

# KBLT Congress Advisory Board Chairman Sulaiman Al Romi on What It Really Takes to Win Saudi Travelers' Trust

*Ahead of the 5th Annual KBLT Congress, an insider's view of the Saudi luxury traveler — and a roadmap for the global brands hoping to earn their loyalty*

RIYADH, SAUDI ARABIA, August 12, 2026

/EINPresswire.com/ -- As international hotel groups, tourism boards, and luxury brands compete for a share of one of the world's fastest-growing and most discerning outbound travel markets, one of the industry's most influential voices is delivering a pointed message: the global playbook for luxury doesn't work here.

The message comes ahead of the 5th Annual Kingdom Business & Luxury Travel Congress (KBLT) 2026, taking place 6–7 September 2026 in the Kingdom of Saudi Arabia. KBLT is the region's leading platform bringing together global luxury travel leaders, tourism boards, hoteliers, and industry stakeholders to explore the evolving expectations of Saudi travelers — from cultural intelligence and privacy to sustainability and trust-based partnerships.



Sulaiman Al Romi

Sulaiman Al Romi, Chairman of the Advisory Board Committee for the Kingdom Business & Luxury Travel Congress (KBLT), says understanding what Saudi travelers truly value has never been more important — or more rewarding for the brands that get it right.

"Security for Saudi VIP travelers extends far beyond physical safety," Al Romi said. "It encompasses cultural assurance, social respect, and strict privacy protection. International suppliers often underestimate this by equating luxury with visibility or excess, whereas Saudi travelers value subtlety, anticipation, discretion, and understated excellence."

It's a distinction, he argues, that separates the brands that win lasting loyalty from those that win a single booking.

## A Market Defined by Discretion, Not Display

According to Al Romi, many international operators instinctively reach for grand gestures — more visible service, more flash, more spectacle — to impress their guests. The opportunity, he suggests, lies elsewhere.

The Saudi luxury traveler, he explains, is drawn to service that anticipates rather than announces itself, teams that understand context without being told, and experiences engineered around restraint rather than excess.

Trust is earned in the details a guest never has to ask for — not in the ones designed to be seen.

## The Next Era of Personalization: Trust Over Data

As personalization becomes the currency of modern luxury travel, Al Romi is equally direct about where the industry is heading — and where it needs to be careful. "For high-profile Saudi travelers, personalization must be built on trust, restraint, and controlled data use," he said. "The future lies in closed ecosystems, trusted service teams, and technologies that enhance the experience without increasing digital footprint or public visibility."

In an era where hyper-personalization is often powered by aggressive data collection, Al Romi's vision offers a sharp counterpoint: the most sophisticated luxury experiences of the future won't be the most data-driven — they'll be the most disciplined.

## Meeting a New Generation of Saudi Travelers

Al Romi's remarks arrive at a pivotal moment for the Kingdom's outbound travel market. The 2025 Saudi traveler, he notes, looks markedly different from previous generations — younger, more informed, and driven less by status symbols than by substance: wellness, gastronomy, and meaningful cultural immersion.

That shift is already reshaping destinations worldwide, pushing them to build curated luxury offerings, Arabic-speaking service teams, and privacy-first experiences designed specifically to earn and keep Saudi loyalty. For brands ready to move beyond generic packages and one-size-fits-all luxury, Al Romi's message points to real opportunity: this is a market that richly rewards those willing to go deeper.



## The Conversation Continues at KBLT 2026

These themes will take center stage at the 5th Annual Kingdom Business & Luxury Travel Congress (KBLT) 2026, taking place 6–7 September 2026 in the Kingdom of Saudi Arabia. The Congress will convene global luxury travel leaders, tourism boards, and hospitality executives to examine the forces reshaping Saudi travel — from cultural intelligence, privacy, and cybersecurity to sustainability, seamless service, and trust-based luxury partnerships.

As Chairman of the Advisory Board Committee, Al Romi will help lead these conversations, positioning KBLT 2026 as the definitive forum for brands seeking to move beyond surface-level engagement and build genuine, lasting relationships with Saudi Arabia's luxury travel market.

For more information, visit: <https://kbltcongress.com/>

Rutuja Naimish  
Waffle Communications  
+971 55 428 8496  
[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/933393566>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.