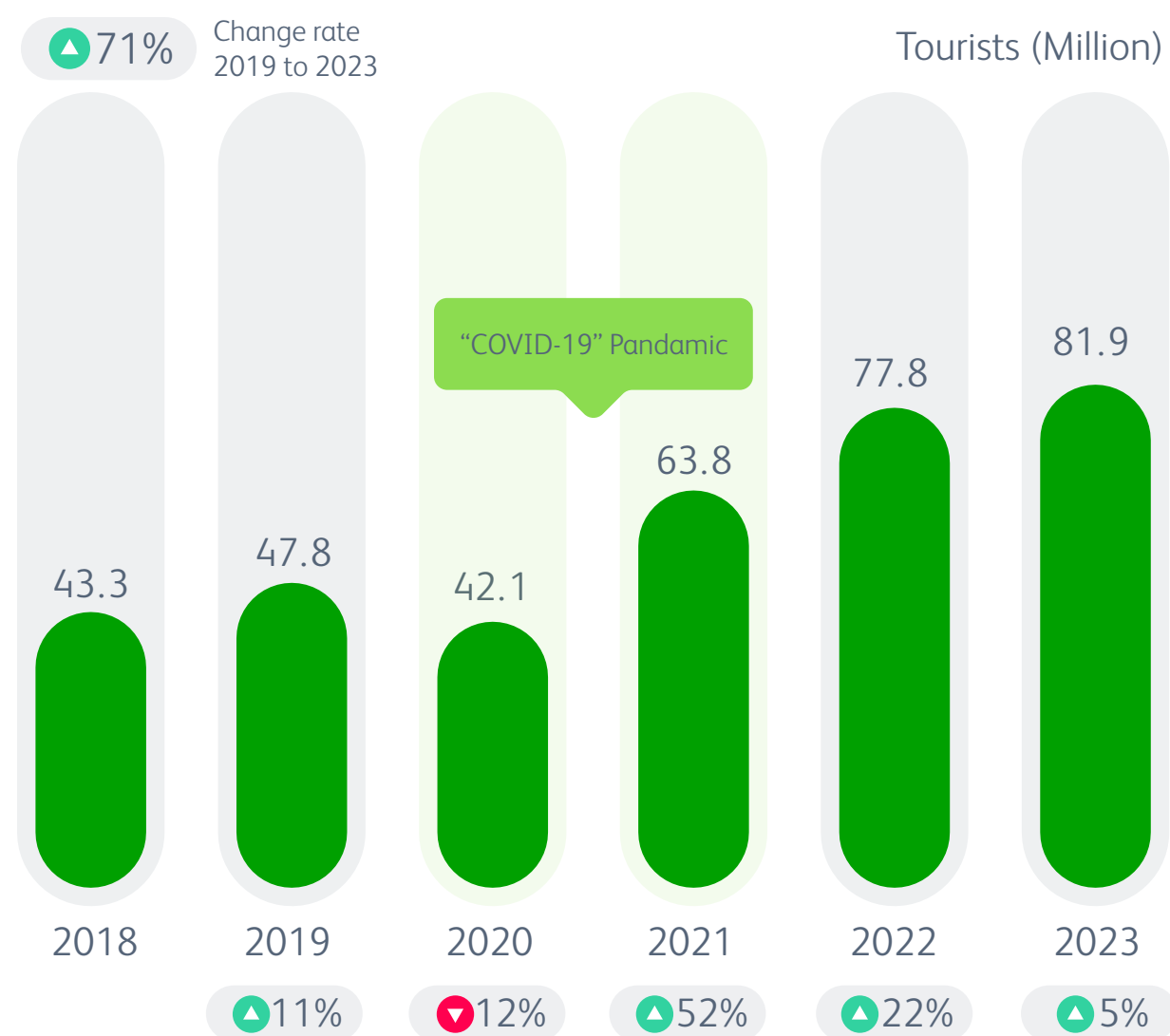
1,397

SAR

Annual Growth

The number of Domestic tourists has grown rapidly since 2018, with 2023 recording the highest number of Domestic visitors historically at 81.9M tourists.

Domestic spending achieved a record high in 2023 with a remarkable increase of 138% in spending compared to 2018 reaching a total of SAR 114.41B.

