# 2025 H1
# PERFORMANCE REPORT

QATAR
Tourism للسياحة

# OVERVIEW

## VISITORS

- International visitors reached 2.6m in H1 2025, representing a 3% increase from H1 2024.

- The GCC represented the largest share of international visitors (36%), followed by Europe (26%) and Rest of Asia/Oceania (22%).

- 57% of visitors arrived by air in H1 2025, while 33% arrived by land, and 9% arrived by sea

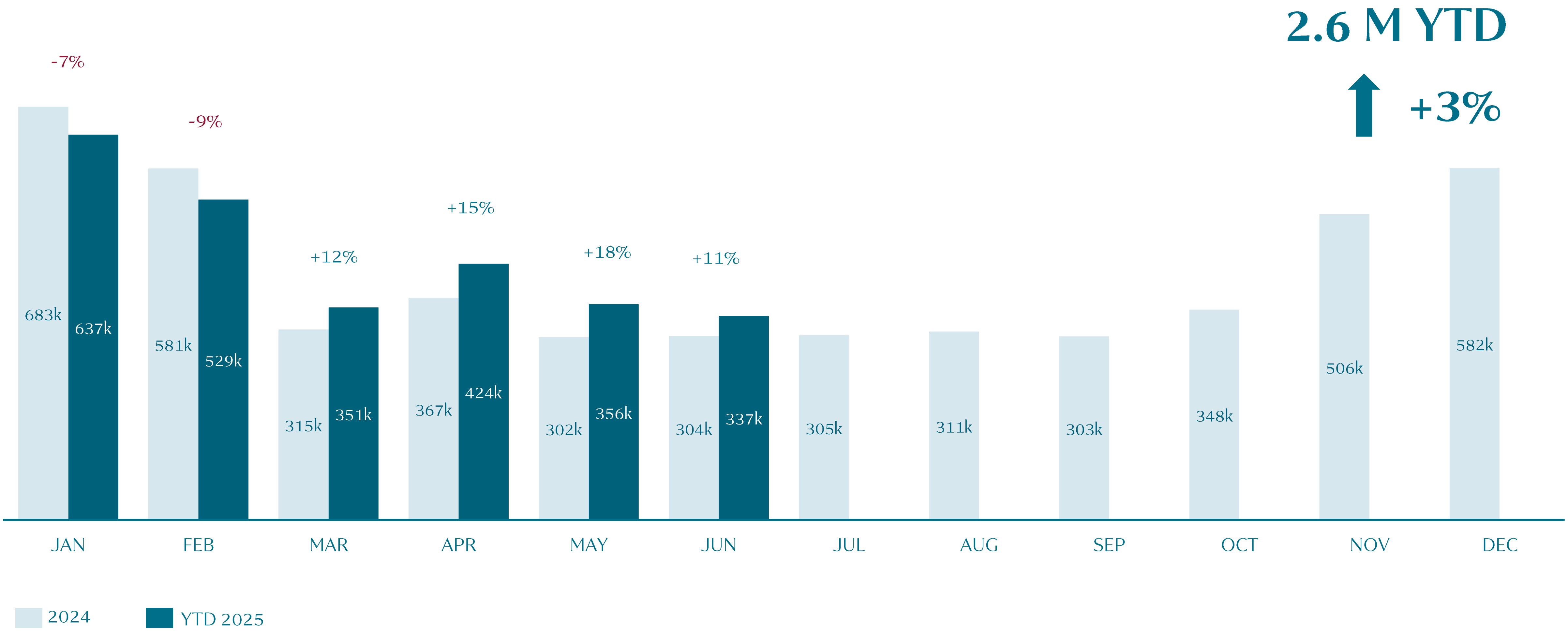
## ACCOMODATION

- Hotel supply increased to 41,240 room keys by the end of June 2025.

- Average full market occupancy was ~71% across H1 2025, representing an increase of 2 percentage points in comparison to H1 2024.

- Room demand reached 5.23m room nights sold in H1 2025, up 7% from H1 2024.

