

برنامج خدمة
ضيوف الرحمن



رؤية VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

Passion and Honour

Pilgrim Experience Program
Annual Report

2024



Cover Image Source: Saudi Press Agency

In the name of Allah, the Most
Gracious, the Most Merciful



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Commitment from the Custodian of the Two Holy Mosques



”

We, in the Kingdom of Saudi Arabia, having been honored by serving the Two Holy Mosques and their pilgrims, have dedicated ourselves, our resources, and all our efforts, as leaders, government, and citizens, to ensuring the comfort, security, and safety of the pilgrims. We thank Allah for enabling us to continue this blessed endeavor. We take great pride in our achievements and remain resolute in our commitment to continue this mission with the highest levels of efficiency through relentless efforts.

“

Custodian of the Two Holy Mosques
King Salman bin Abdulaziz Al Saud

May Allah protect him

Leadership Statement



”
We thank Allah Almighty for the honor He has bestowed upon our country in serving the Two Holy Mosques and caring for pilgrims and visitors.
“

His Royal Highness
Prince Mohammed bin Salman bin Abdulaziz Al Saud

May Allah protect him
Crown Prince and Prime Minister

Introduction

Upon this hallowed and blessed land, the benevolent stewardship of pilgrims endures. Throughout the flourishing Saudi epoch, a legacy spanning three unbroken centuries, this dedication has been vividly expressed in the provision of services for Hajj and Umrah pilgrims and the safeguarding of their journeys. This commitment was further solidified by King Abdulaziz bin Abdulrahman Al Saud who reinforced the very bedrock of service to the Two Holy Sanctuaries and their visitors seek their sanctity. This distinguished historical honor remains the heritage of the Kingdom of Saudi Arabia, its leadership, and its people, by the grace of Allah, under the guidance of the righteous monarchs of this nation, each walking the path laid by the founder.

As each new day dawns, the Kingdom continues its paramount mission, a harmonious blend of the privilege of service and the profound weight of responsibility. This mission unfolds through swift and ambitious endeavors, powerfully articulated in the Kingdom's Vision 2030. This transformative vision aspires to present the world with a profound evolution, striving to shape the journey of every pilgrim into an indelible experience, from the initial aspiration to the cherished recollection.

And, to chronicle the transformative evolution within the framework of pilgrim services, the annual report of the Pilgrim Experience Program meticulously incorporates a factual and palpable assessment of progress that has been achieved on the ground. Its purpose is to meticulously document and reflect the positive impact on the pilgrim's experience by casting a spotlight on compelling success narratives, impactful initiatives, and inspirational projects dedicated to serving pilgrims. Through these concerted endeavors, the Kingdom's Vision 2030 has been tangibly realized through the provision of exceptional services and groundbreaking solutions.





His Excellency

Dr. Tawfiq bin Fawzan Al-Rabiah

Honor, Joy, Responsibility

Prayers, supplications, smiles, and heartfelt invocations filled the air as more than **18.5 million Hajj and Umrah Performers** in 2024 fulfilled their dream of performing these sacred rites. In a state of Ihram, they responded to the divine call, journeying from the farthest villages of Indonesia islands to the plains of the western United States. It is a majestic sight, evoking a deep mix of emotions—immense pride in serving the Two Holy Mosques and their pilgrims, joy in being part of a system that ensures the success of this sacred journey, and an ever-growing sense of responsibility. This record-breaking number could only have been achieved by the grace of Allah, coupled with the guidance, support, and empowerment of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz, and His Royal Highness Prince Mohammed bin Salman, Crown Prince and Prime Minister—may Allah protect them.

Since the blessed migration of our Prophet Muhammad, which altered the course of history, the number of Hajj and Umrah Performers has never reached such a historic figure. This is truly a blessing from Allah, who has granted us wise leadership that spares no effort in serving the Two Holy Mosques and their pilgrims. This leadership has prioritized the service of Hajj and Umrah Performers through the PEP as a key initiative within the Kingdom’s Vision 2030. Collaborating with distinguished partners, we have aimed to make 2024 a truly historic year.

This Report highlights the remarkable efforts and achievements of the PEP initiatives and projects in 2024. It begins with a series of facilities that enabled millions of Muslims to fulfill their religious duties, followed by the development of “Nusuk” App, which offers vital features for millions of Muslims worldwide. The introduction of “Nusuk” Card marked a significant innovation during the 1445 AH Hajj season. Additionally, there has been a historic transformation in the experience of visiting Al-Rawda al-Sharifa, which welcomed nearly **13 million pilgrims** last year compared to just three million four years ago.

The joy is further amplified by the restoration and preparation of **15 historical** sites in Makkah and Al Madinah, each deeply connected to the honorable biography of the Prophet (PBUH). We must also acknowledge the efforts of approximately **153,009 K volunteers**, who embodied the true values of a Saudi Arabian Muslim by serving pilgrims during the Hajj and Umrah seasons with passion, commitment, integrity, and sincerity.

These remarkable achievements are the result of collaboration among of over **40 partner entities**, each leading and implementing initiatives with a profound sense of religious and national responsibility. We extend our deepest gratitude and appreciation for their contributions and eagerly anticipate even greater accomplishments in 2025 This collective effort is further strengthened by the outstanding dedication of the PEP team, to whom we express our sincere gratitude and appreciation. My Message to Them: The future presents even greater challenges, and together, we must continue making significant strides toward the transformational shift envisioned for PEP under Saudi Vision 2030.

Minister of Hajj and Umrah, Chairman of PEP Committee



PEP CEO Eng

Muhammad Abu Al-Khair Ismail

Unified Vision: Leading the Pilgrim Transformation

The Kingdom has been divinely favored with visionary leadership committed to the service of the Two Holy Mosques and their pilgrims. This leadership has dedicated extensive resources to deliver the highest standards of comfort, safety, and facilitation for Muslims traveling to Makkah and Madinah, whether as a pilgrim, Umrah performer, or visitor. This sagacious leadership has cultivated a comprehensive and interconnected ecosystem of dedicated entities operating ceaselessly to support and realize Saudi Vision 2030, placing the pilgrim at the zenith of its priorities. This unwavering commitment perpetuates the time-honored and intrinsic distinction of our nation, both its leadership and its people, in the service of the Two Holy Mosques and their esteemed pilgrims.

In 2024, a remarkable figure was recorded: **18.5 million pilgrims** and Umrah performers. They were diligently served by a comprehensive ecosystem of over **40 partner entities**, all striving towards the paramount goal of ensuring an unforgettable spiritual experience.

This exceptional experience blossomed from a vibrant array of initiatives and projects, each entity within the collaborative ecosystem racing to bring its distinct contributions to fruition. As each milestone was reached, it unfurled like a banner announcing further ease and accessibility, woven with heartfelt prayers for every hand that served the pilgrims.

Within this report, we proudly showcase figures that resonate as a source of national pride for every individual dedicated to serving the pilgrim – a sentiment that holds especially true for the steadfast frontline personnel who so richly deserve our utmost appreciation and respect. Their unwavering sincerity and profound dedication offer an enduring lesson, one that continually inspires us to pursue our work with unwavering diligence.

This annual report unfolds a comprehensive narrative, rich with data that illuminates the Kingdom’s remarkable achievements in enabling an unprecedented number of Muslims to undertake the Umrah pilgrimage. Furthermore, it offers compelling testimonials to the elevated efficiency and superior quality of services extended to both Hajj and Umrah pilgrims. Spearheading this progress is the strategic digitalization of services via “Nusuk” application, a cornerstone in a broader spectrum of enhancements. These range from the refined experience of visiting the sacred Al-Rawdah Al-Sharifah to the meticulous qualification and development of **15 significant** historical sites rooted in the Prophet’s revered biography, alongside **45 enriching** destinations. United, these endeavors transform the journey of those blessed pilgrims venturing to Makkah and Madinah into an indelible and deeply meaningful experience, a testament to the grace of Allah and the tireless dedication of passionate partners devoted to serving these honored pilgrims.

We extend our sincere gratitude to the wise leadership for granting us empowerment and trust. Special thanks to His Excellency the Chairman of the Program Committee for his inspiring leadership. We also thank Their Highnesses, Excellencies, and Honorable Members of the Committee, whose support enabled us to achieve these historic outcomes. Our heartfelt appreciation goes to the devoted participants—loyal to their faith and nation—who pursued excellence with dedication and distinction. Finally, deepest gratitude is extended to the exceptional, sincere, and deeply committed program team, who bore a profound sense of religious and national responsibility in serving the pilgrims.

PILGRIM EXPERIENCE PROGRAM CEO

To the Nation's Heart: Honoring the Spirit of Service

To every citizen: You are the pride of our nation. Your many acts of kindness and honorable initiatives are remembered by the pilgrims. We celebrate these achievements as we recognize your involvement. You have helped strengthen a deep-rooted identity that reflects our history. You carry the responsibility of a passion and honor passed down through generations, which enriches the experience of pilgrims. Your services, distinguished by creativity and noble purpose, embody not only the values of your nation but also reflect a greater vision: the unity between leadership and people in fulfilling a sacred mission: serving the pilgrims. You have been excellent ambassadors for our nation, proving to the world that the Kingdom is a model for those who want to lead. With hearts full of appreciation and gratitude, we express our deepest thanks for your dedicated efforts in serving the pilgrims and visitors to the Mosque of his Noble messenger.



Members of Pilgrim Experience Program Committee



His Excellency Dr
Tawfiq Al-Rabeeah
Chairman of the Program
Committee



His Highness Prince
Badr bin Abdullah bin
Farhan Al Saud
Minister of Culture



His Excellency Dr
Majid Al Qasabi
Minister of Commerce



His Excellency Mr
Ahmed Al-Khatib
Minister of Tourism



His Excellency Engineer
Abdulrahman bin
Abdulmohsen Al Fadhli
Minister of Environment, Water,
and Agriculture



His Excellency Mr
Majid Al Haqeel
Minister of Municipal Rural
Affairs and Housing



His Excellency Engineer
Khalid bin Abdulaziz Al-Falih
Minister of Investment



His Excellency Mr
Mohammed Al-Jadaan
Minister of Finance



His Excellency Engineer
Abdullah Al-Swaha
Minister of Communications
and Information Technology



His Excellency Engineer
Ahmed bin Sulaiman Al Rajhi
Minister of Human Resources
and Social Development



His Excellency Engineer
Saleh Al Jasser
Minister of Transport and
Logistics



His Excellency Mr
Fahad Al Jalajil
Minister of Health



His Excellency Mr
Yasser Al-Rumayyan
Governor of the Public
Investment Fund



His Excellency Dr
Nasser Al-Dawood
Deputy Minister
of Interior



His Excellency Engineer
Waleed Al Khuraiji
Deputy Minister of Foreign
Affairs



His Excellency Engineer
Fahad Al-Balishi
CEO of Al Madinah Region
Development Authority



His Excellency Engineer
Saleh Al-Rasheed
CEO of the Royal Commission
for Makkah City and Holy Sites



His Excellency Engineer
Fares Rajab
Advisor of Deputy Emir of the
Makkah Al-Mukarramah Region
and CEO of Makkah Region
Development Authority



His Excellency Engineer
Mohammed Abu al-Khair Ismail
Secretary-General of the ,
Pilgrims Experience Program

Pilgrim Experience Program

Collaborative Excellence: Redefining the Pilgrim Journey

Reflecting the wise leadership’s profound and unwavering commitment, imbued with deep pride and honor, to the service of the Two Holy Mosques, the Pilgrims Experience Program (PEP), a pivotal executive program within Saudi Vision 2030, strategically orchestrates a comprehensive transformation of the entire pilgrim and Umrah service ecosystem.

This mission is carried out through strong collaboration with partners across government, private, and non-profit sectors, to design and implement innovative initiatives that ensure a spiritually enriching and unforgettable journey, “from the idea to the memory”, in line with the program’s three core objectives:

01

Facilitate hosting more Umrah visitors & provide an easier access to the Holy Mosques

02

Improve quality of services provided to Hajj & Umrah visitors

03

Enrich the spiritual and cultural experience of Hajj & Umrah visitors



Empowering Pilgrimage through Systematic Innovation



Pillars

Leader of arab & Islamic world

Investment powerhouse

Strategic location



Themes

A Vibrant Society

A Thriving Economy

An Ambitious Nation



L1 objectives

Strengthen Islamic Values

Offer a fulfilling and healthy life

Grow and diversify the economy

increase employment

Enhance government effectiveness

Enable social responsibility



L2 objectives

Serve more pilgrims better

Strengthen national identity

Foster Islamic values



L3 Objectives

Facilitate hosting more Umrah visitors & provide an easier access to the Holy Mosques

Improve quality of services provided to Hajj & Umrah visitors

Enrich the spiritual and cultural experience of Hajj & Umrah visitors

Strategic Foundations of the Pilgrim Experience Program

Pilgrim Experience Program (PEP) embodies the Kingdom’s profound commitment to serving Pilgrims, ensuring their comfort, safety, and well-being throughout every stage of their spiritual journey — from pre-arrival to departure. PEP is anchored in three core objectives:

01

Facilitating Hosting of Umrah Performers and Ensuring Easy Access to the Two Holy Mosques

Enabling more Muslims to perform Umrah by streamlining arrival procedures, enhancing travel options, and expanding capacity, while ensuring security and safety.

Targeted Capacity for Umrah Pilgrims



The Kingdom has made significant efforts in hosting and facilitating pilgrims’ arrival by focusing on several key areas, including:

Expanding infrastructure and digitizing services to accommodate 30 million Umrah performers in 2030.

- Simple and convenient procedures for performing Umrah.
- Effective and innovative solutions to accommodate larger numbers.

Providing Enabling Services to accommodate 15 million Umrah visitors in 2025

- Delivering world-class services that fulfill pilgrims’ needs.
- Ensuring a seamless and efficient journey through the optimal use of cutting-edge technology.

02

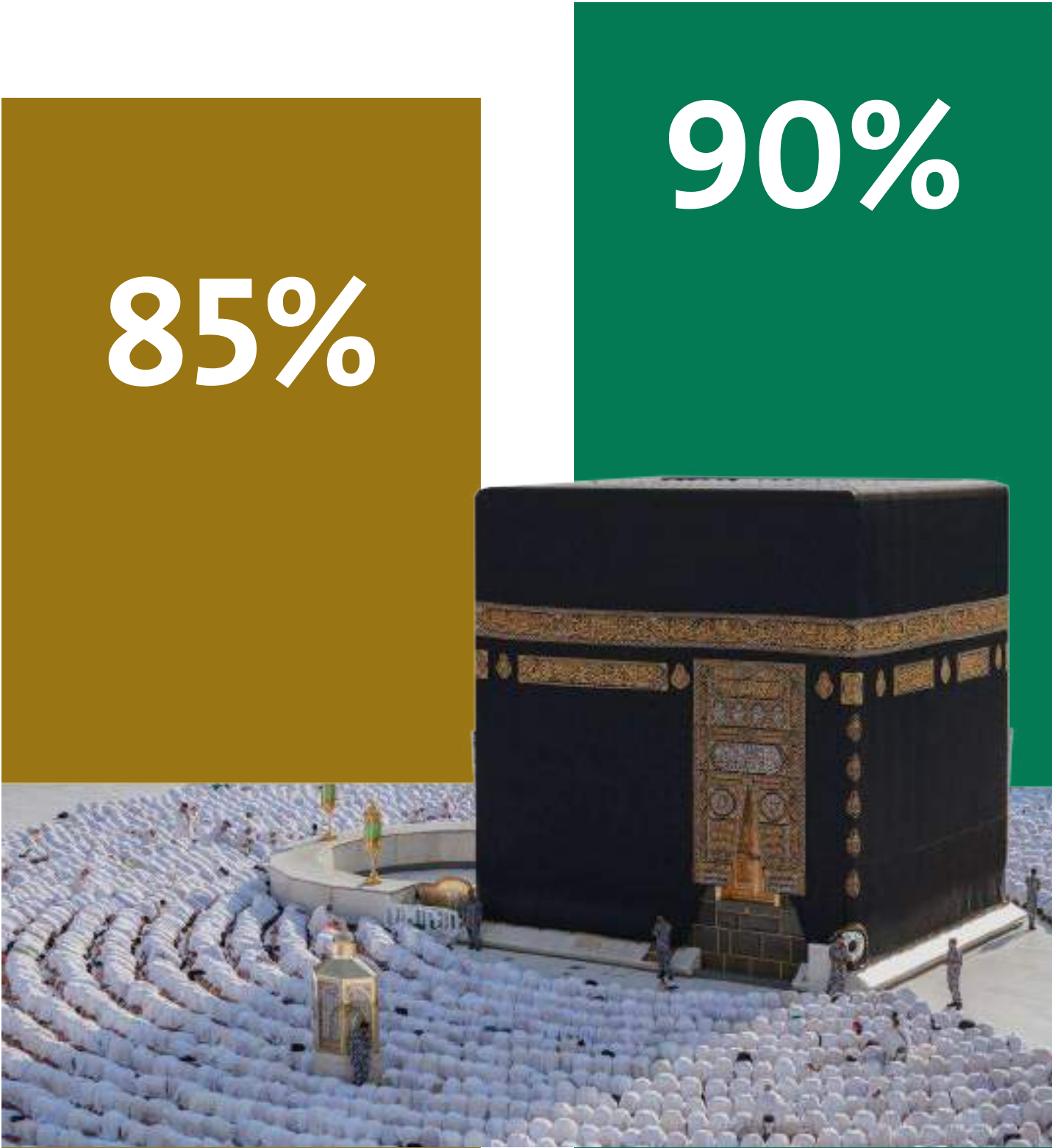
Providing High-Quality Services to Hajj and Umrah Performers

Delivering a comprehensive experience that meets the aspirations of pilgrims, from the moment they decide to embark on their journey until their departure, by improving performance of relevant authorities and enhancing efficiency of provided services.

Targeted satisfaction rate

2025

2030



The Kingdom of Saudi Arabia has been keen to provide high-quality services to pilgrims and Umrah performers, including:

- Offering world-class services
- Ensuring a smooth and comfortable journey experience by leveraging the latest innovations
- utilizing state-of-the-art technologies
- Designing a unique experience that exceeds expectations



03

Enriching Religious and Cultural Experience of Hajj and Umrah Performers

Enhancing the spiritual dimension of the pilgrimage journey for Hajj and Umrah performers by showcasing the Kingdom’s rich Islamic heritage.

Target for Qualifying
Islamic and Cultural Sites

↑
62%+

40
Site

2025

2030

15
Site



The Kingdom has enriched Pilgrims’ religious and cultural experience by focusing on several key aspects, including:

01

Qualifying, developing, and improving Islamic and cultural historical sites.

02

Introducing pilgrims to the local heritage of Makkah and Madinah regions.

03

Strengthening the Kingdom’s position as a global gateway to spiritual and cultural exploration

PEP is built on three main pillars to ensure an exceptional experience:



Qualified Human Capabilities

embodying values of hospitality and pride in service



Advanced Digital Technologies

Cutting-Edge Technologies



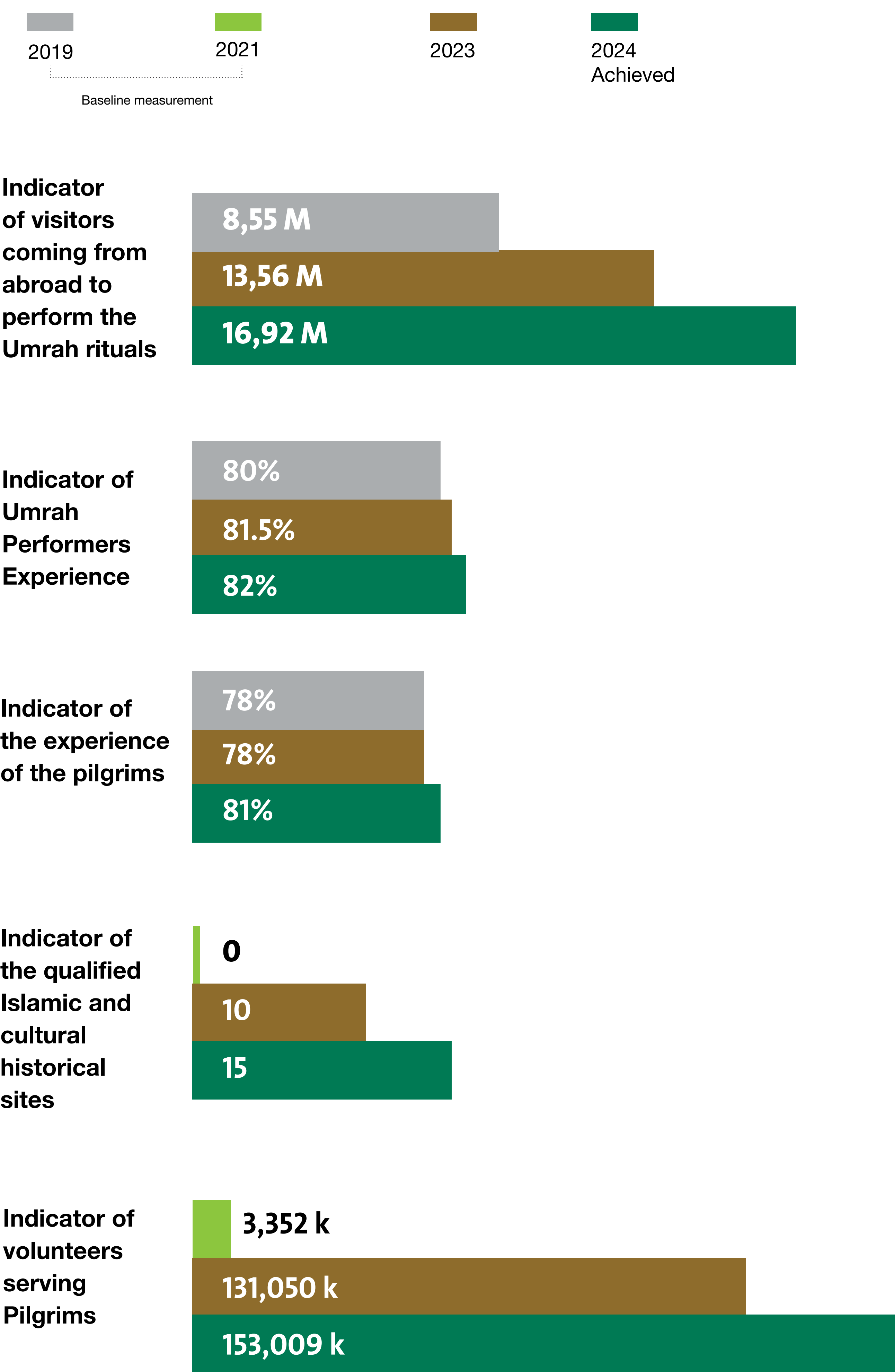
Comprehensive Infrastructure

Full-fledged or Fully-equipped

Through these efforts, the Kingdom continues to fulfill its historic mission of serving the Hajj and Umrah performers with the highest standards, reinforcing its global leadership role and taking confident steps toward achieving its future strategic goals of serving pilgrims.

Key Performance Indicators (KPIs)

Continuous Achievements and Accelerated Growth to Achieve Vision 2030 Targets



Milestones of Meaning

2024 PEP Highlights



Success Partners

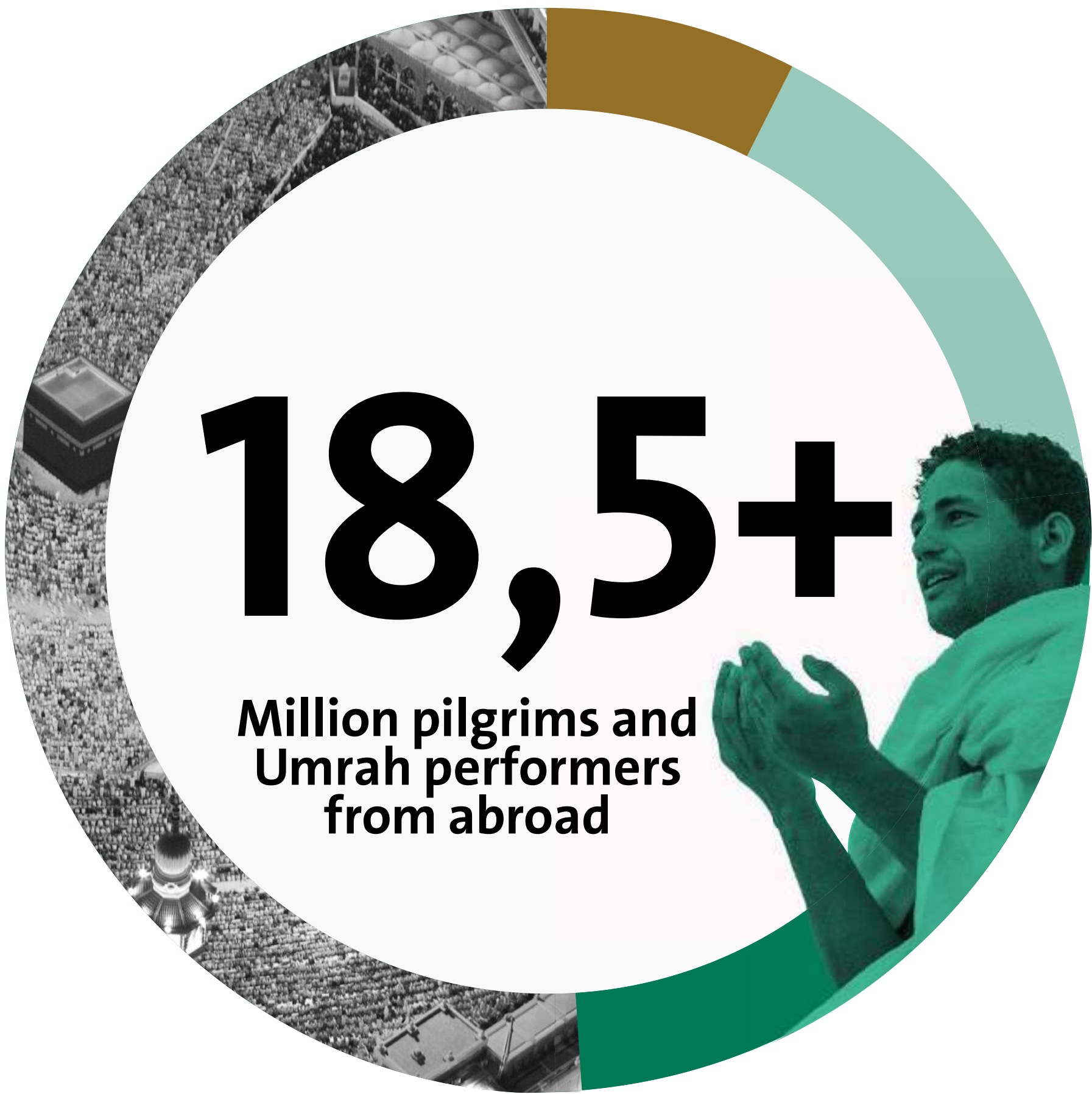
Contributors to the Kingdom’s Achievements
in serving the Pilgrims and Umrah Performers

 وزارة الداخلية المملكة العربية السعودية	 مكتب فريق العمل الدائم PWT Office	 أداء المركز الوطني لقياس أداء الأجهزة النافذة	 مكتب الإدارة الاستراتيجية Strategic Management Office
 وزارة الاستثمار Ministry of Investment	 وزارة الخارجية MINISTRY OF FOREIGN AFFAIRS	 EXPRO شركة الخدمات الهندسية والبناء Engineering and Construction Services	 وزارة السياحة Ministry of Tourism
 وزارة الحجاج والعمرة MINISTRY OF HAJJ AND UMRAH	 وزارة التجارة Ministry of Commerce	 الموارد البشرية والتنمية الاجتماعية	 وزارة الحجاج والعمرة MINISTRY OF HAJJ AND UMRAH
 وزارة الثقافة Ministry of Culture	 وزارة البيئة والمياه والزراعة Ministry of Environment Water & Agriculture	 وزارة النقل والخدمات اللوجستية Ministry of Transport and Logistic Services	 وزارة الإعلام Ministry of Media
 وزارة المالية Ministry of Finance	 وزارة الاقتصاد والتخطيط MINISTRY OF ECONOMY & PLANNING	 وزارة البلديات والإسكان Ministry of Municipalities and Housing	 وزارة الصحة Ministry of Health
 الحرمين الهيئة العامة للإسلامية بشؤون المسجد الحرام والمسجد النبوي	 الهيئة الملكية لمدينة مكة المكرمة والمشاعر المقدسة HOLY CITIES AND HOLY SITES MAKKAH CITY AND HOLY SITES	 الهيئة العامة للإحصاء General Authority for Statistics	 وزارة الاتصالات والمعلومات MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY
 TGA الهيئة العامة للنقل Transport General Authority	 SDAIA الهيئة السعودية للبيانات والتقنية Saudi Data & AI Authority	 الهيئة العامة للإحصاء General Authority for Statistics	 SAUDI TOURISM AUTHORITY الهيئة السعودية للسياحة
 الصادرات السعودية هيئة تنمية الصادرات السعودية	 هيئة الهلال الأحمر السعودي SAUDI RED CRESCENT AUTHORITY	 هيئة تطوير منطقة المدينة المنورة Al Madinah Region Development Authority	 أوقاف AWQAF
 SAR الخطوط الحديدية السعودية SAUDI ARABIA RAILWAYS	 البنك المركزي السعودي Saudi Central Bank	 الهيئة العامة للإحصاء General Authority for Statistics	 GACA الهيئة العامة للطيران المدني General Authority of Civil Aviation
 المركز الوطني لتنمية القطاع غير الربحي National Center for Non-Profit Sector	 مركز تنمية الإيرادات غير النفطية Non-Oil Revenues Development Center	 جامعة أم القرى UMM AL-QURA UNIVERSITY	 أمانة العاصمة المقدسية HOLY MAKKAH MUNICIPALITY
 هيئة التراث Heritage Commission	 الهيئة العامة للإحصاء General Authority for Statistics	 الهيئة العامة للإحصاء General Authority for Statistics	 الهيئة العامة للإحصاء General Authority for Statistics

A Defining Year in Pilgrimage Services

The year 2024 witnessed remarkable progress in enhancing the pilgrim experience, with numbers and indicators reinforcing significant achievements and consolidating the marking status as a premier destination for Muslims worldwide.

Pilgrim Experience Program continues to achieve its goals by facilitating access to the Two Holy Mosques, increasing the number of pilgrims and Umrah performers, and enhancing the quality of services provided, enriching their spiritual and cultural experience. Through strategic partnerships with government, private, and non-profit sectors, this year marked the implementation of major initiatives and entities development of innovative solutions, ensuring an easier and more comfortable pilgrimage experience.



1,6 M

Performed Hajj from outside the Kingdom.

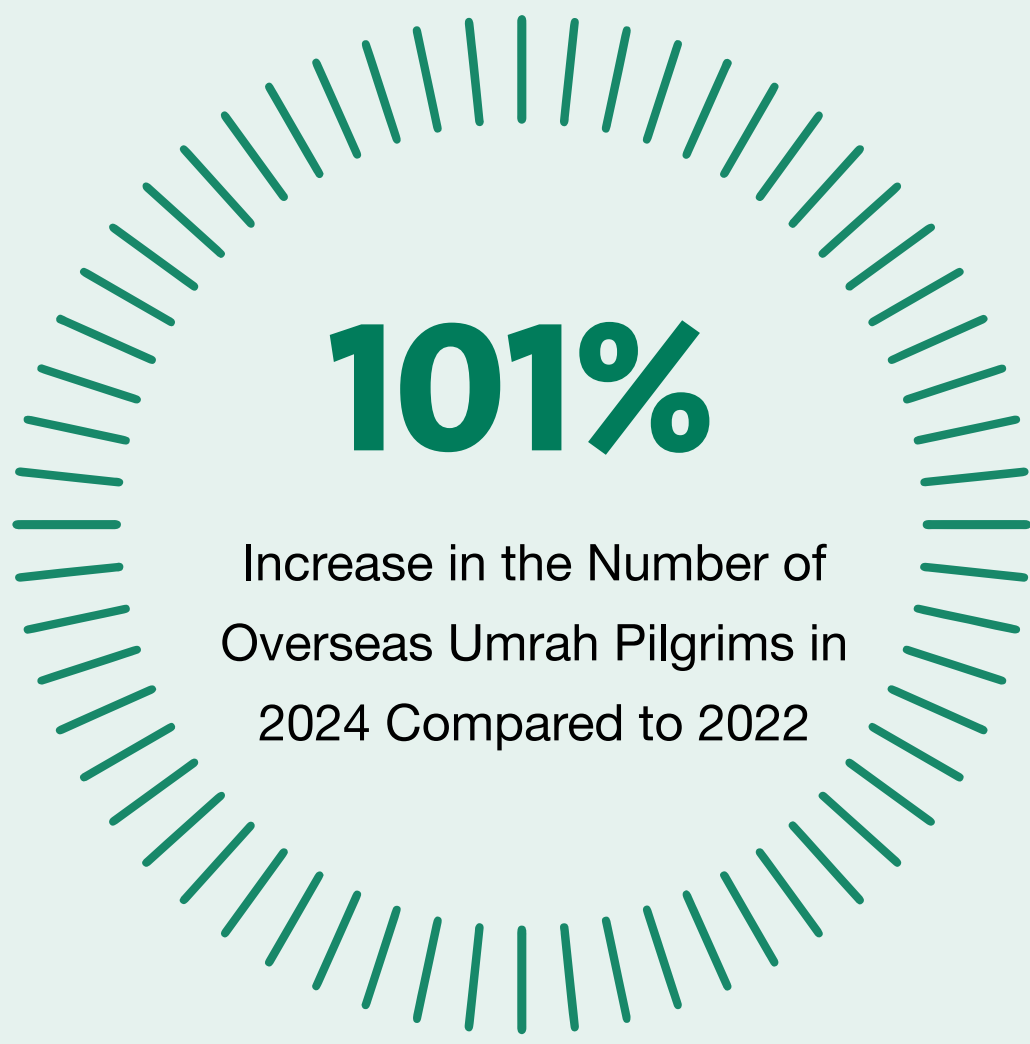
16,92 M

Performed Umrah from outside the Kingdom.

The number of Umrah performers was

8,55

Umrah performers in 2019



 **722,000 k pilgrims**

Benefited from the “Hajj Without Luggage” initiative, reducing arrival processing time from 120 minutes to just 15 minutes.

82%

The satisfaction rate among Umrah pilgrims remained stable despite the doubling of pilgrim numbers over the past three years.

74% - 81%

From To

Increasing satisfaction rate of Hajj pilgrims within just three years.



322,901 Pilgrims



From 7 countries, Served as part of the 2024 Makkah Route Initiative, bringing the total number of beneficiaries to **940,657 K** since the initiative was launched.

2,206 Journeys

Conducted by Al-Mashaaer Al-Mugaddassah Metro Line, transporting pilgrims smoothly and safely between **Arafat, Muzdalifah, and Mina.**



 **126 Countries**

7 Languages
Benefiting from “NUSUK” platform to facilitate the Hajj journey worldwide.



 **86%**

Satisfaction rate for Nusuk Hajj 2024 platform

57% - 81%

From To

increase in the satisfaction rate of visitors to Al-Rawdah Al-Sharifah within just two years.

+13,000,000

Million visitors

Received at visit
Al-Rawdah Al-Sharifah

 15 Historical site

Developed as part of Vision 2030 targets



153,009 k

Volunteers in serving pilgrims



102%

The achievement rate of the 2024 volunteer target; surpassing the set goal.

90%

Of Umrah pilgrims visit historical sites, according to previous studies



 100,000 visitors

87 countries

Participated in the Hajj Conference & Exhibition 3rd edition 2024



International visits contributed to developing realistic and effective solutions through:

33

international visits

100

meetings with ministers and muftis

129,000 k

Trained at Licensing and Training
Centre for Pilgrims' and Visitors'
Service Sector Workers



2,500

Training courses

provided to beneficiaries whether
in-person or online.

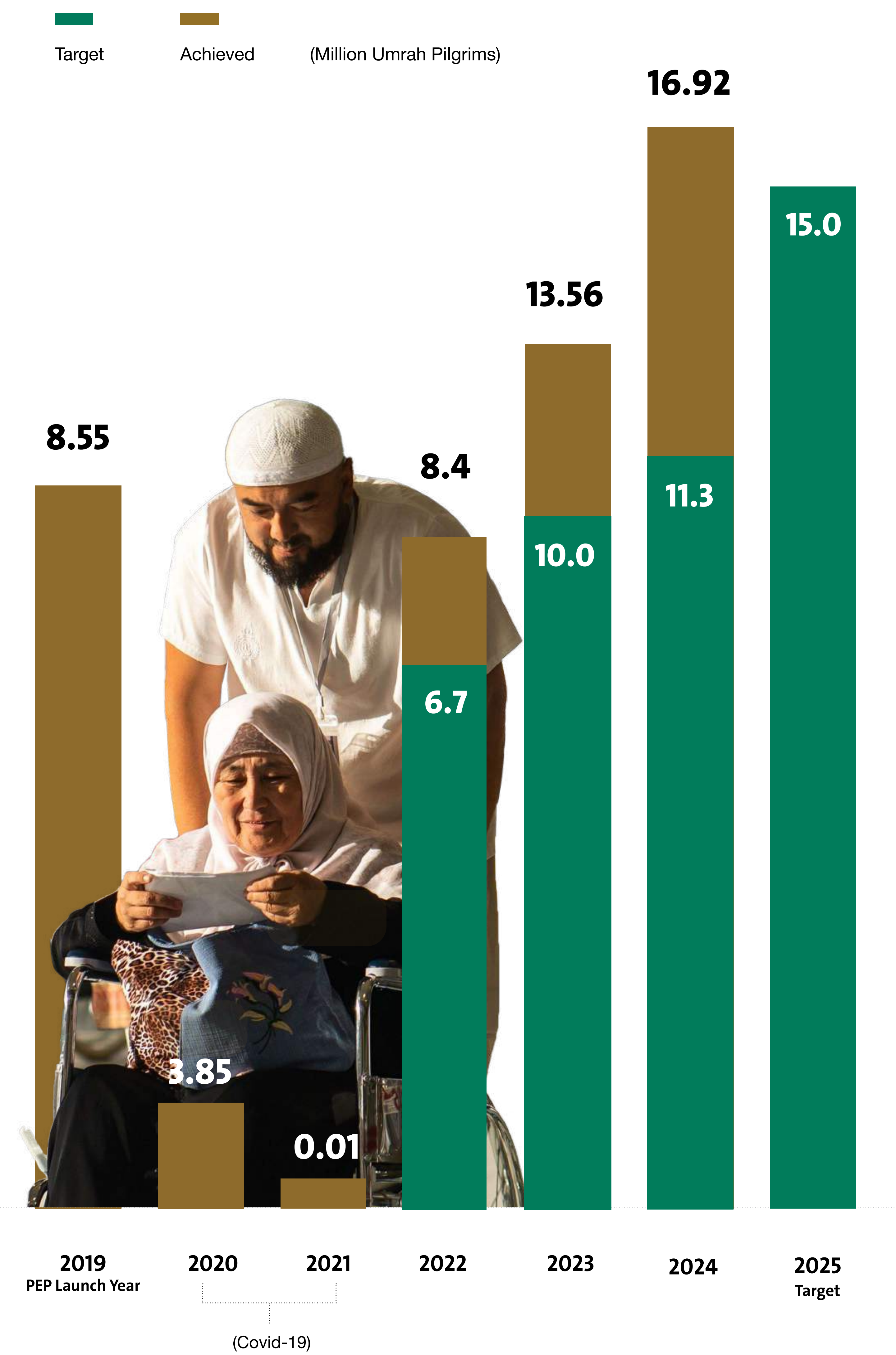


300,000 k

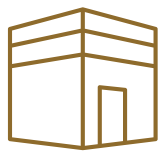
Training Hours dedicated to
enhancing beneficiaries' skills.



Overseas Umrah performers



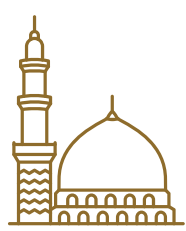
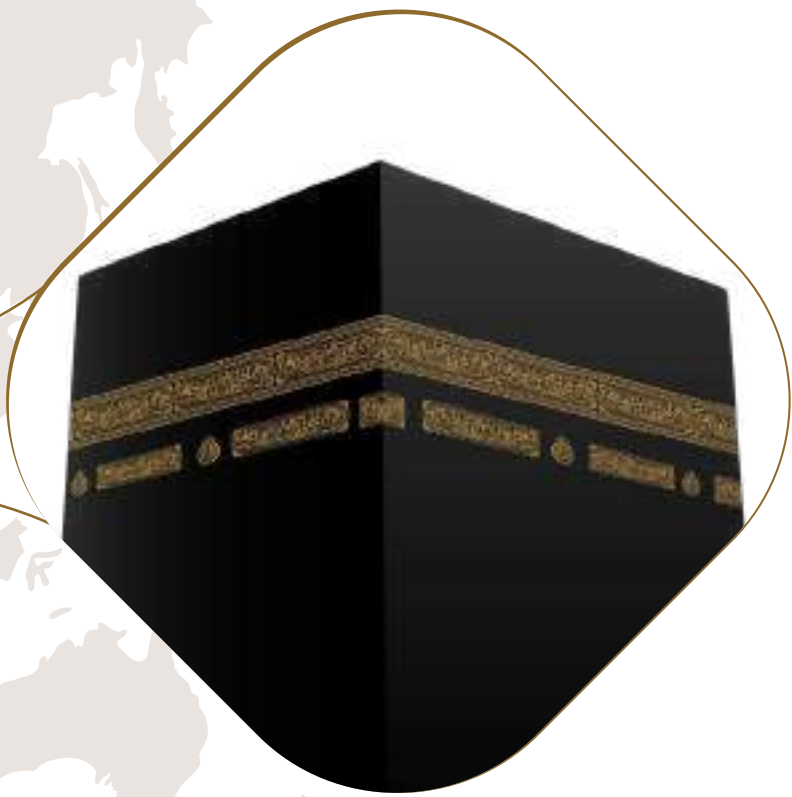
International Rankings of the Kingdom



Makkah

Ranks 5th
Globally among the most attractive Cities for international visitors

Makkah attained a new record by ranking fifth in the list of most attractive cities for international visitors.



Madinah

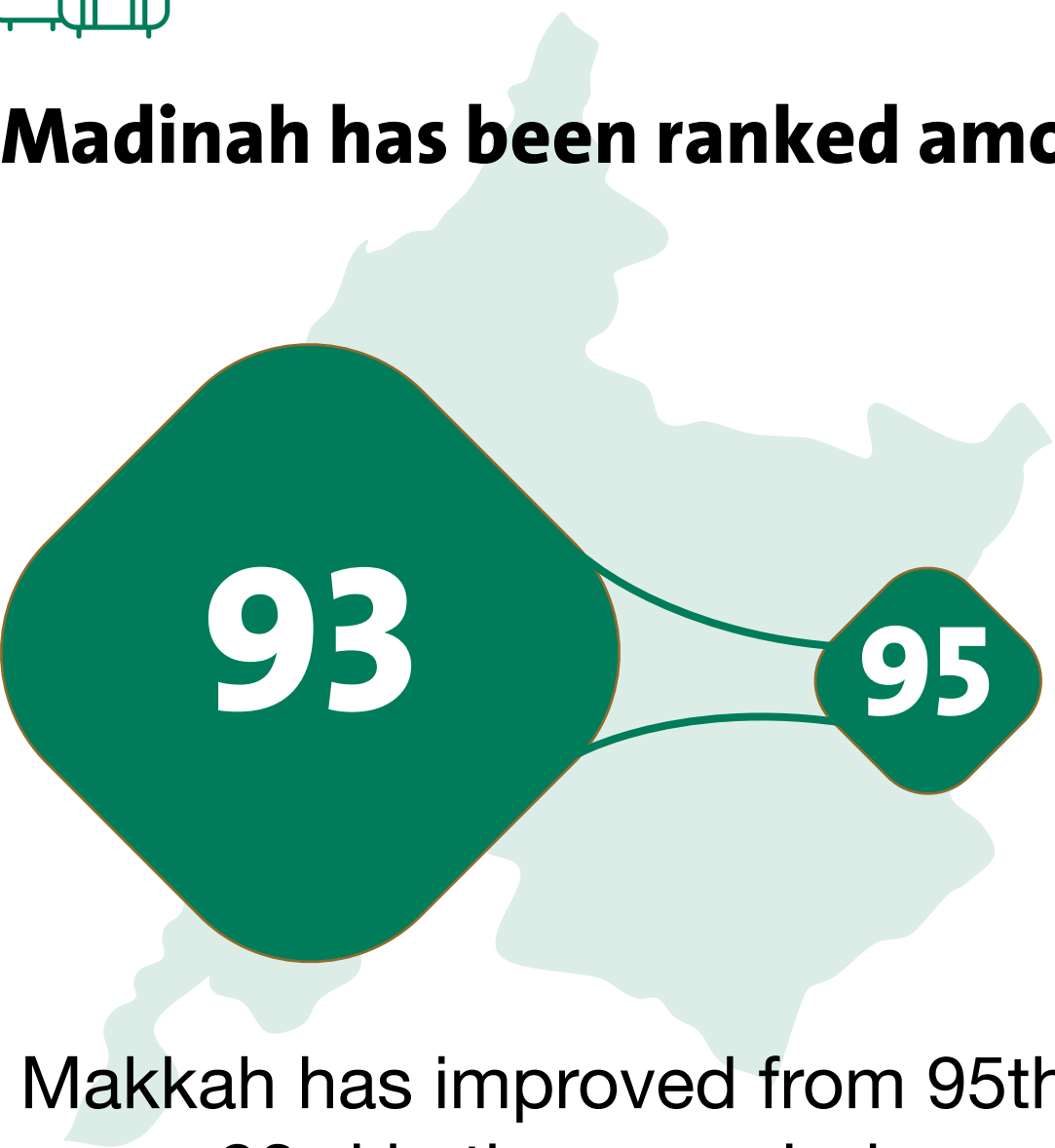
Ranks 7th
Globally in the Global Tourism Performance Index.

Madinah moved up three ranks in the Global Tourism Performance Index to become the 7th globally, while Makkah remained in eighth rank.



Ranking of Tourist-Attractive Cities

Madinah has been ranked among world’s top 100 city destinations.



