



Serving the Pilgrims

HONOR AND COMMITMENT

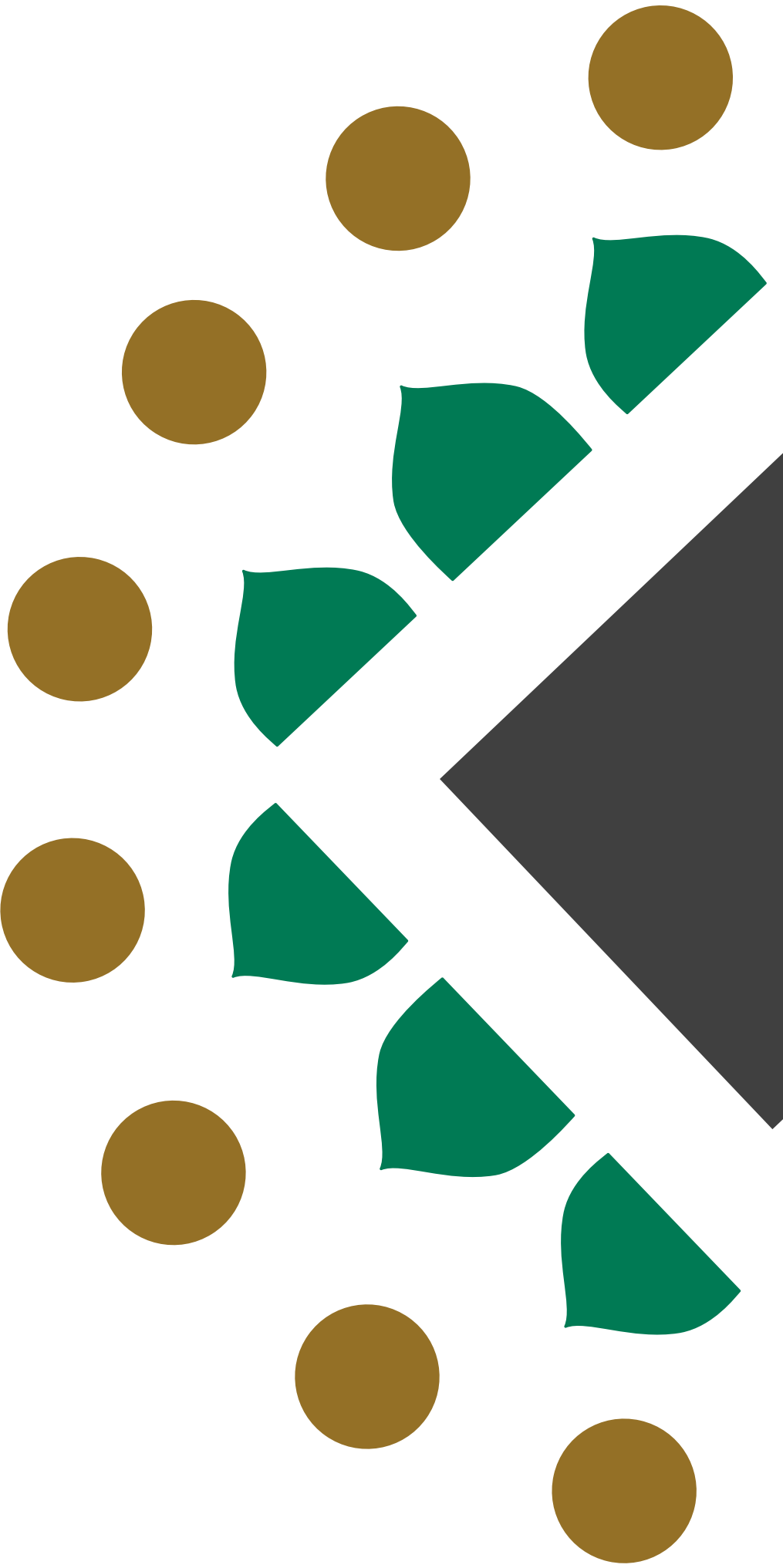
Pilgrims Experience Program
Annual Report

2023

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

“And complete the Hajj and ‘umrah for Allah”

Allah Almighty has spoken the truth





“

One of the blessings bestowed by Allah on our country is the privilege of serving the Two Holy Mosques and the holy sites, and all those who come to them as pilgrims, Umrah performers, or visitors. All energies and resources in the country are mobilized, and necessary studies are conducted to facilitate the service of the pilgrims and their accommodation and transportation.

”

Custodian of the Two Holy Mosques

King Salman bin Abdulaziz Al Saud

“May Allah protect him”





“

The Kingdom welcomed more than 1.8 million pilgrims who performed the Hajj rituals and over 10 million Umrah performers during the past year. This is considered one of the outcomes of the pilgrims of Pilgrims Experience Program, which is part of Vision 2030 programs.

”

His Royal Highness

Prince Mohammed bin Salman bin Abdulaziz

Crown Prince and Prime Minister

“May Allah protect him”

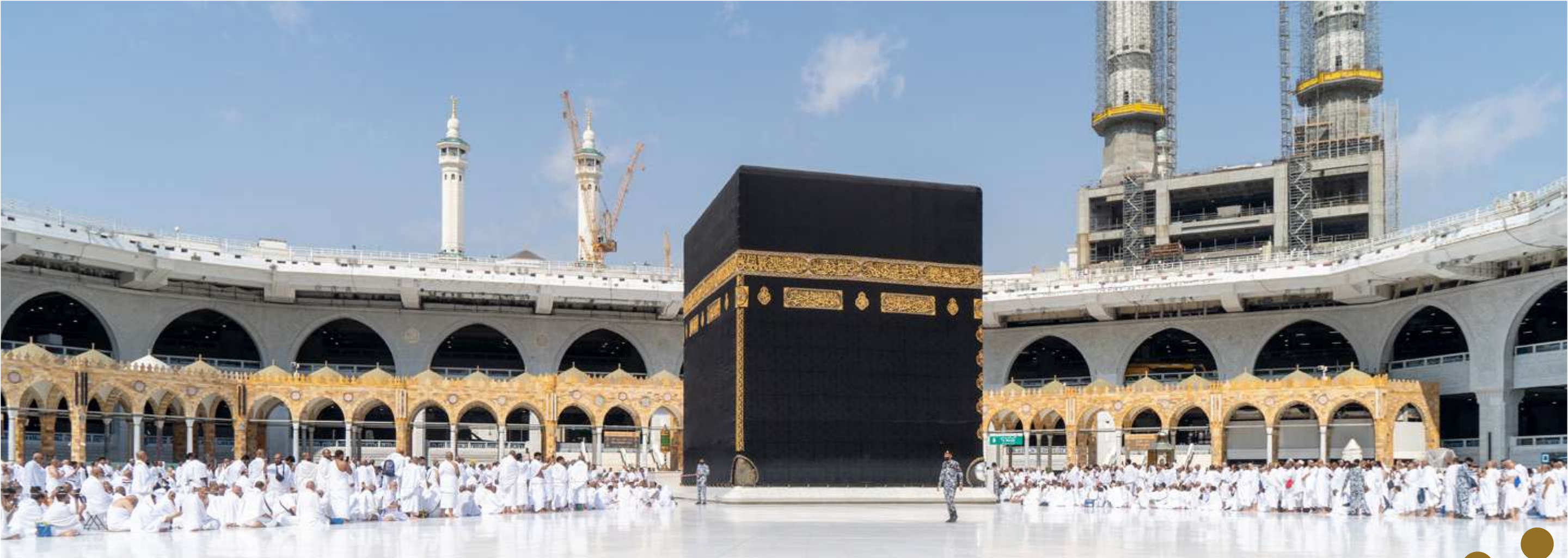




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INTRODUCTION

Pilgrims Experience

HONOR AND COMMITMENT

Since the unification of Saudi Arabia by its founder, King Abdulaziz Al Saud—may Allah have mercy on him—the Kingdom has placed great emphasis on Hajj and Umrah. Successive sons of King Abdulaziz have continued this commitment, focusing on the service of pilgrims and Umrah performers and the maintenance of the Two Holy Mosques in Makkah and Madinah, until today, under the prosperous reign of the Custodian of the Two Holy Mosques, the King, and his faithful Crown Prince and Prime Minister.

As a result of the extensive efforts by all sectors involved in the pilgrim experience, services for Hajj and Umrah performers have significantly improved. The number of Umrah performers has soared to over 13.55 million, with ongoing ambitions to enhance the infrastructure, expand digital transformation, and improve services across all areas. The goal is to facilitate the dream of 30 million Umrah performers and visitors reaching the Two Holy Mosques comfortably and securely by 2030.

The report provides an overview of the Hajj and Umrah services sector, and its economic activities. It aims to provide government entities with a deep insight into the approach developed to identify, define, and prioritize the sectors of Hajj and Umrah and relevant key performance indicators.

“From the moment King Abdulaziz unified the Kingdom and entered the Holy City of Makkah, his primary concern was establishing security and ensuring safe routes for pilgrims. His efforts brought peace and safety to the entire Kingdom of Saudi Arabia, especially the Makkah and Madinah regions.”

Shakib Arslan, Amir Al-Bayan, who performed Hajj in 1348 AH

Source: The electronic portal of the King Abdulaziz Administration





THE GUEST'S JOURNEY

From the first idea to the return with the
best memory



Preface

Hajj and Umrah Experience

A unique journey filled with ease



Chapter One:

Pre-arrival

- Facilitating access to the Kingdom.
- Offering various options and programs.



Chapter Two:

First Impression

- Mobility and road services.
- Ports management.
- Digital experience.



Chapter Three:

Performing the Nusuk

- Hajj experience and services.
- The experience of Al-Masjid Al-Haram.
- The experience of the Prophet's Mosque.
- Security and safety.
- Health and insurance.



Chapter Four:

Discovering the Kingdom

- The experience of Makkah.
- The experience of Al Madinah.
- Historical and heritage destinations.



Chapter Five:

Empowerment and partnerships

- International visits and exhibitions.
- Local exhibitions and conferences.
- Partnership with the private sector.
- Partnership with the non-profit sector.





Preface

Hajj and Umrah Experience

A UNIQUE JOURNEY FILLED WITH EASE



Historical Facilitation

Message from His Excellency the
Chairman of the Program Committee



In 2023, the efforts of the Pilgrim Experience Program reached a historic milestone, marked by a generous royal decree allowing the largest number of pilgrims in history. This achievement was highlighted in the annual royal speech of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz, at the opening of the fourth year of the eighth session of the Shura Council, delivered by His Royal Highness, Prince Mohammed bin Salman, The Crown Prince and Prime Minister—may Allah protect them both.

May Allah Almighty honor our country and its wise leadership for facilitating and empowering more than 13,56 million Muslims from outside the Kingdom of Saudi Arabia to perform Umrah in 2023. This historic number reflects our leadership's commitment in serving Islam and Muslims, fulfilling the goals of Vision 2030, and demonstrating the dedication of all sectors and executive bodies involved in the Pilgrims Experience Program.

The year 2023, was exceptional for the sectors of Hajj, Umrah, and tourism. Pilgrims experienced a transformative journey, from planning their Umrah to returning home safely, and feeling joyful from their Umrah rituals. Vision 2030 initiatives, projects, and legislation have fundamentally changed the experience of pilgrims, Hajj, Umrah performers, and visitors, with significant achievements evident in 2023.

These include launching the “Nusuk” platform, a comprehensive digital resource to facilitate the pilgrimage experience, streamlining visa issuance, increasing flights and new destinations, and improving procedures at land and sea ports. Additionally, the digitization of services, enhanced airport facilities, diversified airport transportation options, and superior hospitality have all contributed to a seamless pilgrimage. The development and visits of Islamic historical sites associated with the Prophet's biography have also significantly enriched the pilgrim experience.

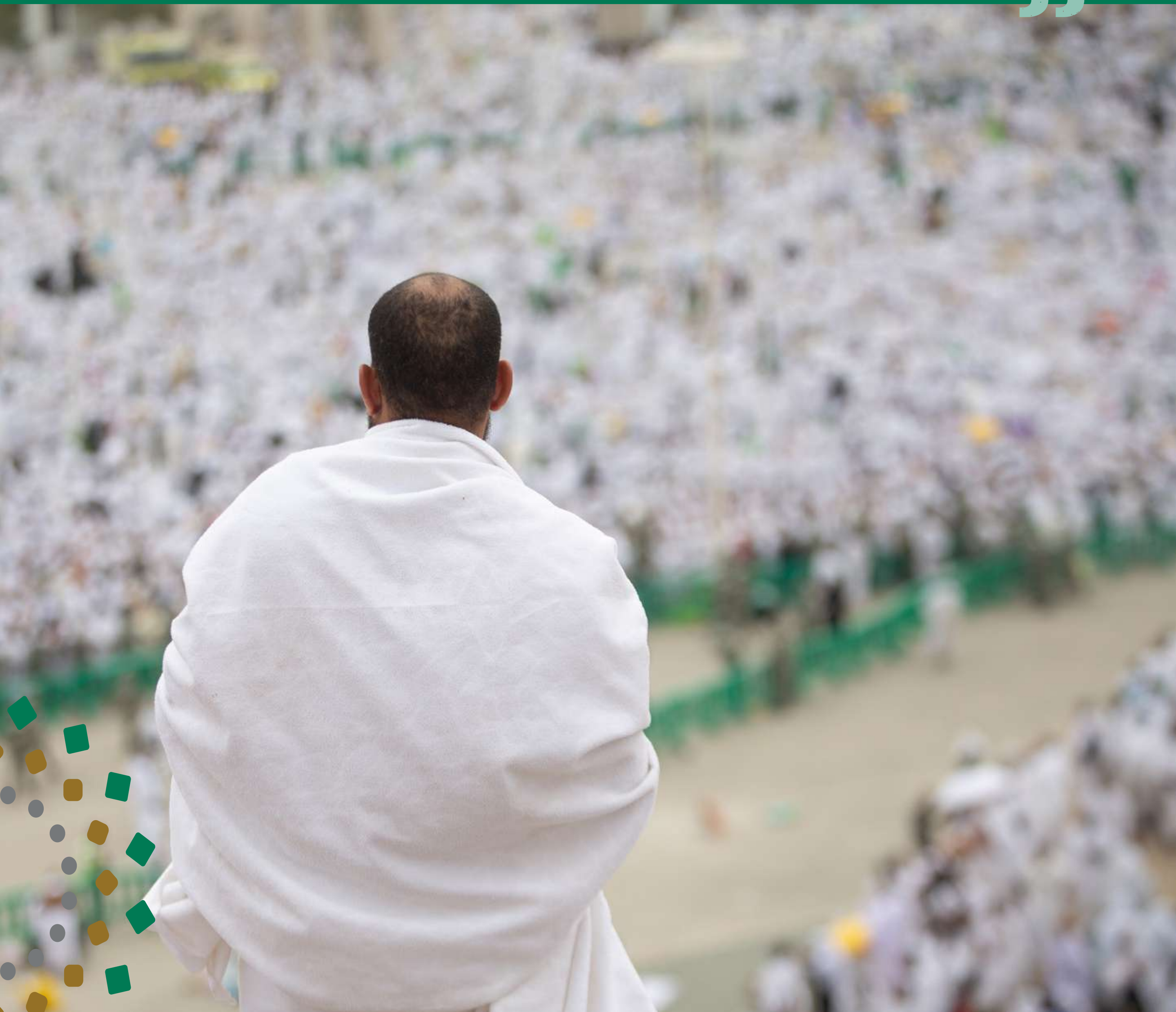


The development journey, guided by Vision 2030, was reflected in the 2023 Hajj season (1444 AH). For the first time in history, countries received organizational documents for the Hajj 1445 AH immediately after the 1444 AH season ended. This incentivized early contract completion, prioritized location selection in the Holy Sites, and the introduction of competitive quality standards among pilgrim service providers, raising pilgrim satisfaction and increasing the number of service companies from six to 35.

Finally, 2023 can be called the year of “historic facilitation” for millions of Muslims who once found the Umrah journey and visiting the Two Holy Mosques a distant dream. While we take pride in serving this large number of visitors to Makkah and Madinah, we recognize the increased responsibility and rising ambitions. Our goal is to create an internationally unparalleled experience, a challenge we believe is achievable thanks to Allah’s grace, the unlimited support of our wise leadership, and the determination and dedication of our partners, who are the cornerstone of all our successes.

Minister of Hajj and Umrah, Chairman of the Pilgrim Experience Program Committee

Dr. Tawfiq Al-Rabiah



A Transformative Experience for a Continuous Honor

Message from the Program CEO



In 2023, the Pilgrim Experience Program achieved a radical change in the services provided to pilgrims, significantly enhancing their journey at every stage. This progress was driven by over 40 partner government agencies collaborating sincerely and effectively on the program's initiatives and projects. As a result, more than 1.8 million Muslims from around the world were able to perform Hajj, after the world overcame one of the largest health crises in history (COVID-19). Additionally, our nation hosted 13.56 million pilgrims, the highest annual number in history, praise be to Allah.

The collective efforts of all entities, supported by the private and non-profit sectors, have reshaped the pilgrimage experience for every pilgrim, Umrah performer, and visitor of the Holy City of Makkah and the Prophet's City of Madinah. The Nusuk platform has notably facilitated and enriched the pilgrimage, from the moment each guest decides to undertake this lifetime journey until they return home safely. This marks a new chapter in our nation's distinguished history of caring for the Two Holy Mosques and the Pilgrims, driven by Vision 2030, which has provided unprecedented support and resources to the program and its partners.

The 2023 annual report of the Pilgrim Experience Program highlights these accomplishments, achieved through the grace of Allah, the support of our wise leadership, and the program's deep commitment to its religious and national responsibilities. Key achievements include the development of the "Nusuk" platform, facilitating and diversifying electronic visas, and expanding air travel destinations from 164 to 216. Enhancement of land and sea ports, as well as a diverse array of transportation options to the Two Holy Mosques, have further streamlined the pilgrim experience.

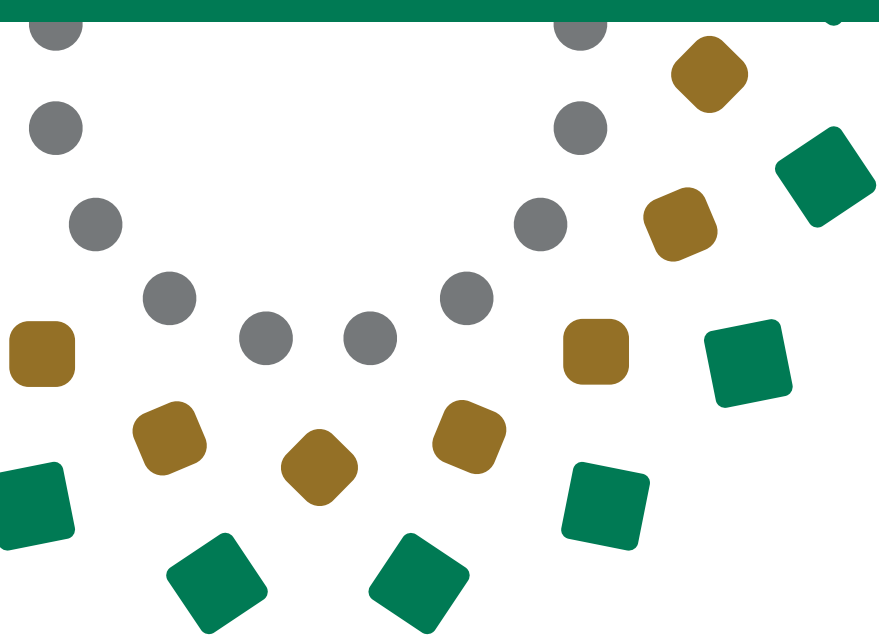


At the heart of this pilgrimage and Umrah journey is the profound spiritual enrichment found within the Two Holy Mosques and the 10 sacred sites linked to the Prophet’s biography. Throughout this journey, tens of thousands of dedicated individuals, including 131,050 volunteers from government, private, and non-profit sectors, have proudly served pilgrims as a religious and national duty.

Behind the accomplishments of 2023 was a comprehensive support network involving program partners, the strategic management office, and the program team led by His Excellency Dr. Tawfiq bin Fawzan Al-Rabiah, Minister of Hajj and Umrah, Chairman of the Pilgrim Experience Program Committee. Their leadership ensured a 96% implementation rate for the initiatives, facilitated international collaborations, and organized the second edition of the Hajj and Umrah Services Conference and Exhibition. The 1444H Hajj season, in particular, witnessed a series of historic accomplishments, praise be to Allah.

As 2023 concludes, our ambition remains steadfast in achieving the goals of Vision 2030. We continue our mission to empower more pilgrims from around the world to visit the Holy Cities of Makkah and Madinah, providing world-class, digitized, and facilitated services for a truly transformative experience. This ongoing commitment reaffirms the legacy of service upheld by the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz, and inspired by His Royal Highness Prince Mohammed bin Salman, Crown Prince and Prime Minister—may Allah preserve them.

Eng. Muhammad Abu Al-Khair Ismail,
CEO of Pilgrim Experience Program





Members of Pilgrims Experience Program



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



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



His Excellency Dr
Majid bin Abdullah Al Qasabi,
Minister of Commerce



His Excellency Mr
Ahmed bin Aqeel Al-Khatib,
Minister of Tourism





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



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



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



His Excellency Mr
Mohammed bin Abdullah Al-Jadaan,
Minister of Finance



His Excellency Engineer
Abdullah bin Amer 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 Eng
Saleh bin Nasser Al Jasser,
Minister of Transport and Logistics



His Excellency Mr
Fahad bin Abdulrahman Al Jalajil,
Minister of Health



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



His Excellency Dr
Nasser bin Abdulaziz Al-Dawood,
Deputy Minister of Interior



His Excellency Engineer
Waleed bin Abdulkarim Al Khuraiji,
Deputy Minister of Foreign Affairs



His Excellency Mr
Saleh Al Turki,
Acting CEO of the Makkah Region
Development Authority





His Excellency Engineer
Fahad bin Mohammed Al-Balishi,
CEO of the AI Madinah Development
Authority



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



Engineer
Mohammed Abu al-Khair Ismail,
Secretary of the Program Committee





From an ambitious vision to exceptional achievements

Key 2023 Achievements



of the Pilgrim Experience Program

The year 2023 witnessed achievements and successes marked by impressive numbers, enhancing the pilgrim journey and consolidating the Kingdom's position as a premier destination visited for Muslims worldwide. These accomplishments align with the goals of the Pilgrim Experience Program, which aims to facilitate the hosting of more Umrah performers, ensure easy access to the Two Holy Mosques, and provide high-quality services that enrich the spiritual and cultural experience of pilgrims and Umrah performers. These goals were achieved through effective partnerships with government agencies, private enterprises, and non-profit organizations.



13.56
Million

pilgrims performed Umrah from outside the Kingdom.

58%

increase in the number of Umrah performers from abroad in 2023.

1.8
Million pilgrims

as a result of the return of pilgrim numbers to their previous levels.

242,272
pilgrims in 2023

were served by Makkah Route Initiative through bilateral agreements with pre-clearance centers in their countries to receive, transfer and transport bags, the total number of pilgrims benefiting from the initiative since its launch is 617,000 pilgrims.

126
countries benefiting from the launch of “NUSUK”

a comprehensive platform that provides various services in seven languages to facilitate the Hajj journey for pilgrims from all over the world.

131,050
thousand volunteers

participated in serving the pilgrims.

56
countries

participated in the Hajj and Umrah Services Conference and Exhibition

35,000
trainees

frontline workers in the Hajj and Umrah sector were trained on Wifadah’s training portfolios.

10 historical sites
18 heritage destinations

developed as part of Vision 2030 to rehabilitate 40 historical sites.



216
direct flights

arrived at Jeddah and Madinah, an increase of 32% over 1444 AH (2023), which recorded 164 flights.

150,000
new air-conditioning
units

in the holy sites to address weather challenges.

+5
billion riyals

the volume of spending on infrastructure projects in the holy sites.

13
international visits

implemented under the guidance and empowerment of the wise leadership to seek development and improvement opportunities with leaders around the world.

+200
actions

developed or optimized to facilitate the arrival of pilgrims and improve the visa issuance experience.

120
periodic reports

shared with more than 25 organizations to provide them with relevant information.

44
million riyals

the value of closing alternative financing for the non-profit sector.

8
exhibitions and
conferences

the program participated in supporting and implementing them.

10
International exhibitions

accompanying international visits in which the program participated.





