



Visit  
*Saudi*

# We are charting our path to achieving our tourism ambitions



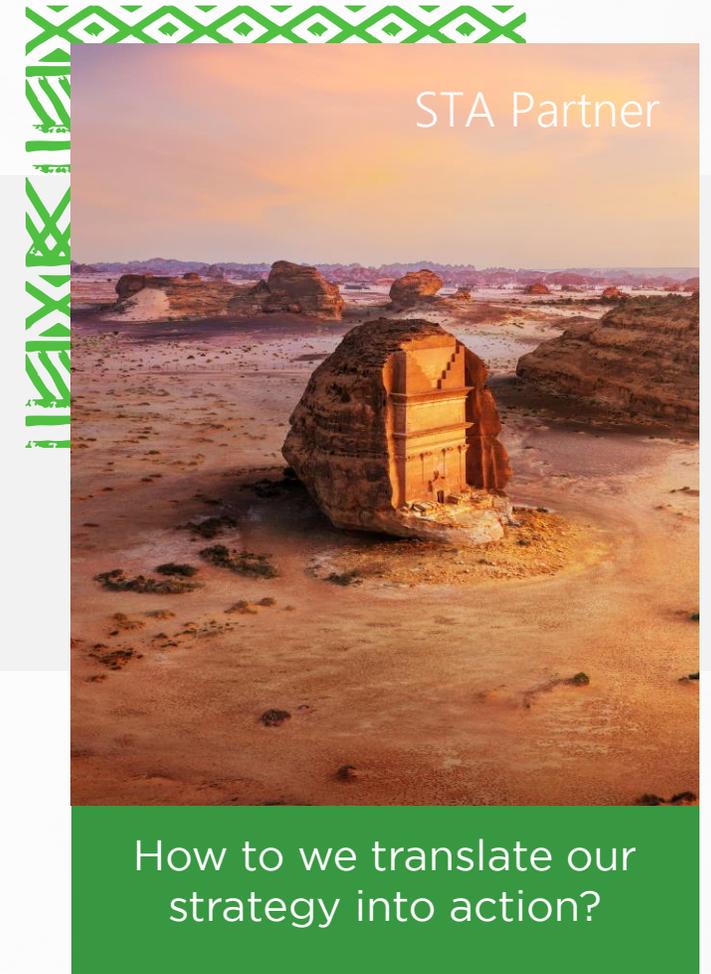
SAUDI Vision  
Section 1

Why Saudi



SAUDI Destination  
Section 2

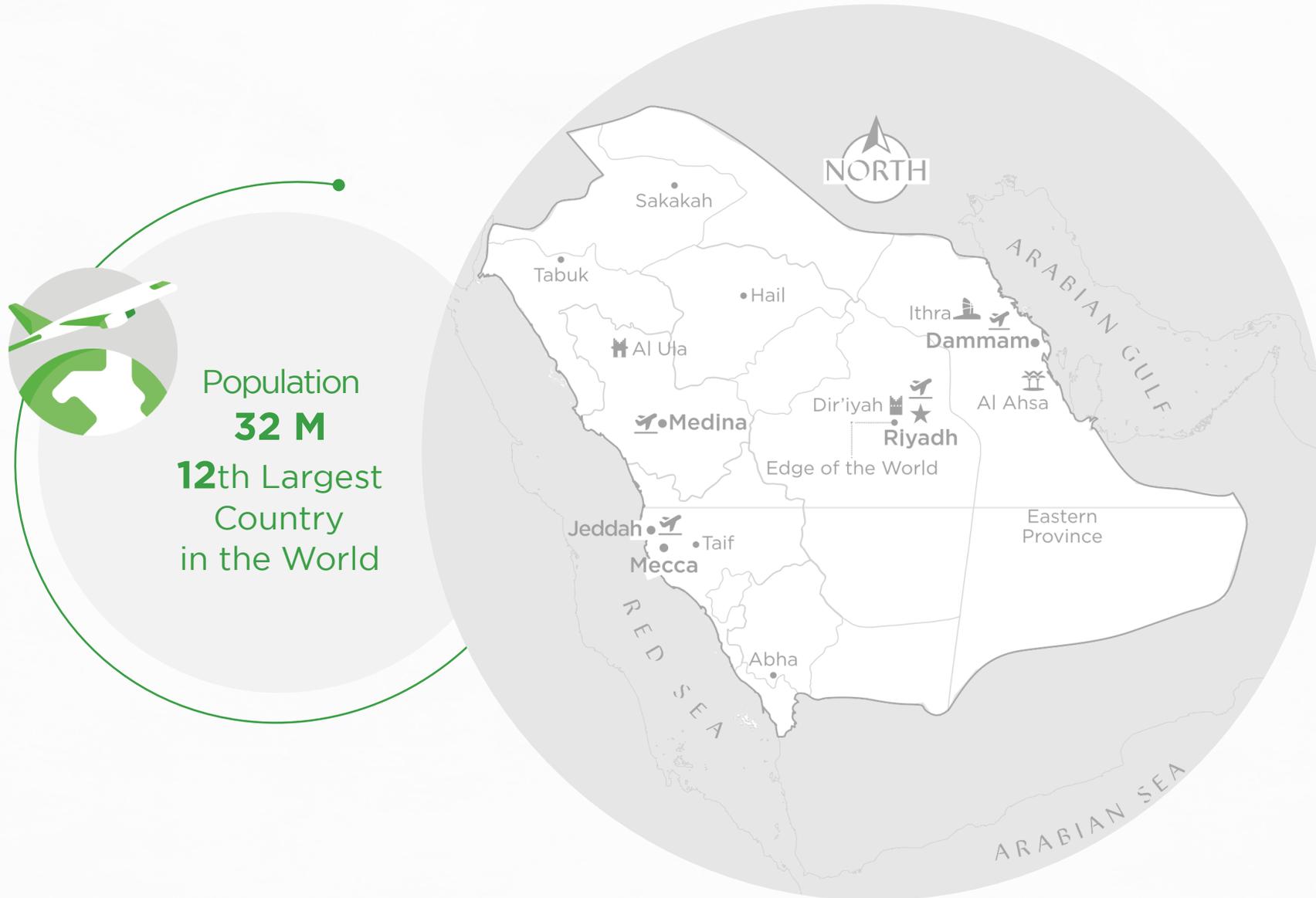
Where in Saudi



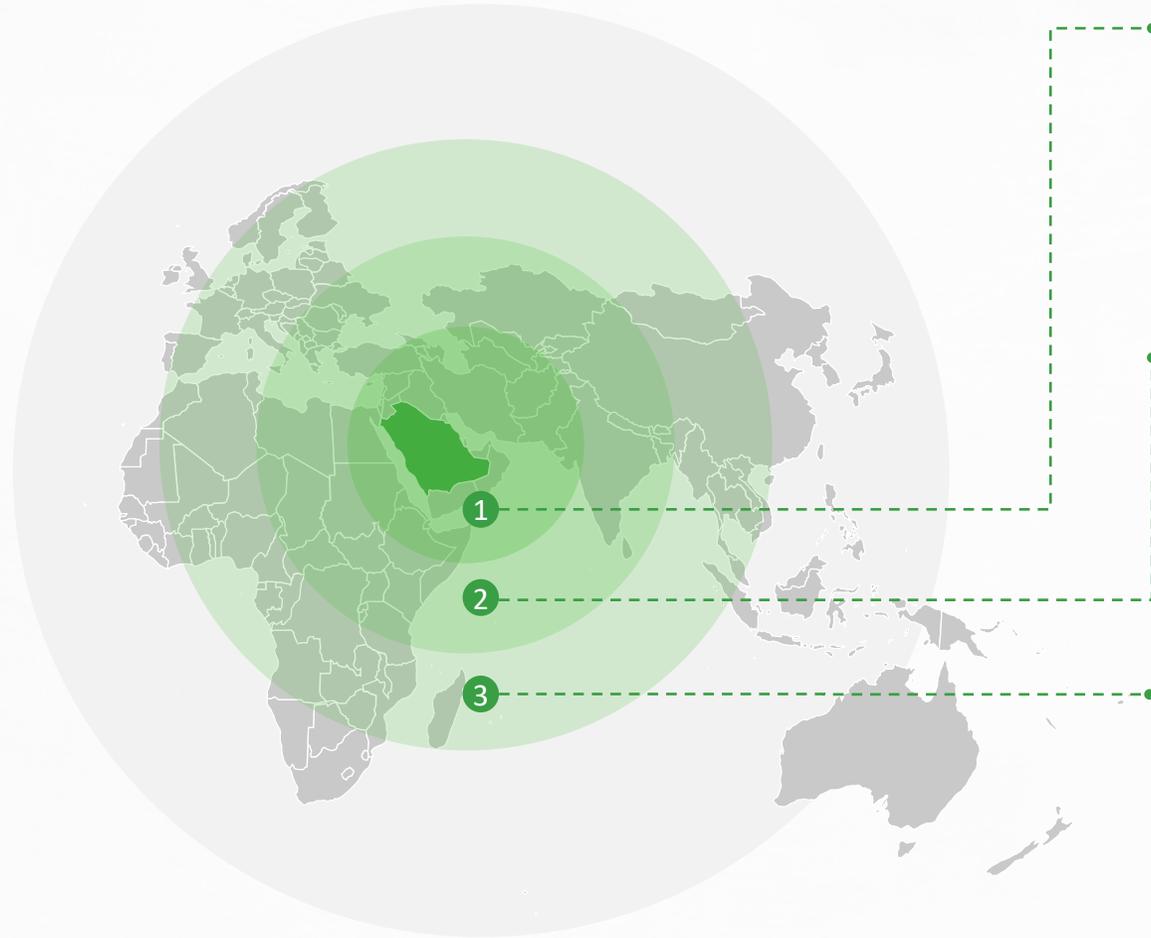
STA Partner

How to we translate our  
strategy into action?

# Saudi Arabia – strategically located between Arabian Gulf and the Red Sea



# ~750Mn outbound leisure travelers can reach Saudi Within 7 hours



## 4 hours

4-hour flight away from ~100 Mn outbound leisure travelers

## 6 hours

6-hour flight away from ~560 Mn outbound leisure travelers

## 7 hours

7-hour flight away from ~750 Mn outbound leisure travelers



Easy access to **3** continents within a few hours



**6** international airports across the country

# Tourism a key driver to achieve Vision 2030 objectives



“

*Together we will continue building a better country fulfilling our dream of prosperity and unlocking the talent, potential, and dedication of our young men and women*

~ HRH Mohammad Bin Salman

”

