2024 Annual PERFORMANCE REPORT



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OVERVIEW

VISITORS

- International visitors reached nearly 5m in 2024, representing an annual growth of 26%.
- The GCC continues to represent the largest share of international visitors, followed by Europe.
- 57% of visitors arrived by air in 2024, while 36% arrived by land, and 7% arrived by sea

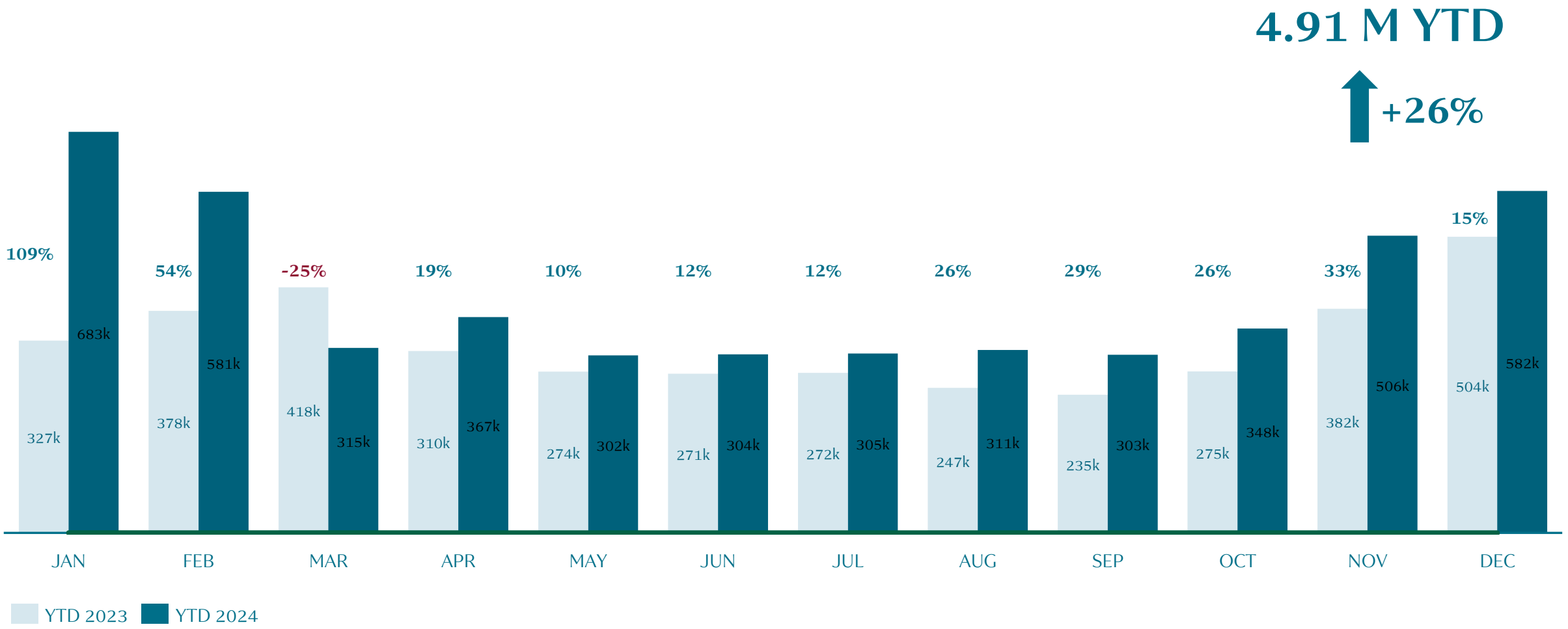


ACCOMODATION

- Hotel supply reached 40,405 room keys by the end of 2024
- Average full market occupancy was 69% across 2024, representing an increase of 11 percentage points compared to 2023.
- Room demand reached 10m room nights sold in 2024, a 23% increase from demand in 2023.



