

Saudi is ready. Are you?

Inbound flights coming from the Europe & Americas market to Saudi has grown 47% since 2022. These flights are representative of different carriers and classes. They're forecast to grow a further 18% during 2024. This statistic is just one of many telling the same story. Saudi is ready to become one of the biggest tourist destinations in the world by 2030.

Are you ready for an opportunity the size of Saudi?

Visit partner.visitsaudi.com

Farasan Islands, Red Sea | JAZAN
Source: OAG Analyzer

Saudi | Partner
Welcome to Arabia

October 2024, Issue #6

Trade E-Magazine

Europe & America Edition

Saudi
Welcome to Arabia



Message from the President Of the Europe and Americas BU

Dear Partners,

Saudi is Ready, Are you?

This edition celebrates opportunities and the spirit of win-win collaborations launching the "Saudi is Ready, Are you?" Campaign, marking the first B2B campaign launched in the Europe and Americas.



This campaign carries a clear message: Saudi is ready. Ready to welcome, ready to amaze, and ready to be discovered as one of the most dynamic destinations in the world. It's an invitation to our trade partners to seize the opportunities of the present, with the assurance that the foundations for promoting the destination successfully are already in place

Join us as we continue to grow and prosper, collaborate and harmonize, and welcome the world to experience Saudi as the true wonder of Arabia

Sincerely Yours,
Hazim AlHazmi





Saudi is Ready, Are You?

At TTG 2024, Saudi Tourism Authority launches its first B2B campaign



Saudi is Ready, Are You?

At TTG 2024, the Saudi Tourism Authority (STA) is thrilled to launch its first opportunity trade campaign, marking a key move to establish Saudi Arabia as an inviting destination for travelers today. Titled "Saudi is Ready, Are You?", the campaign aims to engage trade operators, travel professionals, and influential figures in the tourism industry, highlighting the commercial prospects currently available in the Kingdom.

The campaign seeks to shift the narrative that Saudi is merely a future prospect, showcasing it instead as a current and viable opportunity. Through detailed data and insights, STA aims to demonstrate that the Kingdom is not only an exhilarating destination but also one with significant immediate growth potential.

Moreover, the campaign has a strong emotional appeal, encouraging

industry professionals to view Saudi as an exciting new addition to their offerings. By better understanding the diverse experiences available in the Kingdom, travel professionals will feel empowered and enthusiastic about promoting this destination. The wide range of options tailored to various travelers and budgets presents a unique opportunity to enhance their portfolios.

"Saudi is Ready, Are You?" transcends being a mere slogan; it signifies readiness for those looking to expand their businesses by tapping into one of the most exciting emerging opportunities in global tourism. With robust support from the STA and a plethora of training and marketing resources, this campaign presents an invaluable chance for today's travel professionals.

Recent statistics indicate Saudi's rapid ascent as a top tourist destination by 2030, since 2022:

Saudi is Ready in Demand



Saudi is Ready in Connectivity



Saudi is Ready in Supply



1 Saudi welcomed 2.4 Million visitors in 2023 from Europe & Americas, a 74% increase on the 1.4M visitors in 2022. This year the **demand** is higher, we aspire for an 86% growth and aim to welcome 4.5million visitors

2 Air **connectivity** from Europe and the Americas to Saudi has increased by 47%, with an expected additional growth of 18% in 2024. This surge underscores the Kingdom's growing accessibility and appeal to international visitors.

3 The **hospitality** sector is also expanding rapidly, with over 280k hotel rooms in 2023 available across all categories. 145k rooms have been added in 2024 resulting in 426k rooms as of August this year, representing a 52% growth.

Saudi is Ready
in **Distribution**

Saudi is Ready
in **Events**

Saudi is Ready in
Growth Opportunities



4 Our strategic partnerships in Europe aspire to vastly **distribute** to bring over 197,000 visitors in 2024, generating an estimated 1.4 billion SAR in spending.

5 The growing number of Leisure and business **events**—17,000 held in 2023 alone—demonstrates Saudi Arabia’s emergence as a vibrant player in the global tourism sector.

6 Visitor numbers from Europe and the Americas continue to **grow**, with one million tourists welcomed in the first quarter of 2024, marking a 30% increase compared to the same period the previous year.