Makkah has improved from 95th to 93rd in the same index



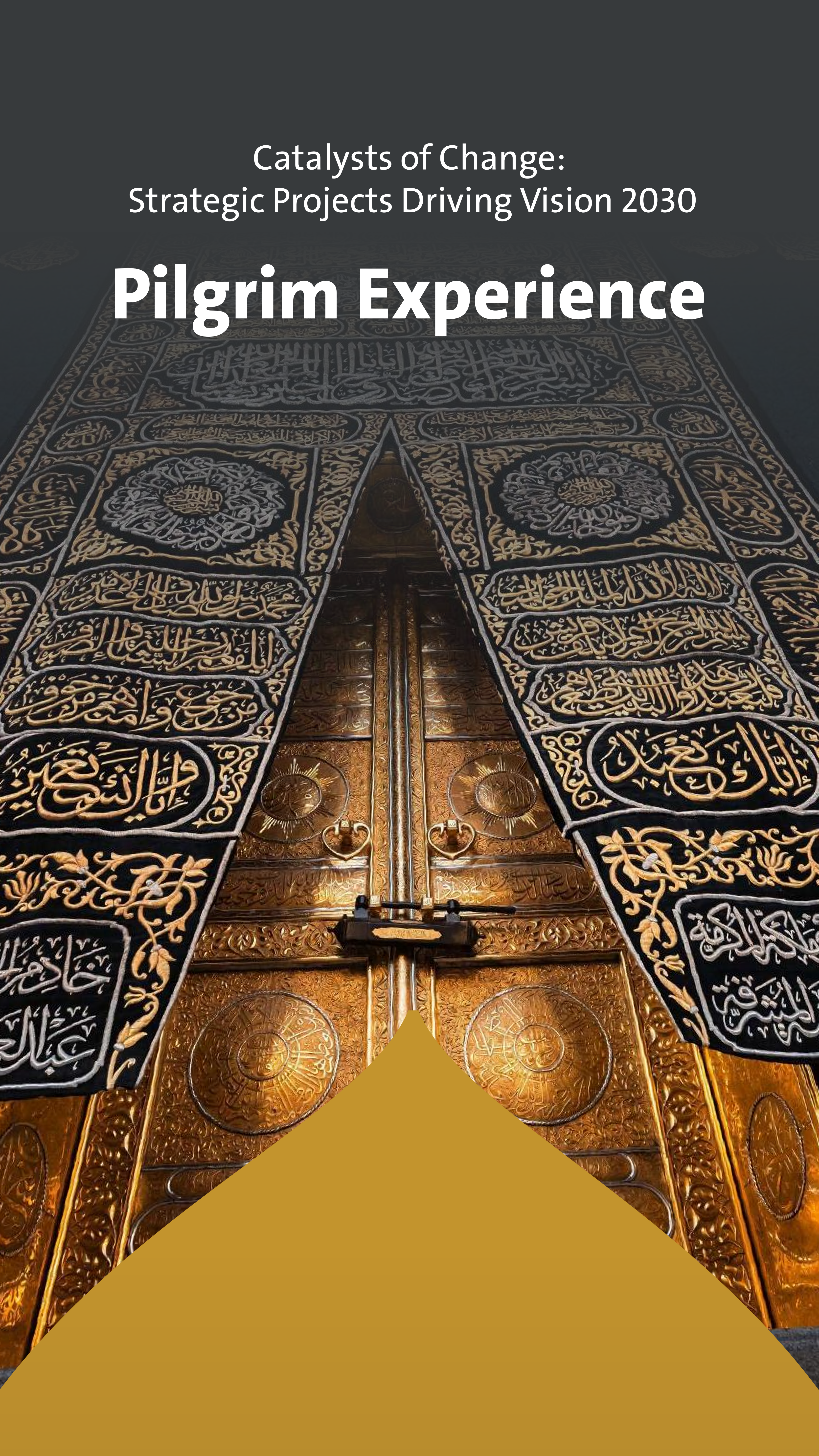
Madinah ranked 88th

“These advancements reflect the significant transformation instigated by Vision 2030 in numerous areas of life in the Two Holy Cities, particularly the impact of initiatives under the PEP.”

According to Euromonitor International Report, 2024

Catalysts of Change:
Strategic Projects Driving Vision 2030

Pilgrim Experience



Pilgrim Experience Program (PEP)

Integrates efforts to ease and Initiatives the pilgrims’ journey, making it more comfortable, safe, and seamless. This is achieved through the implementation of large-scale projects, the development of human resources, crowd management, and the utilization of state-of-the-art technologies and AI applications.

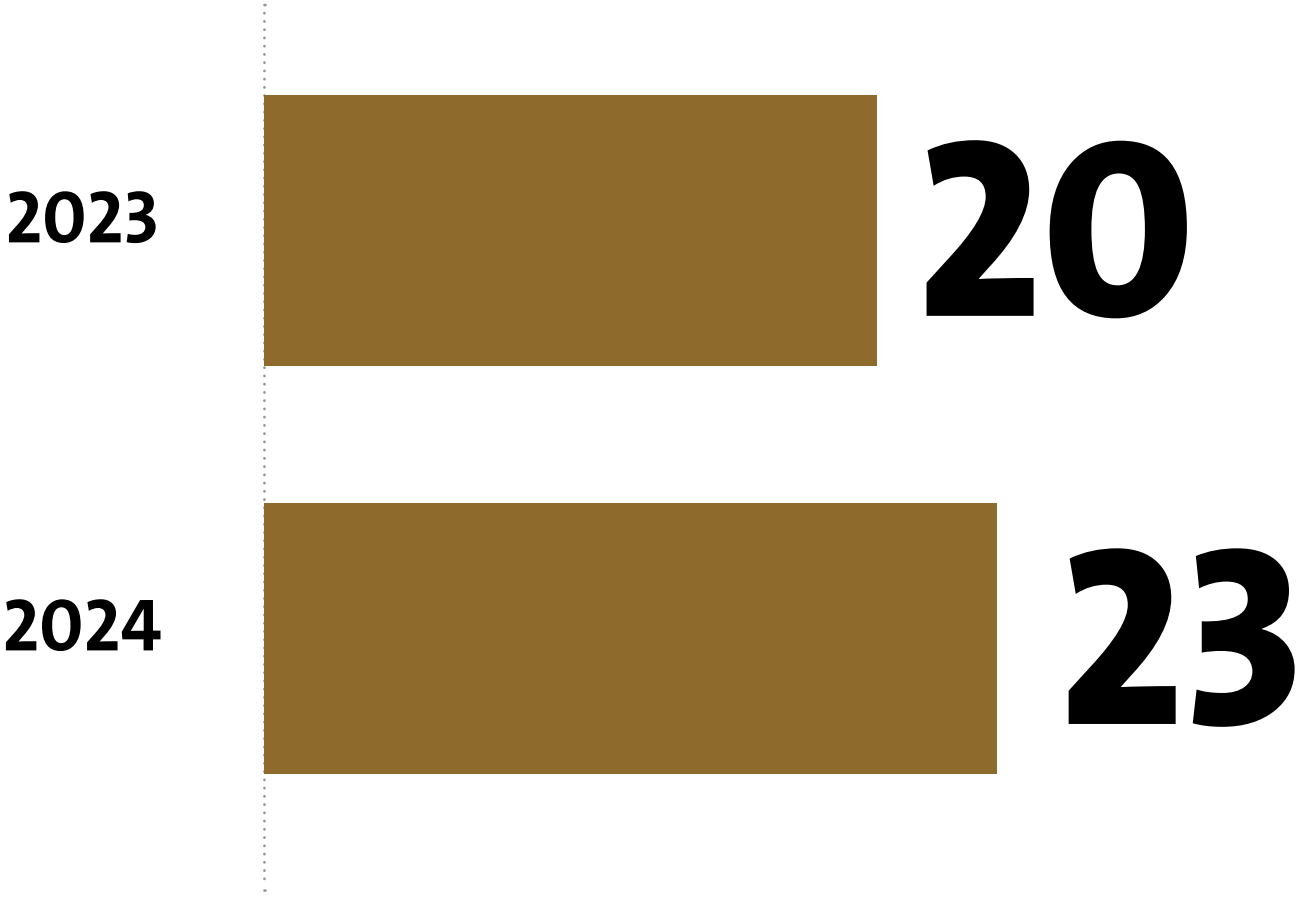
PEP initiatives, totaling 89, have led to tangible achievements that enhance the spiritual experience of Hajj and Umrah performers, transforming their journeys into unforgettable memories. In this manner, PEP supports the realization of Saudi Vision 2030 objectives related to the Hajj and Umrah sector, further affirming its leadership in serving pilgrims.

Initiatives for 2024

Total Number of Initiatives



Number of initiative owning entities



Status of PEP Initiatives

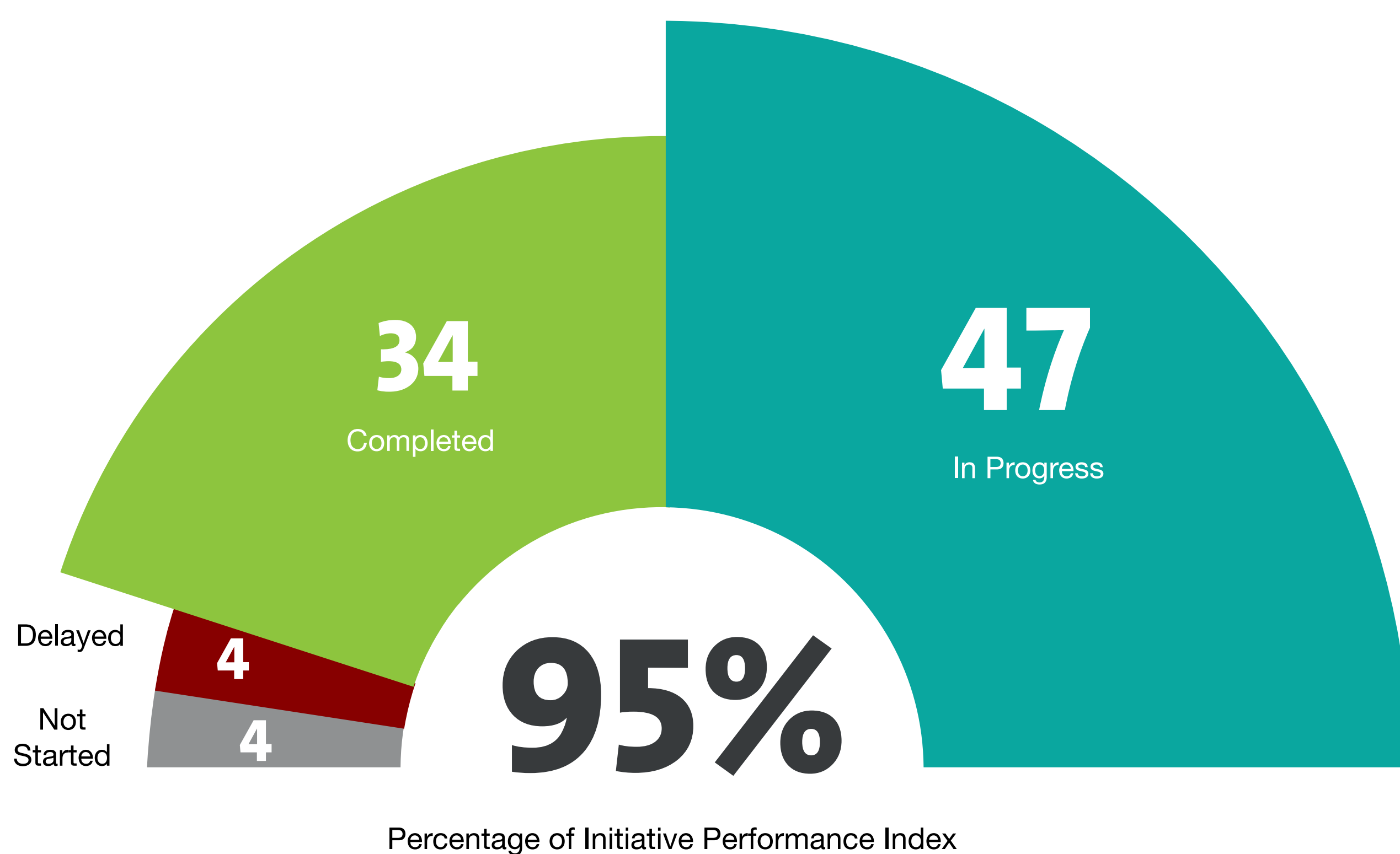
All parties are unifying their efforts and devoting them to the security and safety of pilgrims by implementing major projects, developing human resources, managing crowds, and harnessing the latest technologies and artificial intelligence applications. All this is done to achieve one goal:



The comfort of the pilgrims. These efforts have yielded, over the years, many unique and qualitative initiatives.

The efforts of the pilgrims program are yielding tangible achievements. **Its 89 initiatives** enhance the faith-based experience of pilgrims and Umrah performers, transforming their journey into an unforgettable experience. In doing so, the program contributes to achieving the goals of the Kingdom’s Vision 2030 and affirms its leadership in serving the pilgrims.

Tracking Progress: PEP Initiative Outcomes by the end of 2024



Initiatives

2024

Completed

On Track

Delayed

Not Started

Entity	Initiative	Performance Status
 Ministry of Interior 8 Number of Initiatives	01 Studying the development of governance system and strategy for crowd management of Hajj and Umrah Performers.	Completed
	02 Makkah Route Initiative.	Completed
	03 Makkah Route Initiative - Phase II.	Completed
	04 Studying establishment and development of monitoring and control systems in the Two Holy Mosques and the Holy Sites.	Completed
	05 Facilitating security procedures at airports.	On Track
	06 Installing electronic security screens to manage and organize crowds.	Completed
	07 Makkah Route (1445 AH).	Completed
	08 Facilitating passage of pilgrims to Makkah, the Holy Sites and the central region (Aber).	On Track

Entity	Initiative	Performance Status
 وزارة الحج والعمرة MINISTRY OF HAJJ AND UMRAH Ministry of Hajj and Umrah 11 Number of Initiatives	01 Holding a conference and exhibition for Hajj and Umrah services.	On Track
	02 Developing licensing standards for companies operating in Hajj.	On Track
	03 Establishing and operating a center for the transfer of pilgrims and joint operations in Holy Sites services.	On Track
	04 Licensing sectors operating in the pilgrims’ service system.	On Track
	05 Preparing quantitative and qualitative guide for Hajj services and their pricing mechanisms and implementation methods.	On Track
	06 Preparing studies and designs for the Hajj Museum.	On Track
	07 Strategic transformation of governance and privatization of routes and services for the Hajj transportation system.	On Track
	08 Establishment and operation of Pilgrims Voice Observatory.	On Track
	09 Pilgrims Awareness Center.	On Track
	10 Digital awareness solutions for the pilgrims.	Completed
	11 Pre-arrival preparations for foreign pilgrims.	Not Started

Entity	Initiative	Performance Status
 وزارة النقل والخدمات اللوجستية Ministry of Transport and Logistic Services 3 Number of Initiatives	01 Completing the road separating truck traffic from the Jeddah to Makkah motorway.	On Track
	02 Completing highway linking Makkah to Al Taif, Riyadh and Eastern Region.	On Track
	03 Completing direct motorway linking King Abdulaziz International Airport in Jeddah and Makkah.	On Track

Entity	Initiative	Performance Status
 وزارة الثقافة Ministry of Culture Ministry of Culture 3 Number of Initiatives	01 Developing content for Islamic and cultural historical sites in Madinah and Makkah.	On Track
	02 Clarifying boundaries and ownership of historical sites and resolving relevant complexities.	On Track
	03 Rehabilitation of historical sites in Makkah and Madinah.	Not Started

Entity	Initiative	Performance Status
 وزارة المالية Ministry of Finance Ministry of Finance 1 Number of Initiatives	01 Engineering design for the project to shade the roof of the Prophet’s Mosque.	On Track

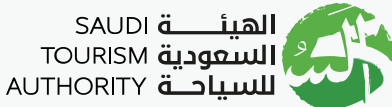
Entity	Initiative	Performance Status
 وزارة السياحة Ministry of Tourism Ministry of Tourism 1 Number of Initiatives	01 Identifying staff target groups and analyzing the rehabilitation programs to develop communication and hospitality skills.	Completed

Entity	Initiative	Performance Status
 وزارة الصحة Ministry of Health Ministry of Health 2 Number of Initiatives	01 Preparing Pilgrims for Hajj with Proper Health Measures Prior to Their Arrival 02 Improving efficiency of health sector services during Hajj and Umrah journey.	Completed On Track

Entity	Initiative	Performance Status
 وزارة الاستثمار Ministry of Investment Ministry of Investment 1 Number of Initiatives	01 Developing and marketing investment opportunities for investors in the pilgrim serving sector.	Completed

Entity	Initiative	Performance Status
 National Center for Non-Profit Sector 3 Number of Initiatives	01 Developing the capabilities of the nonprofit sector and enhancing coordination and integration.	On Track
	02 Empowering and organizing volunteer work for the pilgrims in Makkah and Madinah.	On Track
	03 Activating the assignment of government services for the pilgrims to the nonprofit sector.	Completed

Entity	Initiative	Performance Status
 Al Madinah Region Development Authority 16 Number of Initiatives	01 Prophet Muhammad's Migration Path.	On Track
	02 Developing the Battle of Badr area and its heritage assets.	On Track
	03 Enrichment centers and exhibitions.	On Track
	04 Humanizing roads in Madinah Central Area.	On Track
	05 Shuttle transportation to serve pilgrims in Al Madinah.	On Track
	06 Awarding development of Uhud Battle site (Sayed al Shuhada) to private sector.	Completed
	07 Establish and Activate the Destination Management Office in the Madinah Region to Enrich the Visitor Experience.	On Track
	08 Developing the Battle of the Trench site and its surroundings.	On Track
	09 Developing infrastructure and improving and promoting the non-investment-attractive Islamic and cultural historical sites in Al Madinah.	On Track
	10 Cultural events square in Madinah Central Area.	On Track
	11 Studying and awarding Bus Rapid Transit (BRT) project with a specific route to private sector companies.	On Track
	12 Designing Madinah Historical Route.	On Track
	13 Developing counselling system in Madinah Central Area.	Completed
	14 Initiative to develop Miqat Dhu al-Hulayfah.	Delayed
	15 Developing historical sites and associated.	On Track
	16 Activating participation in tourism exhibitions.	Not Started

Entity	Initiative	Performance Status
 Saudi Tourism Authority 10 Number of Initiatives	01 Marketing strategy to attract target groups for coming to perform Umrah.	Completed
	02 Developing an electronic library of Umrah content.	Completed
	03 Designing and activating operational, and human capital model for Umrah to excite and distribution.	Completed
	04 Initiative of Umrah Identity Enhancement Program to enhance Umrah locally, regionally and globally to the pilgrims	On Track
	05 Initiative of regional, local, and global communication and media program for pilgrims.	On Track
	06 Distributing Umrah programs and strategic partnership with travel agents and tour operators.	On Track
	07 Supervising initiatives of communication, media and identity enhancement programs.	On Track
	08 Building a digital platform for Umrah distribution and marketing.	On Track
	09 Building a business intelligence and data system for Umrah to excite and distribution”.	Completed
	10 Developing and operating an integrated system to take care of Umrah visitor during the entire journey.	Completed

Entity	Initiative	Performance Status
 General Authority For The Care Of The Two Holy Mosques 10 Number of Initiatives	01 Nursery project initiative in the vicinity of the Prophet’s Mosque.	Completed
	02 Studying establishment of visitor centers in Al-Masjid Al-Haram.	Completed
	03 General Services Center in the courtyards of Prophet’s Mosque.	Completed
	04 Studying comprehensive accessibility to Al-Masjid Al-Haram.	Completed
	05 Installing automatic fountains for Zamzam in Al-Masjid al-Haram.	Completed
	06 Improving Al-Rawda al-Sharifa visiting experience.	On Track
	07 Initiative of the Custodian of the Two Holy Mosques Translation Project in Prophet’s Mosque.	On Track
	08 Initiative of the Child Care Centre in the courtyards of Al-Masjid Al-Haram.	On Track
	09 Improving experience of elderly and people with disabilities in the courtyards of the Prophet’s Mosque.	Delayed
	10 Developing Pilgrims Experience at the Two Holy Mosques.	Delayed

Entity	Initiative	Performance Status
 الهيئة الملكية لمدينة مكة المكرمة والمشاعر المقدسة ROYAL COMMISSION FOR MAKKAH CITY AND HOLY SITES Royal Commission For Makkah City And The Holy Sites 6 Number of Initiatives	01 Supervising the contract for implementation of Makkah bus lanes infrastructure project.	Completed
	02 Studying the development of bus stations located around the Haram.	Completed
	03 Implementing bus lanes infrastructure and station facilities for the first phase of the Makkah transport network.	Completed
	04 Studying the development of pedestrian services in Makkah Central Area.	Completed
	05 Initiative for the Strategy of Historical and Enrichment Sites in Makkah.	Completed
	06 Studying development of facilities and services at Keddi Station.	Completed

Entity	Initiative	Performance Status
 الهيئة العامة للطيران المدني General Authority of Civil Aviation General Authority of Civil Aviation (GACA) 4 Number of Initiatives	01 Developing a digital system to manage and follow up the movement of pilgrims at focal points within Airport.	On Track
	02 Studying increasing the capacity of air transport flights available to the pilgrims.	Completed
	03 Developing and improving project at Prince Mohammed bin Abdulaziz International Airport.	Completed
	04 Re-engineering procedures, modernizing air transport systems and studying development of a shared port management system for pilgrims.	Completed

Entity	Initiative	Performance Status
 جامعة أم القرى معهد خادم الحرمين الشريفين Custodian of the Two Holy Mosques Institute for Hajj and Umrah Research 1 Number of Initiatives	01 E-training initiative for workers in the Hajj and Umrah sector.	Completed

Entity	Initiative	Performance Status
 دارّة الملك عبدالعزيز KING ABDULAZIZ FOUNDATION FOR RESEARCH AND ARCHIVES King Abdulaziz Foundation for Research And Archives 1 Number of Initiatives	01 Encyclopedia of Hajj and the Two Holy Mosques and the Historical Atlas of the Prophet's biography.	On Track

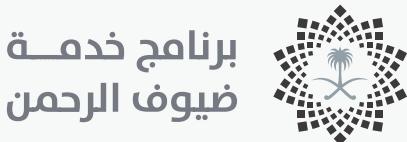
Entity	Initiative	Performance Status
 أوقاف AWQAF General Authority for Awqaf (GAA) 1 Number of Initiatives	01 Establishing endowments dedicated to serving pilgrims.	On Track

Entity	Initiative	Performance Status
 مدينة الملك عبدالعزيز للعلوم والتقنية KACST King Abdulaziz City for Science and Technology (KACST) 1 Number of Initiatives	01 Comprehensive 3D Imaging Initiative for the Two Holy Mosques and 360 degrees.	On Track

Entity	Initiative	Performance Status
 Transport General Authority (TGA) 1 Number of Initiatives	01 Automated Rapid Transit (ART) initiative to serve pilgrims.	On Track

Entity	Initiative	Performance Status
 Saudi Red Crescent Authority 1 Number of Initiatives	01 Enhancing capabilities of employees in Hajj and Umrah participating entities on first responder skills.	Delayed

Entity	Initiative	Performance Status
 General Authority for Statistics 1 Number of Initiatives	01 Initiative to build a national statistical information register and guide for the Hajj and Umrah Service Sector.	On Track

Entity	Initiative	Performance Status
 Pilgrim Experience Program Office 3 Number of Initiatives	01 Establishing Pilgrim Experience Program Office.	Not Started
	02 Hajj and Umrah Sector Governance for Research, Development and Innovation.	Completed
	03 Developing comprehensive plans for the 1445 and 1446 Hajj seasons and follow-up its implementation.	On Track

Pilgrims can denote both Hajj and Umrah performers

From Idea to Memory

01

Pre-arrival

02

**First
Impression**

03

**Performing
Nusuk**

04

**Discovering
the Kingdom**

Stage One

Pre-arrival



Global Embrace: Welcoming Pilgrims Worldwide

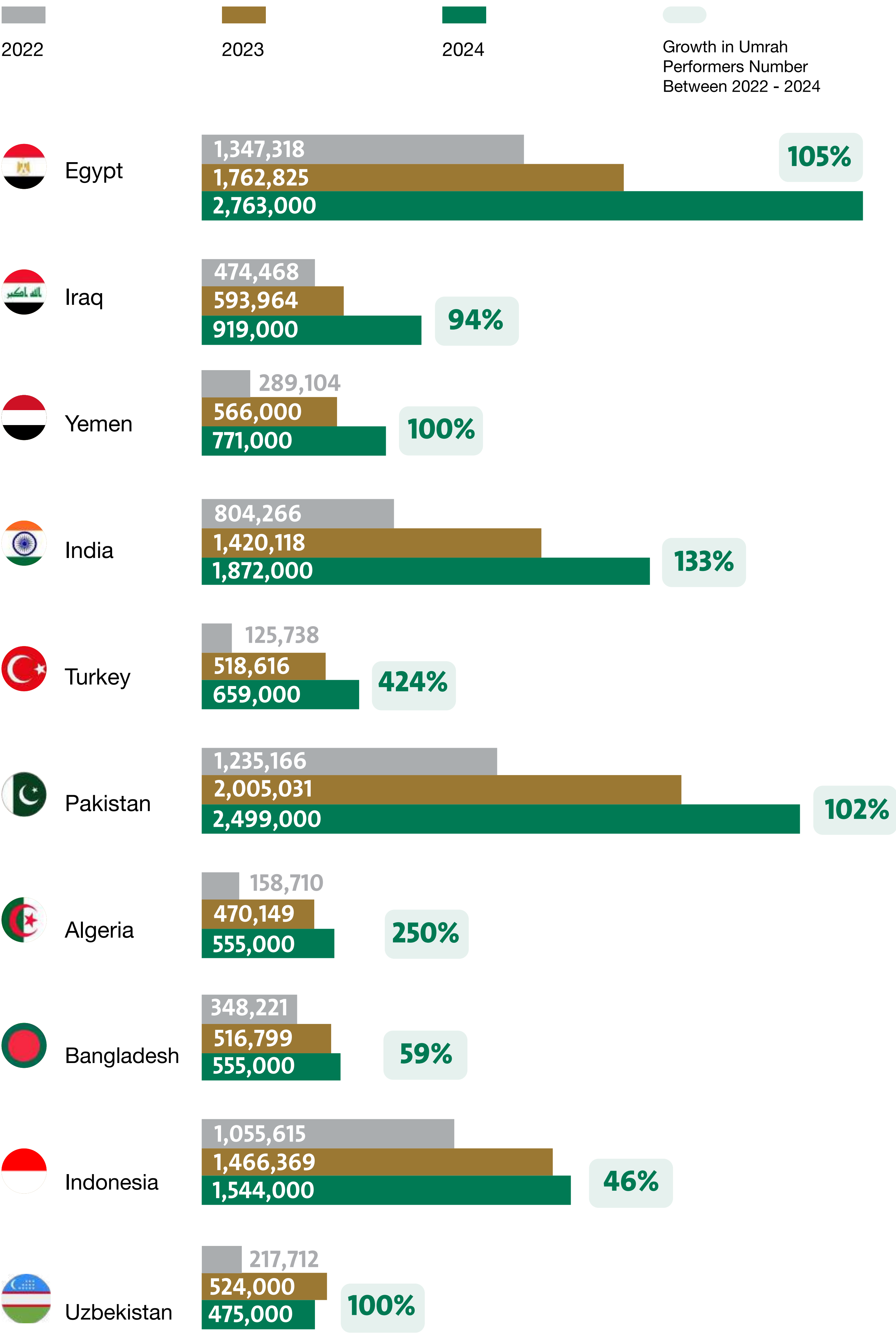
Their homelands may differ, their aspirations may vary, and their needs may fluctuate, yet their compass remains steadfastly pointed toward the heavens. Their hearts are filled with devotion, humility, and longing for the mercy of One Lord, who descends from His throne to listen to their deepest prayers, earnest supplications, and wishes.

On the sacred grounds of the Two Holy Mosques, people from all nations come together under the banner of faith. From every continent, Pilgrims of the Two Holy Mosques arrive, bringing their cultures and longing for Al-Masjid Al-Haram and Al-Masjid an-Nabawi. Behind this spiritual journey lie human stories intertwined with the Kingdom's efforts to ensure every pilgrim feels like they are in their second homeland.

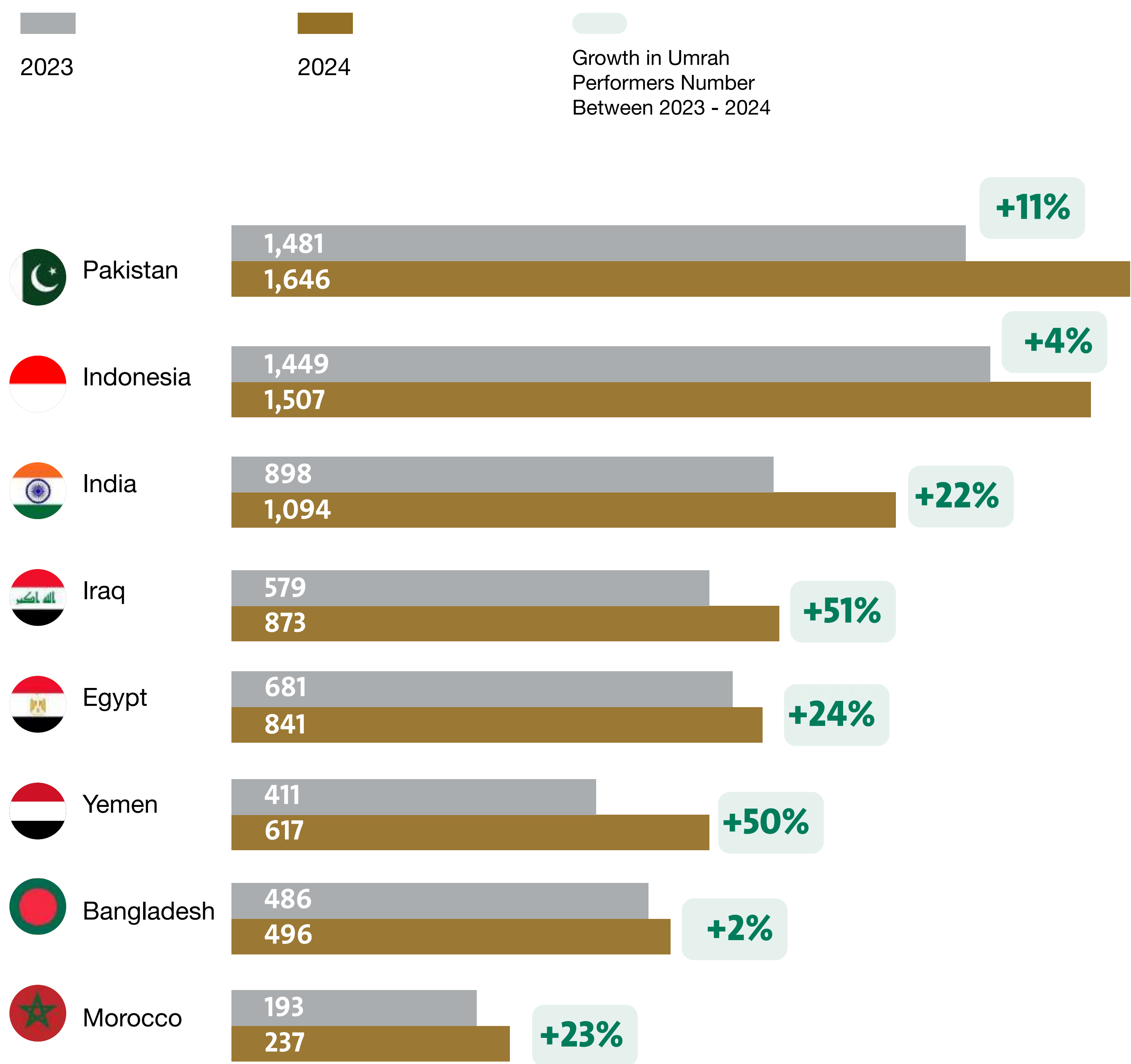


Top 10 Countries Sending Pilgrims for Umrah

The top 10 nationalities accounted for 75% of the total number of pilgrims arriving from abroad to perform Umrah.



Top 8 Nationalities Arriving for Umrah (Umrah Visa) (Thousands)



↑ +8%

Growth Achieved in
Total Umrah Performers
Arriving on Umrah Visas.

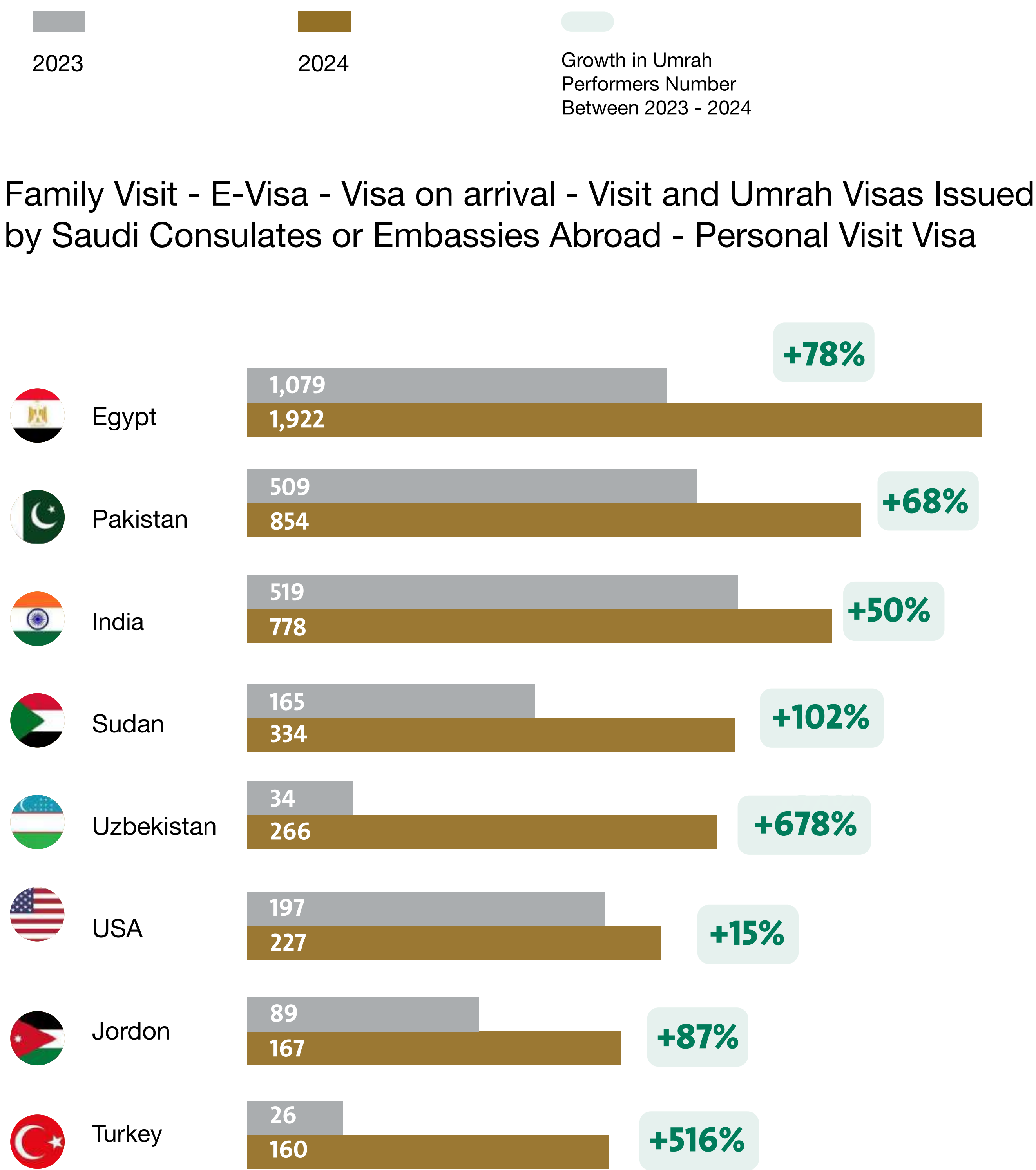
2023
2024



Country with
highest growth
rate

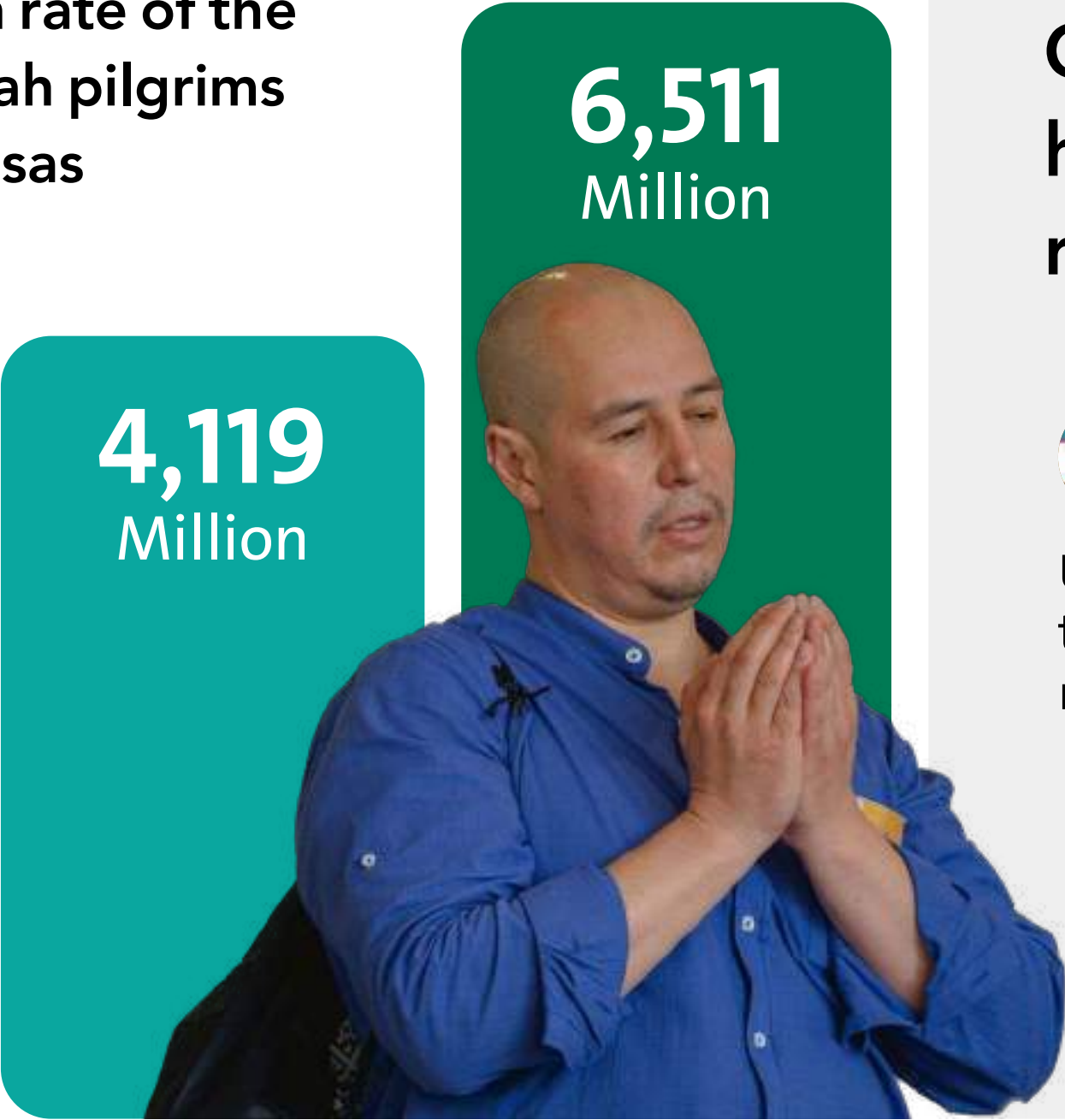
51%
Pilgrims from Iraq
recorded the highest
growth rate

Top 8 Nationalities Arriving for Umrah (Other Visas) (Thousands)

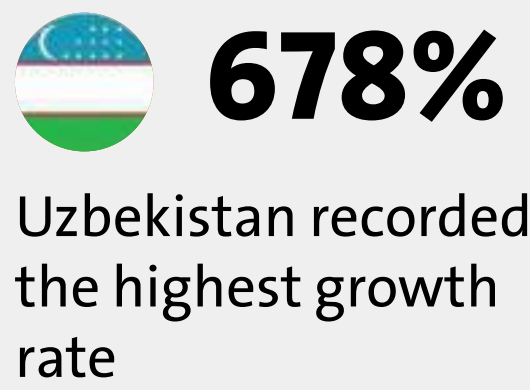


↑ +58%

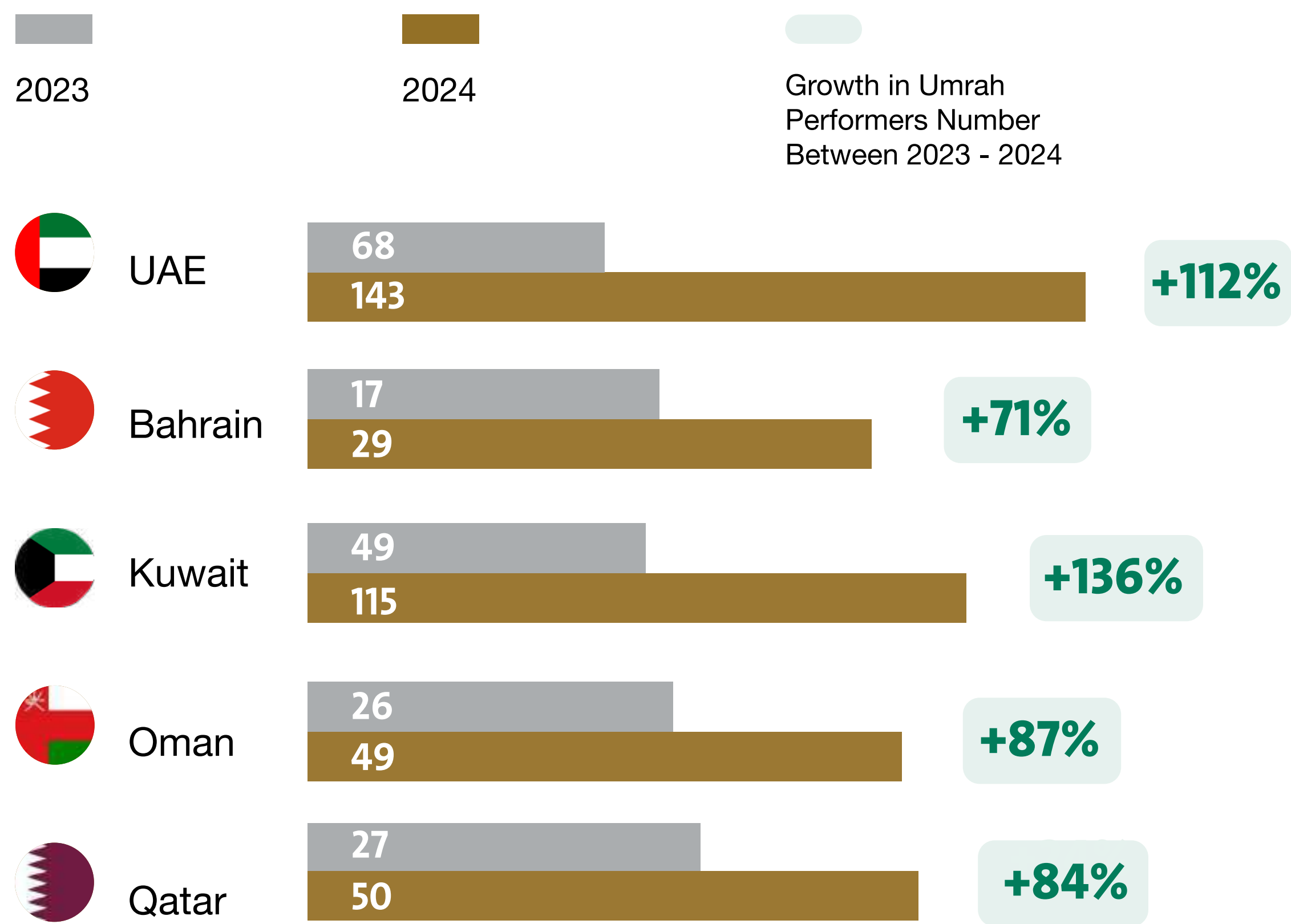
The achieved growth rate of the total number of Umrah pilgrims arriving with other visas



Country with the highest growth rate



Number of GCC citizens coming for Umrah (Thousands)



↑ +107%

Growth Achieved in Total Umrah Performers Arriving on Umrah Visas from GCC Nationalities.



