# Rawdah Access Report 1446H (Umrah Season)

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## Executive Summary

# Overview

10.47M Umrah pilgrims in 1446H

Rawdah permits are booking only
via digital platforms (Nusuk)

Visa demand peaked in
Rajab–Sha'ban, but app slots
didn't scale

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1.63M were elderly (65+), 740K
were children (<14)

Digital-only system excluded
vulnerable groups
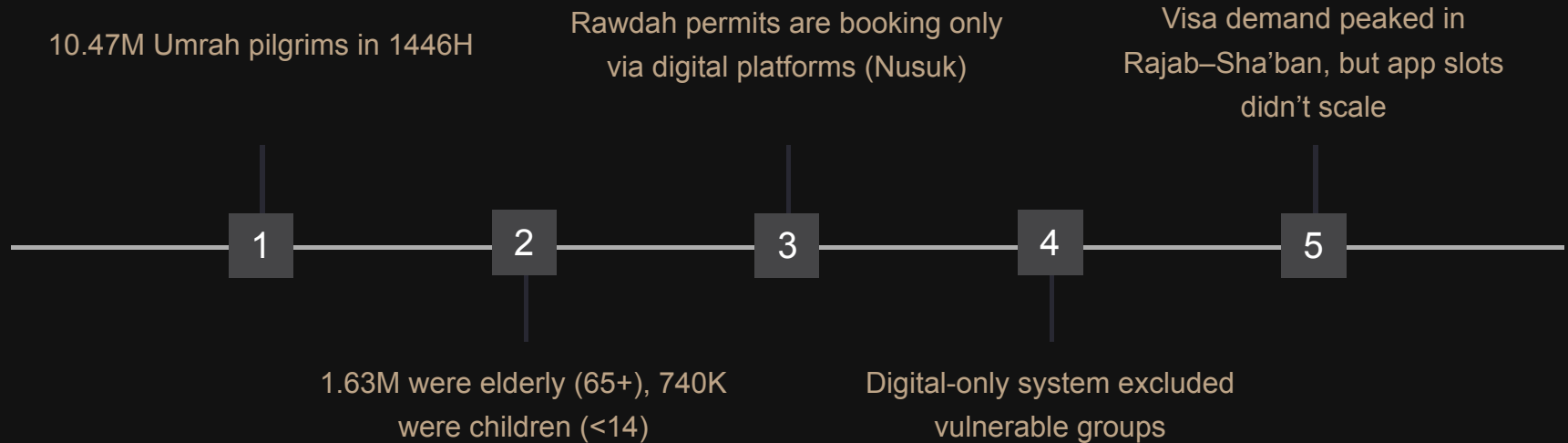
## 02

Problem Statement

# Issues Identified

Rawdah permit system is 100% digital (Nusuk app only)

Many elderly, kids, and low-tech users could not book

Structural exclusion due to tech-first design
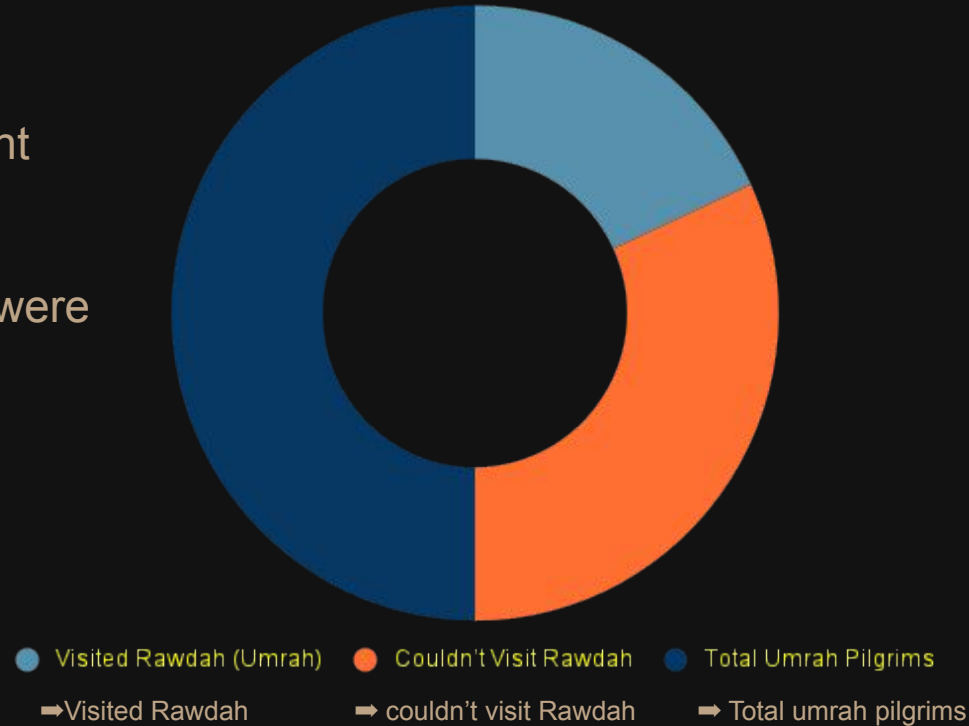
# 03