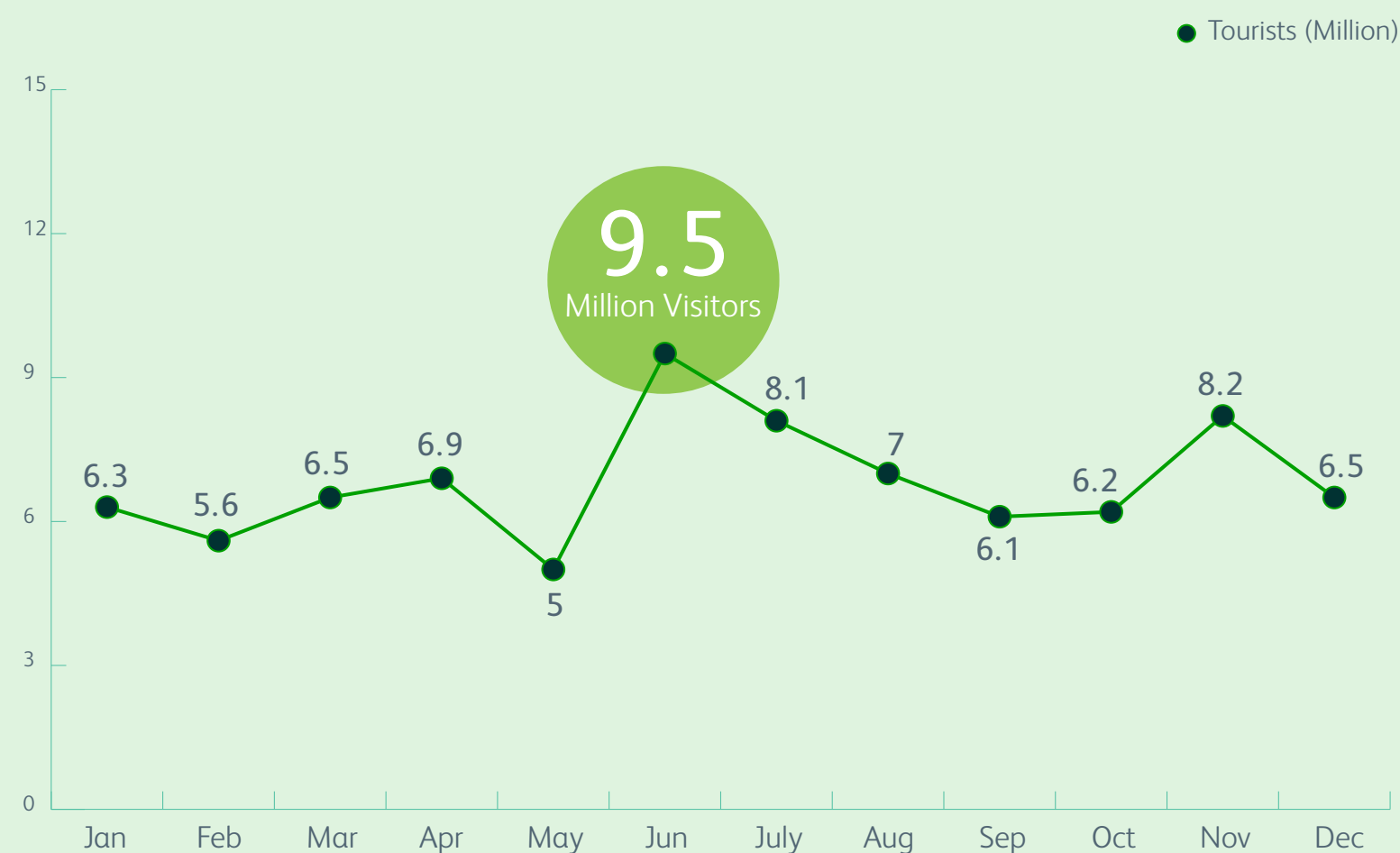


Number of Tourists

June was the highest month, due to the summer season.

The month of June experienced a high number of Domestic tourists, reaching its peak with 9.5 million tourists. This increase was due to the summer season, end of the school year, and Eid Al-Adha vacations, with 12% of all Domestic tourism trips in 2023 occurring within this month.

The second highest month was November with 10% of all Domestic tourism trips starting this month during the mid-year school break.