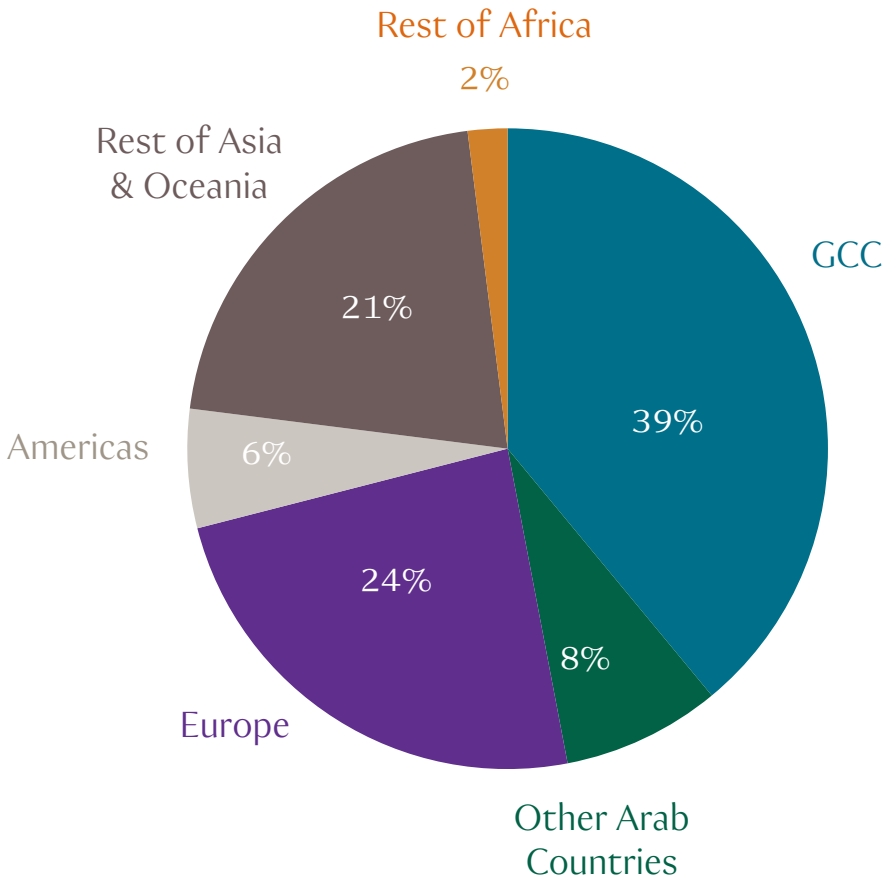
VISITOR ARRIVALS 2024 VS. 2023



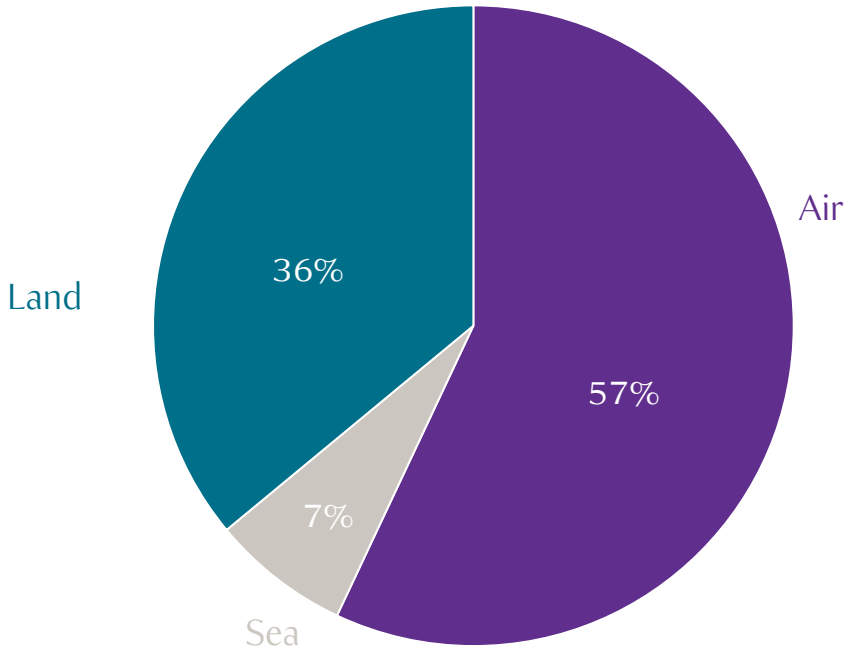
Source: Qatar Tourism

VISITOR ARRIVALS IN 2024 BY REGION AND PORT OF ENTRY

VISITOR ARRIVALS BY REGION

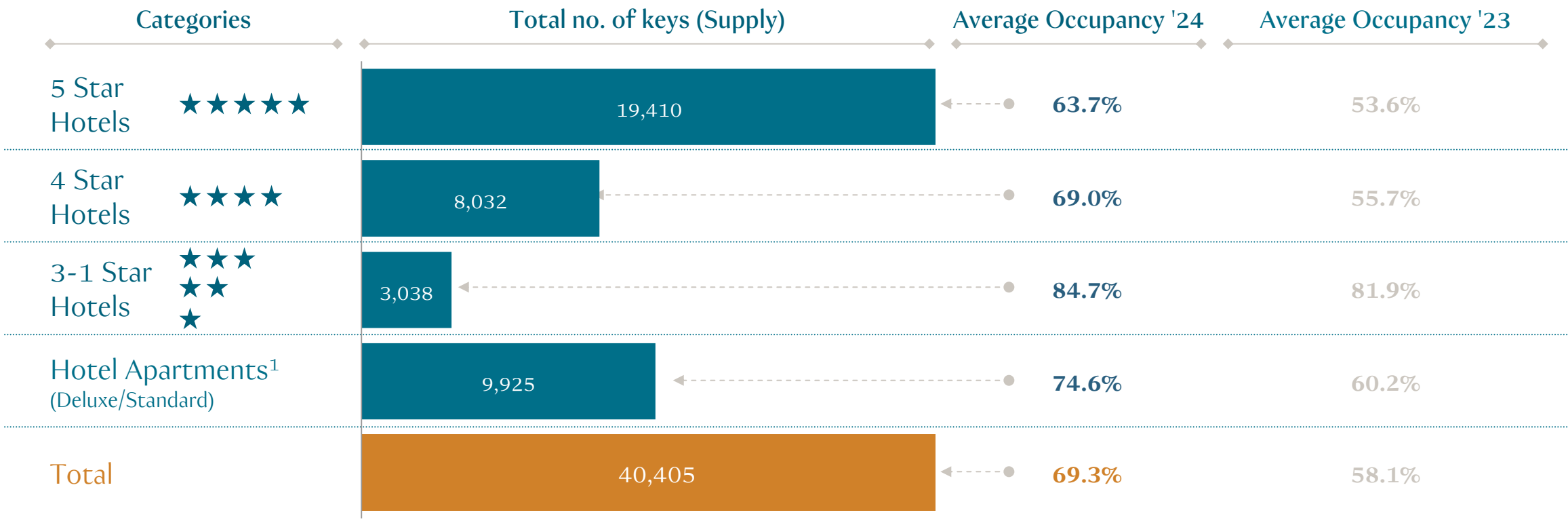


