

## MARKET REPORT

# The FHS Podcast: The Transformative Growth of Tourism in Saudi Arabia

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The two leading women executives in hospitality discuss the critical Saudi traveller, the phenomenal growth of tourism in the region supported by data and how as the tourism industry booms in the region, it opens up a host of opportunities to set new benchmarks by challenging the status quo and bringing more women to the front.

Tune in for a dynamic conversation with Hala Matar Choufany, President of HVS Middle East and Africa led by Rosanna Chopra, Executive Director, Red Sea Global as they discuss the transformative growth of tourism in Saudi Arabia. This discussion explores the influential role of women in driving Vision 2030 and the broader dynamics shaping the industry, such as the integration of cultural authenticity and the expansion of luxury tourism.

Learn about the challenges and opportunities within the sector, the impact of societal shifts on the industry, and how Saudi Arabia is leveraging these changes to foster a sustainable and inclusive tourism landscape. This dialogue highlights the balance between empowering female leadership and fostering overall industry growth, showcasing Saudi's commitment to becoming a global tourism leader. Listen to the talk [here](#):



Source: iStock

Methodology