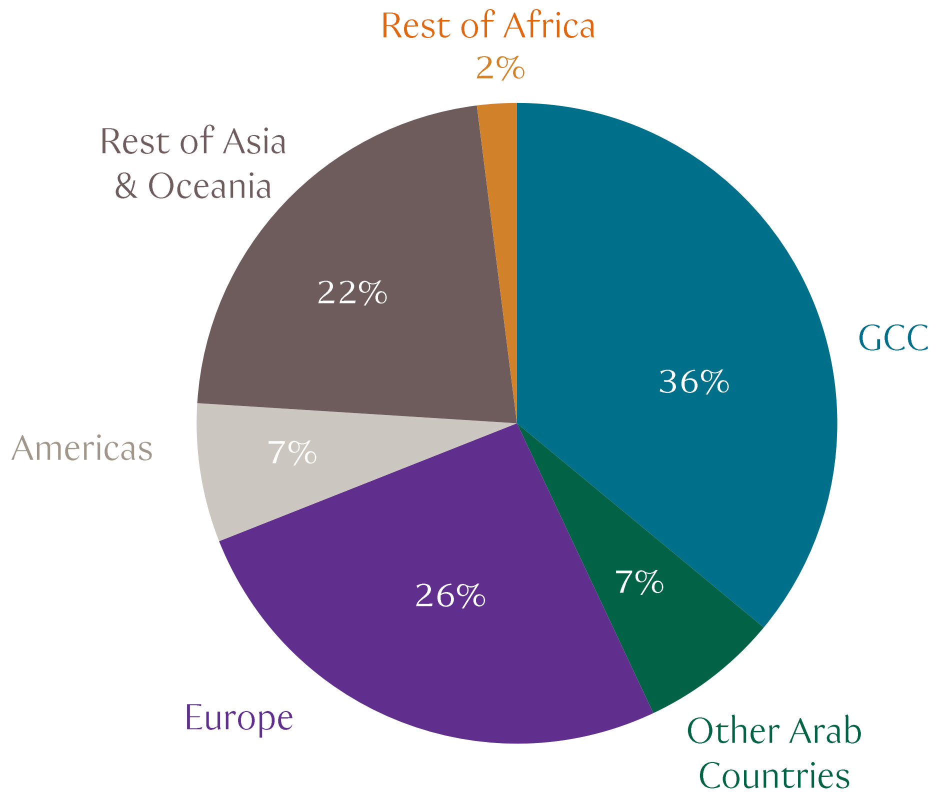
# VISITOR ARRIVALS YTD 2025 VS. 2024



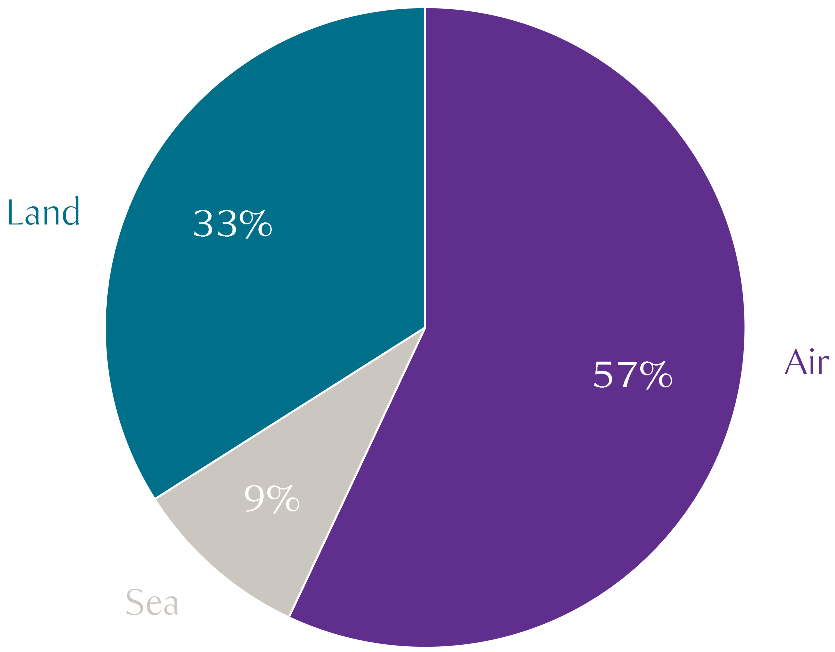

Source: Qatar Tourism

# VISITOR ARRIVALS YTD H1 2025 BY REGION AND PORT OF ENTRY

## VISITOR ARRIVALS BY REGION




## VISITOR ARRIVALS BY PORT OF ENTRY




Source: Qatar Tourism

# HOTEL SUPPLY AS OF JUNE 2025
# & OCCUPANCY H1 2025 VS. H1 2024

| Categories | Total no. of keys (Supply) | Average Occupancy H1 '25 | Average Occupancy H1 '24 |
|---|---|---|---|
| 5 Star Hotels ★★★★★ | 19,854 | 65.3% | 63.8% |
| 4 Star Hotels ★★★★ | 8,188 | 67.9% | 69.0% |
| 3-1 Star Hotels ★★★ ★★ ★ | 3,160 | 82.9% | 81.6% |
| Hotel Apartments[1] (Deluxe/Standard) | 10,038 | 80.4% | 73.4% |
| Total | 41,240 | 70.6% | 68.4% |

