

2024 Annual PERFORMANCE REPORT



OVERVIEW

VISITORS

- International visitors surpassed 5m for the first time in 2024, representing an annual growth of 25%.
- The GCC continues to represent the largest share of international visitors, followed by Europe.
- 56% of visitors arrived by air in 2024, while 37% arrived by land, and 7% arrived by sea

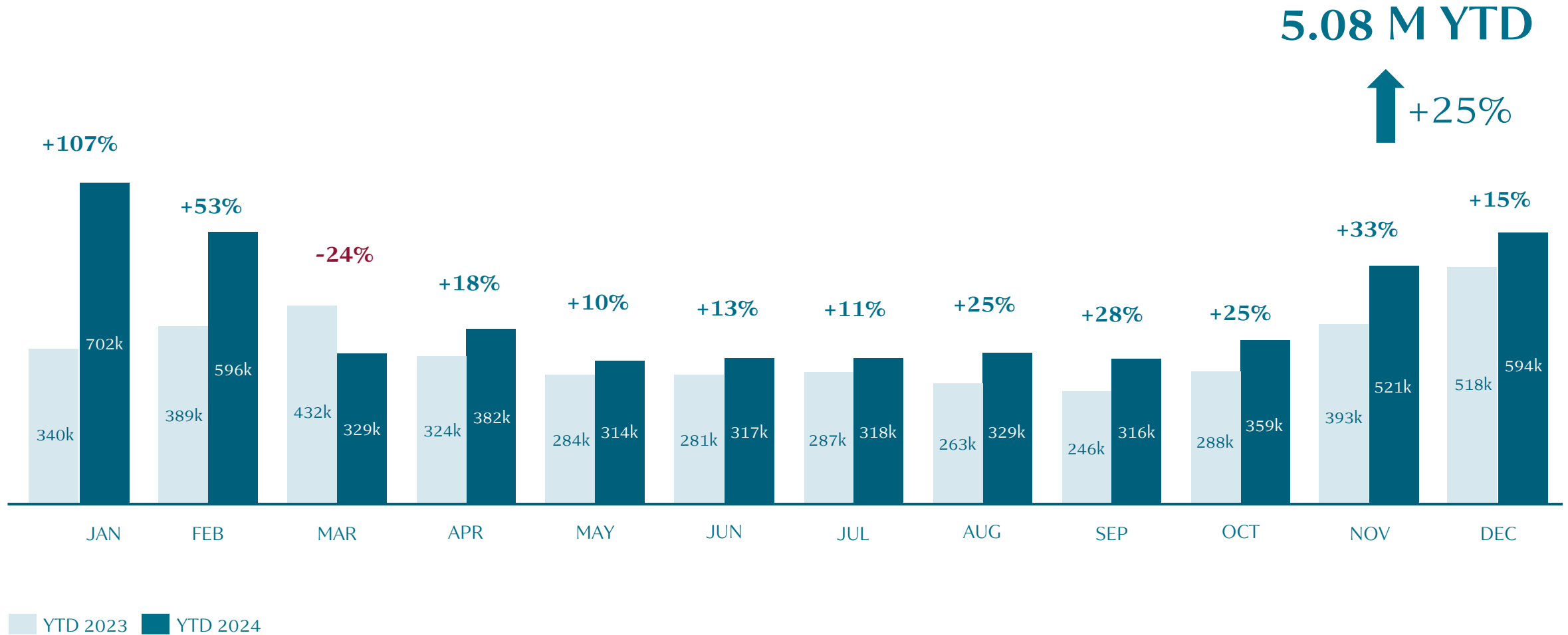


ACCOMODATION

- Hotel supply reached 40,405 room keys by the end of 2024
- Average full market occupancy was 69% across 2024, representing an increase of 19% compared to 2023.
- Room demand reached 10m room nights sold in 2024, a 23% increase from demand in 2023.



