

Riyadh Season 2025: A Global Stage for Creativity and Culture

- A Monitor Desk Report

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This year's [Riyadh Season](#) — the sixth edition of Saudi's mega cultural-and-entertainment festival — is already setting new global benchmarks. According to the General Entertainment Authority (GEA), this edition is valued at around USD 3.2 billion, spans 11 main entertainment zones, features 15 world-class championships and no fewer than 34 exhibitions and festivals.

Running from October 2025 to March 2026, the season promises visitors a dazzling mixture of music, sport, theatre, fashion, games, and family-friendly attractions. For Bangladeshi travelers, it is a chance to experience a dynamic city that is evolving into a hub of modernity, culture and cosmopolitan entertainment.



A gathering of international superstars

The Riyadh Season is not just pop-up rides and food stalls. It is a full-blown entertainment ecosystem driven by high-profile global events. The festival's event portfolio includes:

Major concerts and music festivals such as [SOUNDSTORM](#) and [XP Music Futures 2025](#) will feature international artists including Post Malone, Calvin Harris, and Halsey, along with a range of immersive live performances.

Theatre, fashion shows, and lifestyle events, like fashion week with global icons and regional designer showcases.

Competitive esports and gaming events, tapping into Saudi's push to

become a leader in the gaming economy.

High-profile sports championships - for example, the exhibition tennis event Six Kings Slam, featuring world-class stars such as Novak Djokovic, Carlos Alcaraz, and Jannik Sinner will be making appearances

Theatrical parades, giant balloon floats reminiscent of New York's Macy's Parade, and immersive zone builds (like the "Beast Land" experience developed with YouTuber-turned-brand-creator MrBeast)

These big names matter: they signal to the world that Riyadh Season is not just regional, it is international — and invites you to be part of something on a world stage.



AROYA Cruises is the first Arabian cruise line, that offers remarkable experiences to redefine the meaning of Arabian

Attractions that delight: Boulevard Riyadh City, Winter Wonderland, more

A festival is only as good as its attractions, and Riyadh Season has that covered too. Two anchor zones are particularly visitor-friendly:

Boulevard Riyadh City: Described as the first “free zone” within the festival, it hosts theatres, concerts, pop-ups, food halls, and immersive experiences — an excellent entry point for tourists.

Boulevard World: A global village concept with themed districts (Indonesia, Kuwait, South Korea, etc.), 1,600 shops and 350 restaurants, art installations, and family-friendly entertainment.

For families or groups of friends from Bangladesh, these zones offer something for everyone — thrills, culture, food, shopping, relaxed strolling, and memorable photo opportunities.



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Unparalleled hospitality for Bangladeshi tourists

Tourists from Bangladesh will find Riyadh Season more accessible than ever, thanks to Saudi's simplified visa system. Travelers can now even perform Umrah with any type of Saudi visa.

Direct air travel between Bangladesh and Saudi is frequent and convenient, with major carriers like Biman Bangladesh Airlines, US-Bangla, Saudia, and Flynas operating regular nonstop flights from Dhaka to Riyadh.

Hospitality in Riyadh is expanding fast: hotels, serviced apartments, short-stay rentals, and dedicated transport links are all part of the improved visitor offering. Riyadh's transportation system, including

metro and robust bus services, helps visitors get from A to B with relative ease — essential when navigating a festival across multiple zones and venues.

It is also worth noting that hospitality services are increasingly tailored to international guests: signage, language assistance, global cuisine options, and dedicated visitor services mean less worry for first-time visitors from Bangladesh. Whether you are planning a short break or a longer trip around Riyadh Season, the infrastructure and support are rising to meet the occasion.

Several Bangladeshi tour operators are now offering tailor-made Saudi travel packages designed to suit a wide range of budgets.

Finally, Riyadh Season 2025 is more than an event — it is a statement: Saudi is opening its doors to the world and inviting you in. For Bangladeshi tourists, it presents a tremendous opportunity: a safe, modern, multi-day cultural festival with global stars, varied attractions, and very real value. Whether you are into music, sports, theater, shopping, food or just exploring a new frontier of travel — this festival genuinely has something for everyone.

Get ready to mark your calendars, plan your visit and experience Riyadh in its most vibrant form yet.

For more details, please visit <https://www.visitsaudi.com/en>.