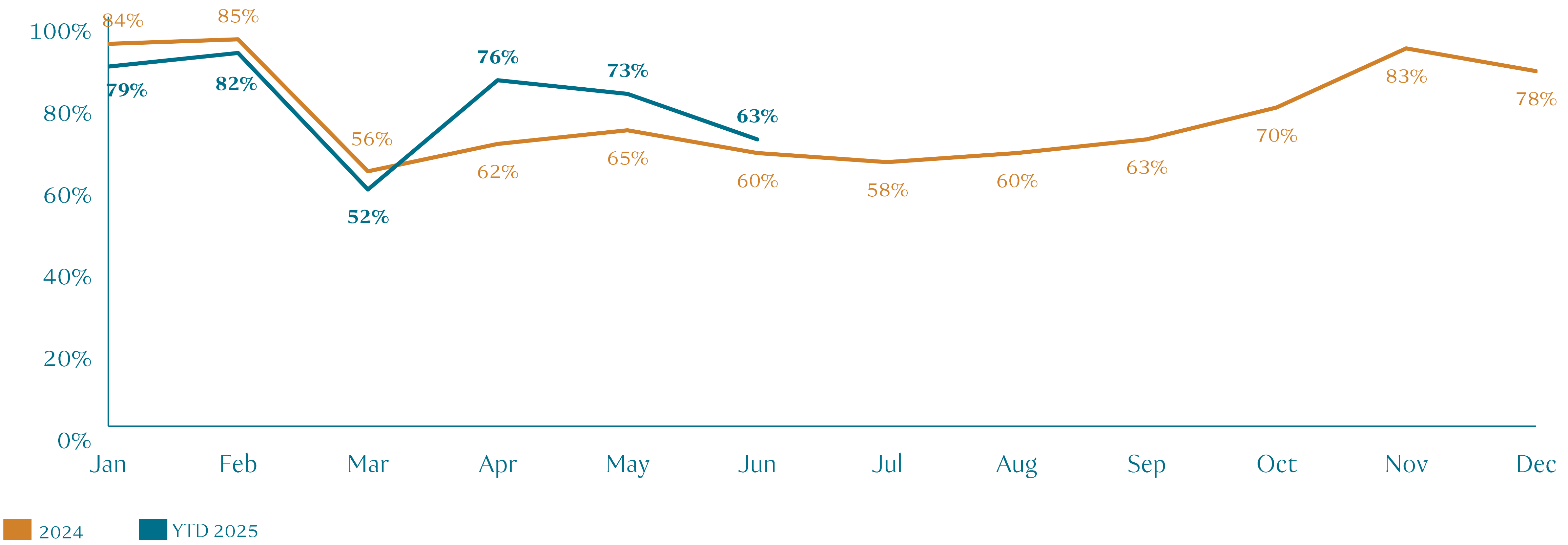
1. Includes ~9K deluxe apartments and 1K standard apartments
Notes: 1-3 star hotel occupancy based on weighted average
Source: Qatar Tourism, STR

# FULL MARKET OCCUPANCY BY MONTH YTD 2025 VS. 2024

## AVG. OCCUPANCY RATES YTD 2025 VS. 2024

**70.6% YTD**

**+2.2% points**




Full Market Accommodation includes Hotels, Hotel Apartments, and Touristic Camps
Source: Qatar Tourism, STR