VISITOR ARRIVALS BY PORT OF ENTRY



Source: Qatar Tourism

HOTEL SUPPLY AS OF DECEMBER 2024 & OCCUPANCY 2024 VS. 2023



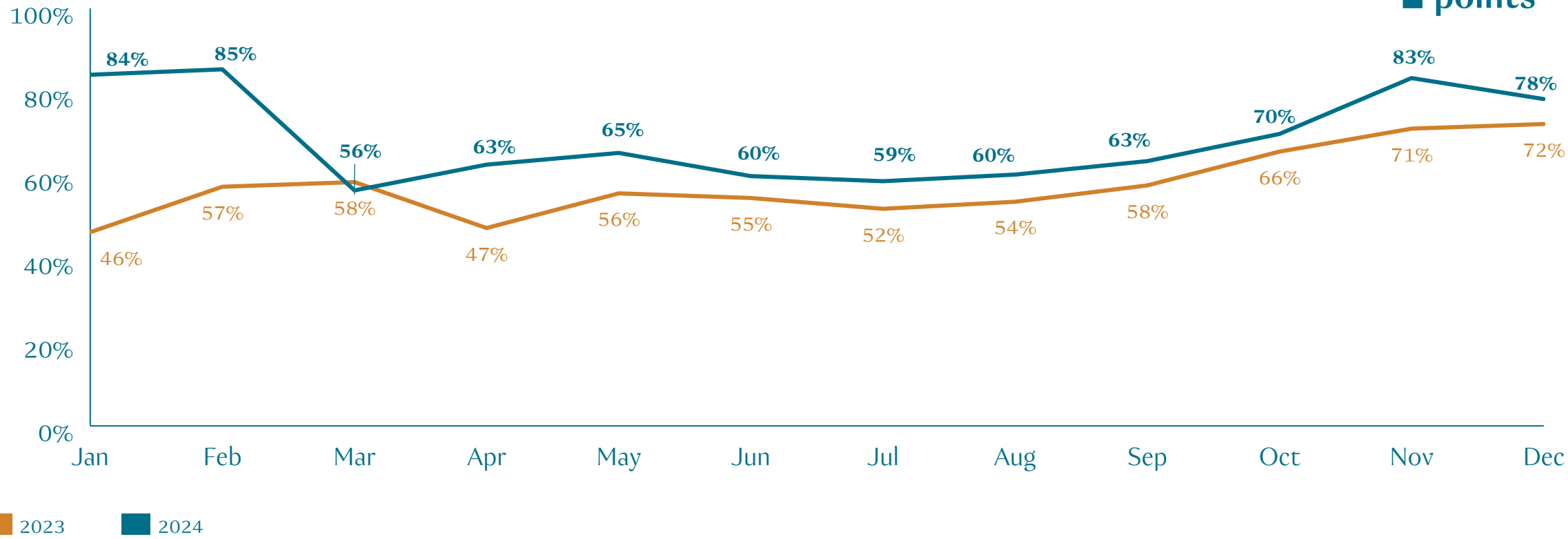
1. Includes ~9K deluxe apartments and 1K standard apartments
Notes: 1-3 star hotel occupancy based on weighted average