Vision 2030

A Path to Empowerment

Pillars	Leader of Arab & Islamic World		Investment Powerhouse		Strategic Location	
Axes	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	Strengthen national identity		Serve more Umrah visitors better		Foster Islamic values	
L3 Objectives	Facilitating inflows of pilgrims and gaining easy access to the Two Holy Mosques		Delivering high quality services to Hajj and Umrah pilgrims		Enriching religious and cultural experience to Hajj and Umrah pilgrims	

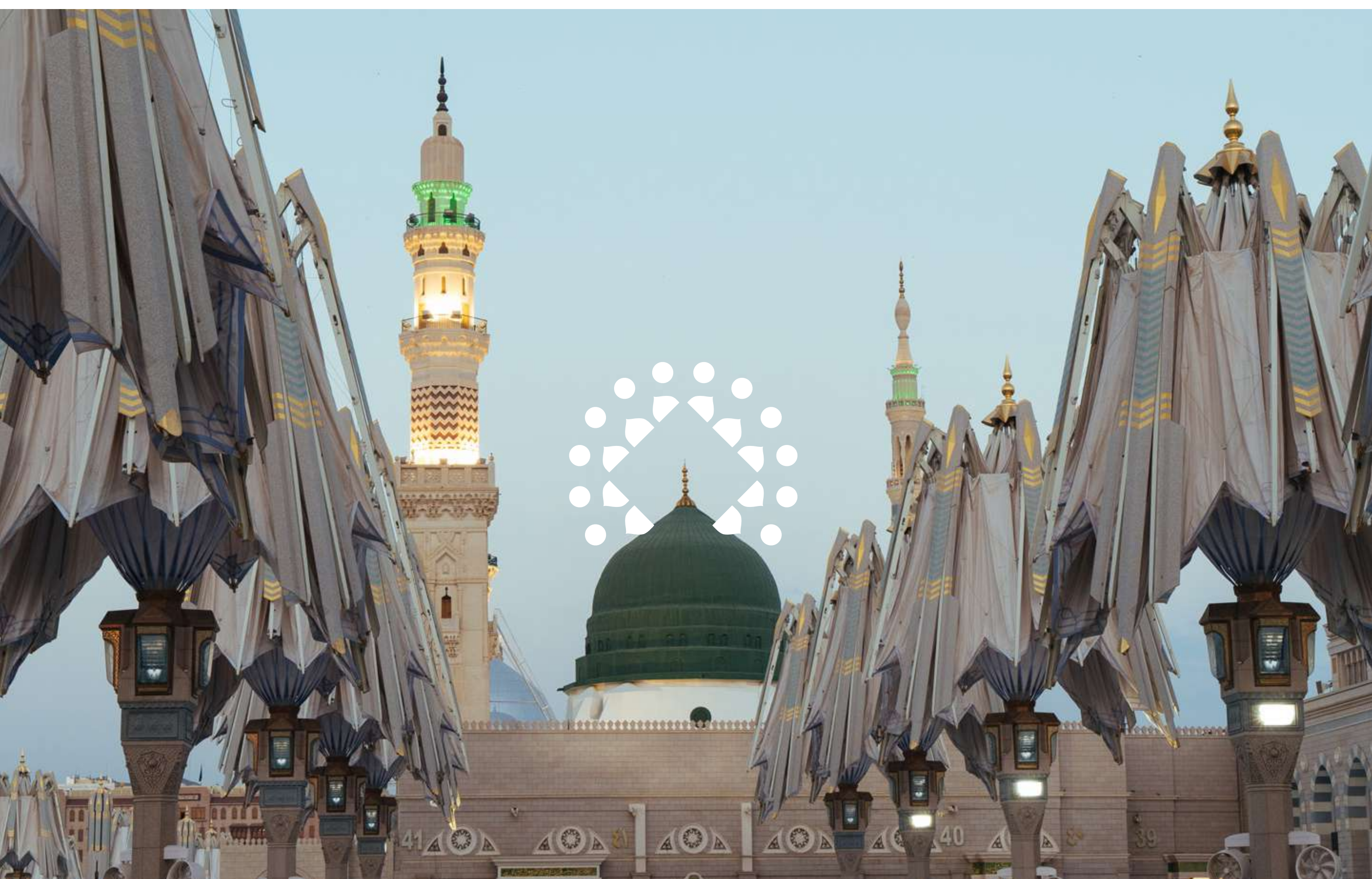


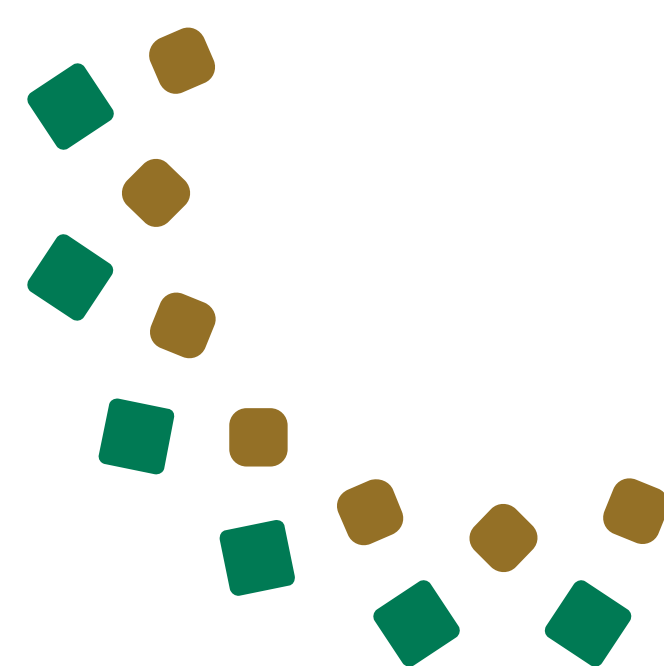
From foundation to vision, serving the pilgrims is a priority

The Pilgrim Experience Program continues the longstanding tradition of honoring and serving the Two Holy Mosques and their pilgrims, Umrah performers, and visitors. For decades, the leadership and people of the Kingdom of Saudi Arabia have shown their deep commitment to serving pilgrims and Umrah performers. Vision 2030 embodies this honor and commitment through achieving three main goals:

- Empowering and facilitating the largest number of Muslims from around the world.
- Providing uniquely high-quality services.
- Enriching the experience of the pilgrims with a transformative spiritual and cultural journey.

Launched during the last ten days of Ramadan in 2019 (1440 AH), the program was approved under the generous patronage of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud—may God protect him. It aims to uphold and extend the honor of serving the Two Holy Mosques, a legacy that has been cherished since the era of the founder, Abdulaziz Al Saud, may Allah rest his soul.





Transforming the journey of the pilgrims: A future vision to serve the pilgrims

3 Strategic Objectives

01 Facilitating the hosting of pilgrims and facilitating access to the Two Holy Mosques

2025

Providing services that enable the hosting of 15 million Umrah Performers by 2025.

- Services of the highest standards that meet the needs of pilgrims.
- Smooth and seamless journey with optimal utilization of the latest technologies.

2030

Expanding infrastructure, digitizing and developing services to host 30 million Umrah Performers by 2030.

- Easy and convenient procedures for coming to perform Umrah.
- Effective and innovative solutions to accommodate larger numbers.

02 Providing high quality services to pilgrims and Umrah performers

2025

85% is the estimated satisfaction rate with the services provided in 2025.

2030

90% is the estimated satisfaction rate with the services provided in 2030.

- Providing services at international levels and standards.
- Ensuring a smooth and comfortable journey experience by harnessing all available capabilities.
- Enabling a transformative experience equipped with the latest innovations.
- Designing a unique experience that exceeds expectations.



03

Enriching the religious and cultural experience of pilgrims and Umrah Performers

2025

15 qualified Islamic and cultural sites in 2025.

2030

40 qualified Islamic and cultural sites in 2030.

- Rehabilitating, developing and improving Islamic and cultural historical sites.
- Familiarizing pilgrims with the local heritage of Makkah and Al Madinah.
- Making the Kingdom a gateway to rich cultural and spiritual experiences.



3 MAJOR ENABLERS

Enthusiastic efforts to enable the exceptional journey



01

Services Infrastructure

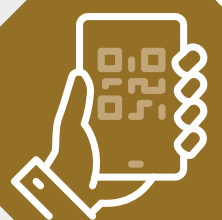
Providing essential services throughout the pilgrims' journey.



02

Data and IT

Enriching the experience of the pilgrims' journey with seamless and digitally enabled services.



03

Human Efficiency & Capabilities

Enhancing the spirit of hospitality, warmth and pride in religious and national duty.



5 BASIC PILLARS

13 strategic dimensions

Pioneering achievements that fulfil national aspirations

Strategy and governance of the system and possible policies:

- Developing the strategy and governance of the system of serving the pilgrims.
- Restructuring Umrah trips and increasing their effectiveness.

Categories of pilgrims:

- Optimizing capacity.
- Increasing Umrah opportunities for a variety of Muslim communities.
- Facilitating the arrival of pilgrims to perform the ritual.

Destinations:

- Developing the work system in the Two Holy Mosques, the holy sites, and timings.
- Rehabilitating and activating Islamic historical and heritage sites.
- Developing enriching and cultural events.

Services:

- Improving the quality of services and facilities.
- Increasing the smoothness of procedures in the services provided to the pilgrims.
- Enhancing the spirit of hospitality for those working to serve the pilgrims.
- Utilizing technology to enhance the journey experience.

Sustainability of the system.

- Enhancing the participation of the private and non-profit sectors.



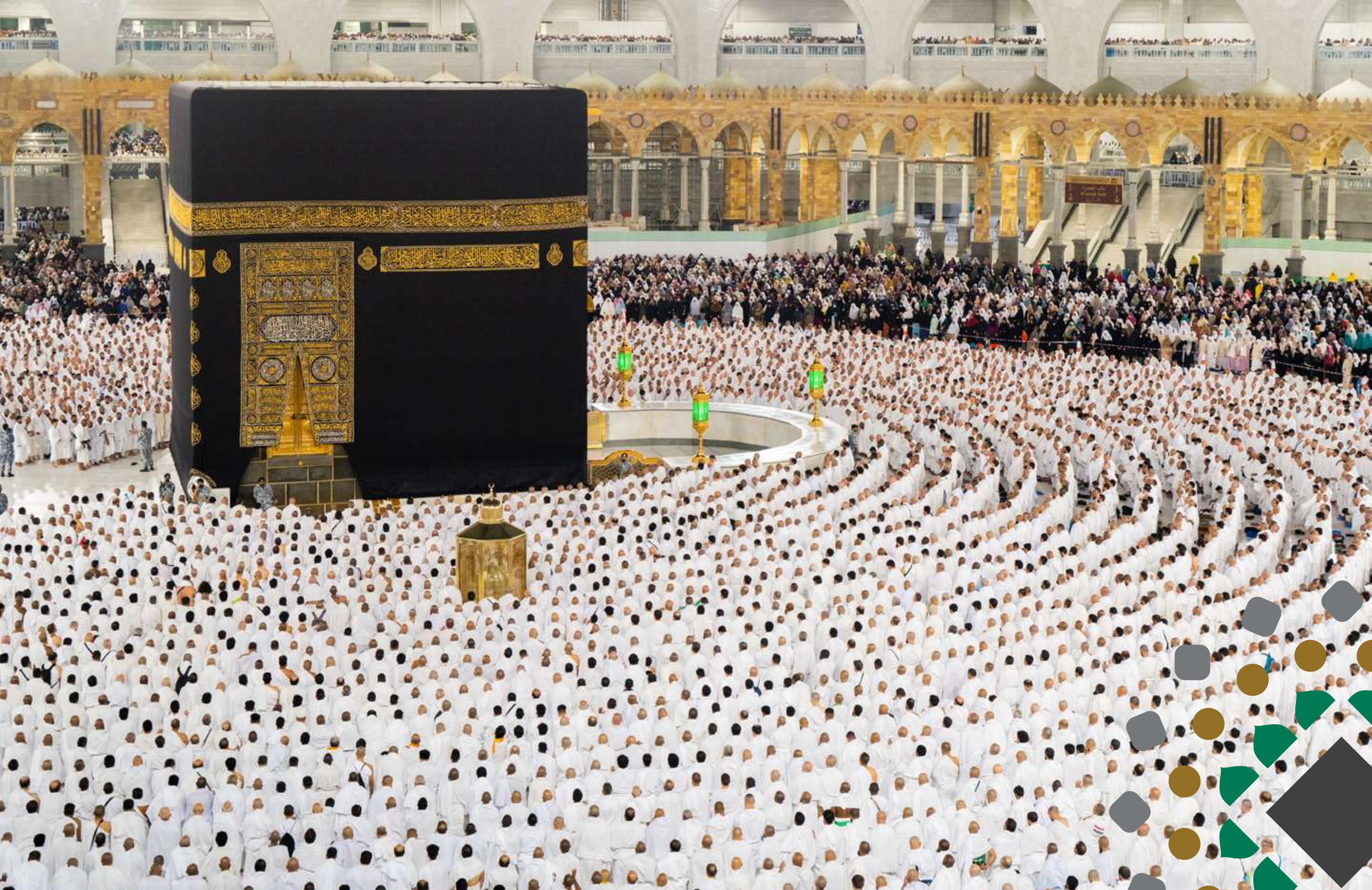


Performance Indicators

Continuous achievements and accelerated growth to achieve the targets of Vision 2030

Indicator	Baseline Measurement	2022 AD	2023 AD			2025 AD
			Target	Achieved	Percentage change	
Visitors coming from abroad to perform Umrah	8.55 million in 2019	8.4 million	10 million	13.56	36%	15 million
Umrah Performers' experience	80% in 2019	84%	83%	81.5%	-1.8%	85%
Pilgrims' experience	78% in 2019	74%	83%	78%	-6%	85%
Islamic Historical and Cultural Sites	0 in 2021	5	7	10	43%	15
Volunteers serving the pilgrims	3352 in 2021	15,023	110,000	131,050	19%	180,000





Initiatives of Pilgrims Experience Program

69 Initiatives

enrich the religious experience and enhance
the Hajj journey through collaboration with

20 Entities

Partners in the program system

The Pilgrims Experience Program system integrates its efforts to achieve significant accomplishments, enhancing this lifetime spiritual journey and creating an unforgettable experience for every pilgrim, visitor, and Umrah performer who comes to the Kingdom from all around the world. These efforts are aimed at realizing the goals of Vision 2030 through the implementation of 69 initiatives.



Success Partners



وزارة الداخلية

وزارة الحج والعمرة
MINISTRY OF HAJJ AND UMRAH



الموارد البشرية
والتنمية الاجتماعية



وزارة النقل والخدمات اللوجستية
Ministry of Transport and Logistic Services



وزارة الثقافة
Ministry of Culture



وزارة السياحة
Ministry of Tourism



وزارة الصحة
Ministry of Health



وزارة الاستثمار
Ministry of Investment

وزارة المالية
Ministry of Finance



KACST
مدينة الملك عبدالعزيز
للعلوم والتقنية

الهيئة العامة للإحصاء
General Authority for Statistics



هيئة تطوير منطقة المدينة المنورة
Al Madinah Region Development Authority

الحرمين

الهيئة العامة للعناية بشؤون
المسجد الحرام والمسجد النبوي

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



GACA®

الهيئة العامة للطيران المدني
General Authority of Civil Aviation

الهيئة
السعودية
للسياحة
SAUDI
TOURISM
AUTHORITY

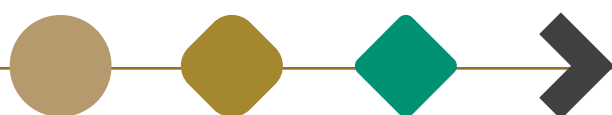


وزارة الملك عبدالعزيز
KING ABDULAZIZ FOUNDATION
FOR RESEARCH AND ARCHIVES

أوقاف
الهيئة العامة للأوقاف
GENERAL AUTHORITY FOR AWQAF



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





Click here to
access the
website



5 Initiatives

A study initiative to develop the governance and strategy of crowd management for the pilgrims.	On track
Makkah Road Initiative.	On track
Makkah Road Initiative - Phase II.	On track
Initiative to study the establishment and development of monitoring and control systems in The Two Holy Mosques and the Holy Sites.	On track
Initiative to facilitate security procedures at airports.	Partially delayed





Ministry of Hajj and Umrah



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website

3 Initiatives

Awareness-raising digital solutions for pilgrims.	On track
The initiative of licensing the sectors working in the guest service system of the pilgrims.	On track
Initiative to create, establish and operate the Voice of pilgrim Observatory.	On track

Ministry of Human Resources and Social Development



3 Initiatives

Initiative to activate the outsourcing of government services to the non-profit sector.	On track
Initiative to develop the capacities of the non-profit sector and enhance coordination and integration.	On track
Initiative to empower and organize voluntary work for the pilgrims in Makkah and Al Madinah.	On track

Ministry of Transport and Logistics



3 Initiatives

Initiative to complete the road that separates truck traffic from the Jeddah to Makkah motorway.	On track
Initiative to complete the motorway linking Makkah to Taif, Riyadh and eastern Saudi Arabia.	On track
Initiative to complete the direct motorway linking King Abdulaziz International Airport in Jeddah and Makkah.	On track



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website



2 Initiatives

The initiative to clarify the boundaries and ownership of historical sites and resolve the complexities related to them.

On track

The initiative to develop content for Islamic and cultural historical sites in Al Madinah and Makkah.

On track



Ministry of Tourism



1 Initiative

Initiative to identify staff target groups and analyze programs to develop communication and hospitality skills.

On track

Ministry of Health



1 Initiative

Initiative to ensuring pilgrims are in good health before they arrive.

On track

Ministry of Investment



1 Initiative

Initiative to develop and market investment opportunities for investors in serving the pilgrims.

On track





1 Initiative

Initiative to shade the roof of the Prophet’s Mosque.

Too
delayed



Al Madinah Region Development Authority



13 Initiatives

Enrichment Centers and Exhibitions Initiative.	On track
The Hijrah route Initiative.	On track
An initiative to develop historical sites and associated paths located within the scope of the King Salman Project.	On track
Initiative to establish and activate the private tourist destination management office in Al Madinah.	On track
Reciprocal transport initiative to serve the pilgrims in the Al Madinah.	On track
Initiative to develop the Battle of Badr area and its heritage assets.	On track
Initiative to develop the cultural events arena in the central area of Al Madinah.	On track
Initiative to develop the counselling system in the central area of Al Madinah.	On track
Humanizing Roads Initiative in the Central Area of Al Madinah.	On track
Initiative to equip the infrastructure and upgrade the historical sites in Al Madinah.	On track
Initiative to develop the site of the Battle of the Trench and its surrounding squares.	On track
Initiative to award the development of the Uhud battle site (Sayed al Shuhada) to the private sector.	On track
Initiative to study and award the fixed-route express bus project to the private sector.	On track



10 Initiatives

A strategic initiative that contributes to raising the level of awareness of visitors to the Kingdom of Saudi Arabia about the facilities for performing Umrah.	Completed
Initiative of the Umrah Identity Enhancement Program to enhance Umrah locally, regionally and globally to the pilgrims.	On track
Initiative of the regional, local, and global communication and media program for the pilgrims.	On track
Initiative to supervise the initiatives of the communication, media and identity enhancement programs.	On track
Initiative to develop and operate an integrated system to take care of the Umrah visitor during the entire journey.	On track
Initiative to design and activate the operational, capital and human capital model for Umrah promotion and distribution.	On track
Initiative to develop an electronic library of Umrah content.	On track
Initiative to build a digital platform for Umrah distribution and marketing.	On track
Initiative to distribute Umrah programs and strategic partnerships with travel agents and tour operators.	On track
Initiative to build a business intelligence and data system to promote and distribute Umrah.	On track



The General Authority for the care of the Two Holy Mosques



8 Initiatives

Nursery project initiative in the vicinity of the Prophet's Mosque.	On track
The initiative of the comprehensive service centers in the courtyards of Prophet's Mosque.	On track
Initiative of the Custodian of the Two Holy Mosques Translation Project in Prophet's Mosque.	On track
Custodian of the Two Holy Mosques Translation Project.	On track
Initiative to install automatic fountains for Zamzam in the Haram mosque	On track
Initiative of the Child Care Centre in the courtyards of Al-Masjid Al-Haram.	Partially delayed
An initiative to improve the experience of the elderly and people with disabilities in the courtyards of the Prophet's Mosque.	On track
Initiative to study the establishment of visitor centers in Al-Masjid Al-Haram.	On track



Royal Commission for Makkah City and Holy Sites



6 Initiatives

Initiative to supervise the contract for the implementation of the bus lanes infrastructure project.	On track
Initiative for the implementation of the bus lanes infrastructure for the first phase of the Makkah transport network.	On track
Initiative to study the development of pedestrian services in the central area of Makkah.	On track
Initiative for the Strategy of Historical and Enrichment Sites in Makkah.	On track
Initiative to study the development of facilities and services at Keddi Station.	On track
Initiative to study the development of bus stations located around the Haram.	On track



General Authority of Civil Aviation



4 Initiatives

Initiative to study increasing the capacity of air transport flights available to the pilgrims.	Completed
Initiative of the development and improvement project at Prince Mohammed bin Abdulaziz International Airport.	Completed
Initiative to re-engineer procedures, modernize air transport systems and study the development of a shared management system.	On track
Initiative to develop a digital system to manage and follow up the movement of pilgrims at the focal points within the airport.	On track



Pilgrims Experience Program



3 Initiatives

Hajj and Umrah Sector Governance for Research, Development and Innovation.	On track
Developing comprehensive plans for the 1445 and 1446 Hajj seasons and follow-up its implementation.	On track
Establishing the Pilgrim Experience Program Office.	Not started

Custodian of the Two Holy Mosques Institute for Hajj and Umrah Research



1 Initiative

E-training initiative for workers in the Hajj and Umrah sector.	Completed
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King Abdulaziz Foundation



1 Initiative

The Encyclopaedia of Hajj and the Two Holy Mosques and the Historical Atlas of the Prophet's biography.	On track
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General Authority for Awqaf



1 Initiative

Initiative to establish a fund to finance projects to serve the pilgrims by activating Awqaf.

On track

King Abdulaziz City for Science and Technology



1 Initiative

Comprehensive 3D Imaging Initiative for the Two Holy Mosques and 360 degrees.

On track

General Authority for Statistics



1 Initiative

Initiative to build the data registry and national statistical guide for the Serving the pilgrims.

On track



1

Chapter One: Pre-arrival

- Facilitating access to the Kingdom.
- Offering various options and programs.





Pre-arrival...

Accomplishing Pilgrims’ Dream

The Kingdom of Saudi Arabia has made the pilgrimage journey more accessible, integrating efforts to serve pilgrims through impactful initiatives designed to increase capacity. These initiatives respond to the global desire of Muslims to perform Umrah and visit the Two Holy Mosques. Following this, development programs and projects were launched to enrich and serve all aspects of the pilgrimage journey, providing a transformative spiritual experience. As a result, the number of pilgrims coming from abroad reached 13,56.

Growth in the number of pilgrims and Umrah performers over the years

Year	Hajj		Umrah		Total
	Inside	Outside	Inside	Outside	
2019 the year the program was launched	217,199	1,855,845	11,700,368	8,550,000	22,323,412
2020	959	0	1,974,917	1,686,395	3,662,271
2021	58,745	0	6,486,810	608,599	7,154,154
2022	144,653	781,554	16,342,878	8,400,000	25,643,998
2023	162,652	1,661,507	13,306,240	13,560,000	26,856,833
2025	220,000	1,990,000	14,580,000	15,000,000	31,790,000
2030	250,000	2,190,000	15,300,000	30,000,000	47,740,000

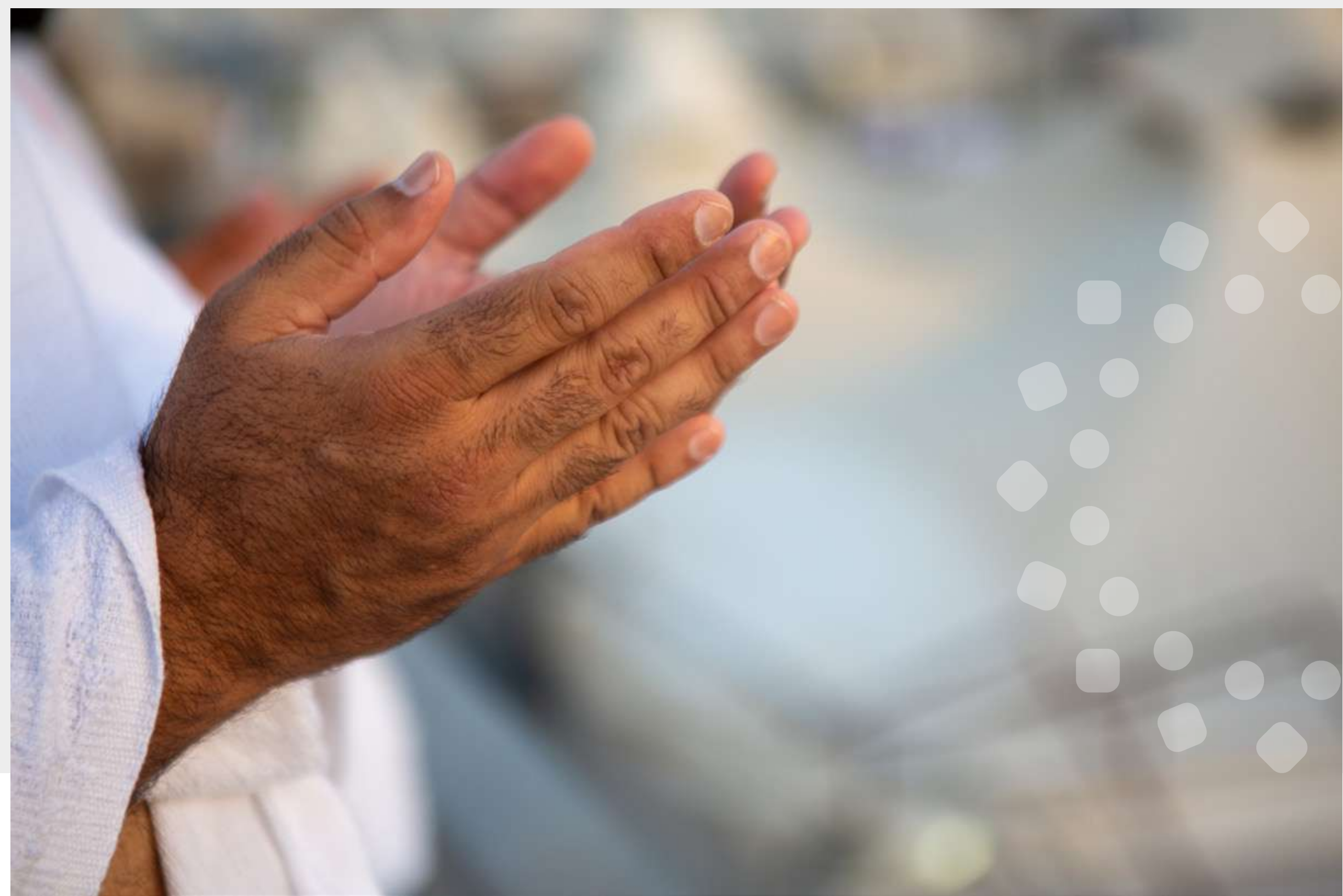


Top countries coming to Saudi Arabia for Hajj and Umrah

The Kingdom of Saudi Arabia welcomes millions of pilgrims from all over the world, as well as citizens and residents of the Kingdom who wish to perform the Hajj and Umrah rituals with ease and comfort. The program has contributed to enhancing the faith journey for those coming to the Two Holy Mosques from abroad and at home, and facilitating them with high-quality facilities, advanced infrastructure, and digital services that help everyone enjoy a unique and unforgettable experience. Turkey achieved the largest growth in the number of pilgrims by 312 %, while Pakistan had the largest number of pilgrims with more than two million, followed by Egypt with 1,762,825 pilgrims and Indonesia in third place with 1,466,369 pilgrims. According to statistical reports, Makkah ranks 20th in the list of the most attractive cities for visitors.