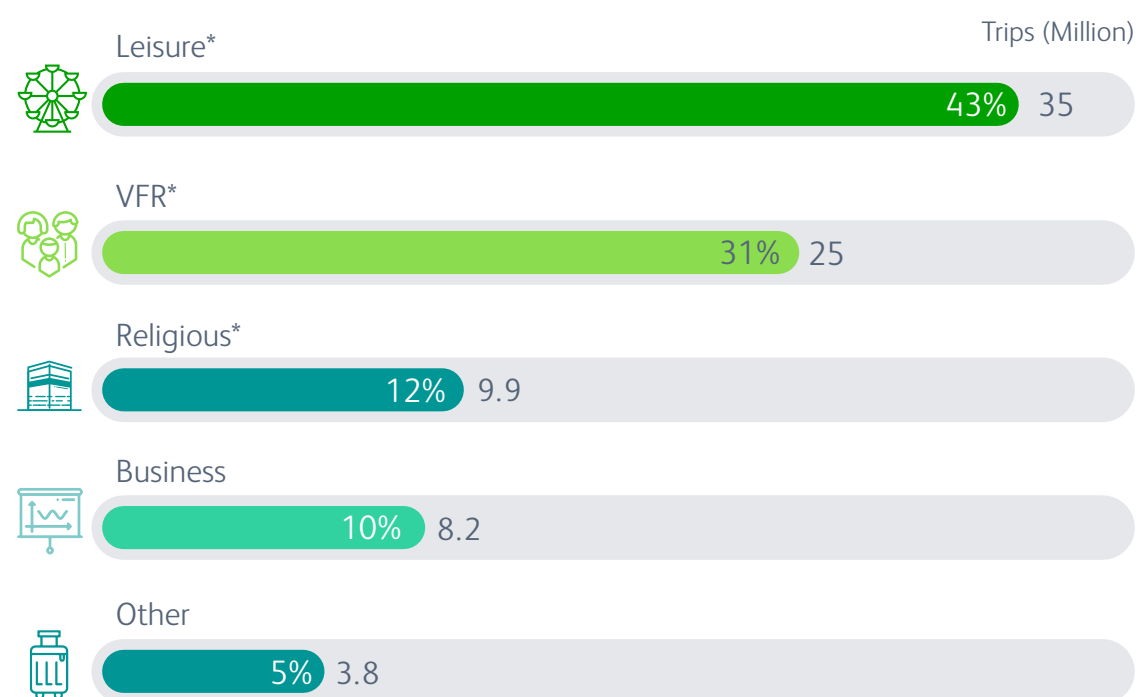


Local Market | Eastern Region

Top Purpose of Trip

Leisure was the top purpose of trips among Domestic tourists in 2023 with 35 million tourists.

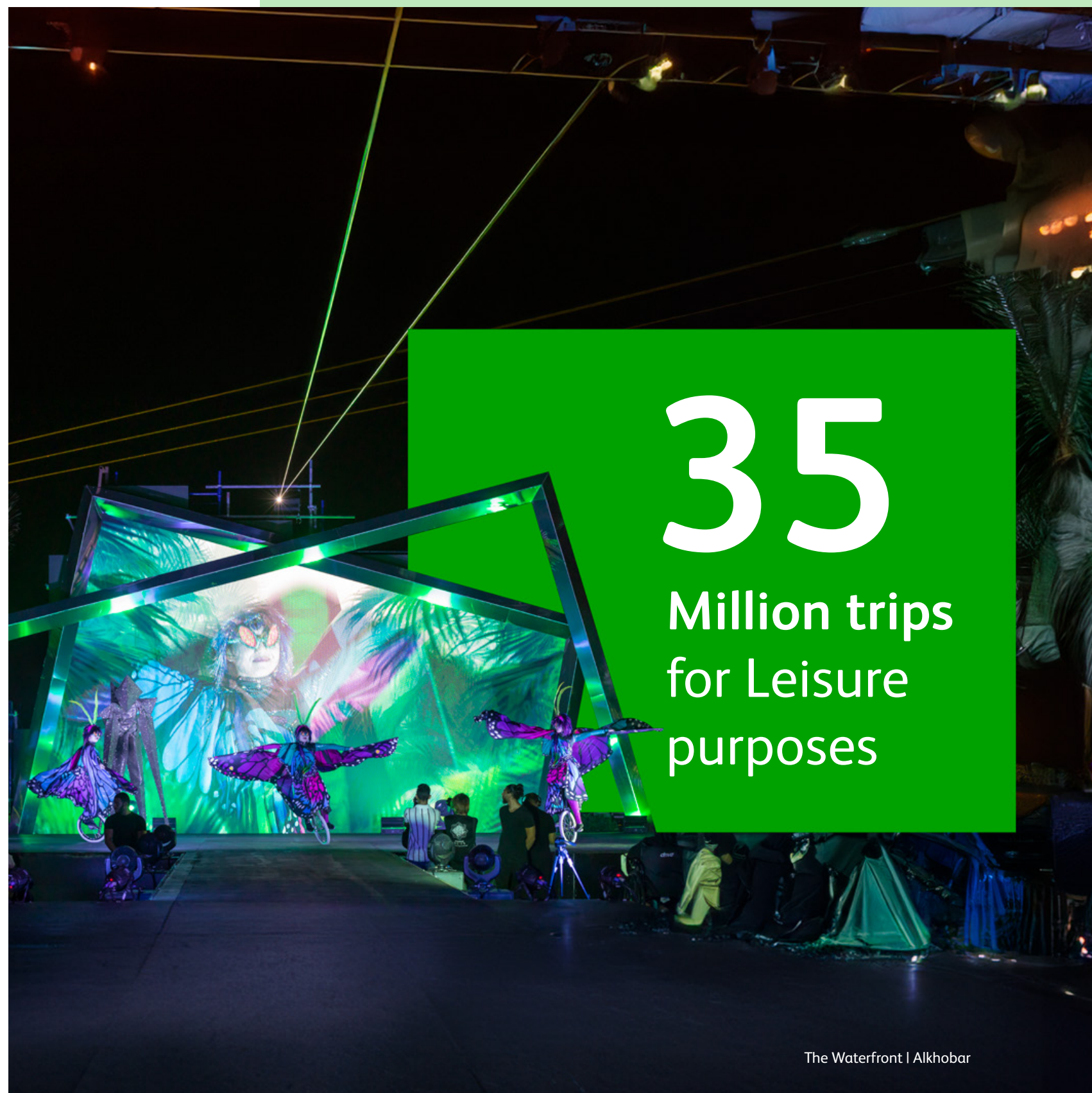
Leisure was the highest purpose of trip with 35 million tourists, representing 43% of all Domestic tourism trips. VFR was the second highest trip purpose with 25 million tourists which accounted for 31% of all Domestic tourism trips. Religious purposes constituted 12% of all Domestic tourism trips.



