

Saudi

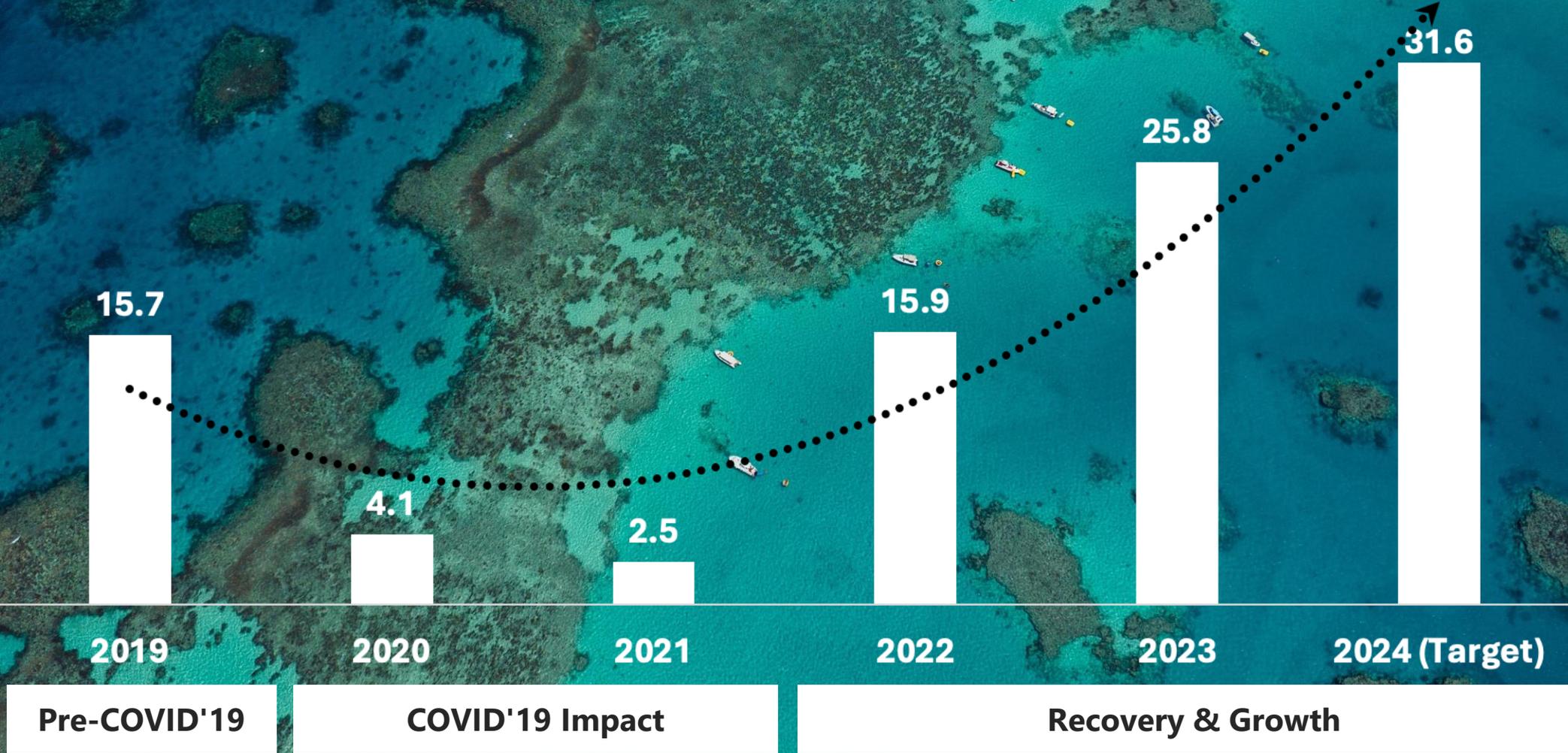
Welcome
to Arabia



We are one of the fastest growing destinations with 62%+ achieved last year and an expected CAGR of 42% by 2024

Total Saudi Visits in Million

42% CAGR (2022 - 2024)