187,000
Thousand

386,000
Thousand



Country with the highest growth rate

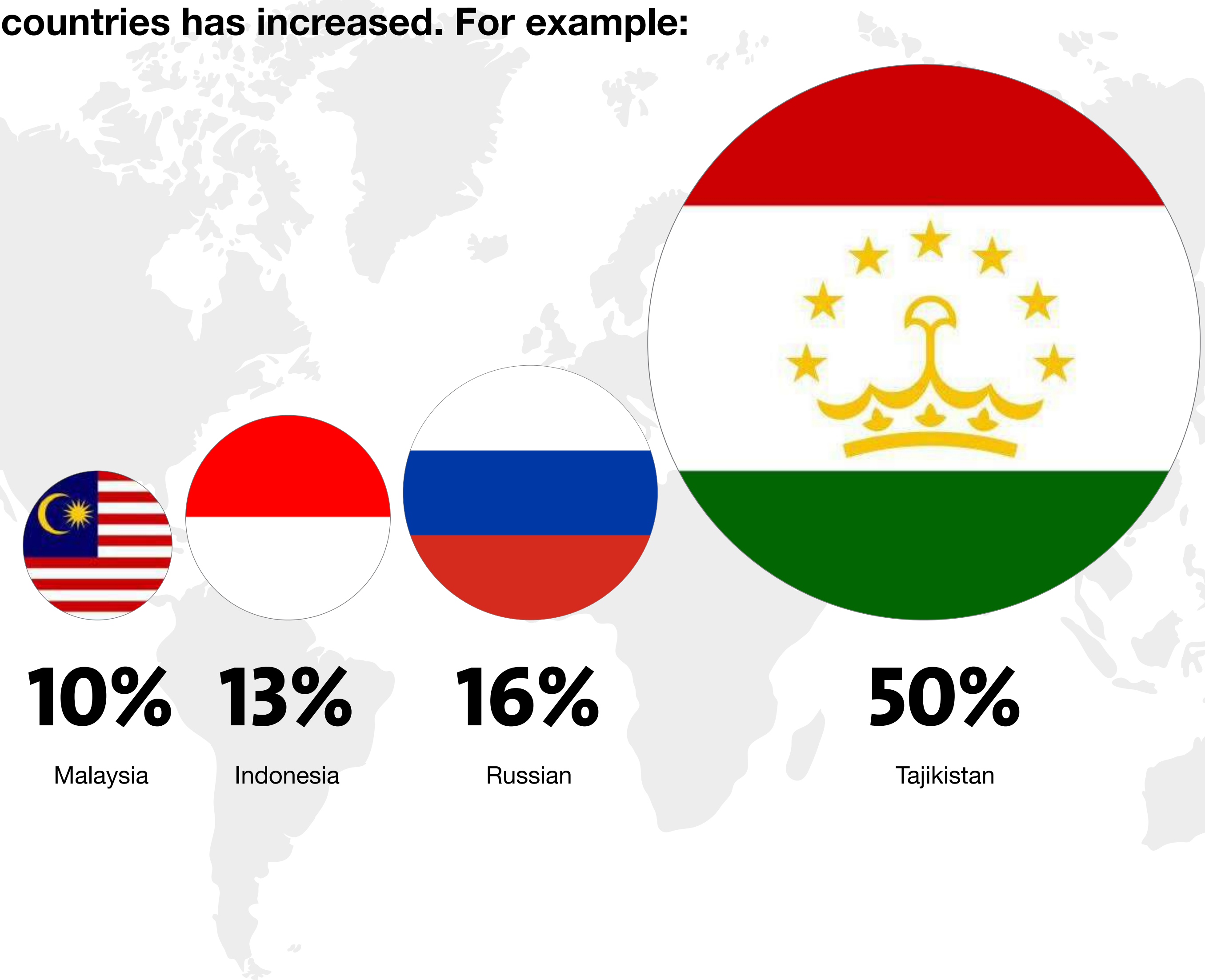
 136%

Pilgrims from Kuwait recorded the highest growth rate

The year 2024 saw



These visits have contributed to addressing key challenges and identifying tangible solutions that facilitate the Pilgrims' arrival to the Kingdom, enabling them to perform their rituals with ease and tranquility. As a result, the number of Umrah pilgrims from these countries has increased. For example:



Initiatives Contributing To Improving Pre-arrival Of Pilgrim

01 Makkah Route



The Makkah Route: A New Standard in Pilgrimage Efficiency

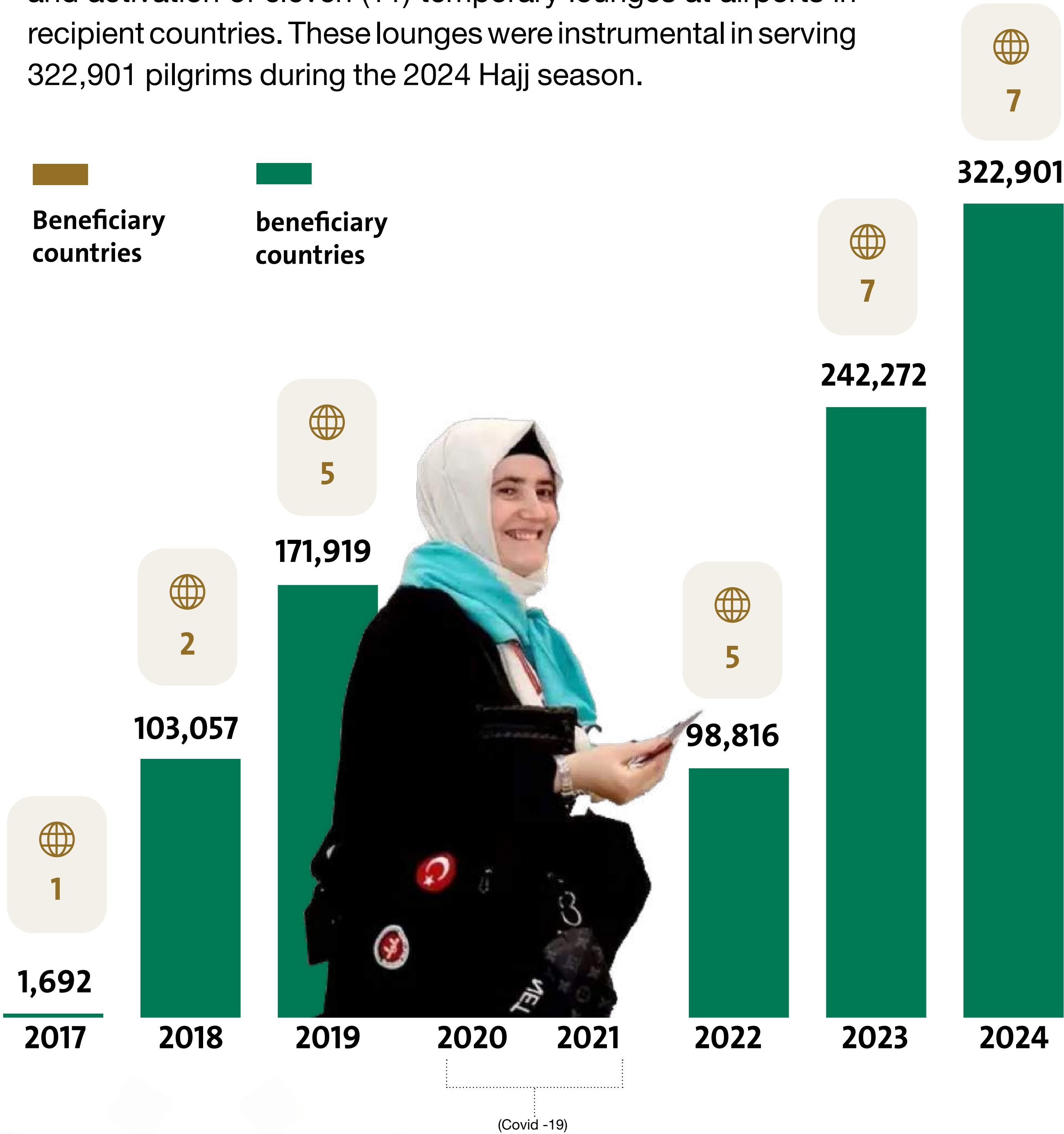
This initiative is one of the Ministry of Interior’s key efforts under Pilgrims Experience Program (PEP), a key component of Saudi Vision 2030, launched in 2017. The initiative aims to deliver exceptional services to pilgrims by completing all necessary procedures while they are still in their home countries. These Services include electronic visa issuance, biometric data collection, baggage sorting and tagging, and the completion of passport procedures at their country’s airport. Upon arrival in the Kingdom through either King Abdulaziz International Airport in Jeddah or Prince Mohammed bin Abdulaziz International Airport in Madinah, requiring no further procedures. Pilgrims are then directly transported to their accommodations via designated buses without waiting for their luggage, which is later transferred to their lodging without delay.



13 Stations in 8 Countries

The beneficiaries of the Makkah Route Initiative since its launch

Entering its sixth year, the initiative accomplished the creation and activation of eleven (11) temporary lounges at airports in recipient countries. These lounges were instrumental in serving 322,901 pilgrims during the 2024 Hajj season.



940,657 Pilgrims

Total Beneficiaries of Initiative Since Launch

Beneficiary countries

- 

Pakistan
- 

Malaysia
- 

Morocco
- 

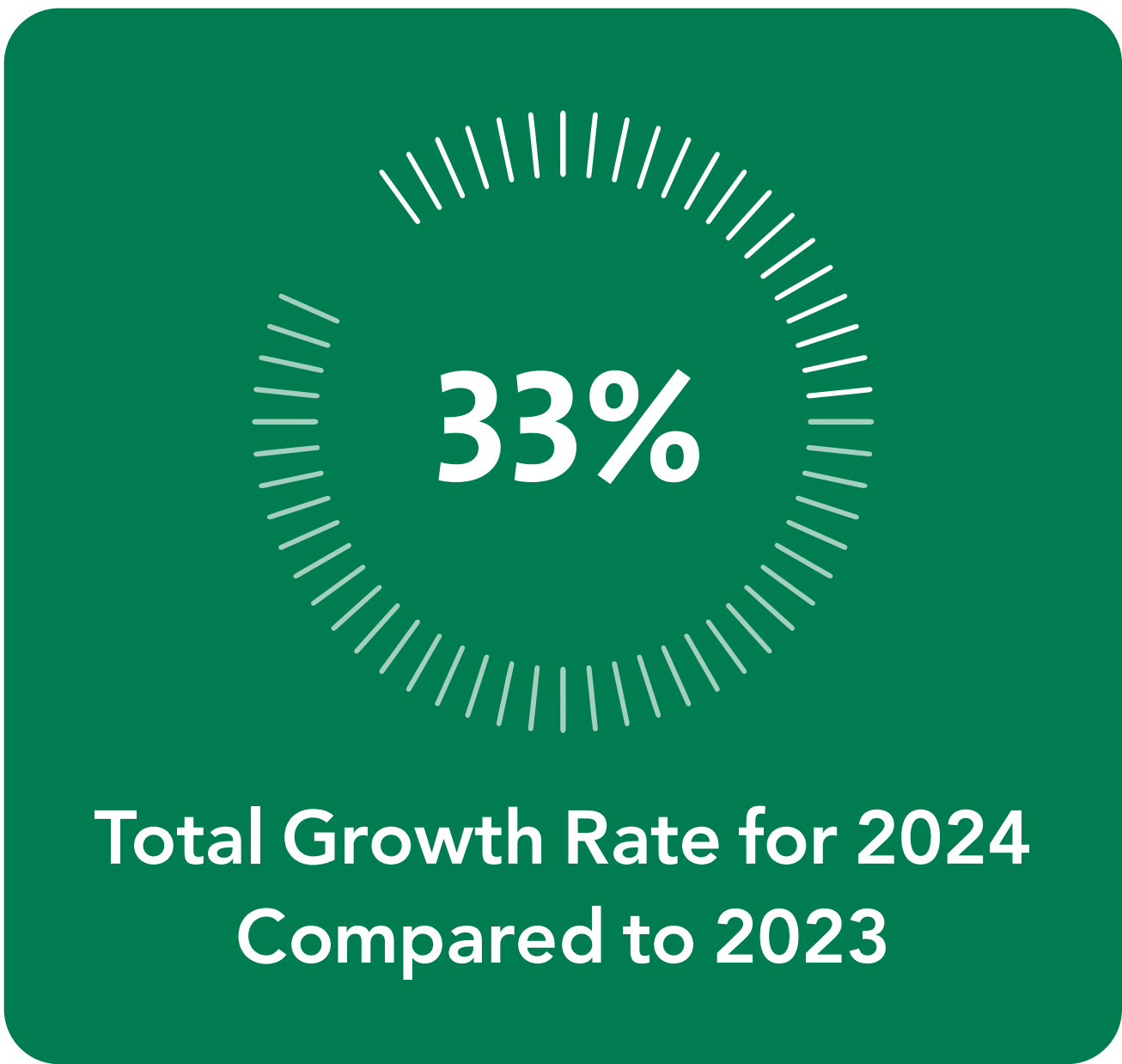
Indonesia
- 

Côte d'Ivoire
- 

Turkey
- 

Bangladesh
- 

Tunisia



Highlights of Makkah Route Initiative

	2023	2024
 Initiative Duration	35 Days	
 Number of air flights	667 Journey	922 Journey
 Service Stations	74 Station	93 Station
 Mobile Support Bags	31 Bag	43 Bag
 Average Check-in Time Per Pilgrim	50 Second	

02

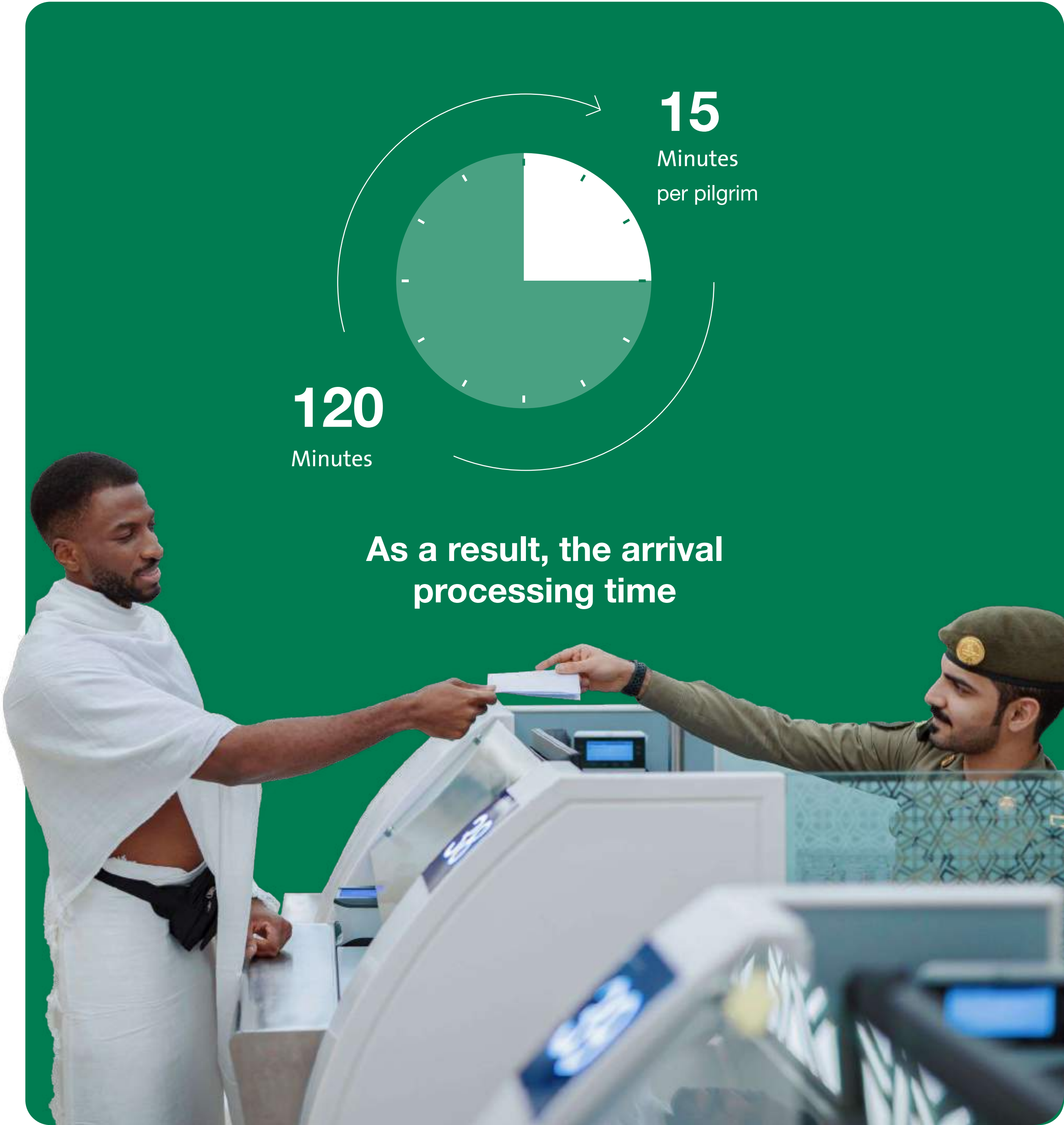
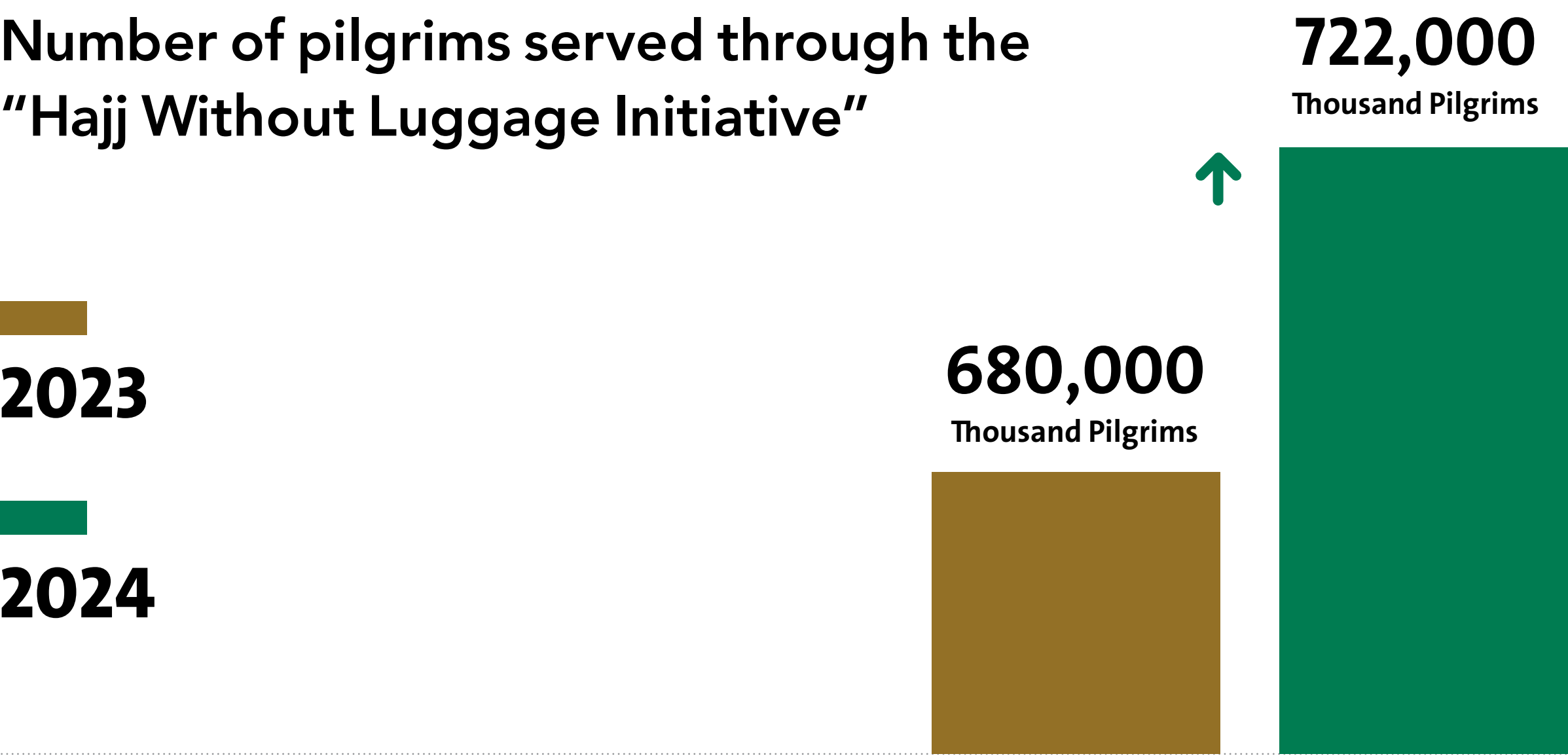
Hajj Without Luggage Initiative



Liberated Journeys: The ‘No Luggage’ Pilgrimage Revolution

Hajj Without Luggage” Initiative aims to enhance the pilgrimage experience by providing centralized luggage handling services, allowing pilgrims to travel without carrying their belongings. luggage is delivered directly to accommodations in Makkah and Madinah, reducing time and effort.

Number of pilgrims served through the “Hajj Without Luggage Initiative”



Health of Pilgrims



Guardians of Wellness: A Healthy Pilgrimage Experience

Ministry of Health has implemented a comprehensive electronic system to connect accredited medical centers worldwide. This system aims to facilitate the exchange of pilgrims' health data and ensure their compliance with required health regulations before arrival.

1,611,310

Pilgrims have been served from abroad



An electronic system connected to internationally accredited centers

300

Medical centers worldwide



04

Digital Awareness Solutions Initiative



Knowledge at Your Fingertips: Multi-Lingual Pilgrimage Guidance

A digital awareness initiative designed to provide pilgrims with accurate and comprehensive information about Hajj rituals in multiple languages—starting with five and expanding to eight languages by 2024. This initiative enhances awareness and streamlines Hajj and Umrah procedures through:



An educational platform

To raise awareness about Hajj and Umrah journey



A developed website

Offering complete information about pilgrimage



Educational system

powered by state-of-the-art technologies

05

Awareness platform



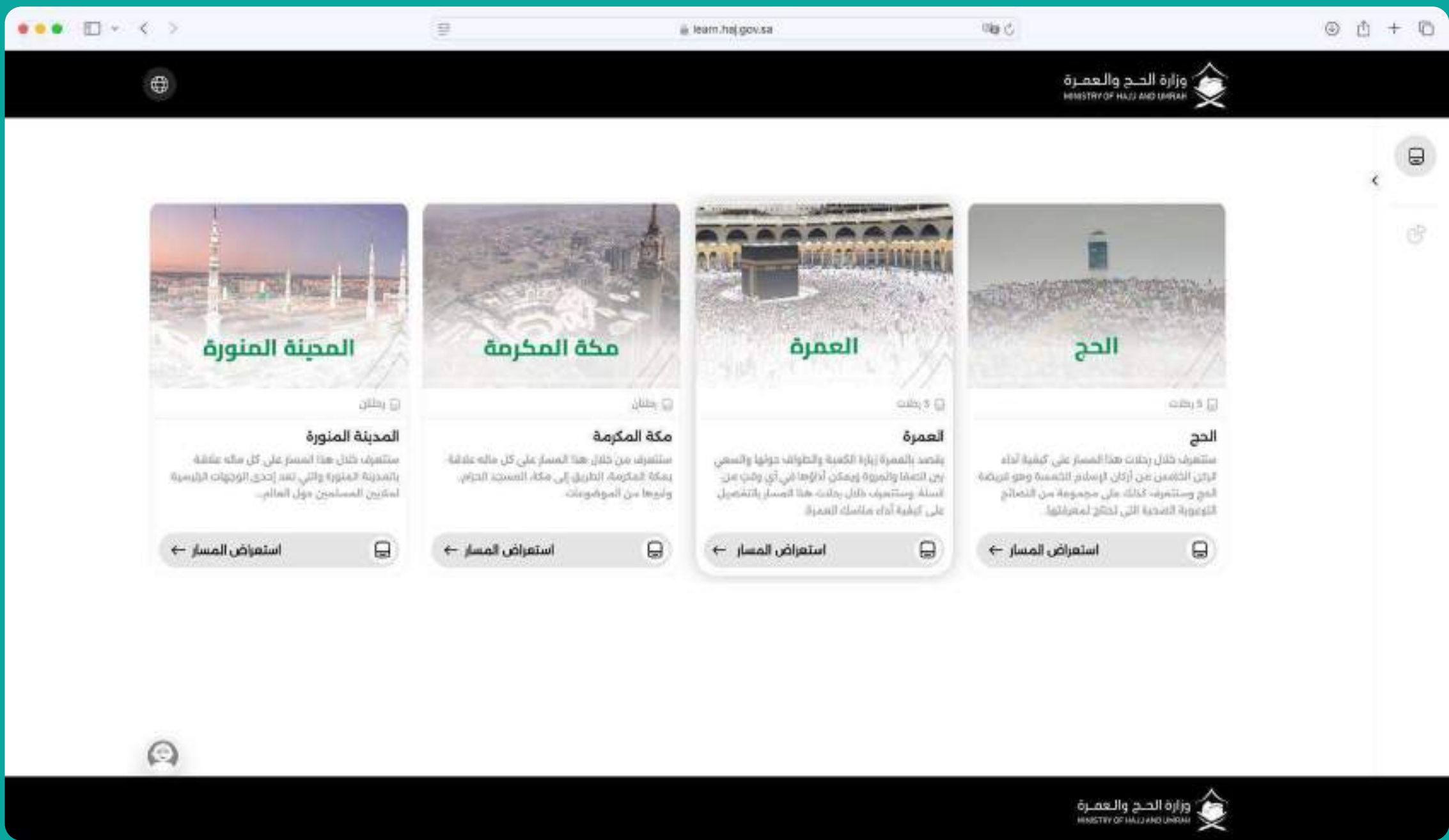
The awareness platform enriches the pilgrims with information, advice, and guidance that facilitates the performance of Hajj and Umrah rituals with ease and peace of mind, and informs them of the most important services provided in the Two Holy Mosques.

12

Cognitive journey

4

Paths



Featured Topics

How to perform the two pillars of Umrah: Tawaf and Sa'i

The most important services provided in the Grand holy Mosque

The most important services provided in the Prophet's Mosque

How does a pilgrim spend the Day of Arafah?

The most important Sunnahs of Ihram

Supporting and Facilitating

Initiatives to Welcome More Pilgrims



To provide a rich and comprehensive visit experience, Saudi Tourism Authority and Pilgrim Experience Program collaborate to highlight historical and cultural sites in Makkah and Madinah. These efforts offer diverse programs that enrich pilgrims’ religious and cultural journey.

01

Welcoming pilgrims for the purpose of performing Umrah

02

Developing a content library that includes creative images and videos

03

Expanding the distribution partner network for Umrah packages and services

Initiative of “Distributing Umrah Programs and Strategic Partnerships with Travel Agents and Tour Operators”



An initiative to develop and operate an integrated system to care for Umrah pilgrims throughout their entire journey

Design and implement a care strategy for Umrah pilgrims by updating the Visitor Care Center to include handling all inquiries, complaints, suggestions, and emergencies. All visitor correspondence and communications will be handled through the Customer Relationship Management (CRM) system. An integrated system for Umrah visitor care centers will also be operational for one year.

Developing an Electronic Library for the content of the Umrah journey.

This initiative focuses on creating a comprehensive library of creative photos and videos that depict Umrah rituals, capture scenes from the Two Holy Mosques in Makkah and Madinah, and attractions from Islamic historical sites. This content will be utilized in campaigns and social media, serving Umrah partners and preserved in an electronic library dedicated to Umrah content.

Initiative of Communication and Media Program for Regional, Local and Global Audience

This program aims to introduce global audiences and partners to the facilitation, modifications, and updates related to Umrah, in collaboration with Saudi Tourism Authority and Ministry of Tourism.



Initiative of Developing and Activating the Operational and Human Model for Promoting Umrah

Saudi Tourism Authority, Ministry of Tourism, and Pilgrim Experience Program have collaborated to implement an operational and human-centered model aimed at enhancing the Umrah experience, making it more accessible and seamless for pilgrims.

Initiative of Developing a Digital System for Umrah Services

Building a digital services system for pilgrims and visitors, enabling them to access personalized content and services provided by entities affiliated with both the public and private sectors across the Umrah and visitation sectors, in partnership with the Saudi Tourism Authority for a period of 25 months.

Initiative of Building Business Intelligence and Data System

This initiative involves creating an electronic business intelligence and data system for the to excite and distribution of Umrah services, developed over 19 months in partnership with the Saudi Tourism Authority.



Electronic system

Initiative of Umrah Identity Enhancement Program

This program is designed to enhance the identity of Umrah through a series of awareness and creative campaigns under the theme “Umrah Journeys.”

Key Figures:

2

Advertising campaigns for 2023

3

Advertising campaigns for 2024

Initiative of Establishing and Activating Madinah Visitor Experience Enrichment Office

This initiative involves the establishment and activation of a Destination Development Office focused on enriching the visitor experience. It aims to raise awareness and enhance the perception of over 80 destinations and more than 30 experiences for 18 months across Makkah, Riyadh, the Eastern Province, Gulf Countries, Turkey, and Central Asia in collaboration with Al-Madinah Region Development Authority.

+80

Destination

+30

Experience

Initiative to Oversee Communication and Media Programs and Strengthen National Identity

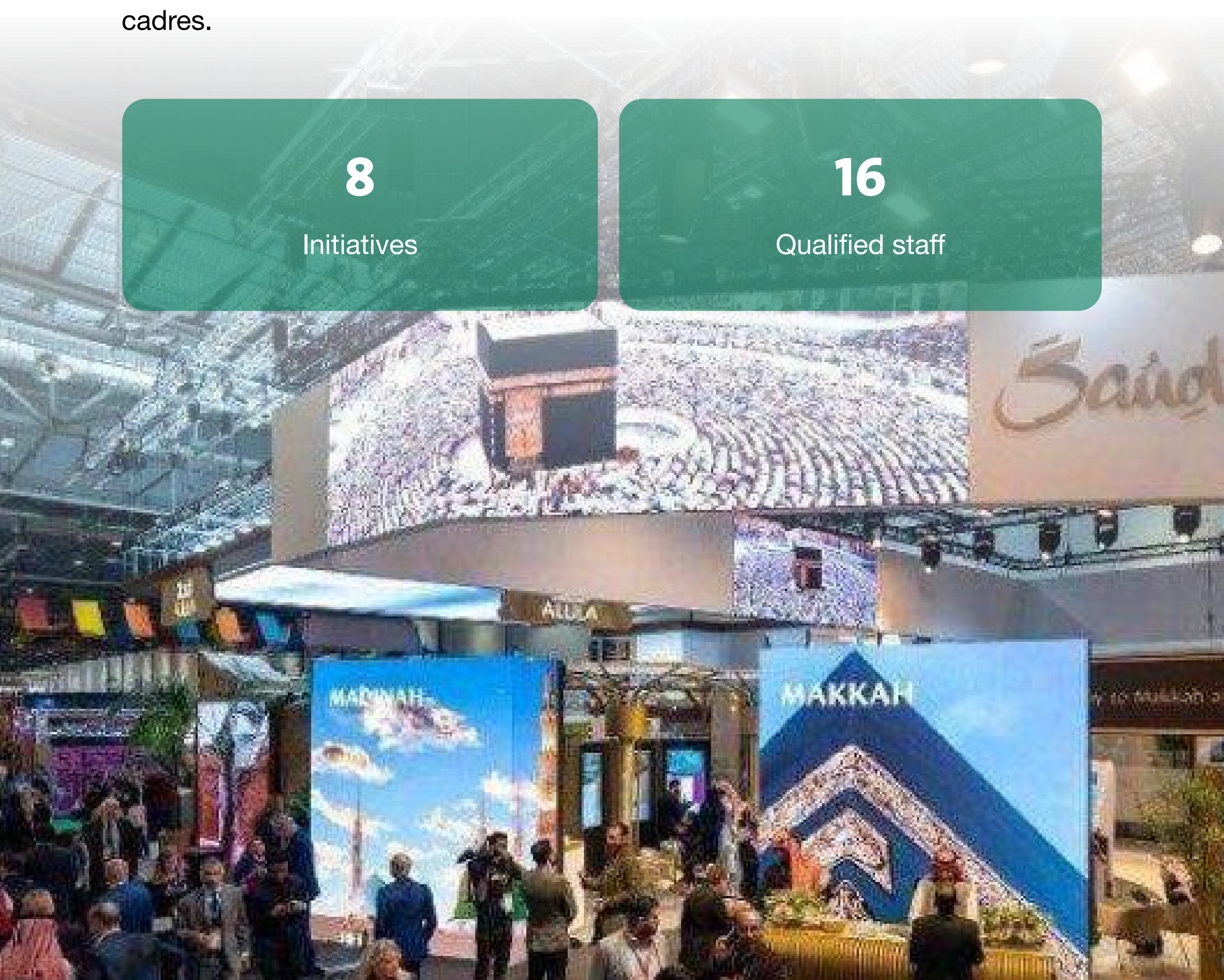
Establishing an awareness office for Umrah within the Saudi Tourism Authority and technical supervision of the implementation of contracts for communication, media, and identity promotion programs (8 initiatives) in the Saudi Tourism Authority and the implementation of contracts for communication programsprogram initiatives for 27 months with 16 qualified cadres.

8

Initiatives

16

Qualified staff



Smart Pilgrimage: Digital Innovations at Every Step

With the rapid advancements in digital technology, applications and online platforms have become essential tools in enhancing pilgrims’ journey, ensuring a seamless and comfortable experience. The Kingdom of Saudi Arabia has launched a suite of integrated digital platforms to assist Hajj and Umrah performers throughout their journey, starting from journey planning until rituals performance.

These digital solutions highlight the Kingdom’s commitment to providing a distinguished experience for pilgrims, contributing to facilitating their spiritual journey from planning to departure from the Holy Sites.



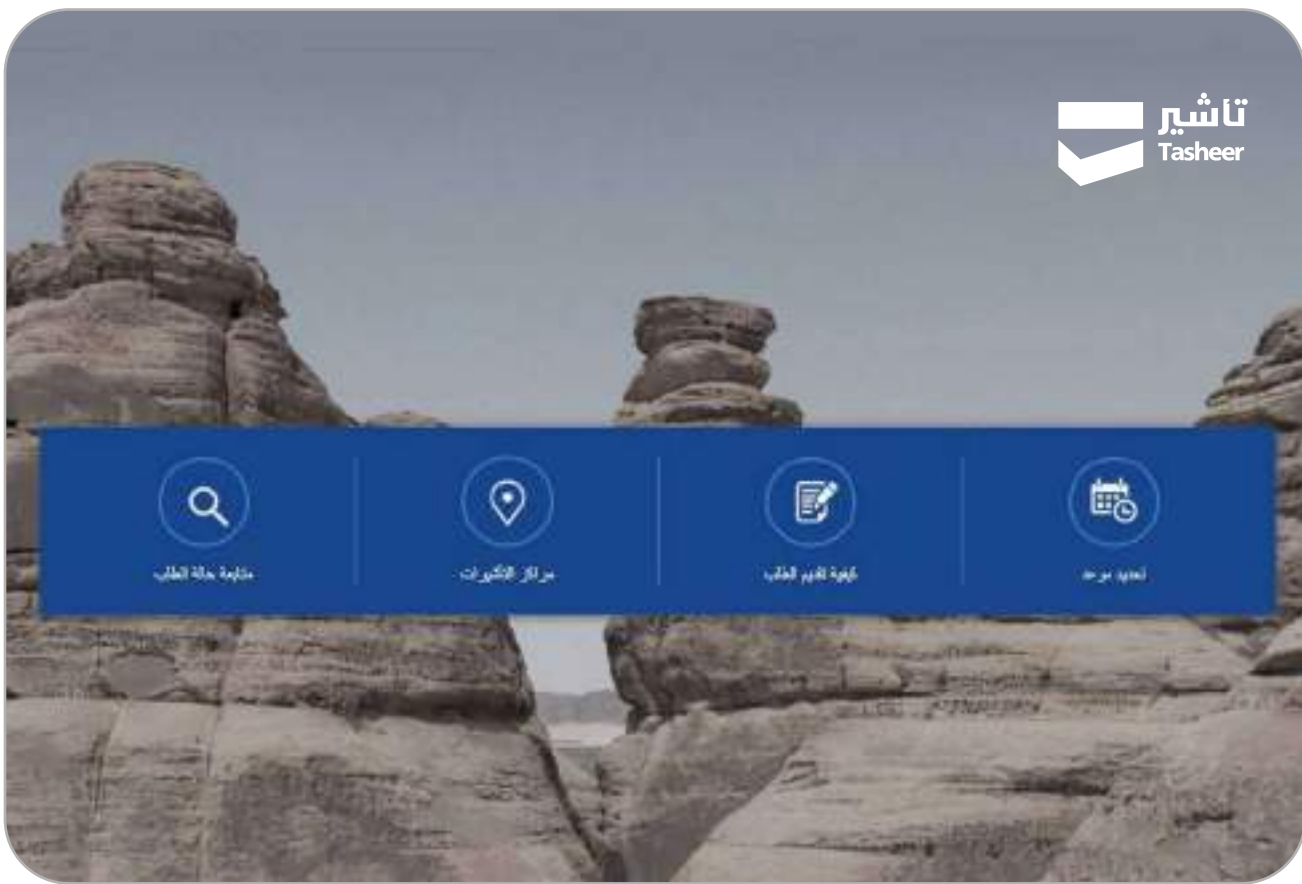
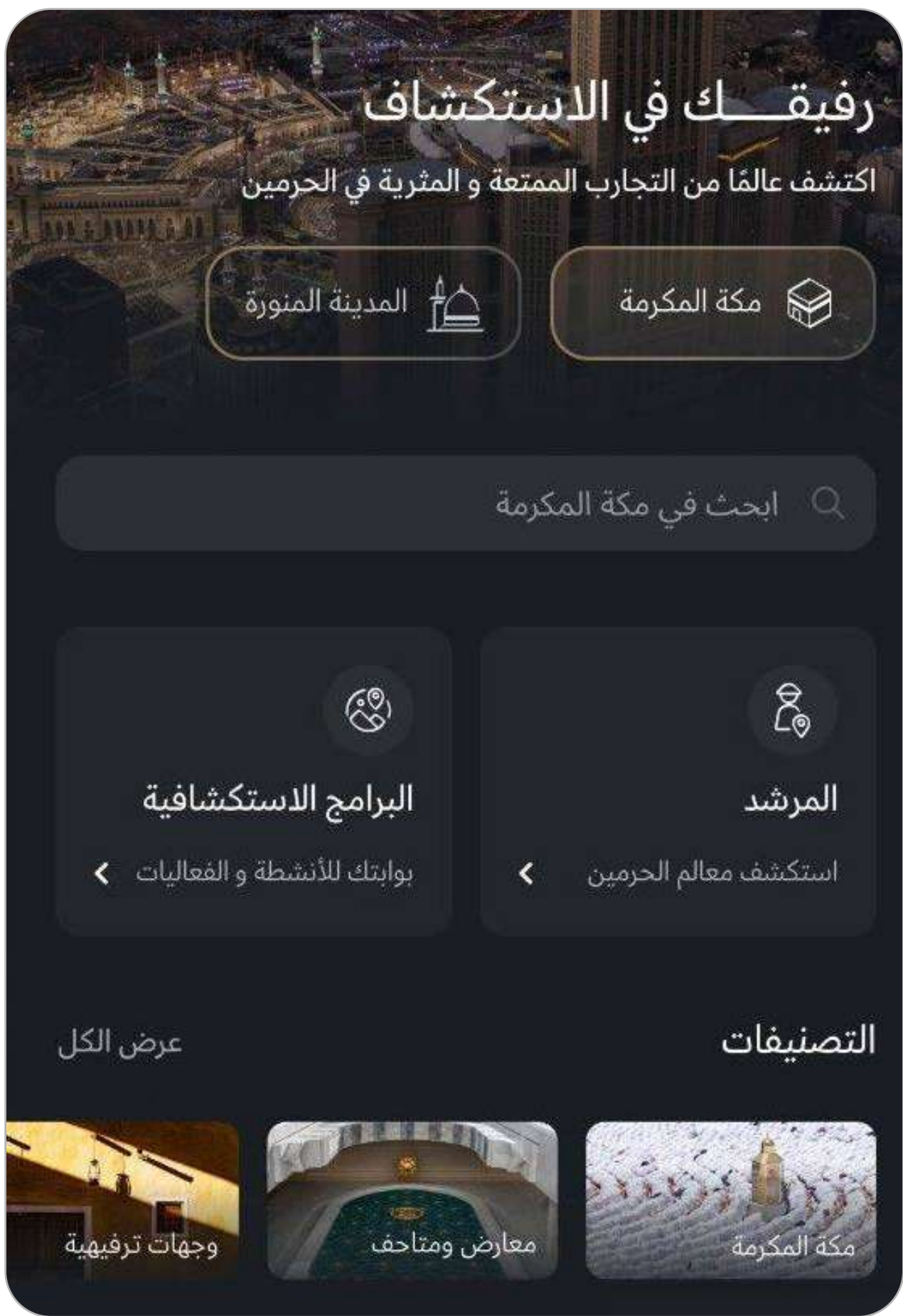
Nusuk Platform



Tasheer centers



(KSA VISA)





(KSA VISA)

Gateway to Worship: KSA’s Seamless Visa System

An electronic platform launched by the Kingdom of Saudi Arabia that integrates 30+ ministries, government agencies, and private sector organizations to provide integrated and diverse services, line with the objectives of Saudi Vision 2030.



Facilitate issuance of all types of visas, including Hajj, Umrah, and visitor visas.



User friendly interface and a smart search engine that helps beneficiaries find the information they need quickly and easily.

Provides a one-stop shop for all visa requirements and allows beneficiaries to easily track their requests



02

Tasheer Centers



Tasheer: Accelerating Pilgrimage Through Smart Solutions

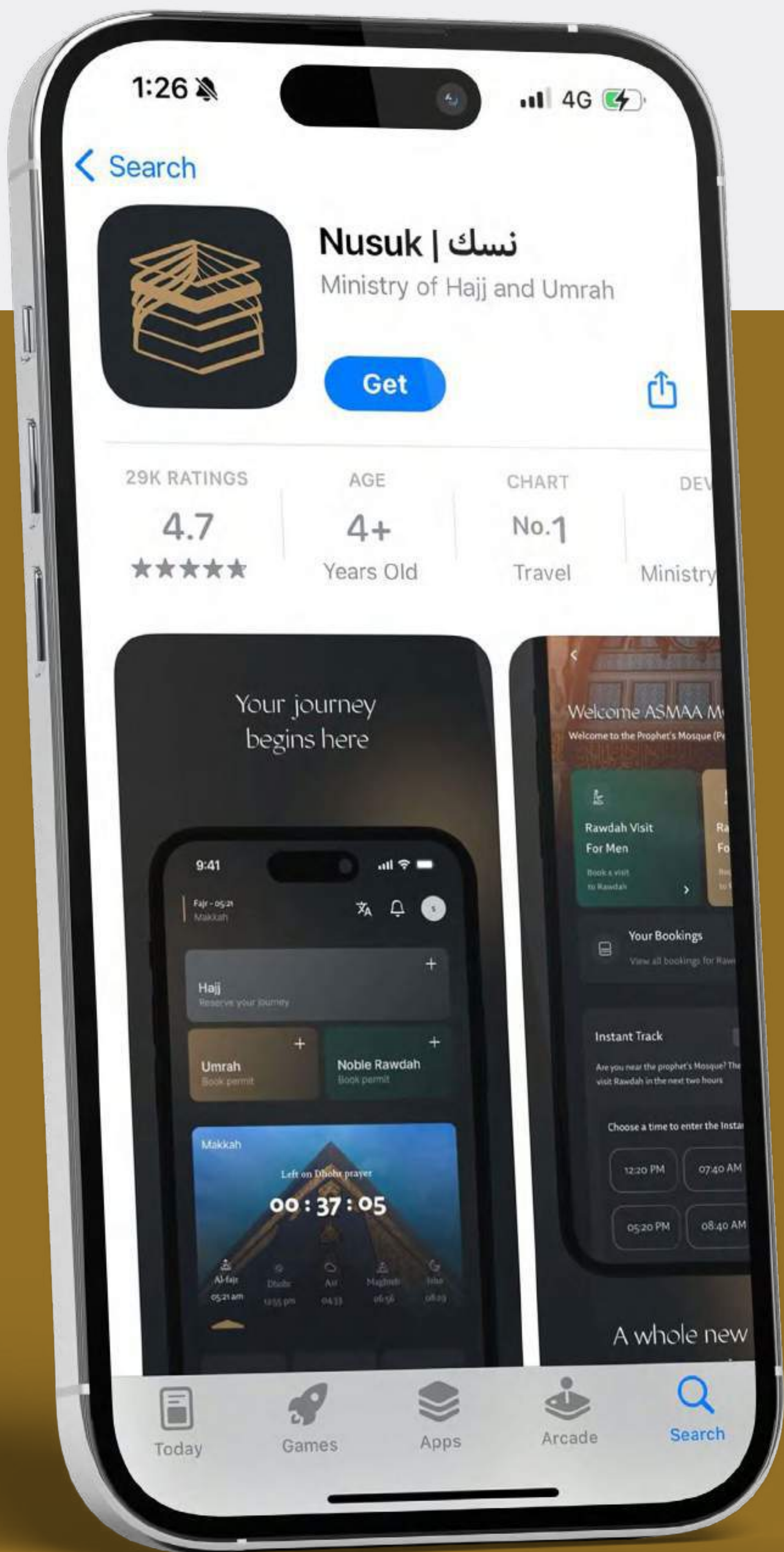
Since its establishment in 2019, the Saudi Visa and Travel Solutions Company (Tasheer) has been dedicated to facilitating travel procedures for beneficiaries, particularly pilgrims, from the moment they apply for a visa until their arrival in the Kingdom. As a national company owned by Tahakom Investments Company, Tasheer streamlines procedures, expedites transactions, and provides innovative solutions to enhance the experience of pilgrims and Umrah performers in seamless coordination with relevant stakeholders.





Hajj and Umrah have never been easier

Nusuk: Your Spiritual Journey, Seamlessly Delivered
To facilitate Hajj and Umrah, Saudi Arabia has embraced advanced digital solutions. The Nusuk Platform offers comprehensive end-to-end services for pilgrims, where smart airport pathways, powered by biometric technology, expedite entry and exit procedures, saving valuable time for the pilgrims.



Stages of Nusuk Platform Development



2020 Eatamarna Application

“Eatamarna” app was developed to facilitate performance of rituals, regulate permits for entering the Two Holy Mosques for Hajj and Umrah

2022 From Eatamarna to Nusuk

The app has evolved into “Nusuk,” becoming a platform to provide permits for religious rituals to pilgrims.



8,72%

Second most improved digital platform



The Nusuk app has seen an increase in usage, making it the most downloaded travel app according to the Communications and Space Technology Commission.

2023 Nusuk Updated Version

Nusuk has been updated with a new look and version, focusing on innovation and simplicity to provide more enriching experience.



2024 Nusuk: Your Journey Companion

Today, Nusuk is the all-inclusive companion for pilgrims on their journey with a comprehensive experience and more than **100 services**.