01

What's Happening in Saudi





Jeddah Season 2024 welcomed over 1.7M visitors



Jeddah Season 2024 was a resounding success, drawing in a massive crowd of visitors and captivating audiences with its diverse and exciting entertainment and cultural events, and offerings. The seasonal celebrations came to a close on August 16, and visitor numbers are estimated to have surpassed 1.7 million visitors from across the Kingdom and further afield. These impressive figures only lend to further solidifying Jeddah's position as a premier cultural and entertainment destination. After a two year hiatus, Jeddah Season 2024 took the Red Sea city by storm. With a carefully curated lineup of events, which included concerts, art exhibitions, cultural performances, and family-friendly activities, this year's edition of the seasonal celebrations were a complete

success. The seasonal event ran as part of the Saudi Tourism Authority (STA) supported campaign of 'Saudi Summer is Next Door', this meant that Jeddah Season 2024 ran for an extended period, and was part of a larger national and regional campaign inviting tourists to explore the cooler and refreshing wonders of the Kingdom - including Jeddah.

Read more 





Saudia Airlines Transports 3 Retired Boeing 777s For BLVD Runway Zone



Saudia has remarkably moved three large, retired Boeing 777 planes from Jeddah to Riyadh by road to feature in the upcoming Riyadh Season 2024 Boulevard Runway zone. The 25-year-old aircrafts made the 850 km trip on massive trucks after having their wings, fuselages, and other valuable parts removed. The BLVD Runway zone will offer visitors distinctive aircraft-themed entertainment experiences, including five top-tier restaurants. The three Boeing 777-200ER aircraft, once the workhorses of Saudia's

long-haul fleet, have been earmarked for a unique transformation. Instead of being consigned to the scrapyard or indefinite storage, these iconic aircraft will find a new lease on life as part of the highly anticipated BLVD Runway project, an innovative collaboration between Saudia and Riyadh Season. Envisioned as a one-of-a-kind tourist destination, Boulevard Runway will repurpose the retired aircraft into interactive spaces for entertainment, dining, and retail experiences.


[Read more](#)



Saudi Arabia Celebrates 94th National Day



In celebration of the 94th Saudi National Day, citizens nationwide demonstrated their patriotism and allegiance to the Kingdom with a celebration filled with parades, fireworks, and entertainment shows. In Riyadh, the excitement for the Saudi National Day commenced days before the festivities began. The city's thoroughfares are bedecked with the Saudi flag, while towers and edifices shimmered with vibrant green lights in honor of the occasion.



In addition, The celebrations entailed a grand Military Parade and spectacular Air and Sea Shows to commemorate the Saudi National Day. Meanwhile, the event featured the participation of both government and private entities across all regions, eagerly awaited by citizens and residents alike.





Take our 3-5 Minutes Partners Survey



02

Products & Promotions





Winter Products & Packages



[5 Nights Cultural Trip \(RIY - ULA\)](#)



[4 Nights Discovery Trip \(RIY - RDS - JED\)](#)



[5 Nights Umrah+ Trip \(JED - ULA\)](#)
[3 Nights Umrah+ Trip \(JED\)](#)



[6 Nights \(RIY - JED - ULA\)](#)
[4 Nights \(RIY - JED\)](#)



03

Saudi Tourism News





Riyadh Air Begins Flight Testing

Saudi Arabia's newest carrier Riyadh Air has achieved another milestone on its flight path to acquiring an Air Operators Certificate (AOC).

The airline commenced its first non-commercial flight last week, flying from Riyadh to Jeddah as part of the airline's programme of test flights. Once it gets its AOC, which is awarded by the Kingdom's General

Authority of Civil Aviation (GACA), Riyadh Air will be permitted to start commercial passenger and cargo services using its planned fleet of Boeing 787-9 Dreamliners.

A subsidiary of the country's Public Investment Fund and a sister airline to the established national carrier, Saudia, Riyadh Air is planning to launch regular services from 2025.

Read more





Flynas to operate three weekly flights linking Berlin to Jeddah

The new route has been launched as part of a partnership between flynas and the Saudi Air Connectivity Program (ACP), and coincides with the airline's participation in the ITB Berlin exhibition, starting today, March 5, 2024. flynas is represented at the event within the pavilion of the Saudi Tourism Authority (STA). The new Berlin-Jeddah route will offer three weekly flights from King Abdulaziz International Airport (JED)

to Berlin Brandenburg Airport (BER). This growth aligns with the Saudi National Aviation Strategy's goals of accommodating 330 million passengers and attracting 150 million tourists by 2030. It also reflects the airline's expansion strategy, launched early last year under the slogan "We Connect the World to the Kingdom."