Our YoY Growth has been achieved by activating our 5 lever Winning Model



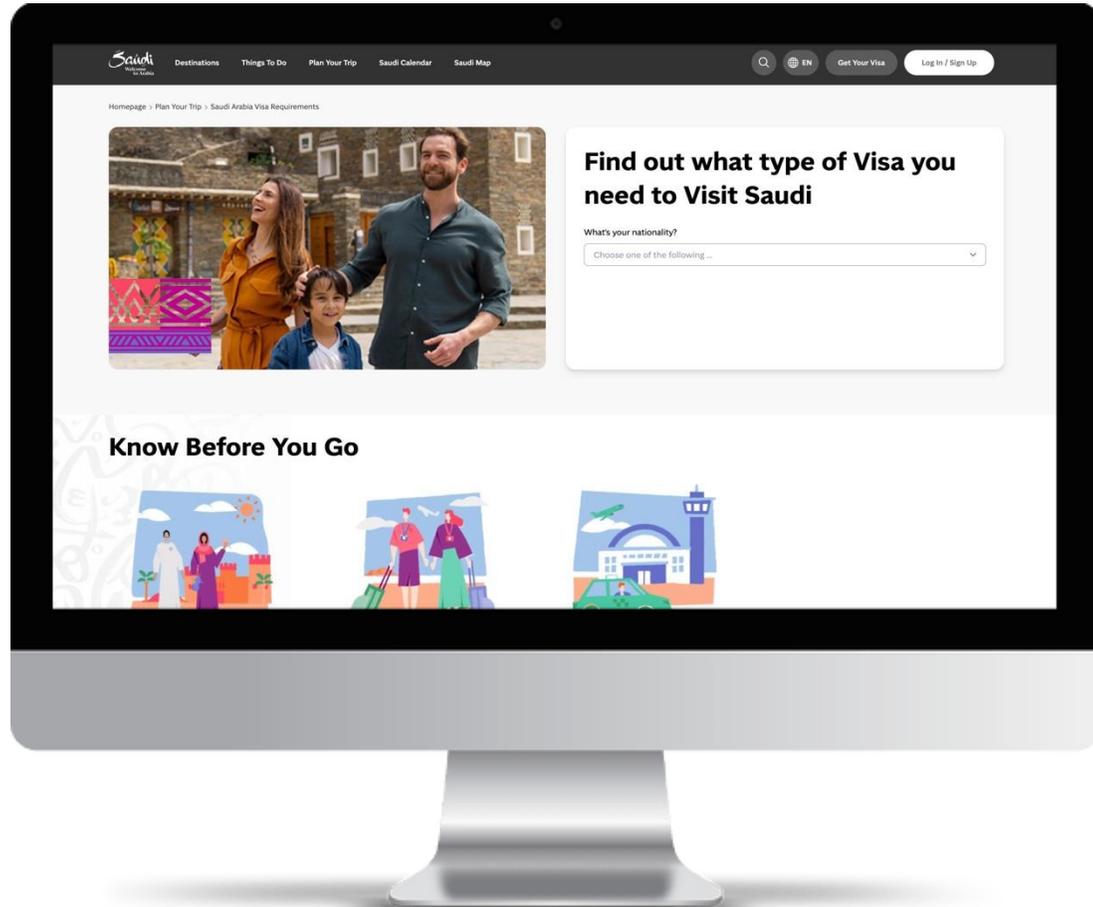
Accessibility



WTTC World number 1 Visa Portal 2021

Saudi eVisa

105\$



65+
countries

Multi-entry

90
days of stay

Instant
Visa

All types for Individual & Groups

Hidden Gems

You can visit in Saudi Arabia today



AlUla



Jeddah



Diriyah



Aseer



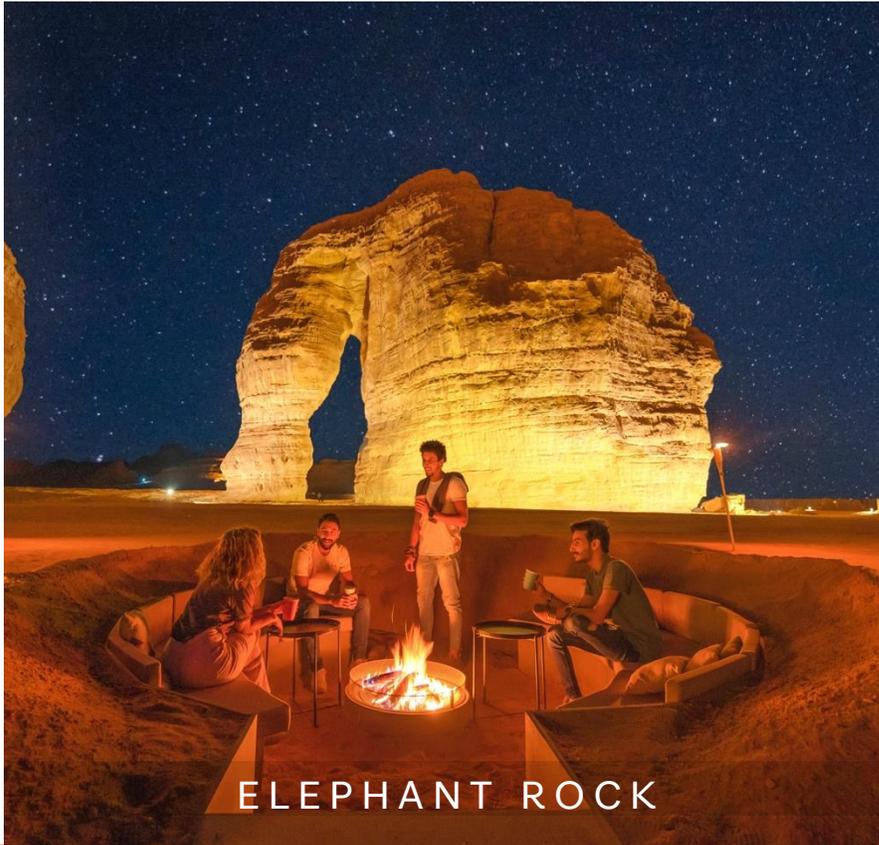
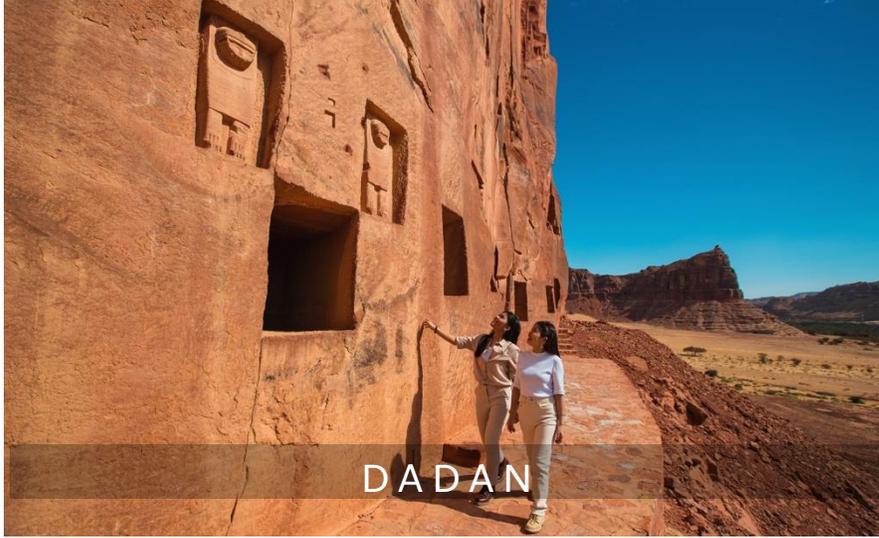
Red Sea





