



WTTTC Commends Saudi Arabia On Launch Of Tourism Investment Enablers Program

London, UK: The World Travel & Tourism Council ([WTTTC](#)) commends Saudi Arabia on the announcement of its Tourism Investment Enablers Program (TIEP). This program will create a more attractive investment landscape in the Kingdom of Saudi Arabia, making it easier and more cost-effective for international and local investors to do business.

The Hospitality Investment Enablers Program, a key part of TIEP, will diversify and enhance Saudi Arabia's offering by increasing the supply of accommodation across targeted destinations.

Seven years ahead of its target, Saudi Arabia welcomed 100 million tourists in 2023. Today, the country is surging toward even greater heights and has set an even more ambitious aim of attracting 150 million tourists by 2030.

Saudi Arabia has demonstrated remarkable resilience, achieving a 156% increase in international tourist arrivals in 2023 compared to 2019.

The Kingdom's strategic initiatives, such as its commitment to invest \$800bn in its tourism infrastructure, and eVisa program, continue to drive Saudi Arabia's position as a leading global tourism destination.

WTTTC congratulates Saudi Arabia on its continued success as we work together toward a brighter, more prosperous future for tourism.

-ends-