

Air Connectivity Program

Empowering partners and leading tourism growth via air connectivity



Connecting Saudi Arabia to the world

The Kingdom of Saudi Arabia stands as one of the fastest growing tourism and aviation hubs globally. Clear government strategy, strong financial commitment, as well as fast-increasing stock of world-class tourism locations position the Kingdom as a home of sustained growth in aviation and tourism. Within this story, opportunities for domestic and international partnerships are expanding.

Saudi Arabia's Vision 2030 has laid out ambitious growth targets:



250
destinations
connected over
29 airports



330
million air travel
passengers annually



2
global long-haul
connection hubs

Home to one of the world's fastest-growing aviation industries:



120
airlines already fly to
the Kingdom



Double digit
passenger services
growth between
2013-2018



\$100 bn
investment support
through the National
Aviation Strategy



ACP: A critical enabler, partner and coordinator

The Air Connectivity Program (ACP) was established in 2021 to support tourism growth in Saudi Arabia by enhancing air connectivity and developing existing and prospective air routes, connecting Saudi Arabia to new destinations.

ACP works at the intersection of tourism and aviation by bridging the stakeholder ecosystem to enable the National Tourism Strategy's vision and establish Saudi Arabia as a global leader in tourism air connectivity.



Vision

Our vision is to be a leader in tourism air connectivity, enabling a competitive aviation business environment and guiding Saudi Arabia towards achieving a seamless tourist air access experience.



Mission

ACP's mission is to actively stimulate air connectivity and drive Saudi Arabia's tourism ambitions.

Objectives:

- 01** Enabling and enhancing the Kingdom's air connectivity, building market opportunities and unlocking new destinations.
- 02** Ensuring service excellence and creating a seamless customer experience.
- 03** Maximizing ecosystem stakeholders' engagement and collaboration to drive combined growth in tourism and aviation industries.
- 04** Supporting and enabling sector competition, developing world-class amenities to ensure increased capacity and supply in air connectivity, as well as demand from the fast-growing tourism segment.
- 05** Actively leading Air Service Development activities and working closely with aviation ecosystem partners.

Solidifying our offerings and international partnerships

ACP Services



Data, Insights, Advisory

Understand the market with:

- Strategic qualitative and quantitative insights
- Business case research and analysis
- Strategic business support



Airline Market Entry Support

Assist with business registration and approval processes through:

- Support provided throughout the market entry process to new carriers
- Connections with partners and with official authorities



Route Development and Support

Support the development of targeted routes to and from Saudi Arabia via:

- Incentivization of eligible routes
- Promote airline partnerships and route development



Airline Route Marketing Support

Provide airlines with marketing support through:

- Collaborating with Saudi Tourism Authority to activate marketing campaigns for targeted routes
- Extend co-marketing financial support for eligible markets

Throughout 2022 and H1 2023, ACP has made significant progress in enhancing air connectivity in the Kingdom through strategic partnerships in the domestic and global aviation field.

2022 **1**
December

WizzAir began operating ACP-supported routes connecting Vienna to Dammam and Algiers to Jeddah

2023 **2**
March

ACP collaborated with SAUDIA and the Saudi Tourism Authority to launch four new air routes connecting Beijing, Birmingham, Kano, and Johannesburg to Saudi Arabia

2023 **14-16**
February

ACP attended Routes Asia event in Chiang Mai, Thailand. Delegates explored ways to increase air connectivity between Saudi Arabia and Asia

