

**Prince Sattam bin Abdulaziz University**

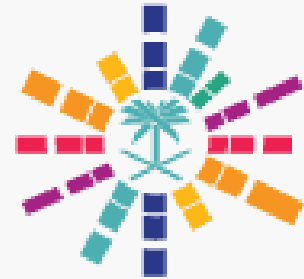
**JUNE, 2023**

**College of Computer Engineering and Sciences**

**Information Systems department**

**IS2011: Principles of Marketing**

الهيئة العامة للترفيه  
General Entertainment Authority



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## Introduction:

The General Entertainment Authority of the Kingdom of Saudi Arabia is a government organization that was established in 2016 with the aim of developing and promoting the entertainment sector in the country. The vision of the Entertainment Authority is to contribute to the growth of the national economy and enhance the quality of life for the citizens and residents of Saudi Arabia by providing a diverse range of entertainment and leisure activities.

The organization is responsible for organizing and promoting various events and activities, such as concerts, festivals, sports events, and cultural exhibitions, throughout the country. The Entertainment Authority also aims to promote cultural exchange by showcasing the cultural traditions and heritage of Saudi Arabia, as well as those of other countries.

To achieve its objectives, the Entertainment Authority collaborates with various public and private sector entities, including event organizers, sponsors, and investors. The organization also works closely with other government agencies to ensure that its activities are aligned with the overall development goals of the country.

In this context, the Entertainment Authority has developed a comprehensive marketing strategy that aims to increase public awareness about its events and activities, boost attendance, promote cultural exchange, attract tourism, and foster economic growth. The organization uses various marketing tactics, such as advertising, influencer marketing, content marketing, event sponsorships, public relations, partnerships, and mobile marketing, to achieve its marketing objectives and reach its target audience.

# About



<https://www.gea.gov.sa/en/>



Riyadh, Saudi Arabia

## Reasons for choosing

### 1. Rapid growth of the entertainment sector:

In recent years, Saudi Arabia has witnessed a significant growth in the entertainment sector, with the government investing heavily in the development of this industry. The Entertainment Authority is at the forefront of this transformation, and its marketing strategies provide insights into how a government organization can promote an emerging industry.

### 2. Cultural significance:

Saudi Arabia has a rich cultural heritage, and the Entertainment Authority's efforts to promote cultural exchange through its events and activities are noteworthy. Understanding the marketing strategies used by the organization can provide insights into how cultural heritage can be leveraged for marketing purposes.

### 3. International perspective:

The Entertainment Authority's marketing strategies are not limited to the domestic market. The organization aims to attract tourists from around the world by promoting Saudi Arabia as a destination for entertainment and leisure activities. The international perspective of the organization's marketing strategies provides insights into how a country can promote itself globally.

### 4. Government organization:

The Entertainment Authority is a government organization, and its marketing strategies are influenced by government policies and goals. Studying the marketing strategies of a government organization can provide insights into how government policies can shape marketing strategies.

Overall, the Entertainment Authority of the Kingdom of Saudi Arabia is an interesting organization to study in the context of marketing due to its rapid growth, cultural significance, international perspective, and government affiliation.

# The marketing objectives of the organization

The General Entertainment Authority of the Kingdom of Saudi Arabia is a government organization that aims to develop and promote the entertainment sector in the country. The marketing objectives of the Entertainment Authority may include:

## 1. Increasing public awareness:

One of the primary objectives of the Entertainment Authority is to raise awareness among the public about the various entertainment options available in the country. The organization may aim to achieve this by developing marketing campaigns that highlight the different events and activities that are taking place.

## 2. Boosting attendance:

Another key objective may be to increase attendance at entertainment events and venues. The Entertainment Authority may use marketing strategies to encourage people to attend events and make them aware of the benefits of doing so.

## 3. Promoting cultural exchange:

The Entertainment Authority may seek to promote cultural exchange by organizing events that showcase the cultural traditions and heritage of Saudi Arabia, as well as those of other countries.

## 4. Attracting tourism:

The organization may also aim to attract tourists to the country by promoting Saudi Arabia as a destination for entertainment and leisure activities.

The Entertainment Authority may collaborate with other organizations to develop marketing campaigns that showcase the country's attractions and events.

## 5. Fostering economic growth:

The development of the entertainment sector is also expected to contribute to the growth of the economy. The Entertainment Authority may aim to attract investment in the sector by showcasing the opportunities available and highlighting the potential returns.

