

Saudi tourism shines at ITB Berlin

- A Monitor Desk Report

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Berlin: Saudi Tourism made a strong impact at ITB Berlin 2025, captivating global audiences with its diverse offerings. From unique wellness experiences for solo women travelers and families to exciting events for youth and sports enthusiasts, Saudi Arabia showcased its vibrant and evolving tourism landscape.

The showcase reaffirmed Saudi Arabia's commitment to shaping the future of travel. The Saudi tourism delegation, led by CEO of the Saudi Tourism Authority (STA) Fahd Hamidaddin, engaged in high-impact discussions with the global travel trade, further enabling its ambition to welcome 150 million visitors annually by 2030.

Over three days, Saudi Land welcomed more than 30,000 visitors, hosted over 760 business meetings, and secured key agreements with global travel and tourism stakeholders. These developments are instrumental in strengthening global connectivity, advancing digital tourism solutions, and attracting investment into Saudi's rapidly growing tourism sector.

Fahd Hamidaddin said, “Saudi’s transformation into a global tourism powerhouse is not just a vision – it’s a reality in motion. The partnerships we’ve built reflect the growing demand for Saudi as a premier destination. In 2024 alone, we signed more than 200 agreements with partners from Europe and the Americas, regions that have proven invaluable to our growth. The numbers paint a clear picture: 4 million visitors from these regions, with spending soaring by 41 percent, reaching an impressive \$7.9 billion.”

Hamidaddin affirmed that ITB Berlin has been the perfect platform to connect with existing and potential partners who, like us, recognize the immense opportunities in Saudi’s tourism sector.

“The shared enthusiasm for growth and innovation reinforces our commitment to shaping the future of global tourism together. We invite visitors, partners, and investors to experience a destination of unique landscapes, rich heritage, and unmatched hospitality,” the STA CEO concluded.

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