AIUla

ATTRACTIONS





AIUla

THINGS TO DO



Jeddah

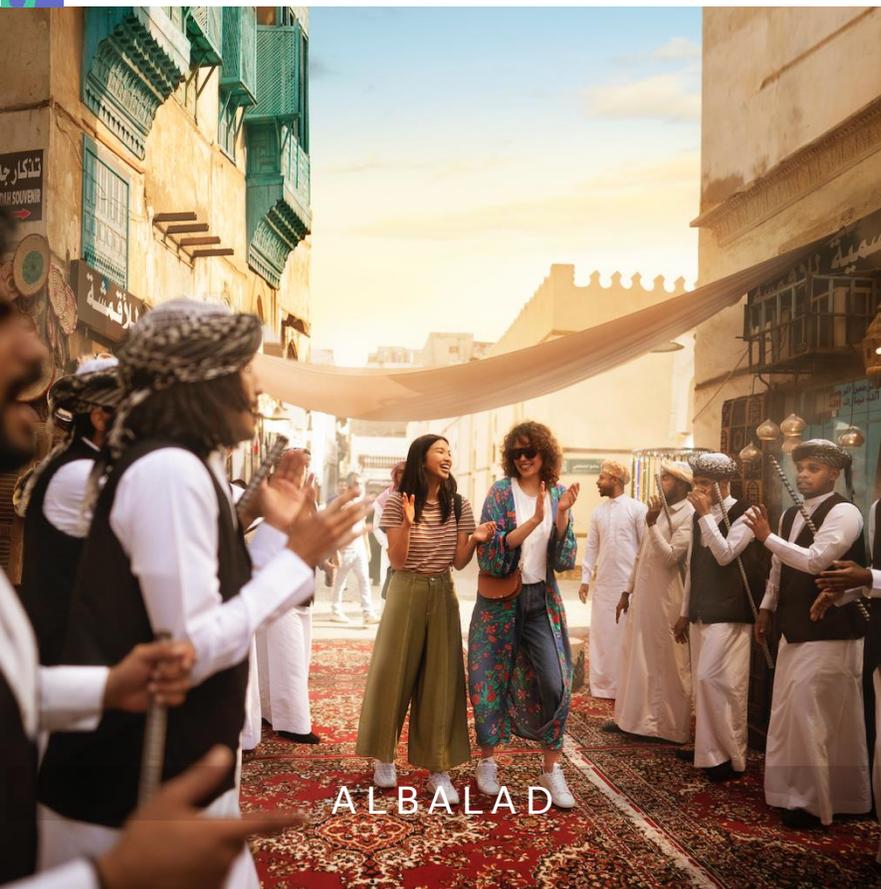
ATTRACTIONS



KAEC



KAEC



ALBALAD



YACHT CLUB



Jeddah

THINGS TO DO



Riyadh

ATTRACTIONS



DIRIYAH



EDGE OF THE WORLD



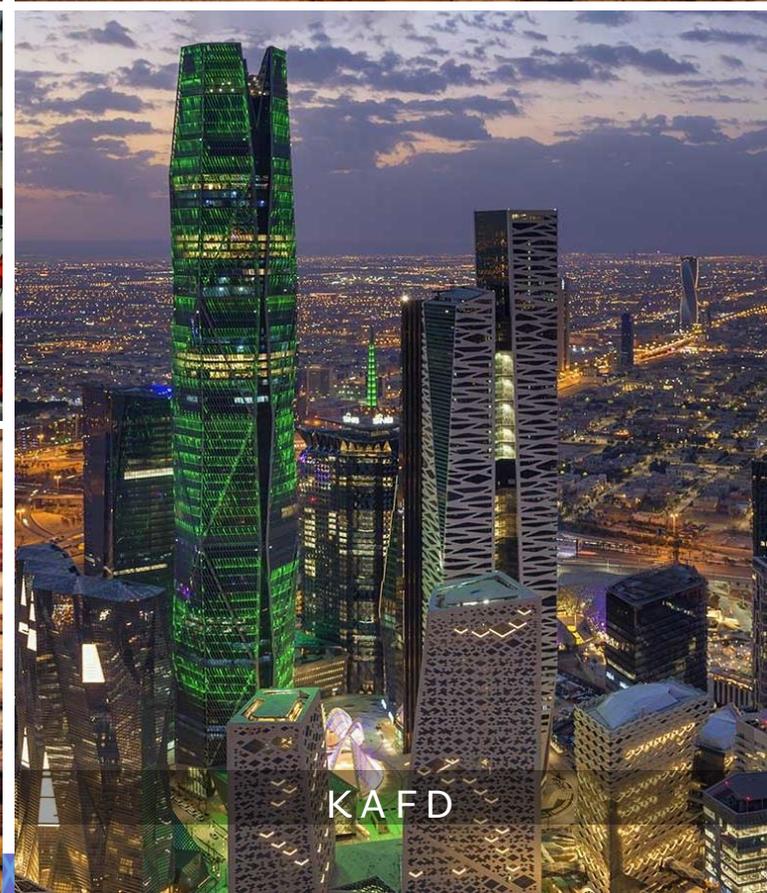
BLVD



VIA RIYADH



SOUQ ALZAL

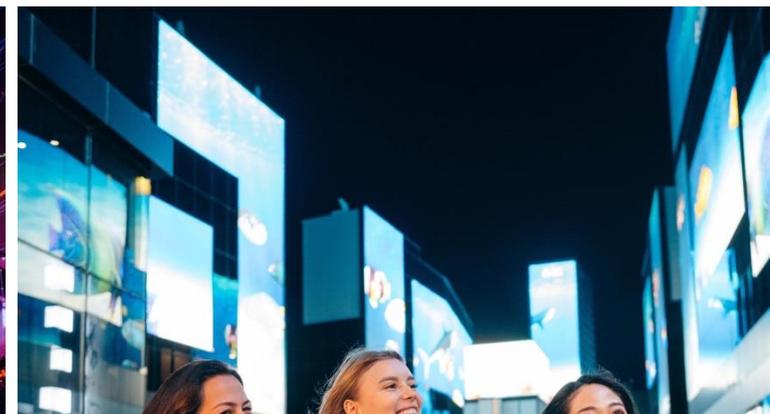


