

AL-QASSIM



Destination Report

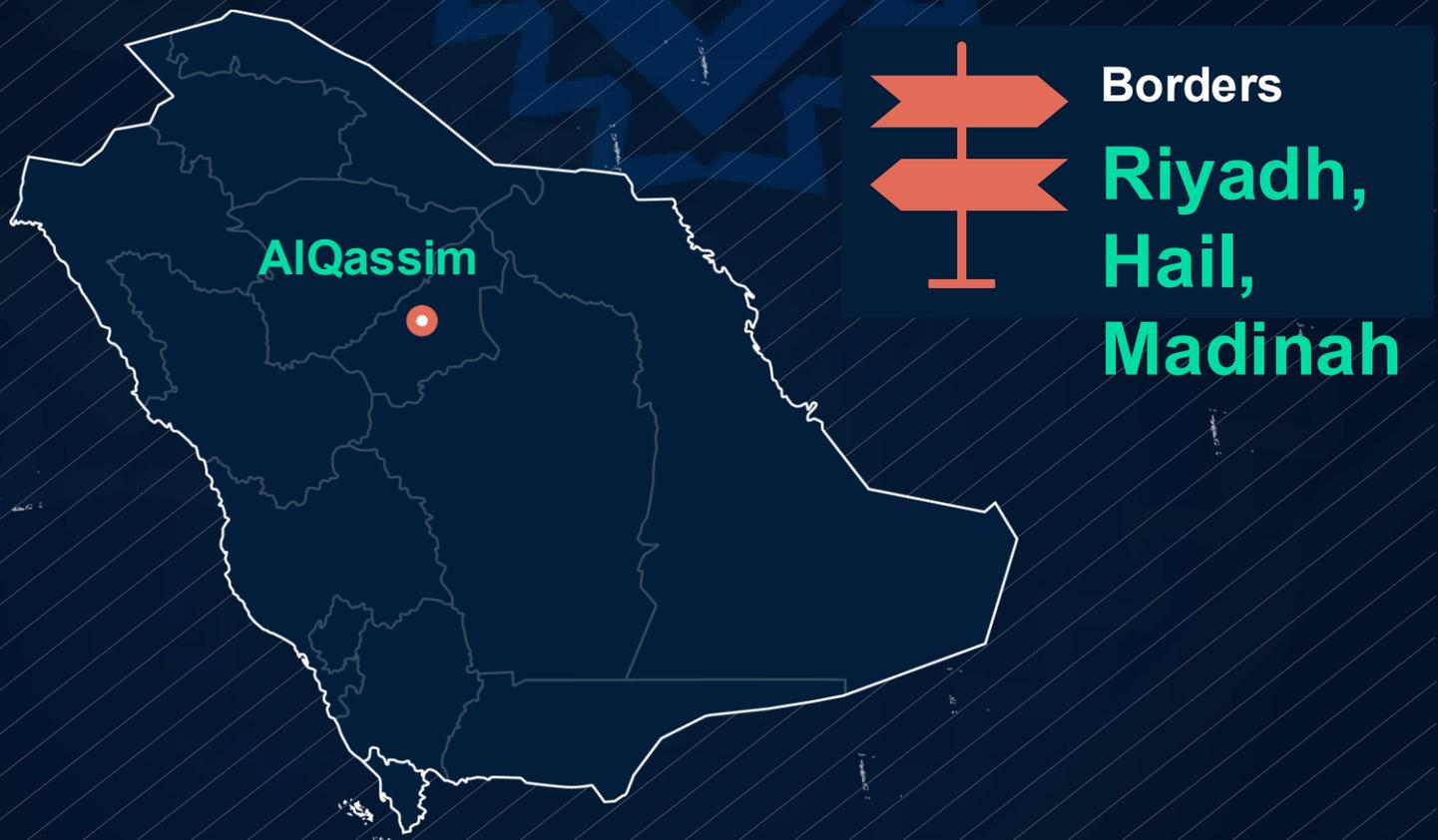
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Tourism صندوق
Development التنمية
Fund السياحي