**Vision  
2030  
pillars**



● A Vibrant Society

● A Thriving Economy

● An Ambitious Nation

**Tourism  
sector  
contribution**



Promote KSA as a destination for 100M visits



Contribute ~15% to GDP



Strengthen local private sector, attract FDI

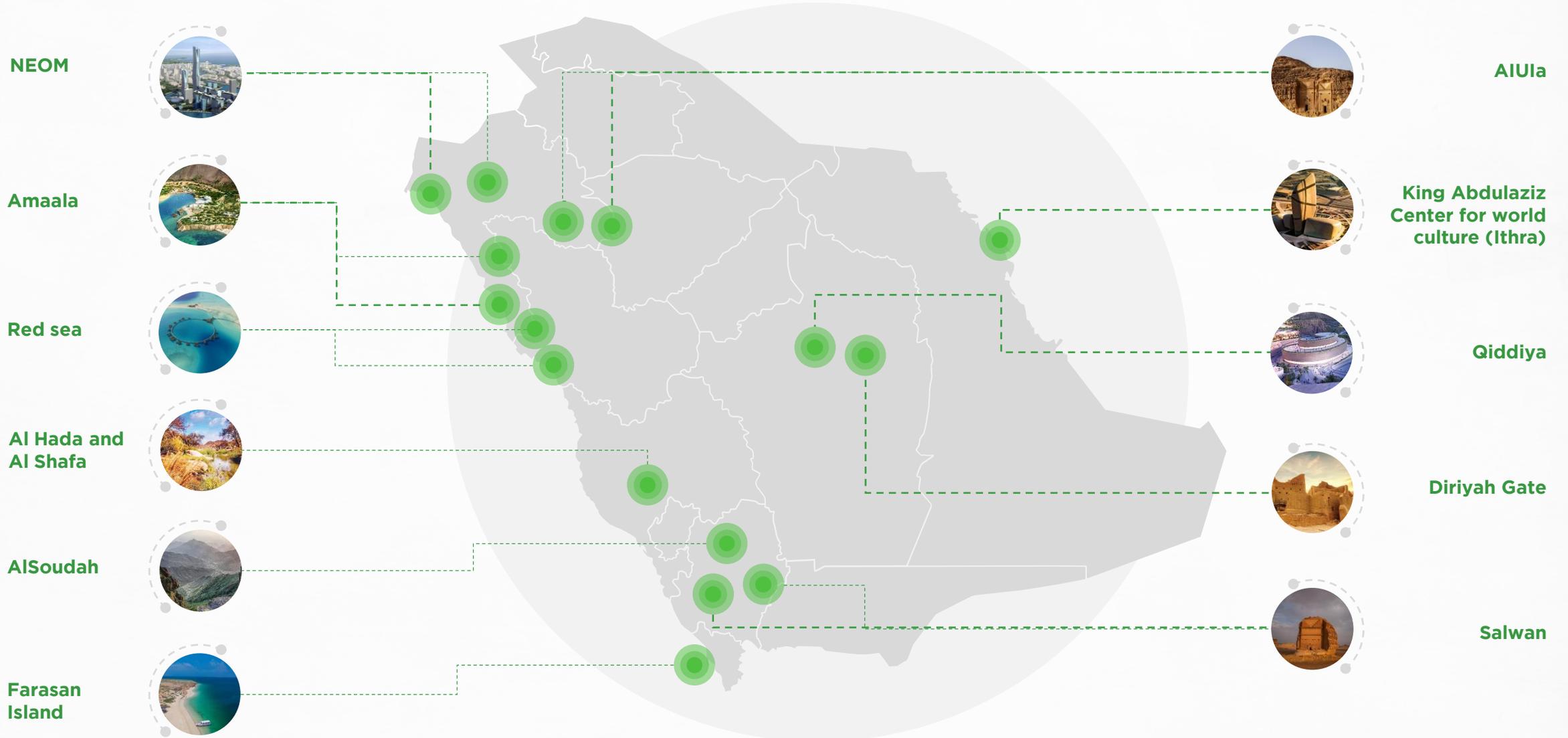


Contribute ~2M jobs, driving youth employment



Contribute to government revenues (NOR)

# Vision 2030 is resulting in significant and ambitious tourism development across the Saudi Arabia...



# ..and a capital commitments of over hundreds of billions SAR

Category	Name of project (name and top site number)	Number of keys <sup>1</sup> (2030)	Estimated Capex <sup>2</sup> (SAR)
Giga Project	NEOM (1-2)	35,000	82 B
	Amaala (3-4)	2,525	50 B
	Al Ula (5-6)	5,500	TBD
	Red Sea (7-8)	7,900	TBD
	Qiddiya (9)	1,400	82 B
	Diriyah Gate (10)	1,300	Under Construction
	Salwan (11)	11,800 <sup>4</sup>	TBD
	AlSoudah (12-13)	2,500 <sup>4</sup>	TBD
Non-Giga Project	Farasan Island (14)	2,750	5.6 B
	Al Hada and Al Shafa (15)	200	3.4 B
	K.A. Cultural Centre (16)	N.A	Undisclosed <sup>5</sup>
	Al Ras Al Abbyad (HP <sup>6</sup> -4)	5,100	TBD
	Spiq Okaz (HP <sup>6</sup> -5)	>3,500 <sup>7</sup>	TBD

1. Forecasted number of keys by 2030  
 2. Communicated cumulated CAPEX until 2030 ( in billion SAR)  
 3. Still being estimated, but initial phase 1 assets about SAR 5B  
 4. Preliminary numbers still under consideration

5. Estimated to be above SAR 2.5 B, as building costs alone are estimated to be above SAR 1.5B, and based on the estimated costs to develop the Louvre in Abu Dhabi.  
 6. No top sites with the project, the number of the "High potential" site included  
 7. Based on the estimated BAU of the project