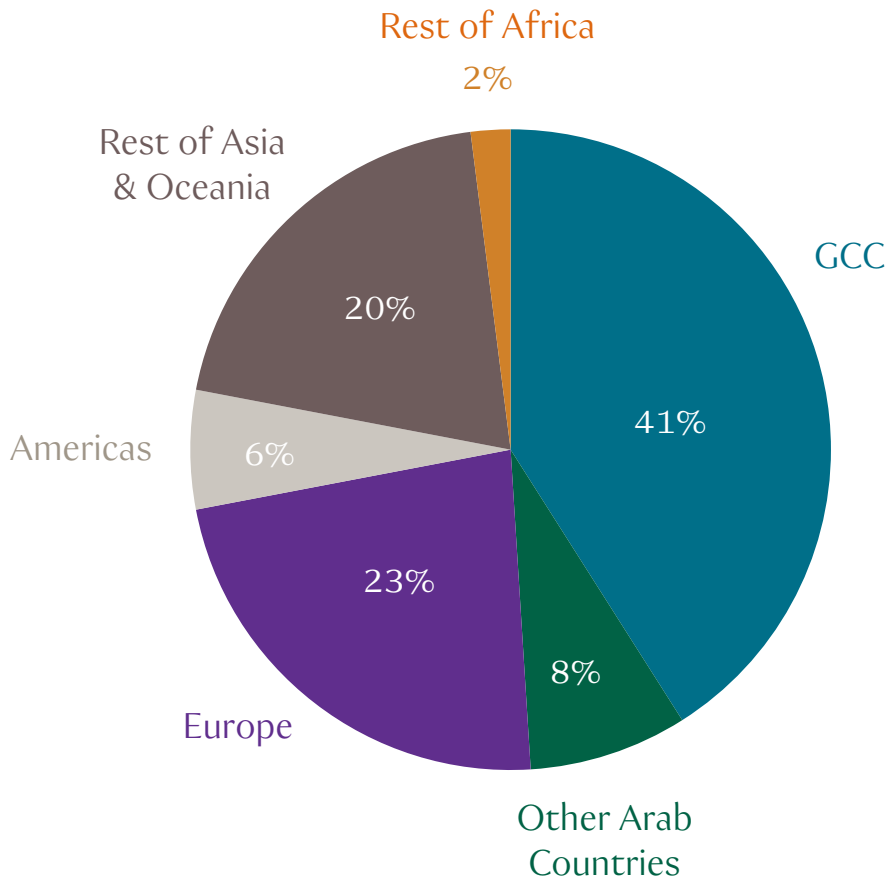
VISITOR ARRIVALS 2024 VS. 2023



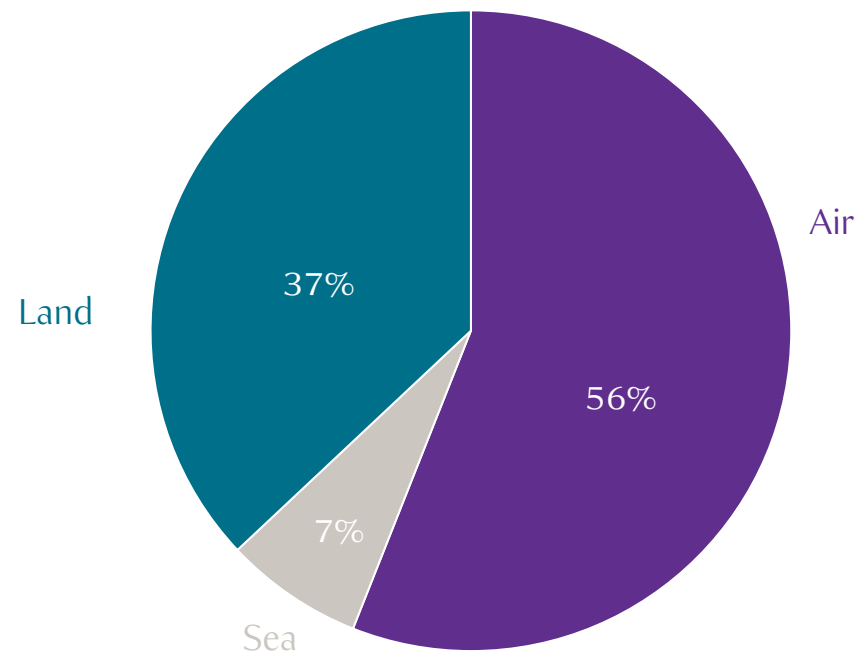
Source: Qatar Tourism

VISITOR ARRIVALS IN 2024 BY REGION AND PORT OF ENTRY

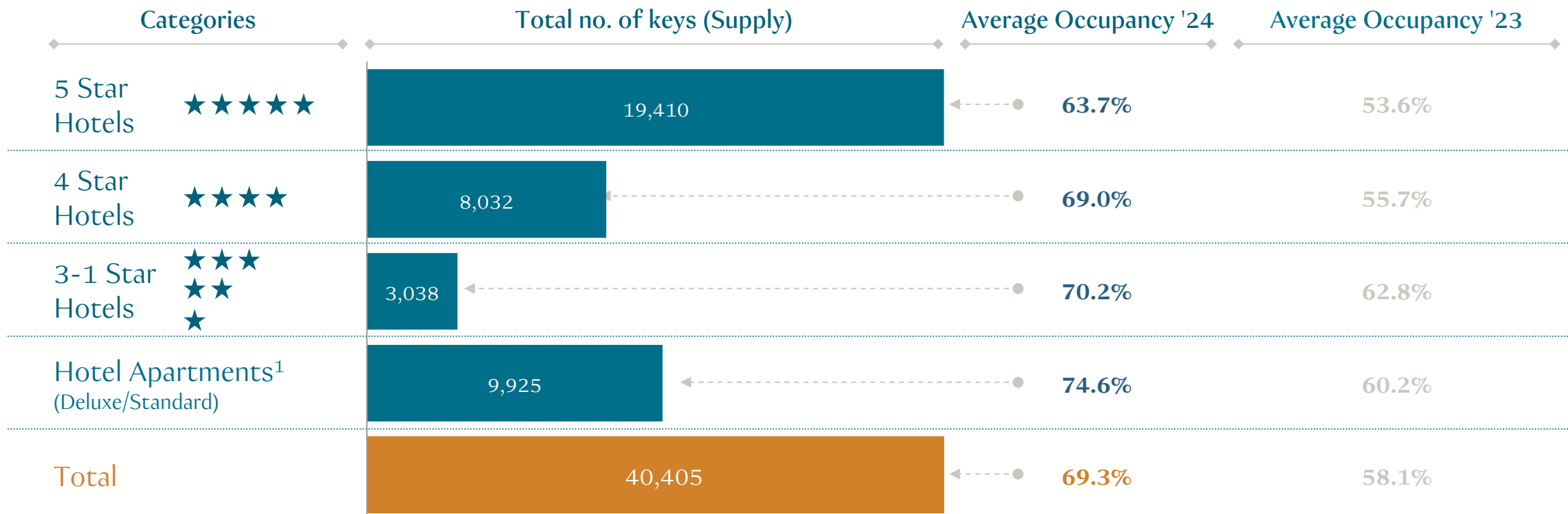
VISITOR ARRIVALS BY REGION



