

AlUla

Destination One-Pager

Saudi Arabia’s cultural frontier: a Nabataean oasis betting that 320,000 guests at the highest rates in Arabia beat three million at anyone else’s.

29.3M

inbound tourists to Saudi Arabia in 2025; AlUla is the Kingdom’s heritage flagship

TOP SOURCE MARKETS

Egypt		3.2M
Pakistan		2.8M
India		2.0M

Source: Ministry of Tourism, Saudi Arabia — Annual Statistical Report 2025 — <https://mt.gov.sa/>

Full destination coverage: <https://travelintelligenceoffice.com/alula/>

