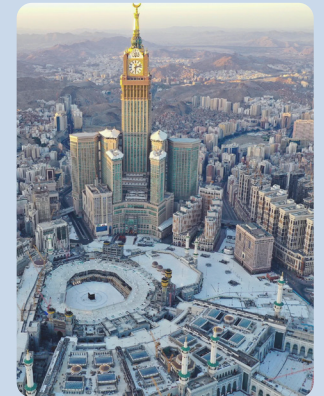
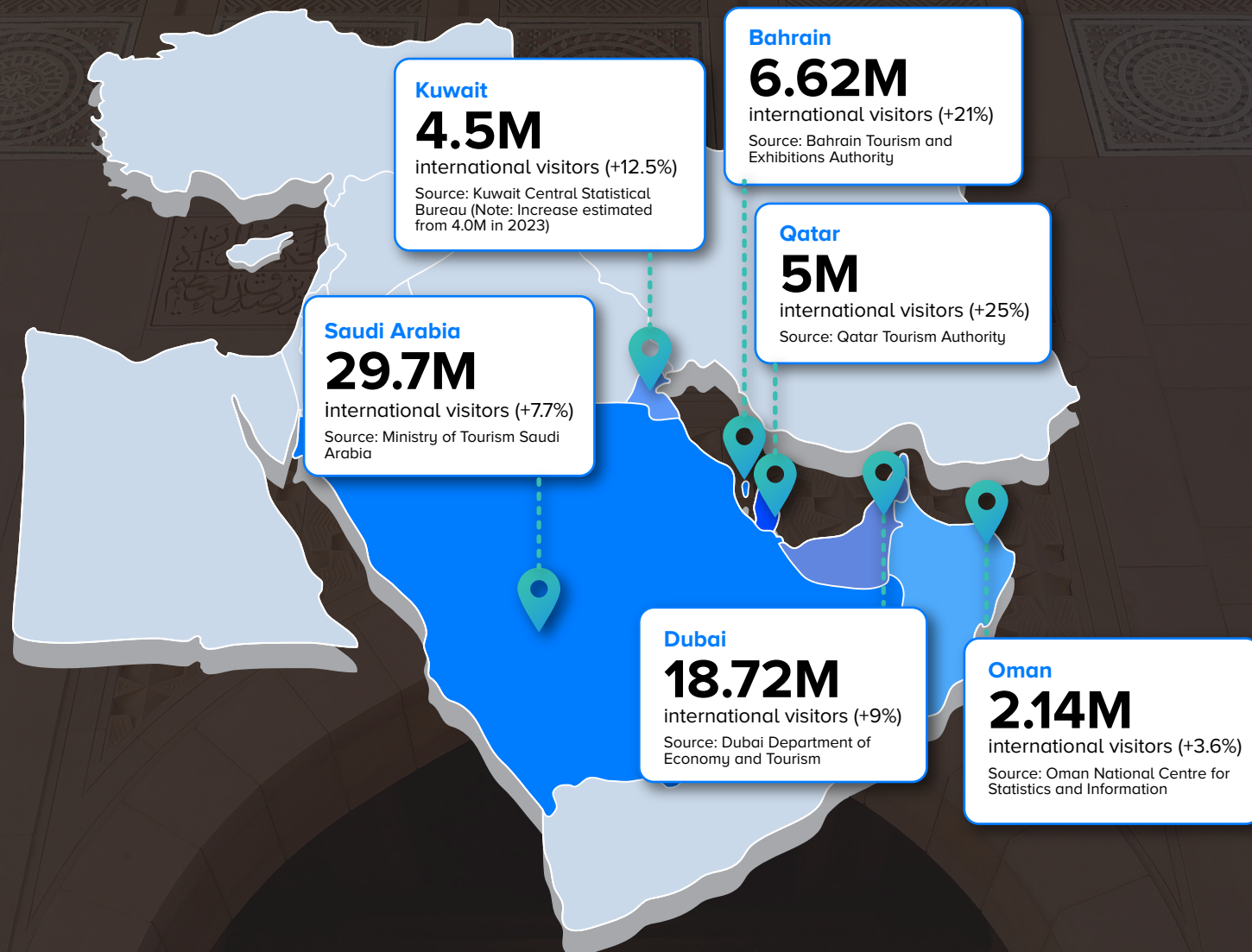


THE 2025 HOTEL SERVICE INDEX: GCC EDITION

A report by behavioral tech leader, Atiom
Spring 2025



The Gulf Cooperation Council (GCC) is offering unprecedented opportunities in the hospitality sector



Is the GCC ready for a hospitality renaissance?