VISITOR ARRIVALS BY PORT OF ENTRY



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



1. Includes ~9K deluxe apartments and 1K standard apartments

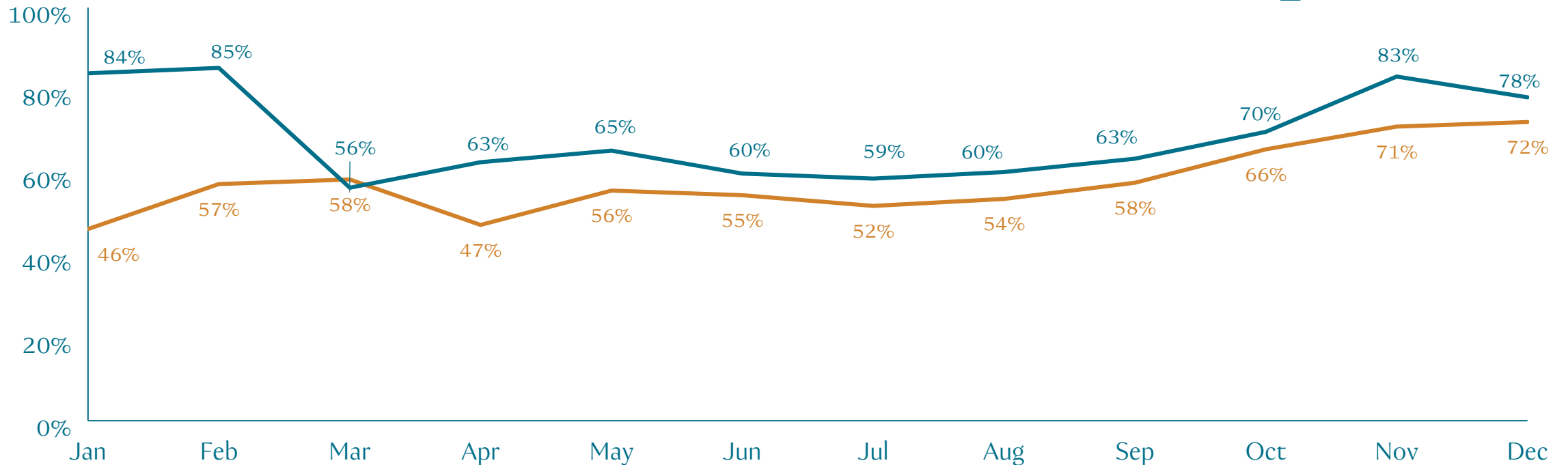
Notes: 1-3 star hotel occupancy based on weighted average

