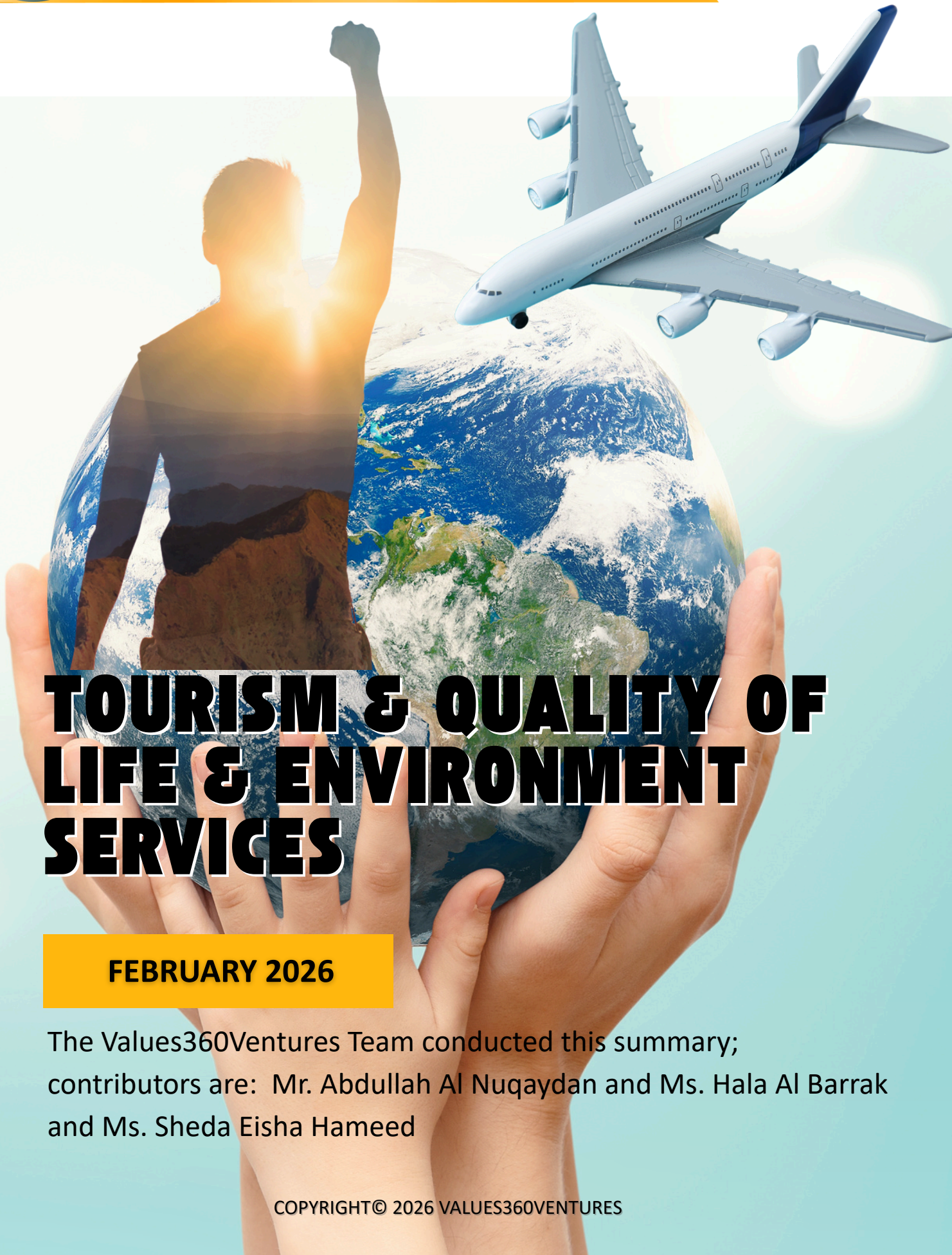




Monthly Sectoral Review of the Kingdom of Saudi Arabia



TOURISM & QUALITY OF LIFE & ENVIRONMENT SERVICES

FEBRUARY 2026

The Values360Ventures Team conducted this summary; contributors are: Mr. Abdullah Al Nuqaydan and Ms. Hala Al Barrak and Ms. Sheda Eisha Hameed



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As of February 2026, Saudi Arabia has transitioned from a developing tourist destination to a global hub, successfully stabilizing its numbers above the 100 million annual visitors mark.

Key Statistics & Growth:

Tourism contributes approximately 10% to the national GDP, reflecting a major shift toward a non-oil economy.



Founding Day celebrations (February 22nd) drove peak travel demand, with hotel occupancy in Riyadh and Diriyah reaching 95–98%.

Sector Highlights:

The Instant e-Visa program for over 60 countries increased spontaneous international arrivals by 20% year-on-year.

The Quality of Life Program in February 2026 emphasizes the humanization of cities, ensuring infrastructure enhances resident well-being.



Key Statistics:

Over 600 specialized entertainment zones are operational across the Kingdom.



February Developments:

Sports Boulevard expansion in Riyadh promoted a 15-minute city lifestyle with accessible parks and sports facilities.



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The Green Riyadh and Saudi Green Initiative reached major milestones in climate adaptation and waste management.

Environmental Metrics:

- green space expansion from 1.7 m² toward a target of 28 m² is underway, with over 3,300 neighborhood parks in Riyadh.
- Urban reforestation has reduced average city temperatures by 1.5°C to 2°C compared to 2020.

Sustainability Examples:

- Nearly 1 million cubic meters of treated water are recycled daily for irrigation.
- The Source Segregation program aims to divert 94% of waste from landfills into compost or energy production.

FEBRUARY 2026

Sources & References

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VALUES AT THE CORE VALUES 360 VENTURES