* Leisure: Recreation, Shopping, Sports

* VFR: Visiting Friends & Relatives

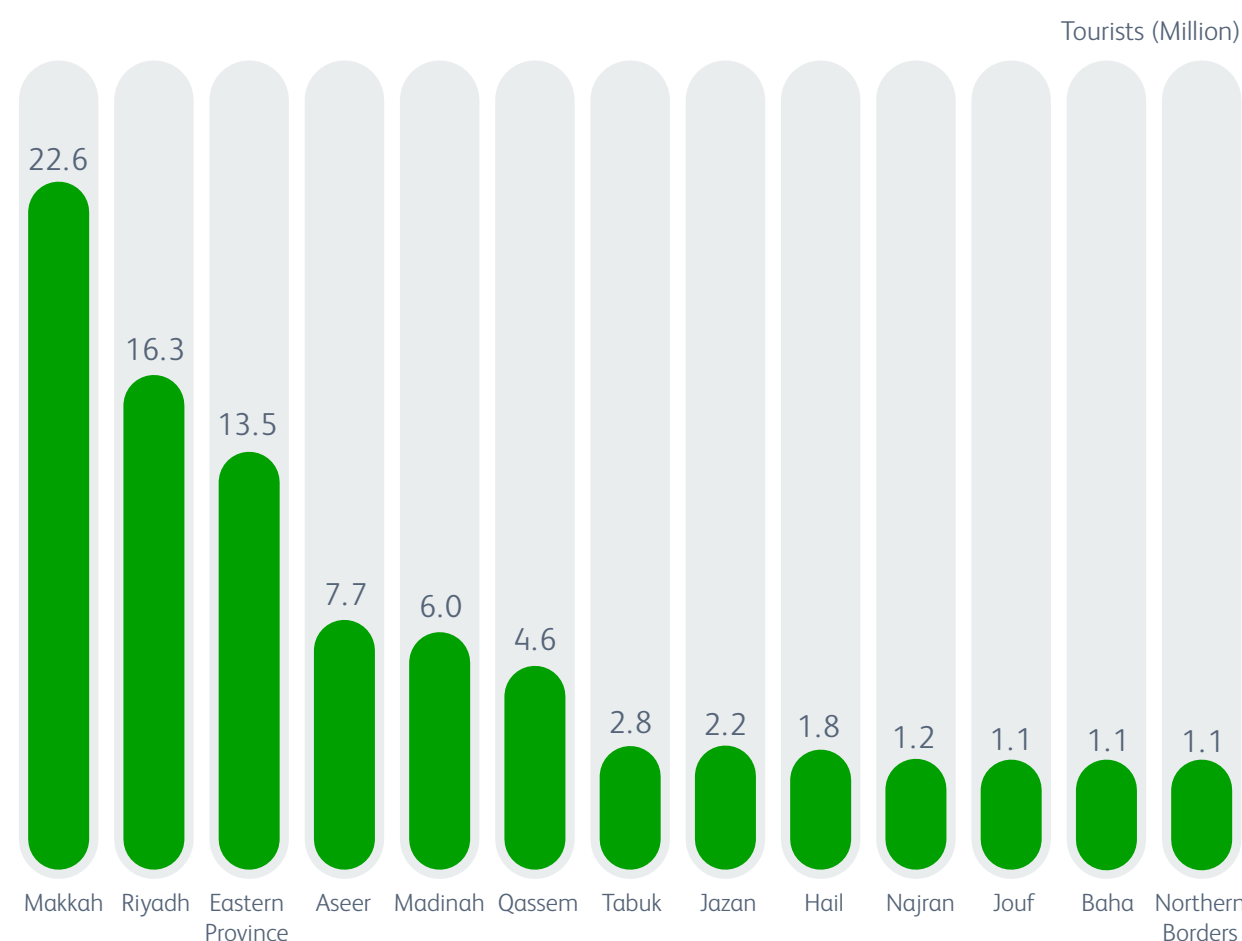
* Religious trips: Composed of overnight visitors for (Hajj, Umrah, and visiting Al-Madinah Al-Munawwarah)



The Waterfront | Alkhobar

Domestic Destinations by Provinces

Makkah Province* was the primary destination for Domestic tourists, receiving a total of 22.6 million.



