



**The Kingdom of Saudi Arabia is the largest country in the Middle East, and fourth most populous in the MENA region with its 2020 population estimated at approximately 35 million people.**

**80 % of Saudis live in ten major urban centers – Riyadh, Jeddah, Makkah, Medina, Hofuf, Taif, Khobar, Yanbu, Dhahran, Dammam. The country is also home to a large community of expatriate residents, including those from Western markets, India and Asia who live in the cities of Riyadh, Jeddah, Yanbu and Dhahran.**

**Saudi Arabia is divided into 13 administrative regions, or Provinces, each characterised by their own unique traditions and cultures. The Kingdom is home to the Makkah Region, Riyadh Region, Eastern Province, Asir Region, Jizan Region, Medina Region, Qasim Region, Tabuk Region, Hail Region, Najran Region, Al Jouf Region, Al Baha Region, and the Northern Borders Region.**

**Islam is the state religion in Saudi Arabia and the country is home to the two holiest cities in Islam, Makkah and Medina. Each year, the country attracts millions of Muslims who perform the annual Islamic Hajj pilgrimage.**

**In September 2019, Saudi Arabia opened its doors to leisure tourists from around the world. This historic milestone is a key step in the implementation of Vision 2030, the Kingdom's economic diversification program, aiming to connect Saudi to the world, build bridges between cultures and create prosperity for the future.**



## **Nature**

Whether you are sailing the crystalline waters of the Saudi Red Sea, exploring one the country's many national parks or hiking through the green hills of Al Baha, Saudi will surprise and delight you with a wealth of natural treasures.

From seas teeming with exotic fish, rare marine animals and thriving corals to lush oases, verdant farmlands and even desert areas that are rich with life and raw natural beauty, Saudi is a kaleidoscope of unique natural experiences.



## **Desert**

Saudi is made up of a predominantly desert landscape, with desert tourism possible over three seasons of the year and varying from region to region. The desert experience is the perfect starting place to discover the culture, customs and nomadic way of life.

Empty Quarter – Hail – Al Jouf – AlUla



### **Mountains**

Saudi has no shortage of mountainous landscapes and breathtaking views. From the highland region of Asir, known for its abundance of heritage sites and outdoor thrills to the north-western city of Tabuk, perfect for travelers looking for old ruins to inspect and new places to explore, there is something for everyone.

Asir – Tabuk – Taif





### **Coastal**

With a coastline stretching more than 2,000 kilometers, Saudi offers some of the world's most stunning stretches of golden sand and tranquil blue waters, mostly untouched coastline and rich nature and marine habitats, perfect for swimming, diving and water sport activities.

#### **Umluj – Yanbu – Jeddah**



### **Red Sea Project**

The Red Sea will be an exquisite sanctuary offering indulgent experiences, seamlessly customized to the unique needs of each visitor. Setting new standards in sustainable development, the Red Sea encompasses an archipelago of more than 90 pristine islands, miles of sweeping desert and dramatic landscapes that include volcanoes, and canyons. The Red Sea is the world's most ambitious luxury tourism development, offering an exclusive experience of unparalleled diversity for discerning global travellers. Smart technology will deliver innovative, tailored services from the moment visitors begin to research their trip to the time they return home and for years to come.

The Red Sea will welcome its first guests by the end of 2022 and will attract 1 million overnight visits per year by 2030.



### **Qiddiya**

Qiddiya will be the capital of Entertainment, Sports and the Arts in Saudi, an integrated destination offering immersive experiences and memorable moments of delight.

Qiddiya will be a place of inspiration, discovery and engagement for a youthful Saudi society to fulfil ambitions. Qiddiya is being built around five cornerstones: Parks & Attractions, Sports & Wellness, Motion

& Mobility, Arts & Culture and Nature & Environment and will be a place where Saudi youth can enjoy, appreciate, aspire, advance and nurture their potential and stimulate interest in new professional pathways that help build a stronger future.

The first phase of Qiddiya's master plan is scheduled to open in 2023, including the Six Flags Qiddiya park.



## **NEOM**

NEOM will become the world's most ambitious futuristic and sustainable ecosystem for living and working, over 33 times the size of New York. With an ambition to be the home and workplace for more than a million citizens from around the world, NEOM will be home for people who dream big and want to be part of building a new model for sustainable living, working and prospering.

Solar dome technology will produce carbon neutral desalinated water for NEOM, a city of zero emissions projecting a progressive model for healthy lifestyles and urban living. Work on NEOM has already started, and construction will begin as soon as the research and planning phase is finalized. The bulk of the construction of NEOM is scheduled to be completed by 2030.

