

Ayla Oasis and Georgia Join KBLT 2026 as Gold Sponsors

Two destinations, one growing bet on the Saudi traveller, ahead of KBLT's 5th edition in Riyadh this September

RIYADH, SAUDI ARABIA, September 1, 2026 /EINPresswire.com/ -- The Kingdom Business & Luxury Travel (KBLT) Congress, the region's leading invitation-only B2B platform for connecting the world to Saudi business and luxury travel buyers, has announced two new Gold Sponsors for its 5th annual: Ayla Oasis in Jordan and the Convention and Exhibition Bureau of Georgia. The Congress takes place on 6 and 7 September 2026 at the Mövenpick Hotel and Residences Riyadh, bringing together over 100 pre-qualified Saudi buyers from the corporate, MICE, and luxury travel sectors with the world's leading travel brands.



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As Saudi Arabia's outbound travel spend heads toward US\$30.7 billion in 2026 on the back of an estimated 12.3 million international trips, both sponsors arrive with a clear read on what today's Saudi traveller wants: proximity, authenticity, and experiences built around them. Their sponsorship reflects a wider shift already underway across the Congress, from first meetings to lasting trade partnerships.

"The KBLT Congress was designed to be the Kingdom's definitive meeting point where the aspirations of Saudi buyers intersect with the world's leading suppliers." Sidh NC, Director, QnA International, organizer of KBLT Congress

Ayla Oasis: Close to Home

For Ayla, the Red Sea destination in Aqaba, Saudi Arabia represents a natural and increasingly important market, driven by proximity, cultural familiarity and strong alignment with what Saudi travellers are seeking. The destination combines premium hospitality, beaches, golf, marina experiences, dining, wellness and entertainment within an integrated yet intimate setting.

With growing interest from Saudi guests this year, Ayla sees an opportunity to build on that momentum and strengthen its position as a distinctive regional leisure destination.

“2026 is the right time for Ayla to strengthen its presence in the Saudi outbound travel market, as Saudi travellers increasingly seek distinctive, high-quality regional experiences that are accessible and culturally familiar. KBLT provides the right platform to build stronger relationships with key Saudi travel partners, reshape regional travel perceptions, and position Ayla as a complementary destination to Saudi Arabia’s growing tourism offering.” Sahl Dudin, Managing Director, Ayla Oasis

For Ayla, success extends beyond immediate bookings. The priority is to build long-term partnerships within the Saudi travel trade, strengthen brand positioning and create sustainable opportunities between Jordan and Saudi Arabia.

Georgia: Building Trust

Georgia enters the conversation from a different position. Saudi Arabia is already a strategic market for the country, with visits from Saudi Arabia increasing by 9.1% in 2025, the strongest growth recorded among Georgia's Gulf markets. More importantly, the relationship is beginning to extend beyond leisure, with growing interest from Saudi corporate, association and events buyers.

With direct flights and visa-free access already providing a strong foundation, Georgia's next challenge is converting accessibility into confidence — particularly among MICE and luxury event planners.

“Direct flights have laid a strong foundation but access alone doesn't convert interest into bookings, trust and familiarity do... Accessibility got Saudi travellers to Georgia's door, the next phase is about giving Saudi planners the confidence to bring their clients and their budgets here.” Levan Japaridze, Head of Convention and Exhibition Bureau of Georgia.

That shift is central to Georgia's KBLT strategy. While many Saudi buyers continue to associate Georgia primarily with leisure, the Bureau is now focused on showcasing its capabilities for meetings, incentives, large-scale events and destination celebrations.

Built for the Long Term

Both sponsors see their KBLT presence as a long-term market strategy rather than a one-off promotional push. For Ayla, the focus is on building durable trade partnerships and positioning the destination more strongly within the Saudi market. For Georgia, continued participation in Saudi trade platforms, dedicated FAM trips and closer engagement with Saudi planners are part of a deliberate strategy to build confidence and business.

Together, their stories reflect the wider ambition behind KBLT 2026: connecting global travel brands with Saudi Arabia's most influential buyers and turning growing market interest into meaningful, long-term business relationships.

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