



# Monthly Sectoral Review of the Kingdom of Saudi Arabia

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# TOURISM & QUALITY OF LIFE

DECEMBER 2025

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

## Sector Overview

The Saudi Arabian tourism and hospitality sector continued to demonstrate strong growth in December 2025, reinforcing its role as a key pillar of economic diversification under Vision 2030. Domestic tourism remained particularly robust during the winter season, while international visitation grew steadily, supported by significant events, cultural seasons, and streamlined visa policies.

## Major Developments & Announcements

### Workforce & Regulatory Developments

Saudi authorities reinforced workforce localisation measures across the tourism and hospitality sector, prioritising Saudi nationals in line with Saudization policies. These actions aim to enhance long-term workforce sustainability and improve sector resilience.

### Tourism Performance & Demand

Official year-end indicators confirmed that tourism demand remained strong throughout 2025. Major cities such as Riyadh recorded approximately **15.1 million visitors by the end of Q3 2025**, reflecting sustained momentum driven by entertainment, business, and cultural tourism.

## Major Projects & Attractions

- **Six Flags Qiddiya:** A significant milestone was achieved with the planned opening of the Six Flags amusement park in Qiddiya City on **December 29, 2025**, positioning Saudi Arabia as a global destination for world-class entertainment.
- **Dream of the Desert Train:** Saudi Arabia showcased the first luxury carriage of the “Dream of the Desert” train, enhancing tourism, transport, and luxury travel experiences.

## Investments & Strategic Partnerships

During the **MOMENTUM 2025 Development Finance Conference** (Dec 9–11),

- **45 Memorandums of Understanding**, valued at approximately SAR 6 billion, were signed to support sustainable development projects, including tourism infrastructure.
- The **Tourism Development Fund** continued to sign strategic partnerships to accelerate investment in tourism-related projects nationwide.

## Cultural & Seasonal Highlights

- **Diriyah cultural and heritage programs** continued to attract visitors during the final quarter of 2025, supporting regional economic activity.
- **The Red Sea International Film Festival in Jeddah** strengthened Saudi Arabia's global cultural tourism image.
- **Regional events such as the “Basma 2025” awards in Hail** contributed to domestic tourism growth and community engagement.

## Vision 2030 Alignment

Saudi Arabia remains on track to achieve its Vision 2030 tourism objectives, aiming for the sector to contribute **10% of GDP by 2030**, up from approximately **8% in 2025**. Growth in international arrivals continues to be supported by visa facilitation, global marketing efforts, and large-scale destination development.

## At-a-Glance Summary

December 2025 concluded a strong year for Saudi Arabia's tourism sector. Workforce localisation, sustained visitor demand, major entertainment openings, and significant investment agreements collectively reinforced tourism as a leading non-oil growth engine and a cornerstone of Vision 2030.

## Sources & References

1. Arab News – Tourism workforce regulations (Dec 2025)
2. Saudi Gazette – Year-end tourism performance (Dec 2025)
3. Makkah Newspaper – Diriyah cultural season (Dec 2025)
4. Travel and Tour World – Saudi tourism investments and mega projects
5. Sabq News & Visa Middle East press releases

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