

EVALUESERVE



Building The Local Talent Engine
For Saudi

Hospitality's Next Phase of Growth



Why demand for skilled talent is increasing in the hospitality industry in KSA

Saudi Arabia's hospitality sector is scaling rapidly, but its long-term growth will be defined by the availability of a skilled local workforce

USD 120 Bn

Investment in KSA's tourism sector by 2030



~ 6,000

Licensed tourism facilities in 2025



10% GDP

Contribution by the tourism sector by 2030



50+

Global hospitality brands expanding in the KSA



50%

Saudization in various tourism jobs by 2028



~ 1 Million

People are employed in the Saudi Tourism Sector



Current workforce baseline: expatriate-heavy

**~76%
non-Saudi**

**~24%
Saudi**



Saudi Arabia is scaling tourism infrastructure, global hotel brands and destination development. The next competitive advantage will come from job-ready Saudi talent across guest-facing, managerial and specialized hospitality roles.



Talent readiness will define KSA's hospitality trajectory

- The Kingdom is expected to add ~200K rooms and attract ~150Mn tourists by 2030, significantly increasing demand for trained hospitality talent to support rapid capacity expansion.
- With ~1.6 million jobs expected in the tourism sector by 2030 and Saudization targets reaching ~50%, the need to build a skilled local talent pipeline will become increasingly critical
- Economic diversification and rising talent mobility are increasingly shaping workforce needs beyond tourism-led demand



Saudi Arabia is building a three-part hospitality talent engine

As the talent ecosystem matures, success will be defined by conversion across the workforce value chain: training > Placement > Retention > Career progression.

KSA has adopted three-pronged approach to workforce development is emerging in the hospitality sector:

Initiatives taken by educational institutes

Partnerships with global hospitality institutions and the presence of ~13 UN Tourism TedQual-accredited providers are embedding international service standards into Saudi hospitality education, aligning workforce development with global benchmarks.



01

Initiatives taken by regulatory bodies

Government-led platforms and national skilling programs are scaling hospitality talent development through AI-enabled learning and career pathways, with initiatives such as Ahluha, and Tourism Trailblazers, enhancing workforce readiness across the Kingdom.



02

On-Job training

Hospitality brands are partnering with academic institutions and government entities to establish structured “train–intern–deploy” pathways, combining industry-aligned learning, hands-on experience, and direct employment opportunities for Saudi talent.



03



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With education, skilling, and industry pathways increasingly aligned, Saudi Arabia's hospitality ambition is entering a talent execution phase. Success will depend on translating talent investments into a localized, job-ready workforce that can sustain employment, career progression, and service excellence across the Kingdom.

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Workforce Priorities and impact on KSA's Hospitality Sector

Localization is most powerful when it is role-specific, employer-linked, outcome-measured and career-oriented.

PRIORITIES		Shortage of experienced talent	Evolving training ecosystem	Enhancing Hospitality Career Attractiveness
Local Talent Development Priorities 		KSA's rapidly growing hospitality sector is creating demand for experienced professionals across management, guest services, wellness, and specialized operational roles, presenting opportunities to accelerate capability development and leadership pipelines.	Hospitality education, vocational training, and industry-led skilling programs are expanding rapidly, creating opportunities to further strengthen workforce readiness and support the sector's growing demand for skilled local talent.	Growing awareness of hospitality career opportunities, clearer progression pathways, and expanding employment prospects are helping position hospitality as an increasingly viable career choice for Saudi nationals.
		As talent capabilities mature, the workforce is expected to increasingly transition from frontline service roles to specialized and leadership positions, strengthening the sector's evolving needs.	AI-enabled talent platforms are expected to improve workforce readiness by accelerating hiring, strengthening role-fit, and helping Saudi talent access hospitality career opportunities more effectively.	With nearly 115K women already employed in hospitality sector, it is becoming an increasingly attractive career path, helping reshape workforce perceptions and broaden local talent participation.
Expected Sector Impact 				

The next frontier: a hospitality talent operating system

Enabling KSA's transition from workforce development initiatives to a data-driven, scalable hospitality talent ecosystem through workforce intelligence, skills forecasting, impact measurement, and evidence-based decision-making.

Hospitality Workforce Intelligence & Demand Forecasting



- Develop hospitality-specific talent demand forecasts by role, region, and tourism destination
- Identify future workforce gaps across hotels, restaurants, events, and tourism segments
- Build workforce planning dashboards for hospitality talent supply and demand

Why it Matters

Helps stakeholders proactively align training investments with future hospitality workforce requirements rather than reacting to talent shortages

Program Monitoring & Localization Impact Measurement



- Build dashboards to track workforce localization KPIs
- Monitor participation, placement, retention, and career progression of Saudi talent
- Measure effectiveness of hospitality workforce development initiatives

Why it Matters

Enables data-driven decision-making and ensures workforce programs deliver measurable localization outcomes

Policy Intelligence & Global Benchmarking



- Benchmark successful hospitality workforce models globally
- Evaluate Saudization and workforce development initiatives
- Identify leading practices in hospitality talent attraction, retention, and career progression

Why it Matters

Supports evidence-based policies and accelerates localization through proven global approaches

Skills Gap Assessment & Curriculum Alignment



- Assess emerging hospitality skill requirements across luxury, experiential, digital, and sustainability-focused roles
- Benchmark hospitality training programs against global best practices
- Identify gaps between industry requirements and existing training outcomes

Why it Matters

Ensures Saudi talent development programs remain aligned with rapidly evolving employer requirements



Consultancies can help KSA transition from workforce development initiatives to a measurable, intelligence-led hospitality talent ecosystem by providing workforce intelligence, skills forecasting, impact measurement, and evidence-based policy support that accelerate localization and long-term sector growth.



About Evalueserve

Evalueserve is a global professional services firm specializing in research, analytics, and data management. With 5,000+ domain experts, delivery centers across seven countries (including KSA and Egypt), and 15+ years of experience serving clients in the Middle East, Evalueserve partners with government ministries, sovereign wealth funds, and consulting firms to turn complex data into actionable strategy. Our sports sector practice supports mega-event planning, infrastructure benchmarking, demand forecasting, and commercial strategy across the Vision 2030 ecosystem.

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