

Saudi Arabia to spend USD 3.2tr for luxury tourism development

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Dhaka: The Kingdom of Saudi Arabia is seeking to spend over USD 3.2 trillion by the end of this decade to develop luxury tourism infrastructure under its Vision 2030.

Following the kingdom's plan, a host of high-end consumer-benefit marketplaces and travel service providers such as Thriwe, Pastor and Co and EaseMyTrip are preparing for major expansion in Saudi Arabia, curating ultra-luxury services and amenities for affluent travellers.

These companies are currently in the midst of forging partnerships and drawing up long-term plans with premium organisations and top hospitality majors in the kingdom to provide affluent travellers with access to premium clubs, fitness centres and luxury travel assistance at airports across the country, said reports citing industry insiders.

Reports cited Sachin Sharma, Group COO and KSA Country Manager, Thriwe, saying, “Our tech platform allows our clients’ customers to easily book and enjoy these services enhancing their lifestyle experiences and boosting brand loyalty. We have observed a significant demand and acceptance from the market.”

They are also in parleys with banks and businesses to acquire, engage and retain top category customers through curated rewards, benefits and loyalty programmes.

The service providers are expected to invest aggressively to expand their operations in the kingdom as they foresee an influx of tourists seeking luxury experiences going forward.

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