

HOTELS IN KSA

MY FIRST OBJECTIVE IS FOR OUR COUNTRY TO BE A PIONEERING AND SUCCESSFUL GLOBAL MODEL OF EXCELLENCE, ON ALL FRONTS, AND I WILL WORK WITH YOU TO ACHIEVE THAT.

KING SALMAN BIN ABDULAZIZ AL SAUD
Custodian of the Two Holy Mosques

Saudi Arabia has moved to market itself as a global tourism destination with speed and ambition.

The KSA, the region's largest outbound tourism market, has sharpened its focus on further developing the country's tourism offerings of late. The tourism sector comes as a result of Saudi Vision 2030, a strategic masterplan encompassing a wide range of social and economic reforms across a multitude of sectors, aimed at reducing the country's dependence on oil and diversifying into more sustainable sources. A number of ambitious megaprojects have taken shape since that launch, led by NEOM, the USD 500 billion megacity of the future, the Red Sea Project on the Western Coast, the entertainment megaproject to be rolled out in Riyadh named Qiddiya and a new cultural tourism destination called The Diriyah Gate. where nearly US\$575 billion is being spent to deliver more than 1.3 million new homes and 100,000 hotel rooms. To support its drive, in 2019, the Kingdom relaxed its entry visa rules, enabling citizens from 49 countries to apply for a visa on arrival or make an online e-visa application.

Since 2016, when Vision 2030 was first announced, the Kingdom's hotel industry Saudi Arabia Top 10 Brands Pipeline - Jan 2020 has witnessed renewed interest, with a number of international and regional brands taking steps to expand their operations. Like Hilton Worldwide chain announced its commitment to expand its business in Saudi Arabia by 600%, jumping from 15 hotels currently to 75 within the next five years, which will support the goals of Vision 2030, and provide more than 10,000 new jobs And commitment to establish new hotels in Saudi Arabia demonstrates the group's confidence in the progress and successes of the Kingdom as we continue to develop the tourism system, reach an ambitious goal of welcoming 100 million visitors by 2030, and increase the contribution of tourism to the GDP of the Kingdom from 3.5% to 10%".

So by Working with world-leading hospitality and tourism companies such as Hilton group aims to expand the range and size of options available to tourists, an essential part of the ministry's plans, and work philosophy to revive the tourism sector locally and globally through partnership with the private sector