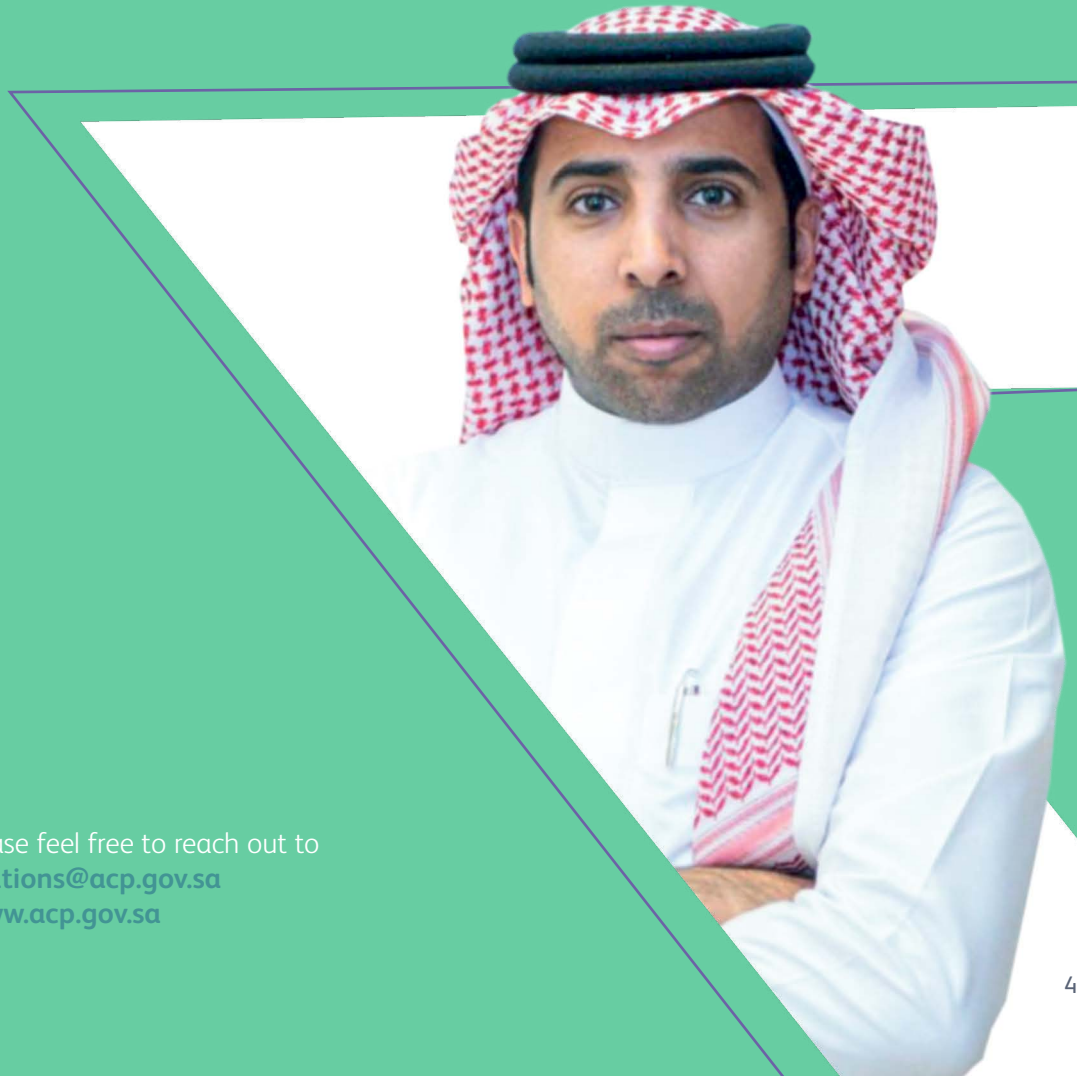
2023 **12**
April

ACP has partnered with flynas to introduce direct flights from Abuja, Bishkek, Osh, Baghdad, and Tashkent to Jeddah, encompassing a total of five international destinations

As market operators rebound from a historically difficult period, we see the tourism ecosystem playing a vital role in the industry's recovery. At ACP we are committed to working with current and prospective international air travel partners wishing to discover the Kingdom's exciting air connectivity opportunities and remarkable new tourism growth. Our goal is to support our partners through expert advisory services and unlock the future of tourism air travel, ensuring that our partnerships deliver a shared and sustainable value for all.

Every airline and airport has different needs and potential, and we want to see these opportunities realized. My team and I look forward to speaking to you and exploring how we can work together in the future to support your growth and expansion into Saudi Arabia.

ALI RAJAB
CEO



For further information, please feel free to reach out to us by emailing communications@acp.gov.sa or visiting our website at www.acp.gov.sa