رؤيـــة VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

Pilgrim Experience Program

Honor and Impact

Honour and Impact

Honouring Generations
An Impact Touched by Every Pilgrim

Annual Report

on the Achievements of the Pilgrim Experience Program

2025 AD

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

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Leadership Statement

Serving the Two Holy Mosques A National approach Guided by the Leadership

Allah has honoured this blessed nation with serving the Pilgrims among pilgrims and visitors, and with providing all means for them to perform their Nusuk with tranquility and ease. Since its foundation, sparing no effort or precious resource in serving them and caring for their comfort has remained a source of pride for our country.

Custodian of the Two Holy Mosques

King Salman bin Abdulaziz Al Saud

May Allah preserve him

Leadership Statement

Leadership Responsibility and the Sanctity of the Trust

”

Allah, the Almighty, has honoured this blessed nation with serving the Two Holy Mosques and those who journey to them among pilgrims, Umrah performers, and visitors. The Kingdom of Saudi Arabia has placed this sacred duty at the forefront of its priorities and dedicated all its capabilities to serving the Pilgrims and facilitating their journey so they can perform their rites with ease and serenity.

“

His Royal Highness Prince

Mohammed bin Salman bin Abdulaziz Al Saud

The Crown Prince, Prime Minister

and Chairman of the Council of Economic and Development Affairs

Speeches We Take Pride In

His Royal Highness Prince

Khalid Al-Faisal

Advisor to the Custodian of the Two Holy Mosques

Governor of Makkah Region

Chairman of the Permanent Committee for Hajj and Umrah

”

Serving the Two Holy Mosques and their visitors is at the forefront of the Kingdom’s Vision 2030 priorities, in continuation of the noble mission that this country has carried since its unification at the hands of the founding King Abdulaziz bin Abdulrahman Al Saud - may Allah have mercy on him - and has continued with firm determination in the era of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz, and His Highness the Crown Prince, Prime Minister, Prince Mohammed bin Salman bin Abdulaziz - may Allah protect them - as it is a responsibility that rises with the greatness of the ambitions.

Based on this, the Hajj and Umrah system is progressing according to a continuous approach towards development and innovation, aiming to enhance the service provided to the pilgrims so that they can perform their rites in an atmosphere of security, tranquility, and ease. The unprecedented reception of more than 19.5 million Hajj and Umrah performers from abroad in the Holy Lands during the year 2025 AD reflects the system’s operational maturity and its organizational efficiency.

The integration of efforts among various entities, under the supervision of the Supreme Hajj Committee and the follow-up of the Permanent Committee for Hajj and Umrah, has contributed to achieving tangible results. The Permanent Committee held 50 meetings to monitor operational plans and assess the readiness of relevant entities, basing all its work on meticulous planning, effective coordination, and continuous performance measurement to ensure improved coordination and enhanced performance efficiency.

As a key partner, the Hajj Projects Management Office contributed to achieving 100% operational alignment among more than 60 entities, in addition to preparing over 600 action plans and developing 102 operational performance indicators. This enhanced integration, improved monitoring, and implementation efficiency contributed to achieving advanced levels of preparedness.

The Makkah Region Governorate, in cooperation with the Pilgrim Experience Program and partner entities, is committed to continuing the development process to fulfill the aspirations of the wise leadership—may Allah support them—and to solidify the Kingdom of Saudi Arabia's position as the Custodian of the Two Holy Mosques and their visitors. The aim is to ensure that the Hajj and Umrah journey is a spiritually enriching and serene experience, deeply ingrained in the hearts of all who visit these holiest and purest places.

“

Speeches We Take Pride In

His Royal Highness Prince

Salman bin Sultan bin Abdulaziz Al Saud

Governor of Madinah Region

”

Madinah holds an exceptional place in the hearts of Muslims as the home of the Prophet’s Mosque and a destination for millions of visitors from around the world. This makes serving its visitors a great honor and a national responsibility inspired by the wise leadership’s care for the Hajj and Umrah Performers, may Allah support them.

In line with the objectives of Saudi Vision 2030, and within an integrated system in partnership with the Pilgrim Experience Program (PEP), Madinah has witnessed a qualitative transformation in the development of services, projects, and initiatives aimed at enriching the visitor experience and enhancing the quality of services provided. This reflects the Kingdom’s commitment to its pilgrims and its dedication to everything that contributes to enriching their spiritual, cultural, and human experience.

These development efforts have encompassed Historical Sites, Enrichment Destinations, facilities, and supporting services, strengthening visitors’ connection to the Prophet’s Biography and contributing to the delivery of an integrated experience that brings to life the civilizational heritage of Madinah while meeting the highest standards of service excellence.

With the support of the wise leadership, may Allah preserve them, Madinah continues to strengthen its position as a global model in serving the Pilgrims. This embodies the Kingdom’s mission of caring for visitors to the Prophet’s Mosque and reflects the attention and commitment it places on providing an exceptional experience for those journeying to Madinah.

“

Statement of Chairman of the Pilgrim Experience Program Committee

His Excellency Dr.

Tawfiq bin Fawzan Al-Rabiah

Minister of Hajj and Umrah

Chairman of the Pilgrim Experience Program Committee

”

All praise is due to Allah, Who has honored us in this blessed land with the privilege of serving the Two Holy Mosques and their visitors, and bestowed upon us a noble leadership that has made serving the pilgrims and visitors a guiding of the Most Merciful a guiding principle and a fundamental tenet. He has chosen us to carry a great and noble message, embodied in serving the pilgrims of the Most Merciful.

We are honored to collaborate with our partners in working towards achieving the greatest historical vision and national mission: transforming the aspirations of Saudi Vision 2030 into a tangible reality. By the grace of Allah, we have been able to achieve remarkable accomplishments that would not have been possible without His divine favor, the unwavering support of our wise leadership—may Allah preserve them—and the close integration and joint efforts of our partners in the system of serving the pilgrims of the Most Merciful from various sectors. These partners, numbering over 60 strategic partners, have united with us on a single goal: serving the pilgrims.

Over the past years, in collaboration with our partners, we have been committed to monitoring the implementation plans and completing the initiatives. In 2025 AD , we achieved 100% compliance with the initiatives, inspired by the spirit of national responsibility and dedication to serving the pilgrims, as embodied in Saudi Vision 2030. This included continuous review of all plans and the automation of services to facilitate the pilgrimage. This high-quality work reflects the integrated efforts of various stakeholders and promotes sustainable development in serving the pilgrims, aligning with the aspirations of our wise leadership – may Allah protect them – and achieving the highest levels of quality and excellence in service.

Today, we celebrate this blessed journey, proudly marking 10 years since the launch of Saudi Vision 2030, which has witnessed a series of exceptional achievements. Thanks to Allah, we succeeded in receiving more than 19.5 million Hajj and Umrah performers from abroad in 2025, and the satisfaction rate of Hajj performers reached 91%, and the satisfaction rate of Umrah performers reached 94%. These numbers represented a direct reflection of the development of services and the integration of efforts between different sectors, which contributed to raising the experience of the pilgrims and facilitating their spiritual journey from their arrival until their departure. This progress continues with the motivation of national ambition, the awareness of the great responsibility in serving the pilgrims, and working to continue development in line with the objectives of Saudi Vision 2030, and enhances the Kingdom’s position in serving Islam and Muslims.

In conclusion, we extend our sincere thanks and deep gratitude to our wise leadership – may Allah protect them – for their unlimited support and continuous interest in the Hajj service sector, which has played a pivotal role in achieving these accomplishments and enhancing the quality of services provided. We ask Allah to perpetuate the wise leadership of our nation and to grant us success in continuing to work in line with its aspirations and to achieve the highest levels of service for the pilgrims.

“

You answered the Sacred Call

and arrived with hearts full of longing

Welcome

to the Jewel of the Earth and the Cradle of Light

Foreword

When serving Hajj and Umrah performers becomes an honour inherited by generation after generation, and an impact touched by every pilgrim, Pilgrim Experience Organization is transformed into a renewed journey of giving, for which the Kingdom of Saudi Arabia has dedicated its capabilities for centuries, and has made serving the Two Holy Mosques and their visitors a firmly established responsibility stemming from the status of this blessed country and its mission in serving Islam and Muslims, so that the journey of the Hajj and Umrah performers remains surrounded by care at every stage, and built on integration and continuous development.

From this standpoint, the Pilgrim Experience Program continues to lead the development and advancement of the Pilgrim Experience Organization by building a more integrated and innovative system that seeks to facilitate the journey of Hajj performers, Umrah performers, and visitors, and enrich their spiritual, cultural, and human experience, through developing services, raising the efficiency of infrastructure, and enhancing integration among various relevant entities, thus consolidating the Kingdom's position and leadership in serving Hajj and Umrah performers.

This Annual Report on the Achievements of the Pilgrim Experience Program incorporates the journey of achievement since the Program’s launch in 1440 AH/2019 AD, as one of the key programs of Saudi Vision 2030, and as a translation of the wise leadership’s — may Allah support them — belief in the esteemed status of the Two Holy Mosques and its steadfast commitment to providing the highest standards of care and services to Pilgrims.

Furthermore, this report serves as documentation of an ongoing journey, measured not only by achieved figures and accomplishments, but also by the lasting impact these efforts have on the journey of every visitor to this blessed land, who finds care at every step and an extension of the Kingdom's mission to serve the Two Holy Mosques and their visitors in every experience.

Section One

Overview of the Pilgrim Experience Program

Members of the Pilgrim Experience Program Committee

His Excellency Dr.
Tawfiq bin Fawzan Al-Rabiah

Chairman of the Pilgrim Experience Program Committee

His Highness Prince Dr.
Abdulaziz bin Mohammed bin Ayaf

Deputy Minister of Interior

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-Khateeb

Minister of Tourism

His Excellency Eng.
Abdulrahman bin Abdulmohsen Al-Fadli
Minister of Environment Water and Agriculture

His Excellency Mr.
Majid bin Abdullah Al-Hogail

Minister of Municipalities and Housing

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

His Excellency Eng.
Abdullah bin Amer Al-Swaha

Minister of Communications and Information Technology

His Excellency Eng.
Ahmed bin Sulaiman Al-Rajhi

Minister of Human Resources and Social Development

His Excellency Eng.
Saleh bin Nasser Al-Jasser

Minister of Transport and Logistic Services

His Excellency Mr.
Fahad bin Abdulrahman Al-Jalajel
Minister of Health

His Excellency Mr.
Fahad bin Abduljalil Al-Saif
Minister of Investment

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

His Excellency Eng.
Waleed bin Abdulkarim Al-Khuraiji
Deputy Minister of Foreign Affairs

His Excellency Eng.
Fahad bin Mohammed Al-Baliheshi
CEO of Madinah Region Development Authority

Eng.
Saleh bin Ibrahim Al-Rasheed
CEO of the Royal Commission for Makkah City and Holy Sites

Eng.
Fares bin Ahmed Rajab
CEO of Makkah Region Development Authority

Eng.
Mohammed bin Abu Al-Khair Ismail
Secretary General of the Program Committee

From Vision Ambition

to Service Achievements

The launch of Saudi Vision 2030 in 1437 AH (2016 AD) marked a turning point in the nation's development journey, as the Kingdom launched ambitious strategic programs to translate the Vision's objectives into tangible reality.

In its pursuit of enhancing the services provided to pilgrims, **the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud, launched the Pilgrim Experience Program on the 24th day of Ramadan 1440 AH (May 29, 2019 AD).** The ambitions of Saudi Vision 2030 were manifested in their highest form with a lofty national blessing, as the Pilgrim Experience Program was launched as one of the most prominent programs for achieving Saudi Vision 2030, to be the bridge through which Muslims from all parts of the earth cross to the Two Holy Mosques, and with its existence, the Kingdom of Saudi Arabia harnesses its capabilities, and opens its doors so that the Hajj and Umrah Performers may live a deep faith experience befitting the sanctity of the place and the status of the visitor.

3	5	+60	+100
Strategic Objectives	Key Indicators	Implementing Entity	Initiative and Project

To watch the video

Pillars of the Vision

- The Arab and Islamic Depth
- An Investment Powerhouse
- A Hub Connecting Three Continents

Themes of the Vision

- A Vibrant Society
- A Thriving Economy
- An Ambitious Nation

The Strategic Objectives of the Pilgrim Experience Program within the Objectives of Saudi Vision 2030

Facilitating

Hosting More Umrah Performers and Ensuring Easy Access to the Two Holy Mosques.

Providing

High-Quality Services to Hajj and Umrah Performers.