Source: Qatar Tourism, STR

FULL MARKET OCCUPANCY BY MONTH 2024 VS. 2023

AVG. OCCUPANCY RATES 2024 VS. 2023

68.8% YTD
 ↑ +11% points

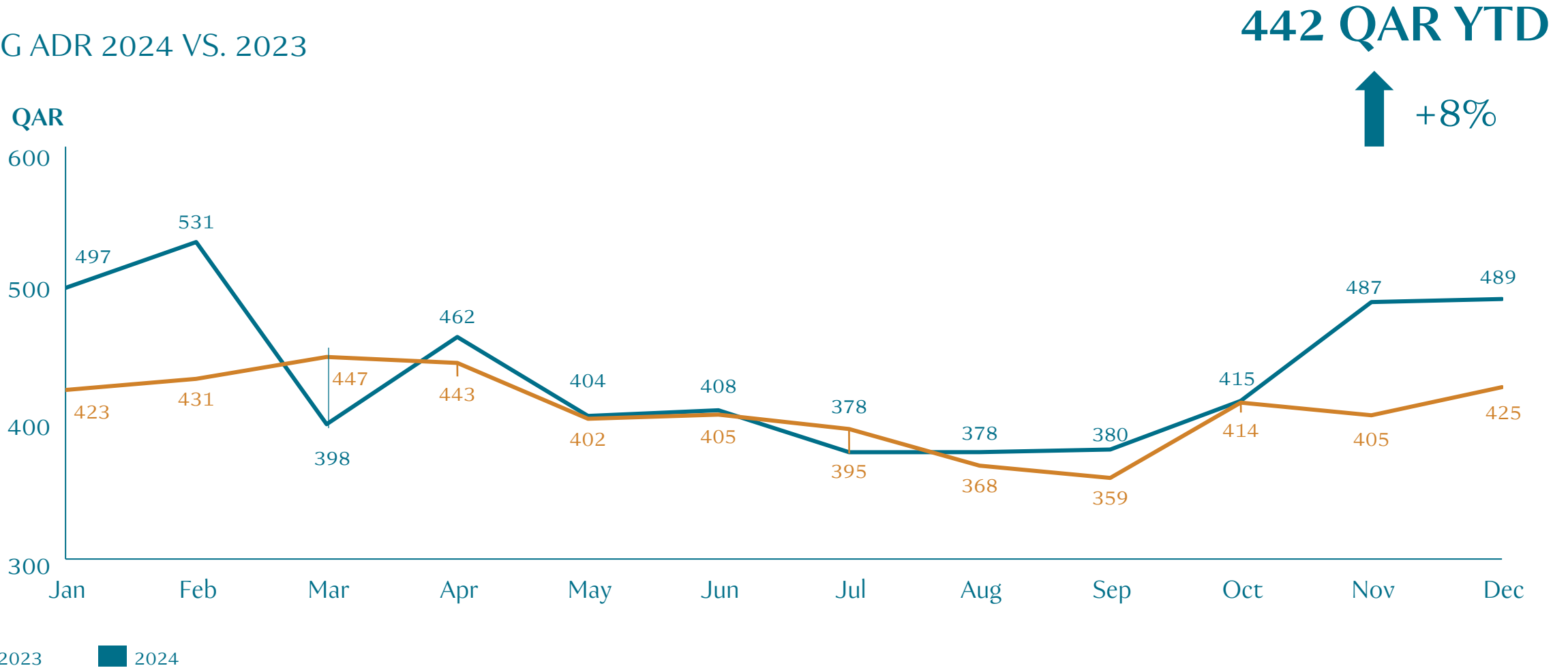


2023 2024