Saudi Tourism Set for Take Off as More Airlines Announce New Routes



Wizz Air has announced a new service from London to Jeddah, making it the first budget airline to directly connect the UK and Saudi Arabia. Flights from London Gatwick to the port city on the kingdom's Red Sea coast begin on March 1 and tickets, costing £134.99 (\$176) for a one-way trip, are already on sale. The seven-hour flight, the longest operated by any low-cost airline in the UK, will operate daily via Wizz Air's new Airbus A321. The news comes a week after Virgin Atlantic announced a new daily route from Heathrow to Riyadh starting on March 30. And British Airways revealed in May that it will be resuming flights to Jeddah from London Heathrow in November, after a five-year hiatus. A

report released by travel industry data platform OAG on Wednesday ranked Riyadh as the 42nd most connected airport in the world, moving it up six places since last year. That makes it the fourth most connected airport in the Middle East and Africa, behind only Dubai, Doha and Johannesburg. The same report found that the airport is now connected to 117 countries.

[Read more](#)



04

STA News



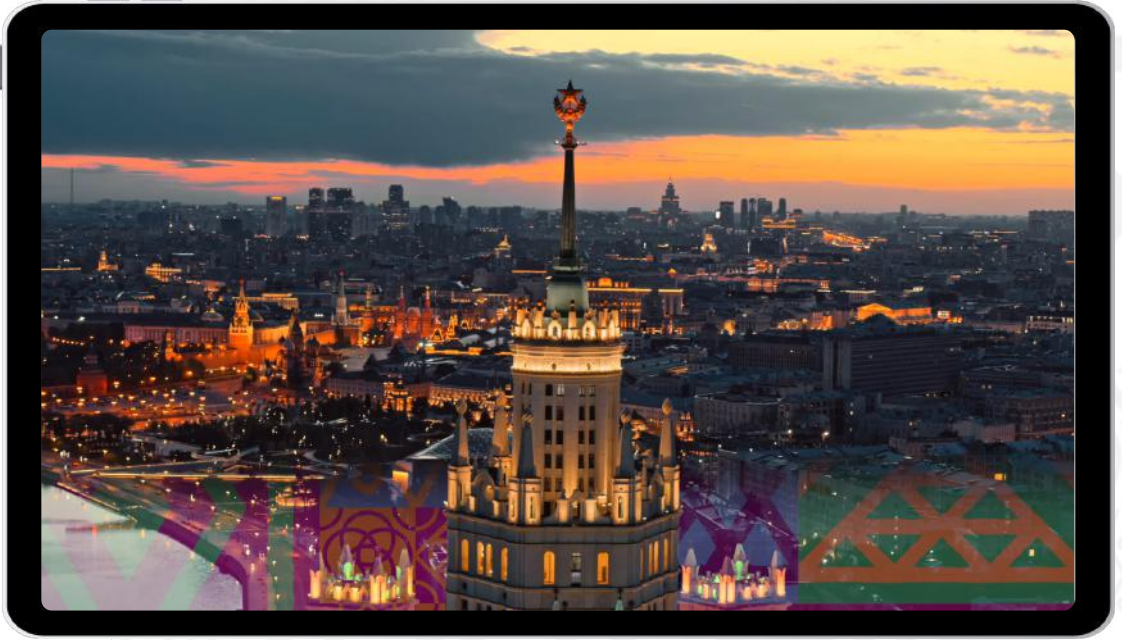


“This Land is Calling” launches in Moscow with a Remarkable Event

In preparation for the upcoming Saudi winter season, Saudi Tourism Authority launched its groundbreaking campaign, "This Land Is Calling," in Russia. The campaign highlights Saudi's captivating landscapes and culture, emphasizing the enchanting Red Sea and Arabian Dunes. This endeavor reflects our steadfast commitment to enhancing air connectivity and nurturing the growth of the private sector, setting the stage for a flourishing future.

The campaign's launch event in Russia coincided with a series of high-level business meetings with an objective of showcasing Saudi's

offerings to key stakeholders across various industries, from tourism, airlines, and media to tech giants like Yandex. Together, we provided a unique platform to connect diverse elements of the value chain. The CEO, Fahd Hamidaddin, emphasized the immense potential for exploration and investment in Saudi Arabia, inviting Russian tourists to discover the Kingdom's rich cultural heritage, stunning natural beauty and its thriving business environment. As the campaign unfolds, I'm eager to see the results and the positive impact it will have on the Kingdom's tourism industry.