SAUDI Brand

Discover the Wonders  
of Arabia

Visit  
*Saudi*

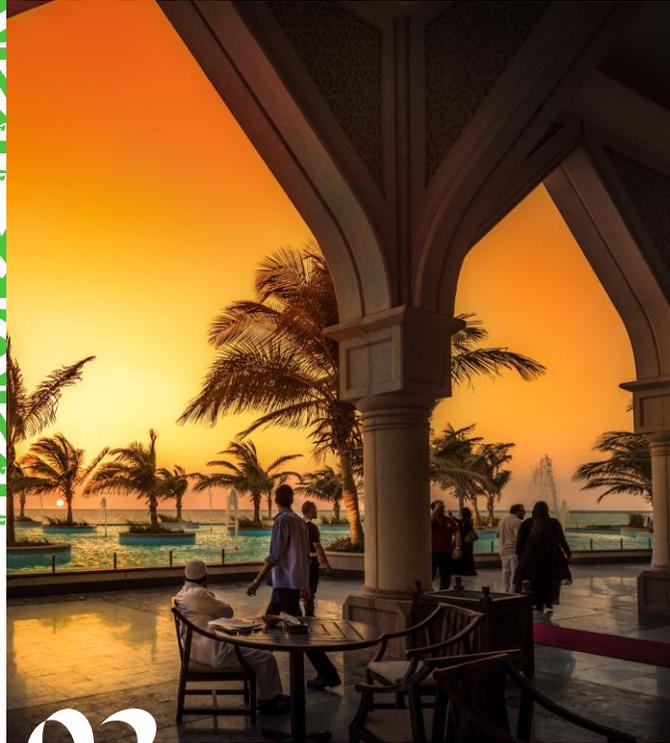
Profound Journeys  
in Arabia

# TARGET AUDIENCE



01

Leisure  
(Bleisure)