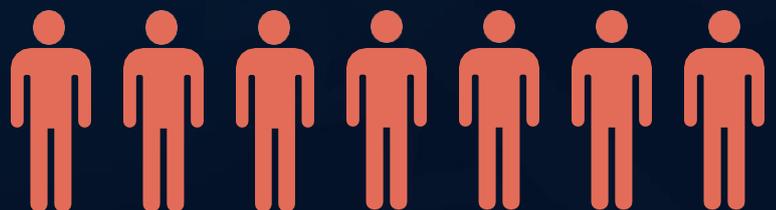
ALQASSIM

Centrally located between Riyadh, Hail, and Madinah Province,, AlQassim is a place known for its rich history, culture, and a well developed trade & agricultural industry. It is a major producer of some of the Kingdom's finest dates and hosts among the largest date festivals. AlQassim is home to many historical and cultural assets that are mentioned by famous poets and captivates visitors with its historical villages, markets, and culture.



Population **2022**

1,336,179





Winter	09 - 22 ° C
Spring	19 - 34 ° C
Summer	24 - 40 ° C
Autumn	15 - 30 ° C

Best Times to Visit

Winter Season

December to February

Summer Season

June to August

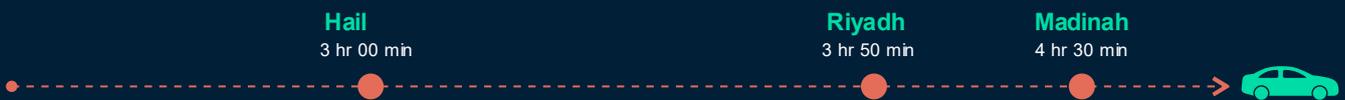
54%
Ages < 30



Proximity to Nearby Cities

AlQassim has good accessibility through air and land through a dedicated international airport and a connection to Hail and Riyadh by train. Majority of AlQassim's visits are by car as it is a few hours away from large cities.

Driving



Flying



Source : Ministry of Tourism, GASTAT, Visit Saudi, TDF Analysis

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Key Highlights



01

Among the country's top agricultural destinations and among the top producers for high quality dates in the Kingdom and many other agricultural goods.

02

High performing tourism market that has grown significantly since 2019 driven by **strong domestic demand**.

03

Strategically located centrally in the Kingdom between major urban centers such as Riyadh, Madinah, and Hail with good accessibility from air, land, and sea.

04

Rich portfolio of historical and cultural assets such as iconic historical villages and traditional markets offering an authentic and immersive historical experience on regional tradition.

05

Variety of Local Festivals such as the Buraydah Date Festival that attract millions of visitors from around the Kingdom.

06

Opportunity to develop and enhance **local F&B, international casual, and authentic F&B offerings**.

07

Opportunity to develop **entertainment offerings** (cinema, plazas, events, etc.) and opportunity to leverage local goods & cultural products.

08

Lack of quality **branded accommodation** offerings.

Source : MT, TDF analysis

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Tourism Landscape (2024)

01

A Strong Post-Covid Tourism Destination ¹

AlQassim visitors and spend grew YoY by **11%** and **25%** respectively, and have more than tripled compared to 2019 driven by strong domestic growth.

5.2 Mn
Total Overnight Visits
in 2024

02

Domestic Dominates

AlQassim remains a **largely domestic destination** with domestic visits accounting for **94%** for the total with a fast growing inbound tourism segment.

94 %
Domestic share of
total tourism visits

03

Relatively Stable Seasonality

AlQassim attracts visitors year-round with peak months in 2024 being February, June, and September which accounted for **33%** of visits.

33 %
of visits occur in Feb,
Jun, and Sep

04

VFR the main Travel Purpose

VFR visitors have been the dominant travel purpose driver, with VFR visits more than tripling compared to 2019.

68 %
of visits driven by VFR

05

Families make up the main visitor profile

AlQassim is a largely **family destination** with the average party size of **3.2 - 2.0**.

3.2 - 2.0
Average domestic
party size in 2024

06

F&B and Transportation

F&B and Transportation were the top tourism spend segments accounting for **57%** of total spend.

57 %
of total spend from
F&B, and Transport

07

Egypt, Pakistan, and India the Top Source Markets

Egypt accounted for **53%** of total inbound visits, while **Pakistan and India** accounted for **14%** and **13%** respectively.