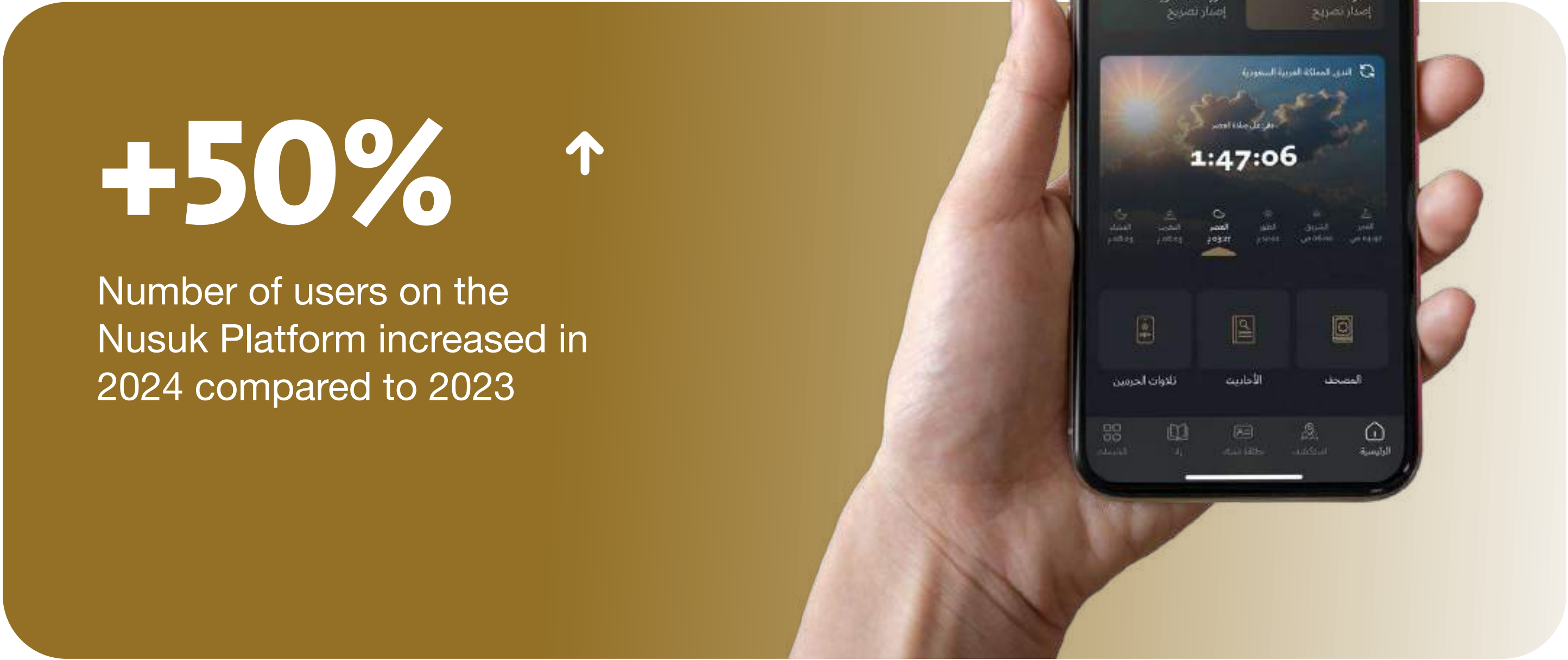
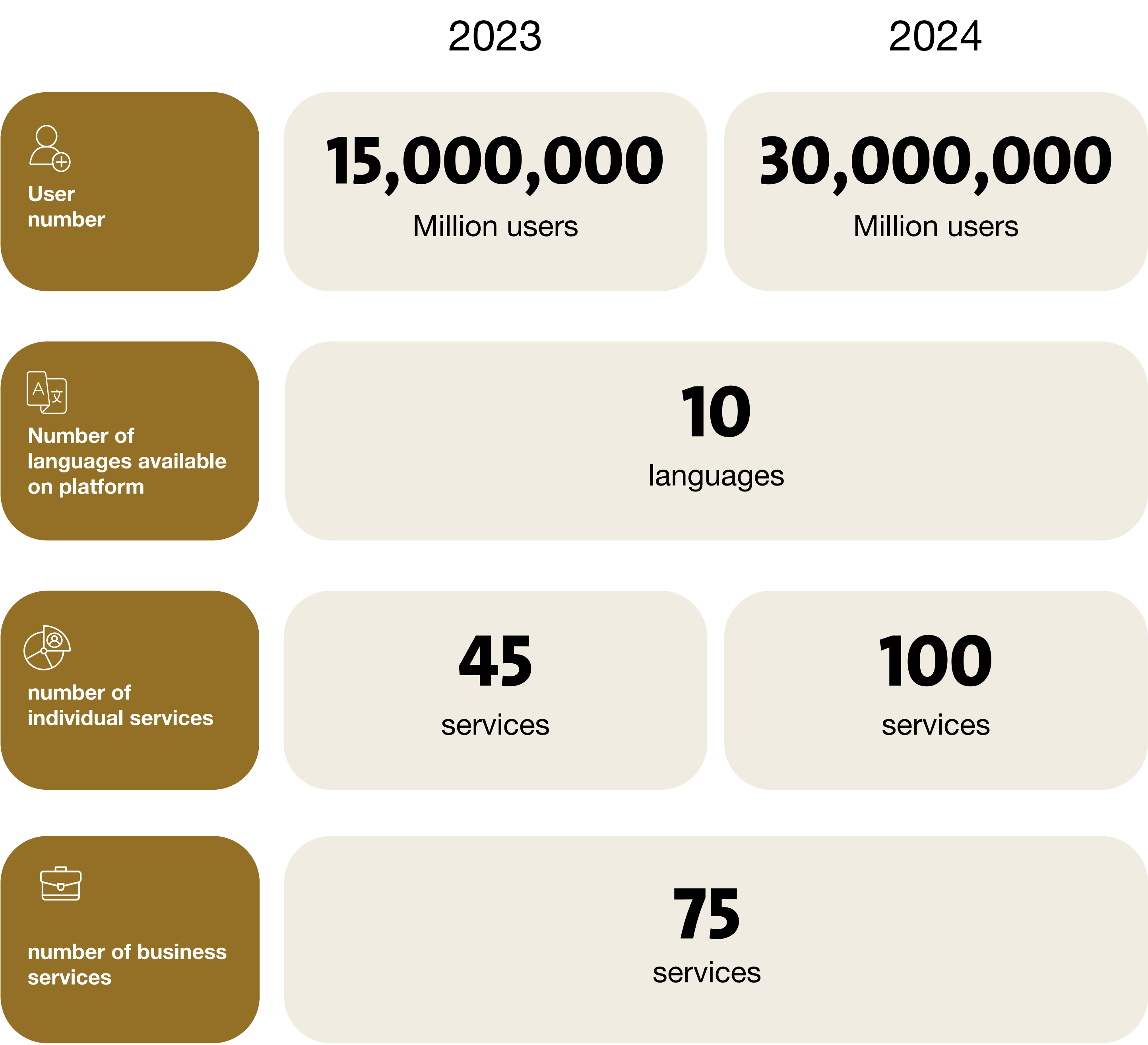


Nusuk app wins World Summit Award #WSA 2024 World Summit Award in the Culture and Heritage category, confirming its position as one of the most prominent digital initiatives to serve pilgrims and Umrah pilgrims.

2028 Upcoming Nusuk Version

Nusuk aspires to be an integrated application for serving pilgrims both year-round and during their sacred journey, providing a distinctive identity and services inspired by Vision 2030.

Nusuk in Numbers



A sample of Nusuk services



Issuing the
entry visa



Booking Umrah
and visitation
permits

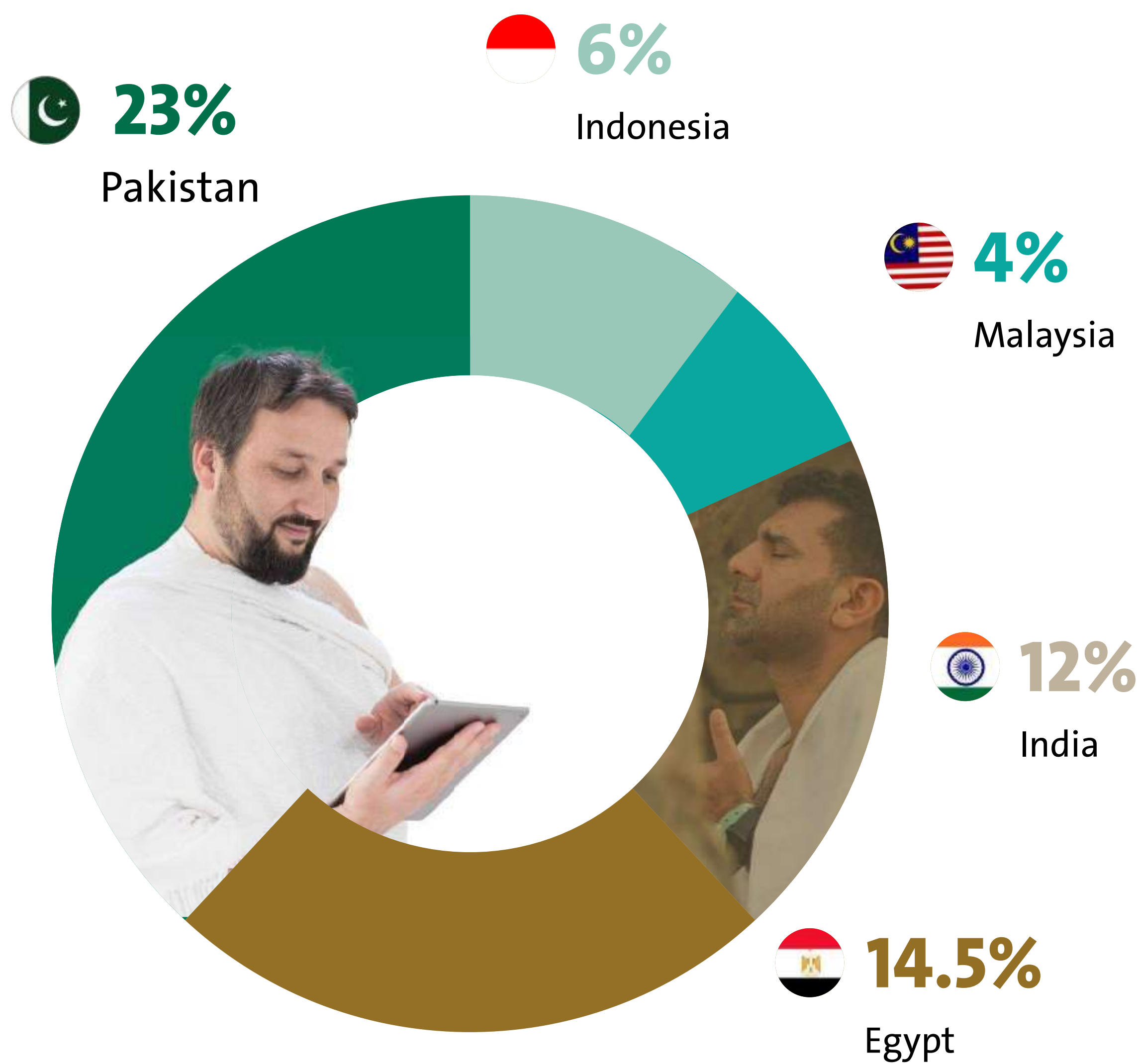


Booking trips to
historical sites
and enriching
destinations in the
Kingdom



A call center
operating 24/7 to
receive inquiries

The most prominent nationalities of registered users in the Nusuk app



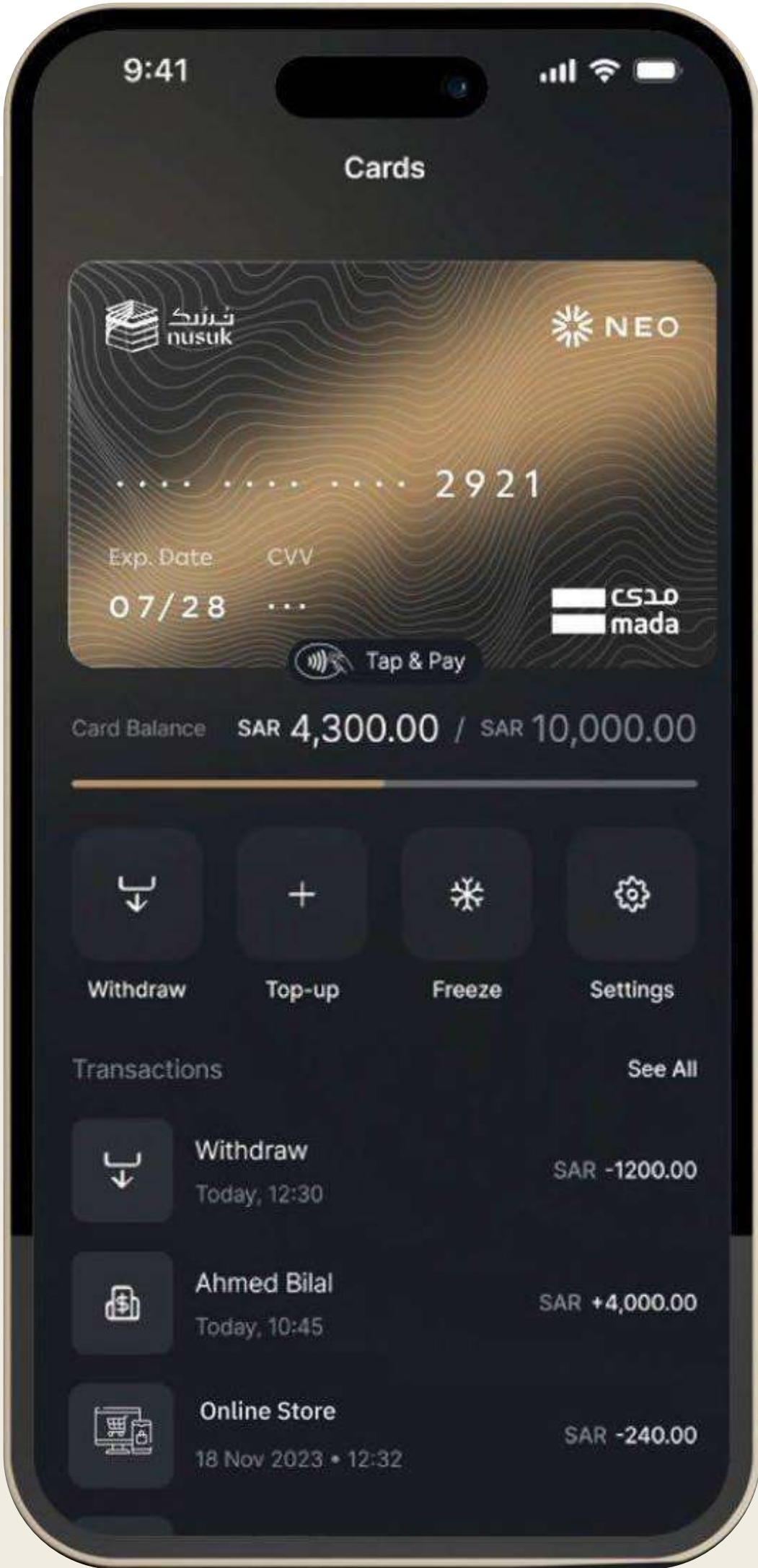
NUSUK Wallet

World’s First International Open-Loop Digital Wallet

Nusuk Digital Wallet offers innovative financial solutions that facilitate the experience of pilgrims in managing their money safely and easily without the need to carry any cash. This wallet utilizes the latest emerging technologies and encryption techniques to ensure the highest levels of security for users’ financial transactions.

Impact of Nusuk Wallet

- 30% Lowered operational costs
- 50% Enhanced efficiency of financial transactions by up to
- 60% Reduced reliance on cash
- 70% Increased e-payment adoption
- 90% Improved user satisfaction



Key Statistics

57

Total number of countries benefiting from the Nusuk wallet.

6,314

Wallet creation requests (full stay period)

1,278

Wallets created.

467

A store accepts payment using Nusuk wallet.

Partners



الحرمين

الهيئة العامة للسياحة والتراث الوطني
مملكة العربية السعودية



Stage Two

First Impression



The Pilgrim's First Touchpoint

First Encounter Warmth of Reception

From the first moment pilgrims set foot in the Kingdom of Saudi Arabia, an exceptional human and spiritual journey (first impression) begins, exceeding expectations and reinforcing the inherent values of hospitality. The initial scene reflects a warm and welcoming reception, where the warmth of smiles blends with elaborate services that ensure the comfort and tranquillity of every pilgrim and visitor.

This first encounter with pilgrims is more than just a beginning; it is the cornerstone of a unique experience that builds bridges of love and trust, highlighting the Kingdom's leading role in serving Islam and Muslims with dedication and sincerity.



International Indicators

**Reflecting the Kingdom's global efficiency
in transport and logistics services**



According to the World Economic Forum's 2023 report, Saudi Arabia achieved notable progress in the Road Quality Index (RQI), scoring 5.7 points. This achievement places the Kingdom fourth among G20 countries, reflecting its commitment to developing infrastructure and enhancing transportation network efficiency.



Ranked 4th globally

In the Road Quality Index (RQI)
(among G20 countries).



Comfort in Motion: Enhancing the Pilgrim Transit Experience

How the Kingdom Harnesses Transportation to Serve Pilgrims

Transportation is a fundamental part of a holistic, spiritual, and humane experience. The Kingdom has designed a unique transportation system with state-of-the-art technologies to meet the needs of the pilgrims. This includes developing airport infrastructure, establishing advanced railway lines, and enhancing road transport services.

Aviation Ecosystem



For every hand that bids farewell... Another hand... Welcomes... Reassures... Facilitates... and Finds Joy in Serving the Pilgrims. Tangible efforts and distinguished hospitality to serve the pilgrims in the Kingdom's airports.

These efforts aim to



Provide diverse options to suit different needs Hajj and Umrah pilgrims.



Strengthening the global position of the Kingdom of Saudi Arabia in the aviation ecosystem and international connectivity.



Facilitate arrival of pilgrims from around the world to Makkah and Madinah.

Key Figures & Statistics

86%

Umrah performers arrive by air.



96%

of pilgrims arrive by air.



+2,200

Flights

via the “Hajj Without Luggage” initiative from 4 countries.

3,4

Million

Seats secured for pilgrim travel (arrivals/departures).

25%

Growth Achieved in Total Umrah Performers Compared to 2023



2024

16,92

Umrah Performers



2023

13,56

Umrah Performers

Supporting and empowering national air carriers, in cooperation with relevant authorities, to facilitate the journey of pilgrims from all over the world.

Expanding destinations and increasing the number of flights



2024

10,258,321

Seating capacity



2023

9,068,101

Seating capacity

This has contributed to increasing the seating capacity of flights carrying pilgrims and visitors to Jeddah and Medinah, thus providing the opportunity to receive a greater number of pilgrims.



Seamless Transportation

Services for Pilgrims





قطار الحرمين السريع
HARAMAIN HIGH SPEED RAILWAY

The Haramain High-Speed Railway

Haramain Express: Speeding the Sacred Journey

The Haramain High-Speed Railway connects Makkah, Madinah, and Jeddah in record time. This project represents a qualitative leap in facilitating transportation with the highest levels of safety and comfort, designed to serve hundreds of thousands of pilgrims annually.

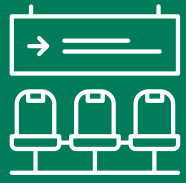
9,000,000
Million passengers

In 2024

35

Trains





5 Stations

- Makkah
- Madinah
- King Abdulaziz Airport
- King Abdullah Economic City
- Jeddah



13 Cars

Number of Train Cars

+ 75 k Journey

Achieving the ‘On-time arrival accuracy’ indicator, which has exceeded 95% since the start of operations.



800 Employees

Number of Saudi employees in the project reached 800, with females representing 22% of them, undertaking the following tasks:

- Station operation and maintenance.
- Train maintenance.
- Train driving.
- Control center operation.

417 Passengers Capacity per Train



450 KM

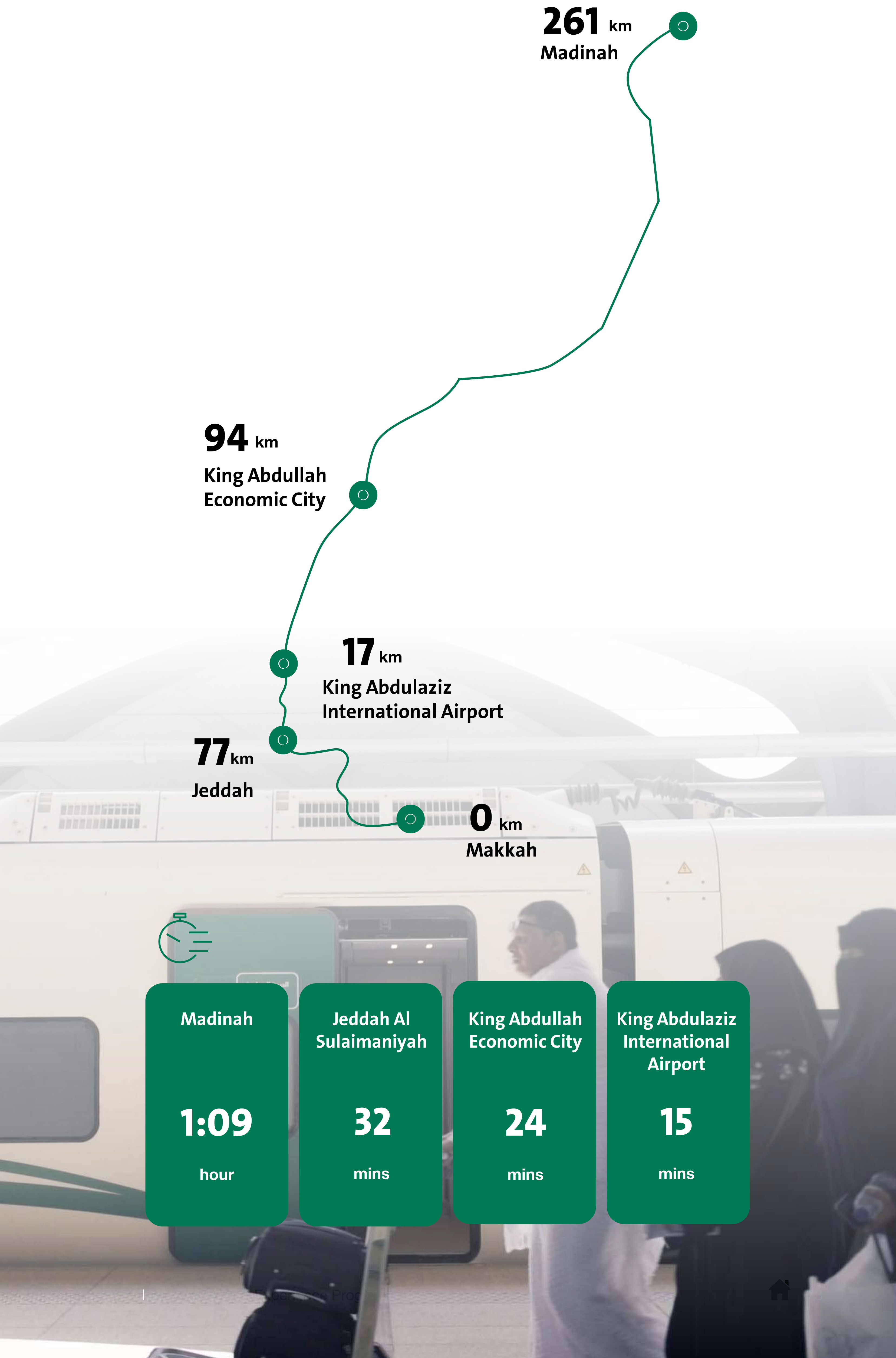
The railway line between
Makkah and Madinah



300 KM /hour

Train Speed

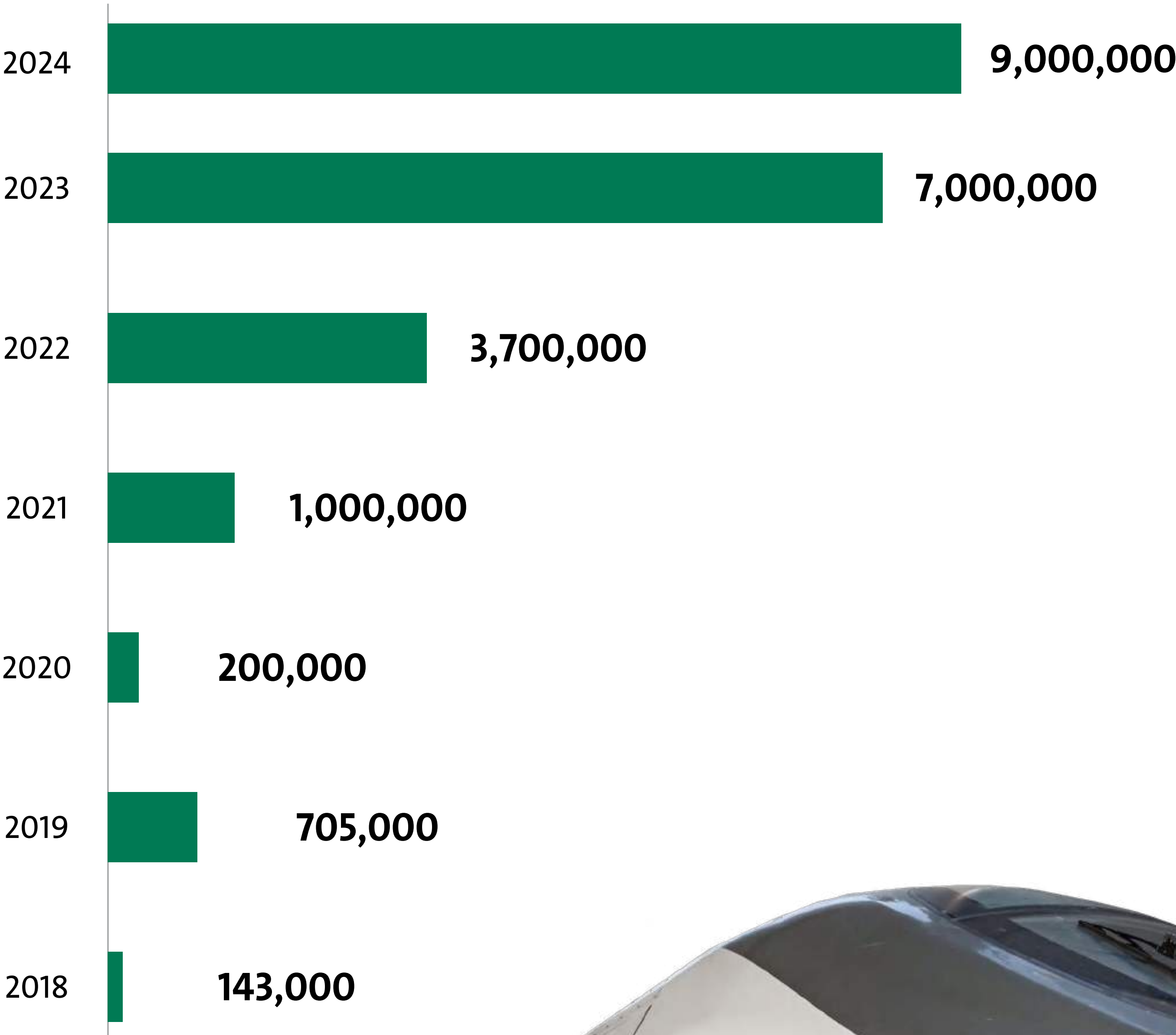
Distance Between Stations (km)



Madinah	Jeddah Al Sulaimaniyah	King Abdullah Economic City	King Abdulaziz International Airport
1:09	32	24	15
hour	mins	mins	mins

Timeline Series of Beneficiary Numbers for the Haramain High-Speed Railway

29% Growth rate between 2023-2024



Al Mashaaer Al Mugaddassah Metro Line Qualitative Leap in Serving Pilgrims

Al Mashaaer Al Mugaddassah Metro Line is a pioneering achievement in the Saudi transportation system, specifically designed to serve pilgrims to the Holy Mosque. It represents a qualitative step in reducing congestion and facilitating the movement of pilgrims between the Holy Sites with the highest standards of efficiency and comfort.



17 trains

Electric reciprocating



72,000 k

Passengers capacity per hour



9 stations

Between (Mina - Muzdalifa - Arafat)



3000 passengers

Capacity per train



**Ranked Sixth
Globally**

in Transportation Projects



80 KM

Train speed



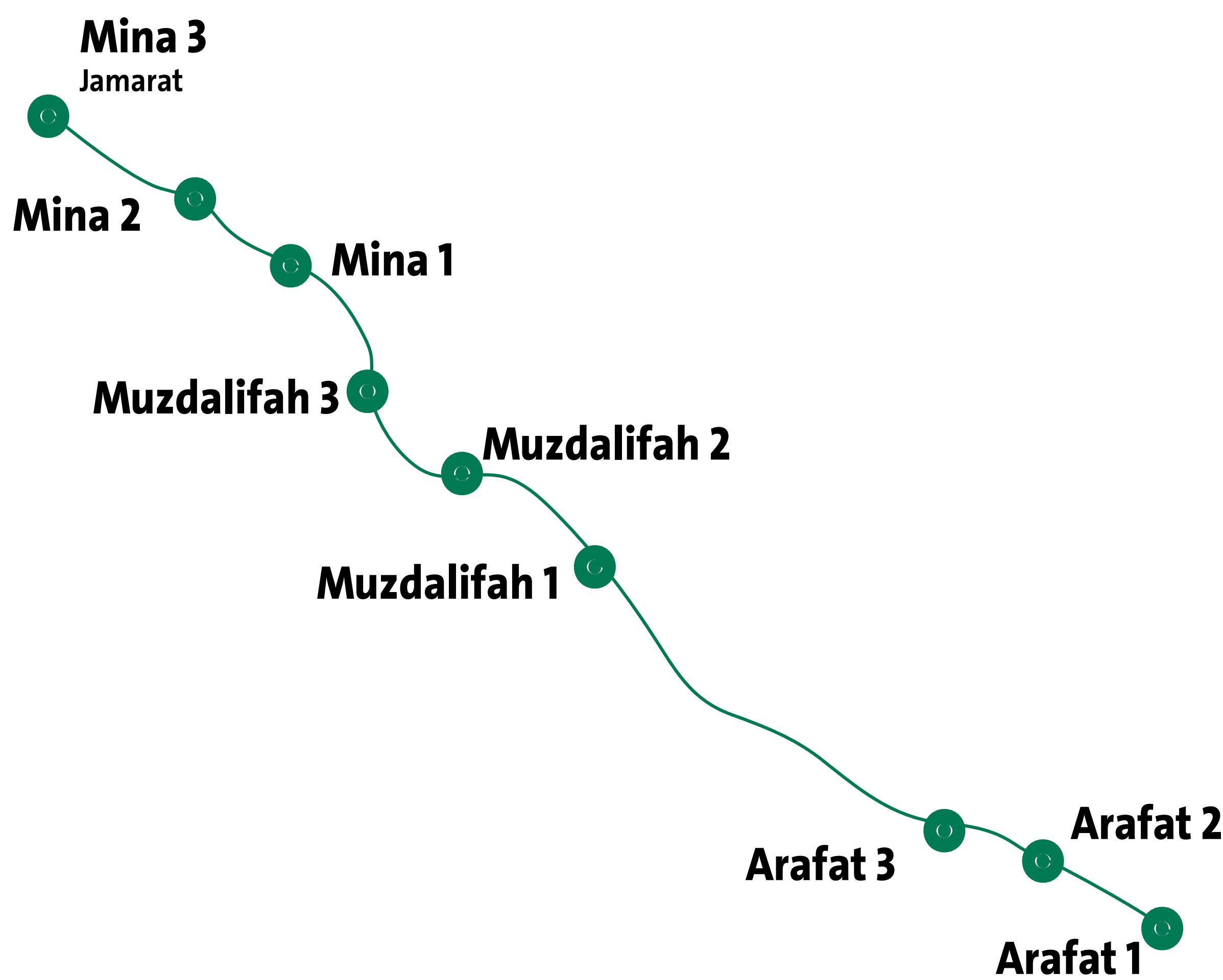
18 KM

Length of railway line

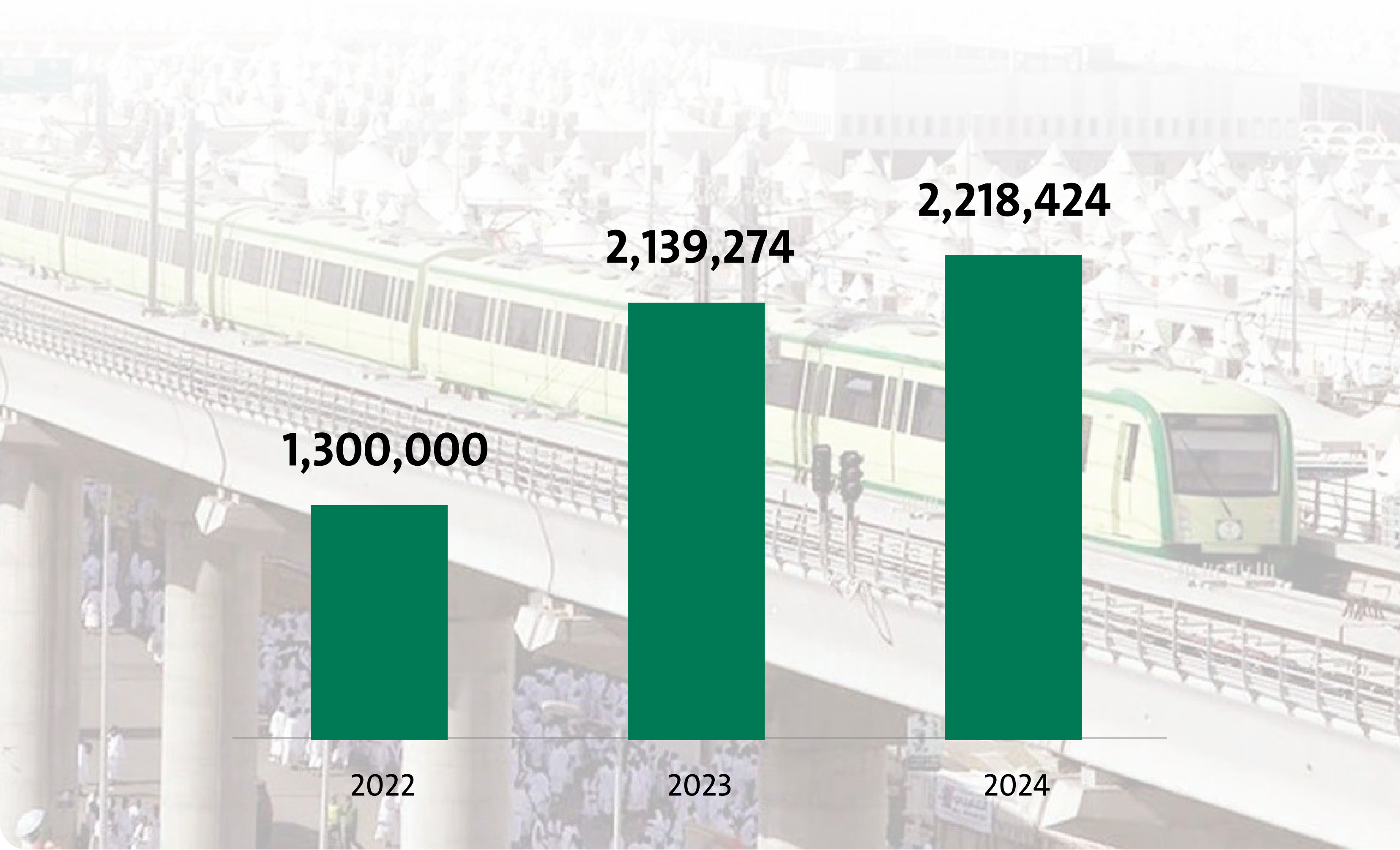
The Haramain High-Speed Railway Project was launched as one of the largest public transportation projects in the Middle East and the sixth-largest globally, aimed at serving pilgrims. It significantly reduces travel time between Makkah and Madinah to just two hours, covering a distance of 453 kilometers at a speed of 300 kilometers per hour.



Al Mashaer Al Mugaddassah Metro Line Route



Timeline Series of Number of Beneficiaries of Al-Mashaer Metro



Makkah Bus Project

On the Move: Transforming Pilgrimage with Public Transit



Qualitative Step to Serve Pilgrims

The Makkah Bus Project is a significant modern project launched by the Kingdom to enhance the public transportation system in the Holy City. The project aims to facilitate the movement of pilgrims, Umrah performers, and visitors within Makkah and the holy sites, providing a comfortable and safe transportation experience.



13

Routes



4

Main Bus Stations
around Al-Masjid
Al-Haram



439

Stations



84%

Of - are Beneficiaries from
within the Kingdom



16%

Of - are Beneficiaries from
outside the Kingdom



400

Buses



Makkah Bus Project Over the Years

172,073,310

Million Beneficiary

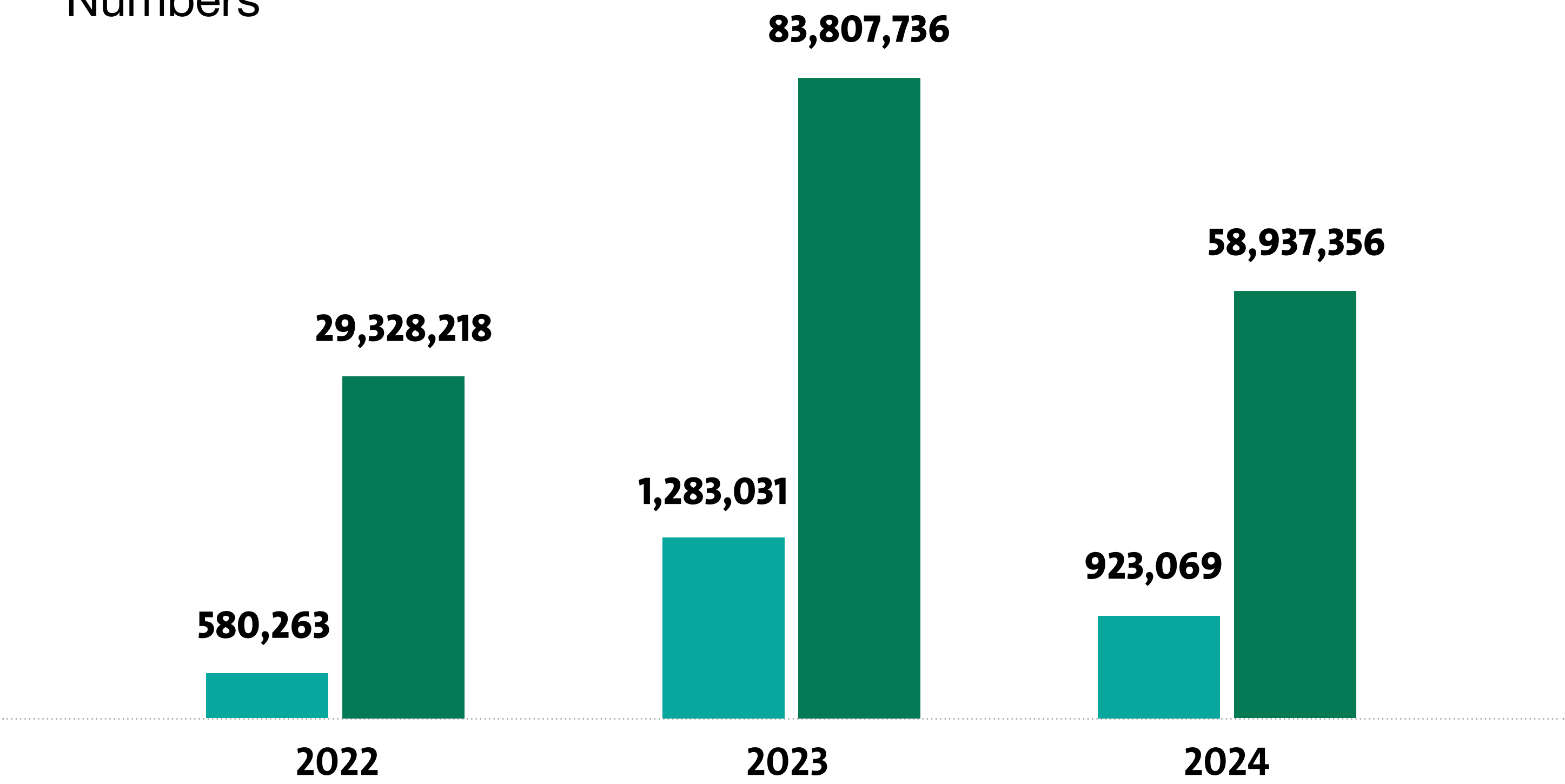
2,786,363

Million trips over 3 years

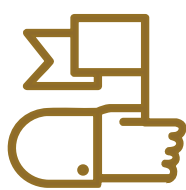


Timeline Series
of Beneficiary
Numbers

Trip Count



Ridership figures have declined following the implementation of bus fares.



Initiative Impact

- Alleviated traffic congestion.
- Minimized travel time within the city.
- Elevated quality of public transportation services for pilgrims.
- Expanded investment opportunities.
- Generated new of job opportunities.



A story from Makkah Bus



Beyond the Wheel: A Driver's Journey of Devotion

«A Driver Who Made Pilgrims Journey Unforgettable»

In the bustling streets of Makkah, where buses move in harmony amid an atmosphere of deep spirituality, Abdulaziz Al-Barakati sits behind the wheel with a smile that reflects his sense of honor and responsibility. He is not just driving pilgrims; he is fulfilling a sacred mission, ensuring their journey is smooth and peaceful.



Journey of Transformation

«From Congestion to Seamless Travel»

Abdulaziz recalls the days before Makkah’s transportation system was modernized. Back then, heavy traffic and disorganized transit disrupted the spiritual experience of Hajj and Umrah. Pilgrims often struggled to navigate chaotic roads with few reliable options. Today, as he drives along well-planned routes and well-equipped stations, he sees the transformation firsthand. “Now, pilgrims don’t have to worry about reaching their destination,” he says. “Everything is organized and stations are well-equipped, and I feel proud to be part of this change.”

More Than a Driver

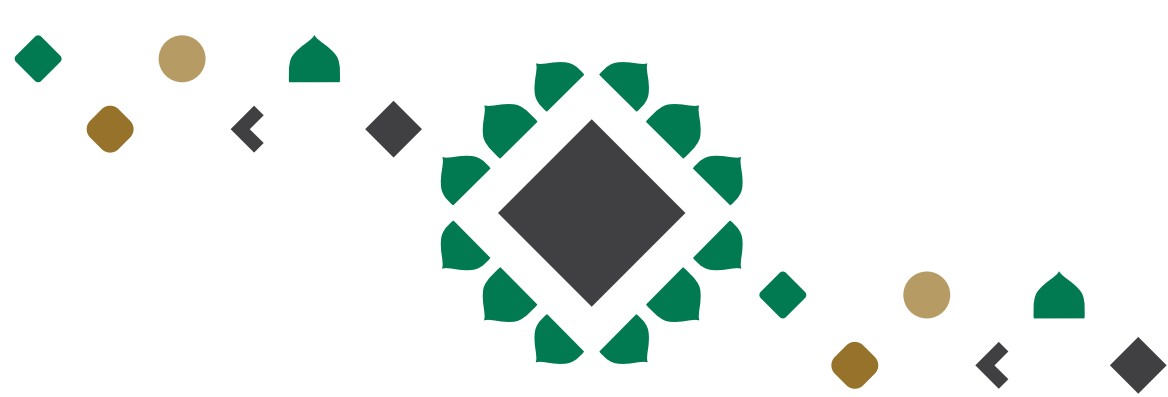
For Abdulaziz, his role extends beyond driving. He sees himself as a guide, a helper, and sometimes even a friend to weary travelers. Whether assisting confused pilgrims or offering directions, he ensures every passenger feels supported. “When I see hesitation or confusion on someone’s face, I ask, ‘Where are you headed? Do you need help?’” he shares. “And when I see their relief, I know my role is bigger than just driving. It is about making their journey smoother, safer, and more meaningful.”

Tears of Gratitude on Bus Seat

One day, an elderly pilgrim boarded the bus, visibly anxious and exhausted. Clutching a phone he did not know how to use, he stammered, “I am lost. I do not know how to get back to my hotel.” Without hesitation, Abdulaziz paused, asked for details, and reassured him. When they arrived, tears streamed down the pilgrim’s face. “May Allah bless you,” he said, his voice trembling. “I felt completely lost until you brought me peace.” That moment stayed with Abdulaziz. “It wasn’t just another ride,” he reflects. “It was a reminder that my work isn’t just a job—it’s a noble calling.”

A Memory Etched in the Hearts of Pilgrims.

“I want the pilgrims to remember my smile, my kindness, and the fact that I made their journey easier,” Abdulaziz says with conviction. He emphasizes that Every driver and every employee working on the Makkah Bus Project represents not only themselves but also this great nation that dedicates its resources to serving the Pilgrims.”



Unparalleled Honor

What does “the honor of service” mean to Abdulaziz? His answer comes swiftly and sincerely: “To tenderly ease a pilgrim’s journey in Makkah, to humbly contribute even a small role in their worship without expecting anything in return—that is a true honor. We are not just providing transportation; we are offering comfort, safety, and peace. That is an honor I will cherish for the rest of my life.”As he navigates the streets filled with the prayers of millions, Abdulaziz remains steadfast. Each mile driven brings him closer to fulfilling his purpose: serving humanity while walking the path of faith. Behind the wheel, he carries not just passengers but dreams, hopes, and divine blessings. For Abdulaziz, every turn of the road is a step toward earning the pleasure of Allah and unending prayers for him.

Madinah Bus

Flow of Faith: Connecting Pilgrims to the Prophet’s Mosque



A Qualitative Leap in Serving Pilgrims and Visitors of the Prophets Mosque

The Madinah Bus Project represents one of the most significant modern initiatives aimed at the residents and visitors of Madinah, including pilgrims. This initiative aims to improve the services provided to beneficiaries and meet the increasing need for transportation, while offering a comfortable and safe travel experience.

#15

Routes

2,000,000

Beneficiaries



639 KM

Length of Routes



164,000

Trips



455

Stations



195

Stations

741,000

Downloads



223

Bus



Infrastructure Development

Kingdom’s Commitment to Facilitating Pilgrims’ Journey

remains steadfast in its commitment to develop its infrastructure and logistics services to thereby ensuring an uninterrupted and seamless experience for pilgrims. Through coordinated efforts between relevant authorities, these initiatives include improving roads and pathways and employing the latest technologies to facilitate the movement of Hajj and Umrah performers. This commitment reflects the Kingdom’s authentic values, as serving the Two Holy Mosques and their pilgrims is considered an honor performed with dedication and sincerity, presenting a civilized model that reflects beautifully embodies the true of Saudi hospitality and generosity.

01 The initiative to complete the road that separates truck traffic from the main highway for the pilgrims traveling from Jeddah to Makkah

The initiative aims to complete the final phase of the three-lane expressway and connect the Hadda/Al-Jamum road with Jeddah’s second southern ring road, improving the flow of pilgrims and reducing the impact of trucks and vehicles on travel between Jeddah and Makkah.

3
Lanes

20_{km}
Length

The initiative improves transportation flow between Jeddah and Makkah by reducing truck traffic on main roads and enhancing infrastructure capacity to accommodate larger numbers of pilgrims. It also provides a new access point connecting Jeddah Port to Makkah, utilizing completed sections of the expressway, supporting the strategic goal of facilitating access to the Two Holy Mosques.

02 **The final phase of the highway initiative linking the cities of Makkah, Taif, Riyadh, and Eastern Saudi Arabia.**

The initiative aims to complete the construction of the final phase of the three-lane expressway (4 km) connecting Al-Sail Al-Kabir with Taif/Riyadh to link Taif, Riyadh, Makkah, eastern Kingdom, and Jeddah.

1
Lane

4 km
Length

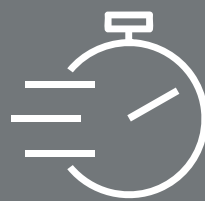
The initiative enhances access for Hajj and Umrah performers from Riyadh and the eastern Kingdom by land and air through Taif Airport, reducing the distance to Makkah by 27 km via Al-Sail Al-Kabir Road. It also helps redirect truck traffic, reduce accidents, and improve traveler safety.

03 **Completing direct motorway linking King Abdulaziz International Airport in Jeddah and Makkah**

The initiative aims to complete the construction of the direct Jeddah/ Makkah expressway connecting with the main Riyadh/Jeddah Road (12 km), reducing average travel time between Jeddah and Makkah and linking King Abdulaziz Airport with Makkah.



Shortening the average travel time between Jeddah and Makkah and connecting King Abdulaziz Airport to Makkah.



The initiative strengthens connectivity for pilgrims between Makkah and major cities by reducing travel time between Jeddah and Makkah, serving new neighborhoods, improving infrastructure, and reducing fuel consumption and emissions.

Initiatives Contributing to Improving First Impression of pilgrim

01 Facilitating security procedures at airports



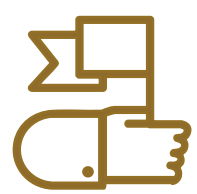
About the initiative

This initiative, spearheaded by the Ministry of Interior, seeks to improve airport security protocols in partnership with the Saudi Data & AI Authority (SDAIA). By deploying state-of-the-art technologies, it will simplify the verification process for incoming visitors to the Kingdom through biometric data capture. This not only finalizes security procedures more efficiently but also significantly raises the security and health levels for pilgrims. To achieve this, mobile devices integrated with SIM cards linked to will be deployed, operating within the passport security systems. This provision will smooth the passport clearance process for pilgrims at airports, especially aiding elderly individuals and those with disabilities, and benefiting all pilgrims alike. Furthermore, these devices will be crucial in the Holy Sites and the Two Holy Mosques for identifying pilgrims in various situations, including the precise identification of pilgrims at guidance centers for the lost, those receiving inpatient care, and decedents within medical facilities.