Source: Qatar Tourism, STR

FULL MARKET OCCUPANCY BY MONTH 2024 VS. 2023

AVG. OCCUPANCY RATES 2024 VS. 2023

68.8% YTD

+11 % points



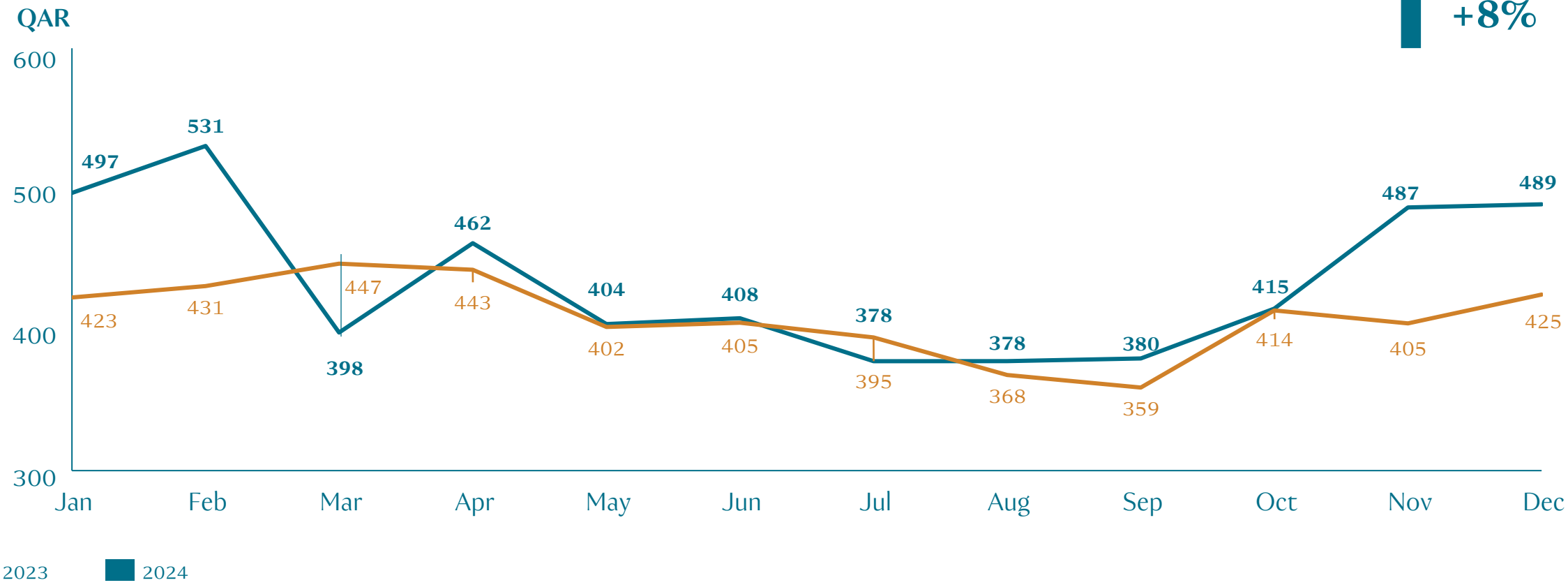
Full Market Accommodation includes Hotels, Hotel Apartments, and Touristic Camps
Source: Qatar Tourism, STR

