

Saudi Reports Record European Tourism Growth as Visitor Spending Surges By 21%

European arrivals rise nearly 18% year-on-year as Saudi welcomes 123 million domestic and international visitors in landmark year for tourism

LONDON, UNITED KINGDOM, August 10, 2026 /EINPresswire.com/ -- Saudi has reported record tourism growth from Europe, with visitor arrivals increasing by nearly 18% in 2025 compared to the previous year, while tourism spending from European travellers rose by 21%, according to the latest annual figures released by the Saudi tourism sector.

The results form part of a landmark year for Saudi tourism, which welcomed approximately 123 million domestic and inbound tourists in 2025, generating an estimated €304 billion in tourism spending.

The figures highlight growing interest from European travellers seeking new cultural, heritage, nature and luxury experiences, as Saudi continues to expand its tourism offering and strengthen international connectivity.

The growth comes as Saudi accelerates its transformation into one of the world's fastest-growing tourism destinations, supported by significant investment in tourism infrastructure, new destination development, enhanced visitor experiences and improved air connectivity.

The momentum has continued into 2026. According to first-quarter indicative results, Saudi recorded 37.2 million domestic and international tourists between January and March 2026, an increase of 8% year-on-year, while tourism spending reached an estimated €82.7 billion.

The strong performance was achieved despite a challenging regional environment, underlining the resilience of Saudi's tourism sector and the continued appeal of its destinations among both domestic and international travellers.

One of the standout performers during the first quarter was The Red Sea region, which benefited from strong demand during Ramadan and Eid holidays, alongside expanded flight connectivity. The destination's luxury resorts and growing range of leisure experiences helped drive premium tourism growth and reinforce The Red Sea's position as one of Saudi's flagship tourism destinations.

The latest figures also reflect the continued diversification of Saudi's tourism sector, with ongoing investment across cultural, heritage, adventure, coastal and luxury tourism experiences throughout the country. Destination development projects across multiple regions are helping to distribute tourism activity year-round while showcasing the country's diverse landscapes, rich heritage and unique visitor experiences.

Saudi's tourism sector now supports more than one million jobs, highlighting its growing contribution to the national economy and its role as a key driver of economic diversification under Vision 2030.

As international demand continues to grow, the Kingdom is strengthening its position on the global tourism stage through investment in destination development, innovation, sustainability initiatives and enhanced visitor experiences, helping attract travellers from established and emerging source markets alike.

ENDS

Access Information

Truly, it has never been easier to visit Saudi – visa initiatives have been continuously developed, with the eVisa program now including 66 countries and special administrative regions, and the GCC residents visa and 96-hour Stopover Visa. UK, US, or Schengen visa holders, as well as residents of the UK, US, or European Union countries, are eligible for the instant eVisa.

Saudi is currently connected to 175 destinations, more than halfway to our target of 250, with 14 new international routes launched in 2024.

Saudia, the flag carrier of Saudi and a member of SkyTeam airline alliance, British Airways and WizzAir operate routes between Saudi and the UK, with flights operating from London-Heathrow, London- Gatwick, Birmingham and Manchester with flights to Jeddah and Riyadh. Riyadh Air also currently operates a daily service between Riyadh and London Heathrow, with Manchester set to become the airline's second UK destination as part of its continued international expansion plans.

Should you need, Visit Saudi has a 24/7 tourist helpline (dial 930) for travellers who require assistance or have any concerns.

About '[Saudi, Welcome to Arabia](#)'

'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. The brand's role is to drive forward the country's tourism industry through awareness-raising campaigns and to provide a comprehensive array of information and resources for travellers to plan and enjoy unforgettable journeys. As the world's fastest-growing destination, Saudi, the heart of Arabia, is

the most exciting new year-round destination.□□□

Source: Ministry of Tourism, Annual Statistical Report – Tourism Statistics 2025

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