02

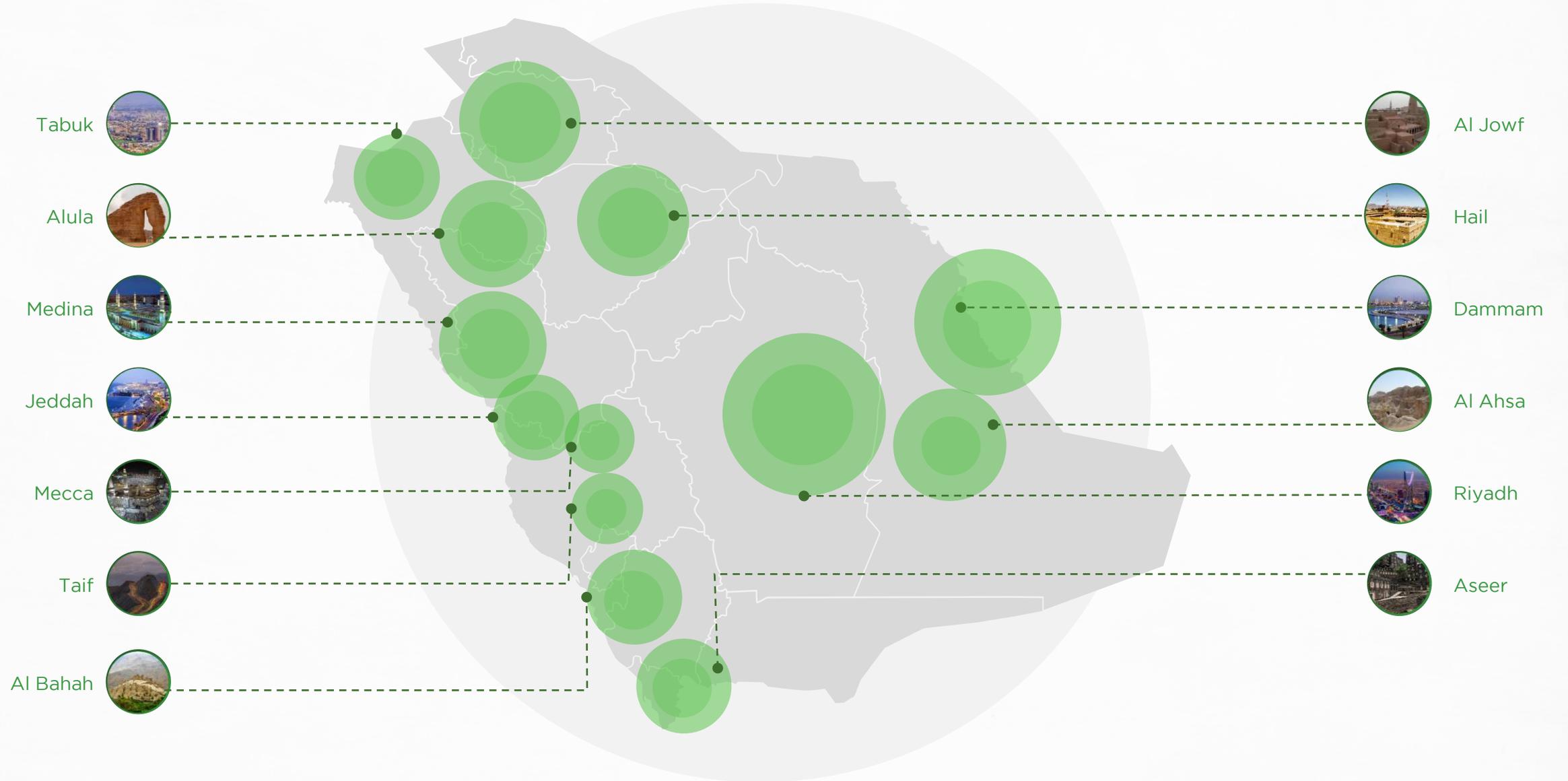
Umrah Plus



03

Business Events  
MICE

# Thirteen destinations



# Product Offering

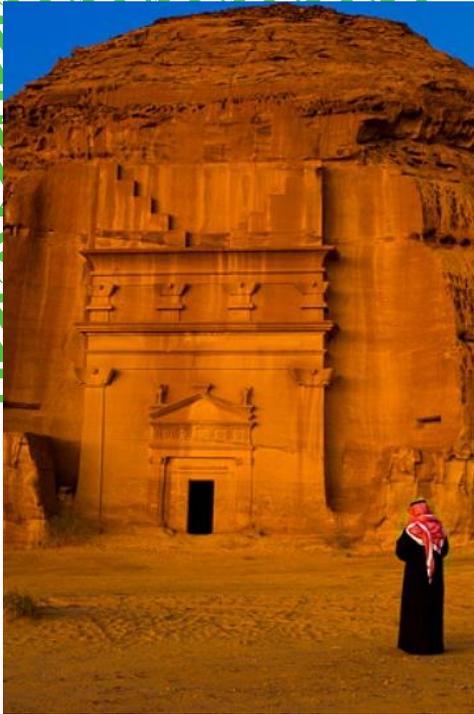
---



# Saudi Arabia's stunning heritage & nature sites



## Heritage sites



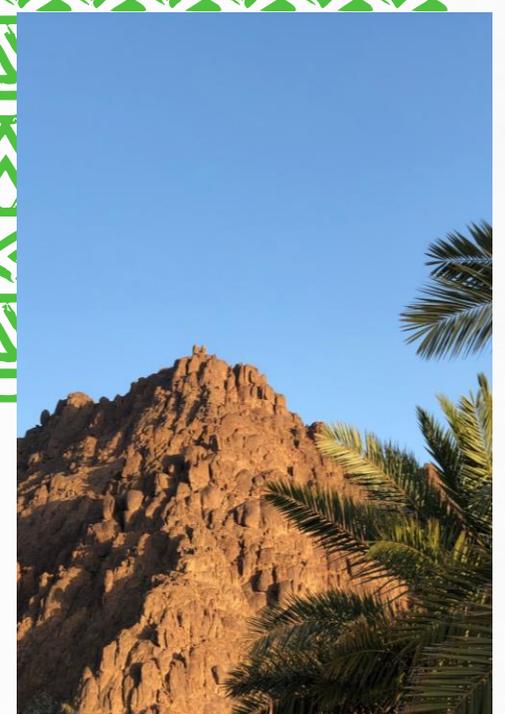
Hegra (Mada'in Saleh)



Dir'iyah



Jeddah Old Town



Rock Art (Hail)

# Saudi Arabia's stunning heritage & nature sites



## Nature sites



Ahsa Oasis



Red Sea Coast



Edge of the World



Bajdah Desert

# STA as partner

---



# STA your trusted partner in the Destination



## What is STA

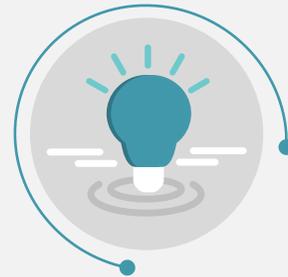
The Saudi Tourism Authority (STA), launched in June 2020, is responsible for marketing Saudi Arabia's tourism destinations worldwide and developing the Kingdom's offering through programs, packages and business support. Its mandate ranges from developing the country's unique assets and destinations, through to hosting and participating in industry events, and promoting Saudi Arabia's tourism brand locally and overseas.