 Play Video

The launch event invited **+120** key leaders from the Russian tourism sector, with **+55** partners who committed rolling out the campaign with **+40** new winter packages to match the variety of segments for Russian travelers.



Saudi National Day Celebration at the Embassy (Warsaw, Poland)

The team in Poland had proudly participated in an event hosted by the Saudi Embassy in celebration of the Saudi National Day to further strengthen the already positive relations with the host. Decision makers from business, politics and diplomacy were in attendance, which was an opportunity to support further growth of bilateral tourism between the countries, encourage them to explore Saudi for leisure,

and forge connections among the guests; resulting in +100 leads. The event has rich components with the Saudi Ambassador's touching speech about Saudi's special day, mesmerizing videos about the destination, lottery winners rewarded with flights and accommodation in Riyadh to attend the Riyadh Season, and a variety of inspiring activations to showcase Saudi's culture.





Nusuk Roadshow in Moscow



Prior to “This Land is Calling” Launch Event, the team embarked on a Nusuk Roadshow in Moscow, where the team unveiled Nusuk and the diverse Umrah tourism offerings, which is a testament to the collective efforts and a reflection of the enriching experiences we strive to provide, serving the spiritual aspirations of pilgrims.

Having the esteemed presence of His Excellency Dr. Tawfiq Al-Rabiah, Minister of Hajj and Umrah, alongside

esteemed Russian private sector leaders, the meeting underscored the significance of this gathering. The enthusiasm and engagement of the 300+ attendees, including 32 Saudi tourism companies created the positive harmony that fueled the determination to continue expanding the reach and ensuring that Umrah remains an accessible and spiritually uplifting journey for pilgrims from around the world.



France Team visiting IFTM

In September, our team made significant strides in strengthening our presence and partnerships within the travel industry. One of our key highlights was our participation in the International French Travel Market (IFTM) from September 17th to 19th, where the team held over 20 meetings with new and existing partners. These discussions focused on addressing challenges, exploring events, expanding partnerships, and driving growth in leisure passenger volumes and their overall spend. Additionally, the possibility of participating at IFTM with a dedicated booth

was explored, setting the stage for future engagements.

Earlier in the month, the acting VP of Trade embarked on a high-impact sales mission, meeting with key Leisure and Umrah players. The mission focused on enhancing leisure packages within the Umrah sector and incorporating events that cater to both Umrah and leisure travel. These initiatives have further solidified our commitment to increasing collaboration and opportunities in these markets.