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

FULL MARKET ADR BY MONTH 2024 VS. 2023

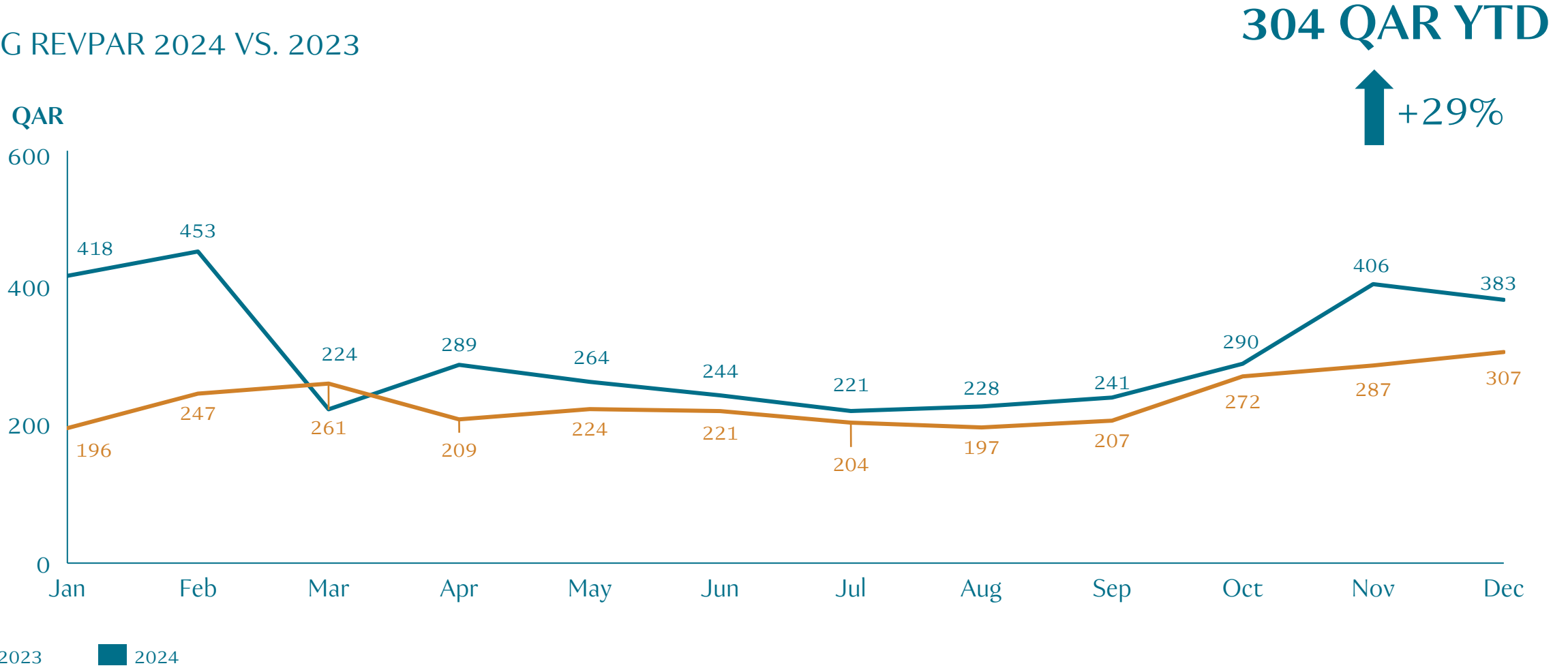
AVG ADR 2024 VS. 2023



ADR: Average Daily Rate
Source: Qatar Tourism, STR