Country	Number of pilgrims		Number of Umrah Performers		Growth in Umrah numbers
	2022	2023	2022	2023	
Turkey	83,000	83,000	125,783	518,616	312%
Algeria	43,000	43,000	158,710	470,149	196%
India	182,000	182,000	804,266	1,420,118	77%
Pakistan	219,000	219,000	1,235,166	2,005,031	62%
Bangladesh	151,000	151,000	348,221	516,799	48%
Nigeria	106,000	106,000	83,743	116,569	39%
Indonesia	238,000	238,000	1,055,615	1,466,369	39%
Egypt	98,000	98,000	1,347,318	1,762,825	31%
Iraq	41,000	41,000	474,486	593,964	25%





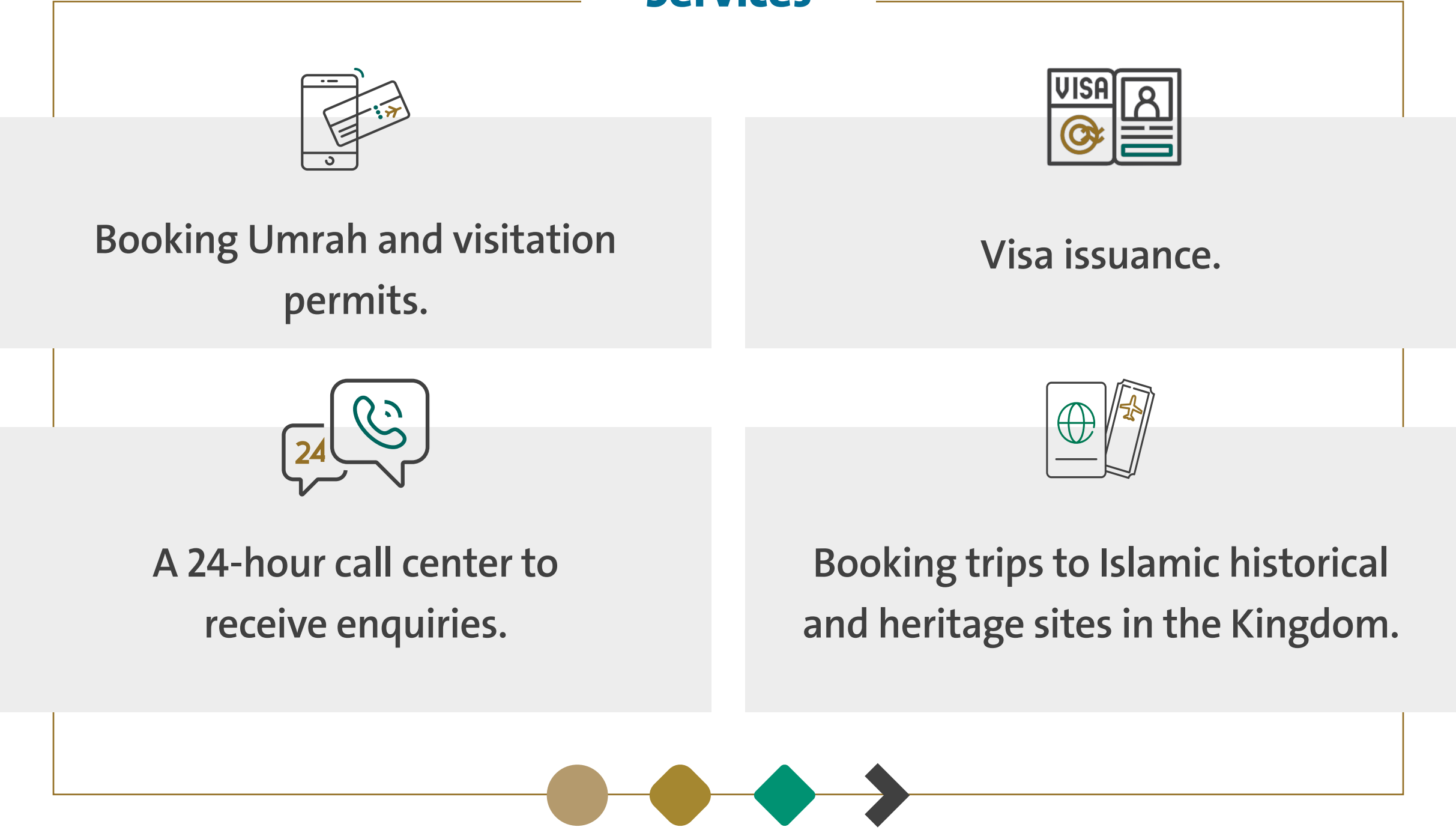
Nusuk Platform

facilitated the arrival of the pilgrims from all around the world



“Nusuk” is the first official Saudi platform designed to make planning, booking, and experiencing Umrah, Hajj, and visits of the Holy sites easy and convenient for pilgrims. The platform allows travelers from around the world to easily organize and plan their visit, from applying for an e-visa, to booking hotels and flights. “Nusuk” also provides informative guides on historical sites related to the noble Prophet’s biography and offers various services such as arranging transportation, organizing trip itineraries, and booking appointments for Umrah and visits to the noble Rawdah in Masjid Nabawi, Madinah.

Services



◆ More than **15 million** users.

◆ **10 different** languages

◆ **45 services** for the individual sector.

◆ Umrah **permits**.

◆ **75 services** for the business sector.

◆ Booking **electric vehicles**.

◆ Permits to visit the Noble Rawda **+15 million visitors**

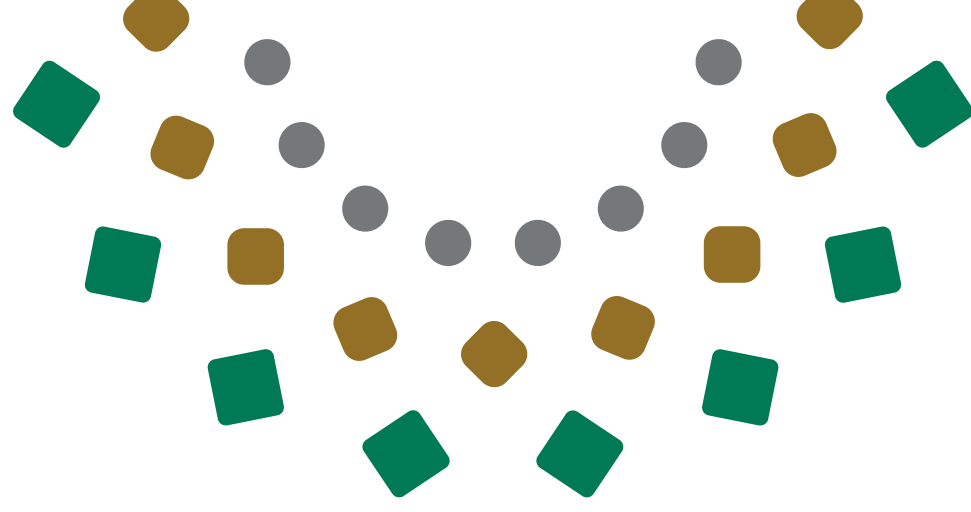
◆ **121 various services** to facilitate the procedures for the arrival of pilgrims from all over the world.

◆ Aiming to provide services to more than **30 million** people in cooperation with more than **10,000 entities** in the business sector and linking **25 government** entities.



Nusuk's Impact on Pilgrim Experience





Performing Umrah after the launch of the Nusuk platform: An easy journey

“

“Umrah this year was different after relying heavily on the Nusuk platform, which provided great services and facilitated all procedures, as I completed the visa procedures electronically, booked permits for performing Umrah and visiting the Noble Rawdah. from my place in Morocco, and within 24 hours I was performing the rituals. “Nusuk” is a comprehensive and integrated application that every pilgrim needs to learn about all services, events and programs in the Two Holy Mosques and the Holy Sites.”

”



Khaled Ebadi - Kingdom of Morocco



Visa for Saudi Arabia....

A national digital platform for issuing all types of visas -

A platform that connects more than 30 ministries, authorities and private sector organizations to facilitate visa procedures, including Hajj visas, Umrah visas, business visit visas, tourism visas and work visas.



Click here
to access
the website



Features and services

A modern identity:

Fits the role of the national platform in enabling the objectives of Vision 2030.

Smart search engine:

Enables the beneficiary to know all types of available visas easily and conveniently.

Unified reference

To learn about the requirements of all types of visas and the mechanism of applying for them.

An integrated system to take care of beneficiaries:

It receives all inquiries and allows communication via email or calling the unified center.



Transit visa:

Enabling travelers to enter the Kingdom with a temporary visa to enable them to reach their final destination.

Removing the requirement of Professions:

Enabling all GCC residents to apply electronically for a visit visa for the purpose of tourism, which enables individuals to visit different regions of the Kingdom and perform the rituals of Umrah without requiring specific professions.

Automated procedures:

Improves the beneficiary experience by issuing all Visas.

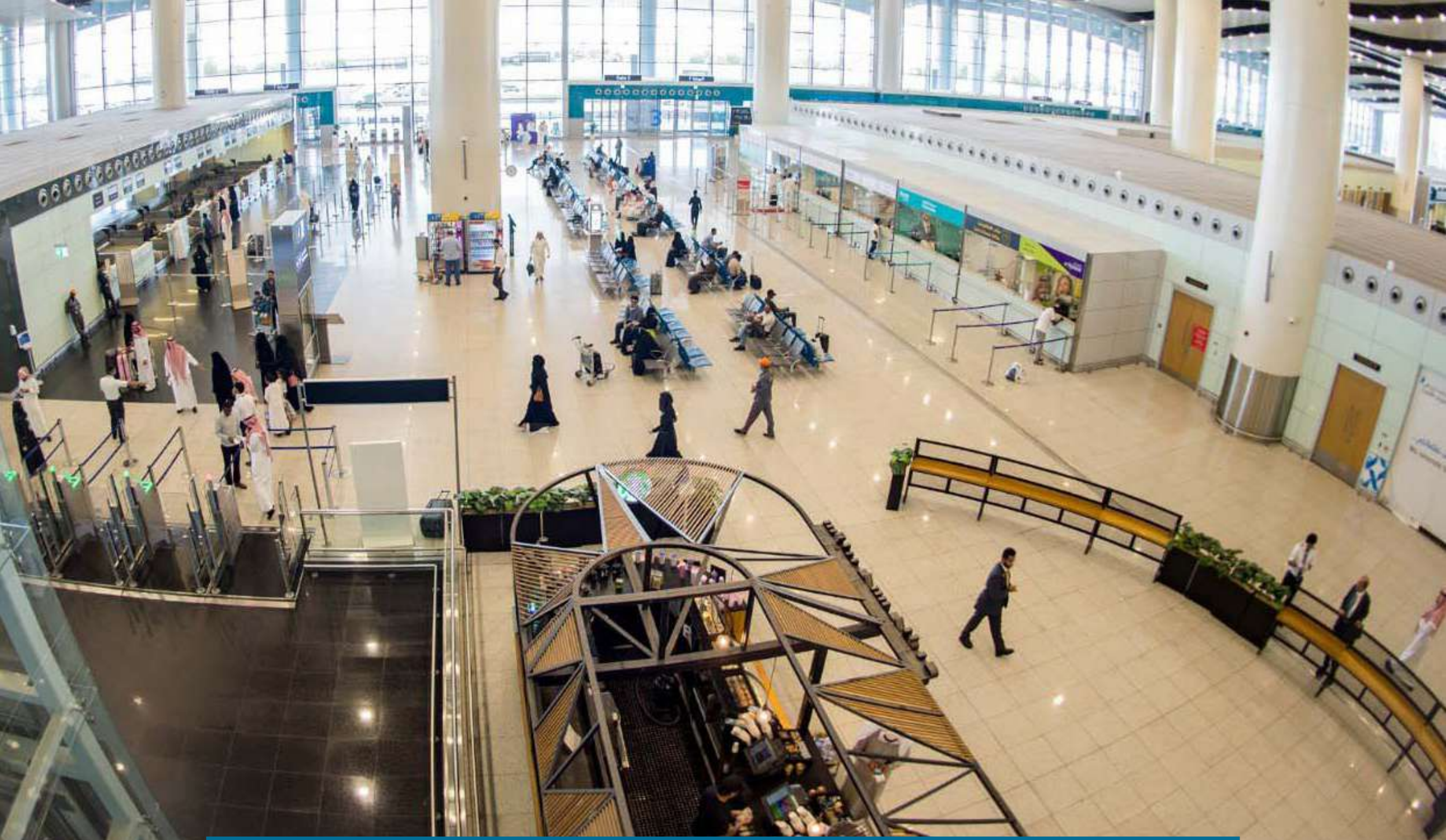
Track the visa application:

To check the status of the visa application.

Updated profile:

Improves the beneficiary experience for the issuance of all visas.





63

countries authorized for issuance

97,636

visas issued

4%

fewer visa refusals, down from 75%



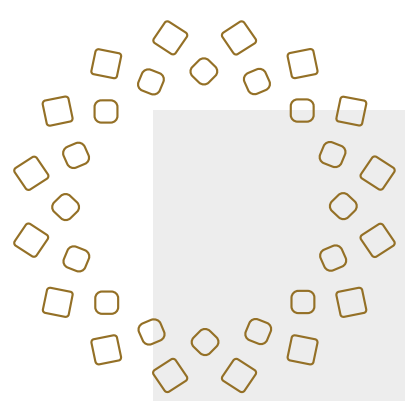
وزارة الخارجية
MINISTRY OF FOREIGN AFFAIRS





Tasheer. Facilitates the journey

A platform that connects more than 30 ministries, agencies and private sector organizations to facilitate visa procedures, including Hajj visas, Umrah visas, business visit visas, tourism visas and work visas.



+18,500

customers served daily

88

centers

44

countries around the world

25

minutes per center

24

hours for visa issuance



Makkah Route...

Continuous efforts to provide high quality services

طريق مكة Makkah Route



The Makkah Route Initiative has streamlined Hajj journey procedures to the Kingdom, enhancing services and easing pilgrim experiences. This initiative represents the culmination of efforts to facilitate pilgrim entry to Makkah, reducing arrival wait times and simplifying airport procedures. Implemented through high-quality, tailored electronic pathways crafted by Saudi youth across seven countries, these initiatives aim to ensure a seamless journey for all pilgrims.

Beneficiary Countries

7 Countries



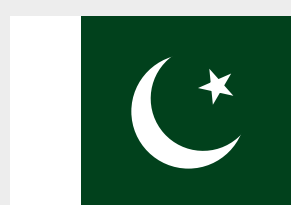
Côte d'Ivoire



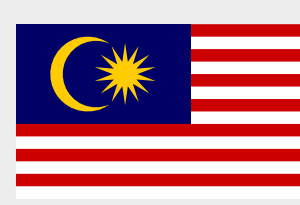
Türkiye



Bangladesh



Pakistan



Malaysia



Indonesia



Morocco





Number of journeys:

667 trips



Initiative duration:

35 days



Mobile support bags:

31 bags



Service provision stations:

74 stations



Beneficiaries in 2023:

242,272 pilgrims



Average pilgrims check-in time:

50 seconds

Total beneficiaries of the initiative since its launch

617,000 pilgrims



Awareness Digital Solutions

Facilitating access to the rituals

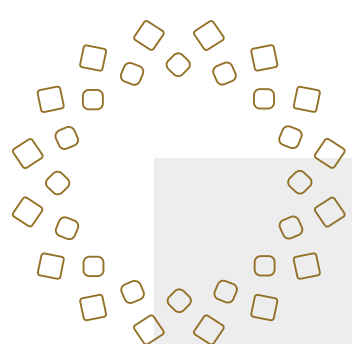
وزارة الحج والعمرة
MINISTRY OF HAJJ AND UMRAH



Click here
to access
the website



The “Awareness Digital Solutions” initiative introduces a technology-based educational system, presenting Hajj and Umrah journey in five languages. It also develops the website and offers comprehensive guidance on requirements, procedures, services, and government facilities, to raise awareness among potential pilgrims. It contributes to the surge in Umrah interest while ensuring accurate and accessible information for all.



5 Different languages.

An educational and awareness platform
to introduce the Hajj and Umrah journey.

A developed website
displays all trip information.

An educational system
supported by high-quality technologies.



The health of the pilgrims

In Good Hands

The Saudi Ministry of Health participates in an initiative aimed at improving the pilgrim experiences by implementing health requirements before their arrival in the Kingdom. Accrediting 300 medical centers worldwide, this initiative ensures the provision of necessary health services and activates electronic connectivity systems.

Highly Prepared Health System

Health services with competent practitioners

Voluntary services with quality and excellence



300

medical centers
around the world.

1,845,045

pilgrims served
locally and abroad.

An electronic system
linked to internationally
accredited centers.



Aviation...

the Carrier of Feelings and emotions



Increasing the air transport capacity and catering to target countries’ needs for direct and indirect flights are key objectives of the Program. Through the General Authority of Civil Aviation’s initiative, efforts are underway to:



Expand flight capacity.



Attract new airlines—particularly budget carriers.



Target countries’ needs for direct and indirect flights.



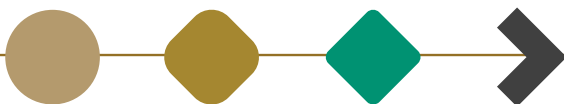
Enhance airport awareness for pilgrims.

This initiative aims to:

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

Providing a variety of options
to suit different needs and budgets.

Enhancing the efforts of the Kingdom of Saudi Arabia
in serving the pilgrims to the fullest.



Hajj season 1444 AH (2023)

96%

of pilgrims arrived by airplane.

3.4 million

seats were secured for pilgrims travelling (arrival/departure).

272,242

pilgrims whose arrival was successful through the Makkah Route initiative.

+2,200

flights through the Bagless Traveller initiative from 4 countries.





Facilities that enrich the journey of pilgrims

Both historical and cultural sites associated with Makkah and Madinah history and the Prophet biography are attracting the pilgrims to visit them. Saudi Tourism Authority (STA), in cooperation with the Pilgrims Experience Program, are facilitating and enriching the experience of pilgrims and visitors with a variety of programs and initiatives.

Receiving visitors for the purpose of performing Umrah

- Providing opportunities for a larger number of Muslims from outside the Kingdom.
- Enhance perceptions of Umrah and related activities.

Developing a content library of creative images and videos

- Scenes from the Two Holy Mosques of Makkah and Al Madinah .
- Photographing Umrah rituals and attractions at Islamic historical sites.
- Building a digital services system for Umrah performers and visitors that facilitates access to content and personalized services.
- Developing internal process processing engines and linking them to application interfaces known as Umrah Packages.

Expanding the network of distribution partners for Umrah packages and services

- Activating representative offices in 7 target countries.
- Creating a special website for Umrah services and introductory visits.
- Building an electronic business intelligence and data system to introduce Umrah programs.



2

Chapter Two: First Impression

- Mobility and road services
- Ports management
- Digital experience





The Kingdom of Saudi Arabia Welcomes the Pilgrims

Warm Welcome and Celebrating the Pilgrims. The Pilgrim Experience Service Program and its “First Impression” sector started with the idea of providing the first handshake to pilgrims arriving by air, land, and sea ports to create an unforgettable memory from the moment pilgrims arrive. This initial greeting sets the tone for a journey filled with faith experiences, facilitated by digitized initiatives and projects. By prioritizing citizens’ satisfaction, this sector plays a vital role in achieving the program’s objectives and ensuring a seamless transition into the pilgrimage journey.





HARAMAIN HIGH SPEED RAILWAY

Haramain High Speed Railway... Serving Pilgrims with High Readiness

Haramain High Speed Railway Project is one of the largest public transportation projects in the Middle East and the sixth largest project in the world. It was launched to serve Pilgrims, shortening travel time between Makkah and Madinah to just two hours, covering a distance of 453 kilometers at a speed of 300 kilometers per hour.

This ambitious project aligns with Vision 2030, accommodating growing numbers of pilgrims and enabling pilgrims to perform rituals at ease. As part of an integrated strategy, the railway system supports the development of the Hajj, Umrah, and Visitors System.



Haramain High Speed Railway



HARAMAIN HIGH SPEED RAILWAY

36

Electric Trains.

5
Stations

(Makkah - Jeddah- King Abdulaziz Airport - King Abdullah Economic City - Al Madinah).

417
Passengers

capacity per train.

13
Carriages

per train.

300
km/h

train speed.

453
km

the length of the railway line.

120
Minutes

between Makkah and Al Madinah.



Al Mashaaer Al Mugaddassah Metro Line

17
Trains

electric reciprocating.

9
Stations

between (Mina - Muzdalifa - Arafat).

3000
Passengers

capacity per train.

72
thousand
passengers

capacity per hour.

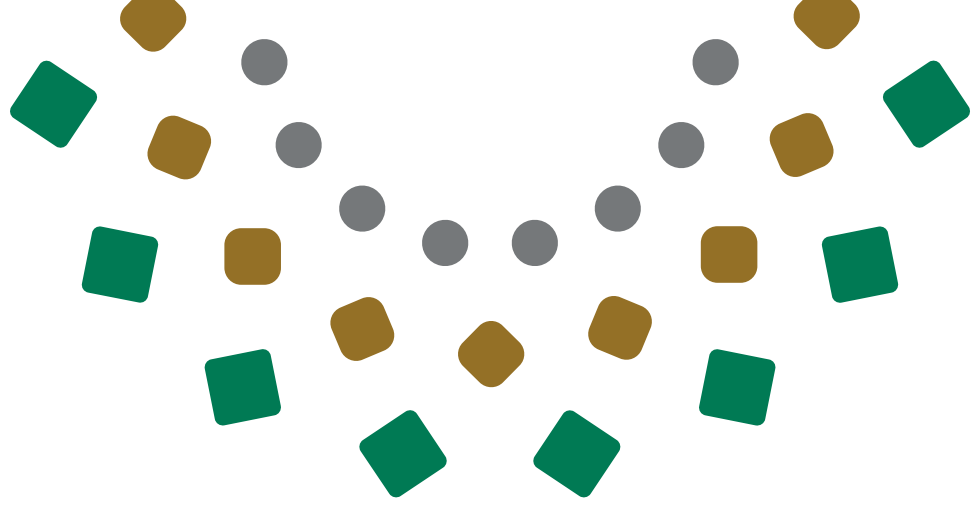
80
km/h

train speed.

18
km

the length of the railway line.





HARAMAIN HIGH SPEED RAILWAY

“

A very reliable means of transport; transporting pilgrims and visitors to and from Makkah and Al Madinah in complete comfort, it is characterized by the ease of booking through the website, the accuracy of departure times, the organization of entry and reducing crowding. It is a beautiful trip that must be repeated again in our next visits.

”



Terra City Eos - from Indonesia



PILGRIMS TRANSPORTATION SERVICE

Pilgrims Transportation. From Jeddah Airport to the Al-Masjid Al-Haram.

To simplify pilgrim journeys, the Kingdom introduced a qualitative initiative, in collaboration with the Ministry of Transport and Logistics, for transporting pilgrims between King Abdulaziz International Airport in Jeddah and the Holy Mosque in Makkah. The initiative provided 26 guidance documents, shared through 900 interactive screens across 5 train stations and airports, providing timely guidance and support to pilgrims.



From Jeddah Airport to the Holy Mosque

31,973
pilgrims.

48%
of the beneficiaries are
within the Kingdom.

52%
from outside the Kingdom.

94%
average occupancy rate.

390
buses.

60 minutes
scheduled journey time
every hour.





The Prophet’s Mosque witnessed the launch of the electric carts service to enhance the humanization of services, care for the elderly, women and people with disabilities, and improve their experience. In addition to guiding lost people to find their way, helping visitors and worshippers by shortening distances, and contributing to the transfer of elderly people with funerals from the funeral prayer place to Al Baqi.

50
vehicles.

800
tours per day.

24
hours a day.

60
employees providing the service.



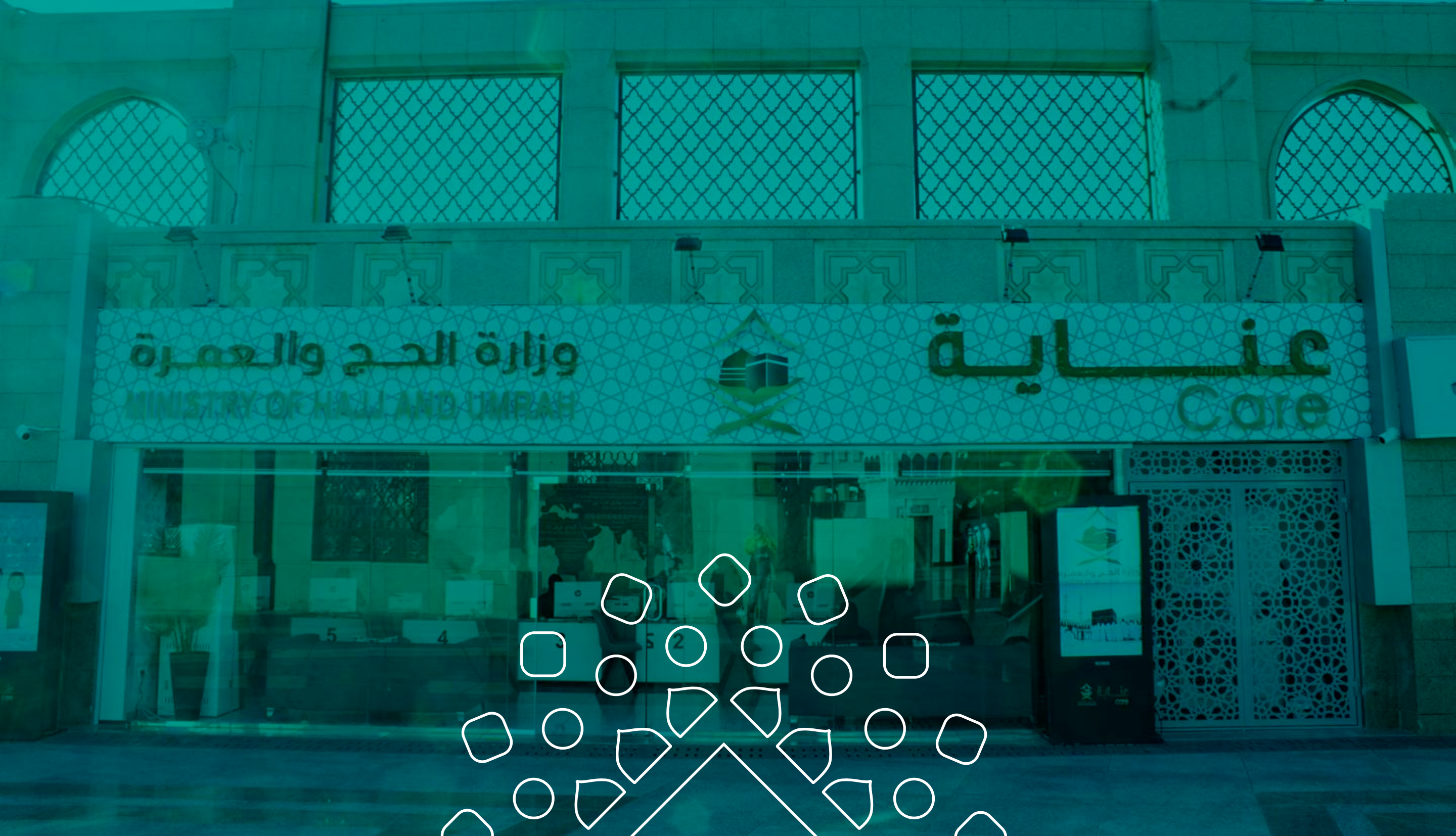


“Enaya” Centers.

To Serve Pilgrims around the clock

Initiated three years ago, “Enaya” Centers symbolizes good treatment and amenities for pilgrims, Supported by the Ministry of Hajj and Umrah, these centers offer free, direct, and self-services through qualified national staff and advanced technical devices. By enhancing pilgrim experiences and enriching their cultural and religious understanding, these centers align with Vision 2030’s objectives, ensuring pilgrims’ comfort and satisfaction.

Services provided to individuals	Services provided to the business sector
Guidance services.	Visa extension.
Receiving complaints and reports.	Receiving enquiries from external agents about their qualification status.
Receiving reports of lost and misplaced people.	Registering and changing the managers of Umrah companies.
Providing Nusuk services.	Changing the location of a company or organization.
	Approving Hajj Housing and Subsistence Commissioners.
	Updating commercial registration data.



Care centers

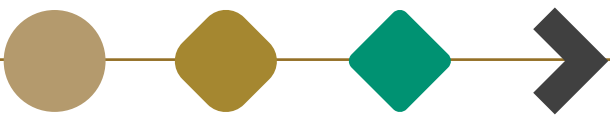
11
centers

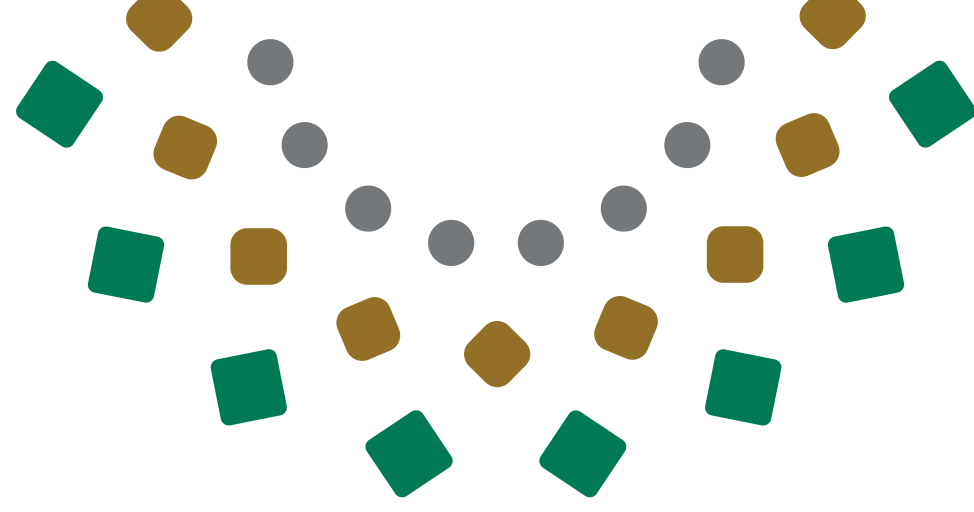
9
different languages.