KAFD



Riyadh

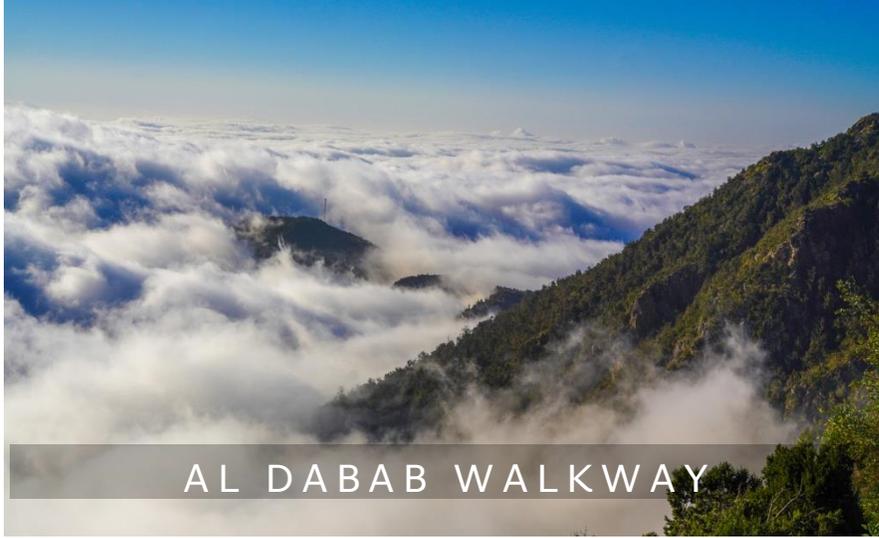
THINGS TO DO





Aseer

ATTRACTIONS



AL DABAB WALKWAY



AL QATT ASEERI MUSEUM



SOUDAH



RIJAL ALMAA



Aseer

THINGS TO DO



Jeddah

RESORTS



Obhur
Opening in October 2024



Emerald Beach
Opening in 2025

Red Sea

RESORTS




THE RITZ-CARLTON®




ST REGIS
RED SEA