FULL MARKET ADR BY MONTH 2024 VS. 2023

AVG ADR 2024 VS. 2023

442 QAR YTD

+8%



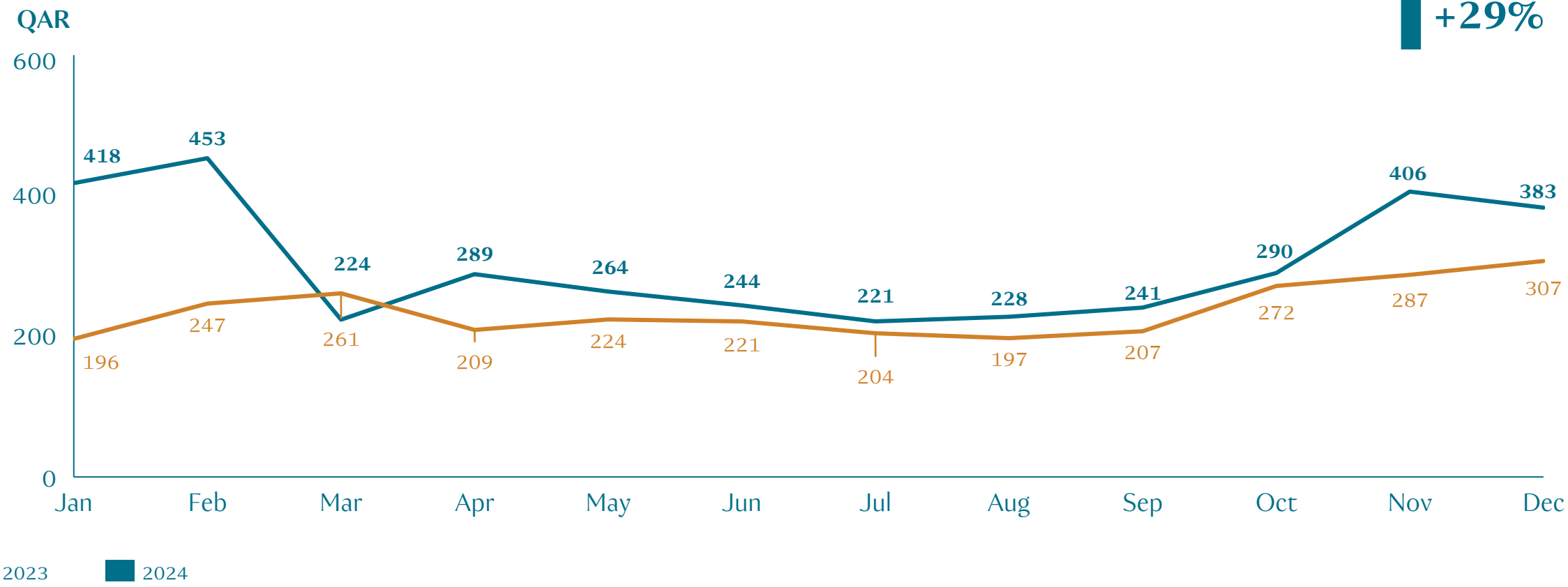
ADR: Average Daily Rate
Source: Qatar Tourism, STR