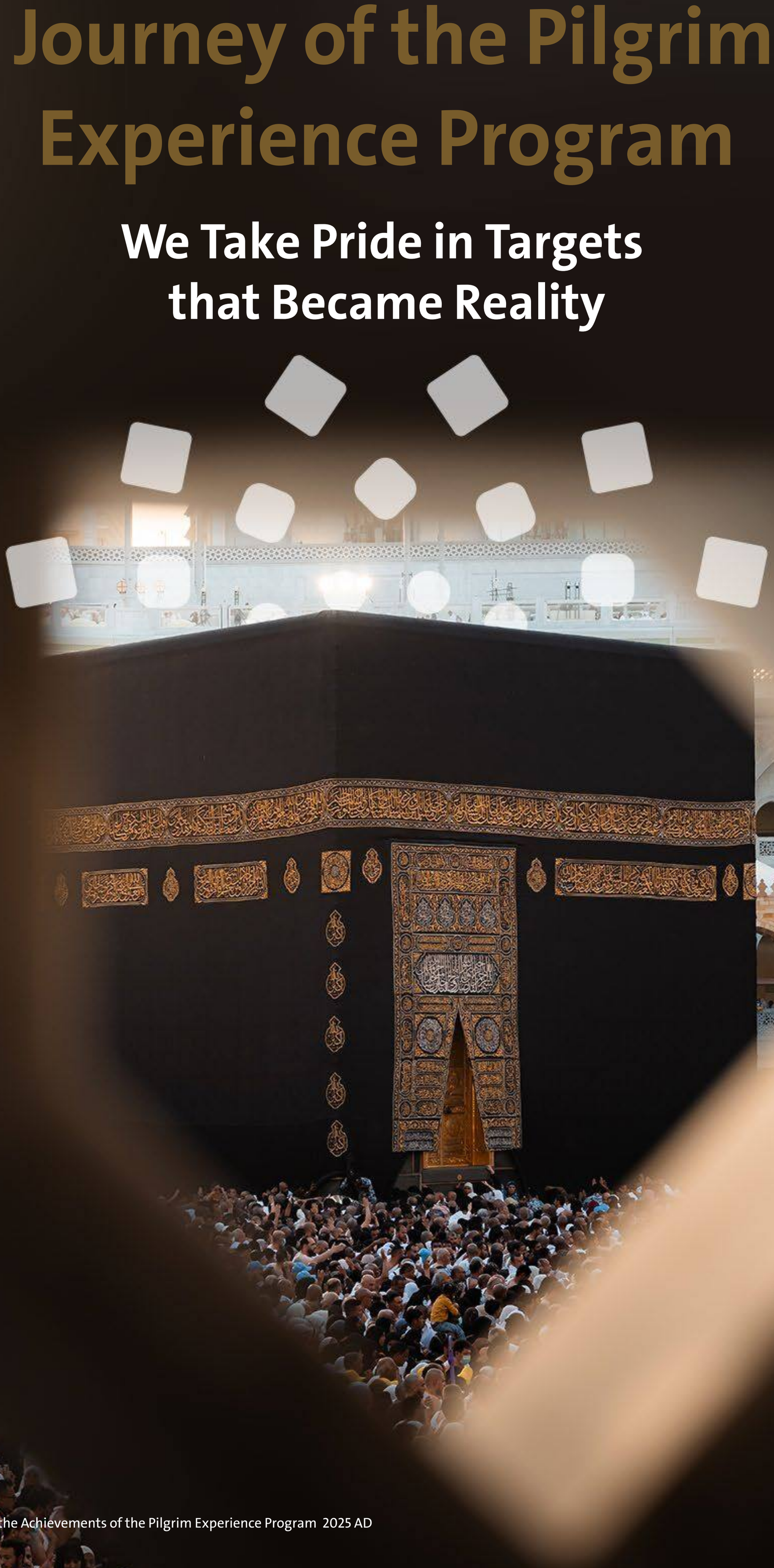
Enriching

Religious and Cultural Experience of Hajj and Umrah Performers.

Section Two

Journey of the Pilgrim Experience Program

We Take Pride in Targets that Became Reality



Objectives of the Pilgrim Experience Program

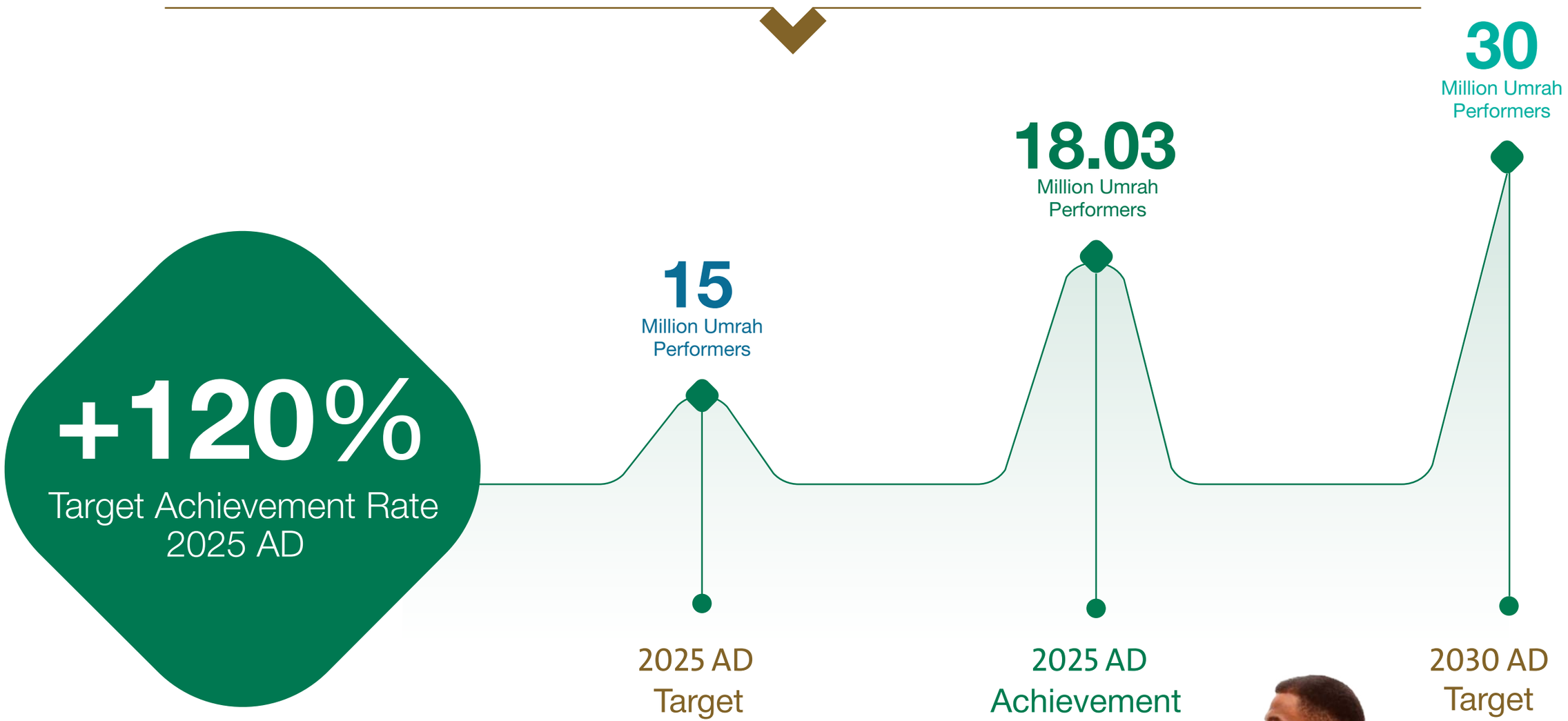
In a journey that brings together the sanctity of place and the greatness of responsibility, the objectives of the Pilgrim Experience Program are embodied through unified efforts to shape an experience that goes beyond the concept of service to the true meaning of care, reflecting a steadfast commitment to delivering a spiritual journey worthy of the Pilgrims through **three main objectives**

01

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

It aims to open the way for millions of Muslims to perform Umrah by enhancing regulatory procedures and diversifying access channels, in a manner that contributes to achieving the Pilgrim Experience Program's objectives under the umbrella of Saudi Vision 2030, while meeting the needs of the Pilgrims and ensuring their safety and security.

Targeted Capacity for Umrah Performers



The Kingdom worked on facilitating the hosting of more Umrah performers and easing access to the Two Holy Mosques through

01 A facilitated and integrated environment enabling the performance of Umrah through innovative pathways.

02 An integrated and seamless journey supported by integrated visa procedures, mobility services, and technological solutions.

03 Innovative solutions that enhance service efficiency and elevate the Pilgrim experience across the various stages of the journey.

04 Advanced services that respond to the needs of Pilgrims.

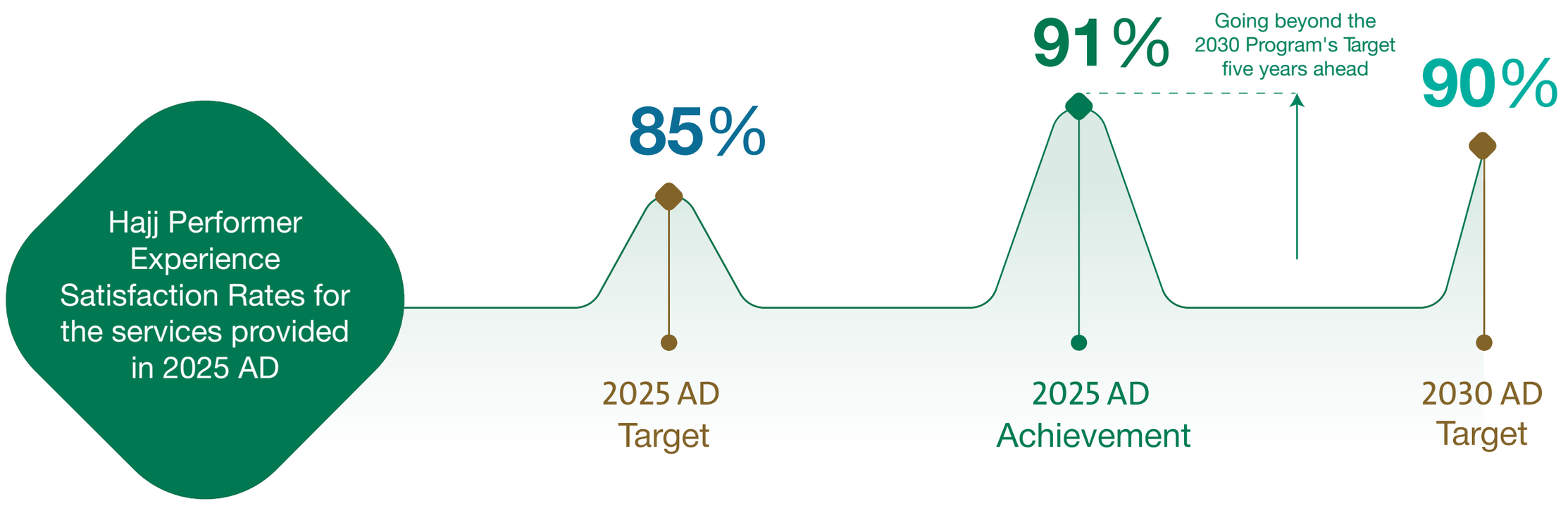
Objectives of the Pilgrim Experience Program

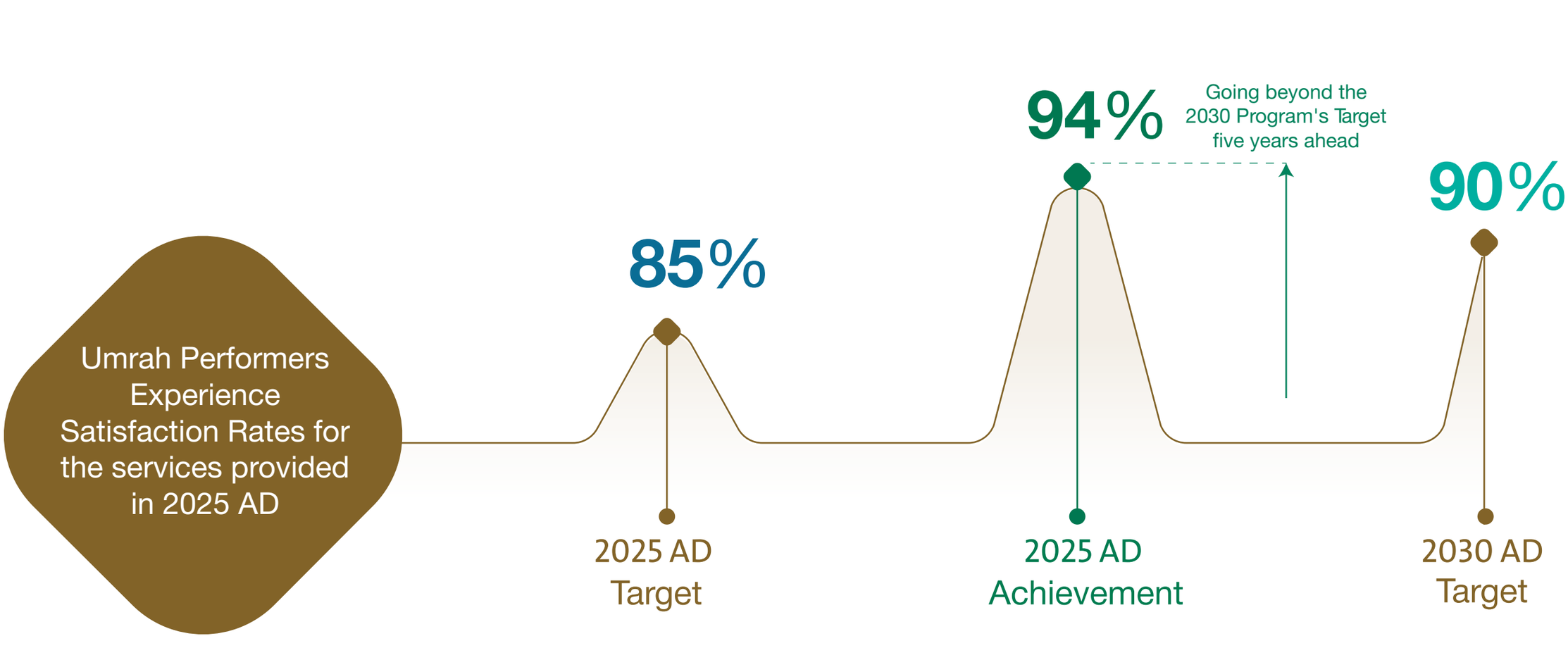
02

Providing High-Quality Services to Hajj and Umrah Performers

Through a seamless and integrated journey that accommodates their diverse needs and enhances the quality of their experience, bringing Saudi Vision 2030's aspirations for the pilgrim journey to life, ensuring their satisfaction and leaving a lasting impression in their hearts.