## Visual Evidence

# Visual Evidence

The data paints a clear picture: demand exploded, but access systems couldn't keep up.

➡ High repeat visits and limited permits meant millions missed out.

➡ Massive demand, limited access: millions were spiritually left out.



● Visited Rawdah (Umrah)　　● Couldn't Visit Rawdah　　● Total Umrah Pilgrims

➡Visited Rawdah　　➡ couldn't visit Rawdah　　➡ Total umrah pilgrims

➡ Umrah Visa Peaks in Rajab & Sha'ban 1446H

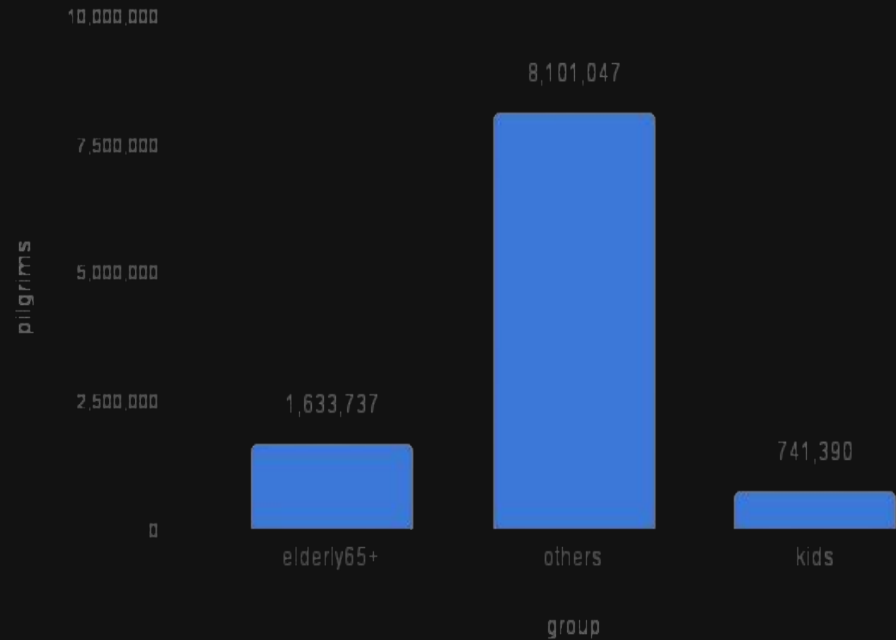➡ Visa numbers spiked, but permit capacity didn't budge.



Umrah Visas Issued Monthly – 1446H
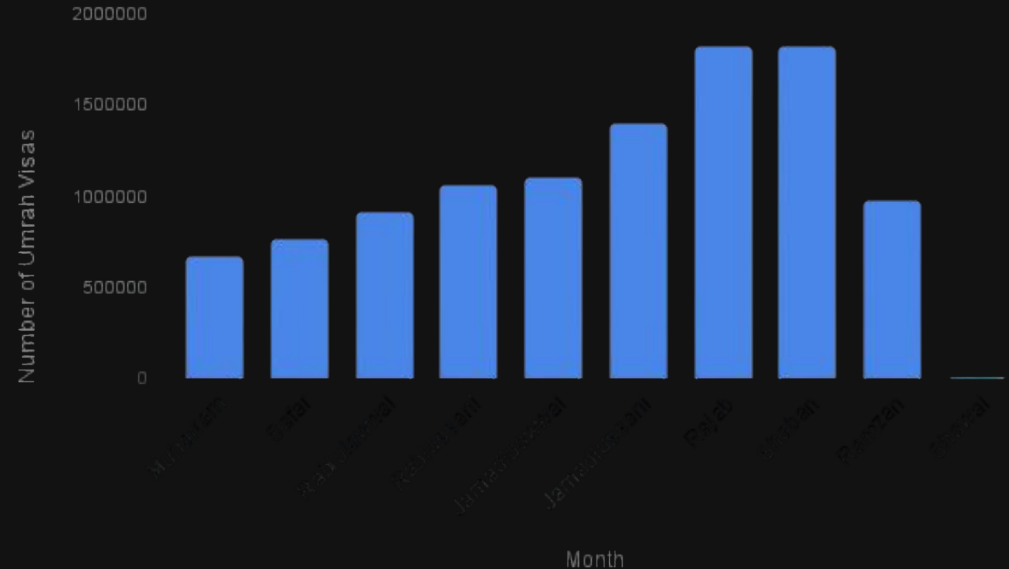
➡ Elderly & Children Formed 22% of Umrah Pilgrims in 1446H.