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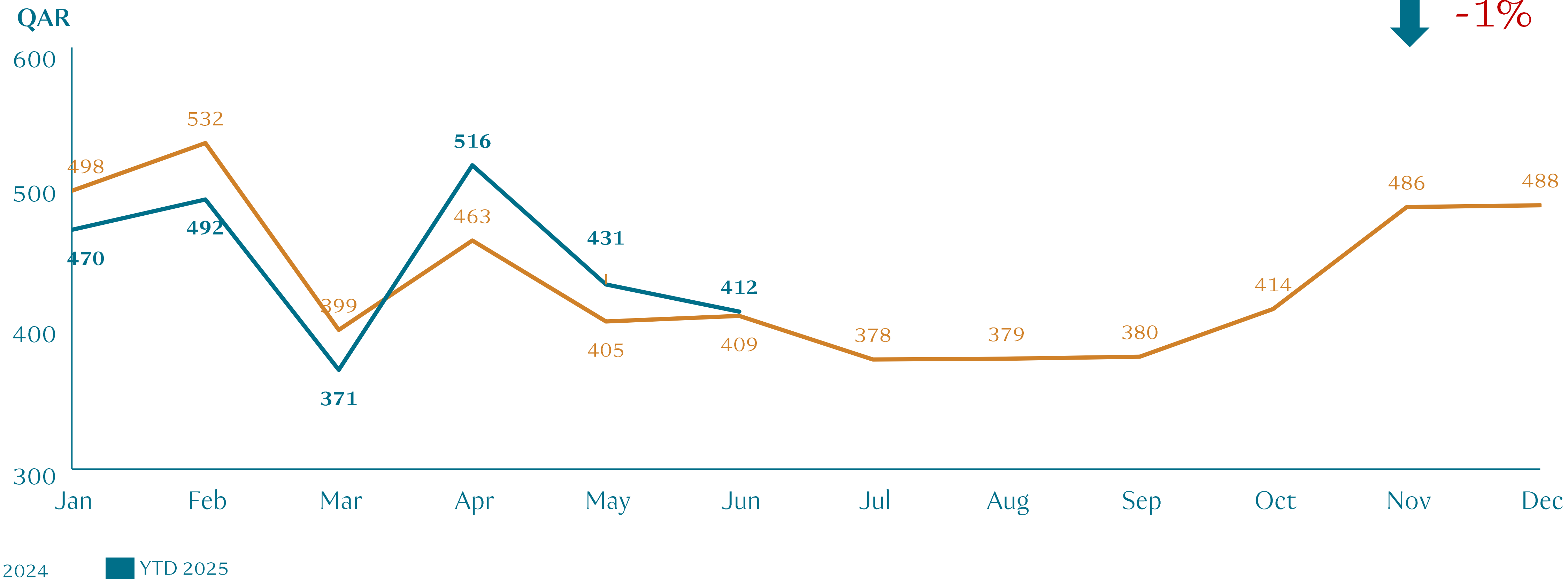
# FULL MARKET ADR BY MONTH YTD 2025 VS. 2024