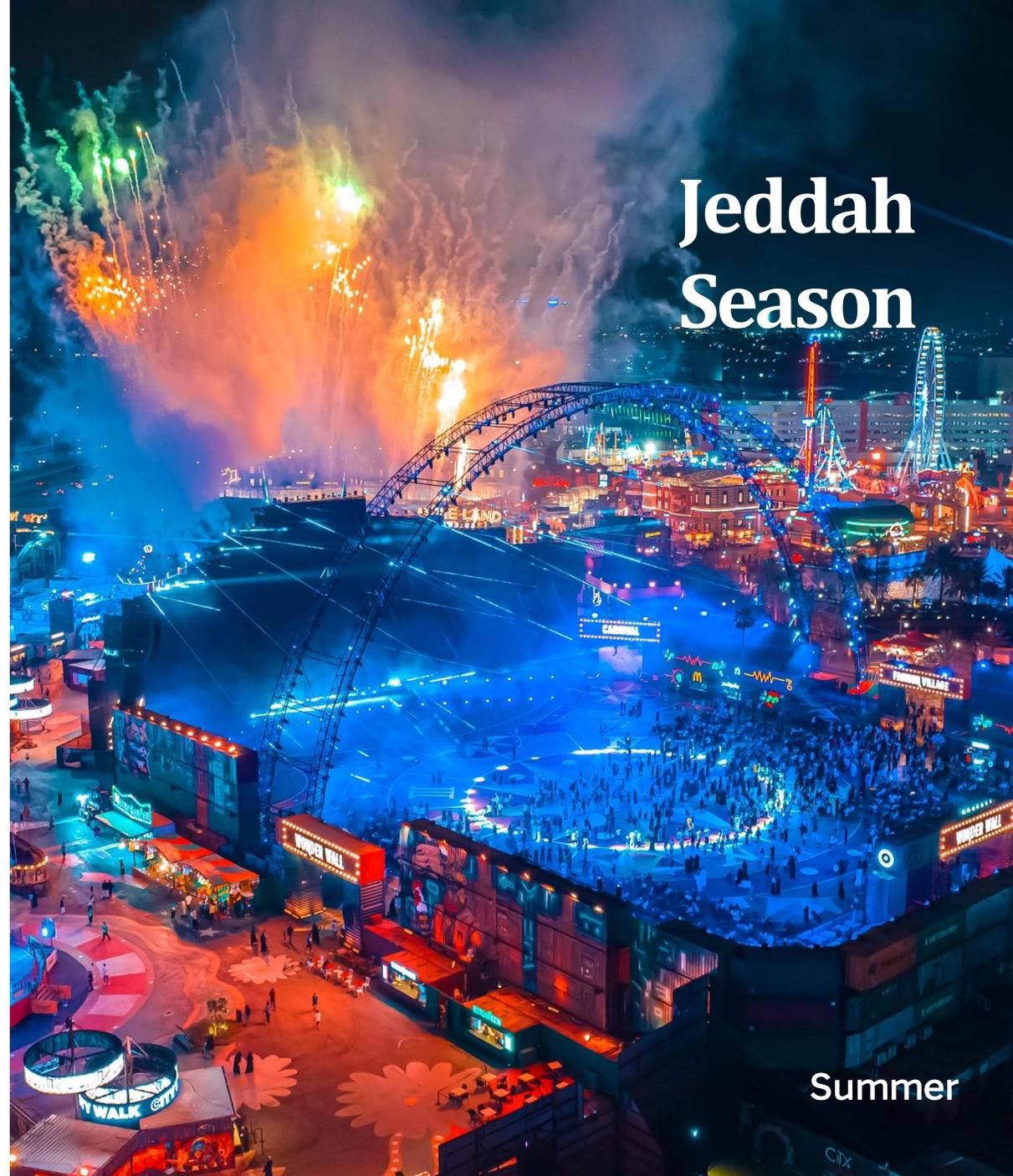



SIX SENSES
SOUTHERN DUNES, THE RED SEA



**RIYADH
SEASON**

October to March



**Jeddah
Season**

Summer



**ALULA
MOMENTS**

October to March

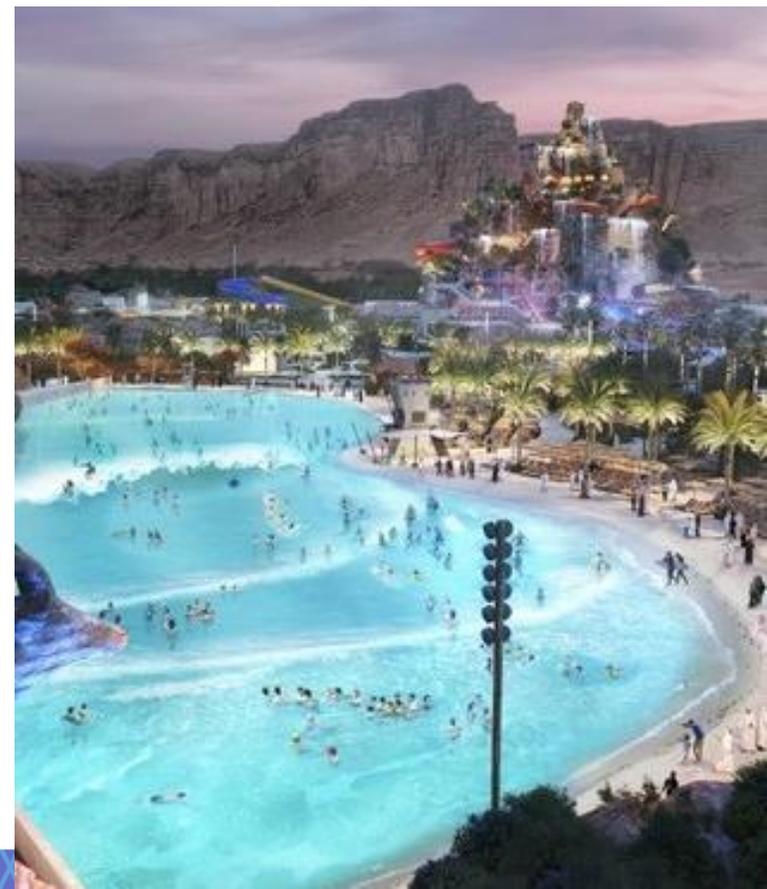




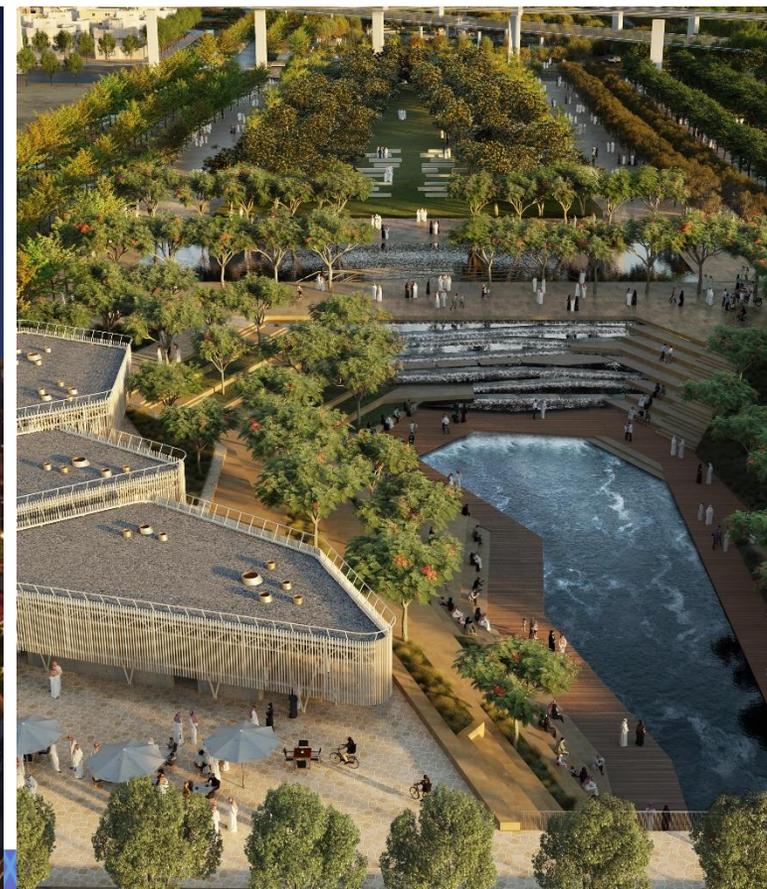
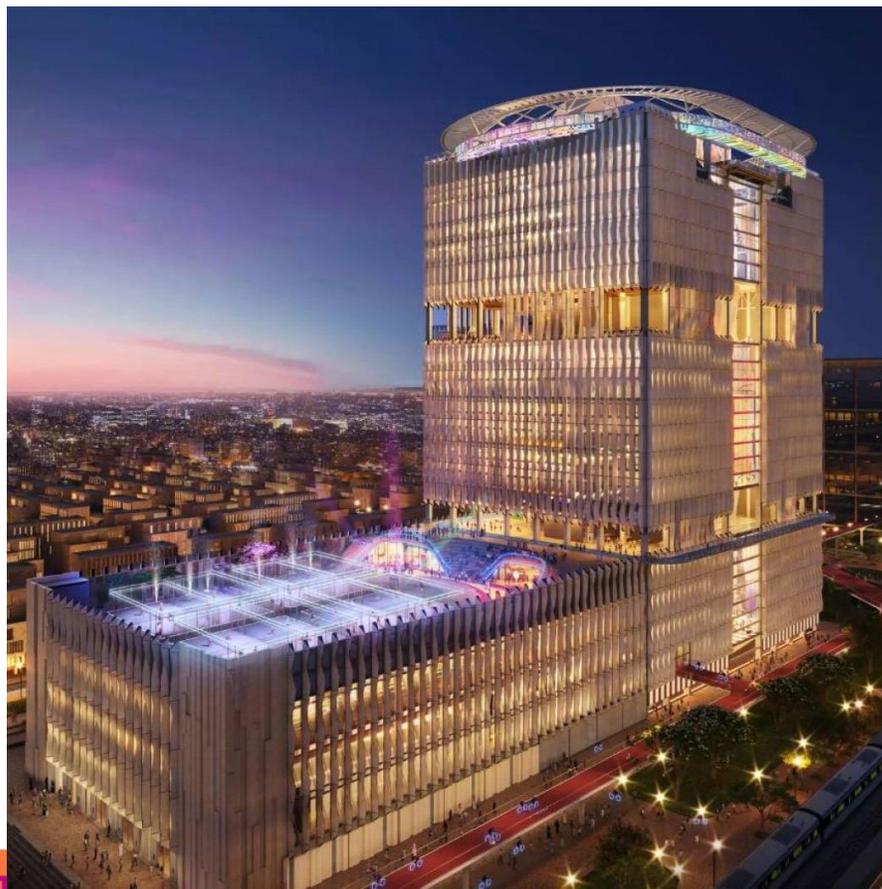
Future Destinations & Experiences



