وزارة السياحة
Ministry of Tourism

Domestic Tourism Indicators

First Half 2026

In the First Half of 2026, Domestic Tourists[1] reached around (48.7Mn), recording a growth of about (▲5%). Domestic Tourism spending totaled around (﷼70.3Bn), also achieving around (▲5%) increase compared to H1 2025.

Overall First Half 2026

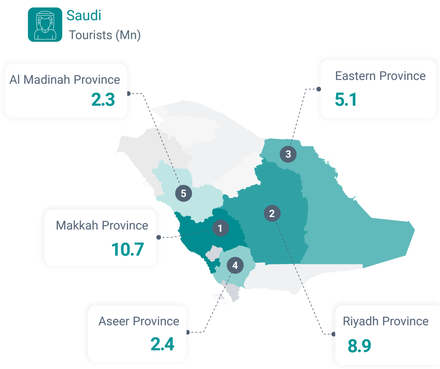
Number of Tourists
48.7M Tourists
▲ 5% Compared to H1 2025

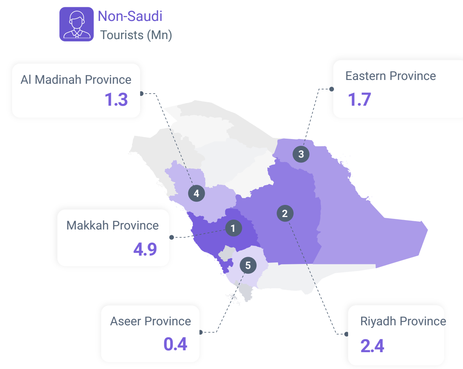
Tourism Spending
﷼70.3B
▲ 5% Compared to H1 2025

Average Length of Stay

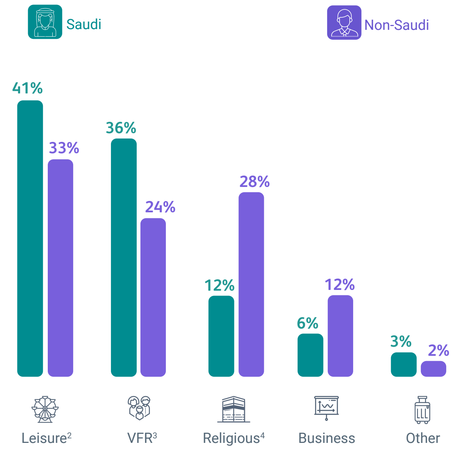
Saudi		Non-Saudi
5.7 Nights		7.2 Nights

Top Destinations - by Province

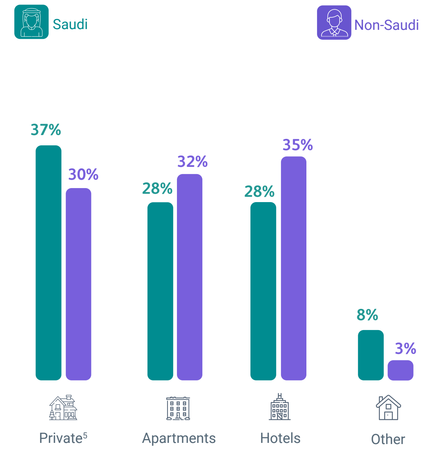




Main Purpose of Trip



Main Type of Accommodation



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For more information about Open Data — Click Here

(1) Tourists: Overnight Visitors
(2) Leisure: Recreation, Shopping & Sports
(3) VFR: Visiting Friends and Relatives
(4) Religious: Composed of overnight visitors for (Hajj, Umrah, and Ziyarah Al-Madinah Al-Munawwarah)
(5) Private: Accommodation facility where tourists stay with friends or relatives, or in a private facility owned by the tourist

Source: MT | Data and Decision Support Deputyship
Numbers rounded to the nearest tenth, Market share percentages may not sum to 100% due to rounding

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