Achieved Target Satisfaction Rate for the Services Provided





The Kingdom has worked to provide high-quality services to Hajj and Umrah Performers through

01 Designing an integrated experience managed with high efficiency.

02 Ensuring a seamless and facilitated experience for Hajj and Umrah Performers across all stages of the journey.

03 Delivering services in accordance with world-class standards that elevate the experience of Pilgrims.

04 Leveraging modern technologies and innovations to enhance the quality of the services provided.

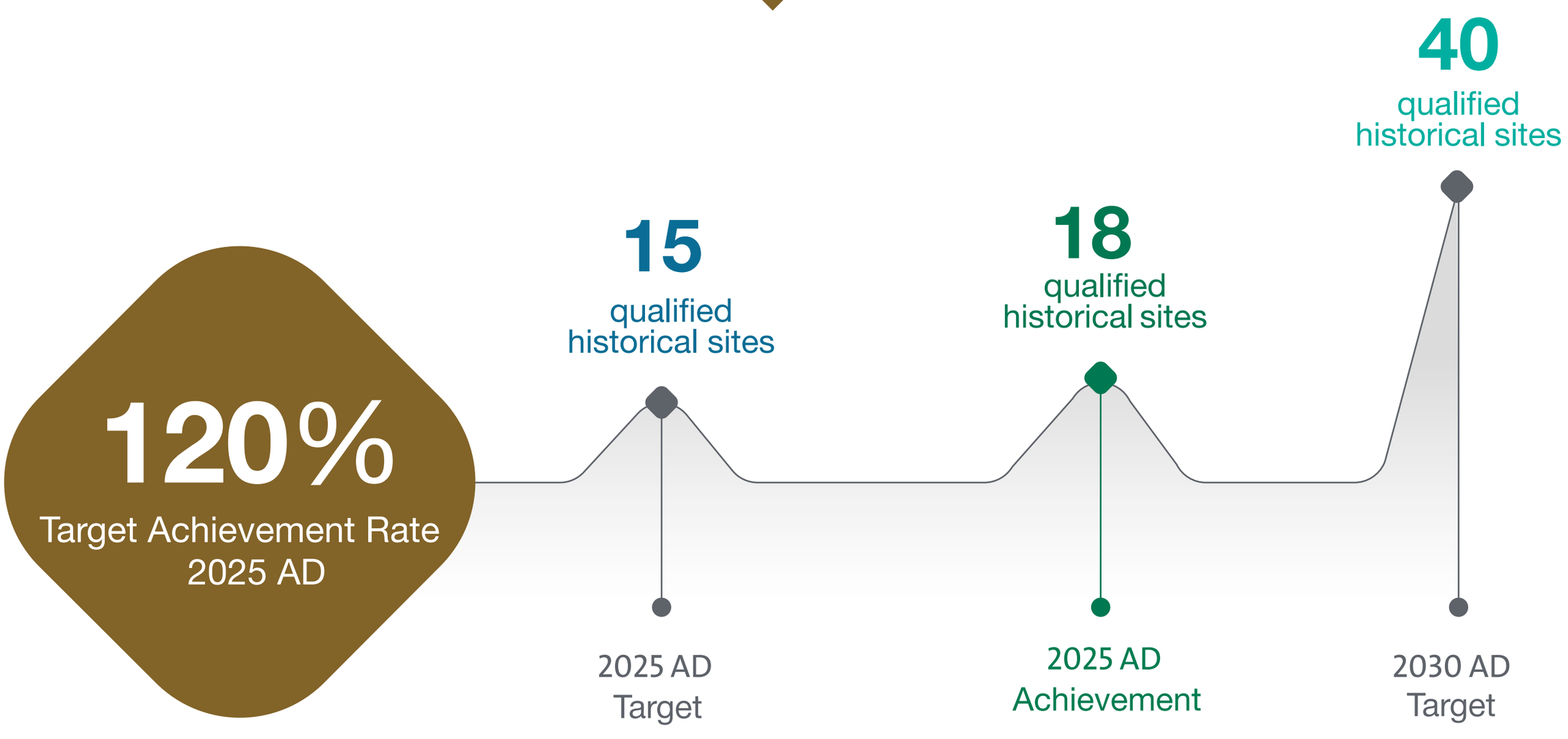
Objectives of the Pilgrim Experience Program

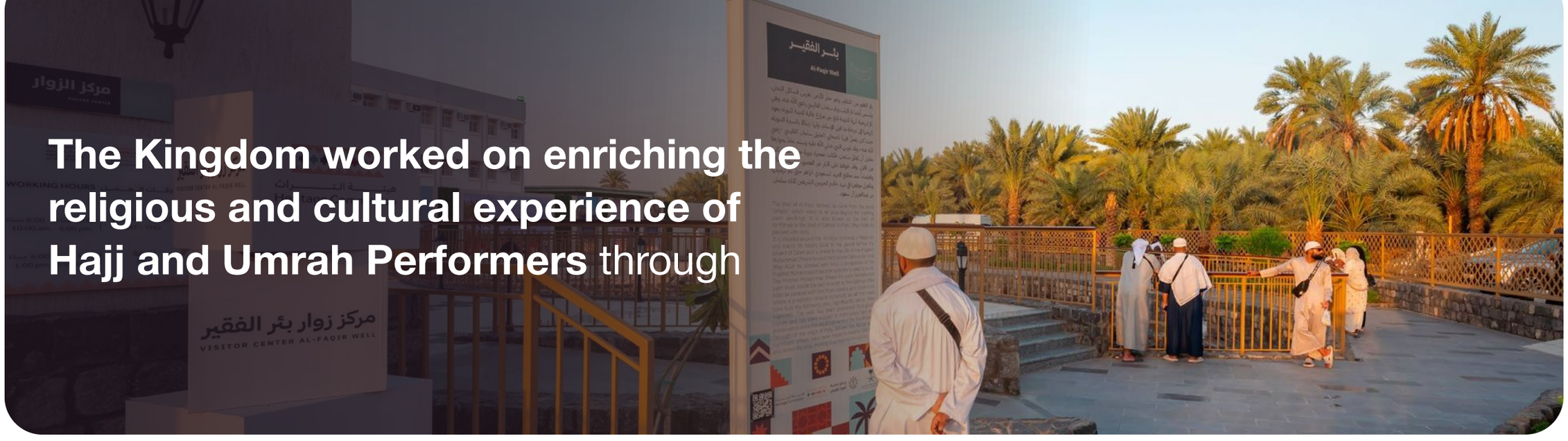
03

Enriching Religious and Cultural Experience of Hajj and Umrah Performers

By enriching pilgrims' religious and cultural journey through a profound faith-based experience that transcends the performance of rites to embrace their deeper meaning, reflecting Saudi Vision 2030's aspirations to deepen the spiritual and cultural experience, while reinforcing the Kingdom's role in enriching the Islamic experience.

Target for Qualified Historical Sites and Enrichment Destination





The Kingdom worked on enriching the religious and cultural experience of Hajj and Umrah Performers through

01 Strengthening the Kingdom’s position as a rich cultural and spiritual destination that reflects its historical and faith-based depth.

02 Expanding the pilgrims experience to comprehensively include Makkah and Madinah.

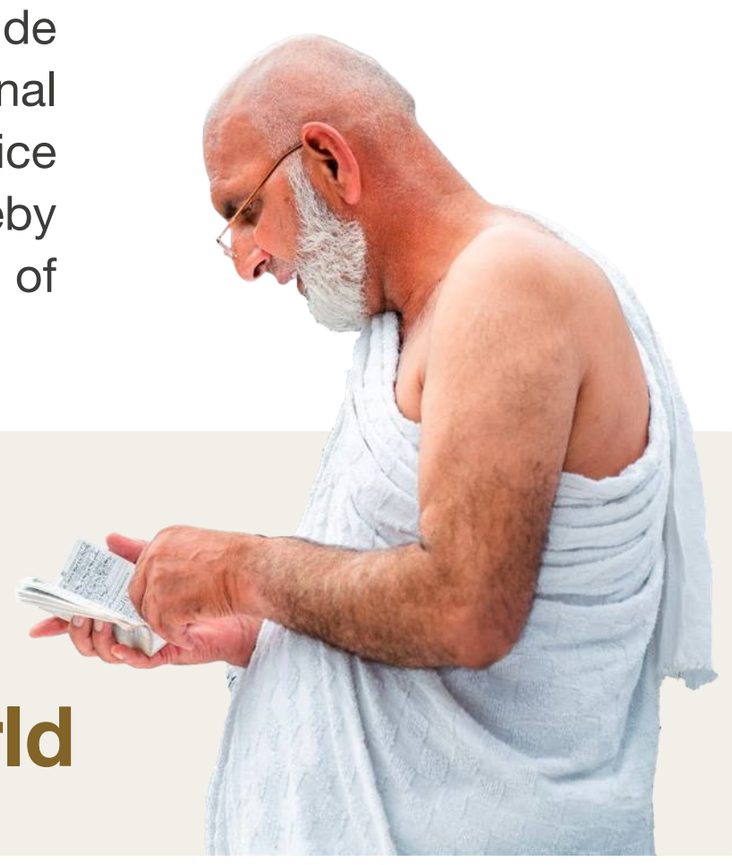
03 Developing and qualifying Islamic historical and enrichment sites in a way that enhances their attractiveness and elevates the quality of the visitor experience.

Key Performance Indicators

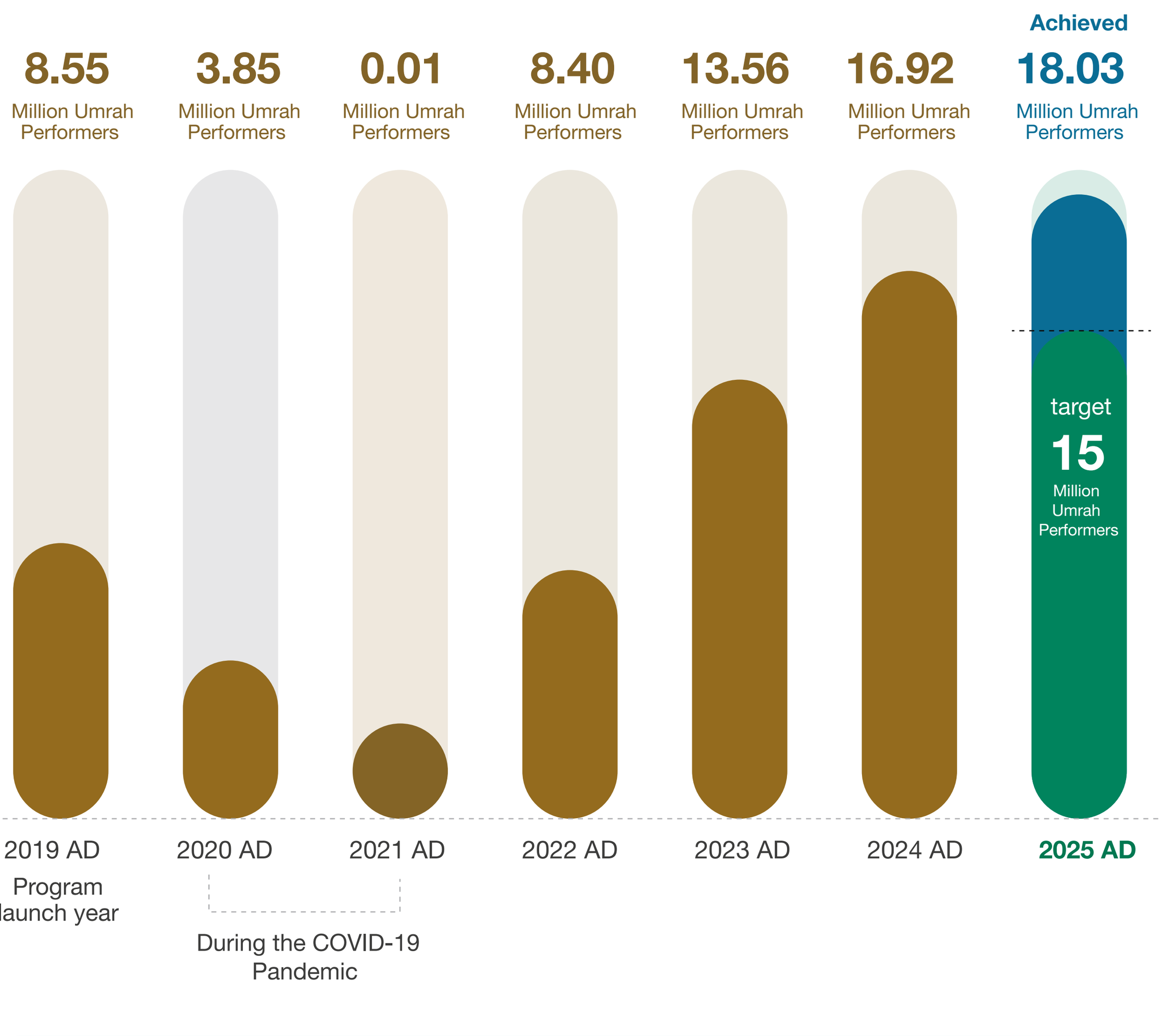
Evidence of Impact and Excellence in Serving Pilgrims

01 Indicator of Visitors Arriving from Abroad to Perform Umrah

This indicator reflects the number of visitors arriving from outside the Kingdom to perform Umrah. It highlights the level of international demand for Umrah and demonstrates the efficiency of the service organization in accommodating the increasing numbers, thereby supporting future planning and enhancing the experience of Pilgrims.