The GCC region has seen a dramatic increase in arrivals

29%

*above 2019 levels in 2024, outperforming all other global regions**

1.6M

*new tourism jobs projected by 2030 in Saudi Arabia alone**

*According to Kanebridge News & Arab News

Nowhere in the world is the hospitality industry growing as quickly as it is in the GCC. In 2024, the region saw tourist arrivals recover an astounding 29% above 2019 levels, outperforming all other regions globally. Qatar alone saw a whopping 141% increase thanks to international events like the FIFA World Cup, while Saudi Arabia saw a 61% increase.

The entire GCC region is working to accommodate this explosive growth. According to one report, by the third quarter of 2024, the region had a total of 610 ongoing hotel projects to yield an additional 149,686 rooms. Saudi Arabia and the UAE lead this expansion with 317 hotel projects in the pipeline—a 15% year-over-year increase.

These numbers reflect much more than a rebound. It's a regional renaissance for the hospitality industry—at least for those players prepared to accommodate growth with consistent, high-quality guest experiences delivered at scale.

Increasing capacity takes serious investment, in both infrastructure and

people. Saudi Arabia's National Tourism strategy aims to recruit 1.6 million new workers to the tourism industry by 2030. Global hospitality talent IHG is adding 6,000 new hotel jobs in Saudi Arabia and additional thousands in the UAE. Technology-driven behavioral change will be crucial to accelerate efficient and effective workforce transformation.

The hospitality industry in the GCC has the potential to redefine global hospitality standards. With over 1.6 million new jobs to be filled and 600+ hotel projects underway, hospitality leaders need to ensure their teams are workforce ready to take on the challenge.

Construction can build a hotel. Only behavior can build a brand.



Matthew Spiegel

Matthew Spiegel
Atiom Founder and CEO

About the 2025 Hotel Service Index

The Hotel Service Index: GCC Edition was compiled based on a systematic analysis of the region's top hotels and their reviews from real guests. We selected the top 50 hotels from each country based on TripAdvisor rankings. For each property, we aggregated the 100 most recent reviews from TripAdvisor, Yelp, Google Maps, Expedia, Booking.com, and Hotels.com. Hotels with fewer than 100 total reviews were excluded.

An AI-powered semantic analysis included reviews written in all languages to ensure these scores reflect the full scope of global travelers to the GCC region. Each hotel was then assigned a score out of 400, our proprietary Guest Delight Index (GDI), based on the proportion of positive sentiment of each property's reviews in service-related categories. We evaluated reviews for the following categories: attention to detail, butler service, customer care, customer service, exceptional service, friendly staff, guest experience, guest recognition, hospitality, housekeeping

excellence, housekeeping praise, welcoming atmosphere, personal touches, personalised experience, room service excellence, service excellence, resolving service issues, service quality, special touches, staff attitude, and staff recognition. Many markets saw hospitality's top names in luxury further down the ranks, which just goes to show you, travelers hold luxury properties to higher service standards (and may subject them to harsher critiques in their reviews).

The data for this report was collected and compiled in the Spring of 2025.

Guest Delight Index (GDI) - The Guest Delight Index is a unique metric collected from a variety of publicly available review sources. It is constructed using machine sentiment analysis to understand and quantify positive guest feedback around every service interaction, consolidating these insights into a single, standardised score that reflects overall guest delight.

About Atiom

Atiom is the leader in behavioral change technology for hospitality workforces worldwide. In just a few minutes a day, your teams can learn, increase performance and identify opportunities to delight every guest that walks through your door.

Atiom's advanced AI makes setup easy, allowing you to turn service standards into quizzes and daily quests. Utilize audits and real-time analytics to identify improvement areas and incentivize your teams with kudos and customized rewards.

When your team has the know-how they need to create memorable experiences for every guest, they feel empowered to approach every service challenge and opportunity with confidence. Give your team a simple app they'll actually use to excel and take pride in their work.

[Learn more at atiom.ai](https://atiom.ai)



Countries in this report:

UAE



Saudi Arabia



Qatar



Oman



Kuwait



Bahrain



Rank	Hotel name	GDI
1	Vida Emirates Hills	162
2	Conrad Dubai	161
3	Radisson Blue Hotel, Ajman	145
4	Al Khoury Courtyard Hotel	135
5	Vida Dubai Marina & Yacht Club	134
6	Rove Trade Centre	133
7	Ramada Downtown Dubai	133
8	Kempinski The Boulevard Dubai	132
9	Fujairah Rotana Resort & Spa	128
10	The WB Abu Dhabi, Curio Collection	125

“The staff is professional and polite.”