## AVG ADR YTD 2025 VS. 2024

**454 QAR YTD**

-1%



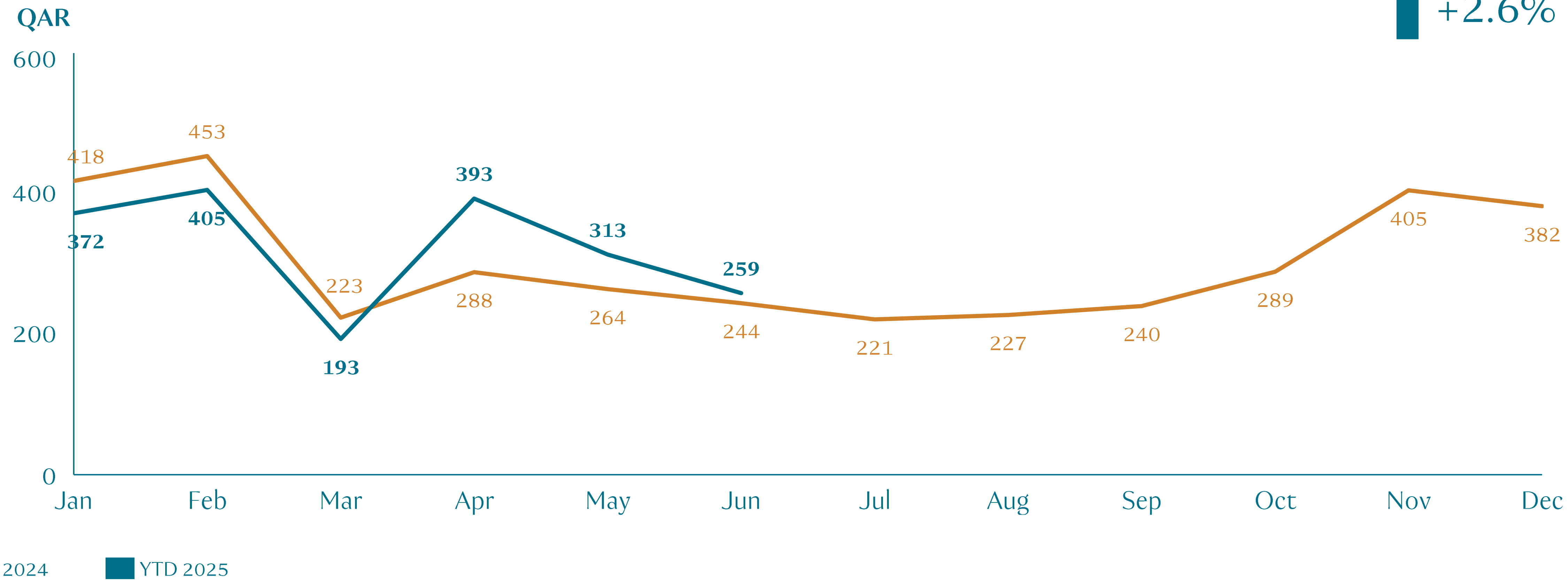

ADR: Average Daily Rate
Source: Qatar Tourism, STR

# FULL MARKET REVPAR BY MONTH YTD 2025 VS. 2024

## AVG REVPAR YTD 2025 VS. 2024

**321 QAR YTD**

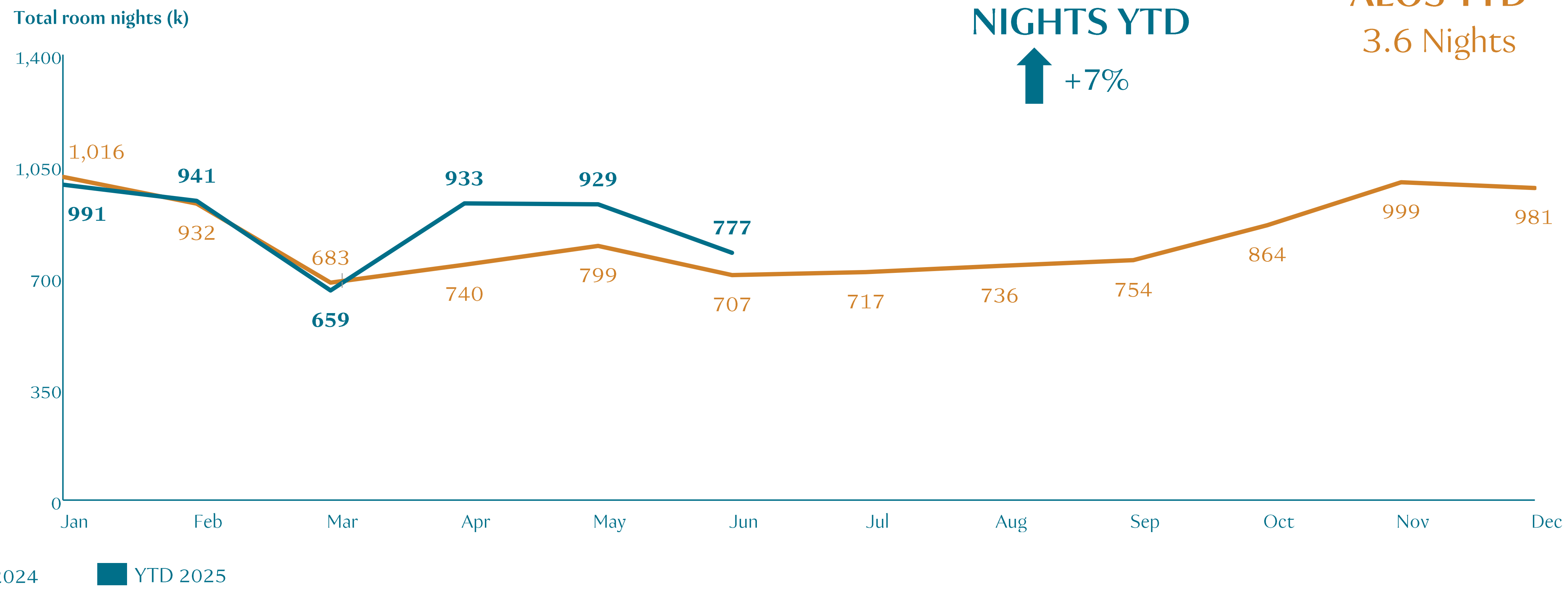
+2.6%




REVPAR: Revenue Per Available Room
Source: Qatar Tourism, STR

# TOTAL ROOM NIGHTS BY MONTH H1 2025 VS. H1 2024 AND YTD AVERAGE LENGTH OF STAY (ALOS)

## ROOM NIGHTS H1 2025 VS. H1 2024




**5.23 M ROOM NIGHTS YTD**

+7%

**ALOS YTD**

3.6 Nights

Source: Qatar Tourism, STR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