Their homelands varied, and their languages differed. In the heart of a nation that welcomes the world



From Crisis Management to Multiplying Impact

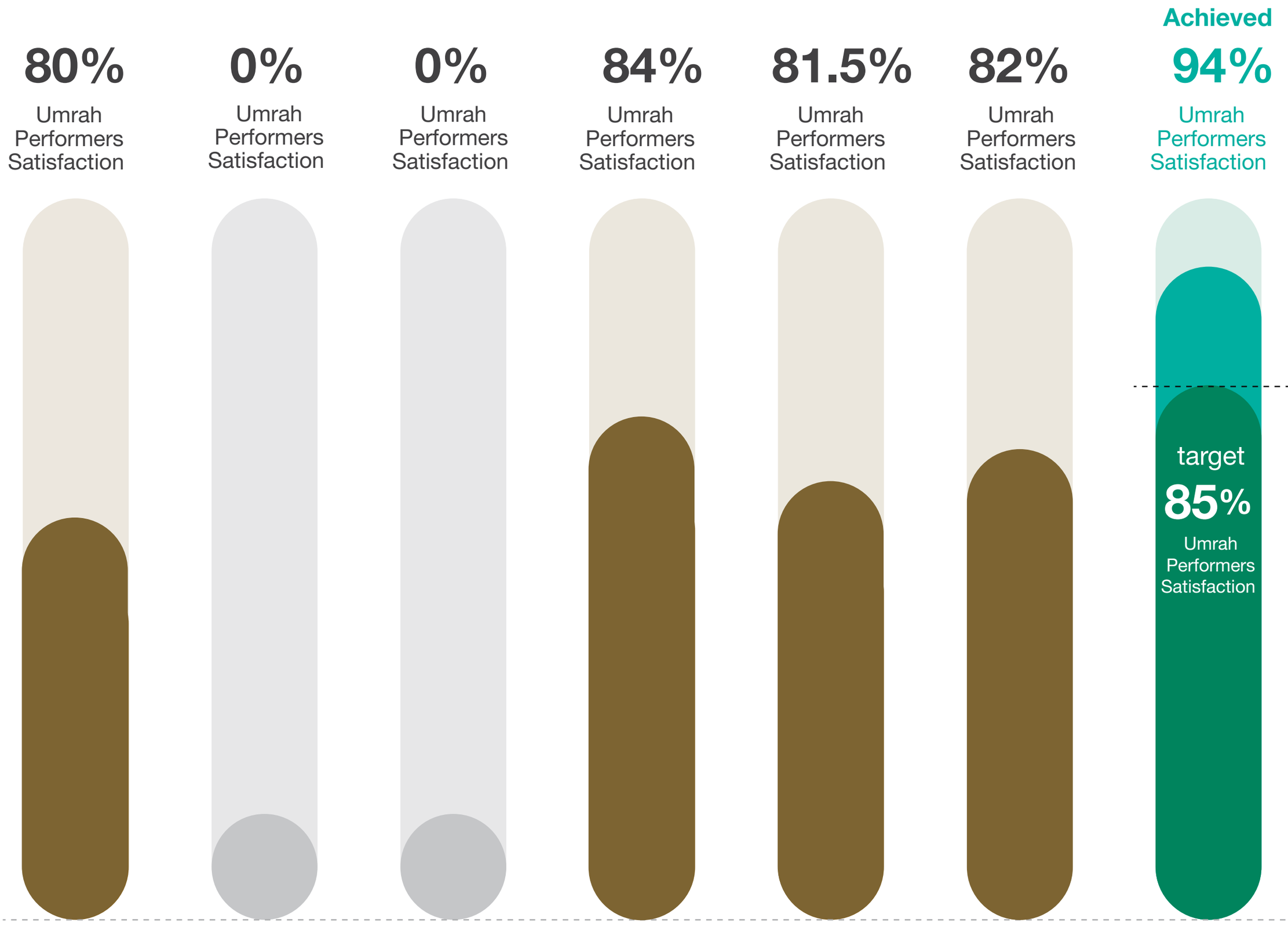
Despite the unprecedented challenges, this is a story of longing woven with the warmth of hospitality. We are honoured to have welcomed and served Pilgrims in the sacred sanctuary of Makkah.

Serving you with excellence, and caring for you with safety

02 Indicator of Umrah Performers Experience

This indicator measures the level of satisfaction among Umrah performers throughout the various stages of the Umrah journey, including service quality, ease of procedures, and comfort of mobility.

Your Satisfaction Is Our Ultimate Aspiration



Here lie stories that numbers alone cannot tell, but rather a unique experience shaped by watchful eyes that measure achievement not merely by the completion of tasks, but by cherishing the tears of longing from an elderly pilgrim, the heartfelt prayer of a mother who had long awaited this moment, and the certainty of a young pilgrim that this was the greatest journey of a lifetime.

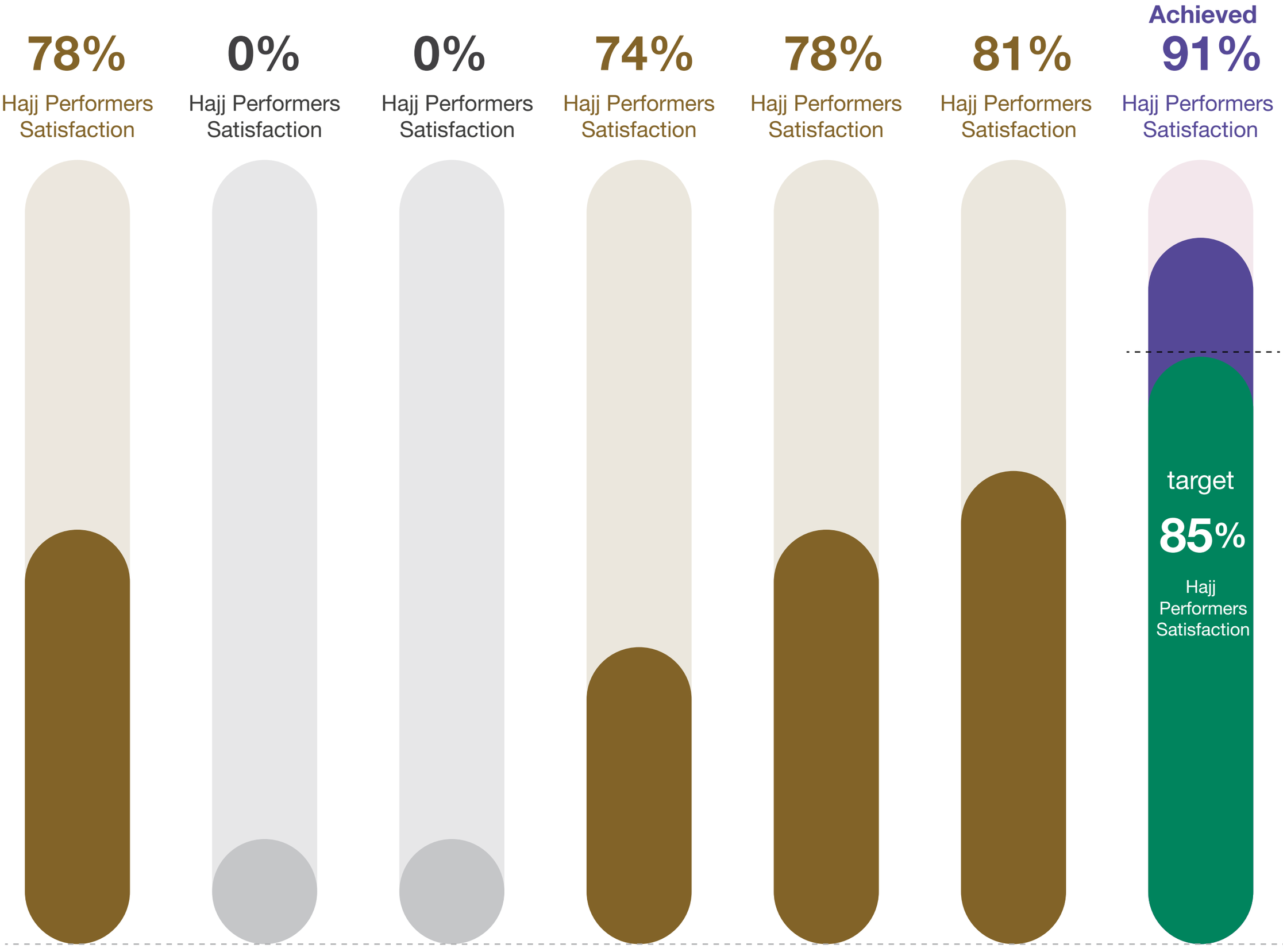
So that we may whisper into the ears of all those who answered the call

You Have Not Left Your Homes... You Are Among Your Own People

03 Indicator of Hajj Performers Experience

This indicator measures Hajj Performers' satisfaction with their experience across the various stages of the Hajj journey, including service quality, ease of procedures, transportation efficiency, and the level of care provided.

Complete Serenity and Genuine Care



The indicators have evolved beyond merely measuring the flow of crowds into attentive eyes observing the sense of reassurance and the speed of response. Here is the story of a Hajj Performer who came from the farthest reaches of the earth and will one day tell his grandchildren:

I witnessed a nation whose generosity in hospitality reflects its rich heritage, whose ease in facilitating Nusuk sets it apart, and whose people embody stories of giving and loyalty

04 Indicator of Qualified Historical Sites

This indicator measures the number of historical sites that have been qualified and prepared to receive visitors in accordance with specific standards, contributing to enriching the experience of Pilgrims and enhancing access to sites of historical significance.

Qualified Historical Sites
A Living Heritage in the Eyes of Millions

Pre-Qualification Phase

During the COVID-19 Pandemic

The Beginning of Qualifying Historical and Cultural Sites

Stages of Expanding the Enrichment of the Experience

A story that went beyond qualifying places ; rather, we are opening windows of knowledge through which we share with the world our great heritage and the stories of places that witnessed heroes immortalized by history, and a longing that brings back memories filled with yearning for the Beloved Prophet, his noble companions, and all those who followed in his footsteps.

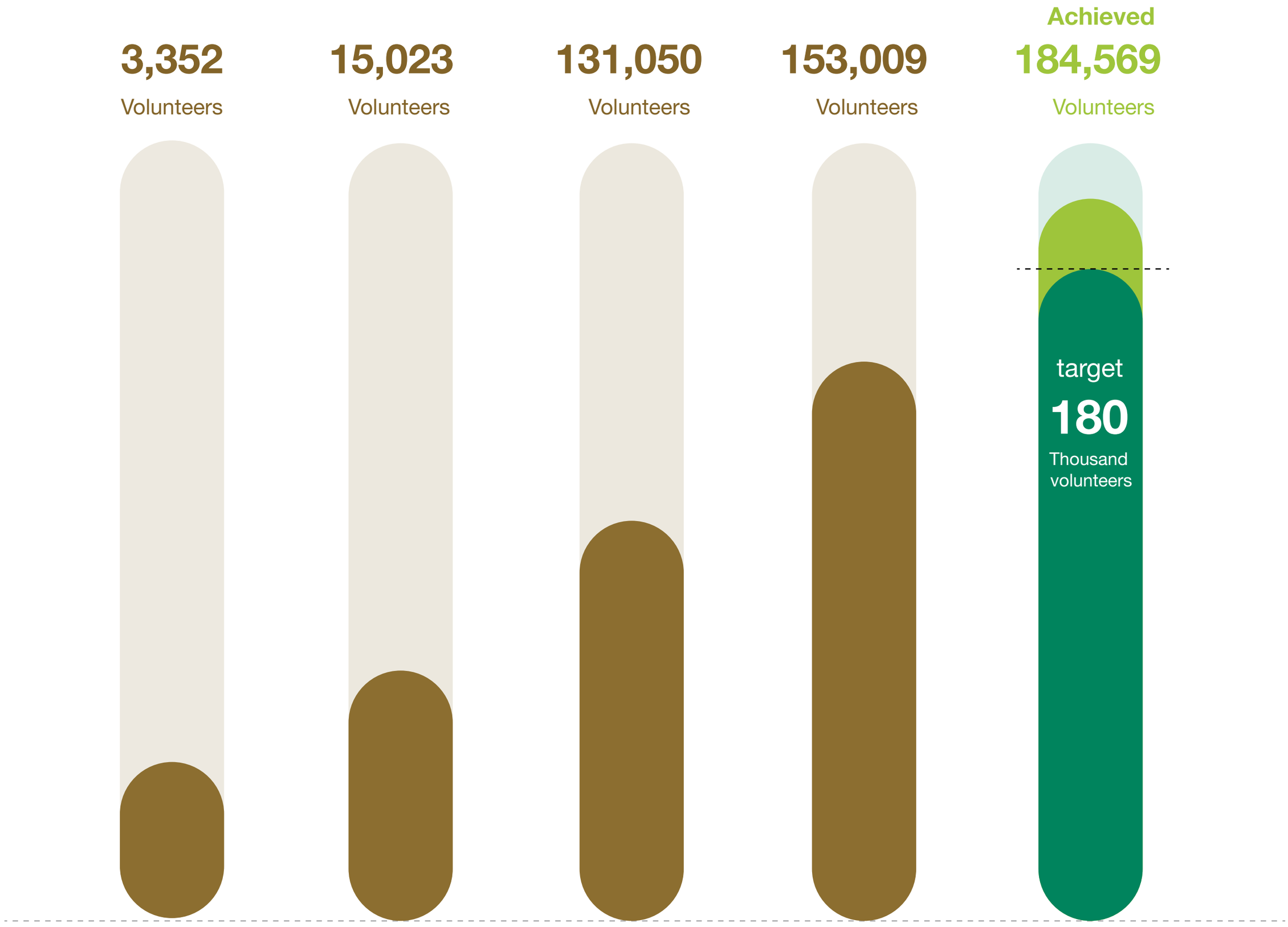
So that tongues may echo:

Eyes overflowed with longing for you,
O Intercessor of the Nation

05 Indicator of the Number of Volunteers Serving Pilgrims

This indicator highlights the number of volunteers participating in the Pilgrim Experience Organization and reflects the level of community participation and volunteer contribution in supporting the services provided to Hajj and Umrah Performers.

Giving Hands and an Honourable Representation



Our human capabilities are the true investment of the future and our greatest asset. They devoted their giving spirits before they devoted their working hours, competing in serving their nation and embodying their sense of social responsibility.