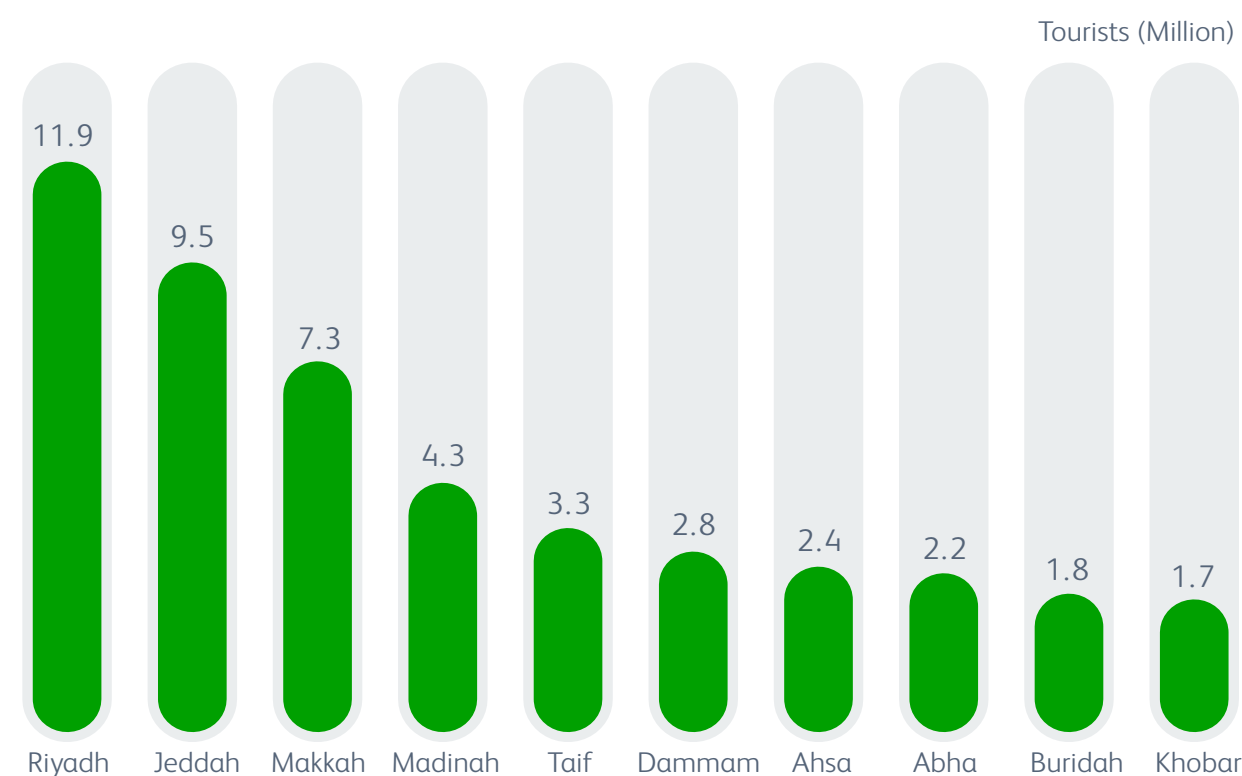
Makkah Province visitors make up 27.6% of the total Domestic tourists in 2023. The second highest destination was Riyadh Province with 20% of the total Domestic tourists, followed by the Eastern Province with 16.4%, then Asser and Al-Madinah Al-Munawwarah with 9.4% and 7.3% respectively.

* Includes Jeddah & Al-Taif City

Top 10 Domestic Destinations by Cities

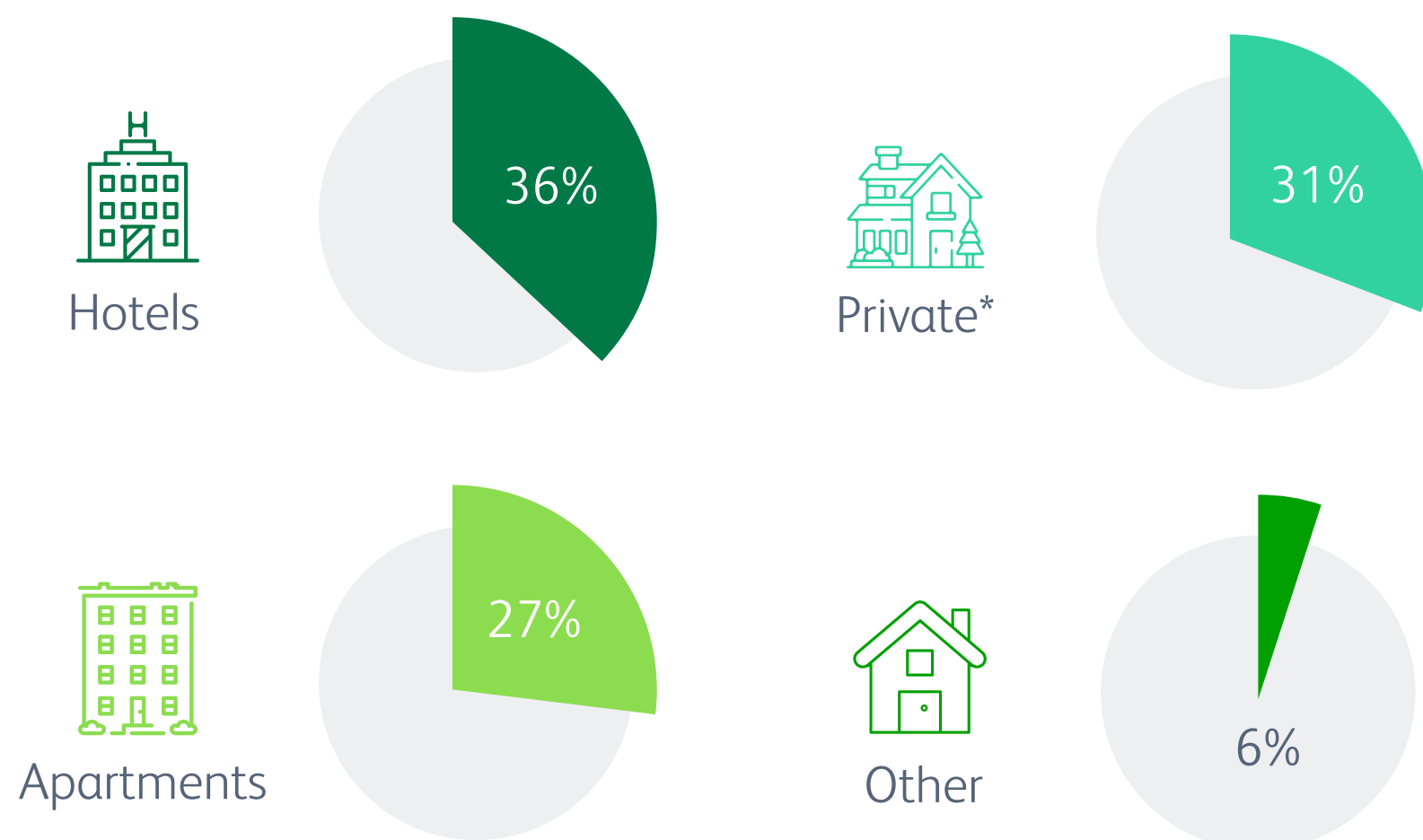
Riyadh City ranks as the primary destination with 11.9 million tourists, which was 14.5% of Domestic tourists in 2023.