### 3 STA STRATEGIC PILLARS



#### We Engage

Thought of a network of local offices, we identify and engage with a relevant trade clients.



#### We Inspire

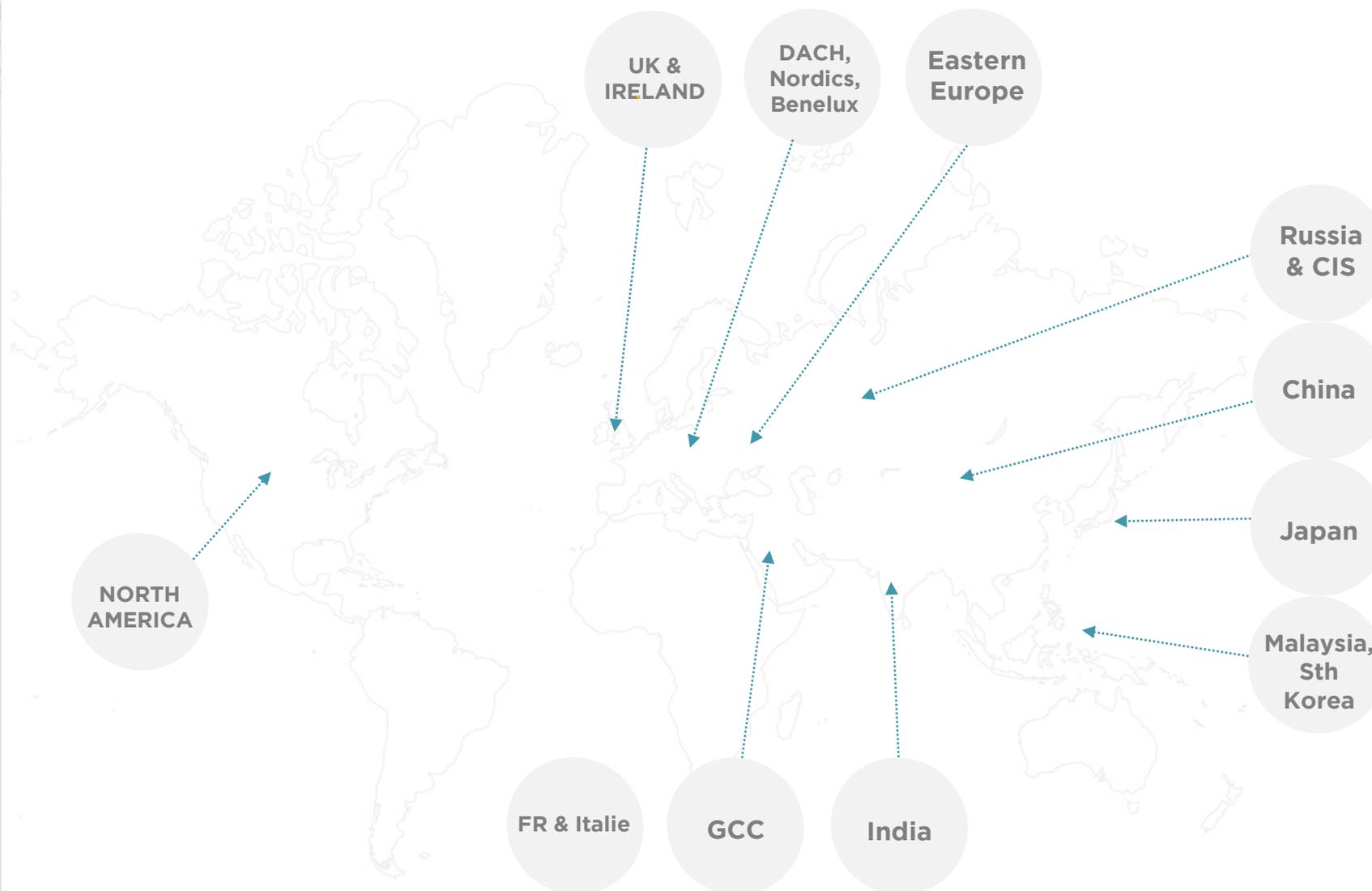
Supported by Consumer Marketing, we leverage our Trade partner reach to develop awareness and interest.