- Vida Emirates Hills guest review

Atiom's take

The UAE has long enjoyed its reputation as the region's hospitality and innovation hub. It's already a mature hospitality market where the competition is fierce. If your hospitality team can make it in a city like Dubai, they can make it anywhere. Abu Dhabi has also become a fiercely competitive market as more tech firms attract both leisure and business travelers to the area. When it comes to UAE, the bottom line is this: your team better be prepared to provide service excellence at every guest touchpoint, because if your team doesn't, your competitor's will.

Saudi Arabia

Rank	Hotel name	GDI
1	Crowne Plaza Riyadh RDC Hotel & Convention	173
2	Crowne Plaza Jeddah Al Salam	159
3	Radisson Blu Hotel Riyadh Qurtuba	150
4	Elaf Al Taqwa Hotel	144
5	Mövenpick Hotel City Star Jeddah	138
6	Hilton Riyadh Olaya	138
7	Radisson Hotel Riyadh Airport	136
8	Intercontinental Dar Al Tawhid Makkah	132
9	Grand Hyatt Al Khobar Hotel and Residences	132
10	Fairmont Ramla Serviced Residences	131

“A special thank you to the reception for their exceptional hospitality and kindness.”

- Crowne Plaza Riyadh guest review

Atiom's take

Saudi Arabia is the fastest-growing hospitality market not just in GCC, but in all of the MENA region. It leads the region in hotel development and industry investment. But rapid expansion without workforce readiness is a recipe for friction. The top-ranked properties here aren't just hiring, they're investing in training systems that scale service excellence across cities, cultures, and guest types. With Riyadh emerging as a commercial hub and Jeddah driving religious tourism, localization and flexibility are no longer optional—they're essential service competencies.

Qatar

Rank	Hotel name	GDI
1	ibis Doha	160
2	Voco Doha West Bay Suites	150
3	Marsa Malaz Kempinski, The Pearl - Doha	149
4	Crowne Plaza Doha - The Business Park	135
5	Waldorf Astoria Doha Lusail	135
6	Millennium Plaza Doha	131
7	The Chedi Katara Hotel & Resort	129
8	The St. Regis Doha	128
9	Mondrian Hotel Doha	124
10	Dusit Doha Hotel	120

“Every team member I encountered had a warm smile.”

- ibis Doha guest review

Atiom's take

Qatar is still riding the post-World Cup wave. Sports, conferences, and cultural tourism is driving a surge in overall tourism growth, resulting in 2024 visitor arrivals reaching 141% of 2019 levels. Hospitality groups may focus on higher-profile markets like the UAE or Saudi Arabia, but markets like Doha present major opportunities. Qatar's young and tech-savvy workforce are ready and willing to level up their skills in the hospitality sector—they just need the right tools.

Oman

Rank	Hotel name	GDI
1	Salalah Gardens Hotel	127
2	Golden Tulip Muscat	123
3	Radisson Collection Muscat, Hormuz Grand	121
4	Kempinski Hotel Muscat	113
5	Crowne Plaza Muscat OCEC	113
6	W Muscat	110
7	Crowne Plaza Duqm	108
8	Barceló Mussanah Resort	98
9	Royal Tulip Muscat	97
10	Juweira Boutique Hotel	95

“The staff were friendly, helpful, and always went out of their way to make sure we were well looked after.”

- Salalah Gardens Hotel guest review

Atiom's take

When it comes to tourism, Oman is primarily a destination for resort travelers looking for full-service rest and relaxation. The highest-rated hotels here are turning staff soft skills into muscle memory: proactive service, warm hospitality, and consistent attention across the entire guest journey. In a market where every interaction matters, properties that commit to daily behavior reinforcement are creating the kinds of memories that bring guests back.

Kuwait

Rank	Hotel name	GDI
1	Holiday Inn Kuwait Al Thuraya City	154
2	Holiday Inn Kuwait Salmiya	148
3	The Regency Hotel	139
4	Millennium Central Kuwait Downtown Hotel	136
5	Crowne Plaza Kuwait Al Thuraya City	129
6	Symphony Style Kuwait	124
7	Millennium Hotel and Convention Centre Kuwait	121
8	Al Jahra Copthorne Hotel & Resort	118
9	Safir Marina Hotel	107
10	Safir Fintas Kuwait Hotel	104

“Great service and polite people.”

- Holiday Inn Kuwait Salmiya guest review

Atiom's take

Kuwait's hospitality market may be smaller in scale, but the standards are anything but. High-net-worth business and leisure travelers expect flawless service—often from first-time frontline teams. The hotels winning here are investing early: onboarding with tech, tracking service delivery with data, and empowering teams to grow their confidence and competence over time. In Kuwait, even small service lapses can cost repeat business—which makes training not just a nice-to-have, but a necessity.