## How do you carry out marketing activities?

The Entertainment Authority of the Kingdom of Saudi Arabia may use various marketing tactics to achieve its objectives. Some examples of marketing tactics that the organization may use include:

### 1. Advertising:

The Entertainment Authority may use various advertising channels such as television, radio, print media, and social media to promote events and activities.

### 2. Influencer marketing:

The organization may collaborate with social media influencers and celebrities to promote events and activities and reach a wider audience.

### 3. Content marketing:

The Entertainment Authority may develop content such as blog posts, videos, and infographics to provide information about events and activities and engage with the audience.

### 4. Event sponsorships:

The organization may sponsor other events to increase its brand visibility and reach a wider audience.

### 5. Public relations:

The Entertainment Authority may use public relations tactics to build relationships with various stakeholders, including the media, government officials, and the public.

### 6. Partnerships:

The organization may collaborate with other organizations, such as hotels and travel agencies, to promote its events and activities and attract more visitors.

### 7. Mobile marketing:

The organization may use mobile marketing tactics such as SMS marketing, mobile app advertising, and location-based advertising to reach audiences on their mobile devices.

Overall, the Entertainment Authority may use a combination of these marketing tactics to achieve its objectives and promote the entertainment sector in Saudi Arabia.

## Marketing methods and channels for the target audience

The Entertainment Authority of the Kingdom of Saudi Arabia may use various channels to reach its target audience and promote its events and activities. These channels may include:

### 1. Television:

The organization may advertise its events and activities on television channels that have a broad reach in Saudi Arabia.

### 2. Radio:

Radio broadcasts are a popular medium in Saudi Arabia, and the Entertainment Authority may use radio advertising to promote its events and activities.

### 3. Print media:

The organization may use print media such as newspapers and magazines to advertise its events and activities and provide information to the public.

### 4. Social media:

The Entertainment Authority may use social media platforms such as Twitter, Instagram, and Facebook to reach its target audience and engage with them. The organization may also use social media influencers to promote its events and activities.

### 5. Event websites:

The Entertainment Authority may create dedicated websites for its events and activities to provide information to the public and allow them to purchase tickets.

### 6. Mobile apps:

The organization may develop mobile apps to provide information about events and activities, allow users to purchase tickets, and provide other features such as event reminders and maps.

### 7. Event partnerships:

The organization may partner with other organizations such as hotels, travel agencies, and airlines to promote its events and activities and reach a wider audience.

The target audience of the Entertainment Authority may include Saudi Arabian citizens and residents, as well as international tourists who are interested in entertainment and leisure activities. The organization may use its marketing channels to influence its target audience by providing attractive offers, highlighting the unique features of its events and activities, and showcasing the cultural and historical significance of Saudi Arabia. Additionally, the Entertainment Authority may use social media influencers and celebrity endorsements to influence its target audience and encourage them to attend its events and activities.

## **The impact of GEA efforts on Saudi Arabia and Tourism**

The General Entertainment Authority (GEA) in Saudi Arabia has been instrumental in promoting entertainment and cultural events in the country, with the aim of diversifying the economy and attracting more tourists. The GEA has been involved in organizing a wide range of events, including music concerts, festivals, and sports events, as well as supporting the development of theme parks and other tourist attractions.

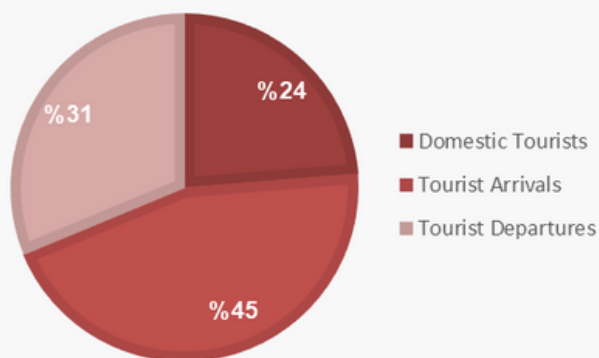
The efforts of the GEA have had a significant impact on Saudi Arabia and its tourism industry. One of the most notable effects has been the increase in the number of tourists visiting the country. In 2019, Saudi Arabia welcomed more than 17 million tourists, up from 7 million in 2017, and this number is expected to continue to grow in the coming years. This increase in tourism has had a positive impact on the country's economy, creating jobs and generating revenue.

In addition to boosting tourism, the GEA's efforts have also had a positive impact on society in Saudi Arabia. By providing more opportunities for entertainment and cultural events, the GEA has helped to promote a more vibrant and diverse society, and has encouraged the development of new businesses and industries in the country.