FULL MARKET REVPAR BY MONTH 2024 VS. 2023

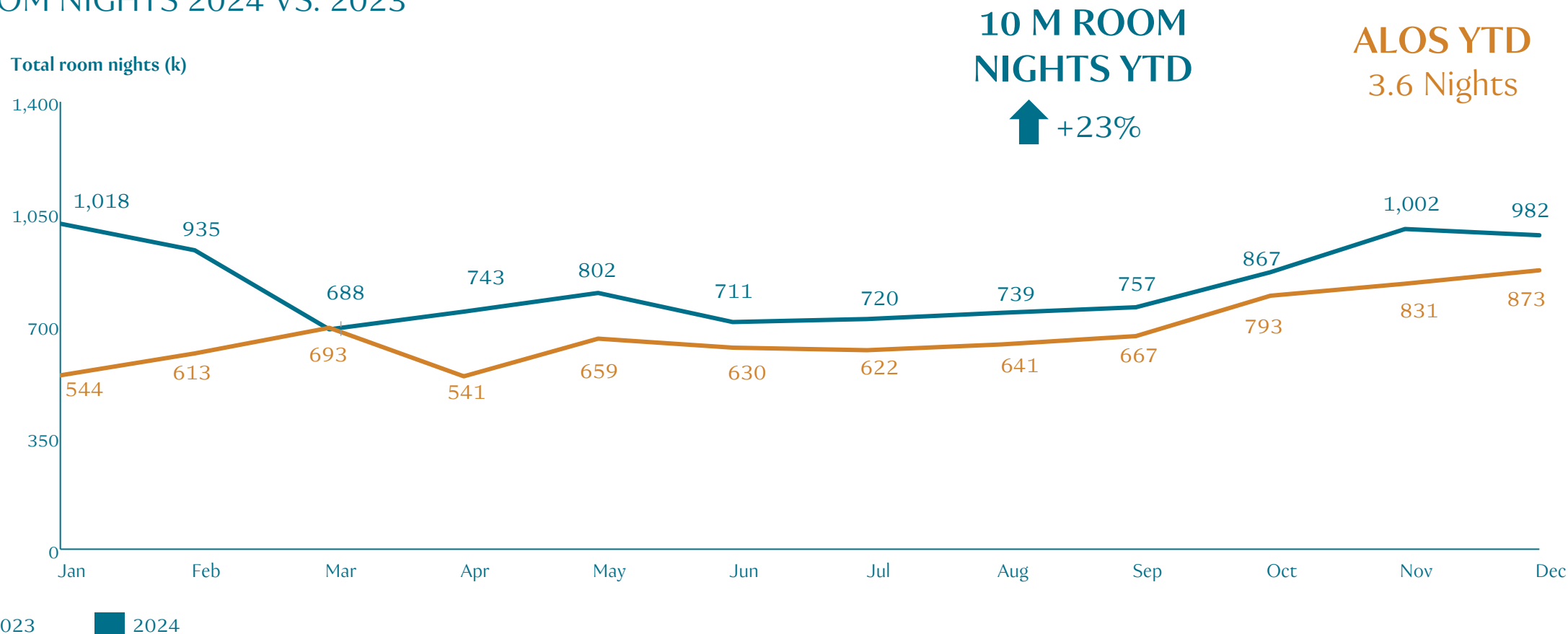
AVG REVPAR 2024 VS. 2023



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



Source: Qatar Tourism, STR



قطر
QATAR
Tourism للسياحة