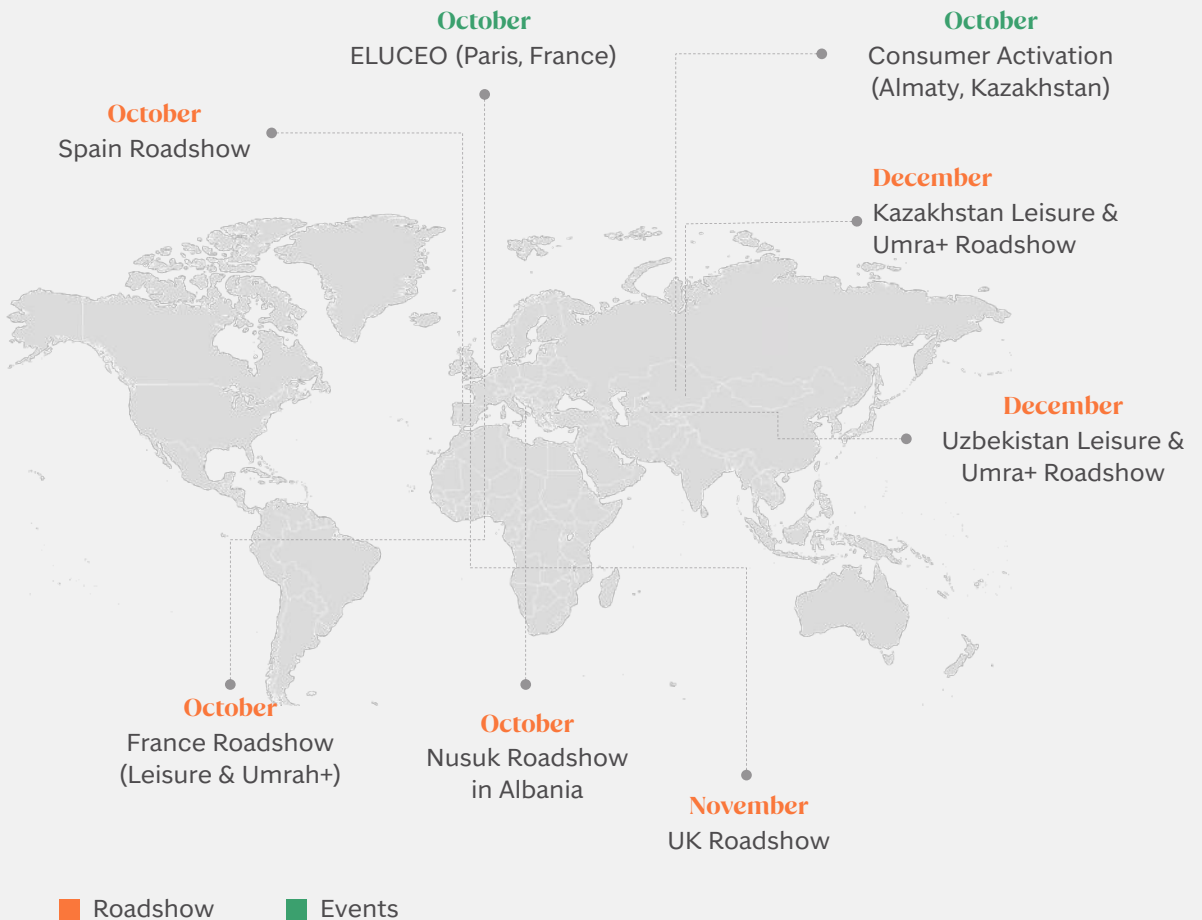




WHERE TO FIND US NEXT

TRADESHOWS:

 **6 Nov** WTM London



05

Flights & Rooms





Upcoming New Flight Routes to KSA



Berlin – Jeddah:



Operated by EuroWings
October
(3 weekly flights)



Berlin – Jeddah:



Operated now by Flynas
(3 weekly flights)



Paris – Jeddah:



Operated by Transavia
October
(4 times per week)



Cologne – Jeddah:



Operated by Eurowings
October
(3 weekly flights)



Samarkand – Jeddah:



Air Samarkand
Operating Now
(2 weekly flights)



Lyon – Jeddah:



Operated by Transavia
October
(4 times per week)



London, Heathrow - Riyadh



Virgin Atlantic
Starting March 2025
(7 flights weekly)



London, Gatwick - Jeddah



Wizz Air UK
Starting March 2025
(7 flights weekly)



New & Upcoming Hotels

Ritz Carlton Reserve
Red Sea Project



[Book Now](#)



Rixos Hotel & Resort
Jeddah



[Coming in January](#)

Bay La Sun Hotel & Resort
KAEC, Jeddah



[Book Now](#)



Views Hotel & Resort
KAEC, Jeddah



[Book Now](#)



06

Articles of Interest





Articles of Interest



Sources of Saudi Tourism: Who's Traveling, Who's Spending?

Saudi reported 109 million visitors in 2023, beating its initial target of 100 million visitors by 2030

[Read more](#)

Skift.



Meet the Rising Talents of Saudi Fashion

Will Saudi Arabia become the next destination for those seeking rising fashion talents?

[Read more](#)

VOGUE



Riyadh Season 2024

A guide to all the new and expanded areas this season

[Read more](#)

**ALARABIYA
news**



Everything you need to know about Saudi National Day

Founders, fireworks and fun – here's how the holiday started and how it's going.

[Read more](#)

fact.



A massive guide to travel in Saudi Arabia



This Ancient City Has a Dramatic Desert Landscape, World-class Cuisine, and a Growing Art Scene

Here's How to Plan Your Visit to Al Ula

[Read more](#)

Lost With Purpose

[Read more](#)

**TRAVEL+
LEISURE**

07

Meet Us



Meet the STArS of E&A



Loai Momena



Connect With
Loai's LinkedIn

Title:

Trade Account
Manager

Source Market/s:

Russia & CIS

Meet Loai, with a extensive background in trade marketing, business development in FMCG sector and strategic Deployment in consulting; he brings that experience into the Trade Accounts in the Russia and CIS region to strengthen trade relationships and pioneer strategic directions by building robust relationships with partners. His role is pivotal in growing these critical markets. His focus and drive are key in navigating these challenging markets and maximize and optimize KSA tourism goals in this region. Improve your business with Loai's hard dedication and clever navigation to reach excellence and beyond.