64
services for businesses and
individuals.

3
minutes average service
delivery time.

121,029
services provided during 1444 AH (2023).





“Enaya” Centers... The safety valve for pilgrims and visitors



““Enaya” Center is a means of communication between pilgrims and visitors in the Two Holy Mosques and the Holy Sites in many languages to facilitate them in the event of defaulting from their campaigns or disagreement with the companies to be truly a safety valve”



Nasser Al Mutairi - “Enaya” Center Supervisor



The training platform of the Custodian of the Two Holy Mosques Institute for Hajj and Umrah Research



“WIFADAH is an online training platform that aims to provide specialized training courses for those working in serving the pilgrims with live or recorded virtual courses. Trainees can join these courses from anywhere in the world and at a time that suits them..

45,644
Enrollees

39,882
Graduates

working in the field of serving the pilgrims



Welcoming and facilitating... Developing roads to serve the pilgrims

Through a partnership between Pilgrims Experience Program and the Ministry of Transport and Logistics, several initiatives were launched to enhance road traffic. These include completing the final stage of separating truck traffic from the highway between Jeddah and Makkah, and finishing the last segment of the highway connecting Makkah, Taif, Riyadh, and the eastern regions of the Kingdom.

The road separating truck traffic from the motorway between the cities of Jeddah and Makkah

- 3 lanes with a length of 20 km.
- Connects the intersections between the (Hadda/Jumoum) road and the second southern ring road in Jeddah.
- Contributes to reducing the impact of trucks and vehicles on the smooth movement of pilgrims between Jeddah and Makkah.

The last phase of the highway linking the cities of Makkah, Taif, Riyadh and the east of the Kingdom

- 3 lanes with a length of 4 km.
- Connects the Grand Canyon to (Taif/Riyadh).
- Connects the cities of Taif, Riyadh, Makkah, East of the Kingdom and Jeddah.
- Connects King Abdulaziz International Airport in Jeddah and Makkah directly.
- Connects to the main road (Riyadh/Jeddah) 12 kilometers long.
- Reduces the average travelling time between Jeddah and Makkah.



Watchful eyes guarding

The Pilgrims



وزارة الحج والعمرة
MINISTRY OF HAJJ AND UMRAH

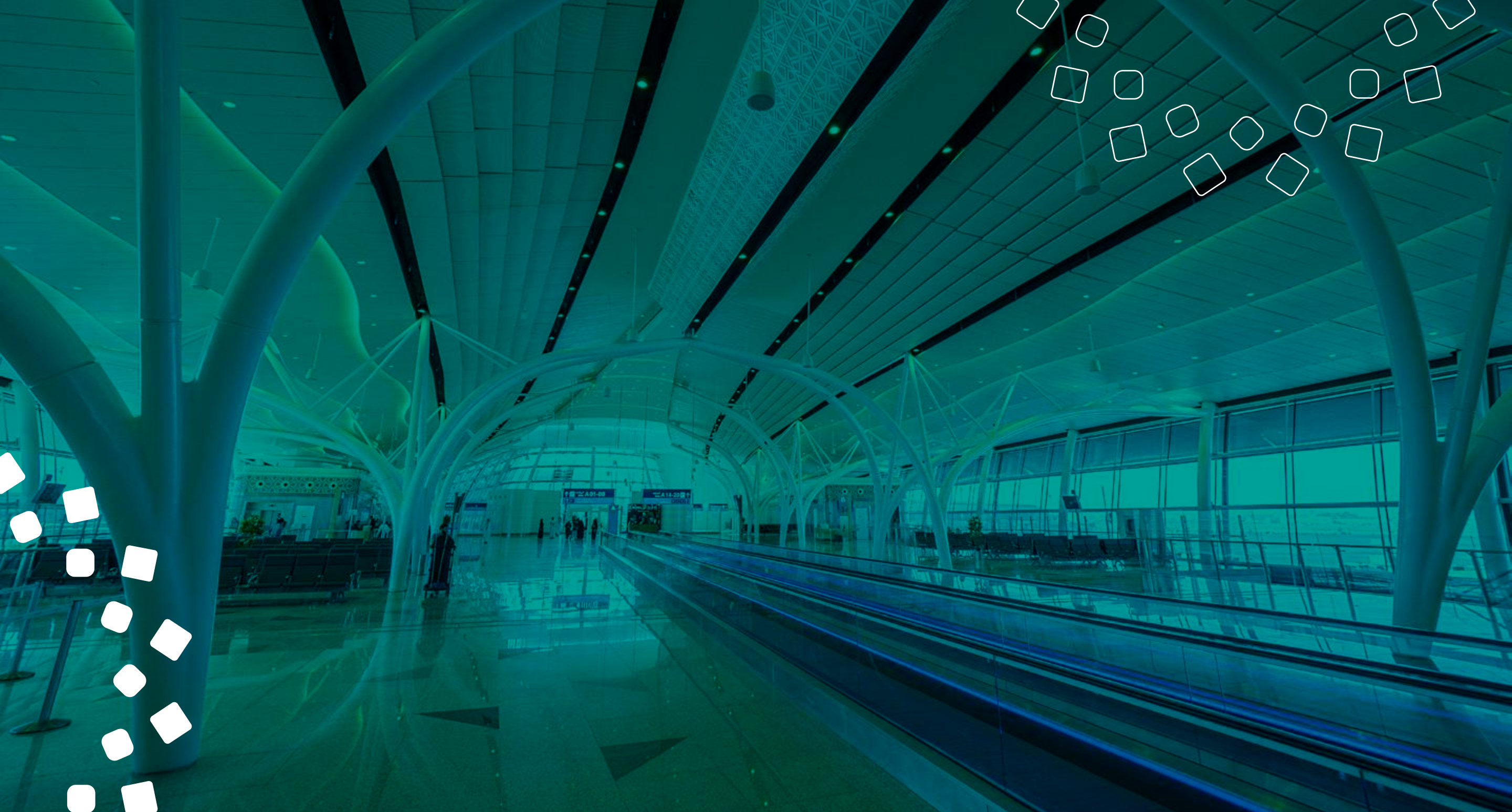


The Kingdom is committed to ensuring security and safety, while facilitating the journey of Pilgrims by enhancing airport services. In collaboration with the Ministry of Interior, an initiative was launched to upgrade airport security procedures using the latest technologies. This initiative simplifies verification processes for travellers entering the Kingdom by capturing biometric data for passport procedures, thereby improving security and health measures for all visitors, including Hajj and Umrah pilgrims.

Additionally, in partnership with the General Authority of Civil Aviation, an initiative was launched to re-engineer procedures, update air transport systems, and explore the development of a joint management system. The goal is to design a seamless experience for pilgrims at all arrival/departure points, by streamlining, postponing, merging, or delegating certain procedures. The Prince Mohammed bin Abdulaziz International Airport Development Initiative aims to enhance the pilgrim experience by improving airport lounge facilities and upgrading the main prayer area.

To further enhance security and safety, the Kingdom has implemented international standards and best practices to provide a safe and efficient experience that boosts pilgrim satisfaction. This initiative, in cooperation with the Ministry of Hajj and Umrah, aims to analyze feedback from pilgrims through several different channels, both quantitative and qualitative.





Facilitating security procedures at airports

- Providing mobile devices with SIM cards that work on passport security systems.
- Finalizing passport procedures at airports for the elderly and people with special needs.
- Identification of pilgrims and Umrah performers at ports of entry, holy sites and the Two Holy Mosques.
- Provide information and assistance to lost, sick, and deceased patients in hospitals.

Initiative to re-engineer procedures and modernize air transport systems

- Studying the development of a common management system with the aim of designing a new experience for pilgrims at arrival/departure points.
- Identifying the steps of passage and cancelling, postponing, merging or delegating any of the procedures to other entities.
- Managing port operations with effective coordination between the multiple entities working at the port.
- Developing a joint management at the port that contributes to ensuring that all services are provided as required at King Abdulaziz International Airport in Jeddah and Prince Mohammed Bin Abdulaziz International Airport in Al Madinah.

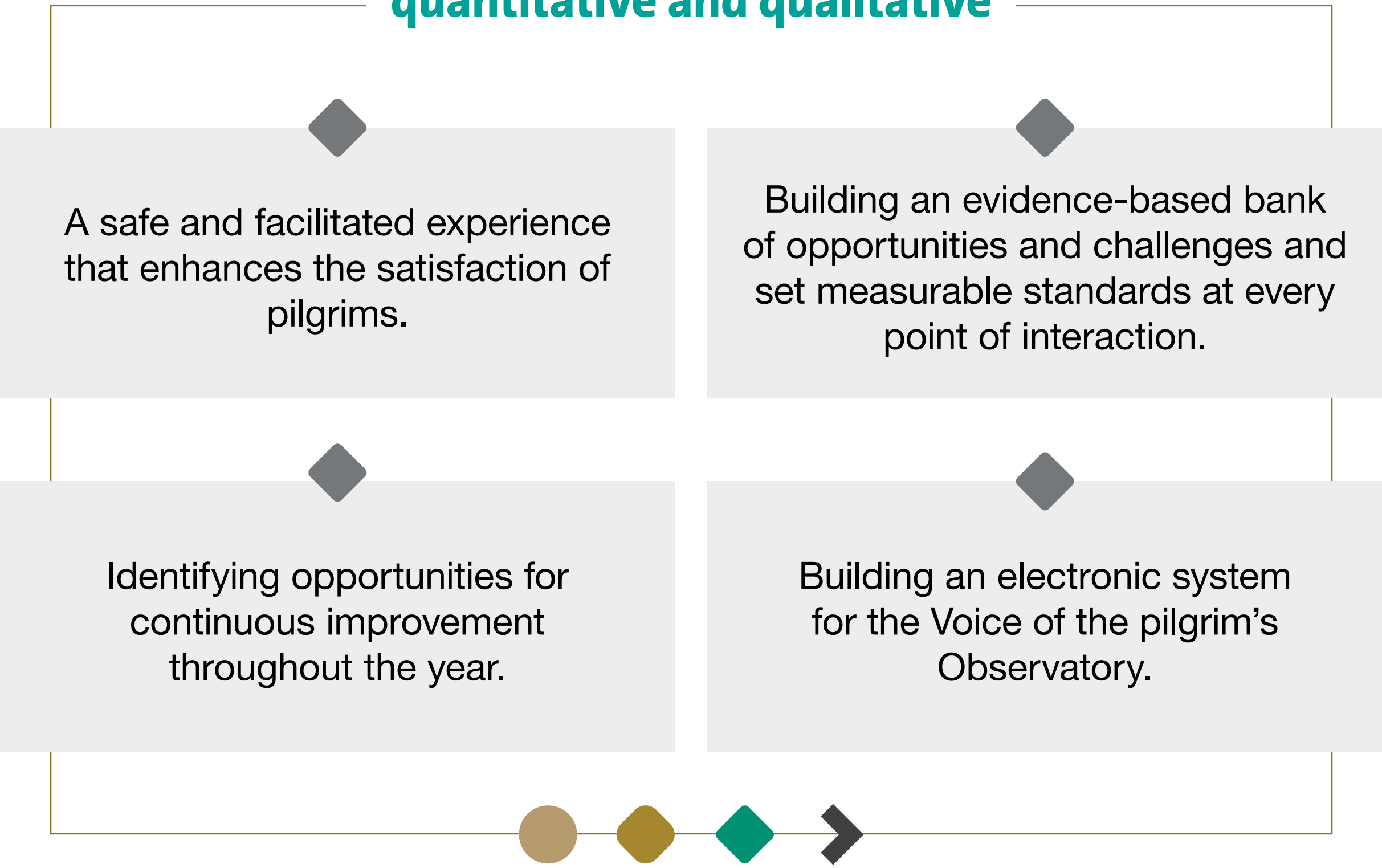


Prince Mohammed bin Abdulaziz International Airport Development Initiative

- Improving the experience of pilgrims while using the airport’s lounge facilities.
- Improving the main prayer room and renovating the toilets.
- Adding flight displays and signage.
- Tracking the movement of pilgrims at the contact points inside the airports.
- Knowing the efficiency of procedures around the clock and obtaining high-accuracy data.



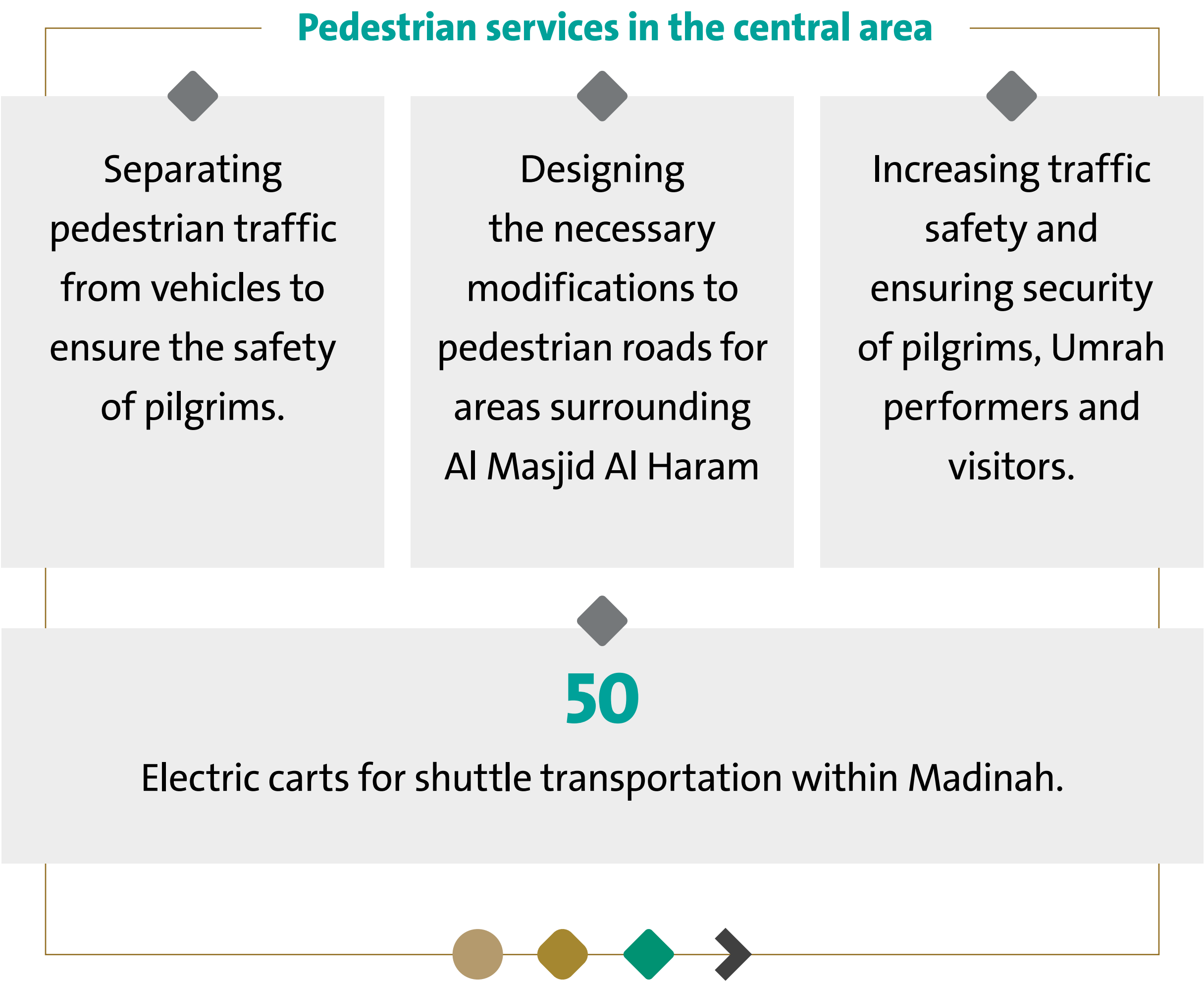
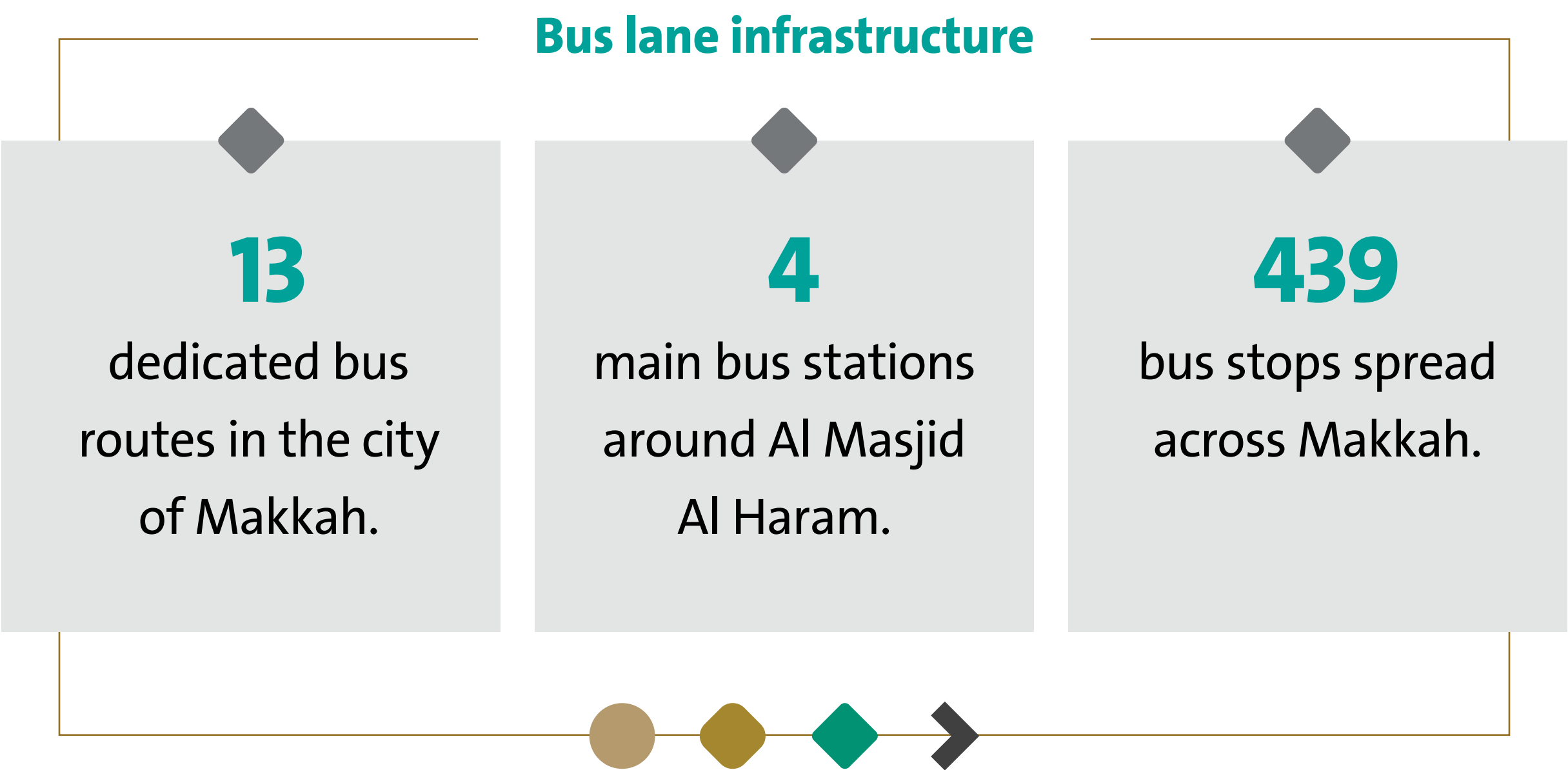
Initiative to analyze feedback from pilgrims through several different channels both, **quantitative and qualitative**



A transport experience that enhances access to the Al-Masjid Al-Haram



Several initiatives were launched to facilitate the movement of pilgrims, for example, the initiative to implement the infrastructure of bus routes in the first phase of the transport network in Makkah. It was launched in cooperation with the Royal Commission for Makkah City and Holy Sites.





◆ **Development of Keddi Station with its three parts**

- 100,000 square meters project area.
- Organizing round-the-clock parking.

◆ **Bus stations around the Holy Mosque**

- Stations in Sha'ab Amer, Jarul and Bab areas to organize traffic flow.
- Improving the quality of station services and utilization rates throughout the year.
- Rearrange the current situation of bus stations in Makkah and optimize bus operations.
- Considering the flexibility of the site plans during the seasons.

◆ **Bus Rapid Transit (BRT) with a specific route**

- Increasing the capacity to transport pilgrims and Umrah performers.
- Facilitate the transfer of pilgrims from Prince Mohammed bin Abdulaziz International Airport to Al Aziziyah area.

◆ **Reciprocal transport to serve the pilgrims in Al Madinah**

- 286 buses for 24 months.
- 15 bus stops with information boards on the locations of service locations and routes.
- Shaded chairs for the elderly to be installed at the stops.
- 6 routes to and from the Prophet's Mosque.
- 50 electric carts for shuttle transportation within Madinah.



Business Governance with

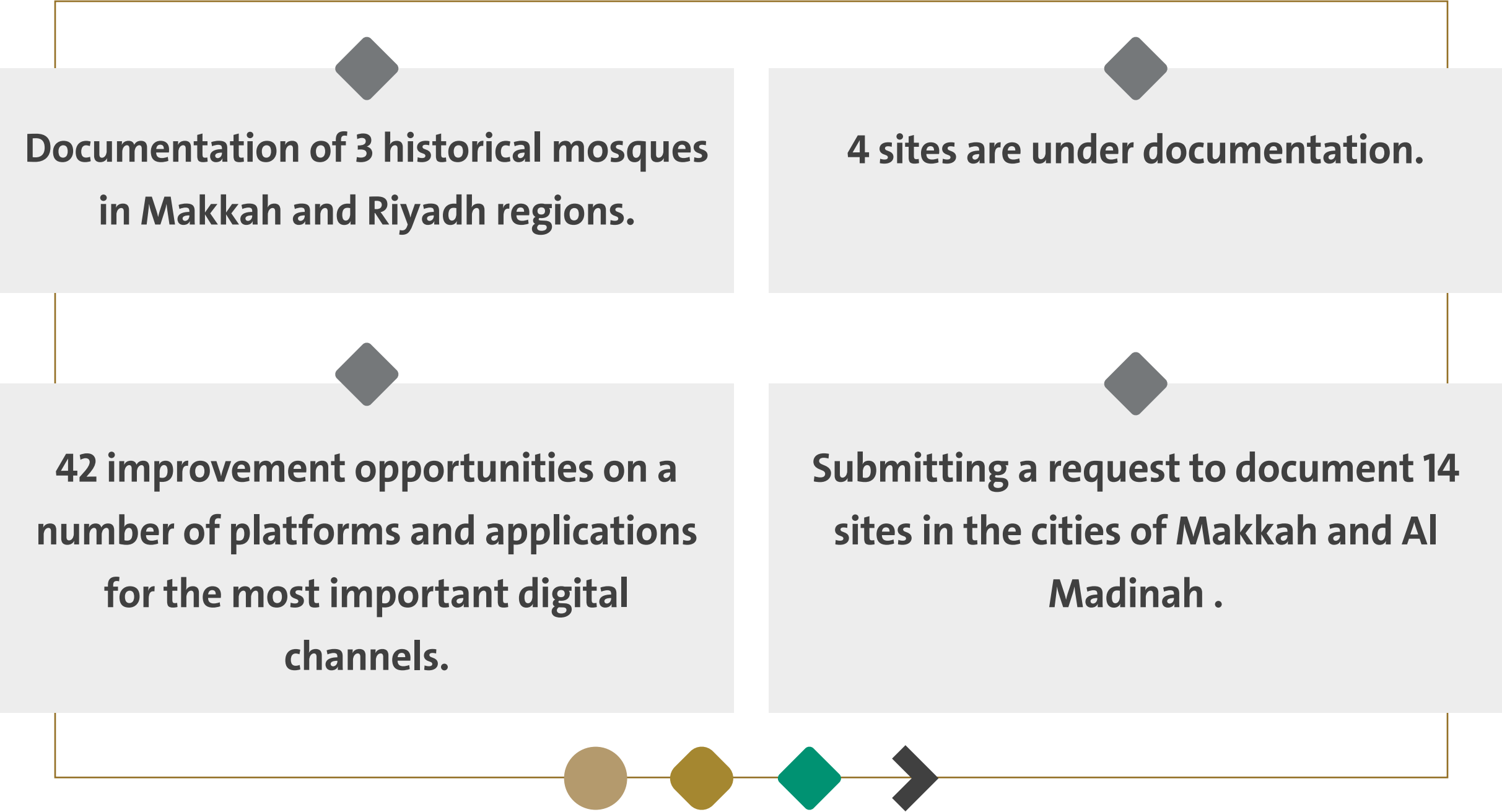
RESEARCH AND INNOVATION



King Abdulaziz City for Science and Technology launched an initiative for Comprehensive Three-Dimensional (360) Degree Imaging of the Two Holy Mosques. This project aims to solve the spatial guidance challenges faced by pilgrims and Umrah performers inside the Two Holy Mosques by creating a three-dimensional interactive tour. This immersive experience provides detailed introductory and directional information about the Two Holy Mosques.

The Hajj and Umrah Sector Governance Initiative for Research, Development, and Innovation was also launched. This initiative developed the strategy and governance of the Hajj and Umrah sector in research, development, and innovation, aligning with and complementing the National Strategy for Research, Development, and Innovation (RDI).

The Ministry of Hajj and Umrah, along with the Saudi Tourism Authority, participated in the initiative to measure the digital maturity of the pilgrim journey, following international best practices in line with the Program’s Digital Transformation Strategy. They also launched an initiative to record and document historical sites on interactive maps, including adding these sites to Google Maps in collaboration with the Ministry of Culture.



3

Chapter Three: Performing the Nusuk

- Hajj experience and services.
- The experience of Al-Masjid Al-Haram.
- The experience of the Prophet's Mosque.
- Security and safety.
- Health and insurance.



