



Monthly Sectoral Review of the Kingdom of Saudi Arabia

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TOURISM & HOSPITALITY

JANUARY 2026

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Major Events & Developments

Sustained tourism demand and year-end confirmation

In January 2026, official updates confirmed that Saudi Arabia recorded approximately **122 million visitors in 2025**, reflecting continued strength in tourism and hospitality demand driven by cultural seasons, entertainment offerings, and religious tourism.

Growth in tourism and hospitality spending

Total tourism spending reached approximately **USD 81 billion** in 2025, indicating sustained growth supported by higher hotel occupancy rates, increased domestic travel, and improved average spend from international visitors.

Ongoing development of tourism destinations

Giga-project destinations such as **AlUla**, **The Red Sea Project**, and **Diriyah** continued progressing into early 2026, supporting hospitality expansion and reinforcing Saudi Arabia's positioning in cultural and luxury tourism.

Update on major tourism-related events

Saudi Arabia announced the **postponement of the 2029 Asian Winter Games in NEOM's Trojena**, with a shift toward hosting standalone winter sports events, reflecting a phased and risk-managed approach to global tourism and sports events.

At-a-Glance Summary

January 2026 reflected continued momentum in Saudi Arabia's tourism and hospitality sector. Strong visitor volumes, rising spending, destination development, and adaptive event planning reinforced the sector's role as a key non-oil contributor aligned with Vision 2030.

Sources & References

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