Initiative Goals

- Streamlining procedures at airports to serve the pilgrims, reducing waiting time, minimizing spread of epidemics and diseases, and helping airports accommodate a larger number of pilgrims.



Initiative Impact

- Enhancing security procedures in airports.

Achievements

500

Mobile devices

300

Bags

200

Field devices



Each kit functions as a complete workstation, equipped with: a computer, a camera, a ten-fingerprint scanner, a passport and barcode reader, and a communication device. The kits are used by employees of the General Directorate of Passports to complete the procedures for the pilgrims, including the elderly and people with special needs.

Development of a digital system to manage and monitor pilgrims' movement at airport contact points



About the initiative

The initiative aims to improve pilgrims' experience through digital systems that display waiting times and evaluate procedural efficiency throughout the year. The initiative supports the digital transformation of Saudi Vision 2030 by providing accurate data for performance analysis and decision-making at Jeddah and Madinah airports, enhancing pilgrim satisfaction.



06 Hajj and Umrah Sector Governance for Research, Development and Innovation.

برنامج خدمة
ضيوف الرحمن



Pilgrim Experience Program seeks to provide high-quality services to pilgrims and facilitate access to the Two Holy Mosques while enhancing the Hajj and Umrah experience efficiently and effectively. This is achieved by developing a strategy and governance for the Hajj and Umrah sectors aligned with the National Strategy for Research, Development and Innovation (RDI), to improve service quality and enhance the digital economy in the sector.



Beneficiaries
of Initiative

Stakeholders in the sector, including but not limited to: Jeddah University, Umm Al-Qura, King Abdulaziz University, Custodian of the Two Holy Mosques Institute for Hajj and Umrah Research, Taibah University, Wadi Makkah, Wadi Taibah, MOI, Taibah, Kidana, General Presidency for the Affairs of the Grand Holy Mosque and the Prophet’s Mosque, Public Security, Tawafa Establishments, and the private and third sectors.



Initiative
Progress

Completion of developing mechanisms for collecting challenges, strategic solution documents, and benchmark comparisons, in addition to the interaction model between stakeholders and the governance model for implementing the research and development strategy in the Hajj and Umrah sectors. The implementation and media plans, initiative cards with their budgets, and the innovation roadmap for the sector have also been prepared.



Initiative
Goals

One comprehensive document has been produced for the Hajj and Umrah sector’s RDI strategy and governance.



Actual
Impact

Pilgrim Experience Program aims to improve the Hajj and Umrah experience by providing excellent services and facilitating access to the Two Holy Mosques. This is achieved through developing a strategy and governance aligned with the National Strategy for Research, Development and Innovation (RDI), to enhance service quality and the digital economy.

07 Comprehensive 3D and -360 Degree Imaging of the Two Holy Mosques



King Abdulaziz City for Science and Technology seeks to improve services provided to pilgrims by following global standards and best practices. This is being accomplished through the development of an interactive 3D tour and reimagining of the Two Holy Mosques to provide informational and guidance data that helps solve the spatial navigation challenges faced by Hajj and Umrah performers inside the Holy Mosques.

The initiative aims to improve the spatial guidance experience for pilgrims using interactive 3D technologies.

Beneficiaries of Initiative

- Hajj and Umrah performers coming to Makkah and Madinah
- Visitors from outside and inside Saudi Arabia

Initiative Progress

- Complete site preparation for 3D imaging, including obtaining necessary permits, coordinating with relevant parties, and ensuring site safety and accessibility for the imaging process of the Two Holy Mosques.
- Complete site preparation for the 360° interactive tour. This includes securing necessary permits, coordinating with relevant stakeholders, and ensuring site safety and accessibility for the photography process of the Two Holy Mosques.
- Complete data collection for 3D modeling, including photos, videos, and other relevant data acquisition for the Two Holy Mosques.
- Complete collecting necessary data for the 360° interactive tour such as photos, videos, and other relevant data for the Two Holy Mosques.
- Complete processing of collected data using specialized software, analyzing data to create a detailed 3D model of the Two Holy Mosques, and ensuring accuracy and quality of the model.
- Complete processing of collected data using specialized software, analyzing data to create a detailed 360° interactive tour model of the Two Holy Mosques, and ensuring accuracy and quality of the model.

Initiative Goals

- 3D models of the Grand Holy Mosque and the Prophet’s Mosque using 3D imaging techniques.
- Interactive tour using 360 images of the Grand Holy Mosque and the Prophet’s Mosque.

Actual Impact

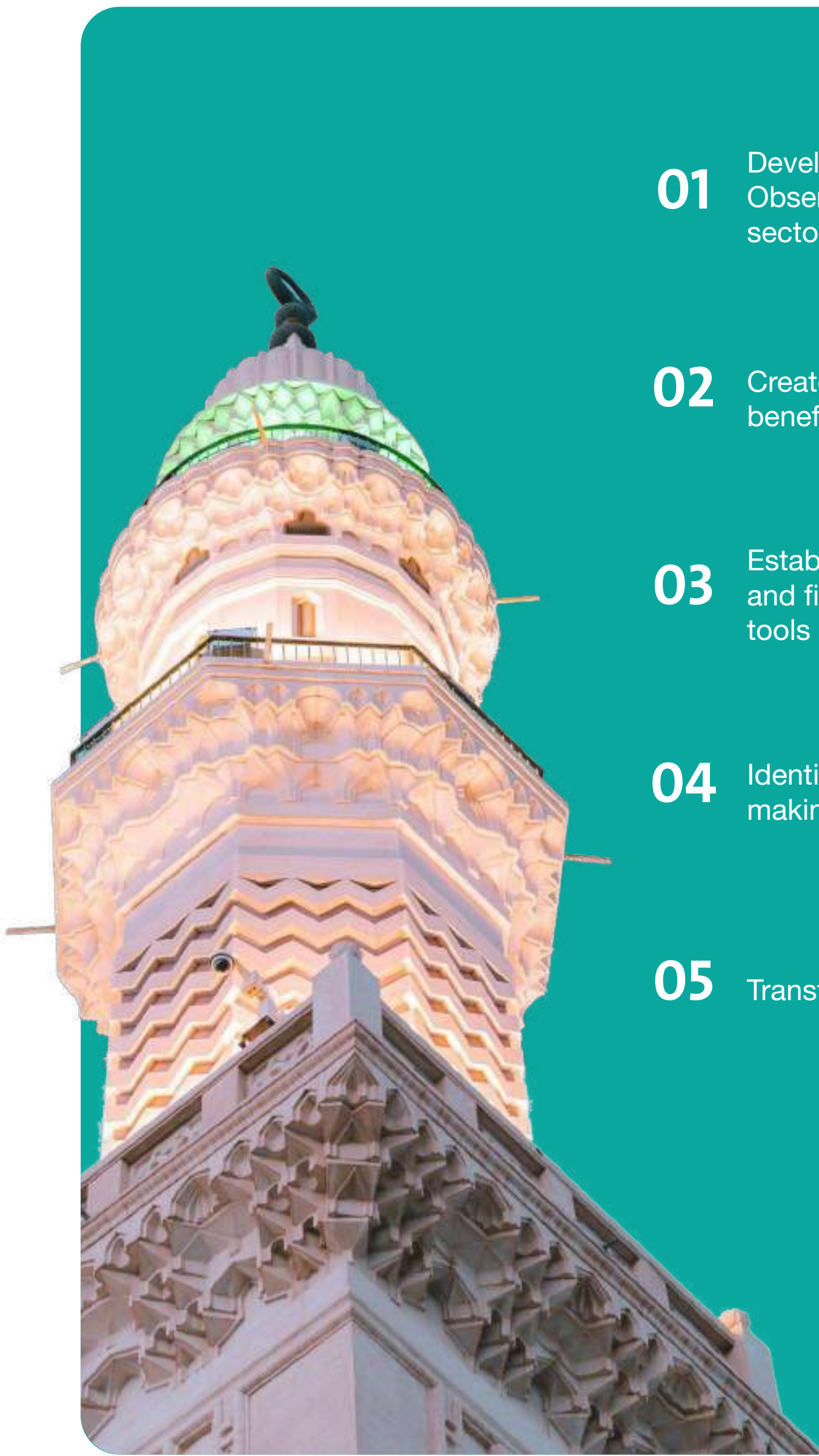
- Facilitating navigation for visitors of Rahman by familiarizing them with pathways in advance through an interactive tool.
- Enhancing knowledge through information displayed in the interactive tool.

08 Initiative to Establish and Operate the Pilgrim Experience Program



The Ministry of Hajj and Umrah works to improve pilgrims’ experience by providing services according to international standards and analyzing guest feedback through multiple channels to monitor pilgrim and areas for improvement. The Ministry continuously seeks to enhance guest satisfaction and ensure a safe and facilitated experience pilgrim throughout the year.

Targets



01

Develop a comprehensive strategy for the Voice of the Pilgrim Observatory that adopts global best practices and aligns with sector strategy and leadership aspirations

02

Create a governance framework for measuring performance and beneficiary satisfaction in the Hajj and Umrah system

03

Establish an integrated framework, roadmap, and operational and financial model to activate the observatory and determine tools and methods to be followed

04

Identify high-impact analytical use cases to support decision-making, data, tools, and skills needed for implementation

05

Transfer knowledge in the field

Initiative Achievements



Completion of building the Voice of the Pilgrim Experience Program



Completion of System Architecture for the Voice of the Pilgrim Experience Program



Completion of preparing the action plan for workshops with stakeholders

09 **Project for recording and documenting historical sites on interactive maps in addition to historical sites on Google Maps.**



The “Recording and Documenting Historical Sites on Interactive Maps” project aims to input and document important historical sites on interactive maps, including Google Maps. The project allows users to easily access these sites, contributing to enhancing historical and cultural knowledge of those locations.

3

Mosques

Documentation historical mosques in Makkah region and Madinah region.

11

Documentations

(Hhistorical sites)

> Mosques

Makkah

19

Documentations

(Historical sites)

> Cemeteries

Madinah

6

Sites are currently under documentation

2

Sites

Documentation request submission

Madinah

7

Sites

Documentation requests submitted.

Madinah

14

Sites

Submission of documentation requests in the cities of Makkah and Madinah.

Stage Three

Performing Nusuk

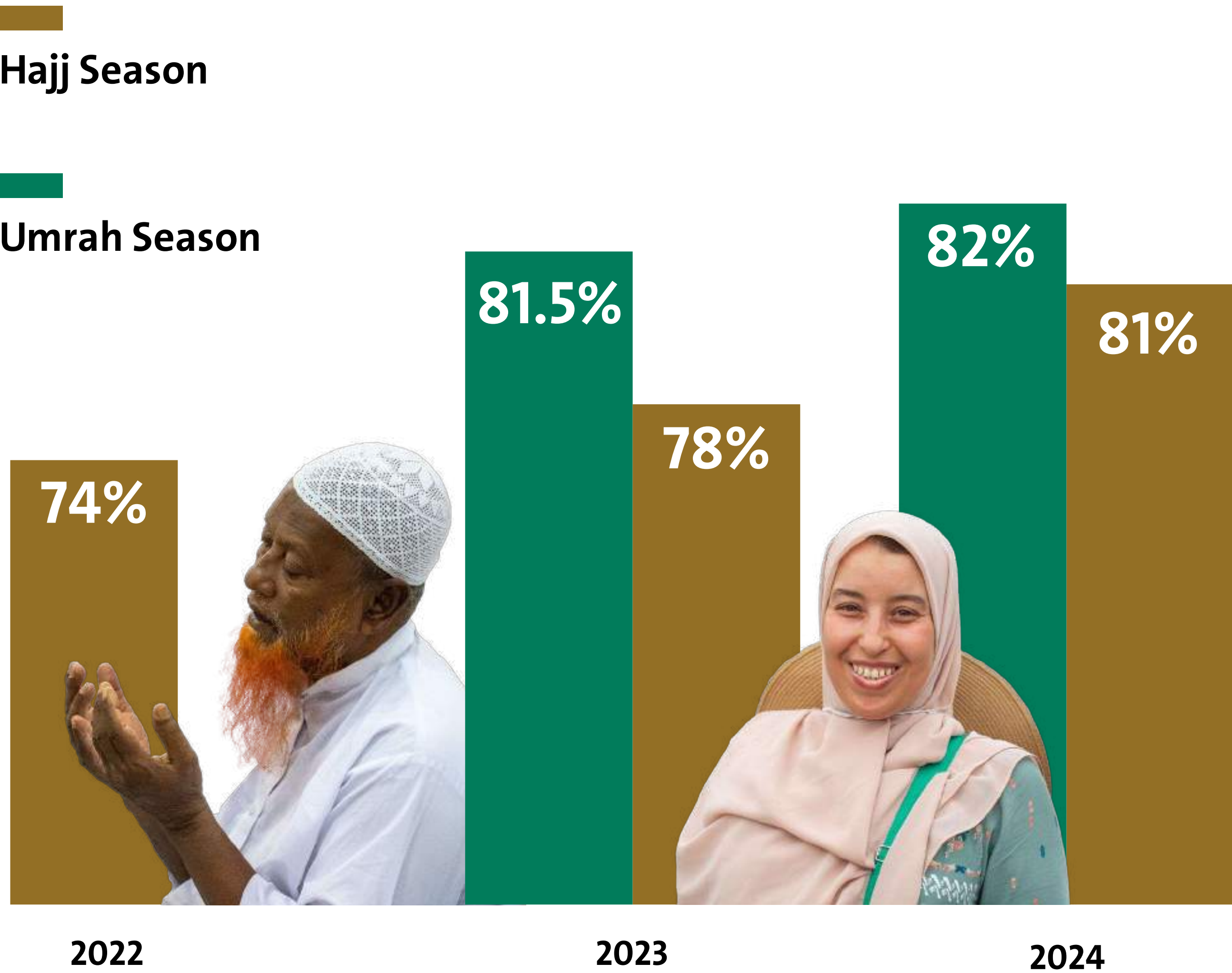


Ease and Tranquility

The Kingdom has provided comprehensive humanitarian services for the pilgrims , an integral part of their spiritual journey and the ultimate benefit they receive. Saudi Arabia has ensured a safe, accessible, and high-quality service environment, with a focus on crowd management, organizing the pilgrims’ journey during their rites, and providing them with comfort and peace of mind, all of which contribute to making the Hajj and Umrah experience unforgettable.

Hajj and Umrah pilgrims Satisfaction Timeline Series 2022-2024

Timeline data on Hajj and Umrah pilgrims satisfaction reflect continuous improvements in service quality, offering clear insights into the success of development initiatives. Rising satisfaction rates showcase the achievement of Vision 2030 goals through infrastructure upgrades, the deployment of advanced technology, and enhanced crowd management. This analysis serves as an effective measurement tool to support ongoing development and ensure an exceptional experience for the pilgrims.

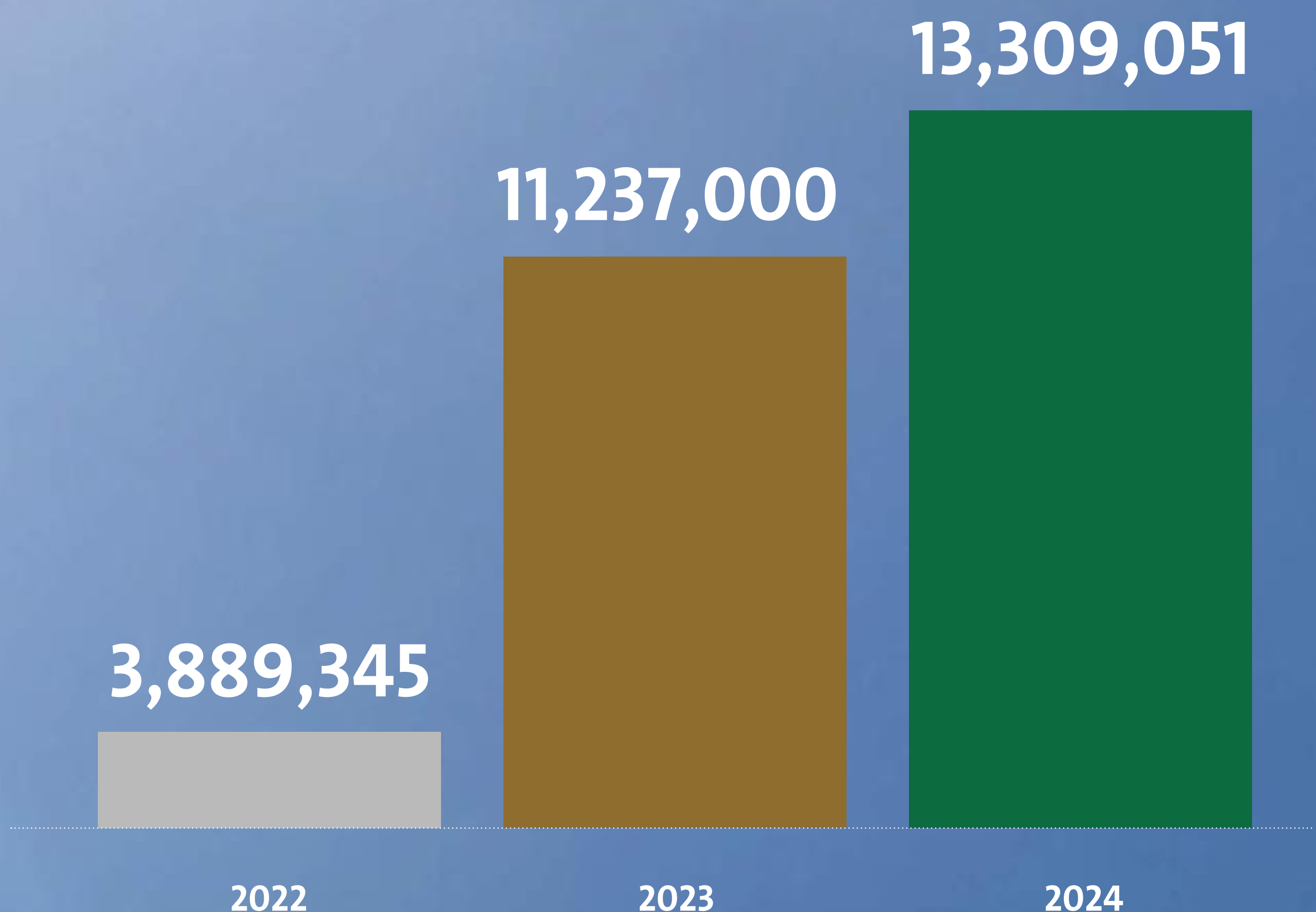


Improving and Developing the Experience of Visiting Al- Rawdah Al- Sharifa

The initiative aims to enhance the experience of visiting Al-Rawdah Al-Sharifa by improving crowd management, increasing capacity, and employing digital solutions to provide temporal and spatial guidance, ensuring a smoother and more comfortable experience for pilgrims.



Visitor Timeline Series of Al-Rawdah Al-Sharifah





Enriching the visitor experience through acts such as perfuming the visitors, distributing Zamzam water, and providing transportation for the elderly.

The number of daily visitors to Al-Rawdah Al-Sharifah has risen to

53,000

An increase of



21,000

appointments

14,000

number of visiting groups



The awareness aspect has been activated in eleven languages through the placement of instructional and informative signs in the crowd management areas



Equipping the sorting areas with modern umbrellas to shield pilgrims from the scorching sun.





A story From the Corridors of Al-Rawdah Al-Sharifa

الحرمين

الهيئة العامة للعناية بشؤون
المسجد الحرام والمسجد النبوي

Witnessing Visitors Prayers
from the Heart of Al-Rawdah Al-Sharifa

Nawaf Al-Luhaibi embraces the heartfelt prayers of visitors from the sacred heart of Al-Rawdah Al-Sharifah.

Amidst throngs of worshippers and visitors yearning to pray in Al-Rawdah Al-Sharifa, Nawaf Saud Al-Luhaibi stands with a welcoming smile. For him, this is not just a job—it is a noble mission he performs with love and sincerity. With a bachelor’s degree in Islamic Studies, Nawaf works on the visitor management project, dedicating himself to ensuring the comfort of the Pilgrims and facilitating their entry into one of the most sacred places on Earth.

**Radical
Transformation
in Organization..
From Congestion
to Smooth Flow**

Accessing Al-Rawdah Al-Sharifa was once difficult, with long waits and congestion. Today, the development of a structured visitor management system has transformed the experience.

“Entry is now more organized,” Nawaf explains. “Flow management systems, permits, and designated routes, like the express lane, have made a difference. The ‘Nusuk’ app allows for quick booking near the Haram, making visits easier and smoother.”

**Service.. More
Than Just a Job**

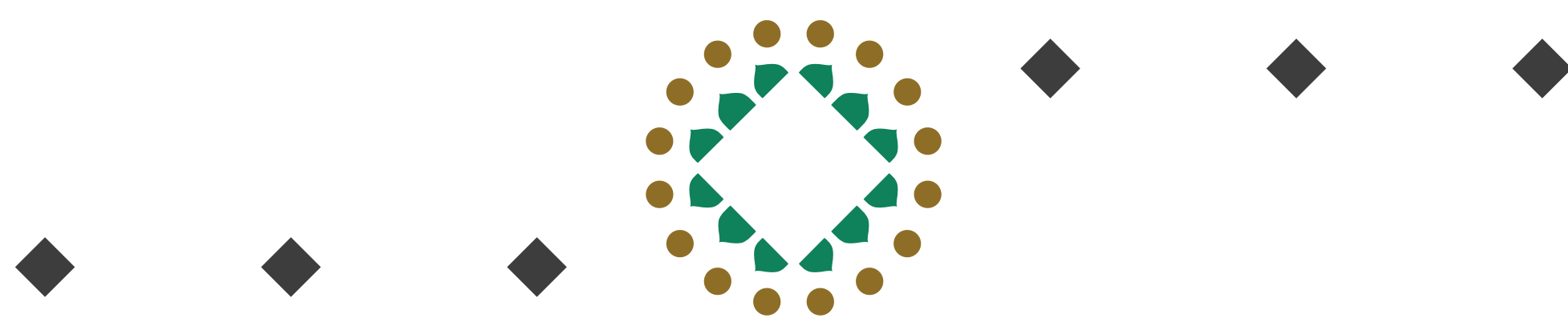
Nawaf’s role extends beyond supervision and organization; he reaches out to help every visitor in need. “We strive to greet visitors with a smile, guide and direct them, and sometimes even offer them perfume before they enter Al-Rawdah Al-Sharifa because we believe that a warm welcome is part of worship itself.” Nawaf expresses this with enthusiasm, emphasizing how the visitor’s experience should be comfortable and enjoyable.

**Tears of Joy..
Unforgettable
Moments**

Not all days are the same; some moments leave lasting impressions. Nawaf recalls a visitor who had traveled from afar, appearing anxious and frustrated when he couldn’t book through the application. “I saw the look of sadness in his eyes, and I couldn’t ignore it. I tried to assist him, and, by the grace of Allah, we secured a quick entry for him. When I told him, he broke into tears, praying for me fervently. I felt then that this service is not merely a job, but a mission we carry out with our hearts before our hands.”

**Lasting Impact..
Memory to
Cherish**

Nawaf recalls a moment that left a deep impression on him. A visitor, after completing his visit, said, “Just your cheerful greeting made me feel at home. Even if I had not needed help, your smile alone made me feel like family.” These simple words carried profound meaning, reminding Nawaf that true service is not just about facilitating procedures, but about creating a sense of belonging and reassurance.



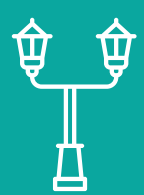
**Honor
Beyond
Compare..**

For Nawaf, the “honor of service” is not a mere slogan, but a lifestyle. “Serving the Pilgrims is an immense blessing in my life. Since I started working here, I’ve felt that my affairs have become smoother, and I’ve realized that the visitors’ prayers have an indescribable impact. To be a source of comfort for a Hajj or Umrah pilgrim is an honor beyond compare.”

Nawaf Al-Luhaibi is more than a visitor management employee. He is a welcoming presence, a helping hand, and a heart that embraces every visitor to the Prophet’s Mosque with sincerity. Through his kindness and dedication, he leaves a lasting impression on thousands, his name forever tied to a warm smile and heartfelt prayers.

Roads Humanization in the Central Area of Madinah:

As part of efforts to improve the quality of life in Madinah, the Roads Humanization initiative is being implemented in the central area, in cooperation with the Madinah Region Development Authority. This initiative aims to provide a more comfortable and safer environment for pedestrians and people with disabilities by developing sidewalks and pedestrian paths, creating an integrated urban experience that aligns with the status of the blessed city.



191

Installing decorative lighting



16,013
square meters

4 Roads

Developing sidewalks with all their components



109

Installing seating chairs



30,899
square meters

4 Roads

Allocating paths for pedestrians, and people with disabilities



2,107,15
square meters

4 Roads

Completing the replacement of asphalt with basalt materials



4
Roads

Upgrading the infrastructure of four main roads



200 Parking

Development of car and bus stops



896

Landscaping and planting the sides of the roads



Facilitating pilgrims passage to Makkah, holy sites, and central area (Aaber)

The initiative aims to facilitate the arrival of the pilgrims to Makkah and reduce waiting times, with a focus on enhancing the quality of services provided to them while ensuring efficiency and security to maintain their safety.

Initiative Goals

1000
Field device

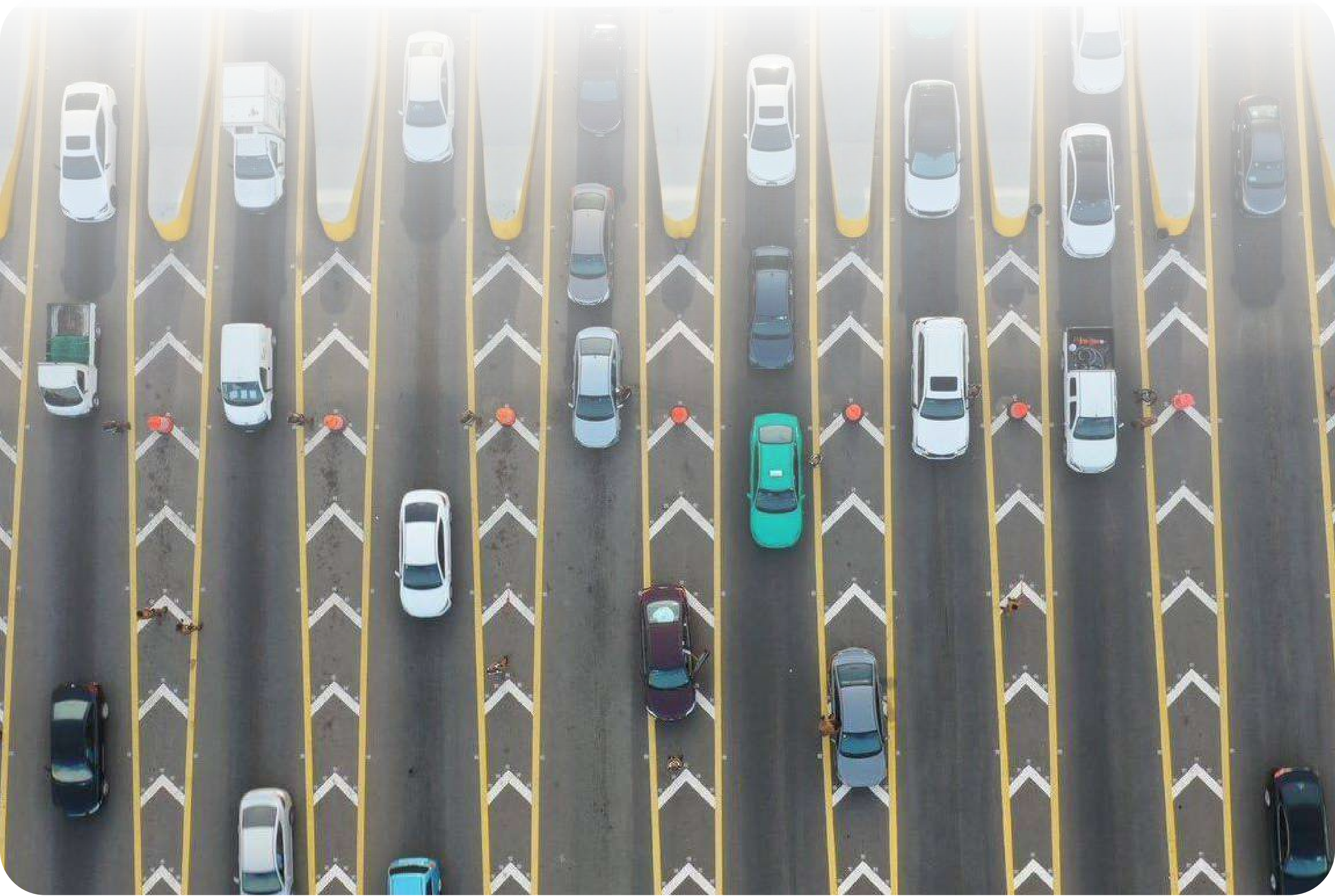
Equipping security personnel with permit verification devices at security checkpoints.

8 Smart-equipped gates

Outfitting security checkpoints with advanced systems and technical equipment

1 System

Developing and designing the unified permit platform (Aaber) for command and control



Initiative to Develop the Guidance System in the Central Area of Madinah

Establishing an integrated guidance system for roads and streets covering the entire central area to improve the experience and make it more human-centric. The study included the use of design standards with many technical aspects, such as (aesthetic engineering - environment and safety - culture and historical sites - economic development) that enhance the identity of Madinah.

Guidance System in Numbers:



334 Signs

Identifying road names



101 Signs

Pedestrian guidance signs



150 Signs

Identifying pedestrian path names





89 Signs

Illuminated vertical signs

9 Signs

Information signs about the area

4 Models

Identifying the area



4 Models

Models of entrances and parking lots



89

Traffic guidance signs



4 Signs

Signs with a fixed map of the central area





Electronic Security Monitors Initiative for Crowd Management and Organization

As part of its continuous efforts to enhance services for pilgrims Ministry of Interior has worked on developing Crowd Management System during Hajj and Umrah seasons.



Initiative Targets

- 40 monitors of various sizes were supplied and installed to provide awareness and guidance to crowds around perimeter of Al-Masjid al-Haram.



Initiative Impact

- Enhanced Access to and from Grand Mosque by guiding pilgrims to designated entrances, exits, and movement pathways.
- Awareness and Guidance Efforts, including:
 - Providing early warnings about potential hazards and clear directions to emergency exits, as well as alerts on restricted or rerouted areas during high crowd density.
 - Supporting non-Arabic speakers in navigating their way smoothly and efficiently to their intended destinations.



Initiative in Numbers

2024



Number
of Security
Monitors Sites

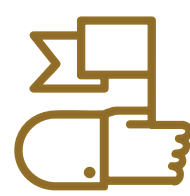
33

Sites



Strategic Transformation for Governance and Privatization of Routes and Services within Hajj Transportation System

Governance of roles and responsibilities for all entities involved in Hajj Transportation System includes reviewing and enhancing organizational structure, operational and regulatory frameworks. It also involves developing business models and economic feasibility studies for investment opportunities through the privatization of Hajj transport routes and services within Makkah, holy sites, and intercity connections. Additionally, it aims to identify weaknesses and develop mechanisms to address them in collaboration with all relevant stakeholders.



Initiative Impact

- Enhancing and improving the quality of services.
- Opening the market to competition among operators.
- Liberalizing transportation market.
- Providing multiple transportation mode options.



Inaya Care Centers The Kingdoms Gateway to Comprehensive Care for the Pilgrims

At the heart of the Kingdom of Saudi Arabia’s mission to serve Islam and Muslims, “Inaya” Centers—established in partnership with the Ministry of Hajj and Umrah—stand out as one of the most prominent initiatives embodying the spirit of care and attention extended to the Pilgrims. Since their establishment three years ago, these centers have become a symbol of the Kingdom’s exceptional hospitality toward pilgrims.

The name “Inaya” itself carries a profound meaning, reflecting values of meticulous care and attention to detail, all aimed at ensuring the comfort and well-being of those visiting the Holy Mosque.



What Is Inaya (Care) Centers?

Inaya Care Centers are dedicated facilities that provide various services to pilgrims and organizers of Hajj and Umrah companies. They offer assistance in multiple languages to facilitate the completion of procedures and transactions efficiently.

Inayah Centers Locations



Al-Misfalah



Al-Hujun



Prince Mohammed bin Abdulaziz International Airport



Al-Baqi



King Abdulaziz Airport

2,844,521
Million

Number of beneficiaries
of Inaya Care Centers

“Inaya” Care Centers Provide a Wide Range of Services to Meet the Needs of Both Individuals and Businesses



Services for Individuals

- Guidance and Consultation.
- Receiving Complaints and Reports.
- Receiving Reports of Lost or Missing Individuals.
- Providing Nusuk Services.



Services for Businesses

- Visa Extension.
- Handling Inquiries from External Agents Regarding Their Qualification Status.
- Registration and Modification of Umrah Companies Managers.
- Changing Company or Establishment Location.
- Approval of Housing and Catering Service Representatives for Hajj.
- Updating Commercial Registration Information.



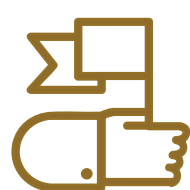
Preparation of Quantitative and Qualitative Guide for Hajj Services, Pricing Mechanisms, and Implementation Methods

Assessing current status of quantitative and qualitative classification of services provided to domestic and international pilgrims, followed by updating and developing it to align with the sector’s direction in enhancing quality of services offered to pilgrims.



Developing and implementing comprehensive plans for Hajj 1445–1446 AH

The Initiative developed a comprehensive plan for Hajj seasons of 1445 and 1446 AH, covering all stages of the pilgrimage journey, from pre-arrival, arrival, stay in Makkah, stay in Madinah, Hajj days, to departure.



Initiative Impact

- Elevated the level of Hajj planning across all entities within the ecosystem
- Enhanced the monitoring of entities in the execution of Hajj plans and projects, leading to a greater level of adherence to those plans.

2023

2024



Comprehensive plan

Preparing Comprehensive Plan for Hajj season of 1445 AH and overseeing its implementation

Preparing Comprehensive Plan for Hajj season of 1446 AH and overseeing its implementation





Development of Licensing Standards for Hajj Service Providers

Assessing current standards and requirements for both domestic and international Hajj service providers, and developing unified licensing criteria to enhance the quality of services offered to pilgrims.



Initiative Impact

- Improved the quality of services provided to domestic and foreign pilgrims.
- Enhanced the efficiency of companies operating in the Hajj sector through clear and organized standards.
- Strengthened competitiveness and transparency among service providers.
- Enhancing pilgrim satisfaction rate.





Establishment and Operation of the Pilgrimage Dispatch and Joint Operations Center for Holy Sites Services

The Center will be established and operated under the supervision of Ministry of Hajj and Umrah in collaboration with relevant sectors. It aims to ensure efficient coordination and effective cooperation, with tasks executed based on high-quality frameworks and operational models that emphasize business intelligence, integration, and seamless connectivity within a comprehensive System.



Initiative for Developing Governance and Strategy of Crowd Management for pilgrims

The Initiative aims to enhance the organization of pilgrim and visitor movement by utilizing modern technologies to ensure their safety and improve operational efficiency. The Initiative focused on optimizing distribution, reducing congestion, and facilitating mobility within the holy sites in alignment with Vision 2030.



Initiative for Establishment and Development of Monitoring and Control Systems in Two Holy Mosques and Holy Sites

Initiative aims to enhance the safety and security of pilgrims, Umrah performers, and visitors to the Holy Mosque, by providing a safe, secure, and accessible environment for pilgrims.

Custodian of the Two Holy Mosques Initiative for Translation at the Holy Prophets Mosque

Within the framework of the Custodian of the Two Holy Mosques' Initiative for Translation at the Holy Prophet's Mosque, efforts are underway to convey the content of the Holy Prophet's Mosque, including sermons, scholarly lessons, and guidance for visitors, in ten international languages. The initiative relies on multiple broadcasting channels encompassing radio, digital platforms, screens within the mosque, and electronic applications. To achieve this, a comprehensive project will be implemented for the supply and installation of the necessary technical, engineering, and electrical equipment to modernize the simultaneous interpretation system, establish a dedicated center for providing these translation services related to of Sermons from the Prophet's Mosque, in addition to recruiting highly qualified specialized translators.

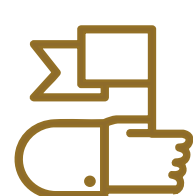
Enhancing healthcare services efficiency throughout the Hajj and Umrah journey

The Ministry of Health launched a comprehensive initiative to enhance its healthcare services, covering all essential health aspects for the pilgrims. This comes as part of its objectives and commitment to providing integrated and exceptional healthcare that contributes to enriching the experience of pilgrims during Hajj and Umrah.



Initiative of the Child Care Centre in the courtyards of Al-Masjid Al-Haram.

Reflecting the Kingdom's commitment to caring for the pilgrims, the General Authority for the Care of the Grand Mosque and the Prophet's Mosque continued the Initiative of the Child Care Centre in the courtyards of the Two Holy Mosques. This initiative aims to provide a safe and comfortable environment for children, allowing parents to perform their rituals with ease and peace of mind while offering a variety of activities and services for the children.



Initiative Impact

- Facilitating visits for families, enabling them to focus on their worship while feeling secure about their children.
- Providing a distinguished educational experience for children through a number of interactive activities.

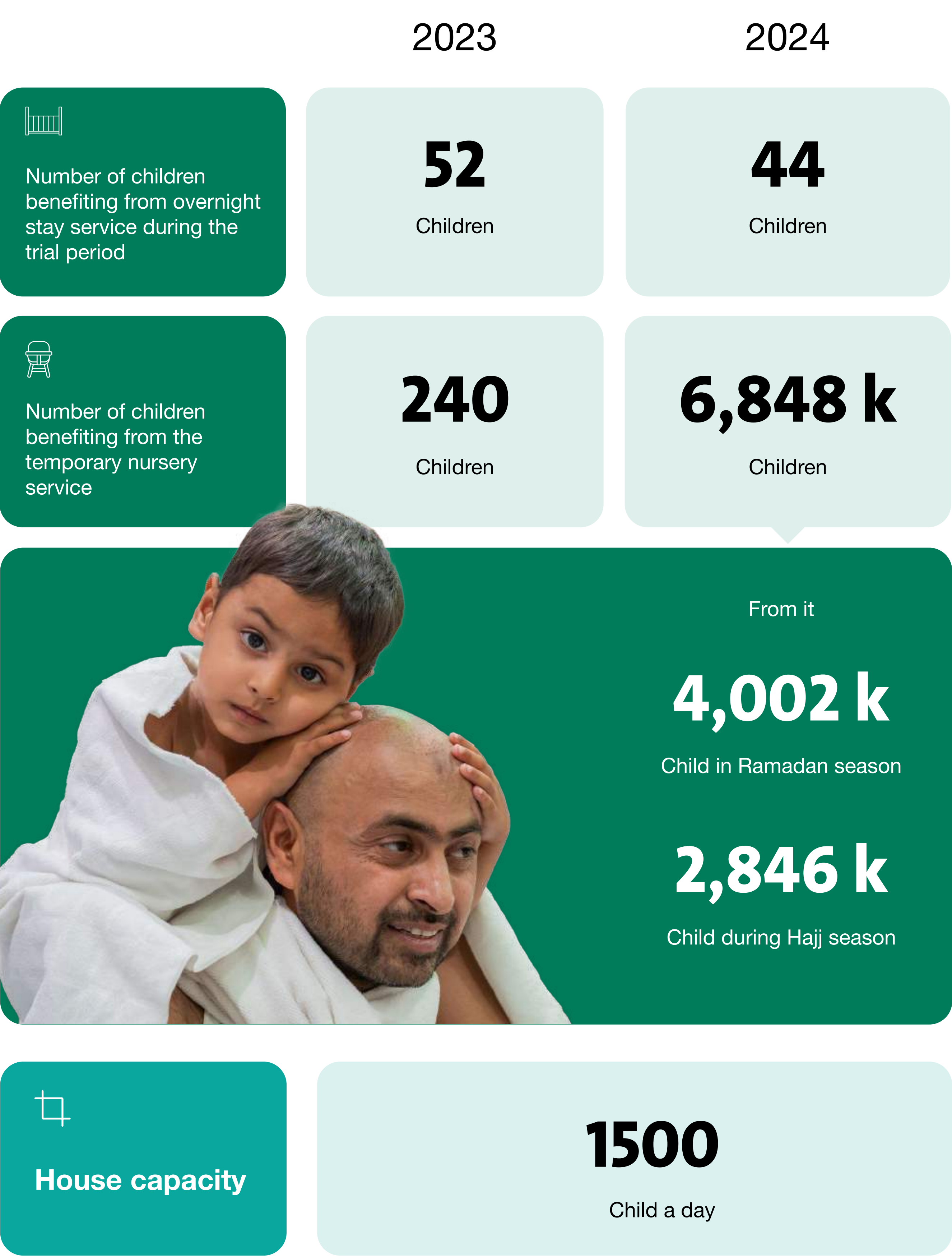


Project Beneficiaries

- Children and the families of pilgrims



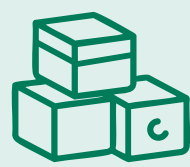
Key Figures of the Childcare Project in Makkah



Key Figures of the Childcare Project in prophet’s mosque

9245

Beneficiary Count of the Childcare Facility in Madinah



Providing age-appropriate educational programs and activities for each group to develop the child’s religious and cultural understanding

100 children

The capacity of the childcare center



Implementing a security system for receiving and handing over children, linked to the identity of one of the parents

2-9 years

Target age groups



The nursery has been fully equipped and furnished, and operates on a 24-hour basis to .receive children



Electric Cart Service Madinah Haram

The Prophet’s Mosque witnessed the launch of the electric cart service to enhance the humanization of services, care for the elderly, women, and people with special needs, and improve their experience. This service also facilitates the delivery of lost individuals and assists the visitors and worshippers by shortening distances.

Key Figures and Statistics for 2024



50 Carts

A number of electric carts for shuttle transportation between the corridors of Madinah.



24 Hours

Number of daily service hours for carts



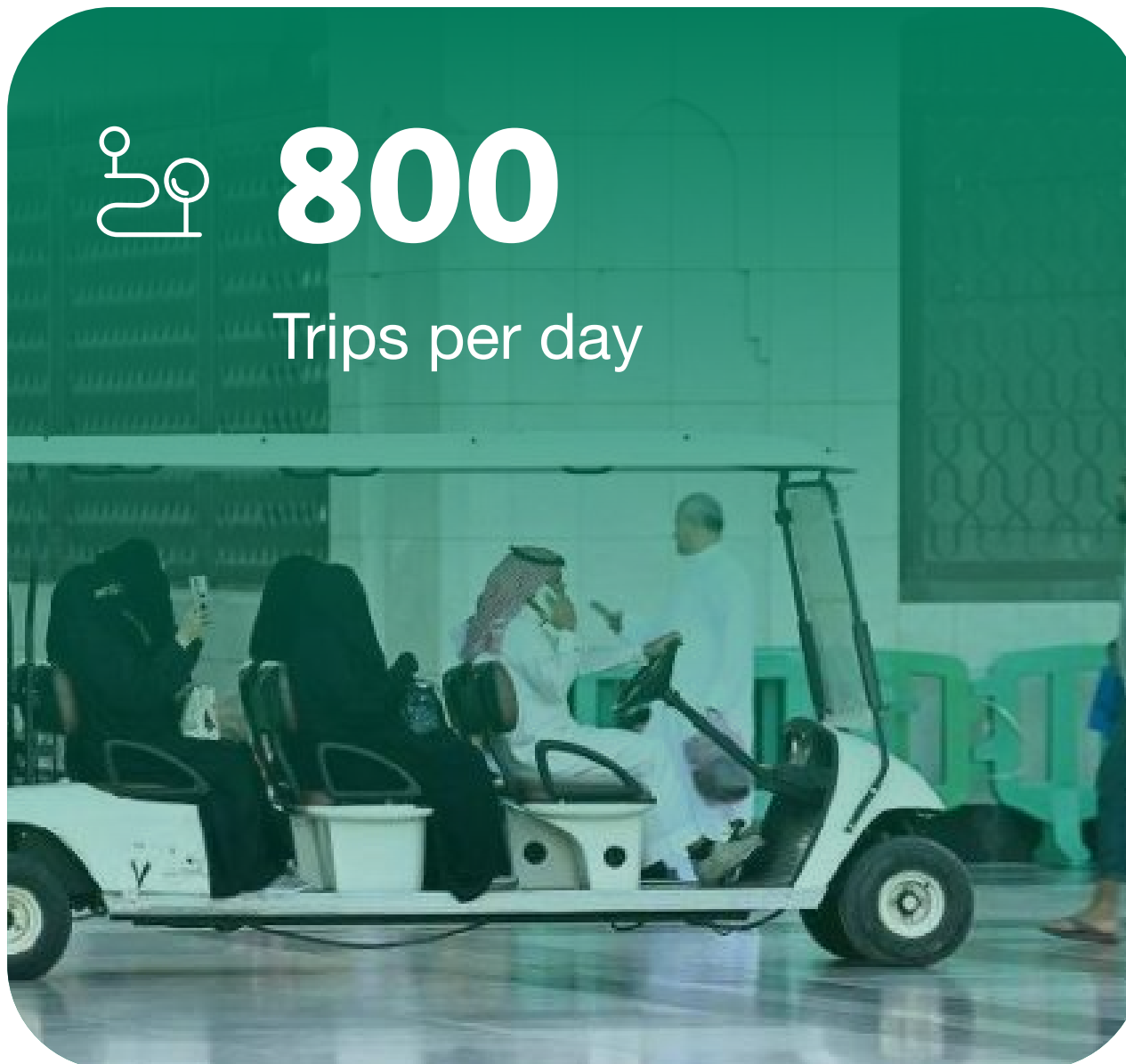
800

Trips per day



60

Employees provide service



Activation of Golf Carts for the Elderly in Jarwal Tunnel – Grand Mosque

Out of concern for the comfort of the elderly, golf carts have been provided in Jarwal Tunnel to facilitate their movement during the performance of rites, contributing to an easier and more comfortable experience during their visit to the Grand Holy Mosque.



27 golf carts

golf carts by the General Authority for the Care of the Grand Mosque and the Prophet’s Mosque.



Jarwal tunnel

Preparing golf cart parking and the track.

Operation of Golf Carts for Tawaf and Sa'i in the Grand Holy Mosque

To improve the transportation experience for Tawaf and Sa'i within the Grand Holy Mosque (Masjid Al Haram), an ambitious project has been implemented to enhance the level of transportation services provided to visitors. This ensures a comfortable and distinguished experience for more than 7 million beneficiaries annually.