Performing the Nusuk

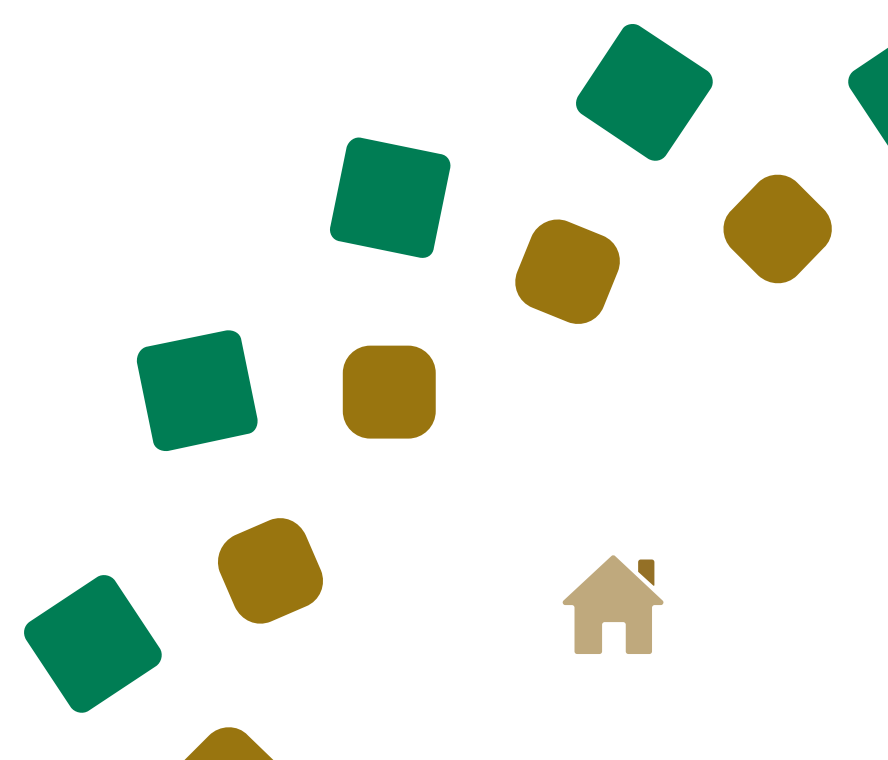
“Turn your face towards al-Masjid al-Haram”



We continue to prioritize the comfort of Pilgrims, guided by the care and supervision of our leadership—may Allah support them. This commitment has enabled us to overcome difficulties and meet all needs, motivating us to continually improve our procedures and services.

His Excellency the Chairman of the Program Committee

Dr. Tawfiq Al-Rabiah



Pilgrims Experience Program at the “Performing Rituals” stage aims to offer a unique and deeply enriching spiritual experience. Our goal is to create lasting memories that enhance the experience of pilgrims and visitors in the Two Holy Mosques and the Holy Sites. We have accomplished this by providing high-quality services and facilities and launching various initiatives at the Grand Mosque and the Prophet’s Mosque. These efforts contribute to enhancing Hajj services, preparing the Holy Sites, and ensuring security, safety, health, and insurance.



AL MASJID AL HARAM

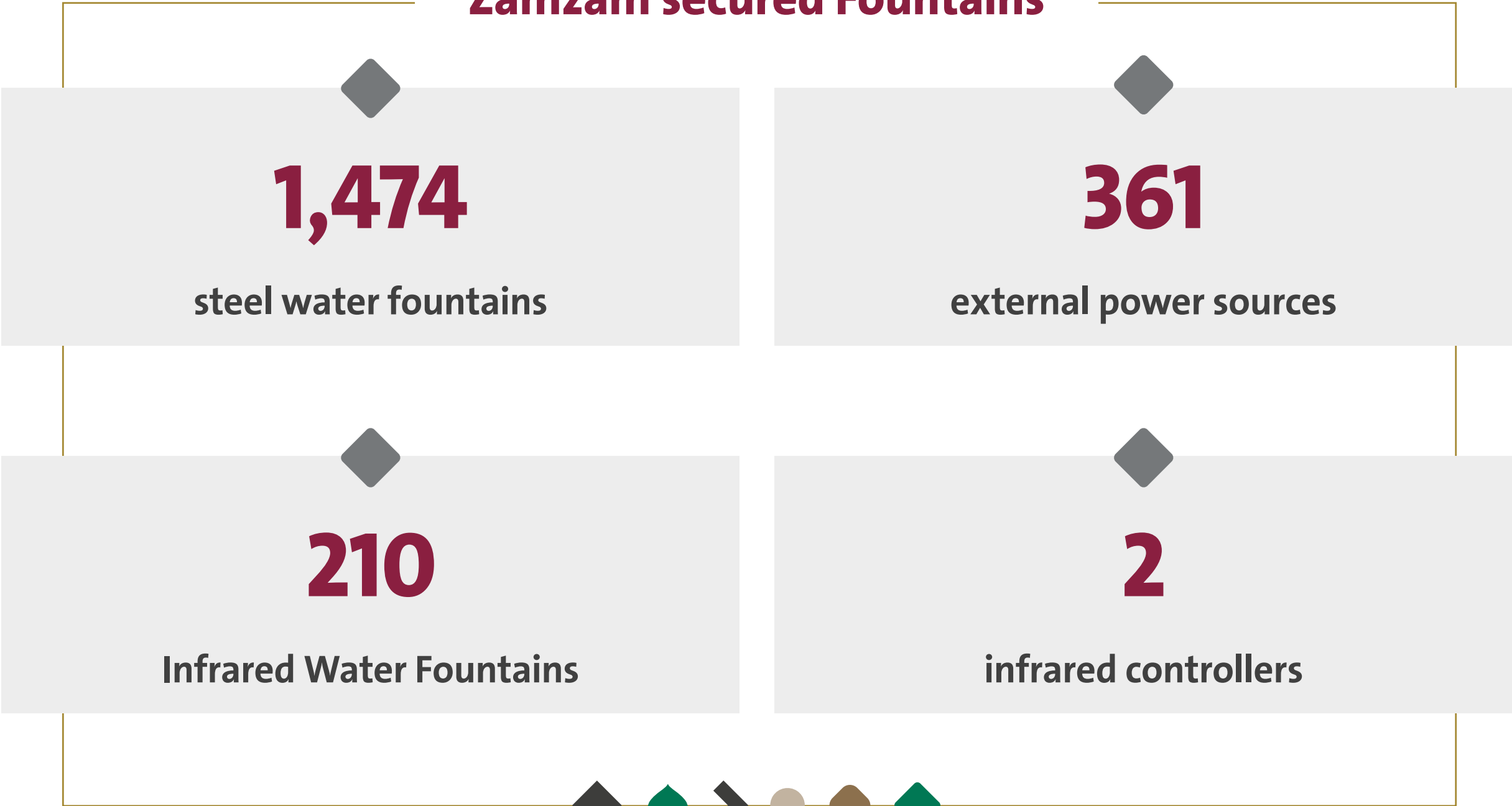
Expansions, projects and care

The Kingdom of Saudi Arabia places great importance on the Holy Mosque. The founding King, Abdulaziz Al Saud, may Allah have mercy on him, established a special administration known as the Board of Directors of the Holy Mosque. This body was tasked with managing the affairs of the Holy Mosque, overseeing its maintenance and services, and implementing expansions. These efforts have continued from the era of King Saud bin Abdulaziz—may Allah have mercy on him—to the present reign of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz—may Allah protect him. These initiatives align with the goals of Vision 2030, aiming to welcome over 30 million Pilgrims and provide them with a unique spiritual experience, adhering to the highest quality standards.



Automatic Zamzam water fountains and centralized water coolers

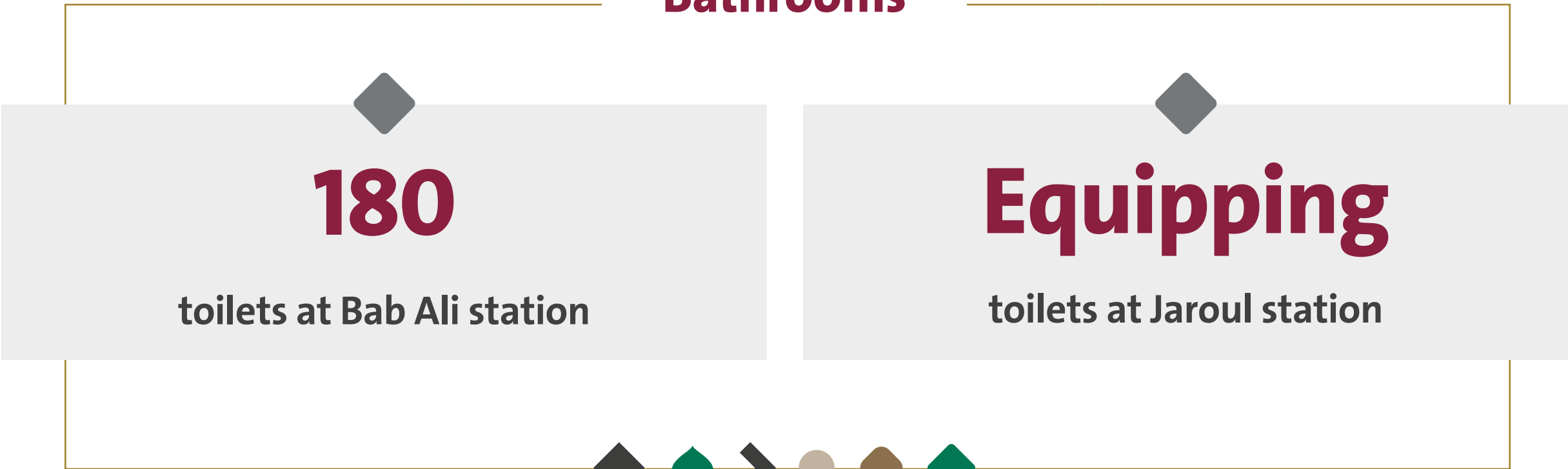
Zamzam secured Fountains



Water Coolers

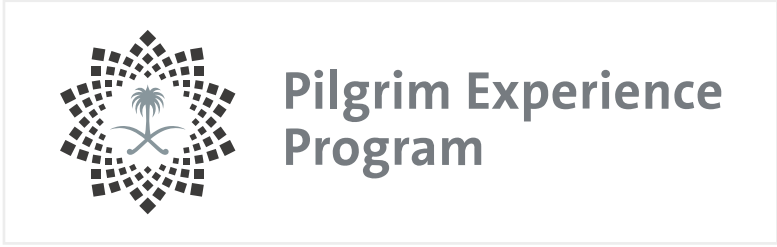


Bathrooms



Operation of the Childcare centers

in al-Masjid al-Haram - Ramadan and Hajj season 1444 AH (2023)



Location:

South of the southern courtyard below the King Abdulaziz Waqf in Al-Masjid Al-Haram.

Timing:

Providing integrated care for children 24/7.

Objective:

To enable the pilgrims to perform Umrah rituals with ease and tranquility.

Procedure:

In accordance with the “Regulatory Controls for Private Childcare centers” document from the Ministry of Human Resources and Social Development.



Achievement:



Providing overnight care for 52 children during the trial period.



Providing temporary nursery services for 240 children.



Taking care of 23 lost children and handing them over to their parents.



Closing the operational period without any injury to any child.



Beneficiary Satisfaction Rate
95%



Food trucks with high quality services

Number of Carts:

4 food trucks with a length of 90 meters and a width of 45 meters.

Security:

Fences to regulate crowd movement in an area of 4,050 square meters.

Location:

Sha’ab Amer Station in Gaza (Central Area).

Timing:

The month of Dhul Hijjah.

With participation of:

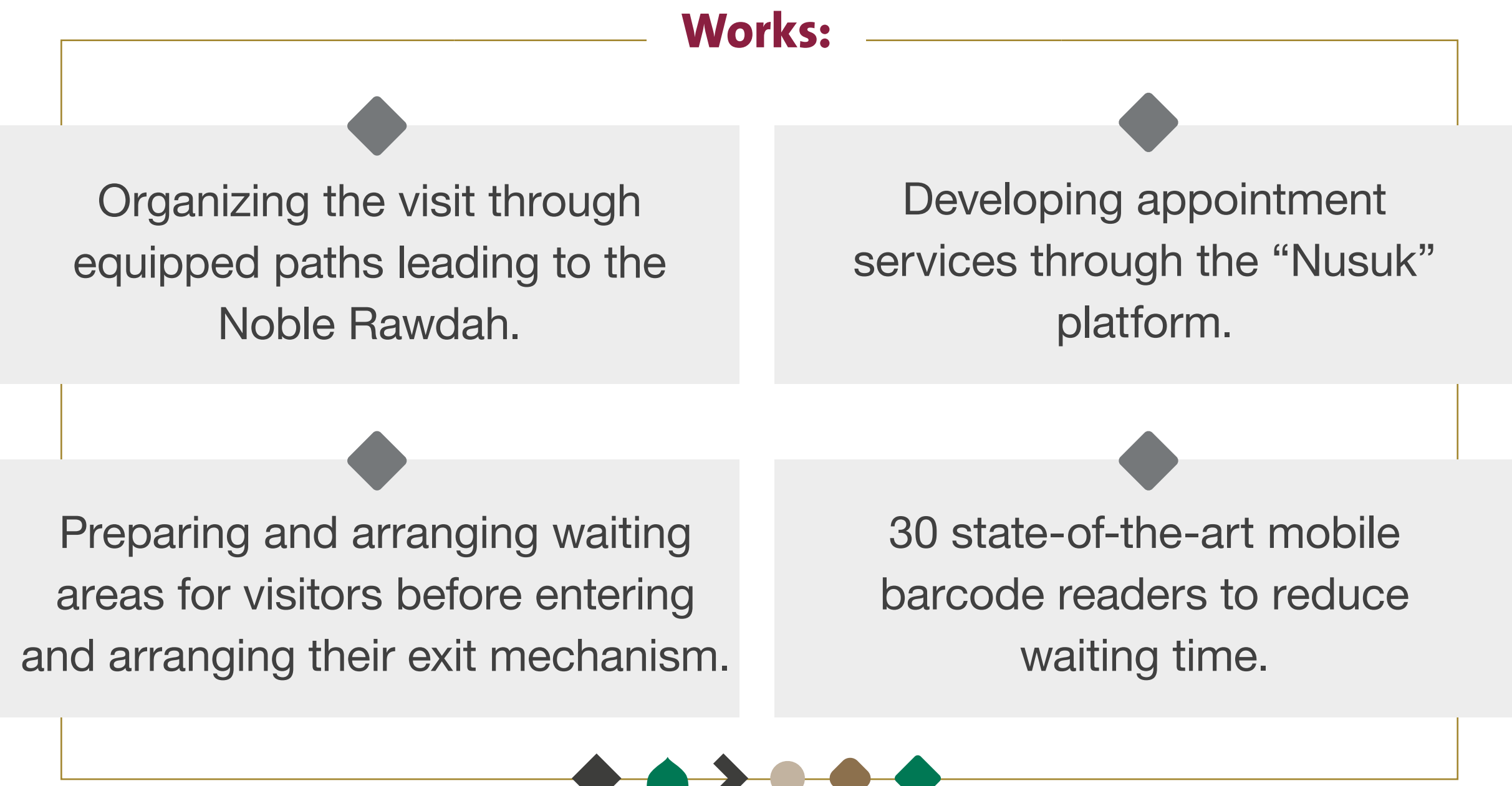
AlBaik and Al-Tazaj Restaurants.





Efforts to facilitate the entry of pilgrims to the Noble Rawdah

With humble hearts, Pilgrims make their way to the Prophet’s Mosque, hoping to visit Al-Rawdah Al-Sharifa and offer prayers upon the Holy Prophet. The moment a pilgrim steps into the precincts of the Prophet’s Mosque, they keenly sense the meticulous efforts undertaken by the Saudi government to serve them. From managing the flow of entry and exit during prayer times, to providing Zamzam water and ensuring medical and security services are readily available throughout the mosque, every detail reflects the dedication to pilgrims, especially as the number of permits granted to visit Al-Rawdah Al-Sharifa has grown and now reaches 14 million visitors.



Achievements:

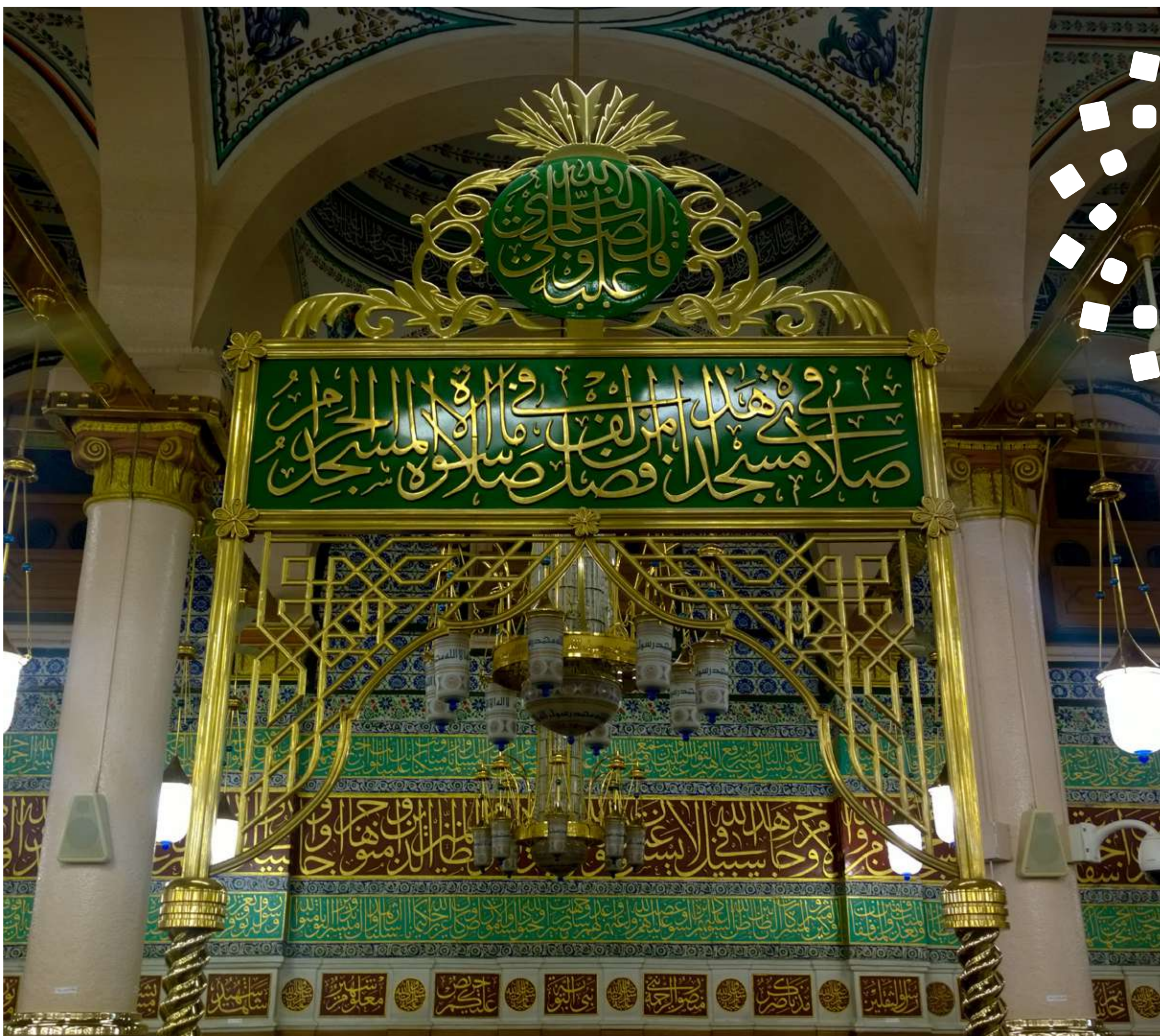
60
cohorts
per day.

20
minutes
waiting time.

10
minutes
stay time in the Rawdah.

10
minutes
exit time.

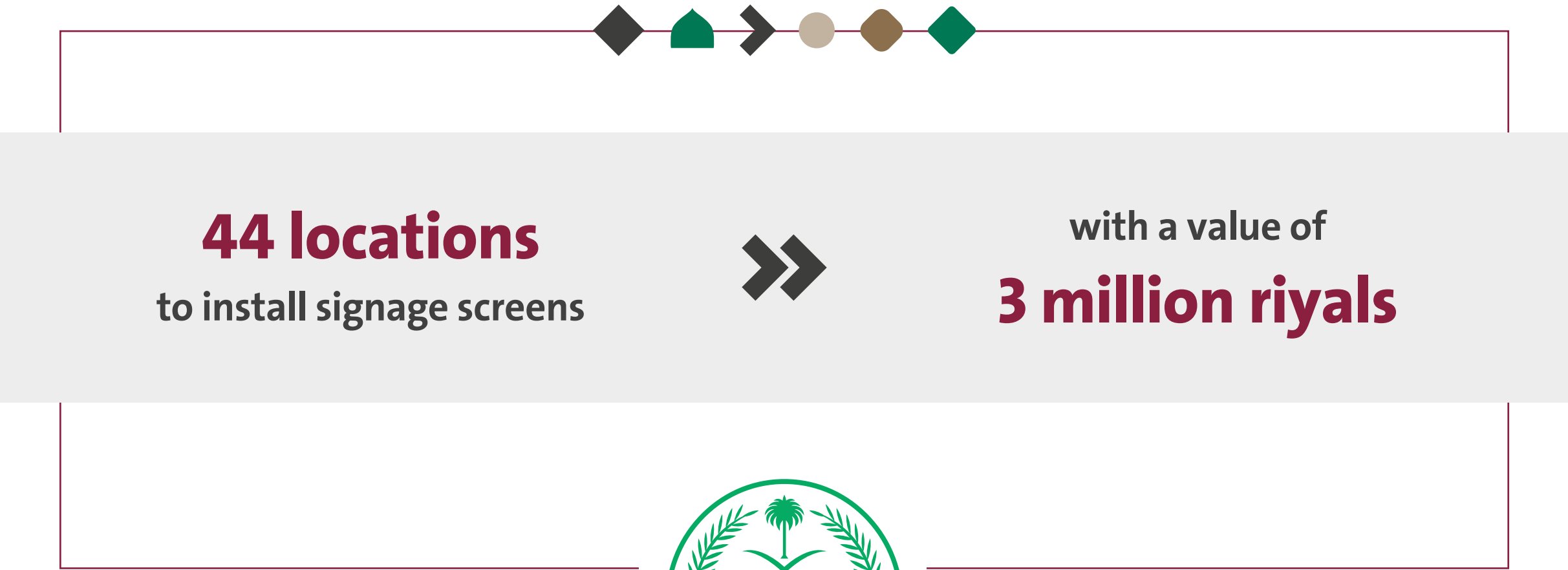
300
crowd management staff
to enhance the Rawdah visiting experience.





Security E-Screens for Crowd Management

The Kingdom has achieved global leadership in crowd management during the Hajj and Umrah seasons, ensuring a smooth and unobstructed faith journey for pilgrims. An initiative was launched in cooperation with the Ministry of Interior to develop the Governance and Strategy of Crowd Management for Pilgrims, elevating efficiency and improving the journey of faith according to international best practices.



Contributing to

Increasing efficiency and readiness to respond to emergencies, minimizing accidents and fatalities.

Facilitating the performance of rituals and movement between the Holy Sites and the Al-Masjid Al-Haram.

Increasing harmony between the working bodies and enhance the optimal use of government resources and reduce duplication of work.

Facilitating the performance of rituals and movement between the Sites and the Holy Mosque to give an honorable image of the Kingdom.



Monitoring and Control Systems Development Initiative

The Kingdom has harnessed all its resources, both material and human, to implement a comprehensive encompassing a range of services, electronic applications, and technical solutions designed to ensure the security and safety of pilgrims. This initiative focuses on enhancing service delivery by improving performance efficiency and precision, thereby ensuring smooth procedures and swift, accurate service completion.





Health Care and Insurance

الهيئة العامة للطرق
Roads General Authority



وزارة الشؤون
البلدية والقروية
Ministry of Municipal & Rural Affairs



وزارة الصحة
Ministry of Health

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



Temperature Mitigation in the Holy Sites

Reducing the surface
temperature to **12**
degrees centigrade.

Using light-coloured
paint to help reduce air
temperature and slip
resistance.

An area of **6,000**
meters in Mina.



Developing mechanisms for ambulance teams to reach the sick and injured in the holy sites

Securing and supplying 6 golf cars and motorcycles and handing them over
to the Saudi Red Crescent.





Equipping mobile medical teams to serve the pilgrims

100

mobile teams equipped with medical equipment.

100

fully equipped ambulance kits.

100

Automatic External Defibrillators (AED).

100

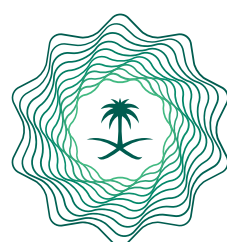
water pressure sprayers.

Securing **one million Saudi Riyals** to provide cardiac resuscitation devices and supplying **21 devices**.



Relentless efforts and continuous work

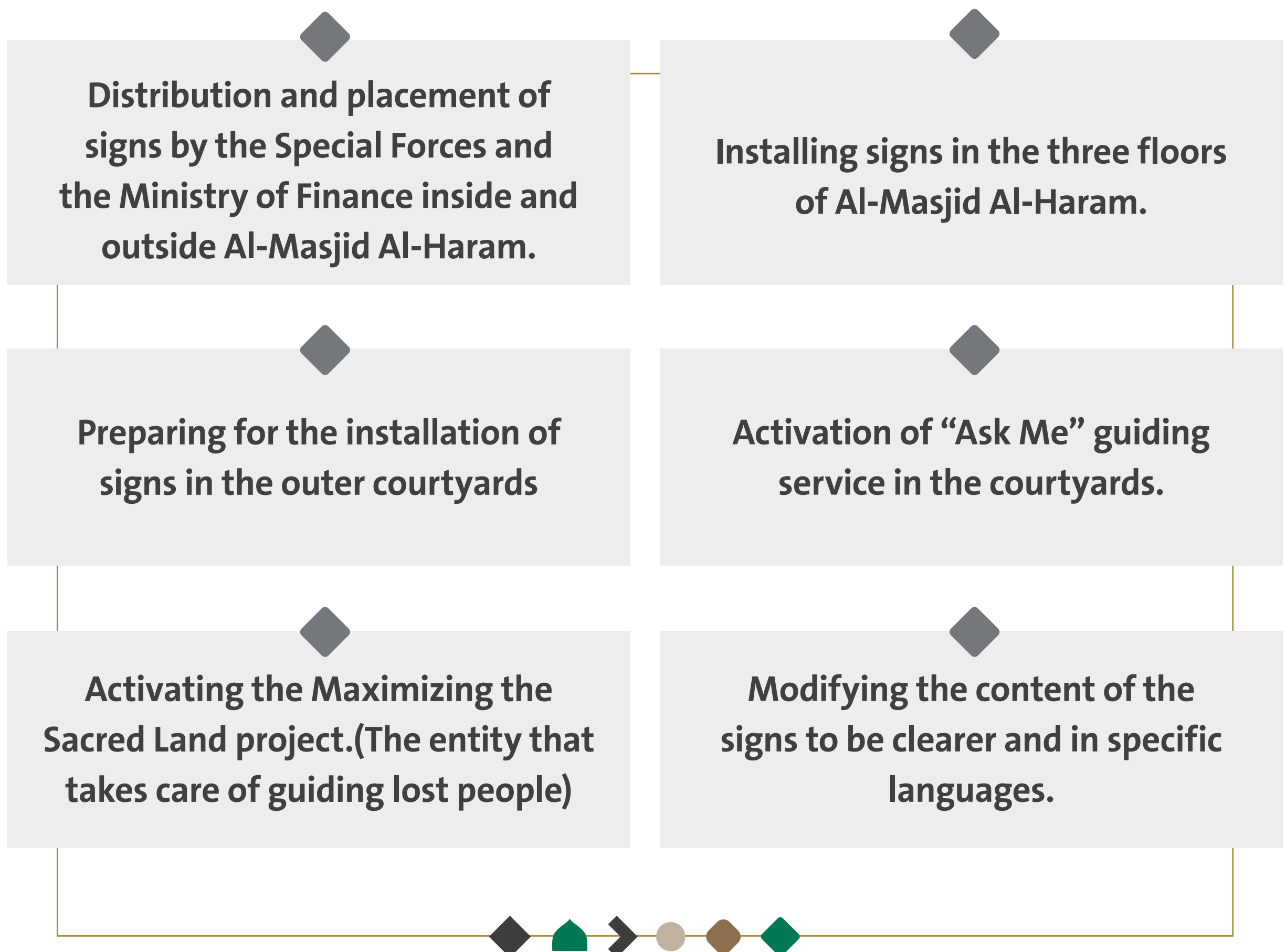
وزارة المالية
Ministry of Finance



الحرمين
الهيئة العامة للعناية بشؤون
المسجد الحرام والمسجد النبوي



Spatial Guidance service for pilgrims



A study of comprehensive accessibility to Al-Masjid Al-Haram

الحرمين

الهيئة العامة للعناية بشؤون المسجد الحرام والمسجد النبوي

Targeting



Service places:

The Mataf, the Mas’aa, King Fahd Expansion, King Abdullah Expansion, outdoor courtyards, and toilets.