80 %
of inbound visits from
Egypt, Pakistan, India

Source: Ministry of Tourism, TDF Analysis

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Key Upcoming Projects

Non-Exhaustive



Airport Expansion

Matarat Holding Company planning to undertake an expansion of the Prince Nayef bin Abdulaziz Airport including the construction of a terminal with a capacity of 1.4 Mn passengers per year.

Stage:	Design
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Value:	\$ 700 Mn
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Completion (estimate)	Q4 2029
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Source : Information gathered from TDF analysis, publicly available information, and third-party providers such as Global Data and information is subject to change

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Value Proposition



Culture & Heritage

AlQassim is a cultural heartland rich in heritage and tradition. Historic towns like Al-Mithnib and Uyun AlJiwa provide an immersive journey into the region's storied past, while seasonal festivals bring its culture to life through food, storytelling, handicrafts and more.



Nature & Adventure

With its vast farms, deserts, and valleys, AlQassim offers a unique setting for nature and adventure, inviting visitors to explore its trails, farms, and open landscapes.

Source : MT, Visit Saudi, TDF Analysis

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Al Mithnab Traditional Village

Located in the Mithnab Governorate in Qassim Province, and it offers a complete and unique local experience. It hosts seasonal festivals that showcase a vivid picture of Qassim's heritage and its fragrant past through folk dances and direct performances of popular art.



Al Musawkaf Market

Al Musawkaf Traditional Market was built in 2007 with an area of 5,000 square meters to represent a gateway to the history of Qassim and its rich traditional crafts, local dishes, and beautiful architectural styles.



Al Bassam Heritage House

Remarkable example of Najdi architecture located near the western gate of Unayzah city. Constructed between 1374 and 1378 AH, showcases the ingenuity of Najd with its intricate designs, stone foundations, and tamarisk wood features, including ceilings, doors, and windows.

Source : MT, Visit Saudi, Publicly available sources, and TDF analysis.

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Non-Exhaustive

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Al Qassim Date Farms

AlQassim's vast date farms among the world's largest date farms, provide a unique natural setting where visitors can experience traditional agriculture up close and explore wide-reaching palm groves.



Nufud Al-Areeq Reserve

Nufud Al-Areeq Reserve is a protected desert area in central Qassim, covering over 2,000 square kilometers, home to unique landscapes and diverse wildlife.



Al Methnab Oasis

Al Methnab Oasis, located in the southern part of AlQassim, is a historic desert haven known for its lush palm groves, fertile lands, and rich cultural heritage.

Source : MT, Visit Saudi, Publicly available sources, and TDF analysis.

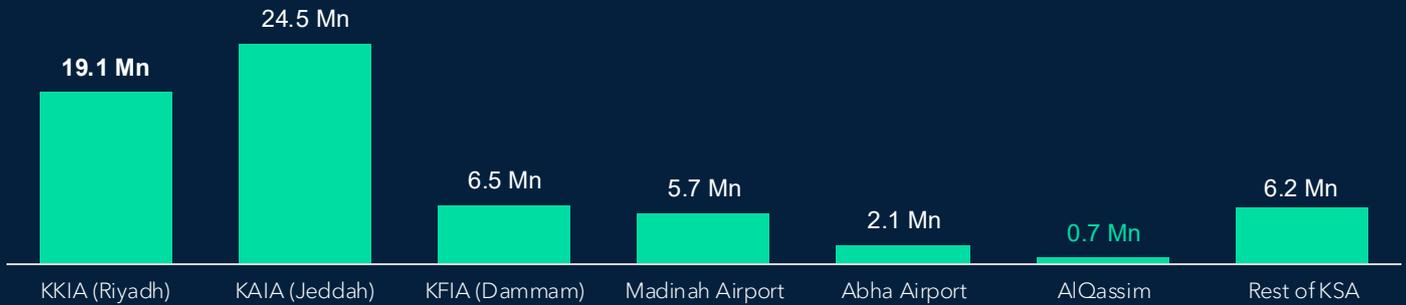
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Connectivity Air Transport

AlQassim has an international airport providing accessibility to most KSA cities and some international destinations.

Number of Passengers (Arrival, 2024)



Out of a total 64.8 million arriving passengers, **AlQassim International Airport** accounted for 1% of all passengers.

Number of Flights (Arrival, 2024)



Out of a total 452 arriving flights, **AlBahah Domestic Airport** accounted for 1% of total flights.

Source : GACA, TDF Analysis

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