

TRAVEL AND HOSPITALITY

Saudi Arabia invests further into becoming luxury destination

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Four Seasons looks to open new location in Saudi Arabia amongst news of tourist visa. Image credit: Four Seasons

By STAFF REPORTS

Saudi Arabia is hoping to become a leader in luxury destinations, with a vision that leads up to the year 2030.

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The region has already made strides to become a key luxury hub by hosting the Formula E championship race at its iconic Ad Diriyah, attracting affluents from all over the world. Its 2030 objective aims to see 1 million tourists a year, according to a release by Business Reporter.

Beefing up luxury

Saudi Arabia is hoping to future-proof the region with a variety of new pushes that will strengthen its luxury positioning, including hospitality, edutainment and technology.

The Red Sea project is a program devoted to diversifying its offerings, with its first phase being a new airport, residential areas, recreational facilities and up to 3,000 hotel rooms by 2022.

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Getting a falcon to race a Formula E car comes with its challenges, let alone filming it! @massafelipe19
#ABBFormulaE #falconry #FelipeMassa

A post shared by ABB Formula E (@fiaformulae) on Dec 26, 2018 at 5:19am PST

Officials believe this will increase jobs up to 70,000 positions and also help its private sector.

In addition to its luxury offerings, Saudi Arabia will also be integrating new energy initiatives. King Salman Energy Park will be created for energy creation, and will likely provide thousands of jobs.

As affluent travelers continue to look for destinations that many others have not been, Saudi Arabia's tourist visa announcement earlier this year will likely attract the luxury vacationer.

While Saudi Arabia has been open to business travel and religious pilgrimages, visiting for pleasure has never been an option. However now the Middle Eastern destination will be opened up to tourists through a new visa that extends to leisure travelers, likely attracting affluents who seek out unique spots and true cultural experiences ([see story](#)).

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