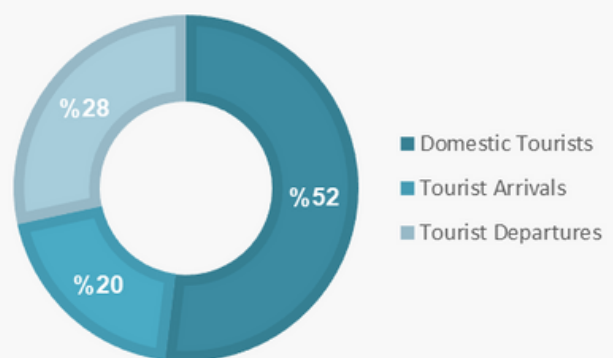
Overall, the General Entertainment Authority's efforts have been a major driver of change in Saudi Arabia, helping to transform the country into a more open and dynamic society, while also supporting the growth of the tourism industry and the economy as a whole.

## Tourism indicators for the past year

TOTAL TOURISM EXPENDITURE

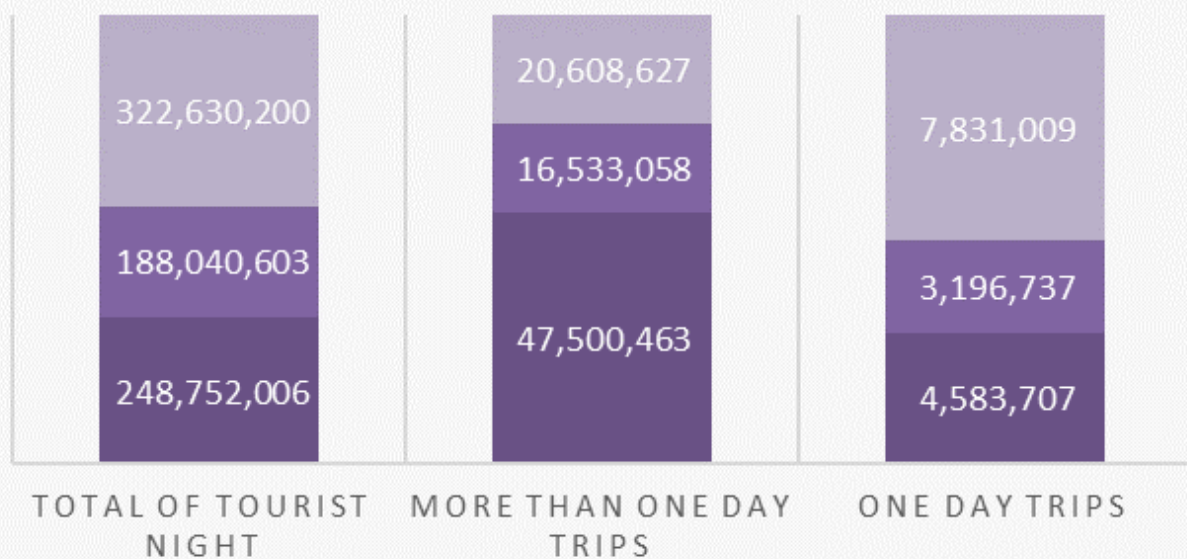


TOTAL OF TOURISTS



## TOTAL OF TOURISM TRIPS

Domestic Tourists   Tourist Arrivals   Tourist Departures





# GEA achieved Insights over the past 5 years

**2,189**

**New licenses**

**+2,500**

**Businesses involved**

**1,809**

**New Permits**

**+1B**

**Total Revenue**

**+26K**

**Days of Events**

**+75M**

**Events Attendees**

All of these numbers achieved by successful marketing strategy and amazing marketing team work hard to make this happen

## In conclusion

the Entertainment Authority of the Kingdom of Saudi Arabia is a government organization that aims to develop and promote the entertainment sector in the country. The organization has several marketing objectives, including increasing public awareness, boosting attendance, promoting cultural exchange, attracting tourism, and fostering economic growth. To achieve these objectives, the Entertainment Authority may use various marketing tactics, such as advertising, influencer marketing, content marketing, event sponsorships, public relations, partnerships, and mobile marketing. The organization may reach its target audience through various channels, including television, radio, print media, social media, event websites, and mobile apps. By using these marketing strategies, the Entertainment Authority hopes to promote Saudi Arabia as a destination for entertainment and leisure activities, attract investment in the sector, and contribute to the growth of the economy

# Thank you!