Madinah

Continuation of the Development System

Madinah has a special ambiance, characterized by harmony, togetherness, cohesion, and intimacy. From the moment you set foot on the land of the Prophet's Mosque, you are enveloped by its rich cultural history. In line with the objectives of Vision 2030 and the Pilgrims Experience Program, the Kingdom is committed to enhancing the urban landscape to improve quality of life, making it a more comfortable and destination for pilgrims and visitors.





Humanizing Roads and Raising Infrastructure Efficiency

The Madinah Central Region Roads Humanization Initiative, launched in cooperation with Al Madinah Region Development Authority, aims to upgrade all central region roads. This includes developing sidewalks with comprehensive amenities, creating walkways for pedestrians and people with disabilities, installing decorative lighting and landscaping, placing waste bins, providing seating and parking areas, and replacing asphalt with basalt materials in the streets.



Installing decorative lighting

Installing seating chairs

Developing sidewalks with all their components

Allocating paths for pedestrians, people with disabilities

Completing the replacement of asphalt with basalt materials

Developing the signage system in the central area of Al Madinah

Development of car and bus stops

Landscaping and planting the sides of the roads

Upgrading the infrastructure of four main roads





◆ Training in Welcome and Hospitality Skills

The Custodian of the Two Holy Mosques Institute for Hajj and Umrah Research initiated a project to train frontline workers at the Prophet's Mosque in welcoming and hospitality skills. This project aims to enrich the cognitive and behavioral aspects of workers and enhance their skills, positively impacting the satisfaction of Hajj and Umrah performers.

- **8,533 trainees** through the Institute's programs.
- **35,000 trainees** through the Wifadah platform.
- **Trainees categories:** Employees of the public security sector and the Affairs of Two Holy Mosques.
- **Training programs:** Welcoming and hospitality skills.



الحرمين

الهيئة العامة للعناية بشؤون
المسجد الحرام والمسجد النبوي

◆ Childcare in the vicinity of the Prophet's Mosque

- A special nursery for the Prophet's Mosque visitors' children.
- Assisting parents and working mothers at the Prophet's Mosque.
- Providing temporary hospitality services and boosting children's intelligence with educational activities.



Improving the experience of the elderly and people with disabilities



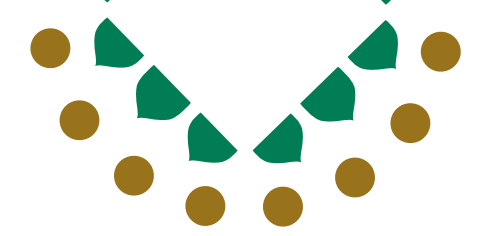
◆ Equipping toilets and prayer rooms to serve visitors.

- 122 toilets and 312 fountains and lights next to the western courtyards.
- A temporary prayer room in the northern area with a space of of 700 square meters to accommodate 1,600 visitors.
- 200 barriers to help manage crowds.
- Issuing a multilingual spatial guide to the most important sites and landmarks in Al Madinah with QR Codes that reached 3,500 beneficiaries in one month.

◆ “How Can I Serve You” in the Prophet’s Mosque

To further improve services visitors, the “How Can I Serve You” project is being implemented. This initiative provides spatial guidance services in multiple languages, highlights the sites and services available to visitors of the Prophet’s Mosque, and facilitates their experience. The project includes setting up platforms in the mosques’ squares equipped with guidance tools, offering foot spatial guidance services, and creating employment and volunteer opportunities.





◆ **Hajj PMO Initiative**

The Hajj Project Management Office (Hajj PMO) is responsible for following up on the completion of outputs and procedures:

- Identifying the services to be provided as part of the Hajj works, including (pilgrim housing camps, electric power, water and sewage network, and public roads).
- Identifying the entities responsibilities: providing services and services performance monitoring.
- Developing a detailed target model to increase the capacity and quality of services.
- Identifying the obstacles for service providers and performance monitors.
- Developing solutions and support to address the obstacles.
- Achieving security and safety standards for each service.

**Highlights of Hajj Preparation
and Planning Achievements**



Translation Project

Launched by the Custodian of the Two Holy Mosques



Starting off with only four languages, The Translation Project now encompasses more than 50 languages. The start was when King Abdullah bin Abdulaziz, may Allah have mercy on him, issued a command in 1435 AH to establish the Custodian of the Two Holy Mosques' Project for Simultaneous Translation of the Khutbah (sermons) delivered to all Muslims inside and outside the Al-Masjid Al-Haram.

In a short period of time, the translation project at Al-Masjid Al-Haram reached an unprecedented milestone as the sermons and the educational lessons delivered in Arabic were translated to 20 other languages and the number of translators inside Al-Masjid Al-Haram increased significantly as well. This remarkable growth up to 50 languages reflects the Kingdom's dedication to spreading the message of moderation and Islamic values on a global scale. Currently, the project helps fostering greater understanding of Islam through the message of the Arafat sermon, the sermons and the lessons delivered in the Two Holy Mosques, and the sermons aired on the two Saudi TV channels dedicated for the Holy Qur'an and the Sunnah of the Prophet. One of the main goals of the Project is to reach 500 thousand pilgrims around the world.

50

Languages

+500

thousand pilgrims benefited
approximately



4

Chapter Four: **Discovering the Kingdom**

- The experience of Makkah.
- The experience of Al Madinah.
- Historical and heritage destinations.



Discovering the Kingdom ...

Enhancing Pilgrims' Hospitality and Cultural Experience

Enriching the religious and cultural experience of Hajj and Umrah pilgrims is an important pillar of the strategic pillars which “Pilgrims Experience Program”, one of the main programs of Vision 2030, is working on. This goal focuses on improving pilgrims' journey to the Holy City of Makkah; starting from the moment they decide to travel to perform Hajj and Umrah and until they return safely to their homes. Such a trip plays an important role in enhancing the religious and cultural experience lived by the pilgrims. Therefore, improving the pilgrims' experience – on all dimensions - and developing Islamic historical sites receives a large part of the Kingdom's attention.

Development initiatives and projects aim at reconstructing a number of important archaeological mosques and sites related to the Prophet's biography, in addition to several historical sites that entail a great importance for the communities of Makkah and Al-Medina.

In 2023, 10 historical destinations were developed, with an increase of 43% over the target for this year, and this number shall increase to reach 15 sites by 2025.



Development Projects in

Makkah

◆ Rehabilitation and Preparation of Ain Zubaida

The historical Ain Zubaida Endowment, a vital cultural and heritage site in Makkah, is being prepared to welcome residents and visitors. This area, known for its 1,200-year-old water spring, has served pilgrims and Makkah's residents for centuries. Located in Wadi al-Numan between Makkah and Taif, Ain Zubaida includes more than six entertainment and cultural zones, such as an open market, food court, performance areas, interactive games, and a photo-op zone. The development aims to enhance the historical and cultural significance of the site for Islamic civilization and history.



Ain Zubaydah



◆ Revelation Exhibition

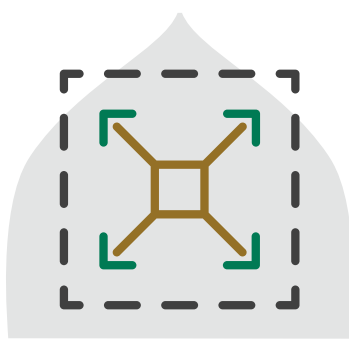
Located in the Hira Cultural District near Jabal Al Noor, one the the most famous landmarks of Makkah, the Revelation Exhibition offers a visual journey through the beginnings of Islam. This exhibition provides a technical presentation of the Prophets—peace be upon them—revelations, including a special hall dedicated to the revelation story of the Prophet Muhammad—may Allah bless him and grant him peace. Entry to the exhibition requires the purchase of tickets at nominal prices.



A visual journey through the historical site, showcasing the emergence of Islam.



Located in the Hira Cultural District, near Makkah’s most famous landmark, Jabal Al-Noor.



+67,000 square meters of space offering a unique and enriching experience.

The experiance:

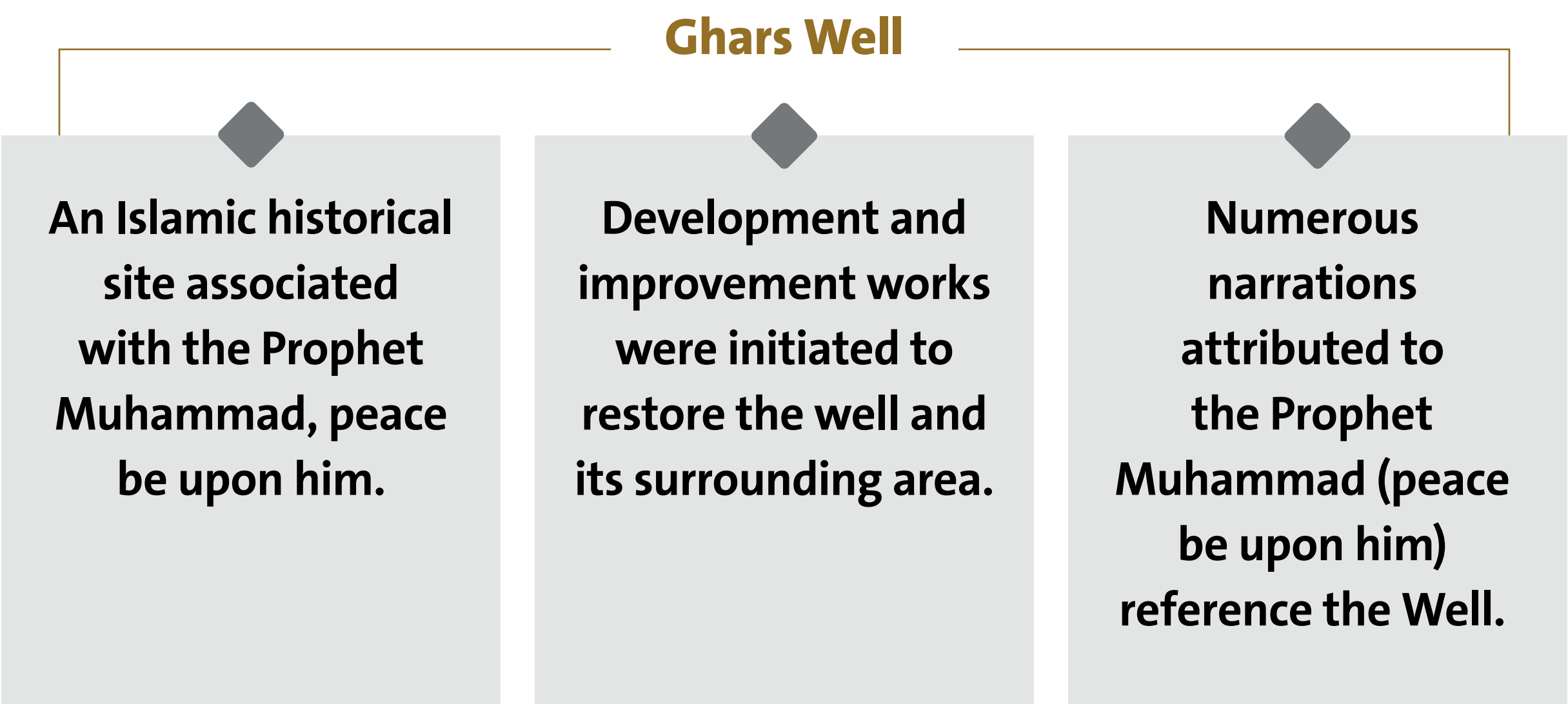
- A technical presentation is given as a brief on the Prophets – peace be upon them- revelations.
- A special hall that tells the revelation story of the Prophet Muhammad—may Allah bless him and grant him peace



Development projects in Madinah

◆ Ghars Well Development Project

Ghars Well, an Islamic historical site associated with the Prophet Muhammad—peace be upon him—is being developed to enhance its surroundings and revitalize its significance. The well was narrated by Ali bin Abi Talib—may Allah be pleased with him—where he recalls: The Messenger of Allah—may Allah bless him and grant him peace—said: “If I... I died, wash me with seven waterskins from two wells, Ghars Well. The well, linked to several prophetic traditions, is being preserved and improved to continue serving visitors and maintain its historical and religious importance. Other prophetic narrations on Ghars Well include that the Prophet Muhammad, may Allah bless him and grant him peace, drank from it and prayed for blessings, and his vision that it had become one of the wells of Paradise.



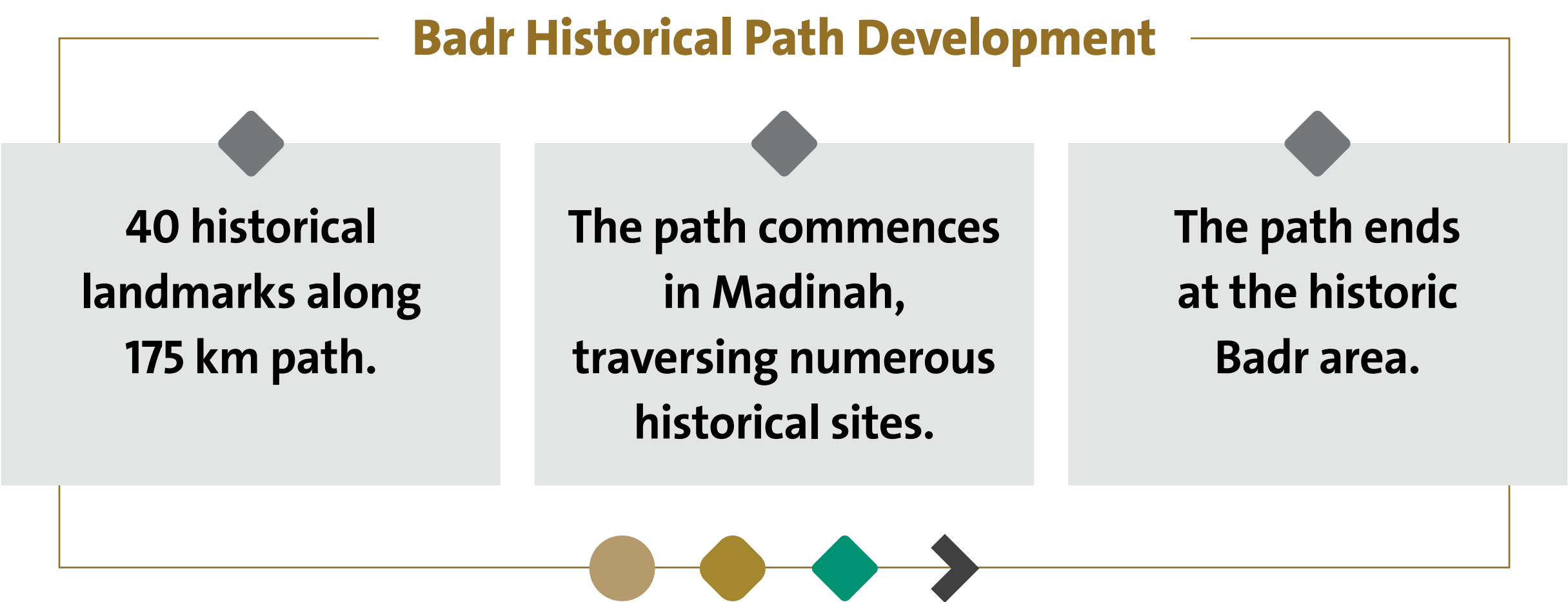
◆ **Development of Al-Faqir’s Well**

The Al-Faqir’s Well, a historical archaeological well located among the high farms of Madinah. This well, dating back to pre-Islamic times, is tied to the life of one of the Prophet’s great companions Salman Al-Farsi, who worked there. In exchange for Salman’s emancipation, the Prophet Muhammad (peace be upon him) planted palm trees, becoming a miracle as it bore fruit quickly. The well has been preserved throughout the ages, and notably since the beginning of the prosperous Saudi era.



◆ **Badr Battle Development Initiative**

An initiative to develop the “Badr Historical Path” was launched to enrich the spiritual journey of pilgrims. This path includes over 40 historical landmarks along a 175 km stretch from Madinah, passing through the Al-Arish Mosque, the Al-Rawha’ area, to the historic Badr area. The project aims to rehabilitate and activate more than 100 Islamic history sites related to the Prophet’s biography in the Madinah region, by 2025.

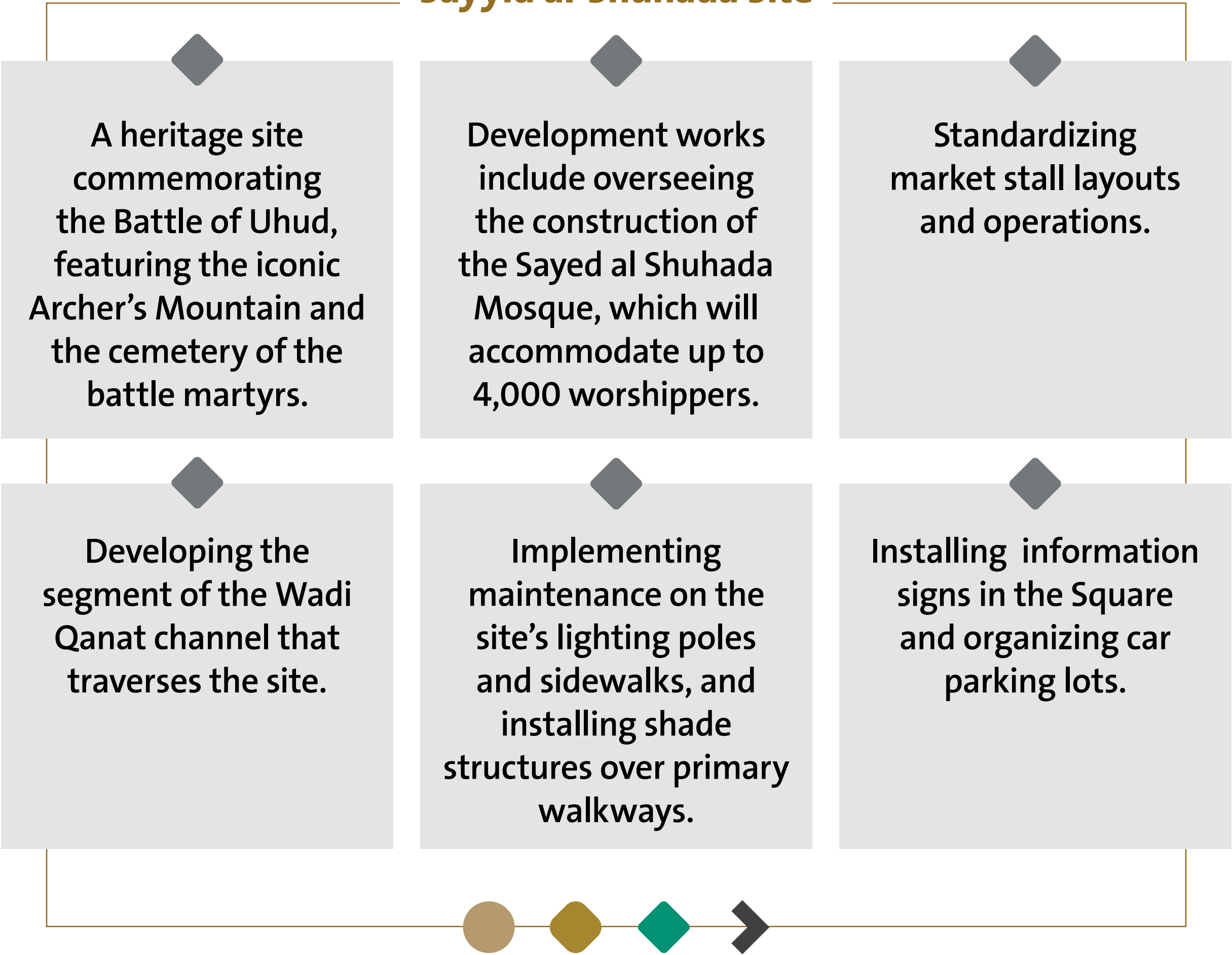


◆ **Sayed al Shuhada Site Development Initiative**

Sayed al Shuhada Square, the site of the Battle of Uhud one of the most important battles during the era of the Prophet Muhammad—may Allah bless him and grant him peace, is undergoing development to enhance its services and historical significance. The project includes completing the Sayed al Shuhada Mosque, with a capacity of 4,000 worshipers, organizing surrounding areas, developing the Wadi Qanat channel, and improving lighting and pathways, with information signs and parking facilities for visitors.



Sayyid al-Shuhada Site





◆ **Bir Othman Endowment Restoration Project**

The Bir Othman Endowment, established by the great companion Othman bin Affan Bir, may Allah be pleased with him, is one of the oldest historical endowments in the history of Islam that continues to provide for Muslims today as a visitation site and water irrigation source.

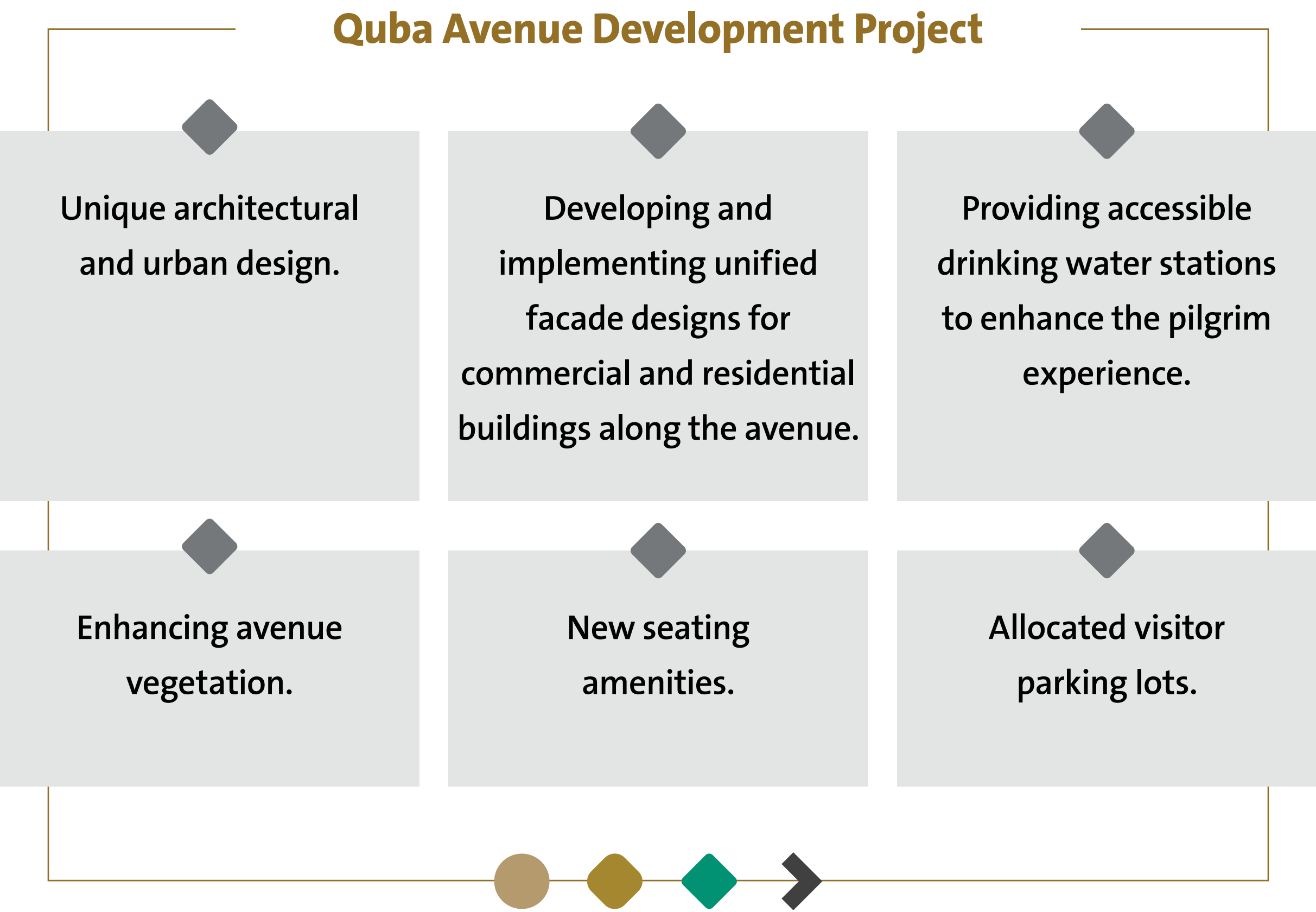
It holds a great place in the hearts of Muslims and especially the people of Madinah. When the Muslims migrated to Madinah, all of the city’s water was drying up except for the Bir of Rumah. When Othman bin Affan, may Allah be pleased with him, heard the hadith of the Prophet, may Allah bless him and grant him peace, “Who buys the bir of Rumah is rewarded with Paradise,” he, may Allah be pleased with him, promptly bought the bir and made it an endowment for Muslims.





◆ Quba Avenue

The “Quba Avenue” development project was launched to enhance the experience of visitors and pilgrims and facilitate access between the Holy Mosque of the Prophet and the Quba Mosque. Quba Road, which was crowded with cars, was transformed into a pedestrian avenue, with urban gathering points, new shops and residential buildings, a distinctive architectural and urban design, increased vegetation and open courtyards, allocated visitor parking lots, and a dedicated entertainment zone with seating and drinking facilities for pilgrims.