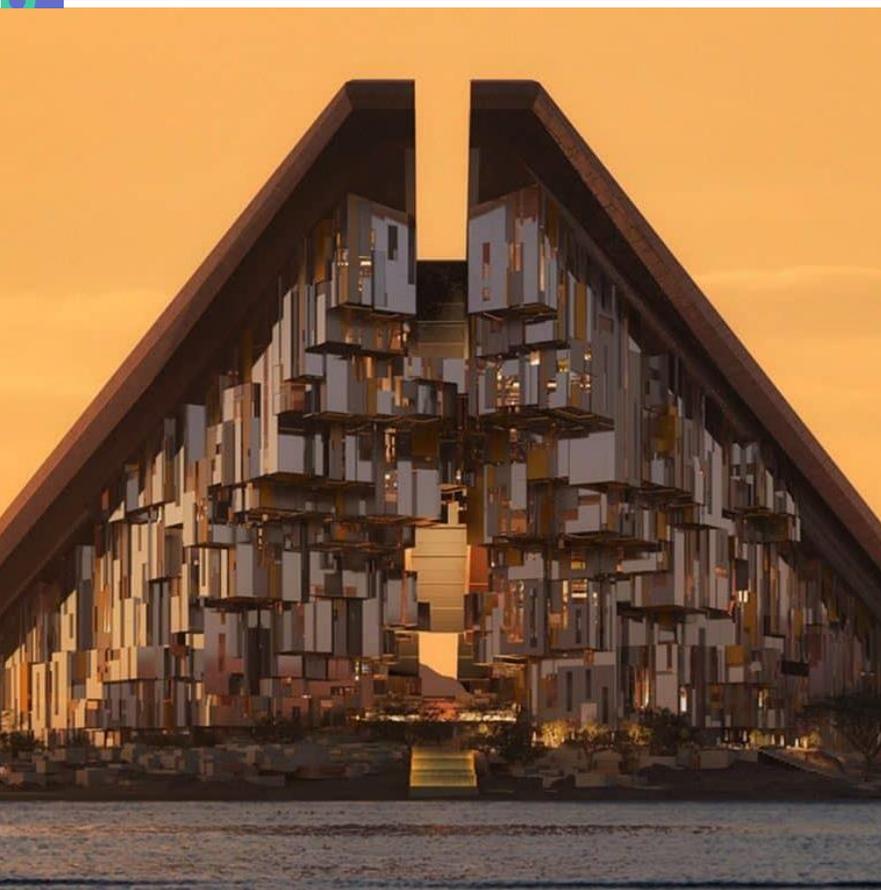
Qiddyah



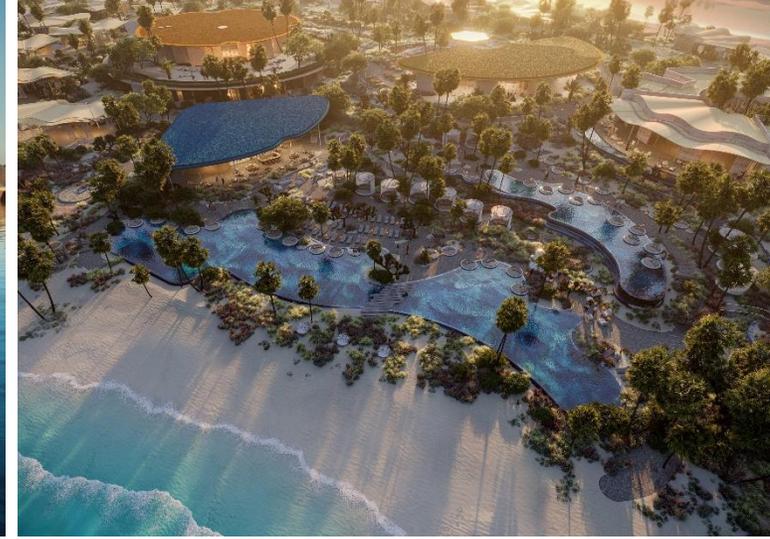
Global Sports Tower



NEOM



Red Sea



GRAND | HYATT

EDITION



RAFFLES



SLS

HOTEL & RESIDENCES

Fairmont
HOTELS & RESORTS



INTERCONTINENTAL.
HOTELS & RESORTS

Jumeirah
HOTELS & RESORTS
STAY DIFFERENT™

FAENA

MIRAVAL™
the red sea

ROSEWOOD

Brand Building

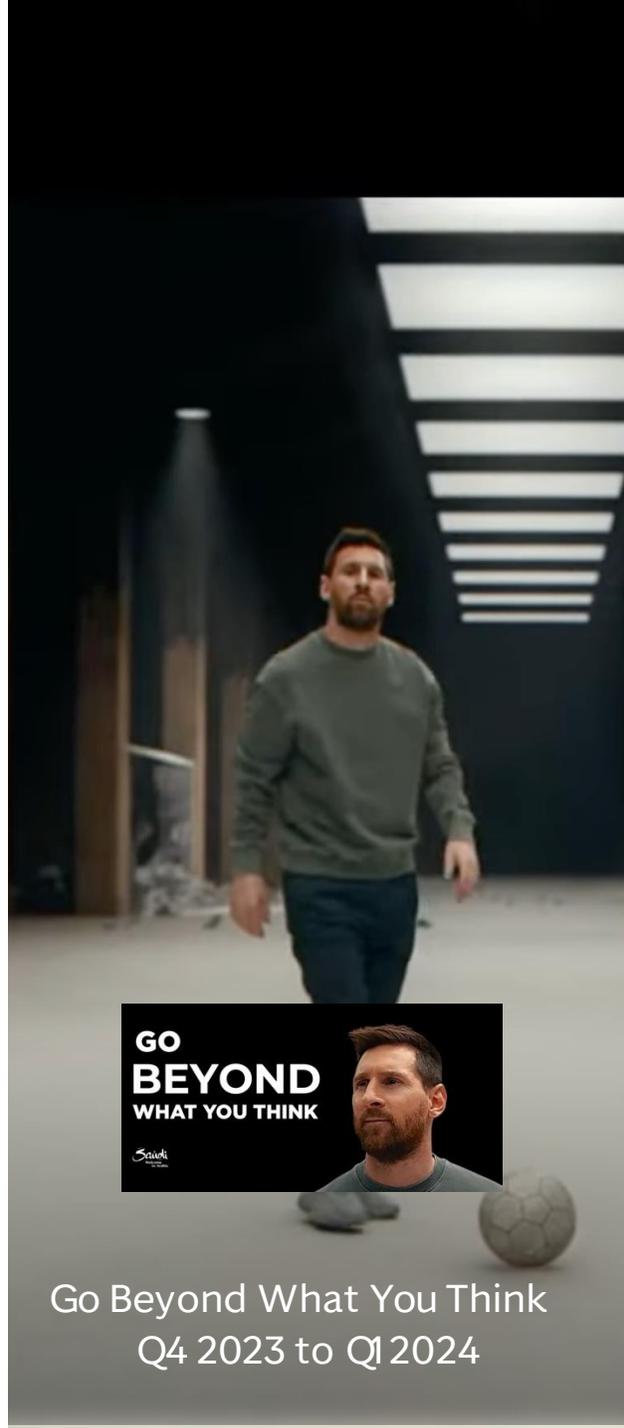




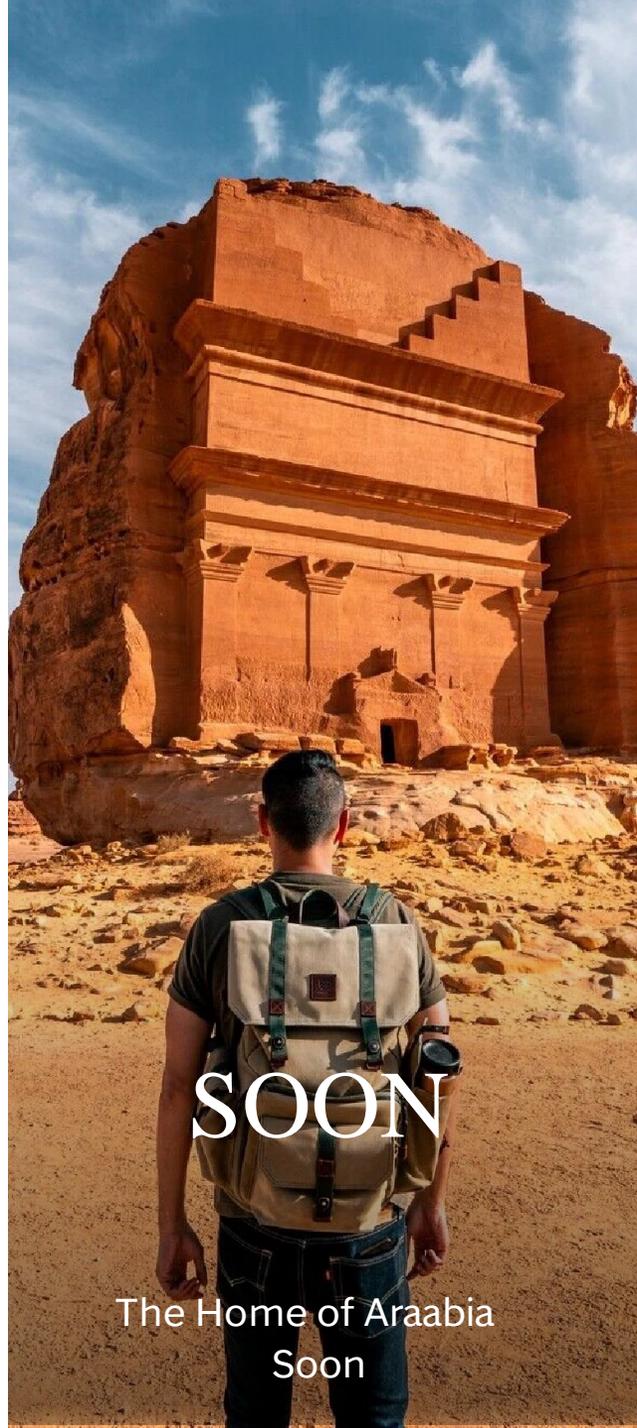
Journey You've Never
Imagined
Q4 2022 to Q1 2023



Messi Discovers Saudi
Q4 2022 to Q1 2023



Go Beyond What You Think
Q4 2023 to Q1 2024



SOON

The Home of Arabia
Soon

Distribution



We are reaching our customers through the top distribution partners and attracted DMCs specialized in International Markets



Establishing Awareness:

- 40 Global Events Attended
- 95% Awareness of Global Trade Partners of Saudi as a leisure destination



Building Knowledge:

- 30 Global Roadshows Activated
- Resulting in 50% of Trade Partners having Extensive Knowledge of Saudi

Triggering Consideration:

- 400+ Agreements Signed (Co-ops/BDAs)



Filling Value Chain Gaps

- 65% Willingness to Sell Saudi as a destination
- 17 International DMCs launched in Saudi And 60+ in the pipeline



Award Winning & Impactful Events & Roadshows to Promote Saudi as a Leading Global Destination

Saudi
Welcome to Arabia



Using our winning model to Reactivate Russia



Accessibility



Connectivity



Diverse
Offering



Brand
Building



Distribution

Connectivity



Top-12 airline partners delivered 5.3 Million seats, 48% of the additional capacity in '23



11M ↑ 16%



3.3M ↑ 34%



1.6M ↑ 34%



1.4 ↑ 10%



1.4M ↑ 40%



1.3M ↑ 32%



1.3M ↑ 126%



1.1M ↑ 17%



953K ↑ 55%



908K ↑ 12%