Thus, their call became:

“We are recognized by our banner...We are the Servants of the Sacred Mosque”

Executive Summary

Impact Evidence of the Pilgrim Experience Program's Key Achievements 2025

Partners of Impact and Sustainability

The Pilgrim Experience Program Organization embodies an integrated network of institutional collaboration, comprising a group of strategic partners and affiliated entities that form the cornerstone of the Program's success, **as follows**

وزارة المالية
Ministry of Finance

وزارة الدفاع
MINISTRY OF DEFENSE

وزارة الخارجية
MINISTRY OF FOREIGN AFFAIRS

وزارة الطاقة
MINISTRY OF ENERGY

وزارة الإعلام
Ministry of Media

وزارة النقل والخدمات اللوجستية
Ministry of Transport and Logistic Services

وزارة الحج والعمرة
MINISTRY OF HAJJ & UMRAH

وزارة السياحة
Ministry of Tourism

وزارة الصحة
Ministry of Health

وزارة البلديات والإسكان
Ministry of Municipalities and Housing

وزارة الاستثمار
Ministry of Investment

المـوارد البشرية والتنمية الاجتماعية

وزارة التجارة
Ministry of Commerce

وزارة الاتصالات وتقنية المعلومات
MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY

وزارة الثقافة
Ministry of Culture

وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture

وزارة الشؤون الإسلامية والدعوة والإرشاد
Ministry of Islamic Affairs, Dawah and Guidance

وزارة الاقتصاد والتخطيط
MINISTRY OF ECONOMY & PLANNING

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

الحرمين
الهيئة العامة للعناية بشؤون المسجد الحرام والمسجد النبوي

هيئة تطوير منطقة مكة المكرمة
Makkah Province Development Authority

هيئة تطوير منطقة المدينة المنورة
Al Madinah Region Development Authority

TGA
الهيئة العامة للنقل
Transport General Authority

SAUDI TOURISM AUTHORITY الهيئة السعودية للسياحة

الهيئة العامة للإحصاء
General Authority for Statistics

SDAIA
الهيئة السعودية للبيانات والذكاء الاصطناعي
Saudi Data & AI Authority

GACA
الهيئة العامة للطيران المدني
General Authority of Civil Aviation

هيئة التراث
Heritage Commission

أوقاف
AWQAF

هيئة الهلال الأحمر السعودي
SAUDI RED CRESCENT AUTHORITY

EXPRO
هيئة كفاءة الإنفاق والمشروعات الحكومية
Expenditure & Projects Efficiency Authority

الصادرات السعودية
هيئة تنمية الصادرات السعودية

البنك المركزي السعودي
SAMA
Saudi Central Bank

أداء
المركز الوطني لقياس أداء الأجهزة العامة

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

مركز تنمية الإيرادات غير النفطية
Non-Oil Revenues Development Center

SAR
الخطوط الحديدية السعودية
SAUDI ARABIA RAILWAYS

أمانة العاصمة المقدسة
HOLY MAKKAH MUNICIPALITY

أمانة منطقة المدينة المنورة
Madinah Regional Municipality

مكتب الإدارة الاستراتيجية
Strategic Management Office

Executive Summary

Key Achievements of the Pilgrim Experience Program

Qualitative Efforts and Initiatives Illuminating the Journey of the Visitors of the Two Holy Mosques from Afar.

+19.5

Million Hajj and Umrah Performers from Abroad.

1.5

Million Hajj Performers from Abroad.

91%

Hajj Performers' Satisfaction Rate in 2025 AD, exceeding 2030 Target amounting **90%**.

94%

Umrah Performers' Satisfaction Rate in 2025 AD

exceeding 2030 AD Target amounting **90%,** despite the doubling of numbers.

18.03

Million Umrah Performers from Abroad.

+55 **million** visits to Historical Sites and Enrichment Destinations.

87 **Qualified** Historical Sites and Enrichment Destination.

184,569 **Volunteers**

With growth rate exceeding 54 times from the baseline in 2021 AD.

100% **Initiatives Implementation Compliance Rate in 2025 AD**

From 57% to 88%

Increase in Al-Rawdah Al-Sharifah visitors' satisfaction rate, despite the increase in visitors number to more than fourfold for the current year.

The visitors number reached

+16 million visitors in 2025 AD

compared to approx.**+3.8 million** visitors in 2022 AD.

From **680,000** to **+1** Million Hajj Performers

of the Beneficiaries of Hajj without Luggage Initiative within two years;

Along with the decrease of arrival procedures completion period

Arrival procedures fell **from 120 minutes to 15 minutes per Hajj Performer,**

with shorter waiting times, as well as a calmer and more seamless arrival.

53.4 million

Passengers arrived at King Abdulaziz International Airport, positioning it among the world's major projects and classifying it as one of **the mega airports.**

314,337 Hajj Performers

Benefited from Makkah Route Initiative for 2025 AD, so that the total beneficiaries of the initiative since its launch reached **+1.2 million Hajj Performers.**

9,600,000 Beneficiaries

Of the Haramain High Speed Railway.

2,206 Trips

Operated by Al Mashaaer Al-Mugaddassah Metro Line between Arafat, Muzdalifah, and Mina.

15.03 million

Total Number of Umrah, Visit, and Other Visas Issued in 2025 AD.

+40 million

Users of the Nusuk App across **+190 countries** worldwide.

+600 Thousand Worshippers

Benefited from the Project for Improving the Experience of Elderly People and Persons with Disabilities.

94% User Satisfaction Rate

With the Unified Mobility Platform **800 thousand** users benefited from it during the first five months following its launch in March 2025

+204 Thousand Visitors

To the Hajj Conference and Exhibition in its fifth edition from **150 participating countries.**

+200 Qualitative Studies

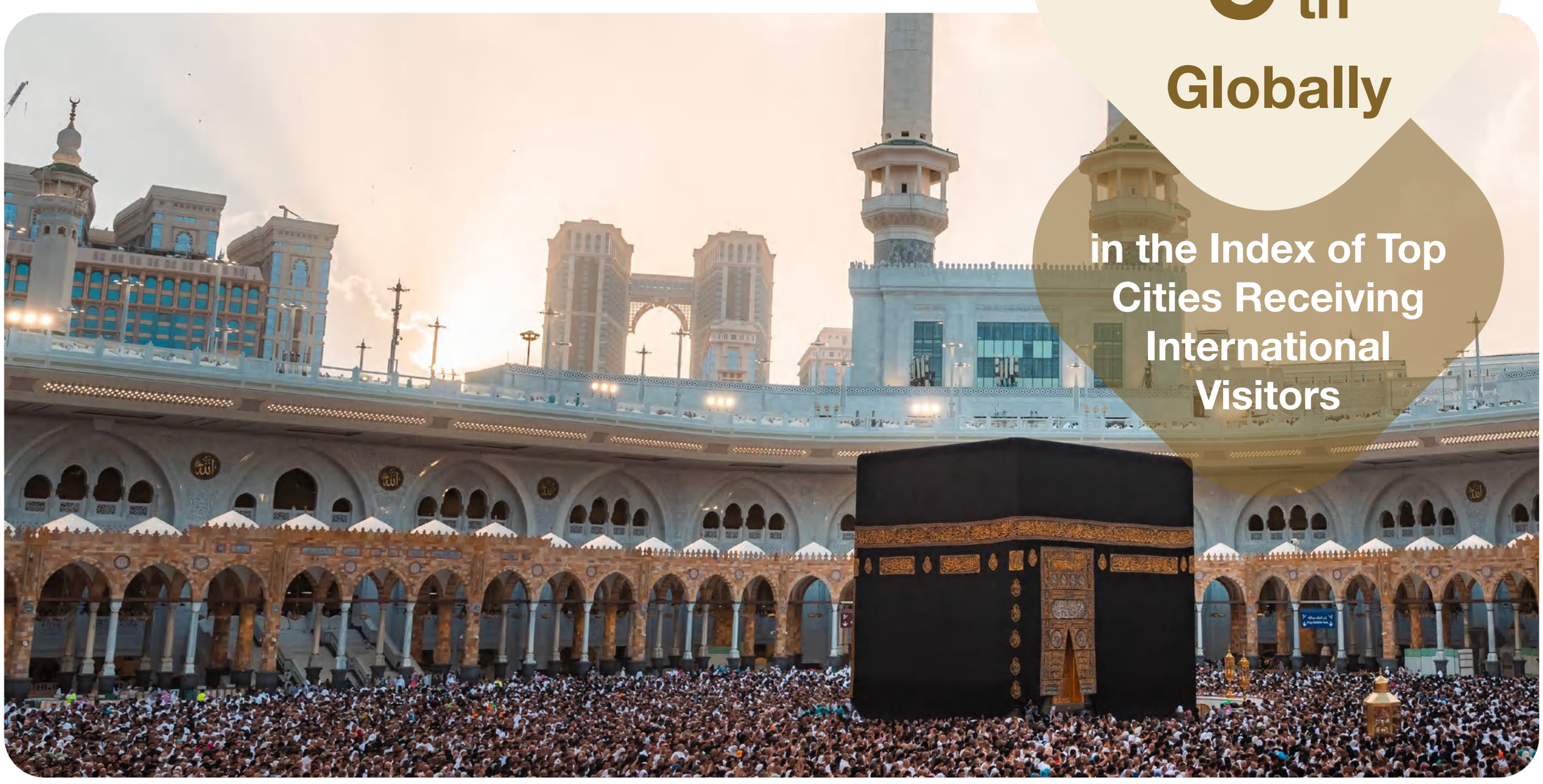
Across Pilgrim Journey Touchpoints.

+32,000 Visitors

From **160 Countries** participated in Umrah and Ziyarah Forum.

Global Standing
on the Map of Excellence

Makkah Al-Mukarramah



Ranked 5th Globally

in the Index of Top Cities Receiving International Visitors

Madinah Al-Munawwarah

Ranked 7th Globally

in the Tourism Performance Index

Welcome to the Pilgrims

on the Journey of Comfort and Tranquility

May your efforts be accepted, your sins forgiven,
and your prayers answered

Main Initiatives

What has been achieved in serving the pilgrims was not merely a series of temporary improvements; rather, it was an integrated transformation that reshaped the journey experience in all its details through qualitative efforts focused on enhancing efficiency, integrating services, and facilitating operations within an advanced operational environment.

This transformation was supported by the implementation of

87 initiatives in 2025 AD

diversified across various fields and integrated in their roles, contributing to the comprehensive development of the Organization and elevating the experience of pilgrims and Umrah performers in a manner that enhances service quality **and aligns with the objectives of the Saudi Vision 2030.**

Main Initiatives

Facilitating the Journey and Enhancing Reassurance

With hearts filled with authentic Saudi hospitality and souls seeking sincerity and acceptance, we at the Pilgrim Experience Program are honoured to serve and care for the Pilgrims, fully aware of the greatness of this responsibility and dedicating all our capabilities to elevate their experience toward greater comfort and tranquility.

The Pilgrim Experience Program takes pride in **achieving a 100% compliance rate concerning initiatives implementation,** reflecting a responsible commitment to transforming plans into a tangible reality experienced by every Hajj Performer, Umrah performer, and visitor.

Our commitment to execution efficiency is accompanied by a continuous passion for measuring the impact of serenity and reassurance throughout the Pilgrim Journey. These initiatives have achieved exemplary integration across various sectors to develop a service organization characterized by excellence and innovation, befitting the honour of service with which Allah has blessed our nation.

Status of Pilgrim Experience Program Initiatives for 2025 AD

87
Total Number of Initiatives

Initiatives Implementation Compliance Rate

100%

Completed

69.32%

On Track

27.27%

Not Started

3.41%

Owner

Ministry of Interior

(10 Initiatives)

Initiative	Performance Status
Initiative for the Study of Developing Pilgrims Governance and Crowd Management Strategy	Completed
Makkah Route Initiative	Completed
Makkah Route Initiative – Phase Two	Completed
Initiative for the Study of Establishing Monitoring and Control Systems in the Two Holy Mosques and Holy Sites	Completed
Facilitating Security Procedures at Airports	Completed
Electronic Security Screens Initiative for Crowd Management and Organization	Completed
Makkah Route Initiative for Hajj 1445 AH	Completed
Makkah Route Initiative for Hajj 1446 AH	Completed
Facilitating Pilgrims' Transit to Makkah, the Holy Sites, and the Central Area (AABER)	On Track
Data Centers Development Initiative	Not Started

Owner

Ministry of Hajj and Umrah

(8 Initiatives)

Initiative	Performance Status
Organizing the Hajj and Umrah Conference and Exhibition	Completed
Developing Licensing Standards for Companies Operating in Hajj Services	Completed
Initiative for Establishing and Operating the Dispatching and Joint Operations Center for Holy Sites Services	On Track
Licensing Sectors Operating within the Pilgrim Experience Organization	Completed
Preparing the Quantitative and Qualitative Guide for Hajj Services, Pricing Mechanisms, and Implementation Mechanisms	Completed
Pilgrim Voice Observatory Establishment, Development, and Operation Initiative	Completed
Digital Awareness Solutions for Pilgrims	Completed
Advance Readiness for Foreign Hajj Performers	On Track

Owner

Ministry of Transport and Logistic Services

(3 Initiatives)

وزارة النقل والخدمات اللوجستية
Ministry of Transport and Logistic Services

Initiative	Performance Status
Completion of the road separating truck traffic from the main expressway designated for Pilgrims traveling from Jeddah to Makkah	On Track
Completing a Pathway towards Makkah That enhances the smooth arrival from Taif, Riyadh, and the Eastern Region	On Track
Completion of the direct expressway connecting King Abdulaziz International Airport and Makkah	On Track

Owner

Ministry of Culture

(3 Initiatives)