45 minutes

Trip duration



101 carts

Number of golf carts



884,428

Number of beneficiaries of transportation services for Ramadan and Hajj seasons



4:00 — 4:00
PM AM

Operating hours



Tawaf - Sa'i

Locations for supplying group
Golf carts



94,482

Total number of golf cart trips



General Services Center

Improving services and facilities by creating a professional work environment to provide various services in one location and working on all development axes (environment, people, procedures) in a way that reflects the extent of attention to the visitors to the Prophet's Mosque and achieves the highest levels of satisfaction rates.

187,698

Beneficiaries of
Initiative

2 Centers

Establishment of two comprehensive service centers in the courtyards of the Prophet's Mosque equipped to serve the visitors.



Variety of services in one location

Exit 301

Southern courtyard

Exit 331

Northern courtyard

Where the following services

- Communication in languages
- Guiding religious inquirers and distributing booklets
- Loaning carts to people with disabilities and the elderly
- Bracelets for children and the elderly
- General inquiries





A story from the Corridors of the Prophet's Mosque

الحرمين

الهيئة العامة للعناية بشؤون
المسجد الحرام والمسجد النبوي

Guardian of Tranquility in the Courtyards of the Prophet's Mosque.

Ahmed Al-Harbi

In the expansive courtyards of the Prophet's Mosque, where souls seeking serenity converge, Ahmed Al-Harbi stands tall among the pilgrims. He is not merely an employee; he is a compassionate presence, reaching out to touch the hearts of visitors even before providing them with services. As the evening shift supervisor at the comprehensive service center, Ahmed has become an integral part of the Hajj and Umrah pilgrims' journey, shouldering the responsibility for their comfort and ensuring a smooth experience, free from hardship or confusion.

**From Challenges
to Development..
How the
Experience Has
Transformed**

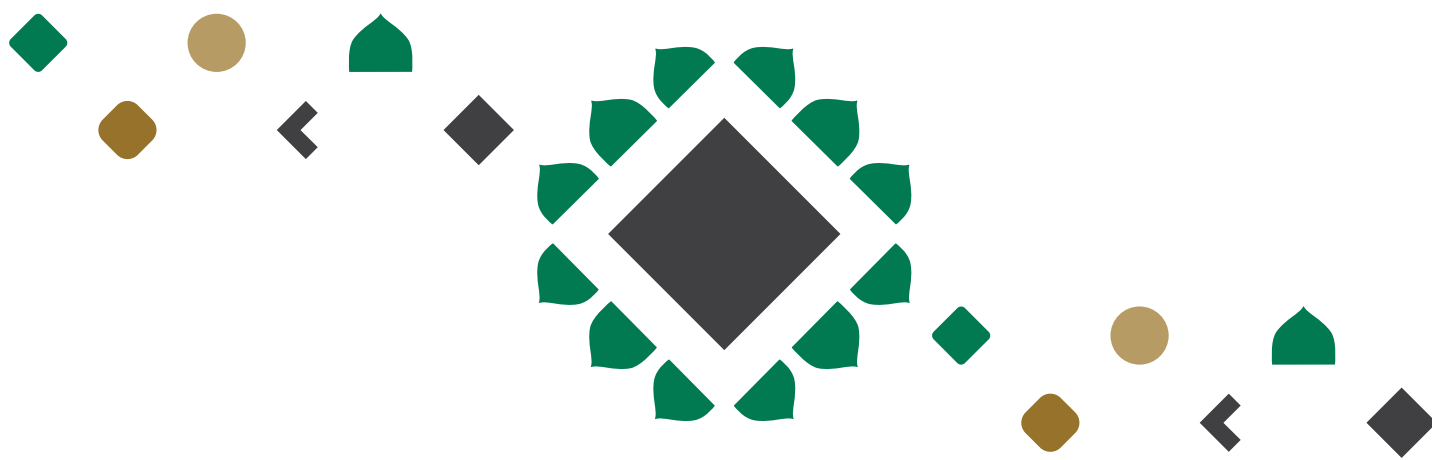
Ahmed recalls the challenges that existed before the improvements were made when visitors struggled to find essential services—ranging from mobility carts for the elderly to answers to their religious questions. Today, he witnesses firsthand the impact of the comprehensive service centers initiative, where all these services are now gathered under one roof, making the visitor experience easier and more streamlined. With a smile, Ahmed shares, “Today, any visitor needing assistance finds it within minutes, without any hassle. Everything is readily available, and every service has become more organized and efficient.”

**More Than Just
Supervision..
Heart Serves First**

Ahmed views his role as extending beyond mere supervision. He ensures that visitors feel welcomed from the moment they enter the center. He observes every detail, guides his team, and offers his assistance whenever necessary. To him, the true impact comes not just from the service itself, but from a smile and a kind word. He recounts a touching encounter: “One visitor told me, ‘Your smile and cheerful demeanor are enough for me. Even if I did not need any service, seeing you this way makes me feel at ease and reassured.’ These words made me realize that kindness is just as important as any service we provide.”

**Unforgettable
Moments ..Tears
of Joy at
Al-Rawdah
Al-Sharifa**

Among the many stories he has encountered, one moment stands out vividly. A lawyer from Britain, of Algerian descent, approached him in tears, expressing his fear of not living to pray at Al-Rawdah Al-Sharifa the next day. He had been unable to book an appointment through the ‘Nusuk’ application and was losing hope. Ahmed and his colleagues sprang into action, doing everything possible to secure a quick booking for him. When Ahmed delivered the good news, tears of joy streamed down the man’s face. “That moment taught me the true meaning of giving,” Ahmed reflects. “I saw in his eyes emotions beyond description, as if we had given him a new lease on life. This is the essence of true service.”



**Honor of
Service
A Calling,
Not Just a
Job**

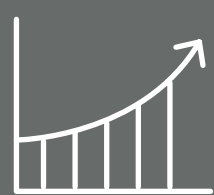
When asked about the meaning of the “honor of service,” Ahmed replies without hesitation: “To be a source of comfort for a visitor who has come, in spirit before body, to the Prophet’s Mosque—that is an unparalleled honor. Since I began working here, I have felt an indescribable blessing in my life. Serving the pilgrims is not just a job; it is a gateway to goodness. I hope to leave a positive impact on the hearts of everyone who passes through here.” Today, with every smile he sees on a visitor’s face and with every prayer he hears from a grateful pilgrim, Ahmed understands that what he does is more than just work; it is a life’s mission.

Flexible (Rubber) Flooring Installation Project in the Holy Sites

Makkah: Where Hearts Converge - In Serenity and Peace

As part of improving the pilgrims experience and providing a more comfortable and safer environment during the performance of rites, an integrated project is underway to install flexible flooring in the Holy Sites, utilizing the latest technologies in this field. The project aims to facilitate the movement of pilgrims, reducing the effort required for walking and helping to mitigate the effects of heat stress, especially in hot weather. This initiative reflects a continuous commitment to developing the services provided to the pilgrims, ensuring the performance of rituals with ease and comfort.

Project objectives



Enhance service levels.



Reduce heat emissions.



Reduce walking effort and heat stress injuries.

53%

of the pilgrims are over 50 Years old, and 38% of them experience discomfort walking on hard surface.

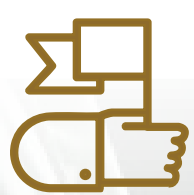


Afforestation Project in the Holy Sites (Muzdalifah)

As part of efforts to improve the environment in the Holy Sites and enhance the experience of the pilgrims, an afforestation project is being implemented in partnership with the non-profit sector and in cooperation with Kidana and NetZero. The project aims to mitigate the effects of climate change by reducing temperatures, purifying the air, and combating desertification. This project reflects a continuous commitment to providing a more sustainable and comfortable environment for pilgrims, contributing to enhancing the quality of life in these holy sites.

1000 trees

Neem and Poinciana trees



Initiative Impact

- Enhancing environmental sustainability.
- Improving air quality and enhancing the comfort and safety of the pilgrims.





Volunteer Clinics Project at Holy Sites Train Stations

As part of the Royal Commission for Makkah City and the Holy Sites’ commitment to providing the best healthcare services for pilgrims, the Volunteer Clinics Project was launched at Holy Sites Train stations. This initiative aims to enhance preventive healthcare for all train users by offering free primary medical services. The Project has significantly contributed to reducing pressure on healthcare facilities while ensuring immediate medical care for patients and emergency cases.



Supporting Water Efficiency and Conservation Team

This initiative raises awareness about water conservation among pilgrims, encouraging responsible usage behaviors to reduce consumption.

Achievements

External Monitor Displays



Animated and static images

Internal Monitor Displays



Behavioral images

Distribution



Awareness brochures, restroom stickers, and awareness kits in hospitality facilities

Publication on Government Apps

Social Media Publishing



Currency Exchange Project in the Holy Sites

As part of efforts to facilitate financial services for pilgrims, the Currency Exchange Project is being implemented in the Holy Sites. This project provides secure and rapid solutions that enable pilgrims to conduct their financial transactions with ease, enhancing their experience and ensuring their comfort during the performance of rites.

Installation and operation of two ATMs in key sites

Mina

Arafat

Initiative Impact

Improve the Services
Provided to the
Pilgrims

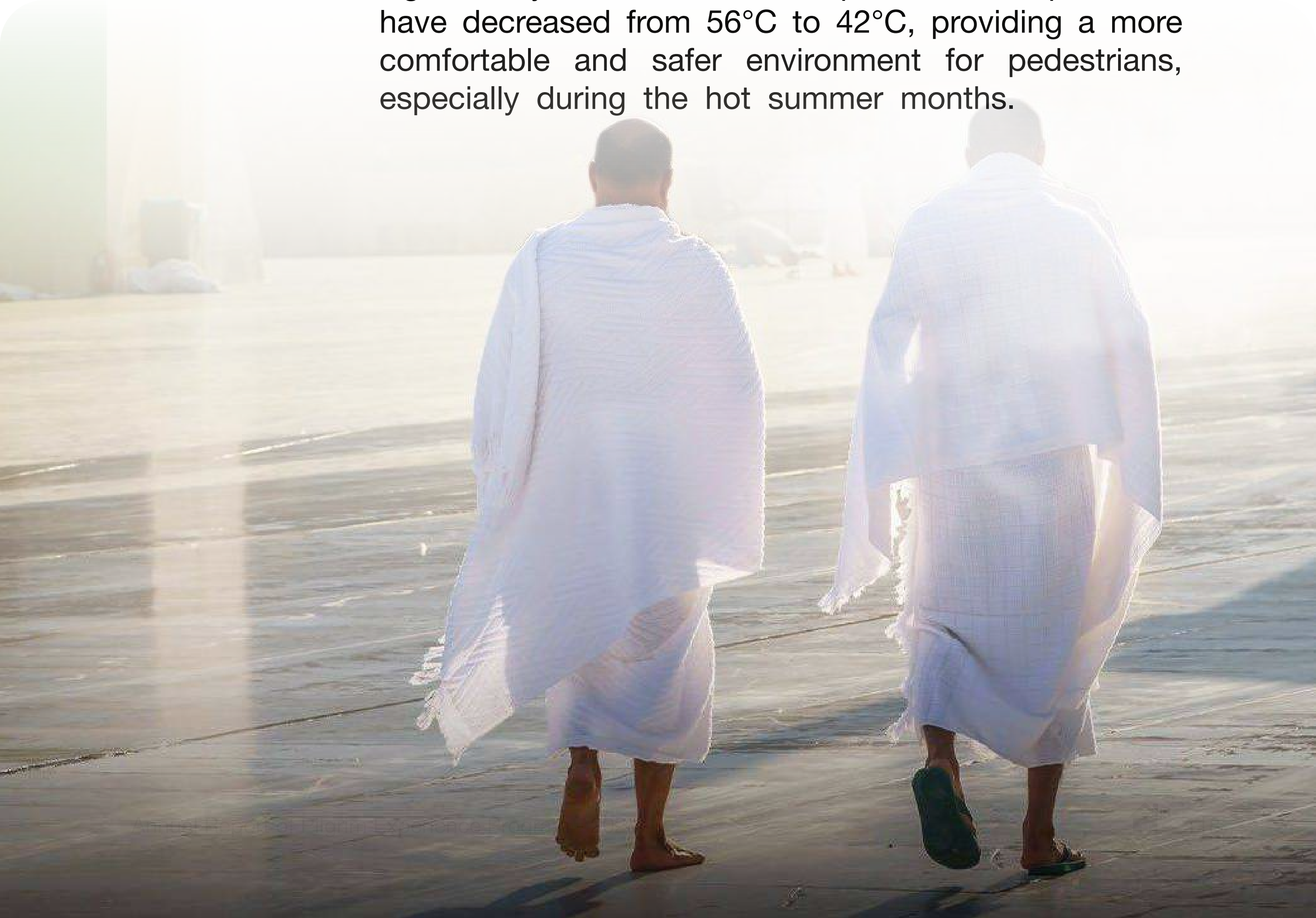
Facilitate Financial
Transactions for
Pilgrims

Improving the Hajj
experience



Cooling Project Pedestrian Walkway

By applying a sun-reflective epoxy coating to asphalt and concrete pedestrian walkways, the project has significantly reduced surface temperatures. Temperatures have decreased from 56°C to 42°C, providing a more comfortable and safer environment for pedestrians, especially during the hot summer months.



Improving the Experience of the Elderly and People with Disabilities

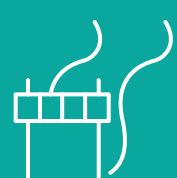
The Initiative contributes to providing high-quality services to Hajj and Umrah pilgrims by raising quality standards and improving services and facilities for the elderly and people with disabilities in the courtyards of the Prophet's Mosque.



96

Chairs (Completed)

Waiting and seating chairs
in the courtyards



6

Pedestrian Ramps

In the Prophet's Mosque out
of a total of 14 pedestrian
ramps at the main entrances



Heat-Reducing Paint in the Courtyards of the Grand Holy Mosque and the Central Area

Out of concern for the comfort of the pilgrims and to facilitate their rites, the ground surfaces in the Grand Holy Mosque have been painted white. This is to provide a cooler and more suitable environment for performing worship, especially during the summer, where the pilgrims feel greater comfort while they are in the holiest places on earth.

1445 H

During the Ramadan season

Application of heat-reducing paint in the temporary prayer area of Ajyad in Makkah Central Area

1445 H

During the Hajj season

+11,000 Square meters

In the eastern courtyard and the Sa'i area of the Grand Holy Mosque, in white and using several locally made materials



Canopy Installation Project at Jarwal Transport Station

The Project aims to provide a comfortable and safe environment for pilgrims by shielding them from sunlight and weather changes. This initiative enhances their mobility and improves their overall experience during their journey.



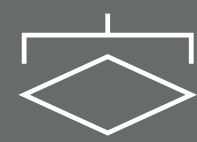
10 Canopies

Canopies Installed
During Ramadan
Season 1445 AH



42 Canopies

Number of Canopies



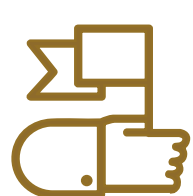
4000+ Square
meters

Shaded Area



Guidance Signage System at Al-Masjid al-Haram and Its Courtyards

The Project, overseen by the General Authority for the Care of the Grand Mosque and the Prophet's Mosque, aims to provide clear and seamless navigation for visitors. The Project features modern designs and integrated functionalities aligned with Al-Masjid al-Haram's visual identity, enhancing pilgrims Experience



Initiative Impact

- Easy access to guidance information for locations.
- Assist non-Arabic speakers in reaching their destinations with ease and convenience.



Project Beneficiaries

- Visitors and worshippers of Al-Masjid al-Haram and Al-Masjid AL-Nabawi.

553 Guidance signs

Project deliverables in Al-Masjid al-Haram and its courtyards, aligned with the deliverables of the visual identity project of Masjid al-Haram.



Agile First Aid Points Project

To provide the best healthcare services for pilgrims, dedicated emergency sites were equipped with the latest medical devices and qualified medical staff. These sites enabled rapid and effective response to cases of heat exhaustion and ankle and foot injuries.

Project Achievements

Total

42

Flexible emergency points

were introduced in the holy sites, equipped with essential medical equipment to respond to cases efficiently



High-quality primary emergency medical services were provided with optimal healthcare coverage in Arafat to maximize impact



Dedicated emergency sites for the Red Crescent were allocated in the central area through analysis and evaluation of blind spots





Preparing Temporary Prayer Areas for Ramadan at Al-Masjid-al-Haram

Equipping four prayer areas (Ajjad Prayer Area, Ibrahim Al-Khalil St. Prayer Area, Prince Mohammed bin Salman Rd. Prayer Area, and Jaroul Prayer Area) in the central area along the main routes leading to Al-Masjid al-Haram.

This includes:

Installing
loudspeakers

Presence of security
personnel

Providing water dispensers

Ensuring carpet
cleaning services

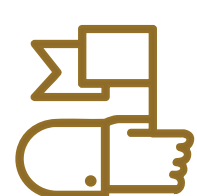
Offering Iftar meals for fasting individuals in coordination with
the Watering and Feeding Committee

411,200 k

Total Beneficiaries of the Project for
Furnishing Temporary Prayer Spaces
during Ramadan

Consultancy Study for Establishing Visitor Centers at Al-Masjid al-Haram

Preparing specialized consultancy studies for the establishment of visitor centers equipped with the highest quality standards at designated locations. Through these centers, we aim to redefine the approach to serving pilgrims and enhance service quality across providers (government, private, and third sectors). The Center will be an integral part of pilgrims' Experience, focusing on enriching their journey through three key dimensions: Environment, People, and Experience.



Initiative Targets

- A consultancy study document for the establishment of visitor centers at Al-Masjid al-Haram (Target: One consultancy study).



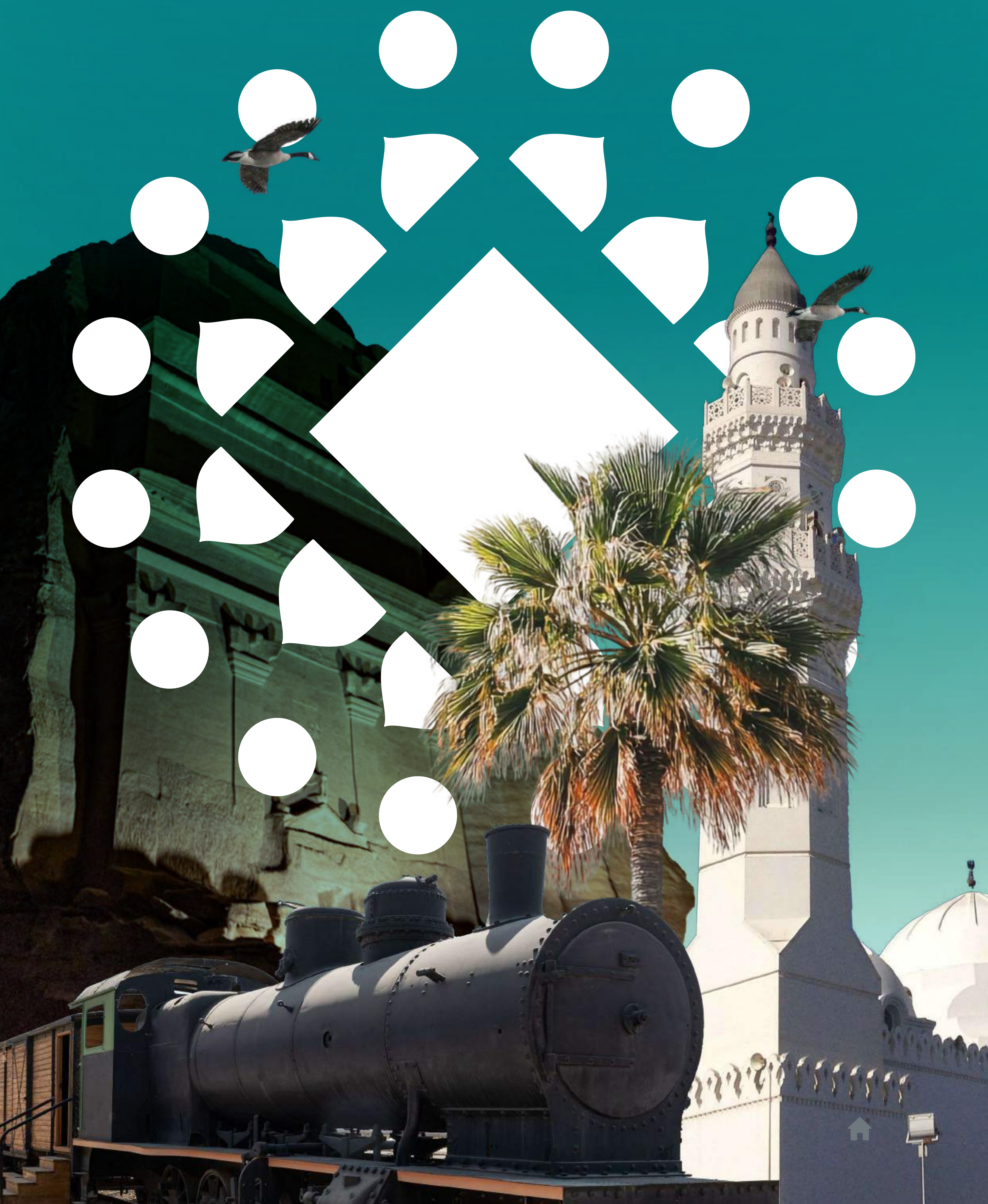
The Actual Impact of Implementing the Initiative

- Studying Concepts properly helps in obtaining deliverables that contribute to establishing the centers and providing better services to the pilgrims.



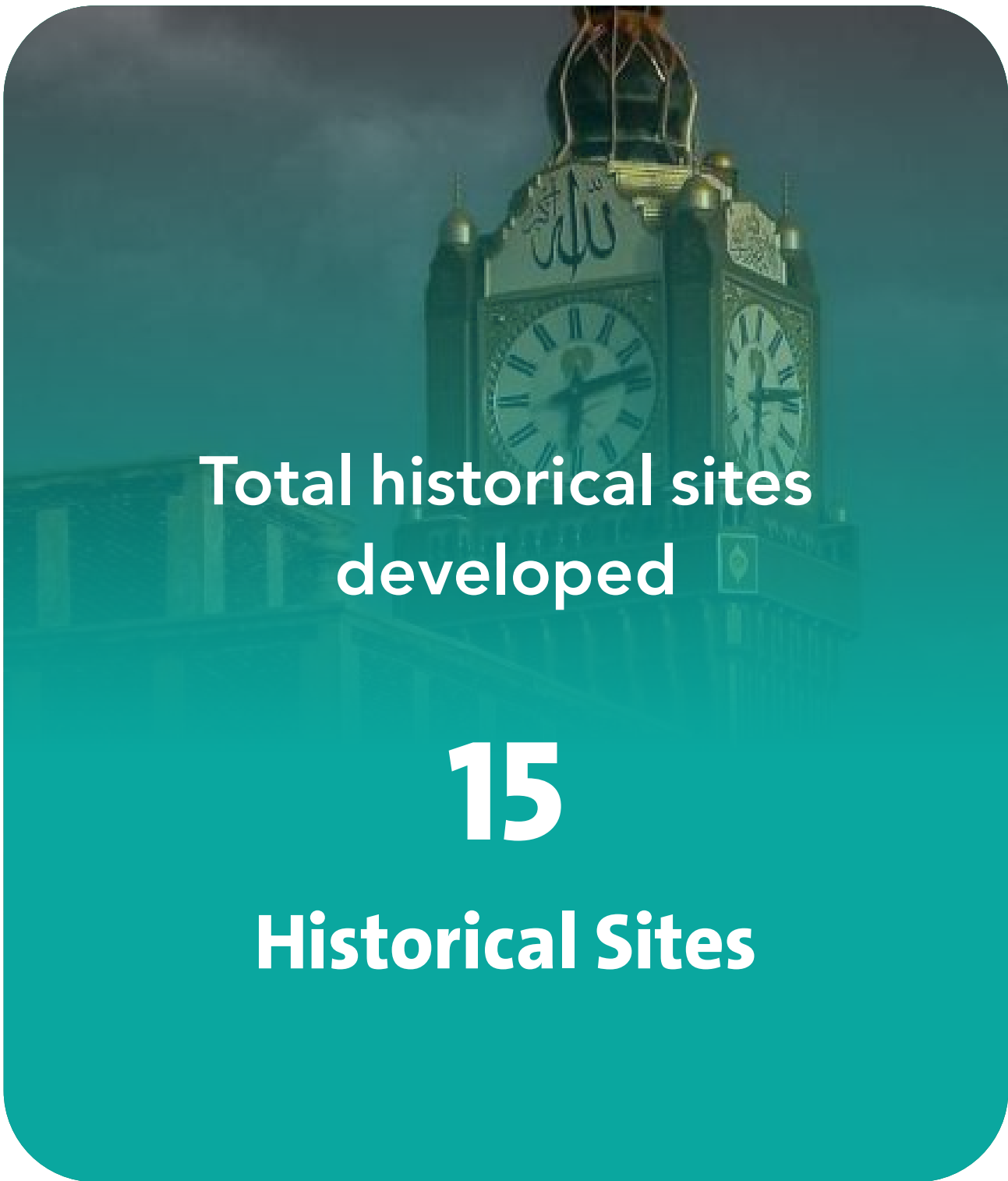
Stage Four

Discovering Kingdom of Saudi Arabia



Enriching Pilgrimage Experience

Saudi Arabia’s commitment to serving its visitors extends beyond providing tangible services to enriching their spiritual and cultural journey. By enhancing the accessibility and readiness of historical and cultural sites, visitors can immerse themselves in locations that witnessed key events from the life of Prophet Muhammad (PBUH). As the custodian of Islam’s most revered landmarks and cultural treasures of the Islamic world, Saudi Arabia offers a deep connection to Islamic heritage, particularly in the holy cities of Makkah and Madinah.

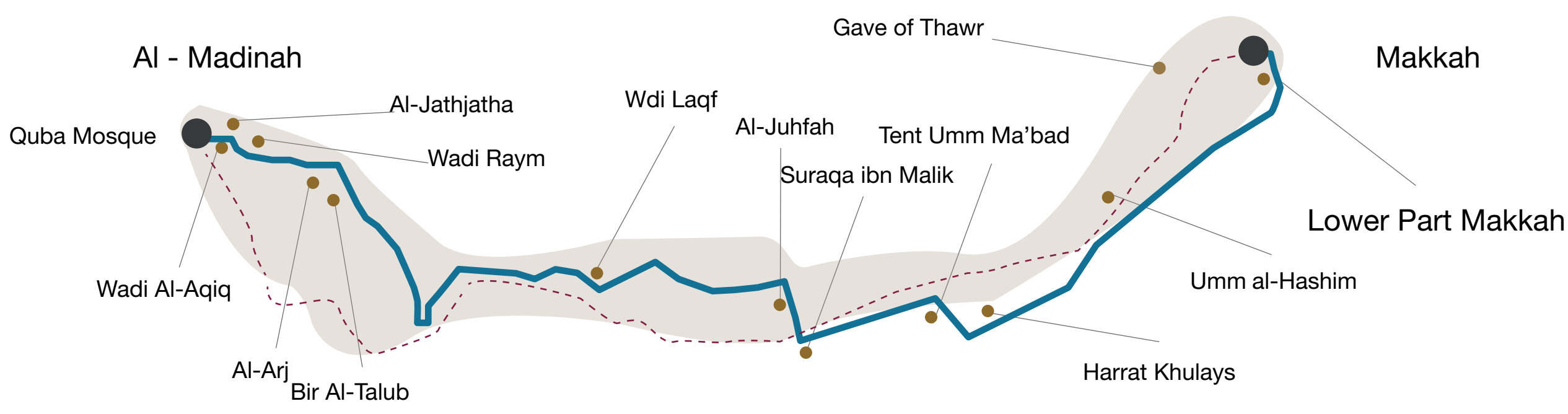


Historical Site
A site where significant historical events and occurrences took place in Makkah or Madinah.

Enrichment Site
A site that enhances Pilgrims’ experience during their visit to the Two Holy Mosques.

Historical Landmarks Along Migration Route from Makkah to Madinah

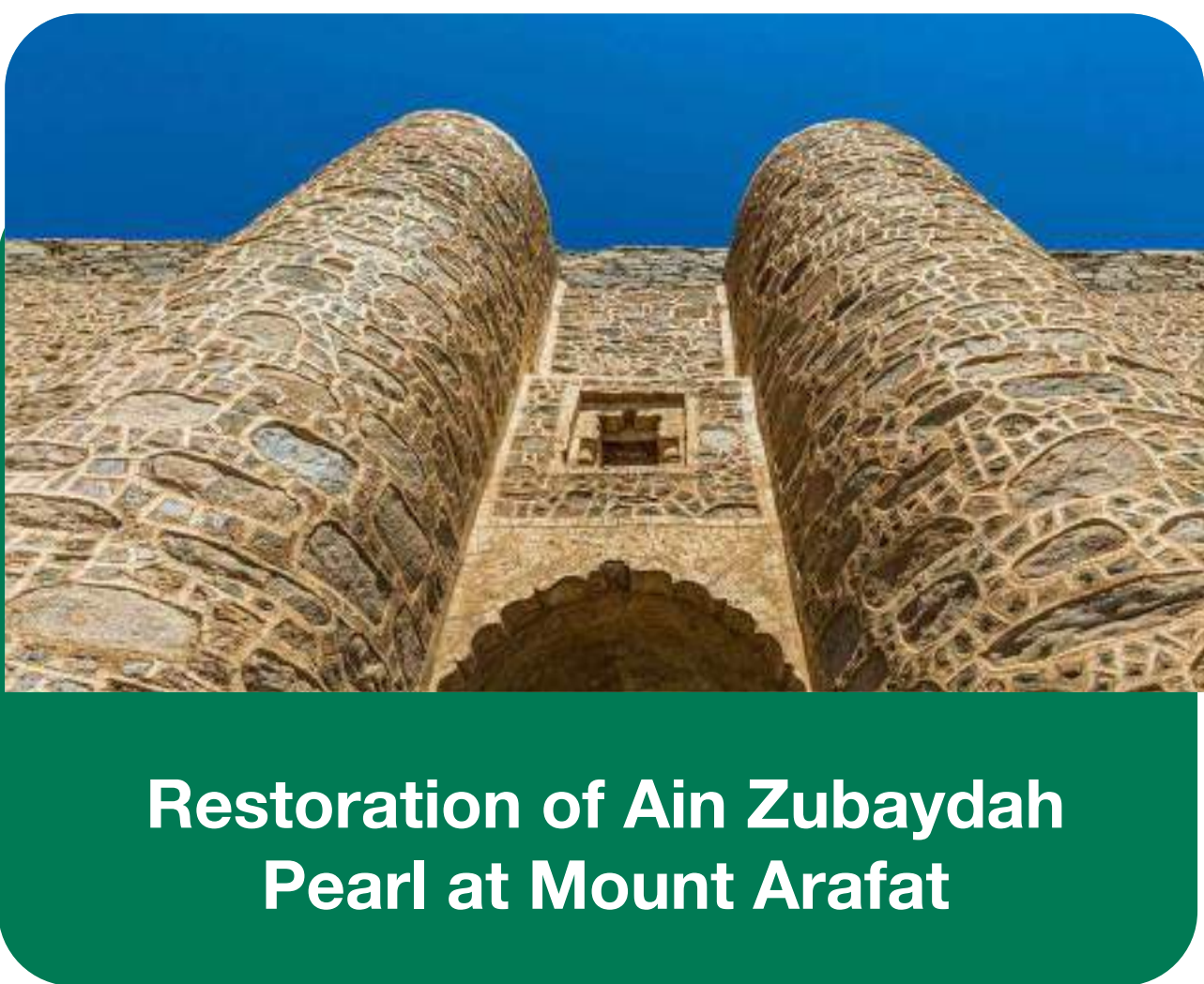
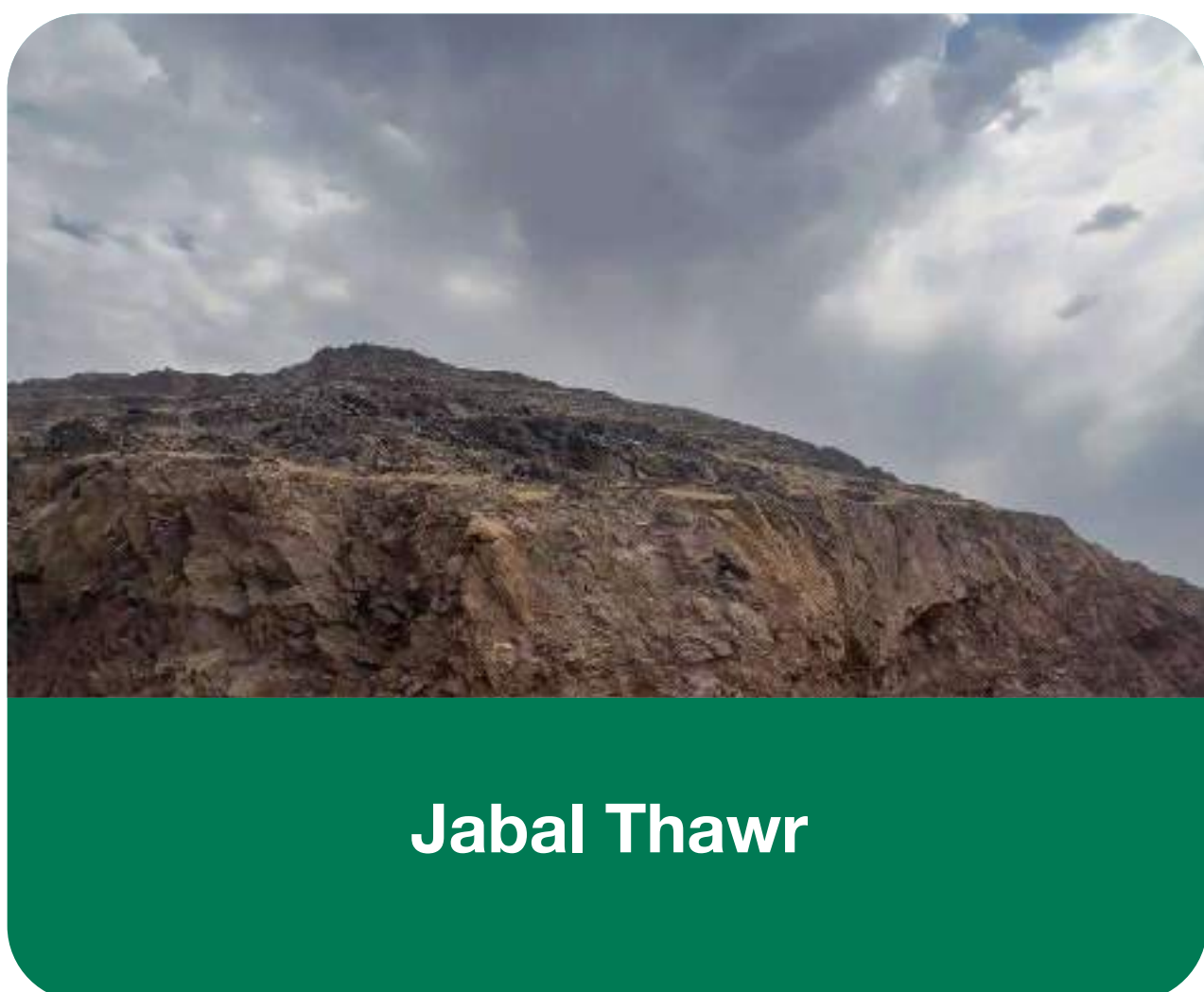
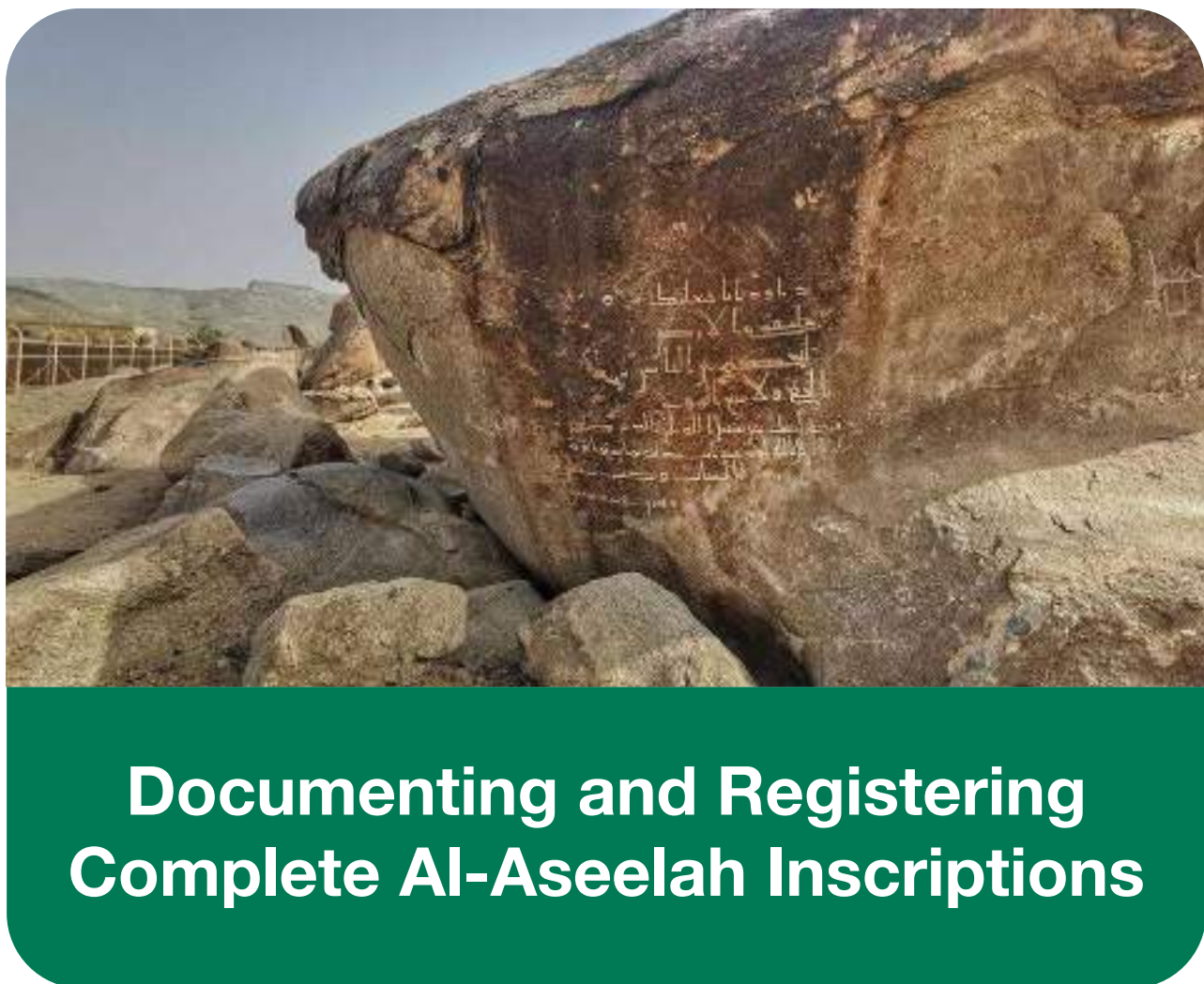
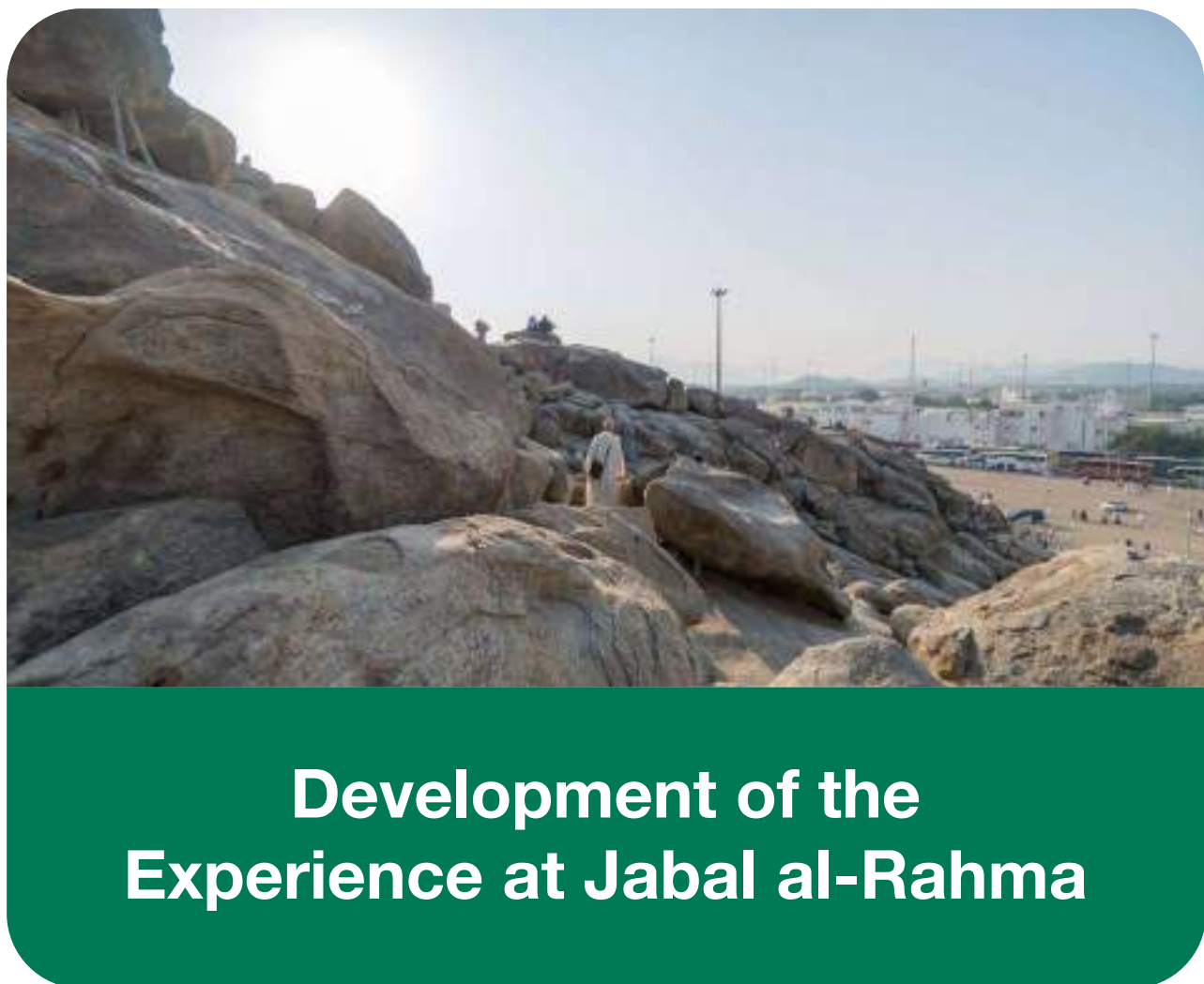
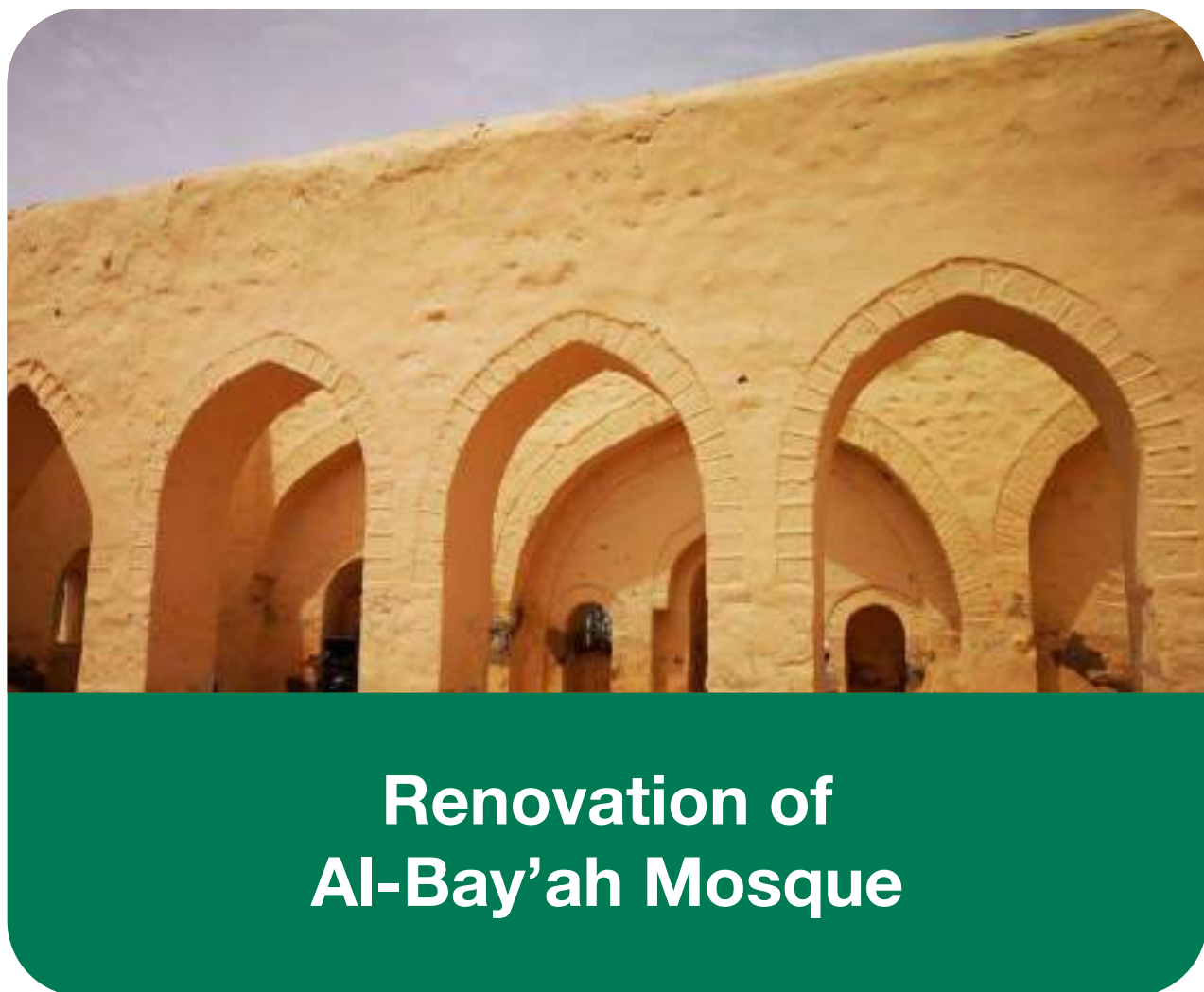
The trail encompasses 41 historical landmarks, including 5 significant sites associated with the Prophet Muhammad (PBUH) and Abu Bakr (may Allah be pleased with him) during their migration from Makkah to Madinah. Efforts will be made to create engaging interactive content for visitors, specific to each site and story.