1M ↑ 37%



1.1M New

Insights

Saudia increased Intl. capacity (new: Beijing, Birmingham Toronto) - '24 strategy to shift from reach to depth

Emirates capacity growth constrained due to **limited traffic rights** (GACA)

Wizz Air operated x23 Saudi routes - **network maturing**

New capacity from Turkish Airlines linked to **expanded traffic rights**

Increased connectivity to **regional airports with flydubai and Qatar** (x4 routes each eg AIUla)

Air Arabia fastest growing carrier on Saudi-Egypt route, operating to 11 points in Saudi

Activating all current available options* to connect The Russian traveler to Saudi

5th Freedom Direct Flights



Boosting Indirect traffic through conversion based co-marketing

Accelerate Charter Flights



الجزيرة
Jazeera



Direct Flights

flydubai



Indirect Flights



Indirect Flights



Indirect Flights

AirArabia
العربية للطيران



Indirect Flights



Direct Flights



Direct Flights



Completed



Ongoing activity

* Working with Civil Aviation to unlock Direct Flights through Top National Carriers

Diverse Offering



We have mapped out the Hero offerings available today to the Russian Traveler relevant segments

SEGMENTS



Audacious Explorers

Immersed Exotic Travelers

Event Enthusiasts

PREFERRED TRAVEL INTEREST



- Tier 1: Nature & Adventure
- Tier 2: Culture & Heritage

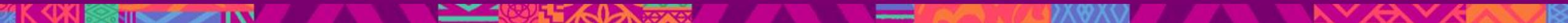
- Tier 1: Culture & Heritage
- Tier 2: Sun & Sea

- Tier 1: Events/Sport/Music
- Tier 2: Sun & Sea

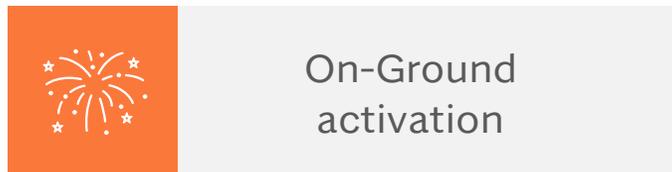
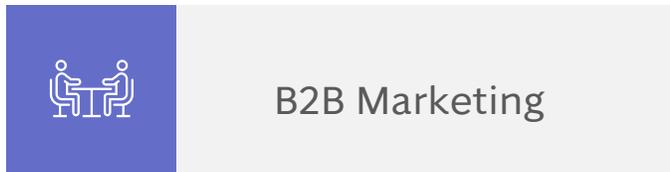
Diverse Offerings



Brand Building

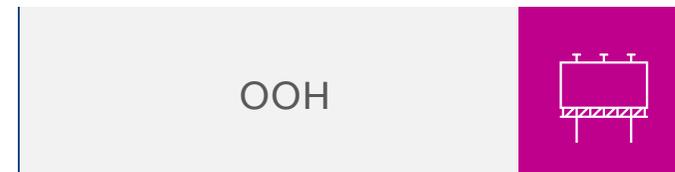
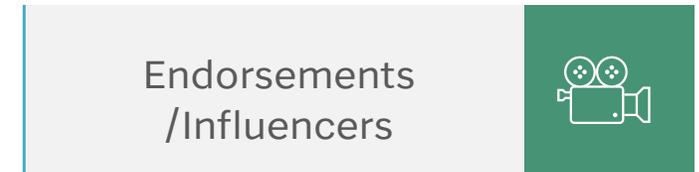
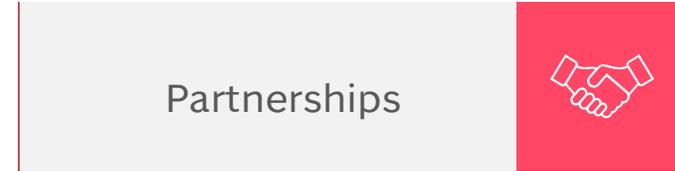


