

Saudi Tourism's new campaign "Ramadan Lights"

- A Monitor Desk Report

Date: 15 March, 2025



Riyadh: During the holy month of Ramadan Saudi Arabia magically transforms into a vibrant hub where tradition meets celebration. To share the magic of the season Saudi's national tourism brand 'Saudi, Welcome to Arabia' is presently running a campaign "Ramadan Lights", next phase of their global campaign "This Land is Calling". Saudi, as the Heart of Arabia, invites visitors to experience the season across several destinations: Riyadh, Jeddah, AlUla, and the Saudi Red Sea.

During Ramadan, while the days are peaceful and relaxing, the nights come alive with bustling markets, festive stalls, and extended shopping hours, offering visitors a chance to immerse themselves in the country's rich culture. People can explore districts like Historic Jeddah, Al Balad, and Diriyah, visit awe-inspiring mosques, and discover traditional souks filled with unique finds. With a lively atmosphere and special Ramadan events, it's the perfect time to experience the warm, welcoming spirit of Saudi.



Visitors can engage themselves in sporting or leisure activities at the Saudi Red Sea, take in heritage sites in Jeddah, AlUla, or Riyadh. A safe destination for women as well, Saudi is increasingly popular among those seeking authentic, immersive experiences.

Biman, Saudia, and US-Bangla Airlines now operate 59 direct flights from Bangladesh (Dhaka, Chattogram, and Sylhet) to Saudi cities every week. Bangladeshis with Umrah visas can visit any destination in the country. Additionally, Bangladeshis holding a valid tourist or business visa from the USA, the UK, or any Schengen country, with stamped proof of entry are eligible for the eVisa and visa upon arrival at Saudi international airports. Bangladeshi travellers can also apply for a Stopover visa, which is valid for up to 96 hours and can be obtained 90 days in advance on the Saudia website. There are 3 Tasheer offices- 2 in

Dhaka and 1 in Chattogram.

'Saudi, Welcome to Arabia' is a vibrant consumer brand dedicated to sharing Saudi Arabia with the world and welcoming travellers to explore all the country has to offer. Saudi, the heart of Arabia, is now the fastest growing and the most exciting year-round tourist destination.

-N