Bahrain

Rank	Hotel name	GDI
1	Wyndham Garden Manama	133
2	Majestic Arjaan	119
3	Downtown Rotana	117
4	Raffles Al Areen Palace Bahrain	117
5	Crowne Plaza Manama	113
6	Mercure Grand Hotel Seef - All Suites	113
7	The Ritz-Carlton Bahrain	101
8	Sofitel Bahrain Zallaq Thalassa Sea & Spa	100
9	Ramada Hotel & Suites Amwaj Islands	97
10	Swiss-Belresidences Juffair	95

“What stood out most was the hospitality—the staff were friendly, efficient, and always ready to help with a smile.”

- Wyndham Garden Manama guest review

Atiom's take

Bahrain is emerging as the GCC's best-kept luxury secret, thanks to high-profile events like Formula 1 and a growing international traveler base. But with growth comes complexity. Hotels here must deliver a seamless experience for local VIPs and global travelers alike. That means building a team that's not just trained—but tuned in. The properties earning rave reviews are the ones that embed service standards into daily behavior.

3 key takeaways for hospitality in the GCC and beyond



Hero staff drive service excellence

Again and again, the data made clear how “hero” frontline staff can make or break a hotel’s ranking. In one instance, for example, a particular valet was mentioned favorably 14 times in the sampled reviews. These service stars are absolutely crucial to leaving guests with an experience that inspires them to write a glowing review and revisit the property for future stays. Bottom line: empower your people to provide great service, and you’ll reap the rewards.



Budget hotels don’t mean budget service

How can lower tier hotels outcompete their luxury peers? Throughout the ranking, we saw exactly that: three and four star hotels earning more positive reviews than their luxury peers. This speaks directly to the challenge of guest expectations. When travelers choose a luxury property, their expectations for service are that much higher. While empowering staff to meet (and ideally exceed) guest expectations is important for any property, it’s especially crucial for luxury brands catering to a luxury set.



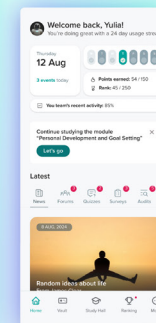
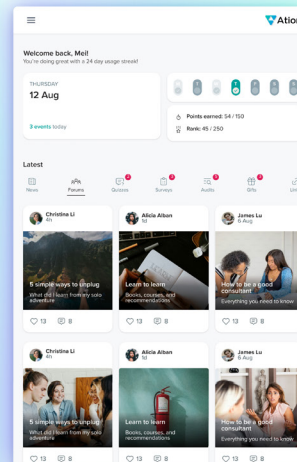
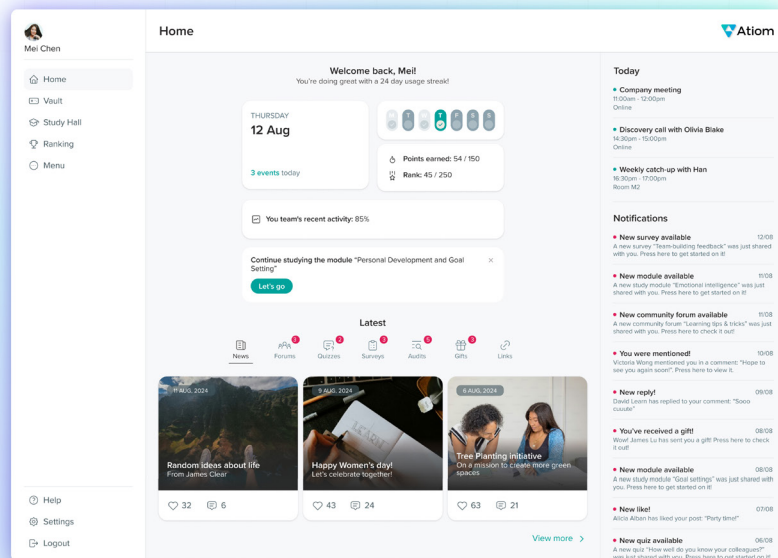
Leveraging technology for personalization

Personalization is not a new priority, but ever-improving technology has raised the bar. Today’s hospitality brands aren’t just competing with other hospitality brands—they’re up against innovative brands across industries that are delivering on unique individual needs, and today’s guests expect the same from their hotels. It was clear from the reviews sampled that personalized touches triggered positive guest reviews, and the top-ranking properties are using technology to deliver against expectations.

Give your staff what they need to succeed with Atiom

Maintaining the same incredible experience across every property is a huge task, but it's also the baseline that your customers expect. Give your customers the same great stay they love with a team that knows your service standards inside and out—*no matter where they work in the world.*

Schedule a call to learn how Atiom can help your teams achieve their goals in delivering excellent service and attracting loyal guests.



[Request Demo](#)



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