FULL MARKET REVPAR BY MONTH 2024 VS. 2023

AVG REVPAR 2024 VS. 2023

304 QAR YTD

+29%



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

TOTAL ROOM NIGHTS BY MONTH 2024 VS. 2023 AND YTD AVERAGE LENGTH OF STAY (ALOS)

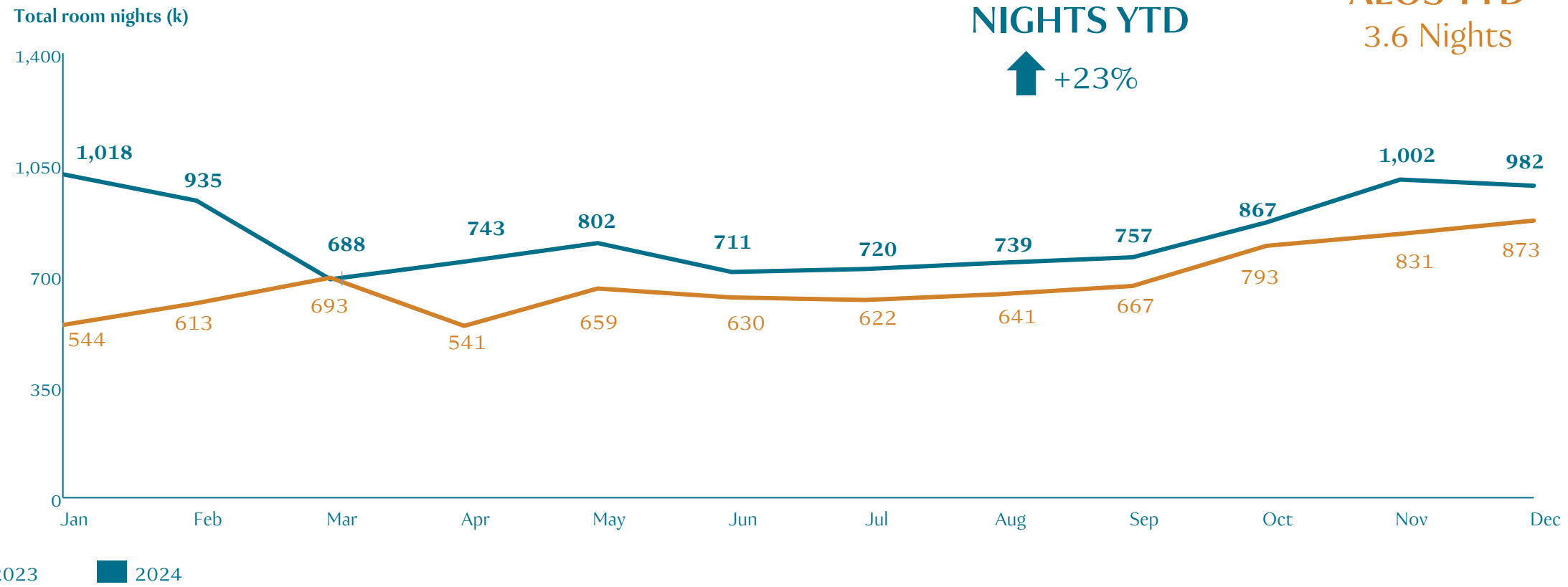
ROOM NIGHTS 2024 VS. 2023

10 M ROOM NIGHTS YTD

+23%

ALOS YTD

3.6 Nights



Source: Qatar Tourism, STR


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