We will accelerate demand through 360 Marketing Touch Points



360 Take-over

It is valuable learning to test impact of these channels/touchpoints for future implementations





Marketing/PR Campaigns

launching campaigns to transcend the essence of Saudi
to inspire and Create Demand by highlighting relevant
product offering



Culture & Heritage



Sun & Sea



Nature & Adventure





B2B Marketing

Building trade's knowledge of Saudi through the Trade E-Magazine, for stronger connection and easier access to unlock their confidence to sell Saudi as a destination



- Flights & Rooms
- Articles of Interest
- Products & Promos
- Events & Happenings
- Saudi Tourism News
- STA News
- Meet the STArS
- Useful Tools
- Meet Saudi Partners

Trade E Magazine June 2024

Upcoming New Flight Routes to KSA

Rome - Riyadh Operated by ITA Airways starting on June 2, 2024 (4-5 weekly flights)	Rome - Jeddah Operated by ITA Airways starting on August 1, 2024 (3 weekly flights)
Berlin - Jeddah Operated by Eurowings starting on October 1, 2024 (3 weekly flights)	Berlin - Jeddah Operated by Ryanair starting on September 1, 2024 (3 weekly flights)
Warsaw - Riyadh Operated by LOT Polish Airlines starting on June 1, 2024 (2 weekly flights)	Cologne - Jeddah Operated by Eurowings starting on October 1, 2024 (3 weekly flights)

Saudia Airlines have published capacity increase on Jeddah-London route starting April 24, 2024 increasing inbound capacity by 83% to 4,800 inbound seats/week, accompanied by a total capacity increase from UK to Saudi Arabia by 30% to 466,363 inbound seats in H1 24 vs 23.

New & Upcoming Hotels

Ritz Carlton Reserve Red Sea Project Book Now	Ritz Hotel & Resort Jeddah Coming in October
Ritz Carlton Reserve Red Sea Project Book Now	

Trade E Magazine June 2024

Articles of Interest

- The incense of Absa, a heritage fragrance made by Saudi women
[Read more](#)
- What to know about visiting Saudi Arabia
[Read more](#)
- A Guide to Female Solo Travel in Saudi Arabia
[Read more](#)
- 21 New Hotels Coming Soon in Saudi Arabia
[Read more](#)
- 22 Saudi Arabian recipients transforming the kingdom
[Read more](#)
- What To Wear in Saudi Arabia
[Read more](#)

Trade E Magazine June 2024

Summer Products & Packages

Excursions, Saudi Trips, and more.

[CLICK ON PRODUCTS TO ACCESS](#)

Trade E Magazine June 2024

The E-Sports World Cup

Dear Partners,
The Esports World Cup will be home to the largest esports and gaming festival in the world. Throughout the 6 weeks in Riyadh, Esports World Cup tournaments will be surrounded by entertaining venues full of gaming and esports activations.
Meet and greet your biggest Esports stars, your favorite content creator and get closer to the publishers of your favorite games and immerse yourself in a fun and exhilarating experience, while you enjoy the action of the tournaments.
[Access Trade Toolkit here](#)

Trade E Magazine June 2024

VisitBritain and STA Sign an Agreement to Boost Tourism

Britain's national tourism agency VisitBritain and the Saudi Tourism Authority have signed a Declaration of Intent, setting out areas of co-operation between Britain and Saudi Arabia to develop and grow tourism.
The Declaration, announced during GREAT FUTURE, a major trade expo being held in Riyadh by the UK Government's GREAT campaign in partnership with the Kingdom of Saudi Arabia's Government, was officially signed by VisitBritain CEO Patricia Vero and the CEO of the Saudi Tourism Authority Fahd Hamadaddin.
VisitBritain and the Saudi Tourism Authority will collaborate on sharing knowledge and expertise on both domestic and international tourism.

Trade E Magazine June 2024

Saudi Showcases Spectacular Summer Escape at Arabia Travel Market (ATM) 2024

The Saudi Tourism Authority (STA) marked the start of this year's Arabian Travel Market (ATM) by showcasing the Kingdom's spectacular summer destinations to trade partners as the country's tourism sector continues to go from strength to strength, said the Saudi Press Agency on Tuesday.
STA and its partners are aiming to build on the successes of last year's ATM where more than 1,600 deals and more than 50 MoUs and strategic agreements were signed - resulting in 35,000 extra visits.
STA chief executive and board member Fahd Hamadaddin is leading the Saudi delegation of 72 partners from across the tourism sector - including top destination management companies, retailers, and airlines - to the show that was held in Dubai.
"Having welcomed over 100m million tourists in 2023, Saudi is the land of now - offering growth and opportunities like no other to trade partners across the globe," Hamadaddin said.
Over the summer season, Saudi Arabia offers a unique and diverse range of activities and destinations for visitors, including young families, ranging from the pristine beaches of the Red Sea, the rich culture of madinah, and an events program like no other including the Esports World Cup starting in Riyadh this July.

Trade E Magazine June 2024

Nada Radwan

Meet Nada Radwan, the energy source of the team, a PR & Communication Specialist identifying the right opportunities to amplify offline and online activations with right tactics. Elevate your business with Nada's exceptional creativity & execution.

[Connect With Nada's LinkedIn](#)

Talal Saharti

Meet Talal Saharti, a distinguished Strategic Business Leader renowned for his 10+ years expertise within Tourism industry (P&A, Emirates Airlines) in driving sales transformation and building strategic cooperative partnerships to introduce and expand Saudi as a destination to Northern Europe markets. Elevate your business in the UK and Northern Europe markets with Talal Saharti's unrelenting brilliance & hunger for success.

[Connect With Talal's LinkedIn](#)

Trade E Magazine June 2024

Useful Tools

- [Saudi Partners](#)
- [Saudi Content Library](#)
- [Visit Saudi](#)

* a B2B campaign that communicates to trade partners creatively on the benefits of partnering up with Saudi as a touristic destination.

THANK
YOU

Saudi
Welcome
to Arabia