وزارة الثقافة
Ministry of Culture

Initiative	Performance Status
Developing Content for Islamic Historical and Cultural Sites in Madinah and Makkah	Completed
Identifying Boundaries and Ownership of Historical Sites and Resolving Related Complexities	Completed
Qualifying Historical Sites in Makkah and Madinah	On Track

Owner

Ministry of Tourism

(1 Initiative)

وزارة السياحة
Ministry of Tourism

Initiative	Performance Status
Identifying Target Frontline Personnel Serving Pilgrims and Analyzing Training Programs to Enhance Hospitality and Guest Service Skills	Completed

Owner

Ministry of Health

(2 Initiatives)

وزارة الصحة
Ministry of Health

Initiative	Performance Status
Prepare Pilgrims for Hajj Healthily Prior to Arrival	Completed
Enhancing the efficiency of the health sector services throughout Hajj and Umrah journey	On Track

Owner

Ministry of Investment

(1 Initiative)

وزارة الاستثمار
Ministry of Investment

Initiative	Performance Status
Developing Opportunities in the Pilgrim Experience Sector	Completed

Owner

Ministry of Human Resources and Social Development (1 Initiative)

Initiative	Performance Status
Activating the Outsourcing of Government Services for Pilgrims to the Non-Profit Sector	Completed

Owner

National Center for Non-Profit Sector Development
(2 Initiatives)

Initiative	Performance Status
Developing the Capabilities of the Non-Profit Sector and Enhancing Coordination and Integration	Completed
Empowering and Organizing Volunteer Work for Pilgrims in Makkah and Madinah	Completed

Owner

Madinah Region Development Authority
(16 Initiatives) (1/2)

Initiative	Performance Status
The Battle of Badr Route and Heritage Assets Development Initiative	On Track
Enrichment Centers and Exhibitions Initiative	On Track
Humanizing Roads Initiative in the Central Area of Madinah	Completed
Shuttle Transport Initiative for Serving Pilgrims in Madinah	On Track
Awarding the Development of the Site of the Battle of Uhud (Master of Martyrs) to the Private Sector	Completed
Destination Management Office Establishment and Activation Initiative for Madinah	On Track
Initiative for the Development of the Site of the Battle of the Trench and Its Surrounding Plazas	On Track
Infrastructure Development and Enhancement of Historical Sites in Madinah Initiative	Completed
Cultural Events Square Initiative in the Central Area of Madinah	Completed
Study and Awarding of the Bus Rapid Transit Project with Dedicated Lanes to the Private Sector	On Track
Historical Path Design Initiative in Madinah	On Track
Development of the Guidance System in the Central Area of Madinah	Completed
Dhul Hulayfah Miqat Development Initiative	On Track
Initiative to Develop Historical Sites and Associated Routes Within the Scope of the Custodian of the Two Holy Mosques King Salman Project for the Expansion of Quba Mosque and the Development of Its Surrounding Area (Phase I)	On Track

Owner

Madinah Region Development Authority

(16 Initiatives) (2/2)

هيئة تطوير منطقة المدينة المنورة
Al Madinah Region Development Authority

Initiative	Performance Status
Virtual Guide	On Track
The Prophet's Hijrah Trail	On Track

Owner

Saudi Tourism Authority

(10 Initiatives)

الهيئة السعودية للسياحة
SAUDI TOURISM AUTHORITY

Initiative	Performance Status
Strategy for Attracting Target Segments to Visit for the Purpose of Performing Umrah	Completed
Developing an Electronic Library for Umrah Journey Content	Completed
Initiative for Designing and Activating the Operational and Human Model to Encourage Umrah	Completed
Umrah Identity Enhancement Program Locally, Regionally, and Globally for Pilgrims	Completed
Regional, Local, and Global Communication and Media Program for Pilgrims	Completed
Distribution of Umrah Programs and Strategic Partnerships for Trip Organization	Completed
Supervising Communication and Media Program Initiatives and Identity Enhancement	Completed
Building the Digital System for Umrah Services Initiative	Completed
Building a Business Intelligence and Data System	Completed
Development and Operation of an Integrated Visitor Care System for the Entire Umrah Journey	Completed

Owner

General Authority for the Care of the Affairs of the Grand Mosque and the Prophet's Mosque (10 Initiatives) (1/2)

الحرمين
الهيئة العامة للعناية بشؤون المسجد الحرام والمسجد النبوي

Initiative	Performance Status
Childcare center Project in the Surroundings of the Prophet's Mosque	Completed
Study for Establishing Visitor Centers at the Grand Mosque	Completed
Comprehensive Service Centers Project in the Courtyards of the Prophet's Mosque	Completed
Comprehensive Accessibility Study Project for the Grand Mosque	Completed
Automatic Zamzam Fountain Installation Project at the Grand Mosque	Completed

Owner

General Authority for the Care of the Affairs of the Grand Mosque and the Prophet's Mosque (10 Initiatives) (2/2)

الحرمين
الهيئة العامة للعناية بشؤون المسجد الحرام والمسجد النبوي

Initiative	Performance Status
Enhancing and Developing the Experience of Visiting Al-Rawdah Al-Sharifah	Completed
Custodian of the Two Holy Mosques Translation Project at the Prophet's Mosque	Completed
Childcare center Project at the Courtyards of the Grand Mosque	Completed
Enhancing the Experience of Elderly People and Persons with Disabilities in the Courtyards of the Prophet's Mosque Project	Completed
Experience Design in the Two Holy Mosques	Completed

Owner

Royal Commission for Makkah City and Holy Sites (8 Initiatives)

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

Initiative	Performance Status
Initiative to Implement the Infrastructure for Bus Corridors and Stations – Phase I of the Makkah Bus Network	Completed
Study for Developing Bus Stations Located Around the Grand Mosque	Completed
Supervising the Infrastructure Implementation Contract for the Makkah Bus Project	Completed
Study for Developing Pedestrian Services in the Central Area of Makkah	Completed
Historical and Enrichment Sites Strategy Initiative in Makkah	Completed
Study for Developing Facilities and Services of Kudi Station	Completed
Transport Control Room	Not Started
Strategic Transformation Initiative for the Governance and Privatization of Transportation Routes and Services within the Hajj Transport organization	On Track

Owner

General Authority of Civil Aviation (4 Initiatives)

GACA
الهيئة العامة للطيران المدني
General Authority of Civil Aviation

Initiative	Performance Status
Digital System Development Initiative for Managing and Monitoring the Movement of Pilgrims Across Airport Touchpoints	Completed
Study for Increasing the Capacity of Available Air Transport Flights for Pilgrims	Completed
Prince Mohammed bin Abdulaziz International Airport Development and Enhancement Project	Completed
Re-engineering Procedures, Modernizing Air Transport Systems, and Studying the Development of a Joint Management System for Entry Points Related to Pilgrims	Completed

Owner

Custodian of the Two Holy Mosques Institute for Hajj and Umrah Research (1 Initiative)

Initiative	Performance Status
E-Training for Personnel in the Hajj and Umrah Sector	Completed

Owner

King Abdulaziz Foundation

(1 Initiative)

Initiative	Performance Status
Hajj and the Two Holy Mosques Encyclopedia and the Historical Atlas of the Prophet's Biography Initiative	On Track

Owner

General Authority for Awqaf

(1 Initiative)

Initiative	Performance Status
Establishing an Endowment Financial Entity to Serve Pilgrims	On Track

Owner

King Abdulaziz City for Science and Technology

(1 Initiative)

Initiative	Performance Status
Comprehensive 3D and 360-Degree Imaging of the Two Holy Mosques	On Track

Owner

General Authority for Statistics

(1 Initiative)

Initiative	Performance Status
Building the Information Registry and National Statistical Directory Initiative for the Pilgrim Experience Sector	Completed

Owner

General Entertainment Authority

(1 Initiative)

Initiative	Performance Status
Following His Footsteps: Development of the Route and Main Station in Al-Juhfah	On Track

Owner

Pilgrim Experience Program

(2 Initiatives)

Initiative	Performance Status
Governance of the Hajj and Umrah Sector for Research, Development, and Innovation	Completed
Developing Comprehensive Plans for the 1445 AH and 1446 AH Hajj Seasons and Monitoring Their Implementation	Completed

Legislation and Regulations

From Organizational Engineering to Regulatory Frameworks

The laws and regulations constituted a fundamental pillar of the Pilgrim Experience Program, contributing to the establishment of a flexible regulatory environment that enhances the efficiency of service delivery and elevates the experience of Pilgrims.

Collectively, these Legislation and regulations served as enabling and effective instruments for achieving integration in accordance with clear foundations.

Key Decisions and Regulations Issued that Contributed to the Development of the Pilgrim Experience Organization

Key Legislative Milestones in the Hajj Sector

1440 AH - 2019 AD	Approval of the Law of Service Providers for Foreign Hajj Performers and repeal of several related regulations. Impact: **A transformative step in regulating service providers and enhancing service quality.**
1441 AH - 2020 AD	Adoption of the Makkah Route Initiative Agreement Framework between the Kingdom and participating countries. **Impact: Enabling the implementation of the Makkah Route Initiative and organizing Hajj Performers' arrival procedures.**
1443 - 1444 AH 2022 - 2023 AD	Issuance of the Executive Regulations of the Law of Service Providers for Foreign Hajj Performers. **Impact: Advancing the executive framework and improving operational quality.**
1444 AH - 2023 AD	Establishment of the Hajj Projects Management Office (Central Hajj Planning Initiative). **Impact: Integrating efforts, enhancing execution efficiency, and strengthening operational readiness during Hajj seasons, which contributed to increasing hajj performers satisfaction rates.**
1445 AH - 2024 AD	Issuance of the Procedures Manual for Violations Related to Domestic Hajj Performer Services. **Impact: Strengthening governance and oversight of service providers.**
1445 AH - 2024 AD	Issuance of the Regulatory Framework for Temporary Work Visas for Hajj and Umrah. **Impact: Regulating the seasonal workforce and improving operational efficiency.**
1446 AH - 2025 AD	A decision to impose penalties on those who breach the regulations requiring a Hajj permit and those who facilitate their violation. **Impact: Reducing irregular Hajj and promoting adherence to regulations.**

Key Legislative Milestones in the Umrah Sector

1441 AH - 2020 AD	Involving Government Entities in Providing Electronic Visa Services. **Impact: Enhancing digital transformation in Umrah services.**
1442 - 1443 AH 2021 - 2022 AD	Decision to Open Investment (Lifting the Ban on Umrah-Related Tourist Guiding). **Impact: Enhancing the role of the private sector.**
1443 AH - 2022 AD	Issuance of Regulations for Services Provided to Umrah Performers and Visitors. **Impact: Improving the quality of services provided.**
1444 AH - 2023 AD	A decision to establish an independent body called the Presidency of Religious Affairs for the Grand Mosque and the Prophet's Mosque, and to transform the General Presidency for the Affairs of the Grand Mosque and the Prophet's Mosque into a public authority called the General Authority for the Affairs of the Grand Mosque and the Prophet's Mosque. **Impact: Enhancing governance and clarifying roles and responsibilities.**
1445 AH - 2024 AD	Responsibility for the Quba Mosque and the surrounding area has been transferred to the Madinah Region Development Authority. **Impact: Enhancing the visitor experience by developing the infrastructure of the mosque and its surrounding area, and improving the urban landscape and visual appeal.**
1446 AH - 2025 AD	Updating Temporary Employment Regulations for Umrah. **Impact: Supporting operational sustainability and improving efficiency.**