➡ 1 in 4 pilgrims struggled with digital systems.

## Umrah Pilgrims by Age Group (1446H)

04

User Feedback (Reddit Evidence)

# Rawdah Permit Complaints

"Every time I check … nothing comes up." View Post

"The iPhone didn't work. Android did." See Fix

"The app freezes at the confirmation screen." User Post

"Got the 'invalid passport' error repeatedly." Discussion

"Support auto-responds, doesn't solve." Frustration

"People are selling permits for 20 riyals." Workaround

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News & Policy Context

# News & Policy Context

1 Nusuk permit now mandatory for Rawdah (Times of India)

2 Hotel bookings now required before Umrah visa (Arab News)

3 Saudi Vision 2030 pushes digital-first Hajj/Umrah experience

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Recommendations

# Recommendations

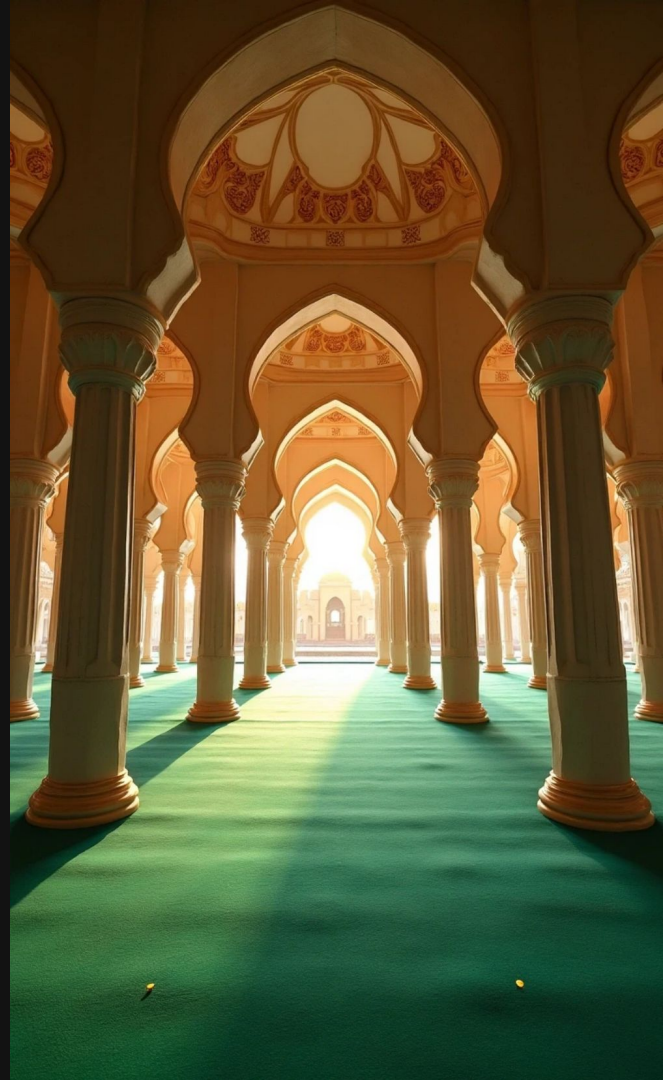| Idea | Description |
|------|-------------|
| Rawdah Kiosks | Set up offline permit kiosks at Madinah hotels/airport |
| Agent Booking | Allow Umrah agents to pre-book for group members |
| Walk-in Access | Daily slots for seniors 65+ without app |
| Elder Mode | Simplified Nusuk UX with audio and large fonts |
| Hotline Support | Multilingual WhatsApp or phone support line |

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Final Word

# Final Word

"Everyone who visits the Prophet's city should get the chance to visit Rawdah  regardless of privilege."

Thank You