#### We Convert

Products & Incentives will drive conversion & visitation to Saudi.

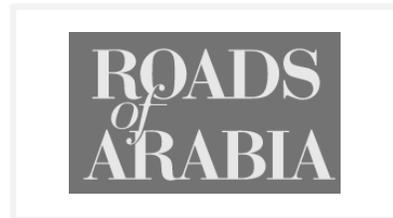
# 7 Regions, 15 key source markets, 32 countries - a large footprint to conquer the world



**7 Regions managed by STA Directors**

1. Far East & Australia
2. India and Subcontinent
3. Russia and CIS
4. UK & Ireland
5. Europe
6. Americas
7. Middle East

# Network of trusted DMC partners to support your product development and growth in the destination



# HOTEL PARTNERS IN THE DESTINATION

						<p>and more...</p>

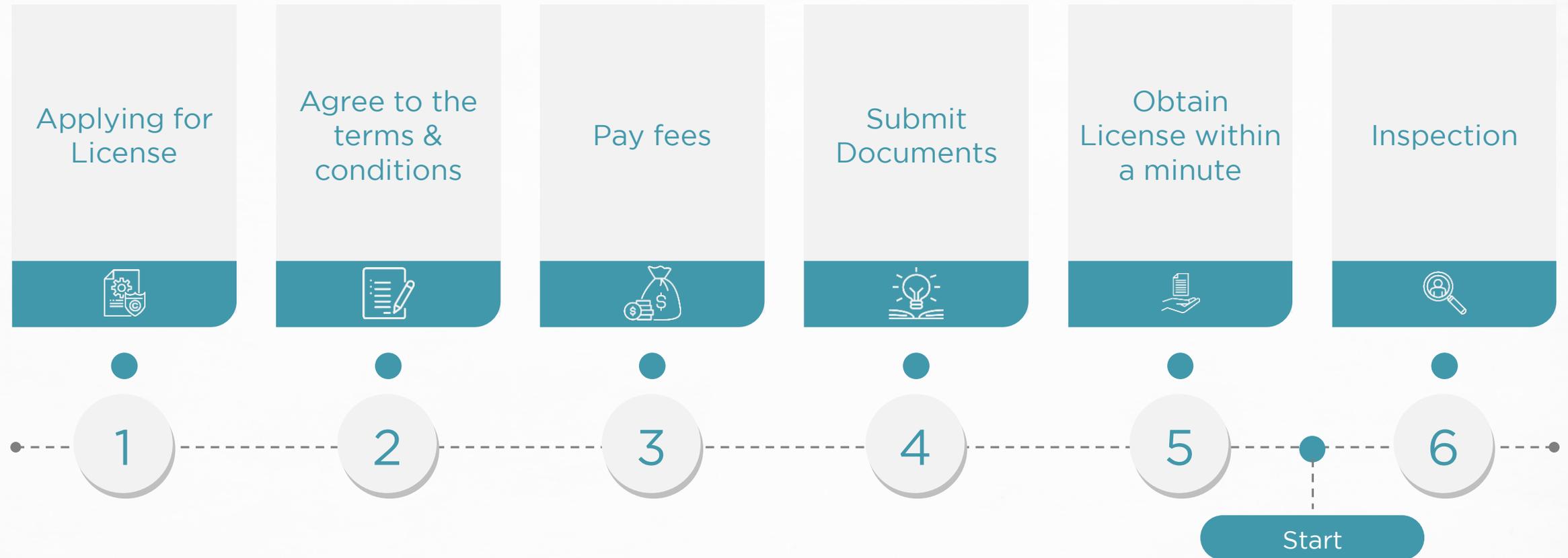
■ Luxury
 ■ 5 Stars
 ■ 4 Stars
 ■ 3 Stars

# Attract international DMCs to set up offices in Saudi



## Investor's Journey

The Ministry of Tourism is keen on facilitating its services and providing investors with immediate online licenses for low-risk businesses in just few steps.





Visit  
*Saudi*

VISITSAUDI.COM



facebook.com/VisitSaudi



@VisitSaudi



@VisitSaudiNow



youtube.com/VisitSaudi