Historical Series with Total Developed Sites:



A model of developed historical sites



A model of developed enrichment sites





**Enhancing Experience at Al-Masjid
al-Haram Library**



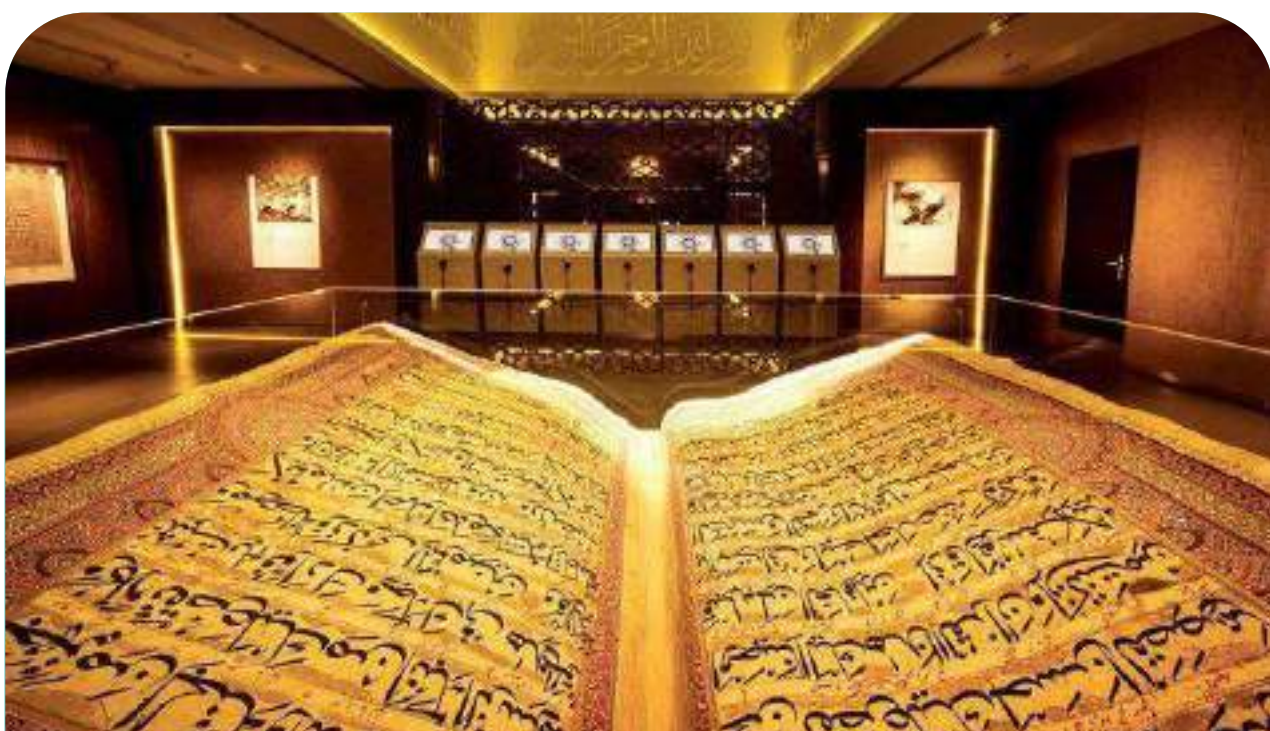
**Enhancing Experience at
the Manuscripts Museum**



**Enhancing Experience at
Al-Bayt Al-Aseel Museum**



**Enhancing Experience at Abu Bakr
Al-Amoudi Museum**



**Renovation and Experience
Enhancement at Holy Quran Museum**



**Zainab Al-Hilaliya
h Walkway and Park**



Renovation of Al-Misfalah Park



**Renovation and Experience
Enhancement at the Two Holy Mosques
Architecture Exhibition**



International Museum of Prophet's Biography and Islamic Civilization

The most visited cultural and historical sites are as follows:



Museum of Islamic Manuscripts



Museum of the Islamic Dinar



Museum of Human Heritage



Hira Cave



Soqia Zamzam Project



Jabal al-Rahma



Library of Makkah Grand Mosque



Kaaba Kiswa Exhibition



Revelation Exhibition



Umm Al-Qura University Museum



Abu Bakr Al-Amoudi Museum



International Museum of Prophet's Biography and Islamic Civilization



Al-Bayt Al-Aseel Museum

Initiatives that enrich the experience of the Hajj pilgrims spiritually and culturally

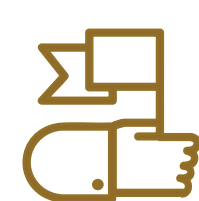


The Prophetic Migration Route Initiative (On His Footsteps)



About Initiative

- This Initiative focuses on developing key heritage and historical sites along one of the most significant prophetic routes taken by Prophet Muhammad (PBUH) during his migration from Makkah to Madinah.



Initiative Impact

- Documenting and defining Prophetic Migration Route locally and internationally.
- Developing new destinations to enrich pilgrims’ experience.
- Job creation by providing employment opportunities.



The initiative in numbers for 2024

1,000,000

Target number of visitors



5

Routes connecting 20 historical sites

12,000

Visitors
Daily Capacity Per Day

km
470

Total Route Length
Including (305) km on foot

41

Number of Historical Landmarks

59

Stations

↓

1
Large permanent station

8
Camping sites

50
Service lounge

An illustration of a station building with a flat roof and several windows. A white line-art icon of a map with a location pin is overlaid on the right side of the building. The entire illustration is set against a dark green background.

30+

Restaurants

50+

Shops

25-20

Workforce

Initiatives that enrich the experience of the Hajj pilgrims spiritually and culturally

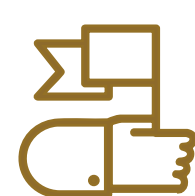


Initiative for the Strategy of Historical and Enrichment Sites in Makkah



About Initiative

- The Initiative focused on improving and developing historical sites and cultural destinations in Makkah while enhancing the engagement of visitors during their visits.



Initiative Impact

- Enriching Religious and Cultural Experience of Hajj and Umrah Performers.

The initiative in numbers for 2024

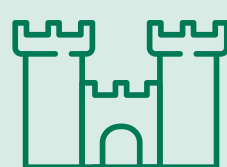
5,000,000

Total visitors annually



11

Number of Cultural Sites



6

Number of Historical Sites



17

Total Developed Sites

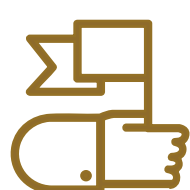


Developing content for Islamic and cultural historical sites in Madinah and Makkah



About Initiative

- This initiative focuses on providing scientific and cultural content for all Islamic historical sites and cultural destinations.



Initiative Impact

- Increase visitor satisfaction with historical site visits by providing content that enriches the visitor experience.
- Increase private sector participation by providing new content display options.

The initiative in numbers for 2024

5

Number of Languages
(Arabic-English-Urdu-Indian-Indonesian)

40

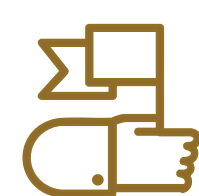
Total Stories
(Visual-Interactive-Audio-Readable)

Hajj and the Two Holy Mosques Encyclopedia and Historical Atlas of the Prophet’s Biography Initiative



About Initiative

- The initiative aims to create enriching material that documents the history of Hajj and the Two Holy Mosques, along with the Prophet’s Biography. By collecting extensive information and data, it will embody this knowledge in an encyclopedia format of cultural and religious value, based on scientific foundations, benefiting students of knowledge, readers of Islamic history, and its narrators.
- The initiative was developed in collaboration with researchers, scientific, technical, and linguistic reviewers, research arbitrators, and consultants to ensure the integrity of the materials and the noble prophetic deeds. It aims to limit historical narratives that may have varying interpretations.
- A comprehensive database has been established that includes historical and cultural information related to Hajj and the Two Holy Mosques Encyclopedia and the Prophet’s Biography Historical Atlas.



Initiative Impact

- Enrich the experience and raise the cultural and knowledge level of pilgrims.
- Rectify misinformation and misconceptions.
- Provide a reliable source and reference for studies for all entities operating in the pilgrims’ service sector.

The initiative in numbers for 2024

1

Hajj and Two Holy Mosques Encyclopedia

(Printed and digital version)

1

Historical Atlas of Prophet’s Biography

(Printed and digital version)

6

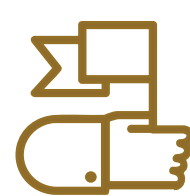
Languages

Preparing studies and designs for the Hajj Museum



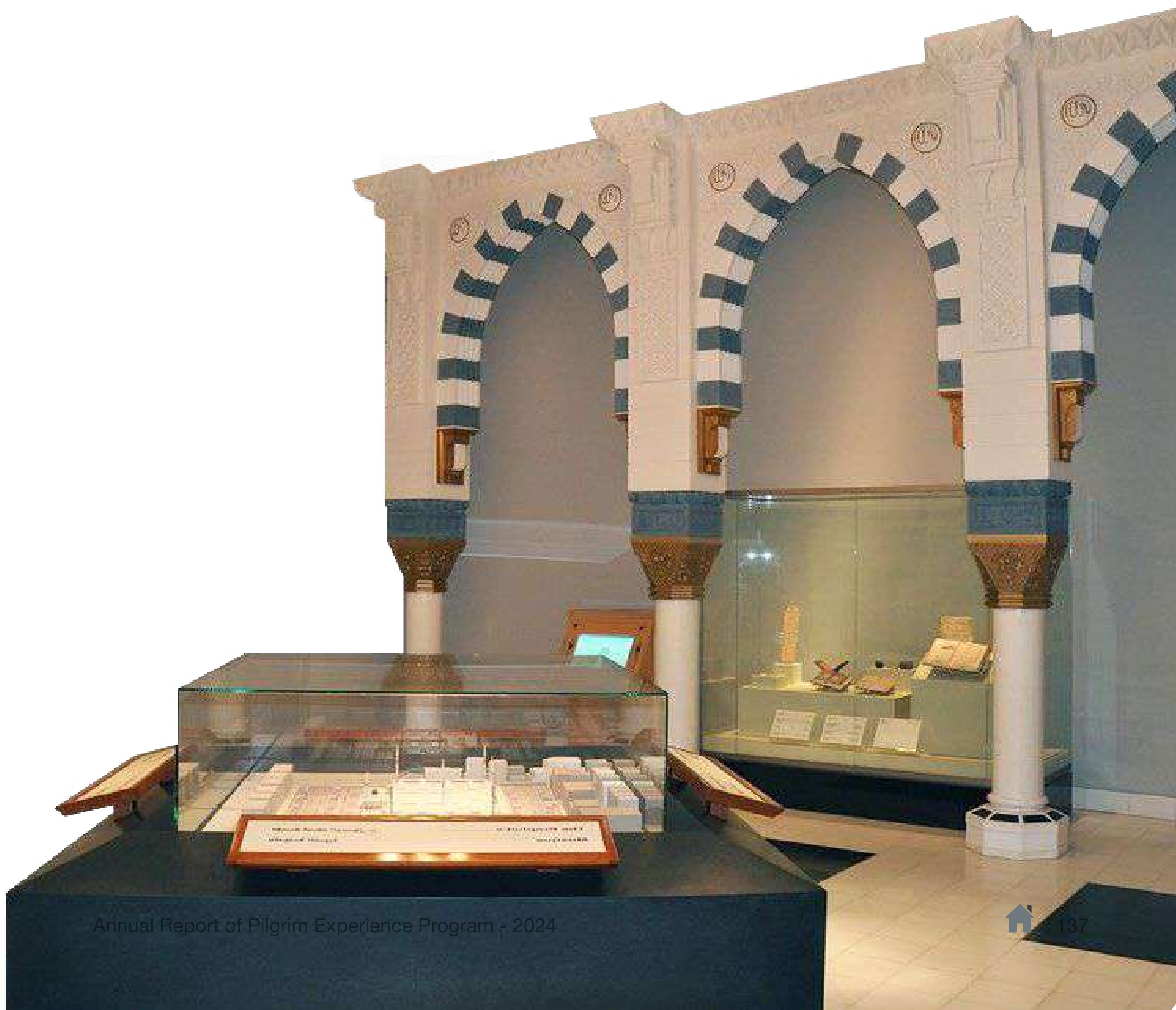
About Initiative

- This initiative focuses on establishing a strategy for the Hajj Museum, whereas the museum aims to connect emotionally with pilgrims, readers of history, and its documenters, and to create a place where the most prominent Hajj artifacts are preserved using the best technical means in our modern world.



Initiative Impact

- Enhance cultural and historical information about Hajj using the best technologies.
- Preserve historical artifacts and display them to pilgrims.

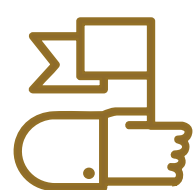


Identify Target Groups of Workers and Develop Handling and Hospitality Skills



About Initiative

This initiative focuses on identifying the needs of workers in serving pilgrims in terms of skills and necessary qualifications to handle them.



Initiative Impact

- Developing Personnel Skills in Serving pilgrims.
- Improving the training processes quality for personnel skill development in hospitality and reception to ensure excellence in serving pilgrims.
- Providing an exceptional experience for the pilgrim while reflecting the Kingdom's commitment to warm hospitality.



Licensing Sectors Operating in PEP



About Initiative

The initiative emphasizes the establishment and operation of a licensing center for issuing permits to individuals and training entities working in the service sector for pilgrims.



Beneficiaries of Initiative

- Advancing hospitality industry in the Hajj and Umrah sector.
- Enhancing service quality for the pilgrims.
- Increasing pilgrim's satisfaction throughout their entire journey.

The initiative in numbers for 2024

500

Workers

3

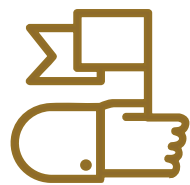
Licenses

Development of Historical Sites and Associated Routes within the King Salman Project



About Initiative

- This initiative develops a collection of historical sites surrounding Quba Mosque, ensuring their readiness to receive visitors.



Initiative Impact

- Offering a rich cultural experience to visitors by showcasing Saudi Arabia's Islamic, Arab, and national heritage.
- Expanding green spaces in alignment with Vision 2030.
- Preserving and restoring Islamic and historical sites while integrating them into accessible routes for visitors.

The initiative in numbers for 2024

7

Total Sites Targeted for Development in the First Phase

50

Total historical sites around Quba Mosque

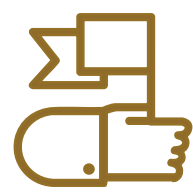


Designing the Historic Walking Trail in Madinah



About Initiative

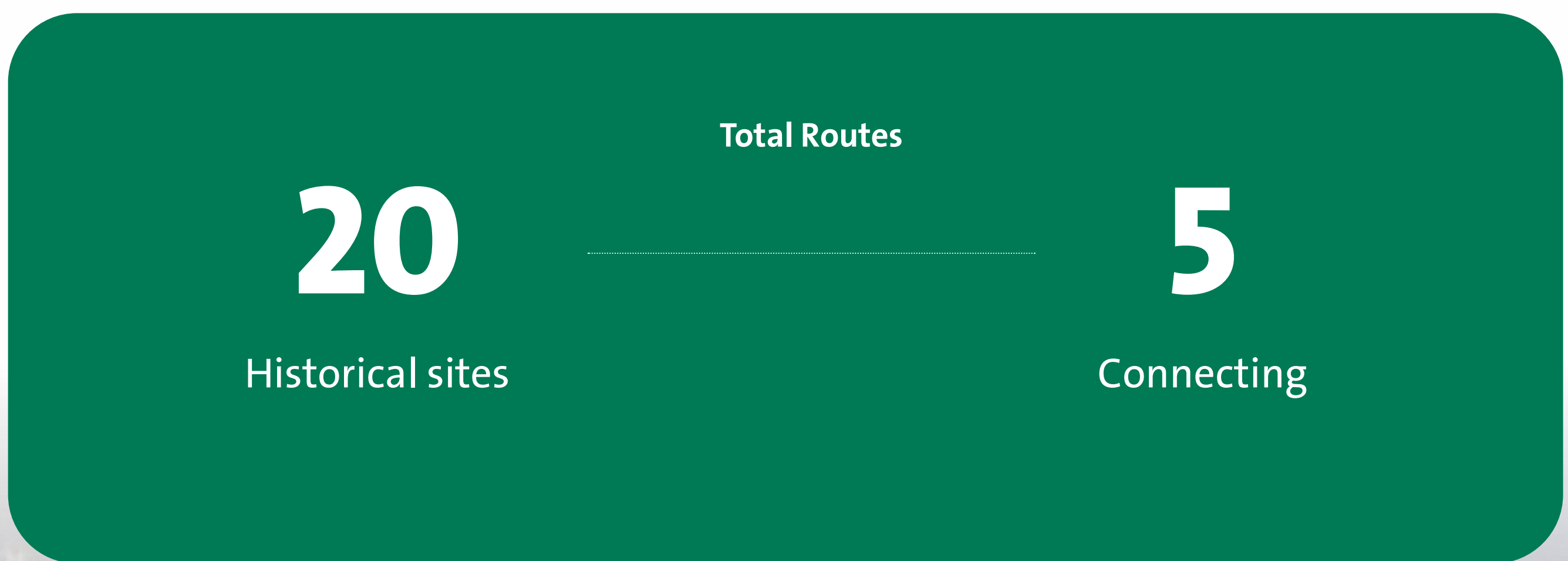
This initiative aims to develop a historical pedestrian trail connecting various Islamic sites and landmarks throughout Madinah.



Initiative Impact

- Enrich the experience and raise the cultural and knowledge level of the visitor.
- Highlight historical sites along the trail.
- Transform the trail into a renowned Islamic heritage destination narrating stories from the Prophet's era.

The initiative in numbers for 2024

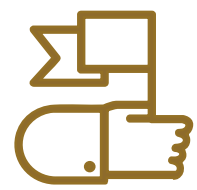


Initiative of the cultural events square in the Madinah Central Area



About Initiative

This initiative aims to establish several cultural event squares to enrich visitors' knowledge by showcasing Al Madinah's most significant religious landmarks.



Initiative Impact

- Enhancing the cultural and religious experience for visitors.
- Increasing visitors' satisfaction with the provided services.

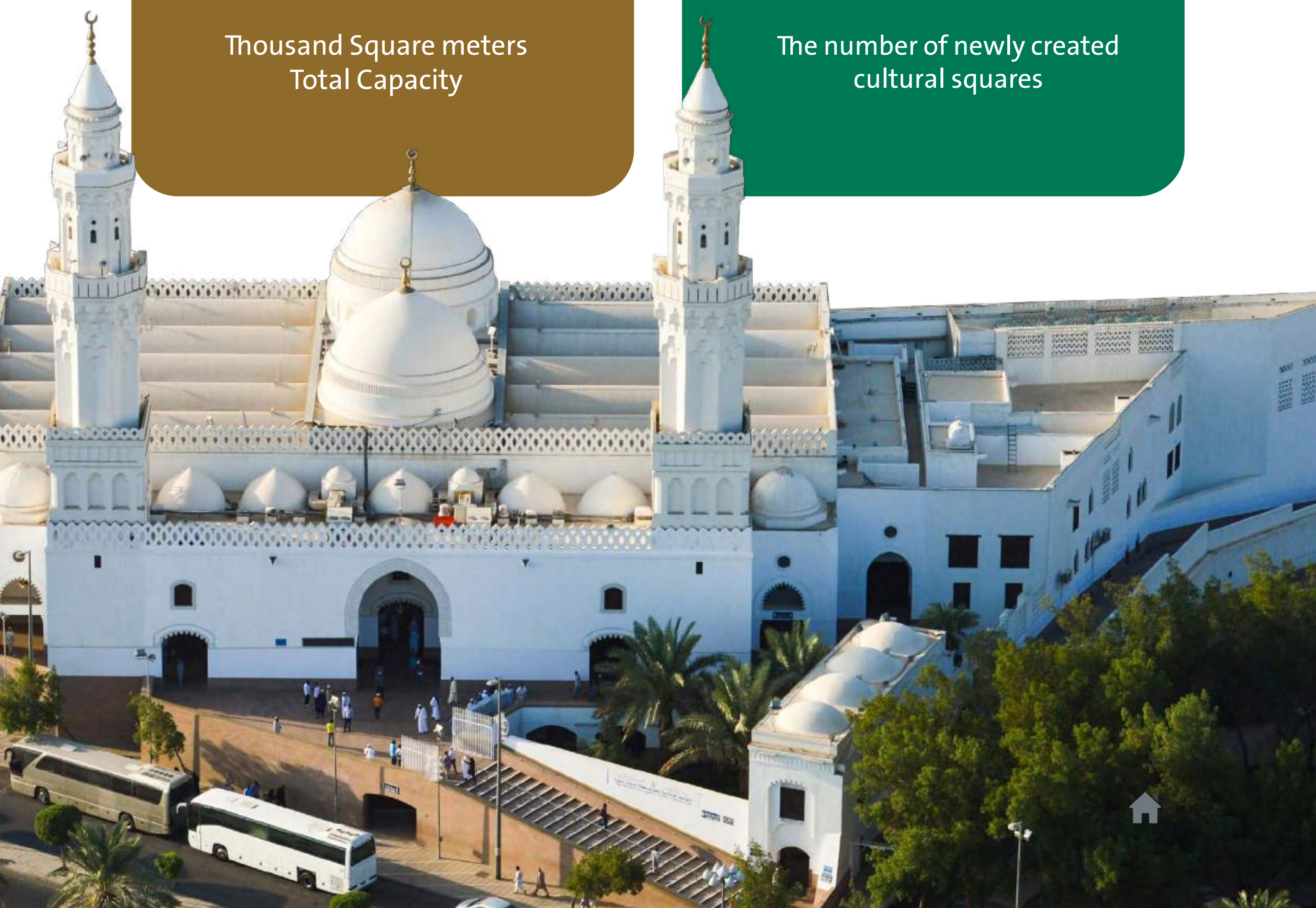
The initiative in numbers for 2024

20+

Thousand Square meters
Total Capacity

3

The number of newly created
cultural squares

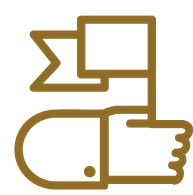


Initiative to develop the site of the The Battle Of The Trench (Khandaq)



About Initiative

This initiative develops the Battle of the Trench site following global standards for preserving Islamic historical sites.



Initiative Impact

- Preparing the Battle of the Trench site in recognition of its historical and religious.
- Increasing visitor satisfaction during their tour of the Battle of the Trench site.

The initiative in numbers for 2024

3000

Targeted Visitor Capacity

9

Planned Projects around the Trench Area

Projects being worked on

- Developing the surroundings of Al-Rayah Mosque (Jabal Dhibab).
- Developing Shu'ab Bani Haram.
- Revitalizing Al Sayh Heritage Area.
- Upgrading Al-Khandaq Walkway and surrounding areas
- Improving Jabal Sela.'
- Restoring Wadi Buthan.
- Revitalizing Jabal Bani Ubaid.
- Developing Bustan Al Nakheel Area.
- Enhancing West Al Sayh area.

6

Total Historical Mosques to Be Restored

6 Mosques are currently developing

- Masjid al-Fatah.
- Salman Al-Farsi Mosque.
- Omar Ibn Al-Khattab Mosque.
- Ali Ibn Abi Talib Mosque.
- Mosque of Abu Bakr As-Siddiq.
- Mosque of Saad ibn Moath.

Enhancing Infrastructure and Upgrading Historical Sites in Madinah



About Initiative

This initiative focused on developing Islamic historical and cultural sites in Madinah.

Initiative Impact

Revitalization of the Trench site and creation of a simulation.

Restoration and improvement of the Al-Faqir Well experience.

Development and Expansion of Masjid al-Qiblatayn Area.

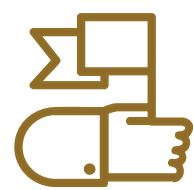


Enrichment Centers and Exhibitions Initiative



About Initiative

This initiative focuses on establishing Al-Baqi Exhibition and Al-Ghamama Cultural Center as enrichment and educational venues, highlighting the historical, religious, and cultural significance of the city of the Prophet Muhammad (PBUH).



Initiative Impact

- Increasing global awareness of the cultural and historical Significance of Madinah.
- Providing diverse cultural and religious content.
- Creating new job opportunities in the cultural sector.

The initiative in numbers for 2024

Al-Ghamama Center

50,000k
Visitors

Per annum, including families, students, and those interested in cultural activities.

This initiative aims to establish
interactive workshops
Multimedia presentations
Cultural programs for youth and children
Regular lectures and seminars
Permanent and temporary exhibitions

5

Total Historical and Cultural Activities

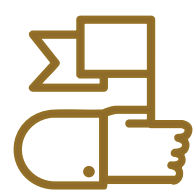


Development of Badr Battle Route, Area, and its Heritage Assets



About Initiative

This initiative aims to enhance the Badr Battle Route, area and its heritage assets, transforming the area into a comprehensive historical, cultural, and natural destination.



Initiative Impact

- Promoting a Better Understanding of the Prophet's Biography across the Islamic World.
- Upgrading and documenting historical sites while preserving their landmarks.

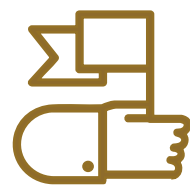


Initiative to develop Miqat Dhu al-Hulayfah



About Initiative

This initiative focuses on improving Masjid Al-Miqat, increasing its capacity, and enhancing its facilities to reflect its religious and cultural significance.



Initiative Impact

- Expanding the mosque's facilities to align with the site's spiritual, historical, and natural setting.
- Offering a rich cultural experience to visitors by showcasing Saudi Arabia's Islamic, Arab, and national heritage.
- Enhancing the quality of life for local residents.
- Transforming the Miqat area into a pedestrian-exclusive zone for better visitor management.



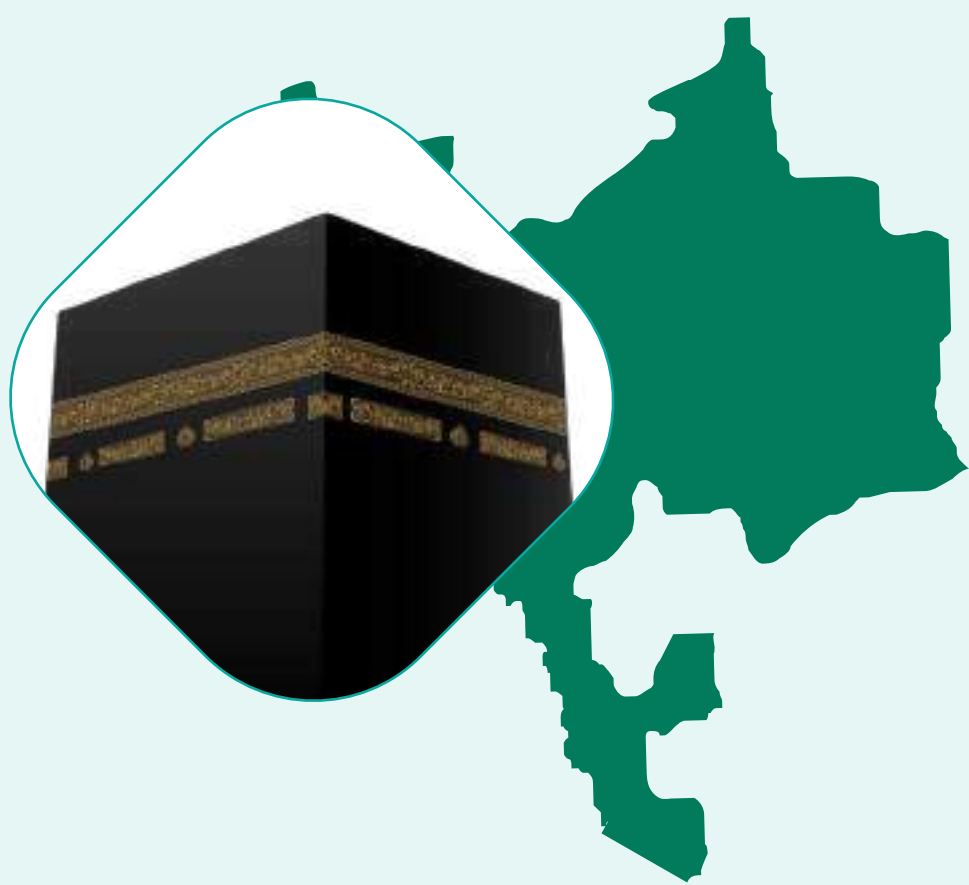
Development of historical sites in Makkah and Madinah

Preserving Heritage & Enhancing Visitor Experience

The historical and Islamic sites in Makkah and Al Madinah are undergoing continuous development to preserve their religious and cultural significance while improving visitor experiences and ensuring accessibility. These efforts include restoring landmarks, providing modern facilities, and enhancing guided services through digital technologies. The goal of these developments is to deepen awareness of Islamic history while maintaining the authenticity of these sites and enabling visitors to explore them safely and conveniently.

Key Projects and Achievements in Destination Management

In Makkah al-Mukarramah



2023

4

Projects

2024

1

Projects

In Al Madinah



2022

5

Project

2023

1

Project

2024

4

Project



Project

Governance and Launching of Guidance Services in Makkah and Madinah through the Nusuk Platform

Description

- The first patch of Madinah guides was qualified and licensed, with their licensing fees waived in partnership with the Ministry of Tourism.
- Personal interviews were conducted, and individual profiles and resumes were created for qualified tour guides, highlighting key field experiences, including sites, wells, and enrichment destinations.
- Additionally, tour guides from “Mashina” were contracted in partnership with the Ministry of Hajj and Umrah to provide guidance services in Makkah and Madinah.
- Workshops were organized to raise awareness among tour guides, conducted by relevant entities, including the Development Authority, the Ministry of Hajj and Umrah, and the Pilgrim Experience Program.
- Guidance services were launched on the Nusuk application, listing 400 certified tour guides.

Relevant Entities



Project

Bed Capacity of Accommodation Sector

Description

- Allocating a dedicated center to receive requests related to accommodation facilities and address challenges faced by owners, investors, and operators.
- Licensing more than 12,500 rooms and adding them to the bed capacity inventory of the accommodation sector in the city, equivalent to 35,000 beds.

Relevant Entities



Licensing and Training Centre for Pilgrims’ and Visitors’ Service Sector Workers

The Center aims to organize and unify efforts in qualifying, training, and licensing workers serving visitors, enhancing Ministry supervisory and regulatory role in the sector. The Center also seeks to expand to become a regulatory and supervisory entity that contributes to building a sustainable environment in serving visitors, with a focus on improving worker efficiency annually, thereby enhancing satisfaction of Hajj and Umrah Performers. This is achieved through a working team led by the Pilgrim Experience Program (PEP), comprising multiple government entities, the public sector, and the non-profit sector, focused on the licensing and training of workers serving pilgrims.

129,000

Male and female trainees

2000

Certified Trainers

10

Participating countries

2500

Training programs

94%

Beneficiary satisfaction rate after training

6

Training languages

300,000

Training hours

14,000

Beneficiaries from outside the Kingdom

100

Professional competence that beneficiaries acquire during training programs

30,000

participants in the satisfaction survey for training services

6

Languages spoken by the center's trainees during the implementation of training programs.

120

consecutive training days conducted before the season commenced

5

Internal cities within the Kingdom where the center's training programs were conducted.



Stage Five

Hajj Project Management Office

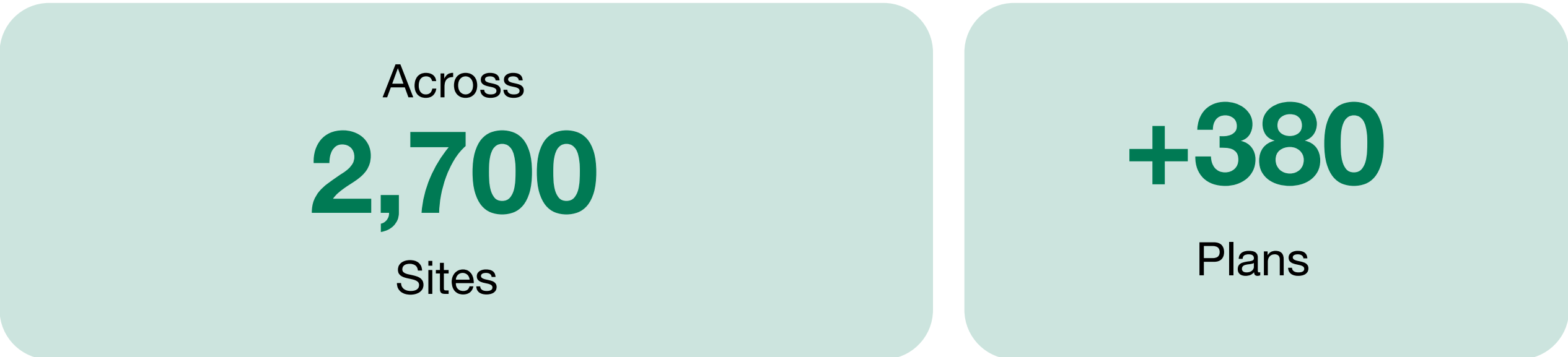
برنامج خدمة
ضيوف الرحمن



Horizons of Hope and Sustainability

Hajj Project Management Office (PMO) serves as the beating heart that ensures coordination and harmony among various entities to guarantee a safe and smooth Hajj journey. Hajj PMO is not merely a regulatory body but rather an embodiment of the Kingdom’s mission to provide a unique experience that meets the needs of the pilgrims with quality and safety. Hajj PMO coordinates and implements Hajj-related projects in collaboration with more than 50 government entities, ensuring full readiness for the Hajj season.

Hajj PMO oversees the monitoring of



to ensure the highest levels of organization and efficiency. In addition, it also contributes effectively to the “Pilgrim Experience Program”, enhancing service delivery for pilgrims with a strong emphasis on their well-being and safety

Hajj PMO efforts focus on planning and enhancing service readiness, ensuring a distinguished and safe Hajj experience. Through performance monitoring and obstacles, Hajj PMO strives to achieve its ultimate goal: providing a supportive and comfortable environment for pilgrims, enriched by a deeply spiritual and sacred atmosphere.





One of the most notable achievements of Hajj Projects Office

was the organization of over **+50 workshops**. These workshops focused on developing service cards and defining the roles and responsibilities of each entity in service delivery, ensuring alignment to achieve the following objectives:



Identifying list of services.



Aligning on roles of entities in service delivery.



Clarifying overlaps between different entities in service delivery.



Discussing communication mechanisms between entities to ensure alignment on plans.



One of the most notable roles of Hajj Projects Office

The Hajj Project Management Office has been tasked by the Central Hajj Committee to work with the participating entities in preparing and implementing Hajj plans, with a focus on the following key activities:

- 01 Services and Roles of Entities in Hajj**
Defining and analyzing roles and powers to clarify responsibilities.
- 02 Readiness Enhancement Plans**
Developing and improving previous plans to ensure full readiness for upcoming seasons.
- 03 Monitoring Readiness Progress**
Proactively tracking implementation of plans and documenting results.
- 04 Operational Plans**
Defining standards and regulations to ensure effective coordination between entities.
- 05 Readiness Enhancement Indicators**
Measuring readiness of sectors and services to achieve objectives.
- 06 Operational Indicators**
Measuring actual performance of services and operations during the Hajj season.
- 07 Service Quality Measurement Standards**
Improving service levels based on clear performance indicators.

These efforts improve with each Hajj season, aiming to enhance coordination in planning and execution, strengthen the readiness of involved organizations, and improve service quality.





Developing the Planning Model to Enhance Coordination and Seasonal Services

In 1445 AH, the planning model underwent a major update aimed at enhancing its clarity and organizing its phases to support greater efficiency in task execution. The update focused on addressing challenges arising from overlapping tasks among various entities and strengthening coordination between them.

Additionally, the development aimed to enhance the readiness of services provided during the season, thereby improving their ability to meet beneficiaries’ needs efficiently and effectively. This update reflects a strategic approach towards delivering integrated and well-organized services that align with the expectations of beneficiaries and the requirements of the season, as shown in the planning model below.



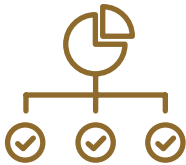
Hajj Journey

The Hajj journey consists of the stages a pilgrim experiences during their pilgrimage, serving as a foundation for seasonal planning.



Services

Services provided to pilgrims throughout all stages of the Hajj journey.



Roles

Tasks carried out by entities to prepare for and contribute to the successful delivery and readiness of assigned services.



Plans

Activities undertaken by each entity to implement their designated readiness and operational roles.



Milestones

Key milestones for each readiness plan, defined by each entity based on their activities and timelines.



Detailed Planning Model to Enhance Comprehensive Planning for the 1445 AH

The planning model for the 1445 AH Hajj season has been further refined from previous years to support comprehensive planning through the following:



Defining services provided to pilgrims and grouping them under the framework of the Hajj journey, assigning ownership for each service, and specifying the roles required from each entity to ensure service delivery and readiness.



Identifying dependencies within each service.



Defining plans with clear milestones linked to roles assigned to each entity.





Digital Readiness Enablers:



Have been developed

Several digital tools and enablers have been developed to monitor and present the readiness status of Hajj services. These innovations support the decision-making process and contribute to enhancing service delivery.



A set of innovative digital tools and enablers has been developed

A set of innovative digital tools and enablers has been developed to enhance the mechanisms for monitoring and presenting the readiness of services provided during the Hajj season. These tools enable continuous monitoring and evaluation of service performance, contributing to the assessment of readiness levels and the extent to which planned objectives are being achieved.

These digital enablers play a pivotal role in supporting decision-makers by providing accurate and up-to-date data, enhancing their ability to make prompt and effective decisions. They also contribute to improving coordination among various entities and increasing the efficiency of planning and execution, ensuring the delivery of high-quality, integrated services to pilgrims, as demonstrated in the following stages.

01 Launching First Phase of the Platform to Monitor Readiness Enhancement Projects of Relevant Entities

Key features of the platform



Milestone status updates



Uploading supporting documents



Change requests (for milestones and plans)



Providing an integrated perspective for both the entity and the Hajj PMO regarding delayed plans and milestones or those requiring support and intervention

02 Designing Real-Time Interactive Dashboards to Display and Monitor Readiness Status

Key features of interactive dashboards:



Supporting data-driven decision-making for committees.



Increasing transparency with the entire Hajj system.



Showing status of challenge resolution.



Displaying progress on milestones and plans for each entity according to the Hajj journey.

03 Periodic reports to present the status of readiness operations

Reports Key Features:



Supporting entities in making informed, data-driven decisions.



Showcasing progress on milestones and plans for all entities, while enhancing the transparency of readiness efforts across the entire Hajj System through weekly updates.





Regarding the operational plans, the relevant entities developed their plans based on the key components defined by the Hajj PMO

Initial efforts were launched to align the operational plans across entities as follows:

Development Phase

Enhancing the content of operational plans based on operational services provided by each entity during the Hajj season

88

Operational plans were developed by the entities to cover their services during the season.

Refinement Phase

The insights were provided, and collaboration with the relevant entities led to updating the plans based on the received feedback. These reviews resulted in a significant increase in the maturity level of the plans and contributed to improving the comprehensiveness of the plans with the concerned entities.

+120

Operational plans were reviewed by PMO

Alignment Phase

A pilot phase was implemented to standardize the operational plans among the relevant entities involved in providing services, and the coordination meeting minutes were sent to the Hajj Project Management Office.

50%

of the planned operational plans were aligned.

Stage Six



One United Hand to Serve Pilgrims

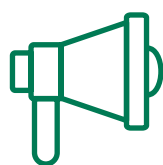
Partnership with the Non-Profit Sector: Hearts Working Together in Harmony to Serve Pilgrims

The non-profit sector serves as a fundamental pillar in achieving the goals of Vision 2030, playing an active role in serving pilgrims. Through partnerships with government entities and the launch of innovative initiatives, the sector contributes to increasing its share of GDP, activating the role of volunteers, and delivering high-quality services to pilgrims. These efforts contribute to strengthening the Kingdom’s position as a global destination for Hajj and Umrah while providing a unique and exceptional experience for pilgrims.

Key Focus Areas of Non-Profit Sector



Qualification and training



Awareness and education



In-kind assistance



Facility management and maintenance



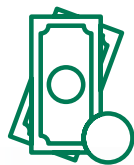
Event organization



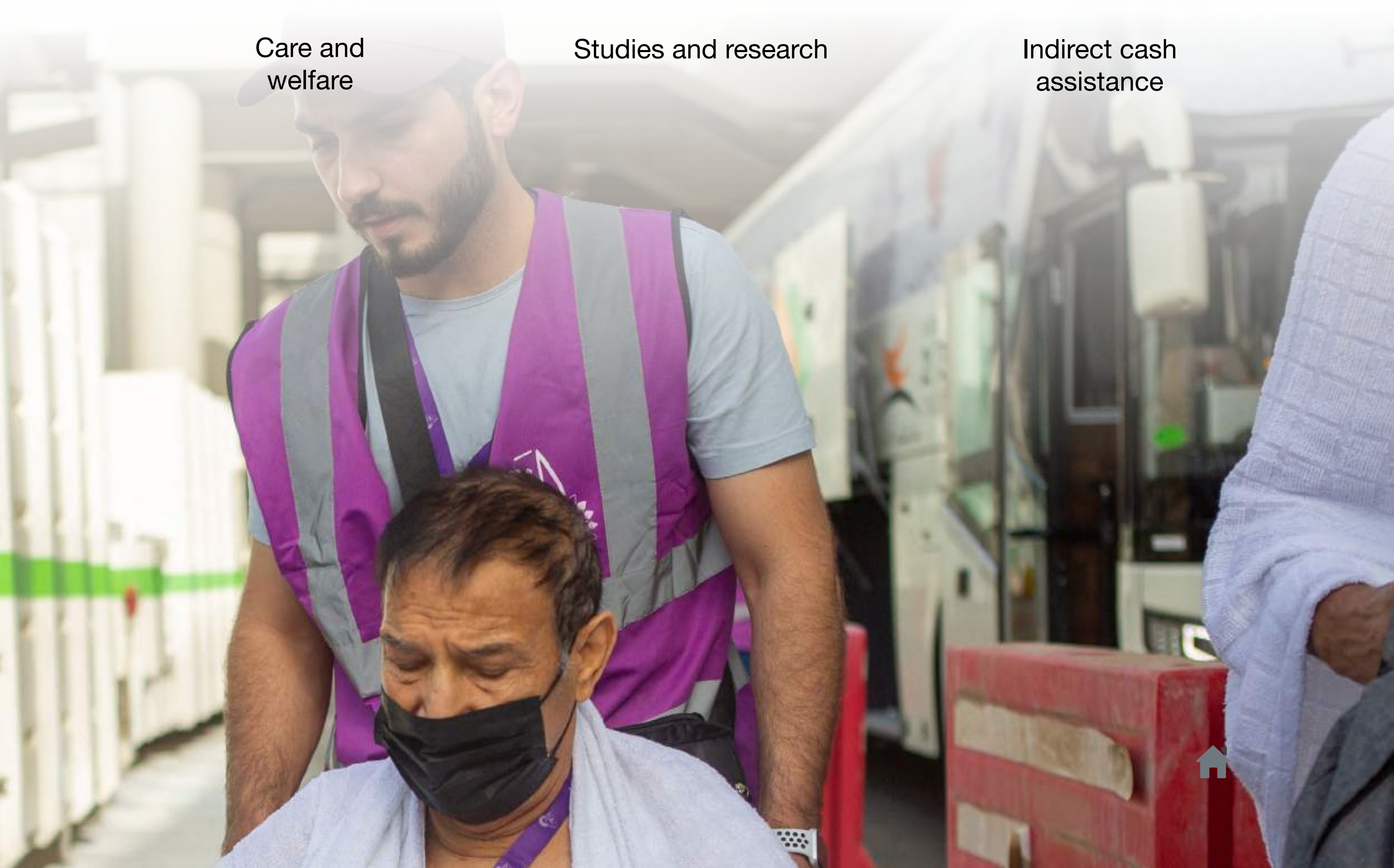
Care and welfare



Studies and research



Indirect cash assistance





Volunteering Index in Serving Pilgrims

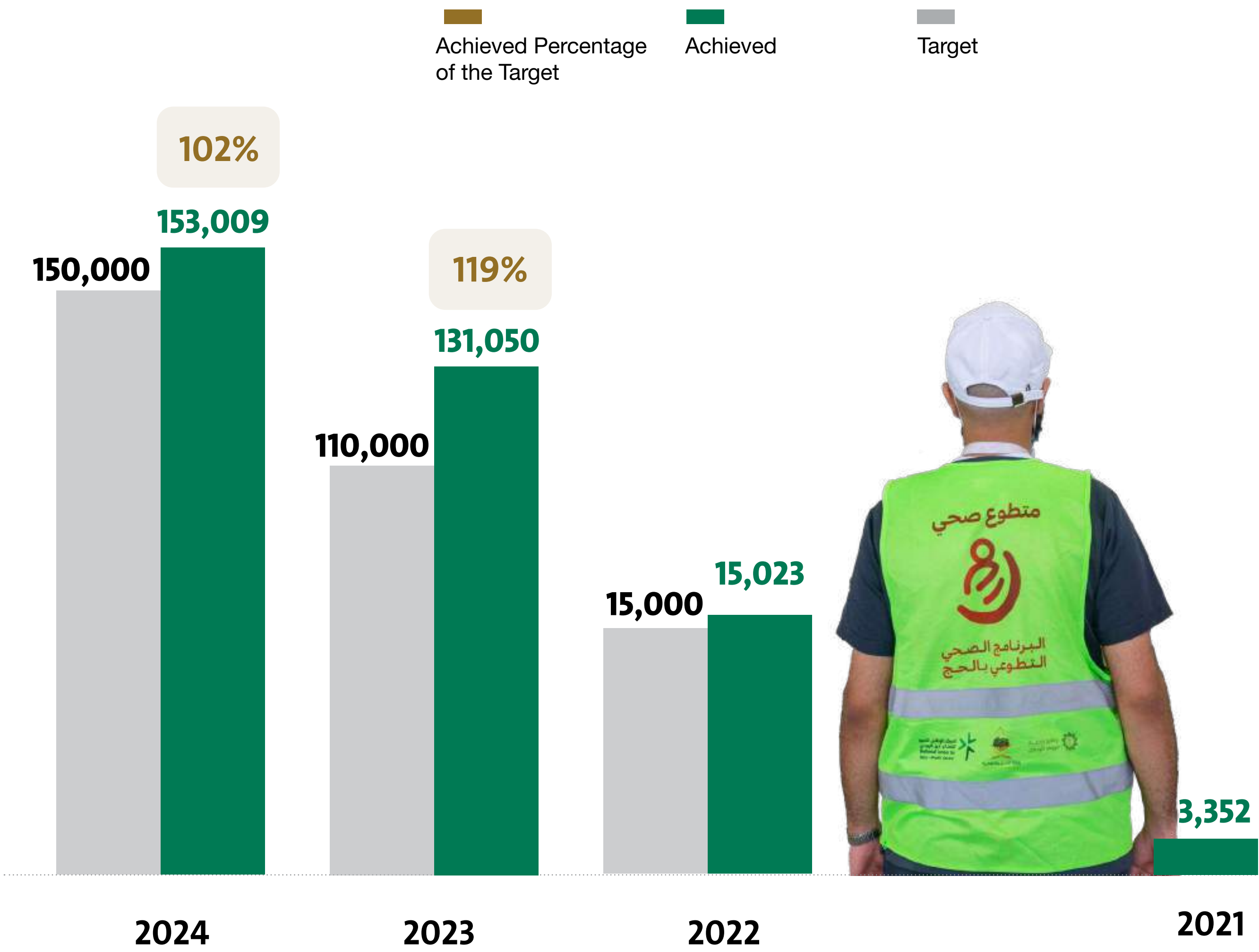
National Center for the Development of the Non-Profit Sector (NCNP) has developed a mechanism to count volunteers in the Hajj and Umrah sector and facilitate the application process for volunteer opportunities through the National Volunteer Portal, aiming to reach 150,000 volunteers serving pilgrims by the end of this year.