Jeddah came in second with 11.6% of all Domestic tourism trips, followed by Makkah Al-Mukarramah with 8.9%, then Al-Madinah Al-Munwwarah City with 5.3%, and Al-Taif City with 4.1%.



Type of Accommodation

Hotels were the primary selection for Domestic tourists, with 36% staying in hotels and 31% in private accommodations, followed by apartments, which accounted for 27% of the total.



* Private: Friends or Relatives

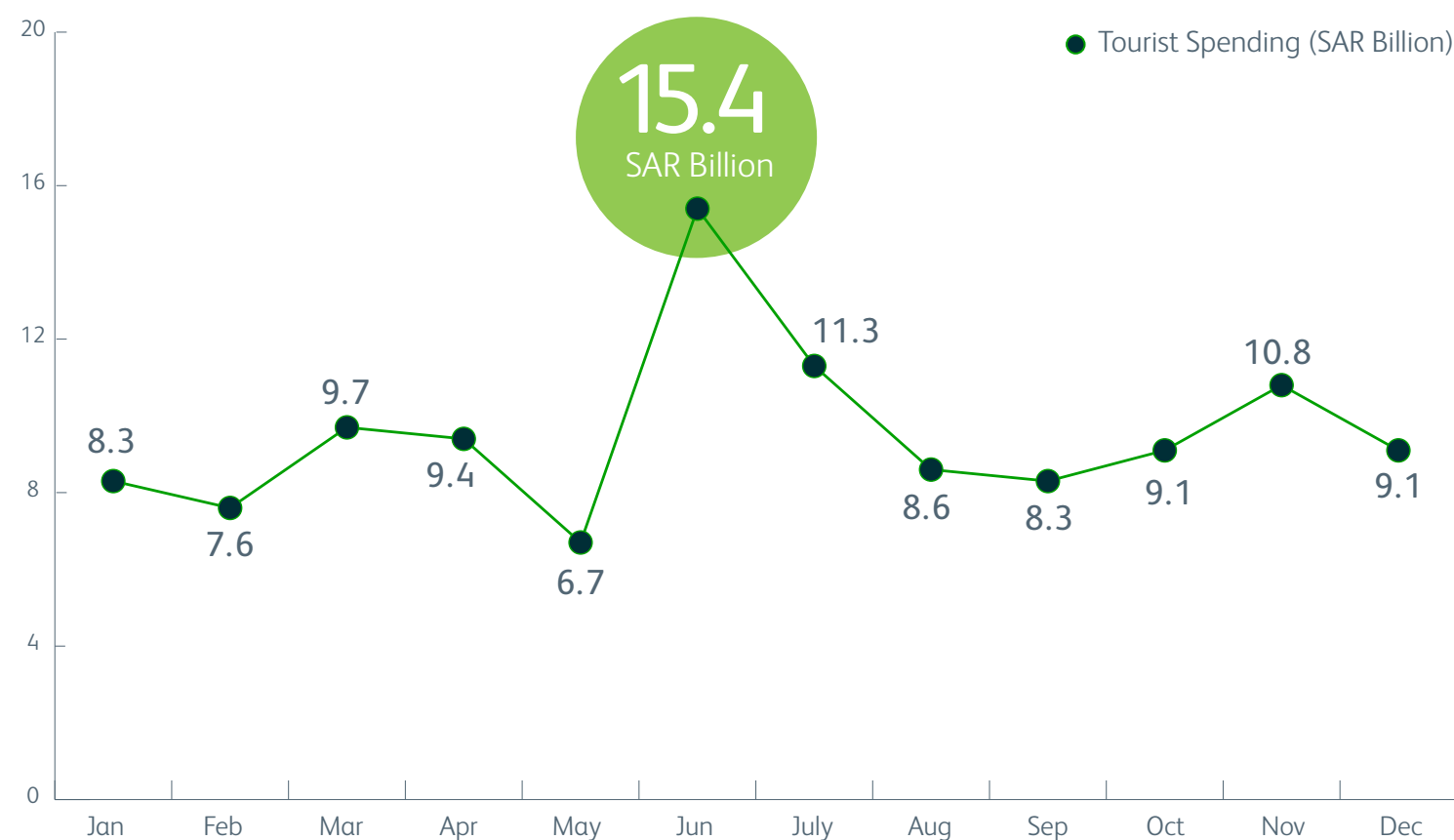


Waterfront | Jeddah

Tourist Spending

The total Domestic tourist spending reached SAR 114.4 billion.

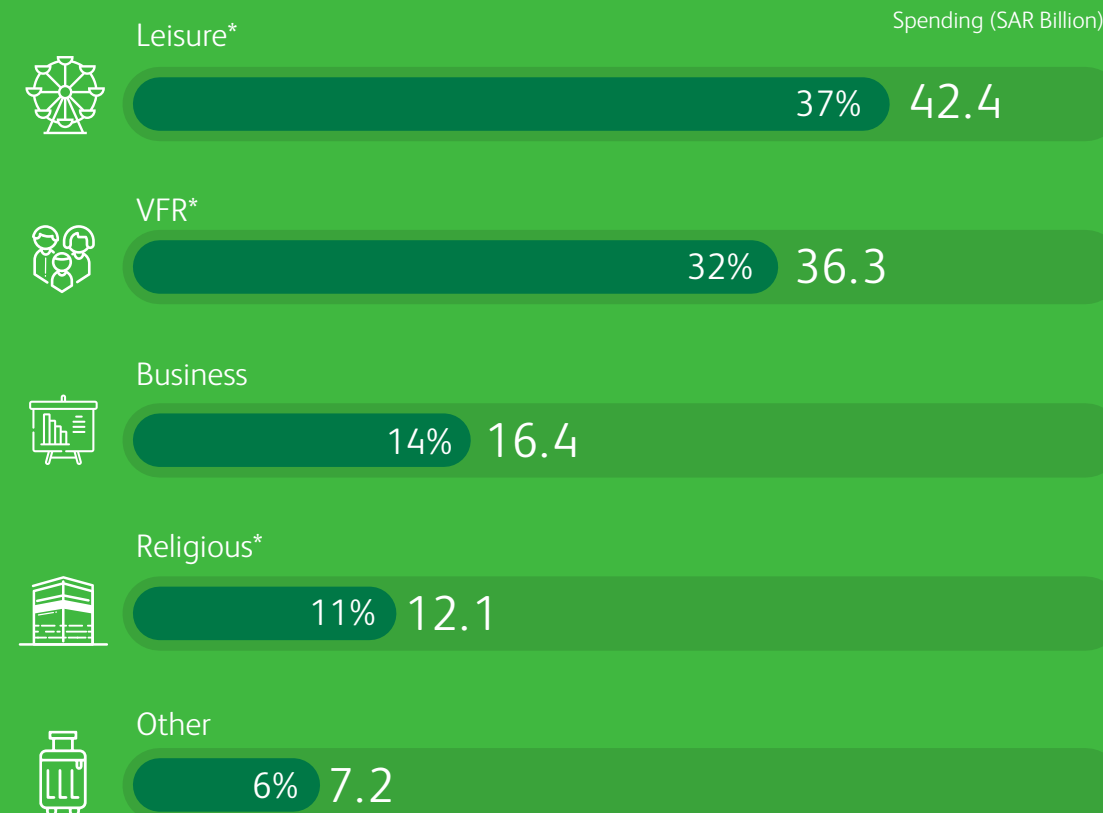
Of which SAR 42.4 billion, 37%, was spent on leisure, followed by VFR which accounted for 32% of the total Domestic tourist spending in 2023.



* Leisure: Recreation, Shopping, Sports

* VFR: Visiting Friends & Relatives

* Religious trips: Composed of overnight visitors for (Hajj, Umrah, and visiting Al-Madinah Al-Munawwarah)



The total Domestic tourist spending reached SAR 15.4 billion in June 2023.

Accounting for 13.5% of the total Domestic spending for the year. This is due to the high volume of Domestic tourists during the same period.



Art gallery | Al-Madinah

METHODOLOGIES



System of Tourism Statistics (STS)

MT is following the International Recommendations for Tourism Statistics (UNWTO) in measuring flows and characteristics of Inbound and Domestic tourism trips and visitors as well as measuring tourism expenditure. We have developed a tourism demand statistics program that includes the International Visitor Survey (IVS), Domestic Tourism Survey (DTS), and auxiliary data sources.