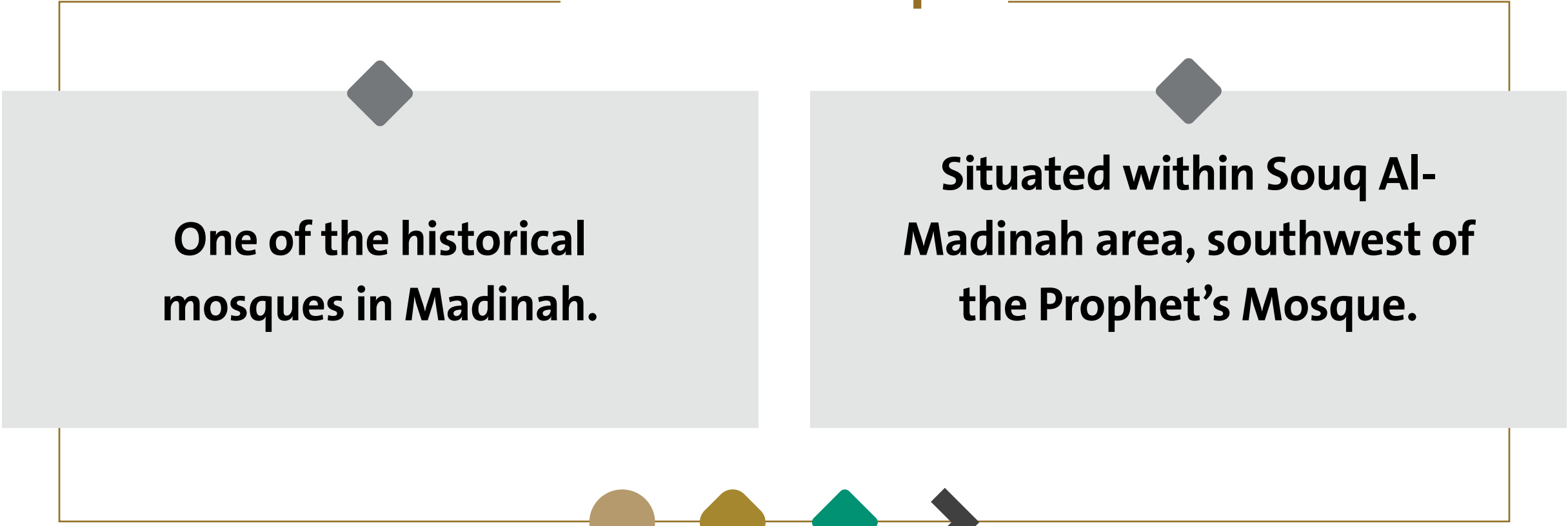


◆ Initiative to Develop Abu Bakr Al-Siddiq Mosque

The Kingdom developed the Abu Al-Siddiq Mosque, a historical mosque in Madinah located in the Souq Al-Madina area on the southwestern side of the Prophet’s Mosque. The mosque was first built during the Umayyad Khilafah period under the caliphate of Al-Walid bin Abdul-Malik and has been restored and repaired many times during the Saudi era.



Abu Bakr Mosque





◆ Initiative to Develop Mosque of Omar ibn al-Khattab

The Kingdom developed the Omar bin Al-Khattab Mosque, another historical mosque in Madinah on the southwestern side of the Prophet’s Mosque. It overlooks Quba Road from the west and Al-Musalla Al-Ghamama Square from the northern side. The mosque was restored and repaired many times during the Saudi era.

- Omar bin Al-Khattab Mosque.
- One of the historical mosques in Madinah.
- From the western side, it overlooks Quba Road.

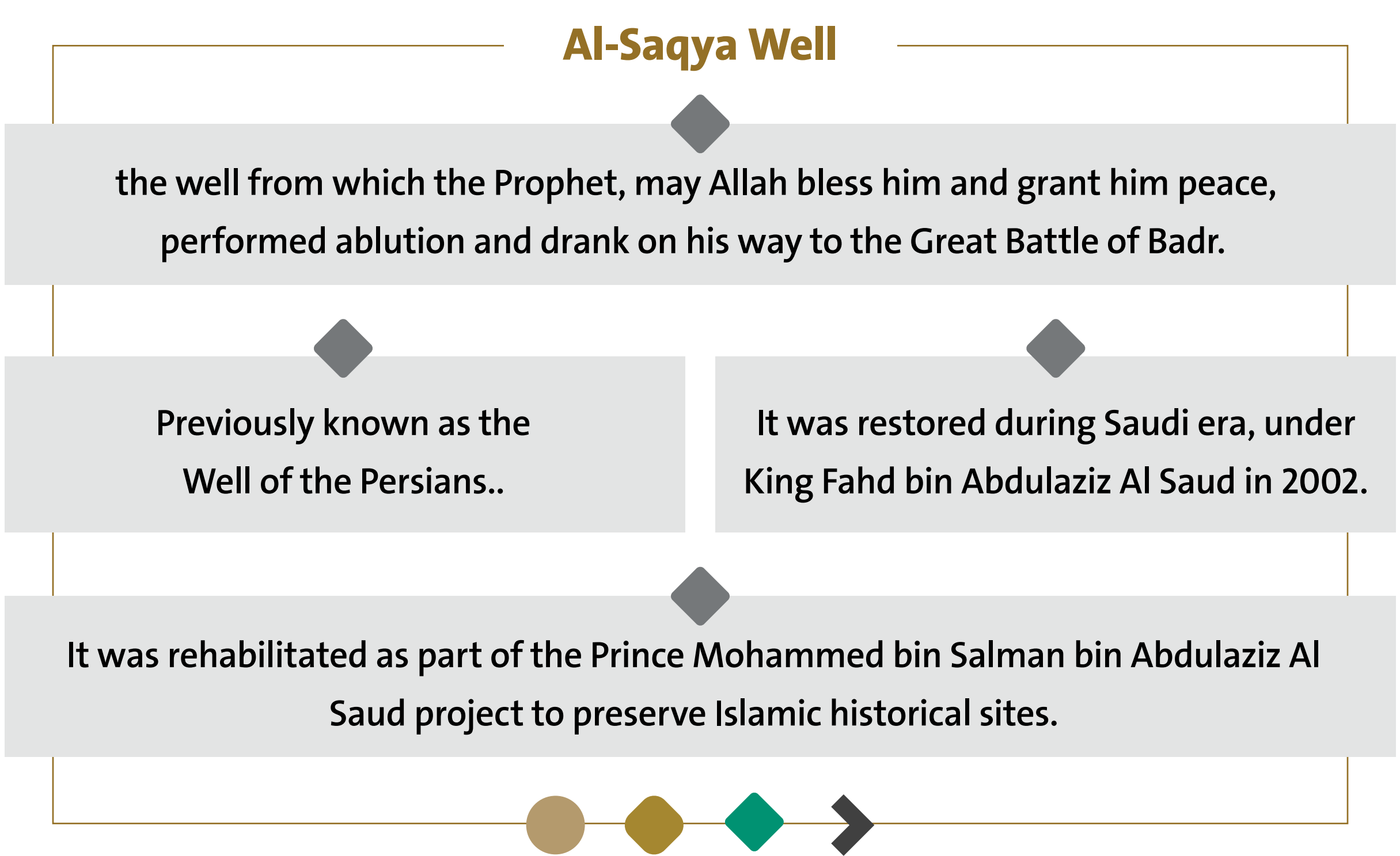




◆ **Al-Saqya Mosque Development Initiative**

Al-Saqya, named for its proximity to the bir of Al-Saqya, the well from which the Prophet, may Allah bless him and grant him peace, performed ablution and drank on his way to the Great Battle of Badr in 2 AH (624 AD), as he prayed for blessings for the people of Madinah and prayed for their victory.

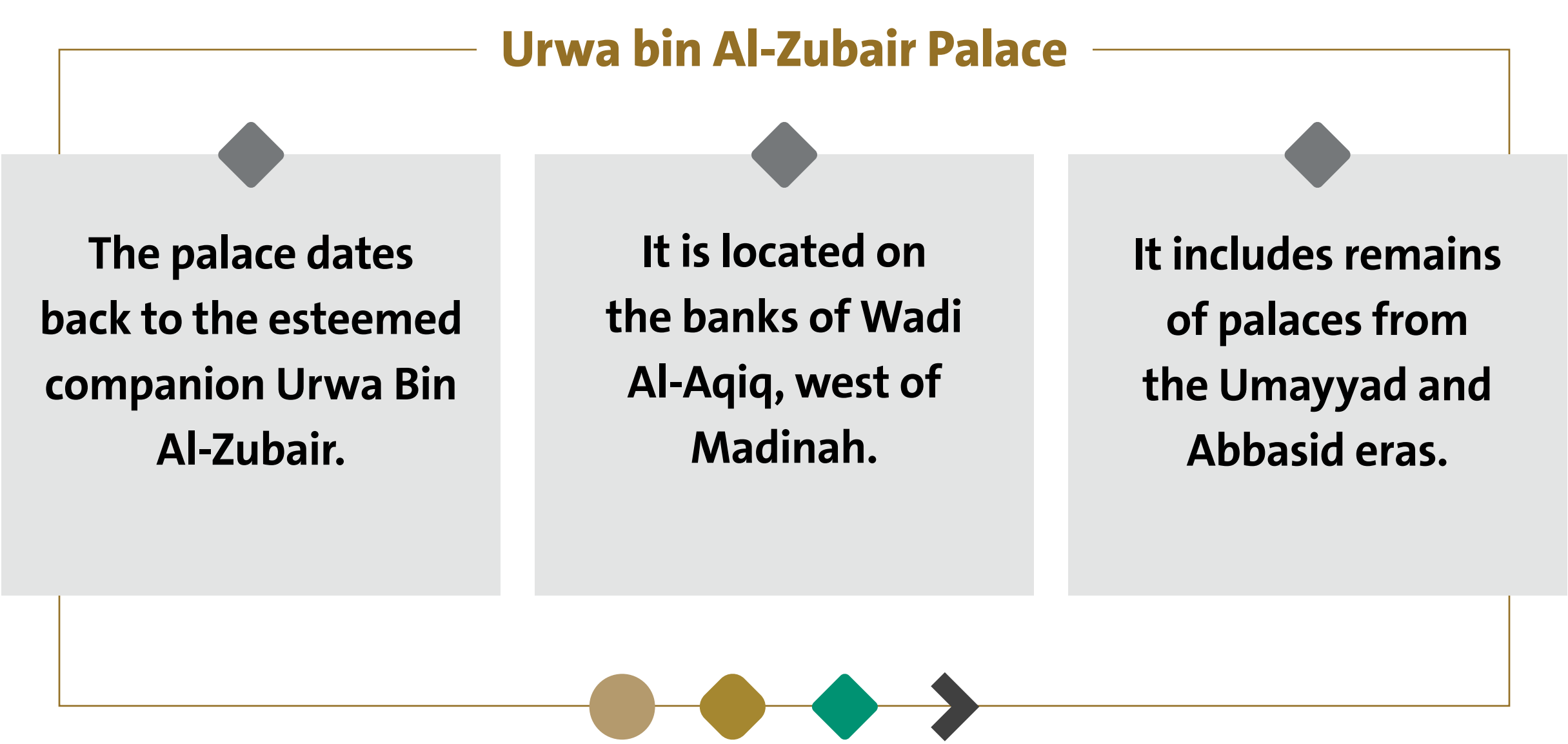
Al-Saqya bir has been restored many times, first by a Persian in the year 778 AH (1378 AD), which led it to be called the Persian bir, and then during the Saudi era, under King Fahd bin Abdulaziz Al Saud in 1423 AH (2002). Most recently, the site was rehabilitated as part of the Prince Mohammed bin Salman bin Abdulaziz Al Saud project to preserve Islamic historical sites, under Vision 2030.





◆ **Urwa bin Al-Zubair Palace Development Initiative**

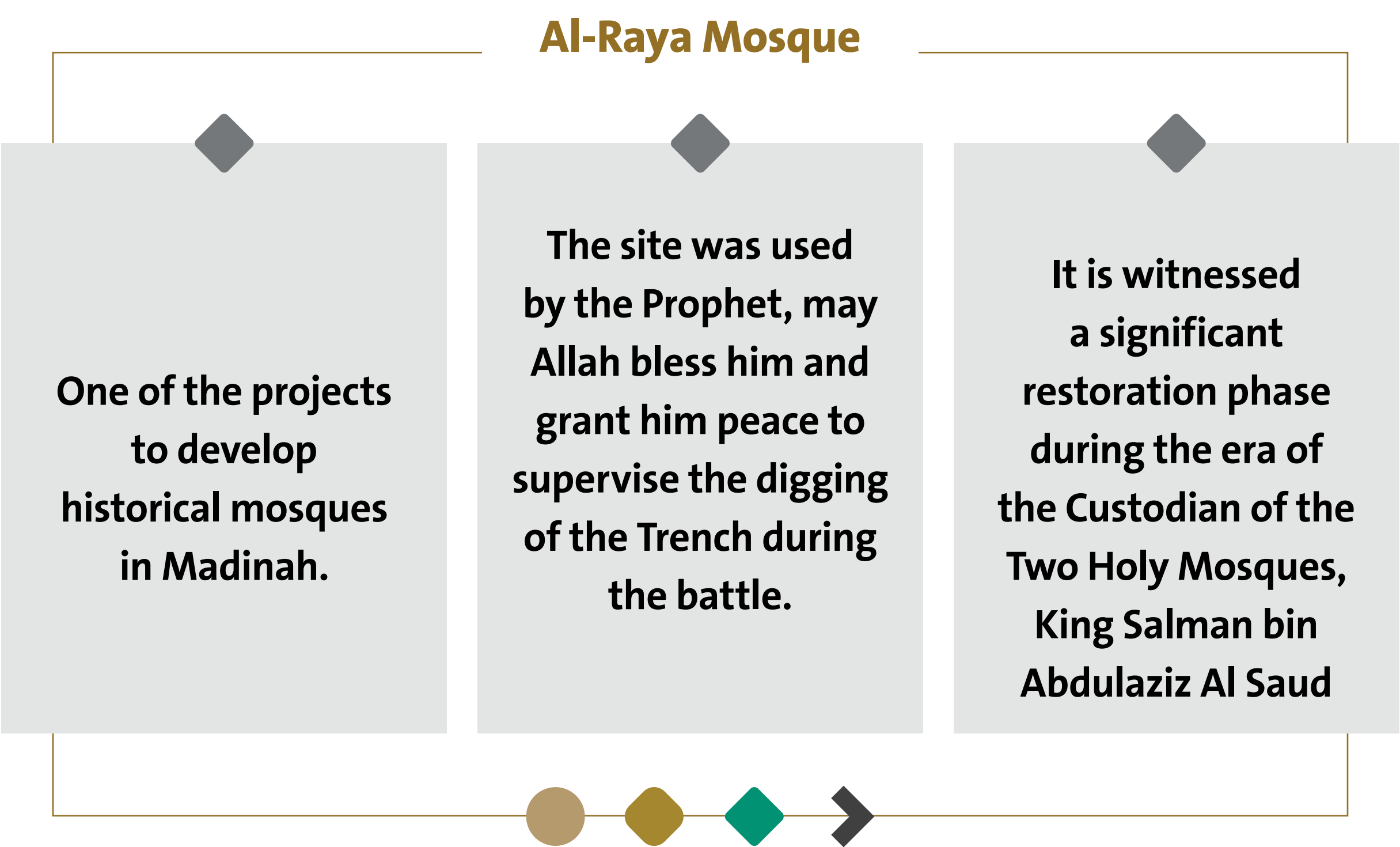
The Kingdom developed the Urwa Bin Al-Zubair Palace as one of the most prominent palaces and historical landmarks in the region to enrich the pilgrims culturally and connect them to the Prophet’s biography. The palace dates back to the esteemed companion Urwa Bin Al-Zubair—may Allah have mercy on him—one of the seven jurists in Madinah. The palace is located on the banks of Wadi Al-Aqiq, west of Madinah, along the road leading to the Dhul-Hulaifa Mosque (Miqat of the people of Madinah). Built on a high hill overlooking Wadi Al-Aqiq in Madinah, the palace’s walls and foundations are made of mountain stones spread over the site and it includes remains of palaces from the Umayyad and Abbasid eras.





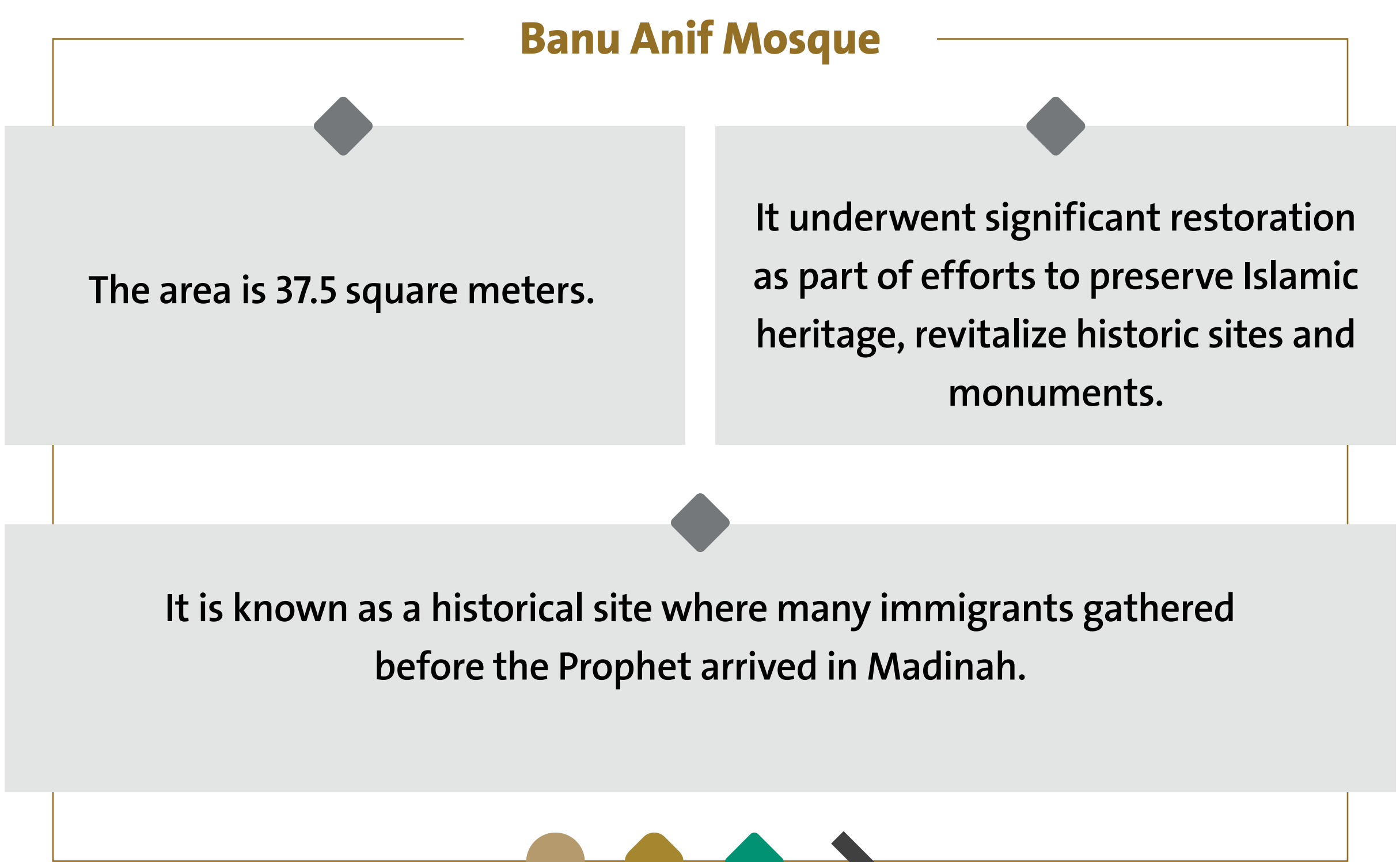
◆ **Al-Raya Mosque Development Project**

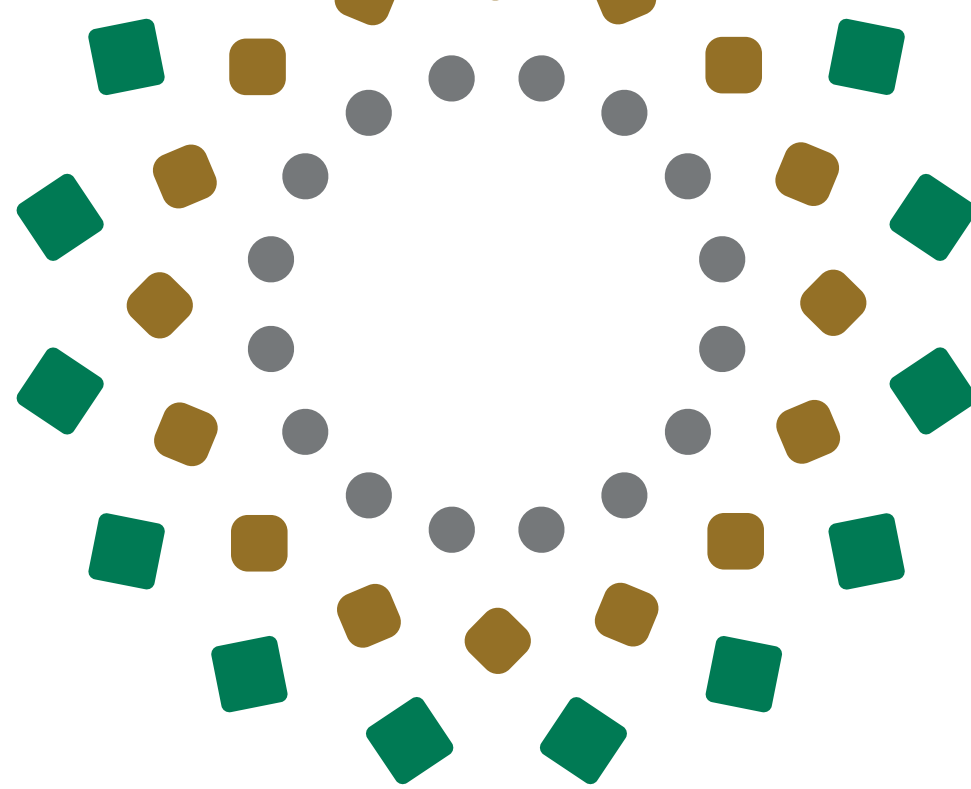
Al-Raya Mosque, significant for its connection to the Battle of Al-Ahzab, witnessed a significant restoration phase during the era of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud to highlight its religious, cultural, and urban value. The Prophet, may Allah bless him and grant him peace, used this site to supervise the digging of the Trench during the battle.



◆ **Banu Anif Mosque Development Project**

Banu Anif Mosque, covering an area of 37.5 square meters, underwent significant restoration under Vision 2030, as part of efforts to preserve Islamic heritage, revitalize historic sites and monuments, and enrich pilgrims’ cultural experience. The mosque belongs to the tribe Banu Anif Mosque and is known as a historical site where many immigrants gathered before the Prophet arrived in Madinah. The project preserved the geometric architecture of the mosque and added modern amenities, such as spaced wooden columns, lanterns, and white marble floors. It also features an outer stone courtyard, with shrubs and palm trees alongside the dark basalt rocks that form the mosque’s wall.



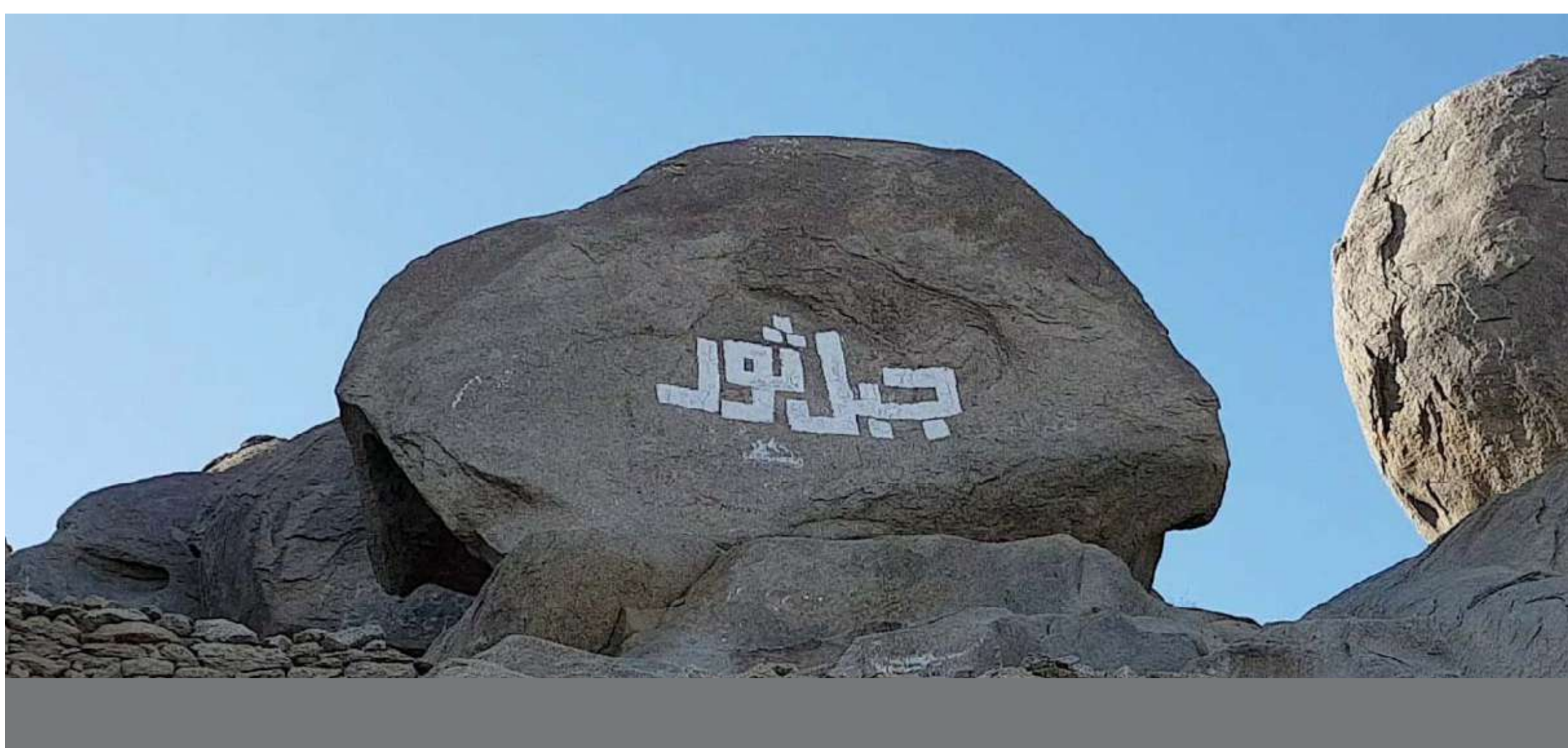


An ideal, realistic journey

“

“We lived an exemplary experience in learning about historical events and sites. Everything around us was evolving. We witnessed the spread of Islam in the context of revelation, on the Jabal Al Noor, and within the caves of Hira and Jabal al-Thawr. We walked on the road to Quba and explore the landmarks of Madinah. We really discovered the Kingdom of Saudi Arabia like never before.”

”



5 Chapter Five: Empowerment and Partnerships

- International visits and exhibitions.
- Local exhibitions and conferences.
- Partnership with the private sector
- Partnership with the non-profit sector.