Section Three

Pilgrim Journey

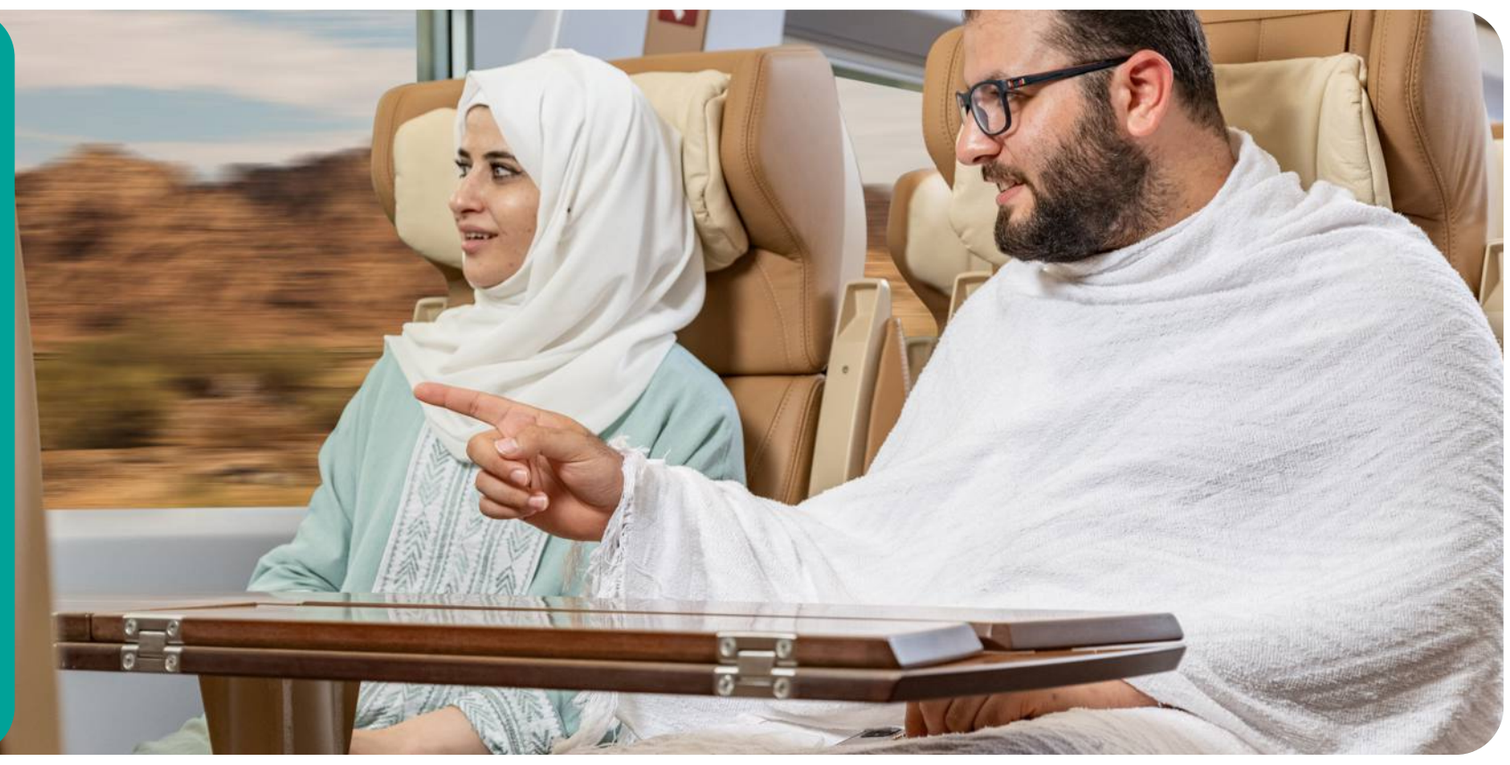
Pathways of the Blessed Journey

Pre-Arrival

Fewer Procedures and a More Seamless Experience

First Impression

An Organized Journey and Facilitated Mobility



Performing Nusuk

Performing Nusuk with Devotion and Human-centered Services

Discovering the Kingdom

A Destination to Be Told and an Experience to Be Shared

Pre-Arrival

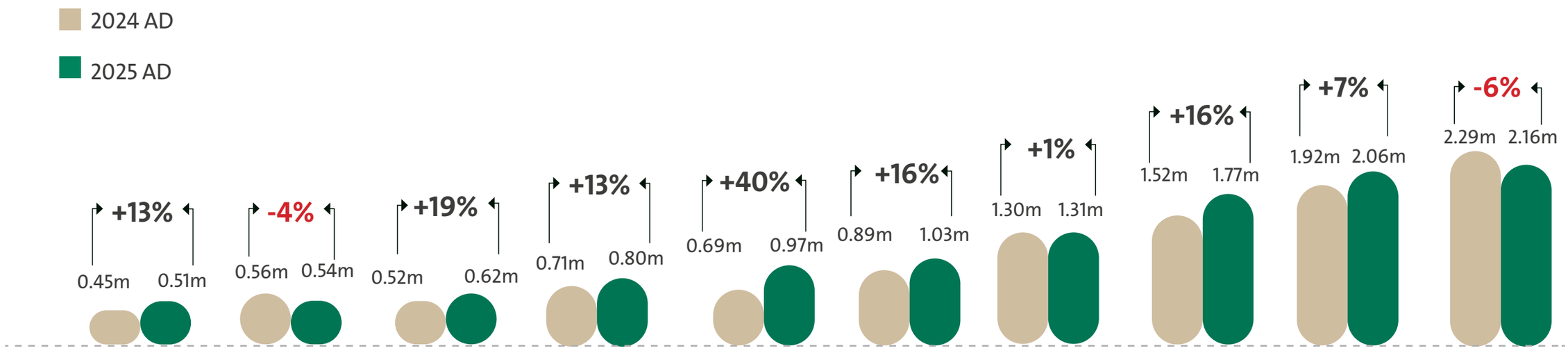
When Longing Transforms into Preparation

Pre-Arrival.. Longing Takes Shape and Preparation Becomes Complete

Before the Pilgrim sets foot on the land of the Kingdom, the journey begins with planning and preparation. This stage focuses on facilitating procedures, enabling bookings, and providing information and digital services that prepare pilgrims for a clear and seamless journey.

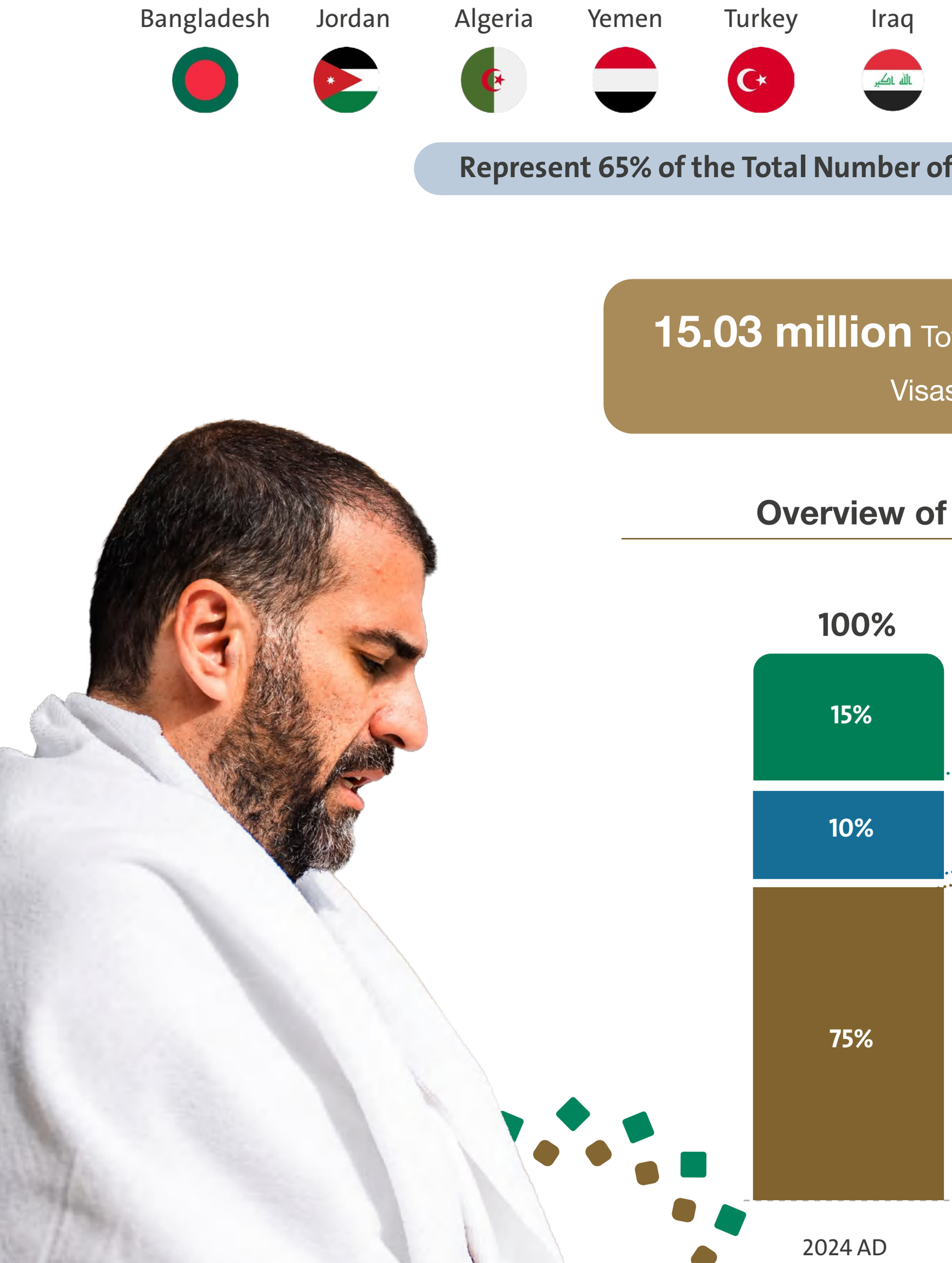
At this stage, longing transforms into organized steps that enable the pilgrim to begin the journey with confidence and peace of mind from its very first moments.

