

MEDIA KIT · OCTOBER 2026

The Tourism Authorities of the Middle East

A region building its future on travel. Here are the authorities that lead it, the figures that define its growth, and the place a founding partner can hold from the beginning.

PUBLISHED BY

TheMiddleEast.com · The Middle East Company, LLC

advertise@TheMiddleEast.com · +1-561-543-6625



THE REGION IN NUMBERS · 2025

A record year, across the region

Visitors chose the Middle East in record numbers in 2025. Each market below reports its own official figures.

122m visitors to Saudi Arabia in 2025, domestic and international, up 5%	19.59m international overnight visitors to Dubai in 2025, up 5%	26.6m visitors to Abu Dhabi in 2025, with hotel revenues up 19.5%
5.1m international visitors to Qatar in 2025, per Qatar Tourism	\$5.4bn tourism receipts in Bahrain in 2025, up 7%	19m tourist arrivals to Egypt in 2025, up 21%

MARKET	LATEST OFFICIAL FIGURE	AUTHORITY
Jordan	About 4 million visitors and \$4.4bn in revenue in the first seven months of 2025; visitors up 15.6%	Jordan Tourism Board; Ministry of Tourism and Antiquities
Oman	Record hotel revenues of \$772m in 2025	Ministry of Heritage and Tourism
Dubai (Western Europe)	2.86 million visitors from Western Europe in the first nine months of 2025, up from 2.5 million a year earlier	Dubai Department of Economy and Tourism
The Middle East (region)	Nearly 100 million international arrivals in 2025, against about 71 million in 2019	UN Tourism

\$385.8bn travel and tourism contribution to regional GDP in 2025, per WTTC	5.3% sector growth in 2025, against a global average of 4.1%, per WTTC
---	--



VISION 2030 · SAUDI ARABIA

From 100 million to 150 million

The Kingdom reached its 100 million annual visitor target in 2023, seven years ahead of the 2030 goal. It has since set a new goal of 150 million visitors a year by 2030.

100m

annual visitors reached in 2023, seven years early

150m

annual visitors targeted by 2030

10%

tourism's contribution to GDP, the Vision 2030 target

Opening the Kingdom to the world

Saudi Arabia's e-visa, first introduced in September 2019, extended to 66 countries and grants multiple entries for a year, with 90-day stays. Airline transit programs allow 96-hour stays for passengers flying with Saudia and flynas.

Vision 2030 also sets a goal of creating one million tourism jobs. The Saudi Tourism Authority leads a national effort that brings together airlines, hotels, heritage sites, events and new destinations such as AlUla and the Red Sea.

66

countries eligible for the Saudi e-visa

96 hrs

transit stays for passengers flying with Saudia and flynas

1 million

tourism jobs targeted under Vision 2030

10%

tourism's share of GDP, the Vision 2030 target



THE AUTHORITIES

The tourism authorities of the region

Every government tourism authority in the Gulf Cooperation Council and the wider Middle East, listed by country.

Gulf Cooperation Council

Saudi Arabia Saudi Tourism Authority	United Arab Emirates Ministry of Economy and Tourism	Dubai Dubai Tourism
Abu Dhabi Department of Culture and Tourism	Sharjah Sharjah Commerce and Tourism Development Authority	Ras Al Khaimah Tourism Development Authority
Ajman Ajman Tourism Development Department	Fujairah Fujairah tourism authority	Umm Al Quwain Umm Al Quwain tourism authority
Qatar Qatar Tourism	Bahrain Bahrain Tourism and Exhibitions Authority	Oman Ministry of Heritage and Tourism
<i>Kuwait</i> General Tourism Authority (planned; pending launch)		

The Wider Middle East

Jordan Jordan Tourism Board	Lebanon Ministry of Tourism	Syria Ministry of Tourism
Iraq Ministry of Culture, Tourism and Antiquities	Iran Cultural Heritage, Handicrafts and Tourism Organization	Israel Ministry of Tourism
Palestine Ministry of Tourism and Antiquities	Yemen Ministry of Tourism	Egypt Ministry of Tourism and Antiquities
Turkey Ministry of Culture and Tourism	Cyprus Deputy Ministry of Tourism	



GROWTH TARGETS

Ambition across the region

Each government has set a public target for the years ahead. These are the goals each authority has announced.

MARKET	ANNOUNCED TARGET	LATEST FIGURE
Saudi Arabia	150 million visitors a year by 2030; tourism at 10% of GDP; one million jobs	122 million visitors in 2025, per the Ministry of Tourism
Egypt	30 million tourists by 2030, announced by the Prime Minister in January 2025	19 million arrivals in 2025, up 21%
Qatar	7 million visitors by 2030, with about \$45 billion of investment from government and private sources	5.1 million international visitors in 2025
Dubai	Continued growth in Western and global source markets	19.59 million international overnight visitors in 2025, up 5%

1.04m

British visitors to Dubai in the first nine months of 2025, up 13%, making the UK Dubai’s largest single Western European market

+13%

growth in UK visitors to Dubai, year on year, January to September 2025

Targets are announced by each government and are not forecasts. Latest figures are the most recent official results published by each authority or ministry.