Sarah Bin Masoud

Title:

Events & Exhibition Manager

Source

Market/s: Europe & Americas

Meet Sarah bin Masoud, a vibrant and experienced Events and Exhibitions Manager with 10+ years of expertise from the Ministry of Culture in Saudi Arabia, King Abdulaziz Center for World Culture, and Altayyar Travel Group. For more than six months at STA, Sarah has been managing events and exhibitions across Europe & Americas markets. Tap into Sarah's skills to create memorable and engaging experiences, helping you build a stronger connection with the Saudi culture.



Connect With
Sara's LinkedIn

Meet Saudi Partners (DMCs, DMOs)

Almosafer



Almosafer is the Middle East's leading travel brand offering consumers seamless user experiences for travel bookings through its omni-channel offerings across state-of-the-art online platforms, call centre and WhatsApp. Providing hotel booking options for over 1.5 million properties around the globe and flight bookings on over 450 airlines, complete holiday packages, car rental, transfers and more, Almosafer boasts various convenient booking solutions for any type of travel need. Harnessing extensive experience in the region, the brand has developed a deep understanding of local travel needs, preferences and traveller segments. Dedicated offers and deals, alongside one-on-one consultation and 24/7 travel advisory across multiple channels add to the sense of personalised service only a regional business such as Almosafer can provide, to help customers find richer and more memorable experiences wherever and whenever they travel. This personalised service, in addition to a simple payment process across the latest secure payment options, makes Almosafer the travel brand of choice for leisure trips, business travel, or family vacations with complex itineraries.



[Website](#)

[LinkedIn](#)



Red Sea Global

Red Sea Global (RSG) is one of the world's most visionary developers, wholly owned by the Public Investment Fund (PIF) of Saudi Arabia. We are spearheading a new model of development, putting people and planet first and leveraging the most innovative concepts and technologies to deliver projects that actively enhance the well-being of customers, communities and environments. Our portfolio includes two world-leading destinations announced by HRH Crown Prince Mohammad bin Salman bin Abdulaziz Al-Saud, The Red Sea and Amaala. Collectively, these responsible and regenerative tourism destinations will aim to enhance Saudi Arabia's luxury tourism and sustainability offering, going above and beyond to not only protect the natural environment, but to enhance it for future generations to come. A cornerstone of Vision 2030, RSG will help transform the nation, creating significant economic opportunities for the people of Saudi Arabia and actively enhancing the Kingdom's rich environmental and cultural heritage.

[Website](#)

[LinkedIn](#)



Useful Tools



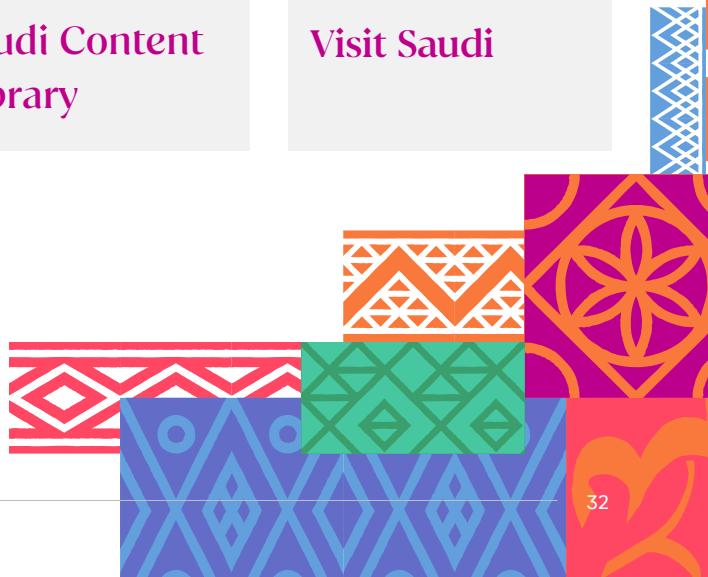
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