Initiative for Empowering and Organizing Volunteer Work for Pilgrims in Makkah and Madinah

NCNP has worked on this initiative, which aims to organize and develop volunteer work to serve pilgrims. This is achieved by providing the necessary facilitation for volunteers, attracting qualified talents, issuing specialized licenses, and establishing a dedicated center to coordinate efforts. The initiative aims to enhance the quality of services provided to pilgrims within a safe and comfortable environment, while also strengthening the positive impression of the Kingdom.

Timeline Series of the number of volunteers serving pilgrims.



Volunteering Activities at Al-Masjid An-Nabawi in 2024



Initiative for Developing the Capacities of the Non-Profit Sector and Enhancing Coordination and Integration.

NCNP has worked on implementing the initiative by establishing professional standards for personnel serving pilgrims and training workers by these standards. The initiative aims to build and enhance the human capacities of non-profit organizations engaged in serving pilgrims by developing optimal professional standards and qualifying personnel accordingly.

According to the qualitative classification of the National Center for Non-Profit Sector (NCNP):



Civil Society Associations Involved in Serving Pilgrims

181

74

73

18

9

3

1

1

Dawah, Guidance, Religious Education, and Pilgrims Service

Social Services

Development and Housing

Health

Charitable Work Support Organizations

Environment

Culture and Entertainment

Education and Research



Phase 1

Developing standards, qualifications, and training kits, totaling 30 training kits.



Phase 2

Involves conducting training during the first quarter of 2025.



Initiative to Establish an Endowment Financial Entity to Serve pilgrims

The General Authority for Awqaf has worked on this initiative, which aims to build a detailed database of endowment entities dedicated to serving pilgrims. This is achieved by identifying and documenting endowments allocated for the service of pilgrims and establishing an investment-oriented endowment fund to pool these dedicated endowment assets.

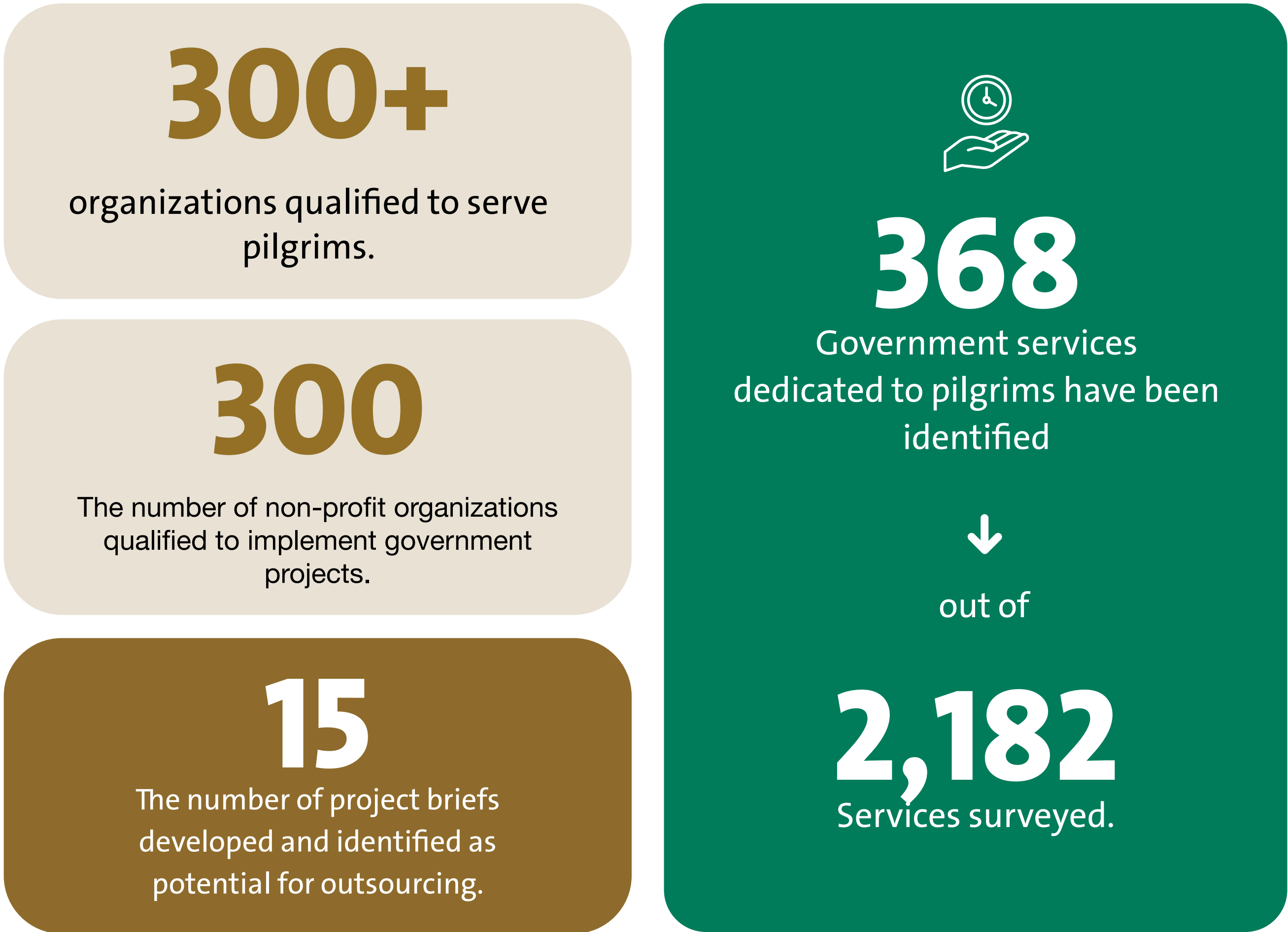
Number of endowments dedicated to serving pilgrims that have been documented

1,194
2023

1,486
2024

Initiative to Empower the Non-Profit Sector in Delivering Government Services to pilgrims

The Ministry of Human Resources and Social Development has launched the Initiative to Activate the Outsourcing of Government Services for Pilgrims to Non-Profit Organizations, through which priority service scopes and projects were designed for outsourcing. The initiative also includes conducting detailed economic feasibility studies and proactively assessing the potential impact of these projects, in addition to signing relevant project agreements.





Excellence Award for the Non-Profit Sector in Serving Pilgrims

In alignment with the esteemed leadership’s commitment to serving pilgrims and enhancing the quality and efficiency of services, as well as achieving the goals of Vision 2030 to enhance the experience of pilgrims visiting the holy sites, National Center for the Development of the Non-Profit Sector (NCNP), in partnership with the Ministry of Hajj and Umrah, and the Pilgrim Experience Program (PEP), has launched the Annual Excellence Award in Serving Pilgrims.

This initiative aims to empower non-profit organizations and enhance their contributions to delivering exceptional services to pilgrims.

12

Award Paths



Path

Service

Public Health Services

Comprehensive Medical Care

Guidance and Counseling Services

Location Guidance and Direction

Elderly and Patient Care Services

Healthcare, Transportation Services, First Aid, and General Care

Care Services for Persons with Disabilities

Public service for persons with disabilities

Environmental Services

Preserving the environment, preventing pollution, and minimizing its impact

Food Preservation Services

Collecting surplus food and beverages and distributing them to beneficiaries

Public Facilities Services

Ensuring the safety, cleanliness, and enhancement of public facilities.

Religious Guidance Services

Organizations Providing Scientific Research, Publications, and Religious Awareness Services for Pilgrims

Transportation and Safety Services

Facilitating the movement of pilgrims and ensuring their safety.

Relief and Emergency Services

Responding to emergencies and providing various forms of relief services.

Intermediary Organizations

Organizations that support associations in delivering services to pilgrims.

Tourism Services

Including Guided Tours to Holy Landmarks and Sacred Sites





Donors’ Meeting

In 2024, a donors’ meeting was organized to explore developmental opportunities in serving pilgrims, with the participation of several non-profit organizations. The meeting resulted in several significant outcomes:



Participation in Hajj Services

Efforts in support and empowerment strengthened partnerships with the non-profit sector, contributing to the organization of volunteer work during the Hajj season. A volunteer operations center was established in collaboration with government entities, along with a dedicated volunteer camp in the holy sites. Volunteers provided various services at multiple contact points, enhancing the pilgrims’ experience and facilitating their journey.

Support and empowerment efforts for partnerships in the non-profit sector contributed to the following:

01

Volunteering



Volunteer Operations Room at all stages of the Hajj journey, in cooperation with all government entities involved in and supporting volunteer work during Hajj.


وزارة الصحة
Ministry of Health


وزارة الحج والعمرة
MINISTRY OF HAJJ AND UMRAH


المركز الوطني لتنمية القطاع غير الربحي
National Center for Non-Profit Sector


جامعة أم القرى
UMM AL-QURA UNIVERSITY


وزارة الحج والعمرة
MINISTRY OF HAJJ AND UMRAH


الهيئة الملكية لمدينة مكة المكرمة والمشاعر المقدسة
ROYAL COMMISSION FOR MAKKAH CITY AND HOLY SITES


هيئة الهلال الأحمر السعودي
SAUDI RED CRESCENT AUTHORITY


التطوع الصحي
HEALTH VOLUNTEERING


وزارة النقل والخدمات اللوجستية
Ministry of Transport and Logistics Services

02

Programs and Projects

20,000

Portable prayer areas were provided for pilgrims at the holy sites.

+1000

Over 1,000 trees were planted in the holy sites.

16

Projects were supported and empowered through strategic partnerships with the non-profit sector in key areas such as health, heat stress relief, food distribution, water provision, and hospitality.

A successful initiative was launched to introduce charitable water distribution at the Jamarat Bridge, in coordination with relevant entities.

Hadiyah Association contributed to operating the “Nusuk Care” project across 143 locations, benefiting approximately 4.5 million pilgrims, with the support of nearly 8,000 employees and volunteers.

03

Care and Welfare

3

Number of stations

10

Services

9

Destinations

+1,2 Million SAR

Total contributions for care and welfare services

+111,000

Beneficiaries

Exhibitions and Conferences



01

Hajj Services Conference & Exhibition

The Third Edition of Hajj Conference and Exhibition, held in Jeddah under the gracious patronage of the Custodian of the Two Holy Mosques.



100,000

Visitors Attendance



87

Participation from countries

About the Hajj and Umrah Services Conference and Exhibition 2024

The event aimed to enhance awareness of quality standards in Hajj services and explore sustainable development opportunities across all aspects of Hajj, contributing effectively and tangibly to the objectives of Vision 2030. Additionally, it seeks to expand opportunities for partnerships, agreements, and initiatives at both local and global levels. The Conference achieved significant success, demonstrating clear progress compared to previous editions.

	2023	2024
 Number of Participating Countries	56 Countries	87 Countries
 Number of Visitors	60,000 Visitors	100,000 Visitors
 Number of Participating Companies	210 Entities	250 Entities
 Number of Speakers	75 Speakers	100 Speakers
 Number of Agreements	71 Agreements	200 Agreements

A Recognition We Are Proud Of

The Council of Ministers praised the efforts of the Ministry of Hajj and Umrah in organizing the Hajj and Umrah Services Conference and Exhibition.

It recognized the conference's role in advancing the goals of Saudi Vision 2030 by fostering innovative, sustainable, and forward-looking solutions that ensure continuous development and improvement in serving the Pilgrims.

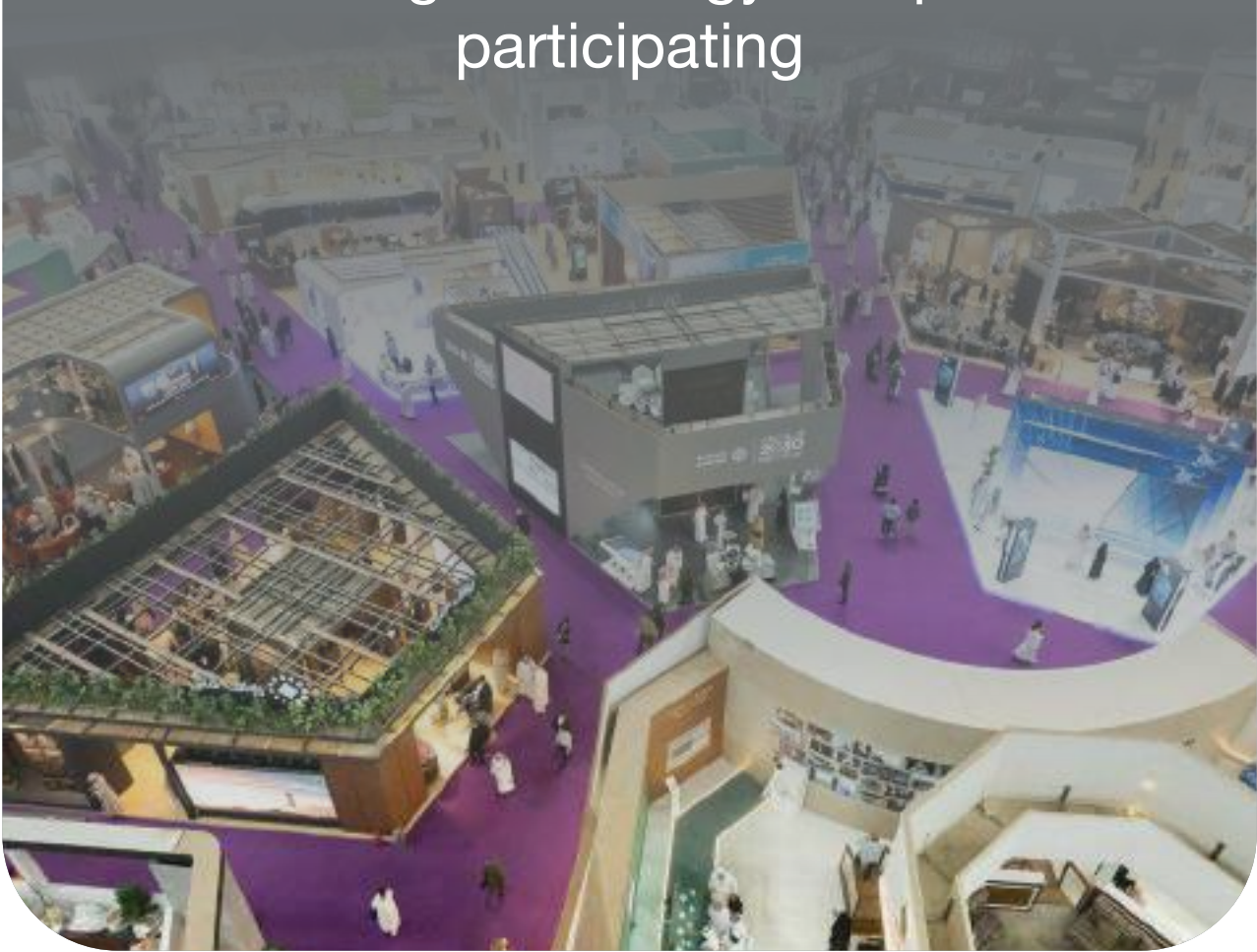


Key Services & Innovations Showcased at 2024 Exhibition

Promising Technologies Exhibition

10

Promising technology companies participating



Innovation Journey

191

Ideas were registered on the Creative Ideas Submission Platform during the conference

Startups Showcase

10

Local and international startups showcased at the Startup Showcase

Promising Technologies Exhibition

25

Startups competed in the AI Challenge and sustainable solutions for people with disabilities.

Entrepreneurial Experiences

9

Entrepreneurs and innovators shared their journeys in innovation and entrepreneurship.



Global Umrah and Ziyarah Forum

1,150

International
Entities

180

Local Entities



1,330

Local and International
Companies

An annual gathering convened in Madinah, uniting local Umrah service providers and international Umrah affairs representatives, with the aim of elevating the quality of services presented to pilgrims undertaking Umrah, by means of:



Establishing communication channels via modern technology to collect and address challenges faced by service providers



Conducting pre-forum workshops

Objectives:

Developing services and enhancing integration and partnerships between the public and private sectors to enhance the experience of pilgrims and contribute to achieving the goals of the Kingdom’s Vision 2030 in this field.

Key Figures from the Umrah and Visitation Forum in 2024



116

Countries
Participation

117

Local and international
exhibitors

42

Number of Speakers

36

Sessions



+3,000

Number of Agreements Between
Local and International Umrah
Service Providers

23

Entities





03

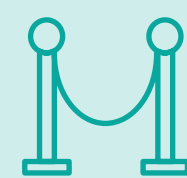
Hajj Media Forum



Spearheading a significant initiative, the Ministry of Media convened the Hajj Media Forum in the heart of Makkah. This prominent platform served as a central hub, bringing together a diverse assembly of media professionals and journalists from across the Kingdom and internationally, all operating under a unified framework. To ensure seamless and comprehensive media coverage, the Forum furnished an extensive array of essential services and informational resources, thereby cultivating an enabling atmosphere for journalists to effectively carry out their crucial work. Beyond facilitating media operations, the Forum strategically aimed to establish a collaborative arena where the dedicated media divisions of key partners within the pilgrim service ecosystem could converge. This ecosystem encompasses over 15 governmental bodies. The multifaceted forum featured:



Press conference hall



Interactive exhibition



TV studios



A breathing and communication
area

Hajj Media Forum Includes:

3

Participating in Press
Conferences



7

Days

15

Government Entities



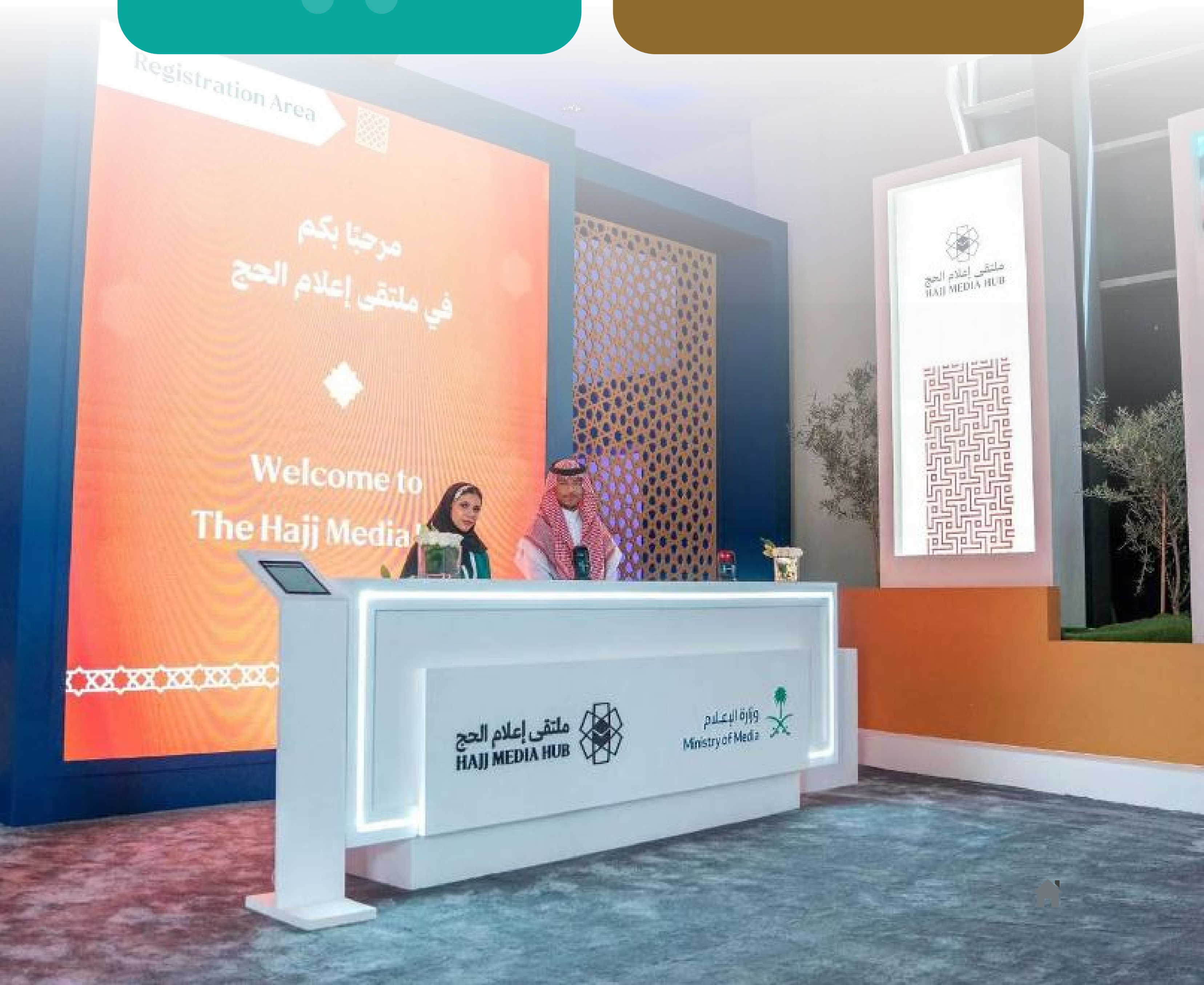
2,000

Visitors



150

Local and International
Platforms





04

Hajj & Umrah Mediathon



In collaboration with the Pilgrim Experience Program and the Ministry of Hajj and Umrah, and under the leadership of the Ministry of Media, we launched the Hajj & Umrah Mediathon.

It is a pioneering competition where media professionals and innovators develop creative initiatives, projects, and solutions for media challenges in Hajj and Umrah coverage.

Objectives of Mediathon:

Attract

Unique media project ideas and initiatives that contribute to the development of Hajj and Umrah media.

Enhance

Utilization of digital capabilities and tools in crafting media solutions for the sector.

Reach

Innovative media ideas and creative solutions for the Hajj and Umrah sectors.

Targeted Tracks



Innovative Media Centers



Content Creation Track



Languages and Translation



Media Services and Facilitation

Mediathon Goes Through Two Phases

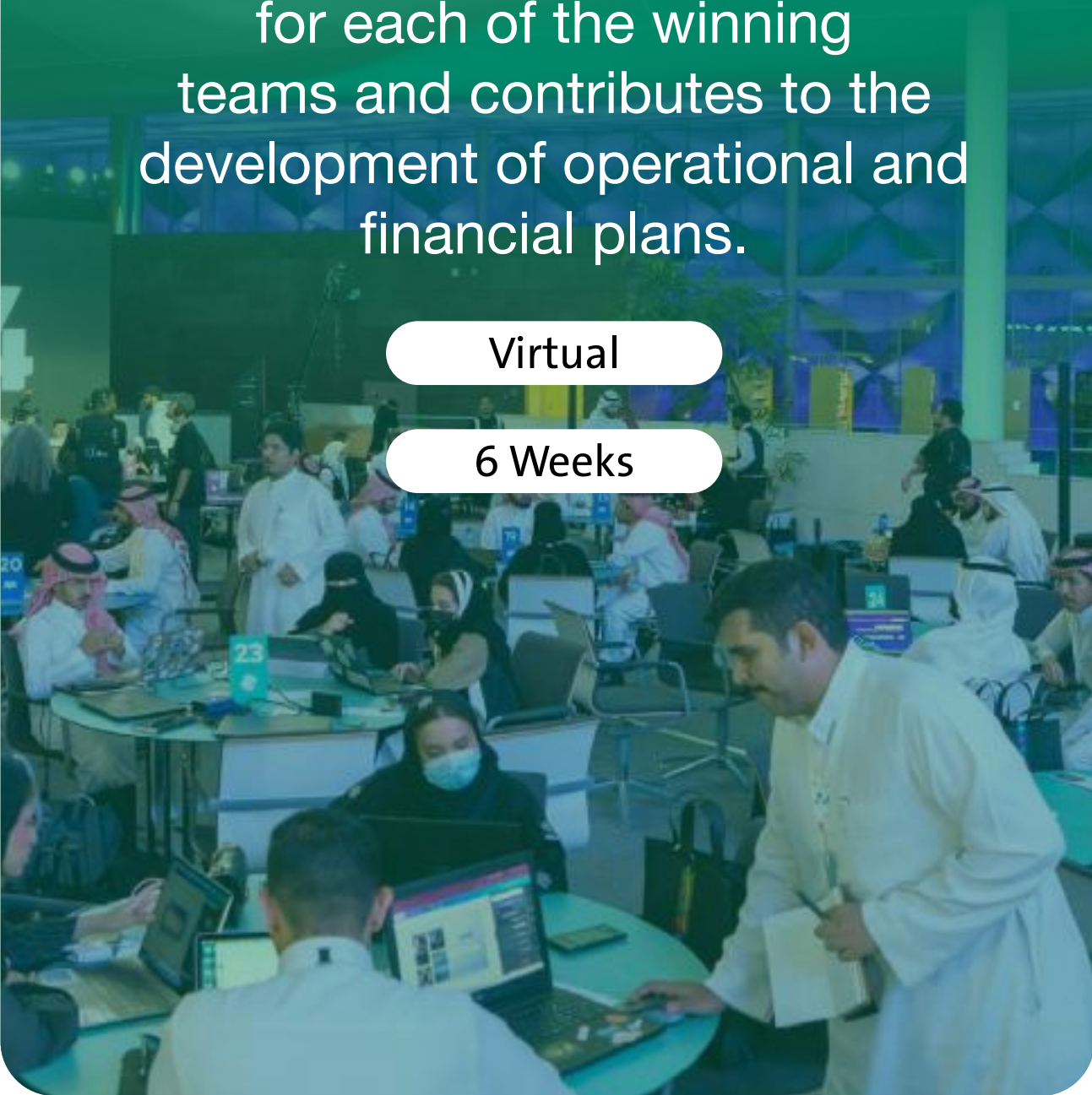
01

Qualification Phase

It includes orientation sessions for each of the winning teams and contributes to the development of operational and financial plans.

Virtual

6 Weeks



02

Bridging Phase

Aims to connect the qualified projects with development partners and relevant entities in the ecosystem.

In- person

3 Months



The most important figures

+30

Qualified teams

1,300

Registrations

9

Winning teams

25

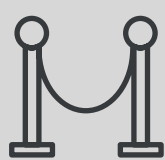
Mentors



International Partnerships

05

Nusuk Exhibitions



100

Number of Nusuk exhibitions held on the sidelines of international visits



10

Number of exhibitions accompanying international visits



453

Agreements



+2,700

Commercial Partners

Studies and Research

Examples of Studies and Research



Stemming from PEP program’s overarching ambition to guarantee utmost ease and facilitate an elevated sense of satisfaction for pilgrims, Umrah performers, and visitors, an extensive array of studies and research initiatives was meticulously undertaken. These encompassed diverse reports meticulously dissecting every phase of the pilgrim’s journey—from their departure from their homeland to their arrival in Makkah and Madinah, the seamless execution of rituals, and ultimately, the profound enrichment of their spiritual and personal experience. These rigorous scientific endeavors were strategically designed to yield a spectrum of valuable outputs, with the paramount objective being the precise measurement of the pilgrim satisfaction with the entirety of the services and experiences offered.

Pilgrim Service Sector Research Platform

The Pilgrim Service Sector Research Platform serves as an integrated model for monitoring and analyzing the performance of services provided to pilgrims and Umrah pilgrims, relying on accurate data and advanced analytics. It documents statistics, evaluates service levels, and identifies development opportunities, contributing to an enhanced experience for pilgrims. Through this comprehensive scientific approach, the platform strengthens the efficiency of the System and supports decision-makers with innovative solutions, ensuring the provision of services that exceed expectations and reflect Saudi Arabia’s commitment to the highest standards in serving pilgrims.

The platform provides a unified database to consolidate studies in the Pilgrim Service Sector, aiming to serve as an enriching knowledge reference for archiving research and benchmarking studies conducted by relevant entities.

Strategic Objectives of the Platform:

01 Developing a Comprehensive Vision

Ensuring participation and alignment of studies between relevant entities.

02 Optimal Resource Use

Unifying efforts and relying on consolidated financial allocations for similar studies.

03 Governance and Avoiding Duplication

Reviewing studies from relevant entities.

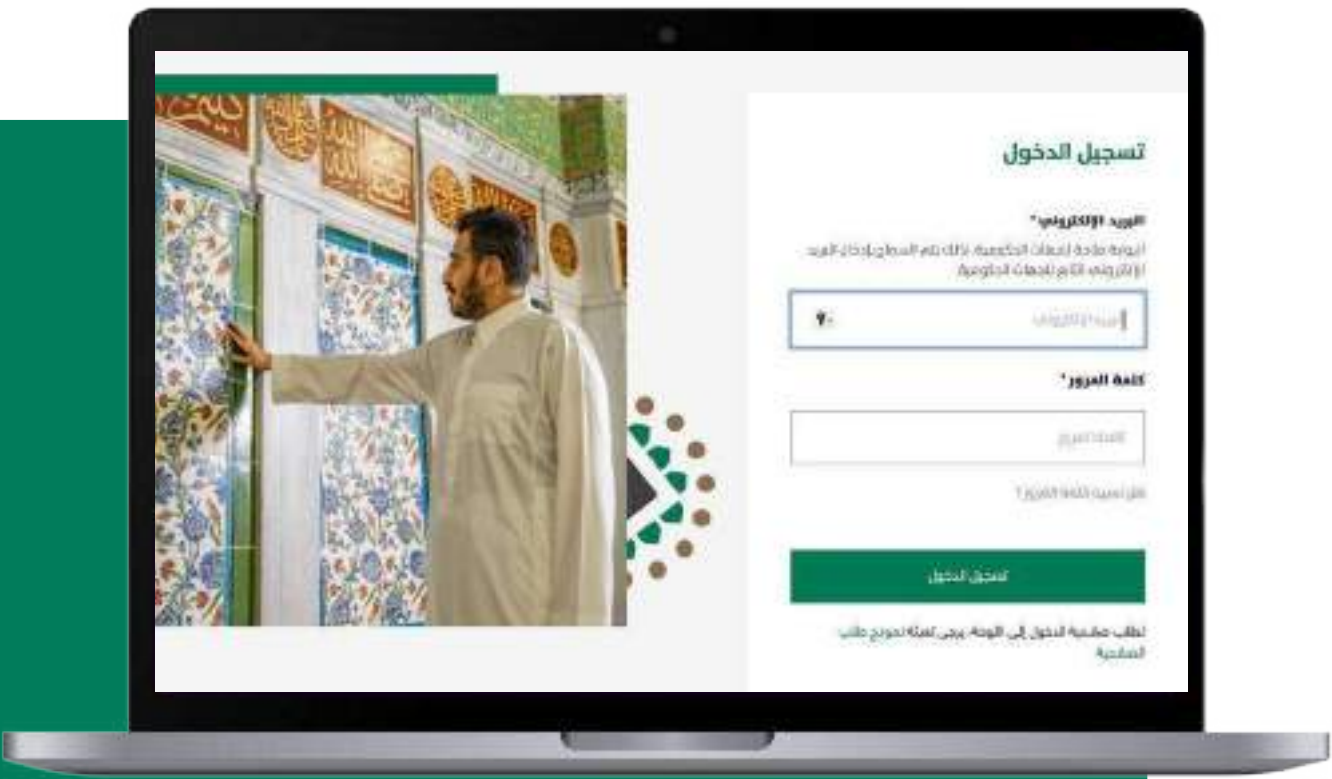
04 Centralized Organization and Archiving

Archiving studies related to the pilgrim service sector.



Sector Analytics Portal

A comprehensive platform that brings together information and analysis that contributes to the integration of the Hajj and Umrah sector. Its goal is to improve and develop it, and to create opportunities for various collaborative projects between government agencies.



Project Objectives:

Establishing a comprehensive reference among government entities that consolidate all information and analyses related to the Hajj and Umrah sector to enhance and develop the provided services through:



Providing a unified platform for easy access to available information.



Creating opportunities for collaborative projects between different entities.

How the Platform Supports Government Entities

The portal serves as a key tool to support and empower decision-making by providing dashboards with accurate data and analytics covering various contact points in the pilgrims’ journey, in collaboration with relevant entities.

Key Figures and Data on the Portal for 2024

19

Benefiting Entities from the platform

19

Registered entities

52

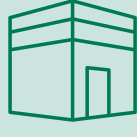
Portal users

Types of Available Information and Data

A number of dashboards cover different aspects of the pilgrims’ journey, such as:



Aviation analytics



Pilgrim’s journey evaluation



Number of international Umrah performers



Analytics on Nusuk application permits

Studying Behaviors and Preferences of Overseas Umrah pilgrims within the Kingdom

Driven by a commitment to elevate the quality of services provided and enrich the experience of pilgrims throughout all stages of their arrival to perform the rituals.

Study Objectives

Preferences

Understanding the needs and desires of Umrah pilgrims, which they prefer before and during their Umrah journey, regarding accommodation, transportation, and food.

Behaviors

Understanding the behaviors and practices of Umrah pilgrims, which refer to actual activities, including the places they visit and the mechanism of transportation between destinations.

Study Comprehensiveness



Gulf Countries
UAE

From Africa
Nigeria

Arab Countries
Jordan, Iraq, Algeria, Egypt, Iraq, and Morocco.

Far East
Indonesia, Malaysia.

Indian Subcontinent
India, Pakistan, and Bangladesh.

Europe
Turkey, France, and United Kingdom.

From Idea to Memory

The study illustrates the outcomes of Umrah pilgrims across all stages of their journey, including.

01

Visa issuance

02

Bookings

03

Preparation to
come to the
Kingdom

04

Arrival in the
Kingdom

05

Performing
rituals

06

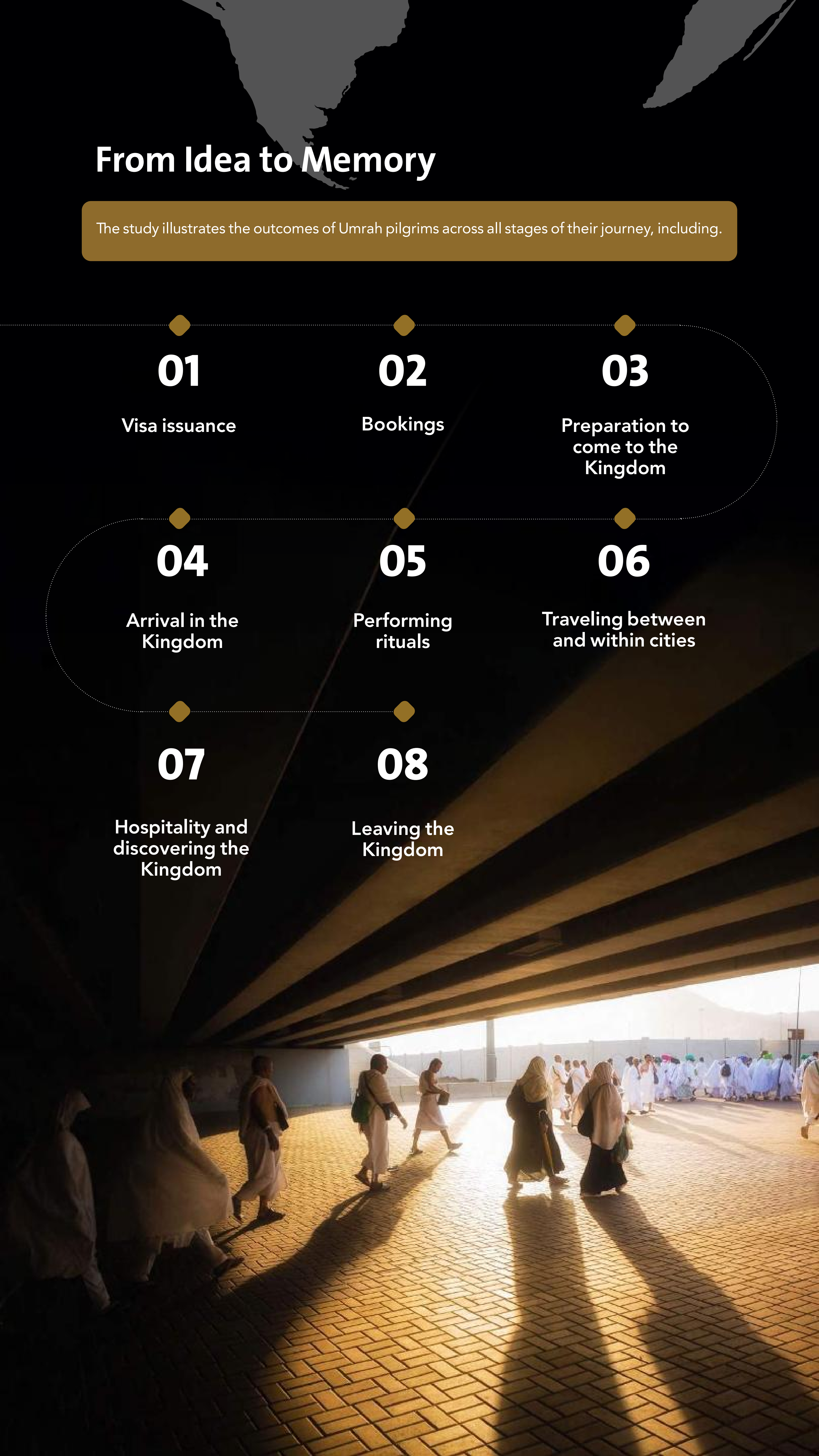
Traveling between
and within cities

07

Hospitality and
discovering the
Kingdom

08

Leaving the
Kingdom



Study Methodology

To achieve the study objectives, a qualitative exploration phase was followed by a quantitative confirmation phase:

Qualitative

45

Discussions with Umrah pilgrims

22

Discussions with Umrah organizing companies to facilitate initial analysis, describe the situation, and understand underlying causes

Quantitative

58%

Conducting interviews in Makkah

42%

Conducting interviews in Madinah

5,377 k

Interviews, with 58% of respondents in Makkah and 42% in Madinah, to generalize and quantify the results, correlating them with the identified causes.



This study facilitated the acquisition of practical insights into the experiences of pilgrims undertaking Umrah, with the objective of addressing their most significant needs and preferences from their arrival to their departure.



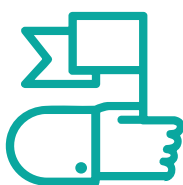
Studies and Research

Pilgrim Experience Program supports the conduction of necessary studies and research to aid decision-making, analyze challenges, and develop solutions that facilitate and enrich the pilgrims’ experience. These studies result in:



Beneficiary Categories

Government Entities



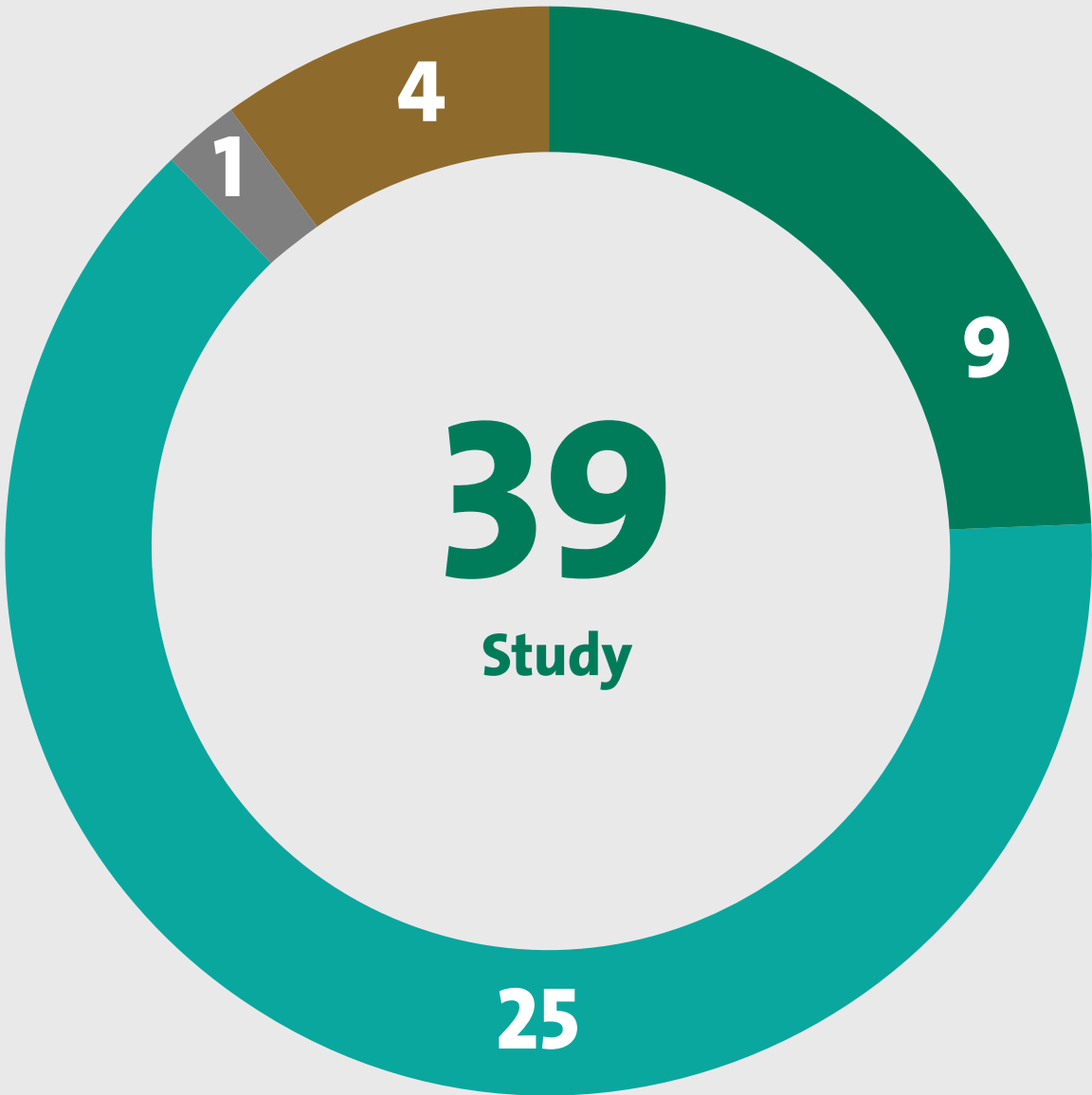
Expected Impact

Unifying research efforts in the pilgrims’ service sector and optimizing resources while developing a centralized system for organizing and archiving studies to ensure effective governance and avoid duplication of studies.

The most important numbers:

Number of Studies and Research

- Advisory
- Scientific
- Legislative
- Technical



20

Reports Shared with Other Entities

21

Total Number of Beneficiaries

Key Studies and Research

- 01 Establishing Two Charitable Institutions in Makkah and Madinah to Serve as Incubators for Third-sector Contributions
- 02 Hajj Strategy and Governance
- 03 Regulatory Implications of Hajj Service Providers System Project
- 04 Heat Map - Study of the Role of the Non-Profit Sector in Serving the Pilgrims
- 05 Mechanism for Developing Investment and Development Opportunities
- 06 Infographic Analyzing Number of Foreign Pilgrims
- 07 Infographic Analyses of National Carrier Share
- 08 Support Program for Service Providers in Hajj and Umrah
- 09 Development of Growth Opportunities for the Non-Profit Sector in the Pilgrim Service System
- 10 Aviation and Seating Capacity Reports
- 11 Analytical Reports on Pilgrims by Country
- 12 Governance of the Non-Profit Sector
- 13 Primary Market Research Study
- 14 Ramadan Travel Study Outside the Haram Boundaries
- 15 Study on the Pricing Mechanism of Pilgrims' Transportation Services
- 16 Analytical Study on Future Pilgrim Targets
- 17 Analytical Study on Hajj Services
- 18 Analytical Study on Services in the Holy Sites
- 19 Analytical Study on Major Events
- 20 Analytical Study on the Soft Power of Hajj
- 21 Analytical Study on Hajj Packages
- 22 Analytical Study on Hajj Governance, Regulations, and Legislations
- 23 Analytical Study on the Hajj Journey
- 24 Analytical Study on Demand Drivers in Hajj
- 25 Study on Developing Zamzam Water Management System
- 26 Study on Governance of Hady and Udhiyah Sacrifices
- 27 Study on Aviation and Tourism Related to Umrah (Seat Capacity – Visitor Demand)
- 28 Study on the General Syndicate of Vehicles
- 29 Study and Operation of Hajj Projects and Planning Office for the 1445 AH Season
- 30 Deliverables of Quick Wins Project
- 31 Project for Analyzing Endowments of the Two Holy Mosques
- 32 Project for Analyzing and Developing Economics of the Pilgrim Transport System
- 33 Project for Developing Visual Identity of Historical Sites
- 34 Project for Developing the Custodian of the Two Holy Mosques' pilgrims Program
- 35 Project for Studying Enhancement of Arrival Experience for pilgrims to Saudi Arabia
- 36 Project for Assessing Feasibility of Targeting High Numbers of pilgrims
- 37 Project for Studying Behaviors, Preferences, and Characteristics of Foreign Pilgrims in Saudi Arabia
- 38 Measuring the Maturity of the Digital Journey Experience for Pilgrims
- 39 Project for Measuring Satisfaction of Strategic Partners in Pilgrim Experience Program





Conclusion

Timeless Commitment to Faith and Humanity

Year after year, Saudi Arabia redefines the experience of pilgrims, building upon faith and humanitarian care as the foundation of every step. On this blessed land, hearts from all corners of the world unite, drawn together by a shared purpose and the spirituality of the moment.

The Islamic landmarks in Makkah and Madinah are not just sites; they are living testaments to Islam's enduring journey. From Jabal Al-Nour, where the first revelation descended, to the Mosque of the Two Qiblas (Masjid Al Qiblatain), which witnessed the change of the Qibla direction, these places offer pilgrims a deep connection to faith and history. Saudi Arabia continues to preserve these treasures, ensuring they remain an inspiration for all pilgrims.

With a clear vision and unwavering commitment, Kingdom of Saudi Arabia continues to elevate pilgrims service, drawing from its rich heritage and historical responsibility toward the Two Holy Mosques. The past year has witnessed significant progress in enhancing the Hajj and Umrah system, from improving infrastructure and expanding the holy sites to implementing digital and smart solutions that facilitate the journey of pilgrims.

Aligned with Vision 2030, Saudi Arabia moves forward with a focus on sustainability, innovation, and quality of services, ensuring a seamless and deeply spiritual experience for pilgrims. These efforts will continue with dedication and professionalism, reaffirming Saudi Arabia's leading role in serving the Two Holy Mosques and ensuring that the Hajj and Umrah journey remains a profound spiritual journey renewing itself with every season.



برنامج خدمة
ضيوف الرحمن



رؤية VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA