

# 2025 Annual PERFORMANCE REPORT



# OVERVIEW

## VISITORS

- International visitors reached 5.1m in 2025, representing an annual growth of +3.7%.
- The GCC continues to represent the largest share of international visitors, followed by Europe.
- 61% of visitors arrived by air in 2025, while 32% arrived by land, and 7% arrived by sea

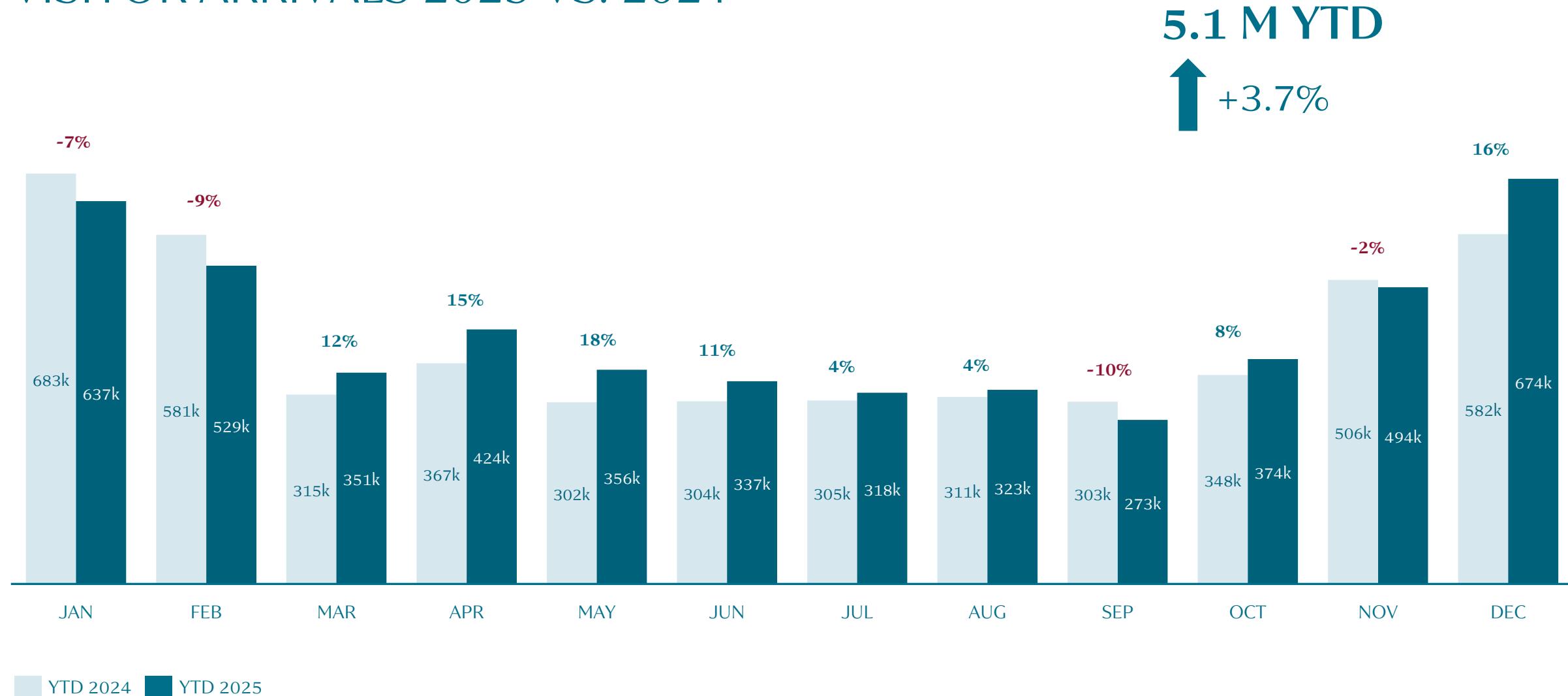


## ACCOMODATION

- Hotel supply reached approximately 42,500 room keys by the end of 2025
- Average full market occupancy was 71.3% across 2025, representing an increase of +2.6 percentage points compared to 2024.
- Room demand reached 10.84 million room nights sold in 2025, a +8.6% increase from demand in 2024.



# VISITOR ARRIVALS 2025 VS. 2024

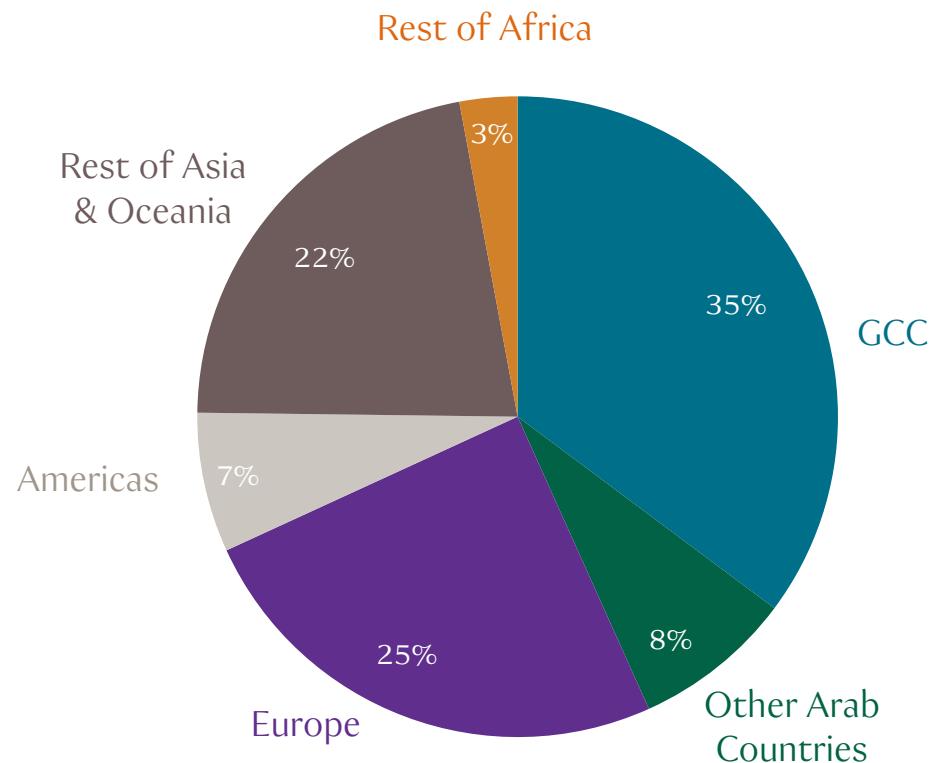


Source: Qatar Tourism

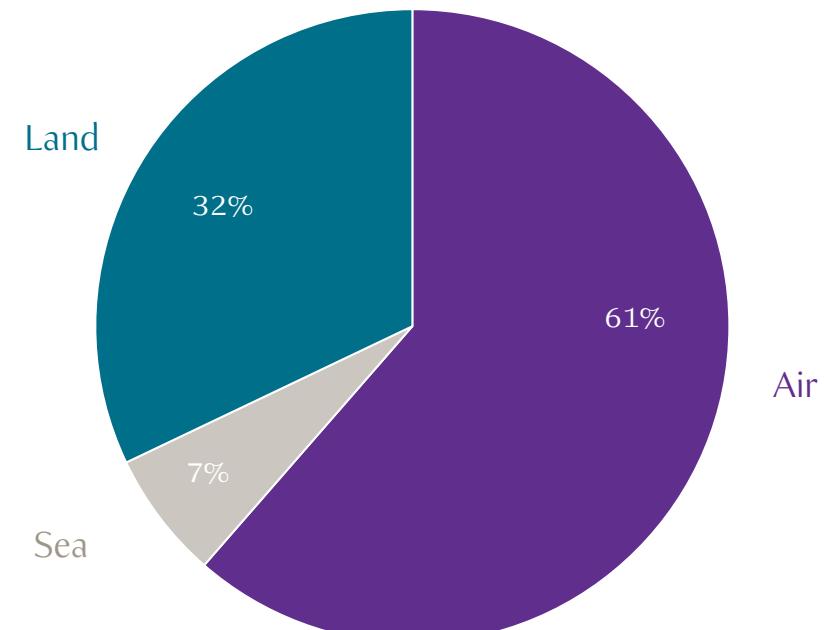
2025 PERFORMANCE REPORT

# VISITOR ARRIVALS IN 2025 BY REGION AND PORT OF ENTRY

## VISITOR ARRIVALS BY REGION



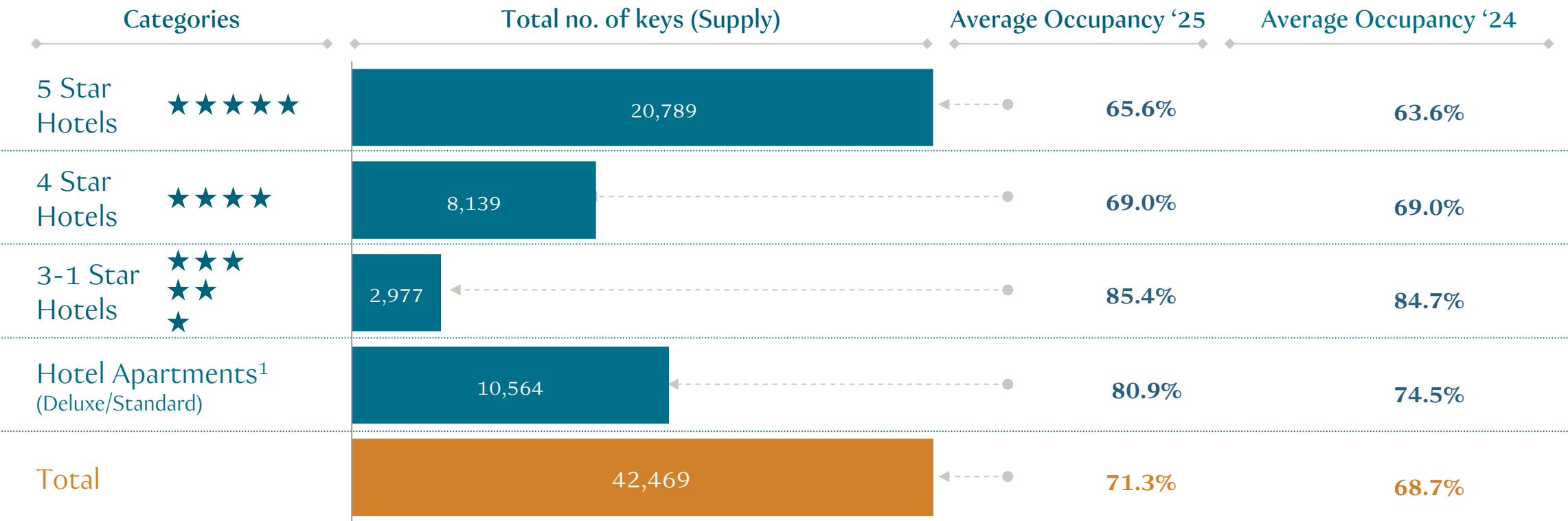
## VISITOR ARRIVALS BY PORT OF ENTRY



Source: Qatar Tourism

2025 PERFORMANCE REPORT

# HOTEL SUPPLY AS OF DECEMBER 2025 & OCCUPANCY 2025 VS. 2024

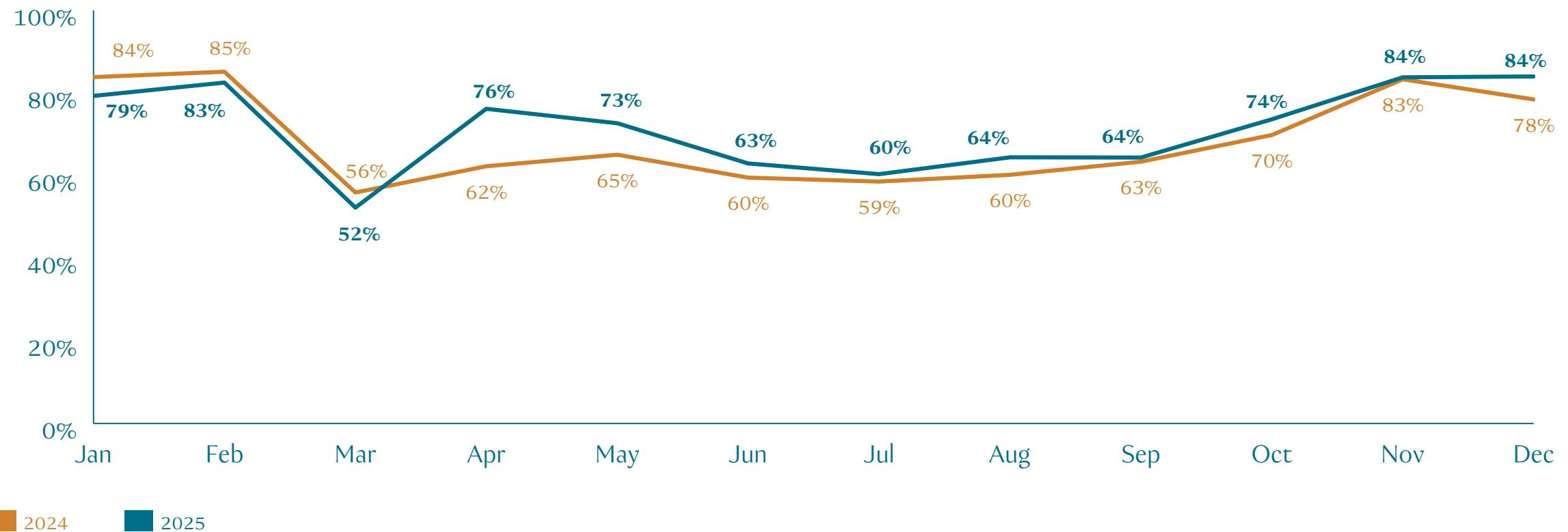


1. Includes ~9.5K deluxe apartments and 1K standard apartments  
 Notes: 1-3 star hotel occupancy based on weighted average  
 Source: Qatar Tourism, STR

# FULL MARKET OCCUPANCY BY MONTH 2025 VS. 2024

AVG. OCCUPANCY RATES 2025 VS. 2024

71% YTD  
↑ +2.6 % points

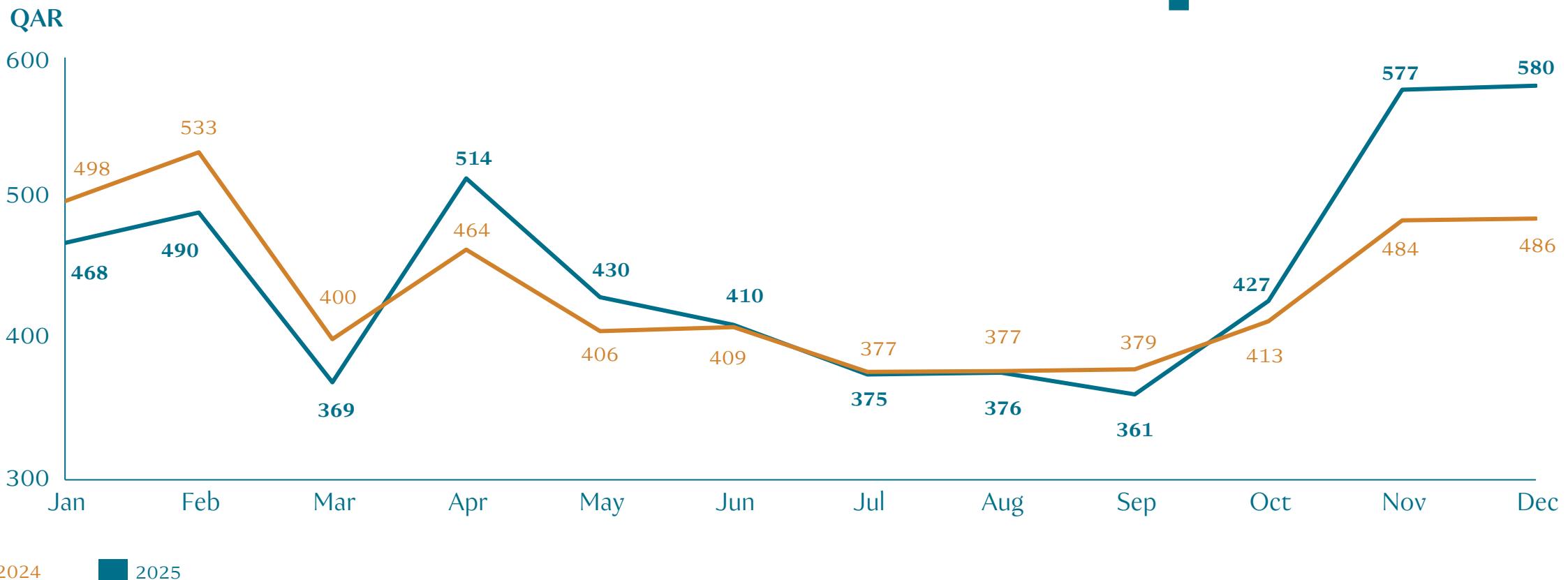


Full Market Accommodation includes Hotels, Hotel Apartments, and Touristic Camps  
Source: Qatar Tourism, STR

# FULL MARKET ADR BY MONTH 2025 VS. 2024

AVG ADR 2025 VS. 2024

457 QAR YTD  
↑ +3.6%



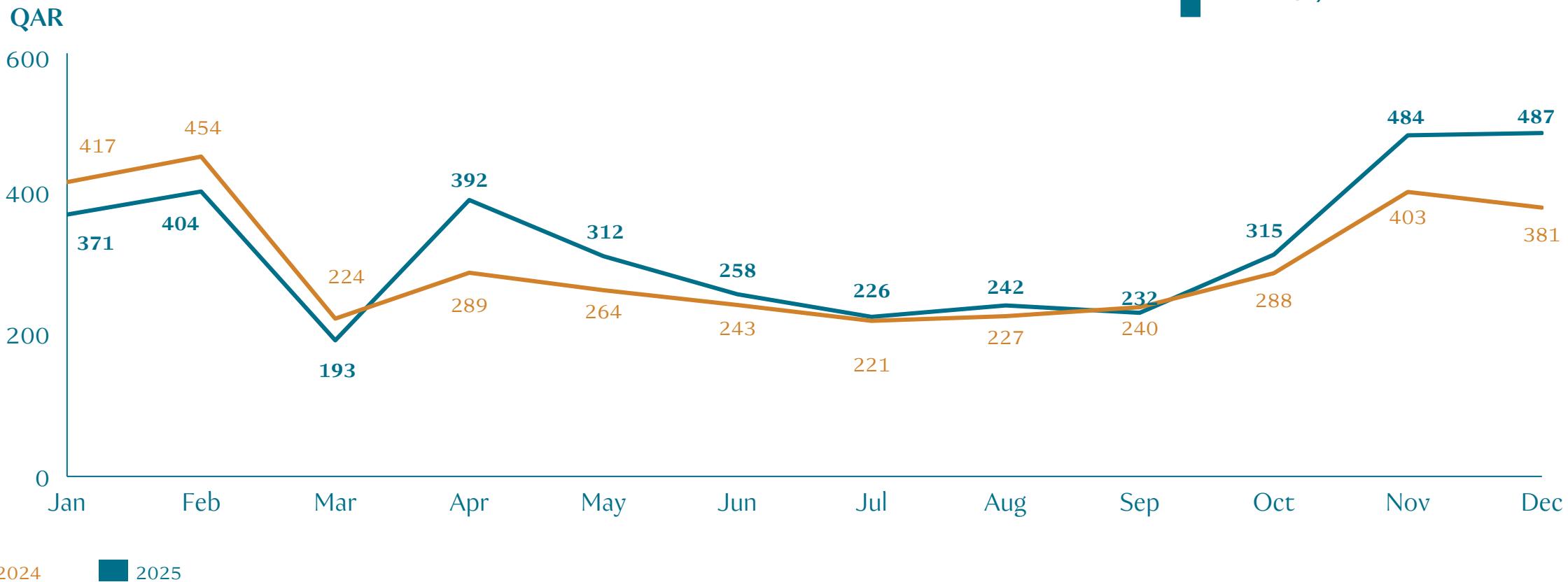
ADR: Average Daily Rate  
Source: Qatar Tourism, STR

2025 PERFORMANCE REPORT

# FULL MARKET REVPAR BY MONTH 2025 VS. 2024

AVG REVPAR 2025 VS. 2024

326 QAR YTD  
↑ +7.6%

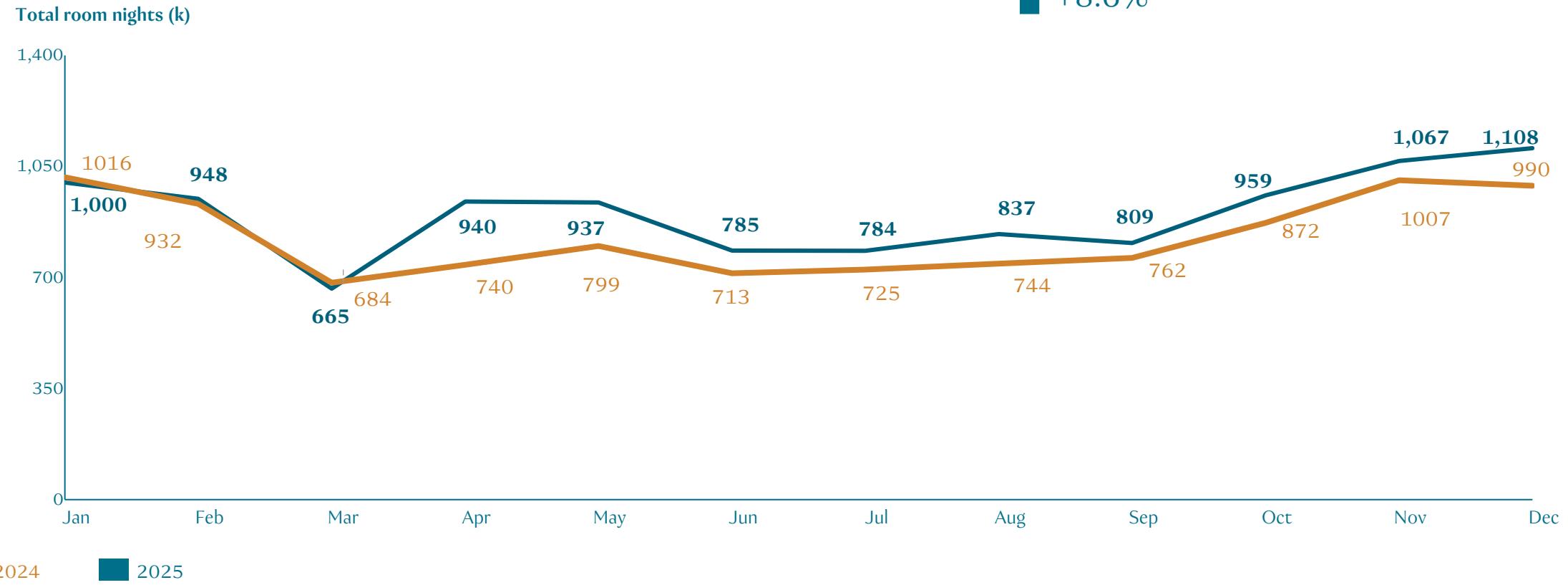


REVPAR: Revenue Per Available Room  
Source: Qatar Tourism, STR

2025 PERFORMANCE REPORT

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

## ROOM NIGHTS 2025 VS. 2024



Source: Qatar Tourism, STR

2025 PERFORMANCE REPORT



قطر  
QATAR  
Tourism للسياحة