OPENING THE DOOR

Introducing the region to the world

Visitors from the Americas, Europe and Asia are the travelers each authority is working to welcome. TheMiddleEast.com is the place where they first meet the region.

One gateway, many authorities

A single address presents every government tourism authority in the region, so a traveler planning a trip can compare destinations side by side.

Written for the world

The English edition speaks to travelers in North America, the United Kingdom, Europe and beyond. Nine language editions are in preparation.

Connected to the sky

Airline transit programs, e-visas and new routes shorten the distance between the Western Hemisphere and the Middle East.

Ready for the first visit

Authorities present their welcome, their images and their films, so the first impression is made by the destination itself.

The region's authorities compete for visitors with energy and ambition. Every new route, festival and hotel opening adds a reason for a traveler to look east. TheMiddleEast.com gathers those reasons in one place.

Every destination in the region is working to earn the attention of travelers who have not yet visited. This is the gateway through which that attention begins.

A traveler who meets a destination first on a single, trusted gateway is more likely to visit it.



FOUNDING TOURISM AUTHORITY PARTNERS

Seven places, from the beginning

A Founding Tourism Authority Partner receives a full page on TheMiddleEast.com, built in the house style and kept up to date by our team.

What a page includes

A welcome from the authority, its logo, images, video links, website and social links, and direct contact details for enquiries.

Preferred placement

Founding partners appear first in their country's listings. Free listings remain below them, with limited information.

PLACE 1
OPEN

PLACE 2
OPEN

PLACE 3
OPEN

PLACE 4
OPEN

PLACE 5
OPEN

PLACE 6
OPEN

PLACE 7
OPEN

How a partnership begins

1. Write

Send your enquiry to advertise@TheMiddleEast.com with your authority and contacts.

2. Prepare

Share your welcome, images, links and video, and we build your page in the house style.

3. Publish

Your page goes live with direct contact details for enquiries from travelers and buyers.

Every Founding Partner page carries a Golden Badge, marking its founding status and its contribution to the region.



Pricing is provided on enquiry. Write to advertise@TheMiddleEast.com to discuss a Founding Tourism Authority Partnership or a preferred placement.



OUR VISION · AN INVITATION

A luxury gateway to the Middle East

We are building what we believe will become the world's leading luxury tourism and luxury real estate website: the premier gateway to the Middle East.

We are looking for partners who share our vision for the region's future. For a modest annual sum, you help us reach travelers from beyond the Middle East and bring them to the region.

A Founding Partner contribution will accelerate the growth of the region's digital gateway and benefit everyone in it, making TheMiddleEast.com the leading digital address for the Middle East. We hope our partners will be proud to show the world the many remarkable qualities of the region.

Founding Partners receive preferential treatment across the site, and every Founding Partner page carries a Golden Badge that marks its founding status and its contribution to the region as a whole.

We would be glad to tell you more.

Advertise: advertise@TheMiddleEast.com





CONTACT

Begin with a conversation

To advertise, or to discuss a Founding Tourism Authority Partnership, write to **advertise@TheMiddleEast.com**.

Please include your authority, your contact details, and the material you would like to present: a welcome, images, links, video links and any other content.

Calls: +1-561-543-6625

Your welcome, your words

A short message from your leadership, in your own voice, published alongside your images.

Direct to the traveler

Visitors reach your team directly from your page, by phone, email or website.

Figures you can check

Saudi Arabia: [Gulf News](#), Jan 2026; room target, 150m goal, e-visa: [AGBI](#), Feb 2024; e-visa countries: [Gulf News](#), May 2024.

Dubai: [Gulf News](#), citing [Dubai DET](#); UK and Western Europe: [Gulf News](#), Nov 2025.

Abu Dhabi: [Khaleej Times](#), Apr 2026, citing [DCT Abu Dhabi](#).

Qatar: [Marhaba](#), citing [Qatar Tourism](#), Jan 2026; 7m target and \$45bn: [Gulf Business](#).

Bahrain: [News of Bahrain](#), Jun 2026, citing [UN Tourism](#).

Egypt: [Ecofin](#), Jan 2026; 30m target: [Egyptian Streets](#), Jan 2025.

Jordan: [Jordan Times](#), Oman: [Zawya](#).

Region, WTTC: [TTG Asia](#), Apr 2026, citing [WTTC](#), Region, UN Tourism: [Skift](#), Jan 2026; global 4%: [UN Tourism](#).