- Inbound tourism data is drawn from a monthly border survey (International Visitor Survey- IVS). The IVS sample size is 54K complete per year. Data is collected from non-resident visitors as they are leaving the Kingdom at exit ports (Air, Land and Sea). IVS data is weighted based on the administrative data on arrivals received from the Ministry of Interior.

Disclaimer

You are advised to exercise care when interpreting the figures contained in this report. These figures are collected from a sample of around 140K visitors and therefore may be different from the real figure if data is collected from 100% of all visitors. These estimates may be subject to chance variation, or sampling error, and smaller estimates under 10,000 must be treated with greater caution.

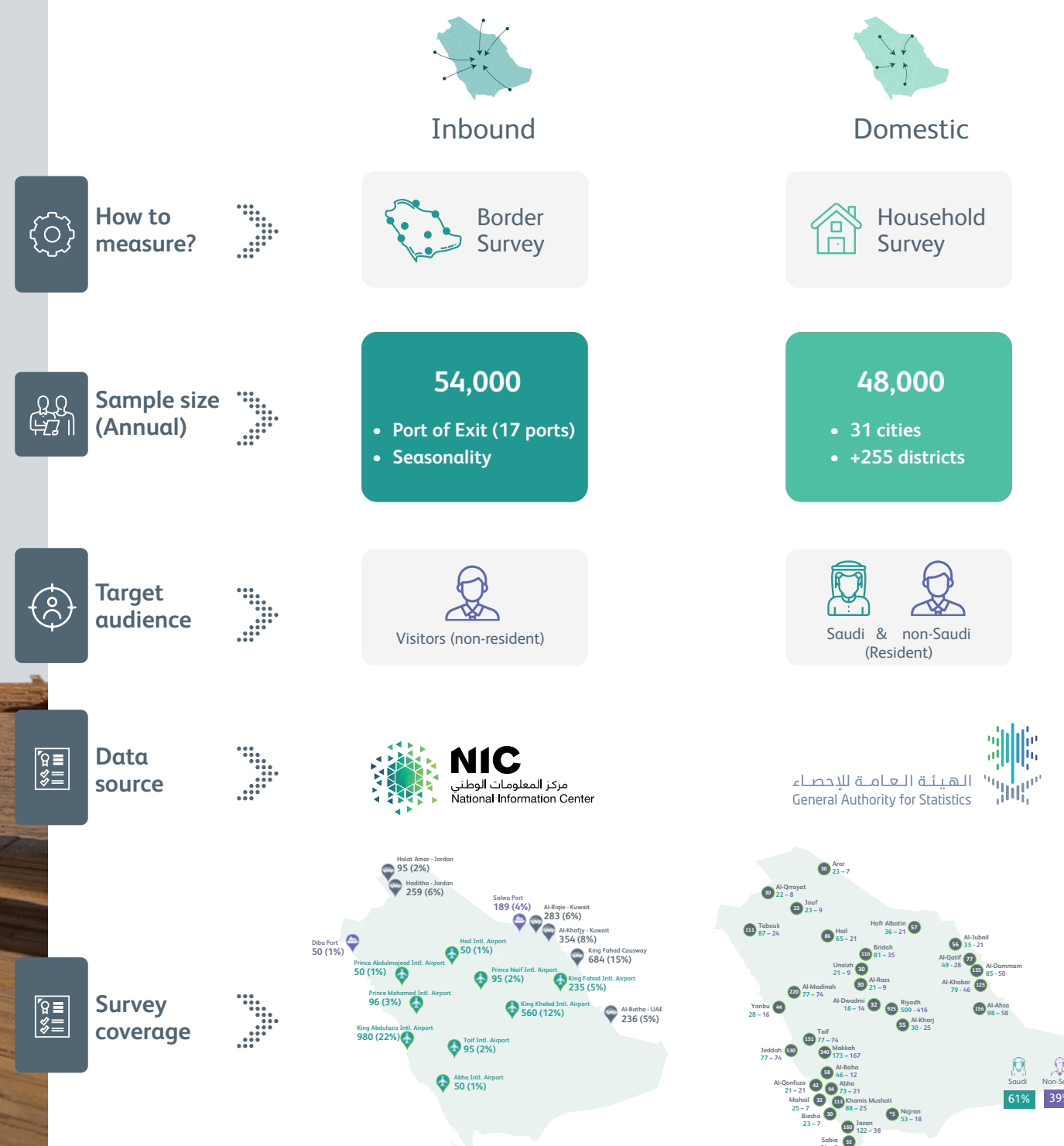
- Domestic tourism data is drawn from a monthly household survey (Domestic Tourism Survey - DTS). The DTS sample size is 48K complete per year. Data is collected from resident households (Citizens & Expats) in the 13 KSA provinces. DTS data is weighted based on the population data produced by the General Authority for Statistics.
- There are auxiliary data sources (i.e. Mobile Positioning Data (MPD), Point of Sales (POS), and administrative data from other government agencies) that are used to complement, strengthen, and validate the surveys data.



SCAN ME



Methodology



Almasmak Palace | Riyadh

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Buggy driving at Camp Dalila | Riyadh



برنامج جودة
الحياة



وزارة السياحة
Ministry of Tourism