Empowerment and Partnerships

Improving Pilgrims Services

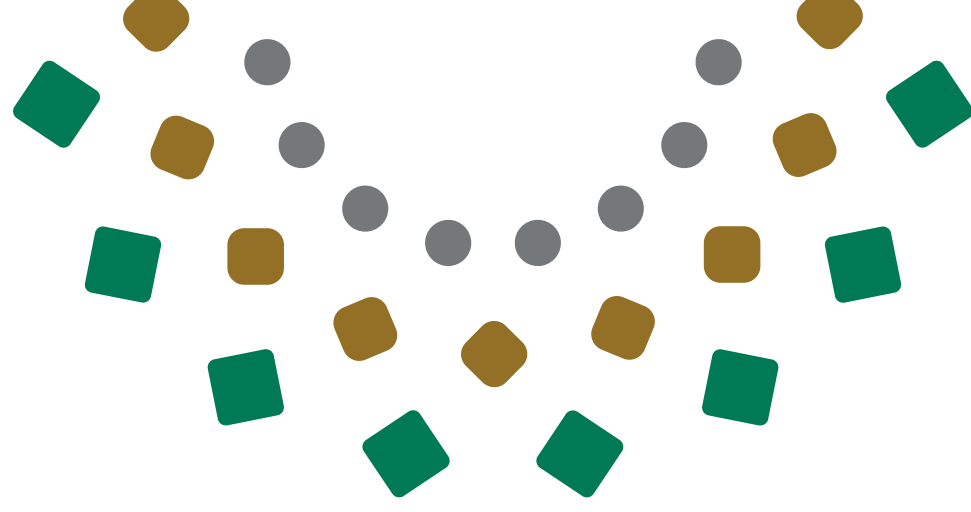


◆ Partnership with the non-profit sector

The non-profit sector plays a major role in serving the pilgrims, contributing significantly to the goals of Vision 2030. Key objectives include increasing the non-profit sector's contribution to the gross domestic product and boosting volunteer numbers and capacities.

To achieve this, a number of initiatives were launched in partnership with the Ministry of Human Resources and Social Development, the National Centre for Non-Profit Sector and The General Authority of Awqaf to increase the contribution of the non-profit sector to enable its work at the organizational level in serving the pilgrims.





They are as follows:

- **Empowering and organizing voluntary Work for pilgrims in Makkah and Madinah**

This initiative aims to establish Al-Haramain centers and affiliated headquarters to coordinate and support volunteer efforts for pilgrims in Makkah and Al-Madinah. By building the capacity of relevant authorities and providing comprehensive support to volunteers, we seek to enhance the overall pilgrimage experience. This includes offering healthcare, humanitarian, information, environmental, and awareness services. By attracting professional volunteers and creating a seamless system of support, we aim to elevate the quality of services, leaving a positive and lasting impression on pilgrims and showcasing the Kingdom's dedication to serving them.

- **Building nonprofit capacity and fostering collaboration**

This initiative aims to bolster the capacity of nonprofit organizations to serve pilgrims by fostering human, institutional, and knowledge development. By enhancing coordination and integration among diverse stakeholders, we seek to maximize the nonprofit sector's contribution to pilgrimage services.

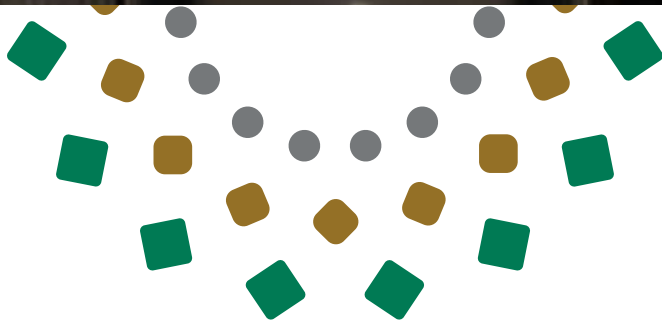
- **Activating government services outsourcing to the nonprofit sector**

The initiative aims to outsource government services for pilgrims to nonprofit organizations. To achieve this, it will identify key services for outsourcing, develop evaluation and qualification criteria for nonprofits, and enhance their capacity to deliver these services. This approach will reduce government costs and improve service efficiency.



• **Building a pilgrim services fund by activating endowments and crowdfunding**

This initiative seeks to establish a comprehensive database of endowments dedicated to serving pilgrims. By optimizing endowment returns and incorporating crowdfunding, the fund will finance transformative projects to enhance the pilgrimage experience. This approach will diversify funding sources, elevate service quality.



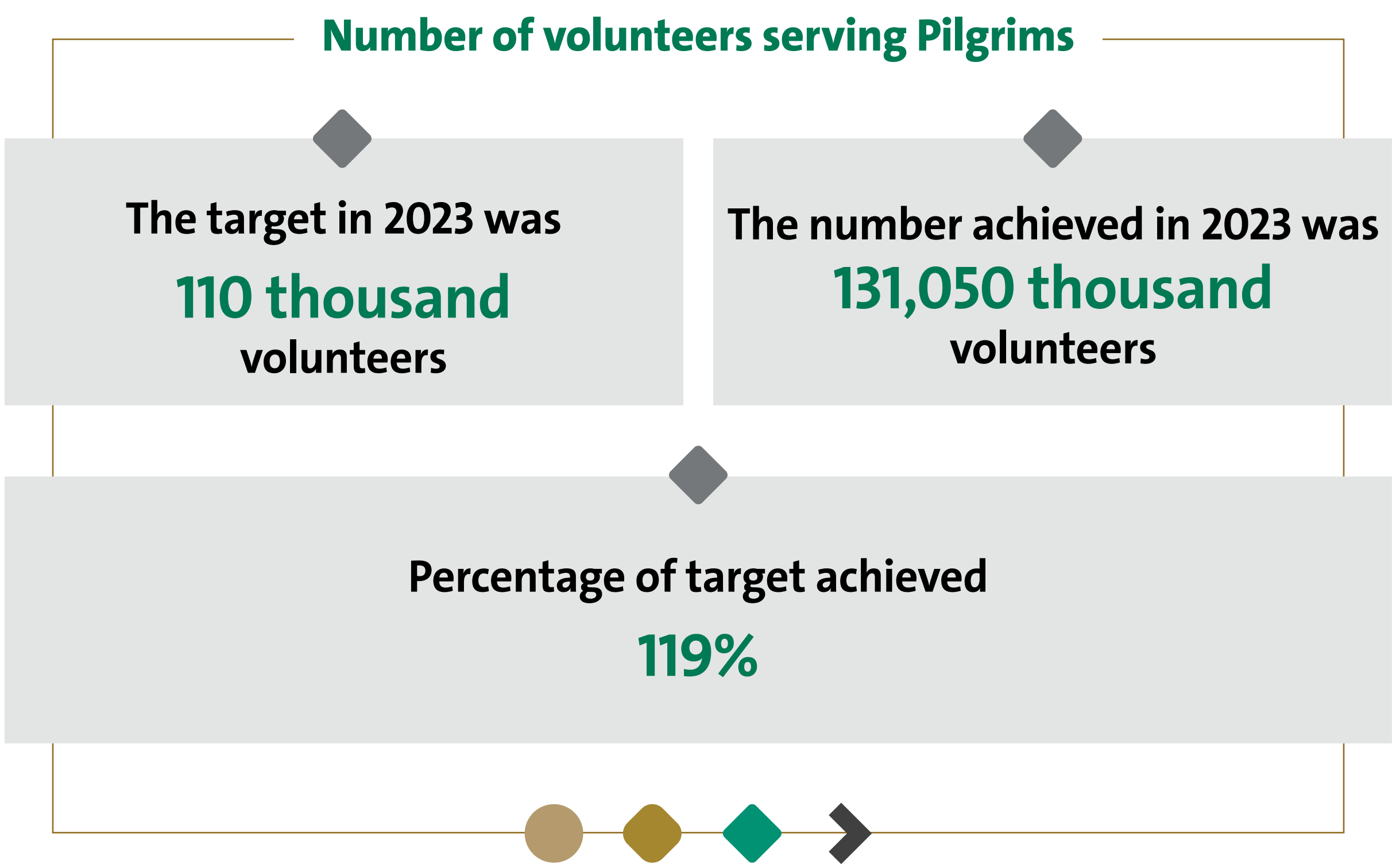


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Volunteering in serving the pilgrims

Volunteer work during the Hajj season varies depending on the tasks assigned and volunteers’ skills and expertise. It can include field work, translation services, and office tasks. Volunteers assist pilgrims upon arrival, in coordination with relevant authorities at land and sea ports, to ensure comfort and ease.

Volunteering not only alleviates financial burdens on the government but also enhances the honor of serving pilgrims by providing necessary training and qualifications.



**Areas of Volunteering
in awareness and education**

Historical and cultural awareness.

Raising awareness of health,
security, and safety procedures.

Raising awareness of performing
rituals and related religious matters.

Raising awareness of the instructions
and laws related to performing
Umrah and staying in Makkah and
Al-Medina.



13 Entities

provided awareness and educational services.

15 services

provided for awareness and education.

+81 thousand

beneficiaries.

5 stations

where awareness and education services were provided.

+ 114 thousand riyals

the volume of contributions from entities to provide awareness and education services.

Fields of volunteering in guidance

Guiding lost people and providing various tools and methods for spatial guidance.

Answering questions related to performing rituals through various means.

Providing translation tools and translators to help pilgrims.

Identifying the sites on the performing rituals journey and the places of services using E-maps and others tools.

10 entities

provided guidance services.

10 services

provided to guide the pilgrims.

+6 thousand

beneficiaries.

6 stations

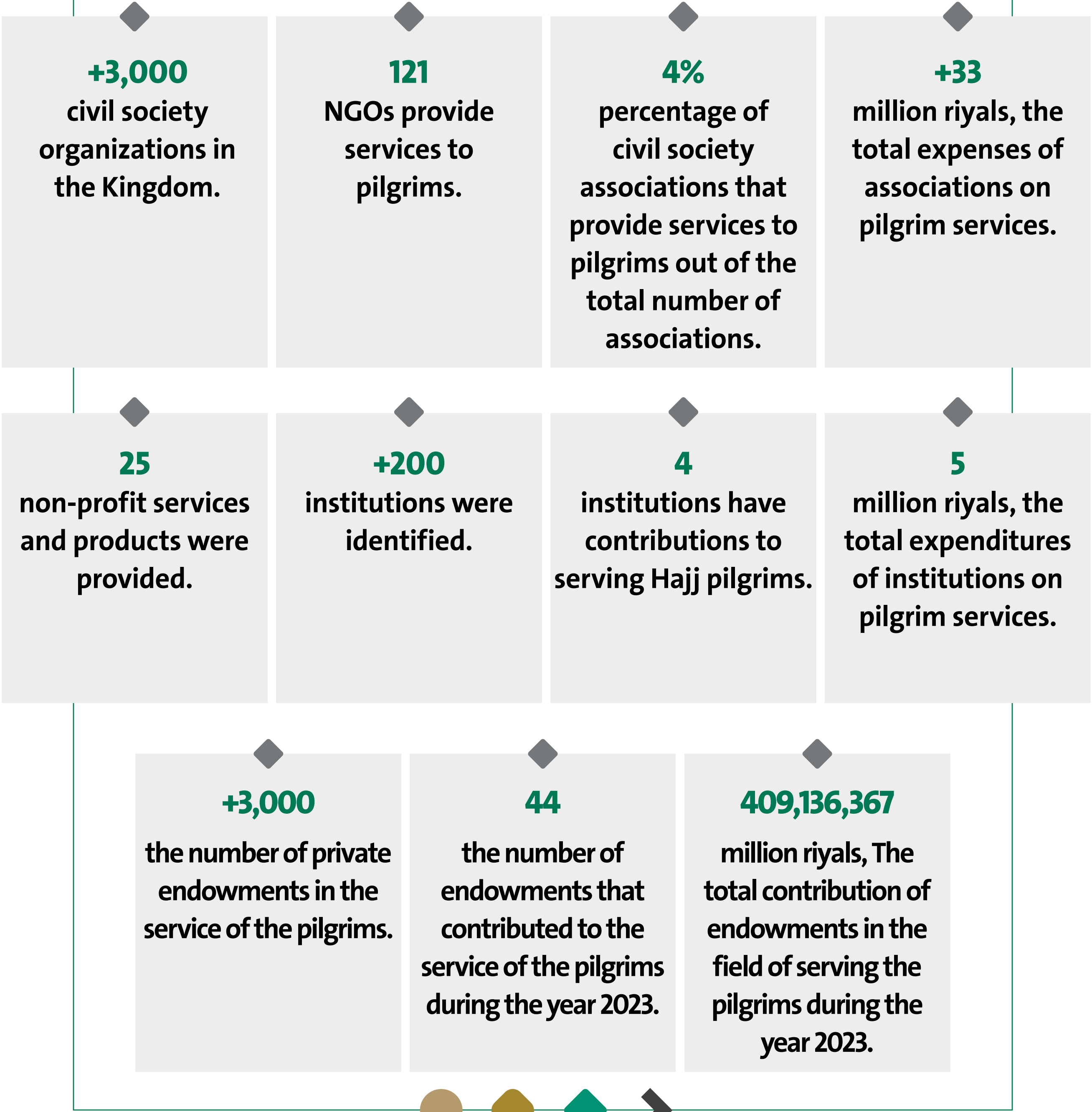
where guidance services were provided.

+510 thousand riyals

the volume of contributions from entities to provide guidance services.



Statistics on the non-profit sector in serving the pilgrims



Non-profit sector business areas

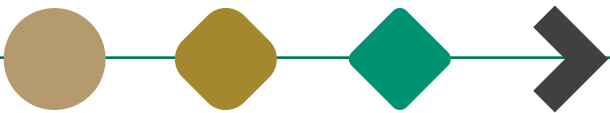




Civil associations

providing services to the pilgrims

Makkah Al-Mukarramah region 33 Associations	Riyadh Region 24 Associations	Medina Region 15 Associations
Qassim Region 14 Associations	Al Bahah Region 6 Associations	Asir Region 6 Associations
Jazan Region 6 Associations	Najran Region 5 Associations	Eastern Province 4 Associations
Hail Region 3 Associations	Northern Borders 2 Associations	Al-Jawf Region 2 Associations
Tabuk Region 1 Association		



Contributions of the associations to facilitating the pilgrims’ journey

8.7+ million riyals Associations’ contribution to facilitating the work of the first impression stage.	21.7+ million riyals contribution of associations in facilitating the work of performing rituals stage.	2.7+ million riyals the associations’ contribution to enriching discovering the Kingdom stage.
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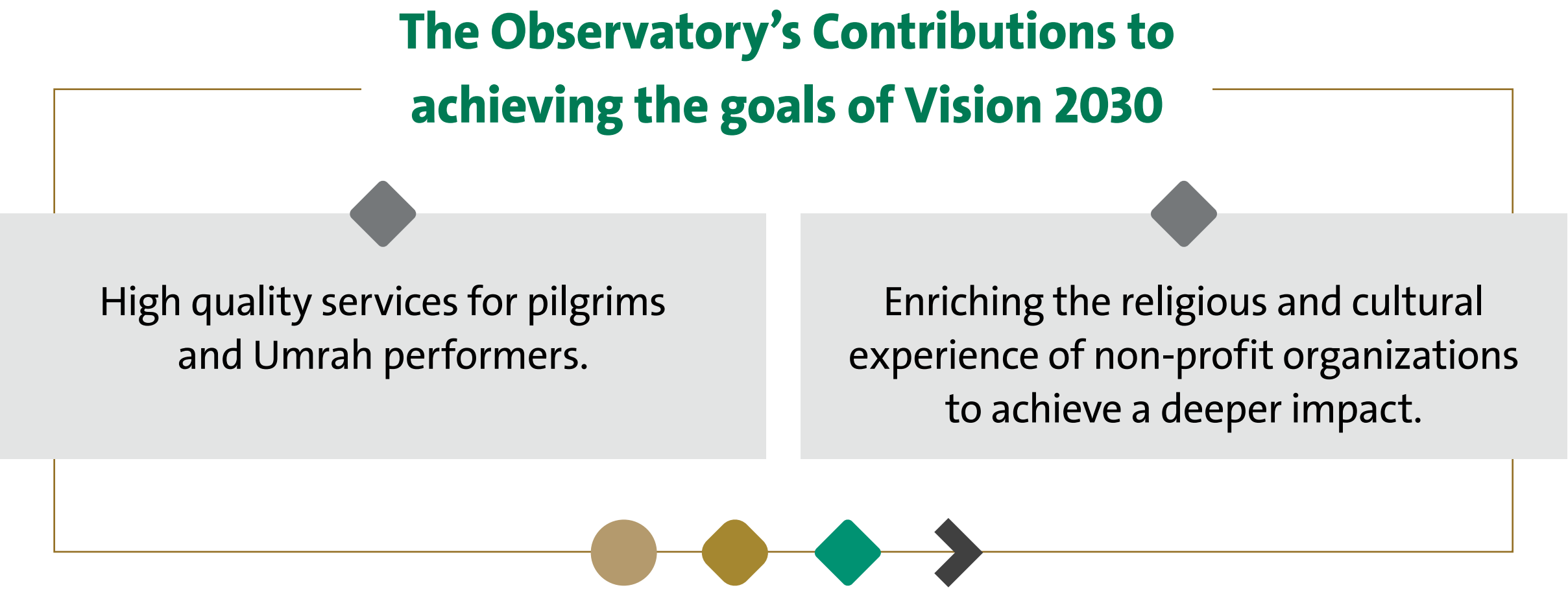


◆ **Non-Profit Observatory serves the pilgrims**

The General Authority of Awqaf sponsors the “Project to Establish and Operate the Observatory for the Non-Profit Sector to Serve the Pilgrims,” following a study conducted by the Program for Serving the Pilgrims on the sector’s role in pilgrim services. This initiatives aims to supporting decision makers at all levels to:

- Develop an organized framework for data and information on non-profit work for pilgrims.
- Monitor the non-profit sector to serve the pilgrims using international best practices.
- Provide an informational heat map showing the sector’s efforts, needs, and opportunities.

The establishment of the Nonprofit Sector Observatory for Serving Pilgrims was also initiated. This will be the Kingdom’s first entity dedicated to monitoring the work of the nonprofit sector in this area.



◆ Award for Excellence in Non-profit Sector Service to

Pilgrims

The “Award for Excellence in Non-profit Sector Service to Pilgrims” was launched to meet the objectives of Vision 2030 and elevate service quality for pilgrims. The award is a collaboration between the National Center for Non-Profit Sector and the Pilgrims Experience Program that aims to empower non-profit entities and foster competitiveness in serving the pilgrims. This initiative is part of the broader effort to enhance non-profit sector capabilities and integration, aligning with the second goal of Vision 2030 to deliver high-quality services to pilgrims.

13 Award Paths	
Public health services	Public utility services
Guidance services.	Religious guidance services
Elderly care services.	Tourism services.
Patient care services.	Transportation and safety services.
Care services for persons with disabilities.	Relief and emergency services.
Environment services.	Intermediary organizations.
Food preservation services.	





Donors Meeting

In 2023, a meeting was held with the donors to review development opportunities in serving pilgrims, with the participation of a number of non-profit organizations, and the meeting resulted in a number of important results:

36

development opportunities were presented.

40%

of all what was closed.

44 million riyals

total financing for the year 2023.

Participation in Hajj activities

Health sector	Environment and experience sector	Care and humanitarian service sector
(Various medical devices - agile vehicles for ambulance teams - mobile medical teams suppliers - interpretation in medical centers).	(Air mist cooling - Pressurized containers - temperature reducing paint in Mina).	(Assistance for the displaced - inclusive feeding for pilgrims and workers - equipping 11 reception centers on the roads to Makkah).





PROVIDING CARE

Fields of volunteering in care and welfare

Health and emergency services, medical supplies and medicines.

Supplies, tools and care for the elderly, women and people with special needs.

Supporting and assisting those who lost their belongings.

Lost and Found Inquiry and Retrieval Service Sites.

Care locations for children accompanying their families while performing rituals.

Support and assistance for emergency situations and crises



9 entities
provided care services.

10 services
provided for pilgrims' care.

+111 thousand
beneficiaries.

3 stations
where care services were provided.

+ 1.2 million riyals
the volume of entities' contributions to provide care services.





Media Oasis

The “Media Oasis” offers services and workspaces for media representatives, along with exhibitions showcasing the Kingdom’s transformation at all levels, especially in the Two Holy Mosques. It also facilitates media coverage of Hajj rituals for journalists.

11
GOVERNMENT
and private entities

2000
VISITORS



Hajj and Umrah

Services Conference and Exhibition

This conference serves as a key platform for strengthening ties with Islamic countries and their people worldwide, in line with Vision 2030’s integrated strategy of developing the Hajj and Umrah system by harnessing available resources and capabilities to better serve pilgrims.



The Misk Closing Ceremony of Hajj Season for the year 1444 AH (2023)



The Ministry of Hajj and Umrah, in partnership with the Pilgrims Experience Program, hosted the annual closing ceremony for Hajj 1444 AH (2023) in Makkah. The event, entitled “Khitamuh Misk,” celebrated successful partnerships and honored those who excelled in serving pilgrims, including awarding the distinguished “Libitum” Award for Excellence in Services to the Pilgrims, to:

- Appreciate and encourage the performance of successful partnerships locally and internationally.
- Create a competitive environment that contributes to providing quality initiatives to serve pilgrims.
- Enhance the cooperation of all parties in adhering to regulations and instructions to achieve excellence in work.





Partnership with the private sector

◆ Investment Opportunities in the Pilgrims Experience Sector

The Hajj and Umrah sector offers an attractive investment environment full of promising opportunities due to the significant rise in pilgrims and services provided and the economic diversification goals of Vision 2030, supported by our wise leadership.

By 2025, the target is to accommodate 15 million Umrah pilgrims, reaching 30 million by 2030. Investment opportunities and public-private sector partnerships spanning technology, electronic solutions, transportation, health care, and hospitality, among other fields are crucial for expanding and strengthening services and enhancing the pilgrims’ experience and the Kingdom’s success in serving the pilgrims.





◆ **Building a Private Sector Database**

Building a database on the investment environment in the sector that supports both the private sector and government decision-makers, including 792 indicators.





International partnerships

International Visits

The year 2023 witnessed the organization of 13 international visits to Algeria, Iraq, Malaysia, Singapore, Qatar, Pakistan, Bangladesh, Jordan, Morocco, Tunisia, Turkey, Bahrain, and India. It contributed to activating the movement of visitors to the Kingdom and increasing the number of Umrah pilgrims from Algeria by 226%, Iraq by 25%, Bangladesh, 16% and Pakistan by 14%. It also increased the number of Umrah pilgrims overall by 7%.



1.2
billion media reach
via social media.



47
meetings with ministers
and officials of various
countries during foreign
visits.



44
recommendations
contributed to increasing
the number of visitors by
12% per visit.



13
international visits.



2,276
news items

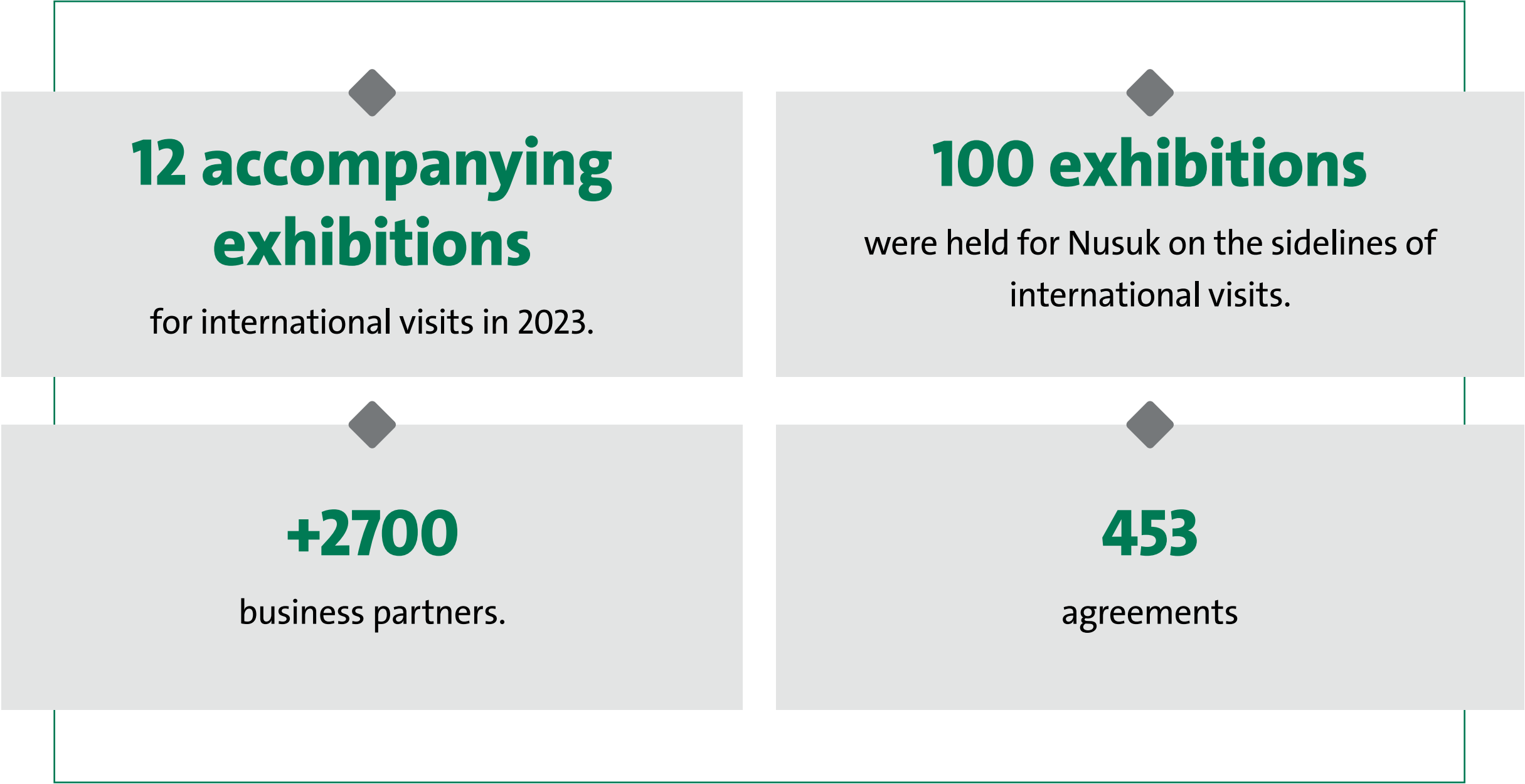


23
television and press
interviews.



◆ “Nusuk” Exhibitions

“Nusuk” exhibitions showcase facilities created under Vision 2030 to enhance the digital experience and quality services for pilgrims. In 2023, 12 international exhibitions were held in countries targeted, bringing the total to 100 exhibitions, with over 2,700 business partners participating and 453 agreements signed.





Conclusion ●◆◇▶



The Pilgrims Experience Program proudly presents its 2023 annual report, which has achieved unprecedented progress under the transformative blueprint of Vision 2030. Vision 2030 has driven our deep commitment and service to the Two Holy Mosques and pilgrims, supported by the wise leadership—may Allah protect them—and the dedicated efforts of the Program’s employees. These successes and efforts represent a significant step towards realizing Vision 2030 and our ambitious goals of enhancing the pilgrims’ experience, which we will continuously build on to ensure sustained progress and prosperity for our homeland.