Top 10 Countries of Origin for Performing Umrah Visitors

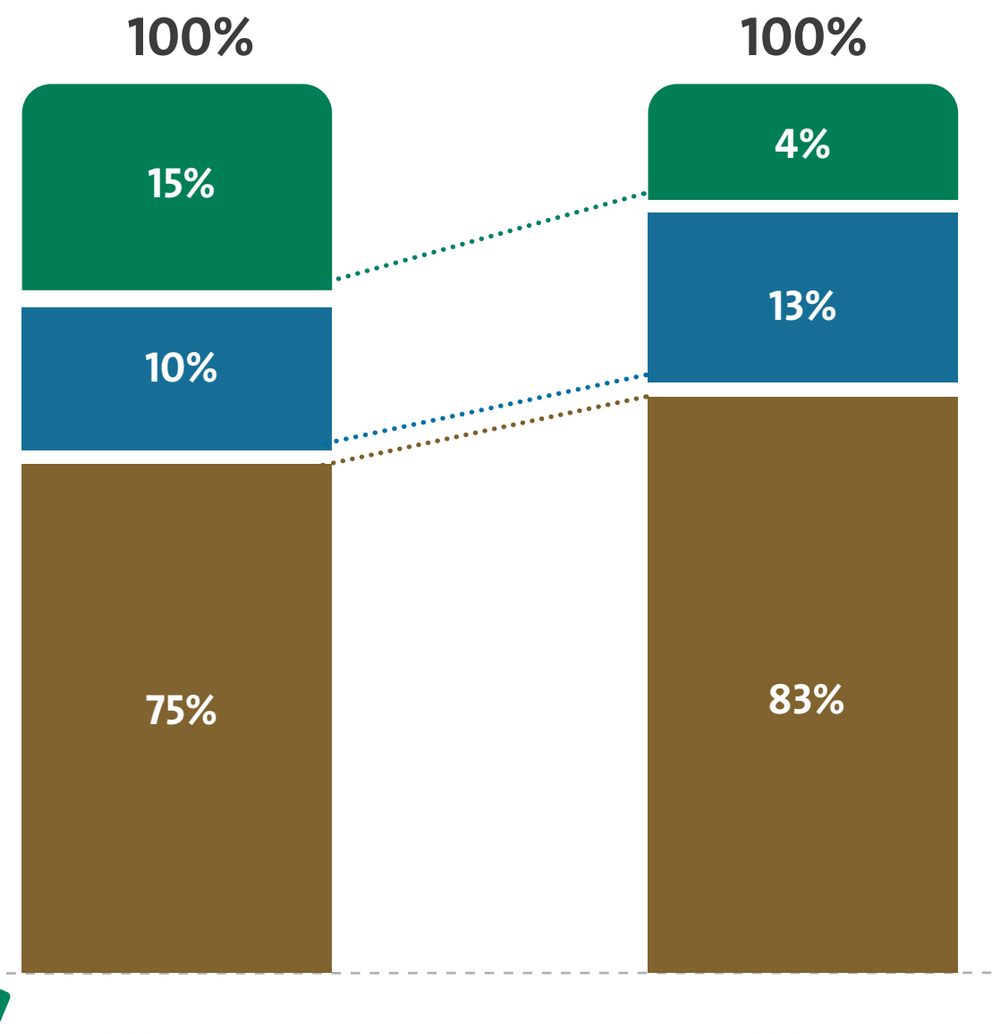


Represent 65% of the Total Number of Umrah Arrivals

15.03 million Total Number of Umrah, Visit, and Other Visas Issued in 2025 AD

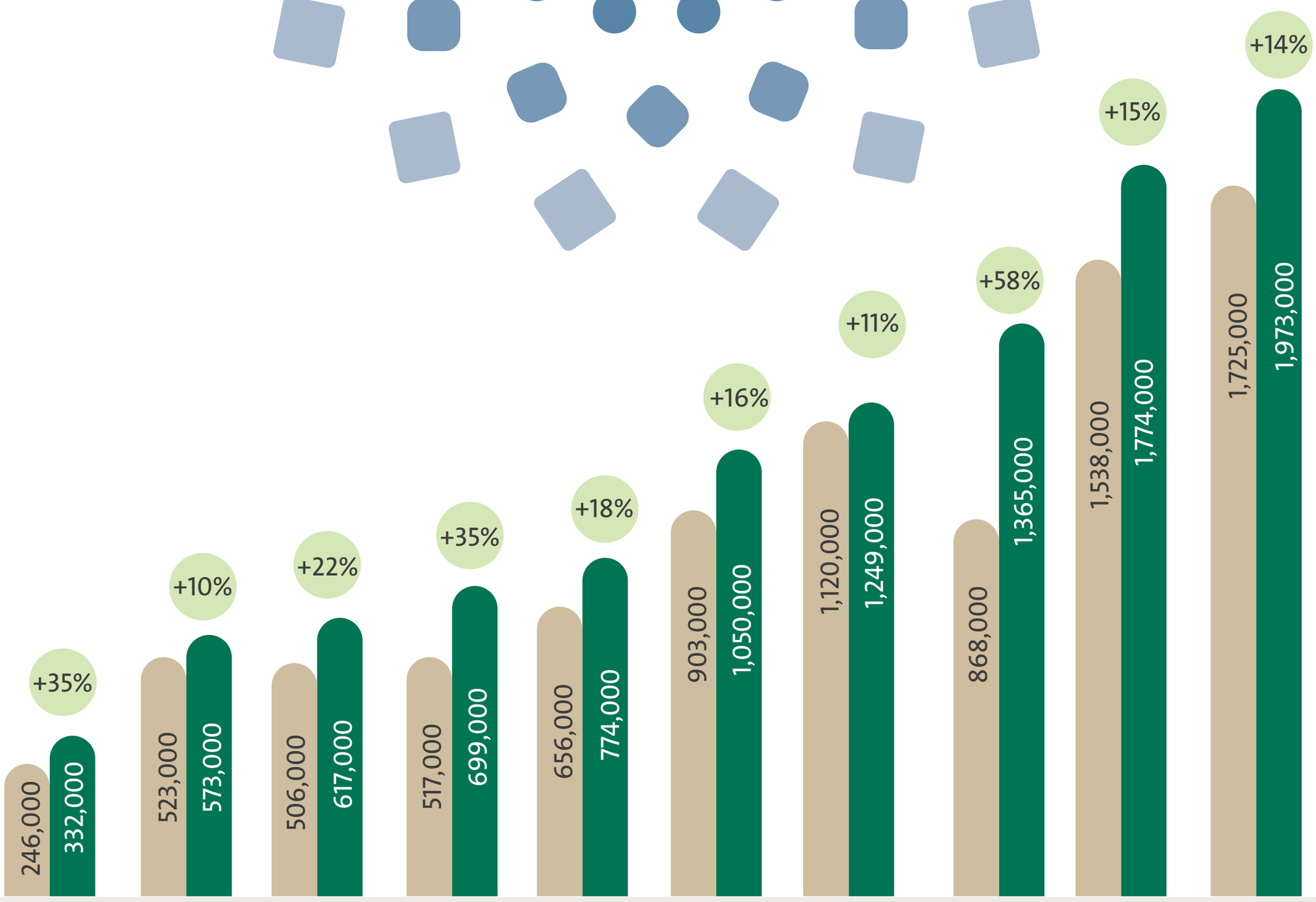


Overview of Issued Visas Breakdown



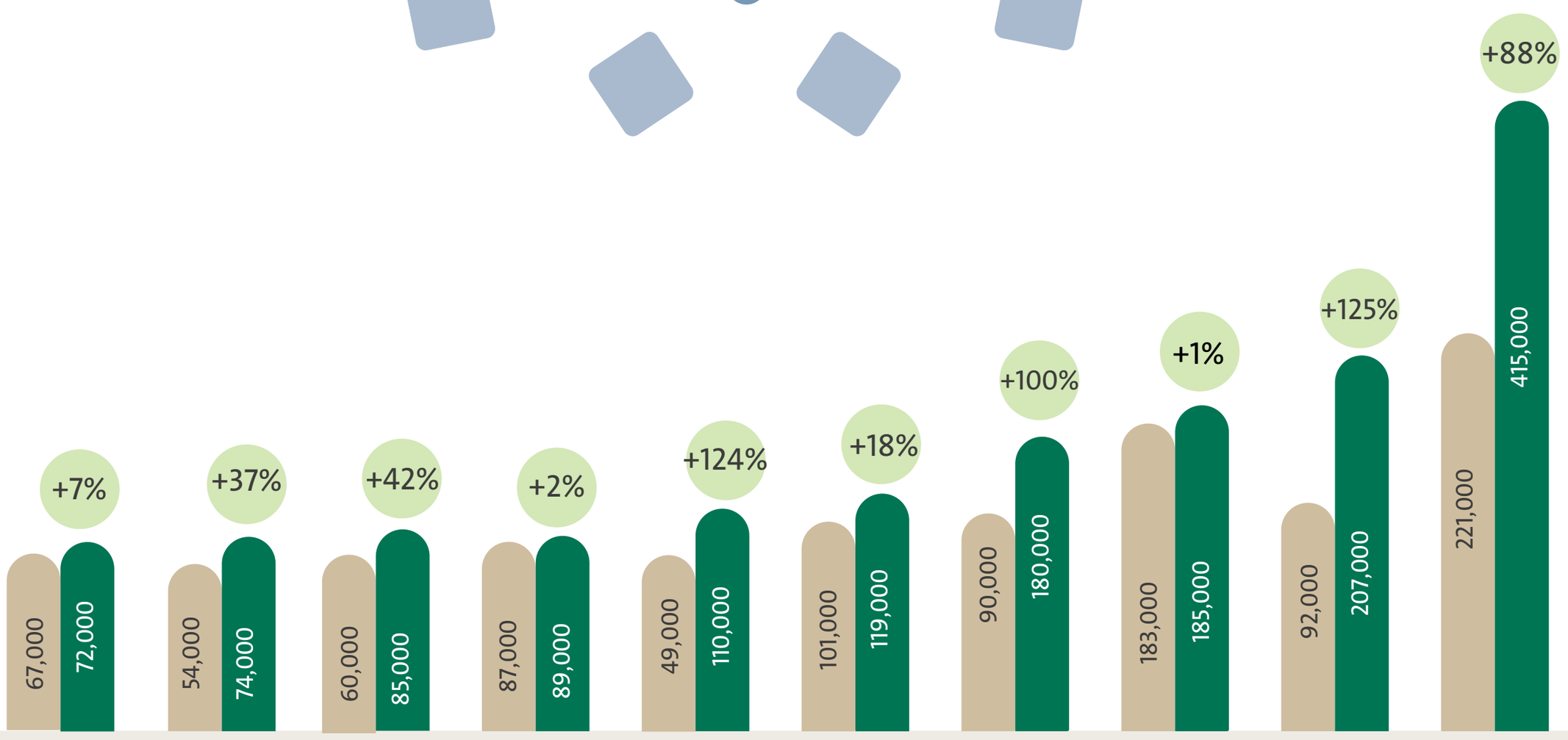
Top 10 Nationalities Arriving for Umrah by Umrah Visa

The total number of visas issued for Umrah purposes increased by **20%** since the beginning of 2025 AD, compared to 2024 AD, reaching **12.44** million visas, compared to **10.41** million visas in 2024 AD.



Top 10 Nationalities Arriving for Umrah
Using the Visit Visa

By **49%**, the total number of visit visas increased since the beginning of 2025 AD compared to 2024 AD, reaching **1.99** million visas, up from **1.33** million in 2024 AD.



A journey that begins with longing, surrounded by seamless facilitation.

“Obtaining the visa and arranging the journey was quick and easy, and everything was seamlessly facilitated for visitors to the Two Holy Mosques.”

Mohammed Hassan from South Africa, sharing his experience of visiting the Kingdom.

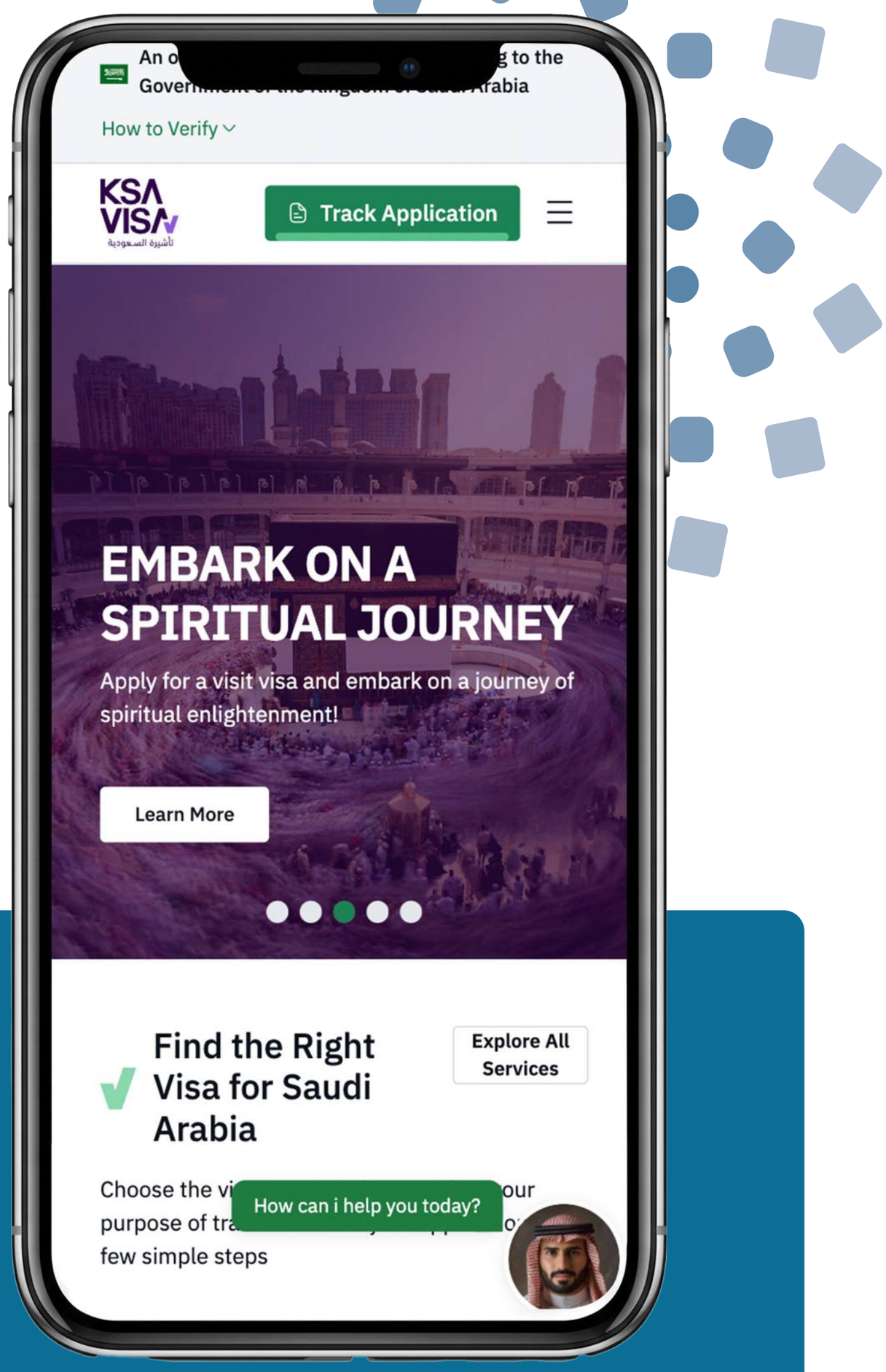
Watch the Story

Digital Platforms

Serving the Pilgrim Journey From the Idea to the Memory

KSA VISA

A unified national government platform led by partners at the Ministry of Foreign Affairs to digitalize and facilitate visa issuance procedures through connecting more than 30 government entities within one integrated system.



Key Figures

10.5

Million visas issued for Hajj and Umrah performers through the KSA VISA platform in 2025 AD.

60

Seconds for Electronic Visa Issuance.

65

Countries Engaged in Visa Digitalization.

Impact of the Platform on Serving Pilgrims

- Enabling fast and automated electronic issuance of Hajj and Umrah visas through integration with digital platforms such as Nusuk as part of the visa issuance journey and related services.
- Facilitating the arrival of Pilgrims from around the world through unified and simplified procedures.

KSA VISA تأشيرة السعودية

Website link

Nusuk Application

A comprehensive digital Application designed to meet all the needs of Hajj and Umrah Performers by providing integrated services that facilitate their journey from planning through performing Nusuk, ensuring a smoother experience and saving valuable time for Pilgrims.

Nusuk in Numbers

Number of Nusuk Application Users in **2023 AD**

15 million

Number of Application Users in **2024 AD**

30 million

Number of Nusuk Application Users in **2025 AD**

+40 million

Increase in Platform Users Compared to **Last Year**

70%

Total Number of Countries Benefiting from **the App**

+190

Countries

Percentage of Nusuk Users from **Outside the Kingdom**

60%

of Total Beneficiaries

Nusuk Services 2025 AD

136

Services

2 Minutes

Time Required to Book a Complete Umrah journey

Nusuk Application

Nusuk App Statistics

Beneficiaries of Instant Translation

150 Thousand

Beneficiaries of Emerging Technologies

+500 Thousand

Beneficiaries of Nusuk Code

200 Thousand

Beneficiaries of Smart Maps

150 Thousand

Major Newly Introduced Services on the Nusuk Application in 2025 AD

Nusuk Offline App

The Ministry of Hajj and Umrah enabled the use of the “Nusuk” app with all its services without consuming internet data, in cooperation with telecommunications companies (STC, Mobily, and Zain). This allows users within the Kingdom to benefit from all app services, such as permit issuance, bookings, transportation, and artificial intelligence services, without the need for an internet connection or data package.

Nusuk Umrah Service for Umrah Performers from Outside the Kingdom

The Ministry of Hajj and Umrah launched the “Nusuk Umrah” service, enabling Umrah Performers from outside the Kingdom to apply directly for an Umrah visa and book all journey services electronically through a unified platform without the need for an intermediary. The service also provides the option to select integrated packages or customize services, including visa issuance, accommodation, transportation, and tours through an interface that supports multiple languages and integrates with government entities.

Leading Initiatives

Makkah Route Initiative

طريق مكة
Makkah Route

Your Path is Safe to the Holy Lands

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

It is one of the Ministry of Interior's initiatives within the Pilgrim Experience Program The initiative was launched in 1438 AH (2017 AD). It aims to provide high-quality services to pilgrims by completing their processing procedures in their home countries. This includes the electronic issuance of visas, the collection of biometrics, the sorting and tagging of luggage, and the completion of passport control procedures at the airport in their country of origin.Upon their arrival in the Kingdom, their entry is facilitated through King Abdulaziz International Airport in Jeddah and Prince Mohammad Bin Abdulaziz International Airport in Madinah via dedicated terminals, bypassing standard procedures. They are transported directly to their accommodations on dedicated buses without having to wait for their luggage, which is delivered to their lodgings without delay.

	Number of Initiative Beneficiaries	Number of Beneficiary Countries
2017 AD	1,692 Hajj Performers	One country
2018 AD	103,057 Hajj Performers	Two countries
2019 AD	171,919 Hajj Performers	5 Countries
2020 AD	(0) COVID-19 Pandemic	(0) COVID-19 Pandemic
2021 AD	(0) COVID-19 Pandemic	(0) COVID-19 Pandemic
2022 AD	98,816 Hajj Performers	5 Countries
2023 AD	242,272 Hajj Performers	7 Countries
2024 AD	322,901 Hajj Performers	7 Countries
2025 AD	314,337 Hajj Performers	8 Countries

Total Number of Beneficiaries of the Makkah Route Initiative Since Its Launch

1,254,994 Hajj Performers

Key Figures in 2025 AD

12 Temporary Centers

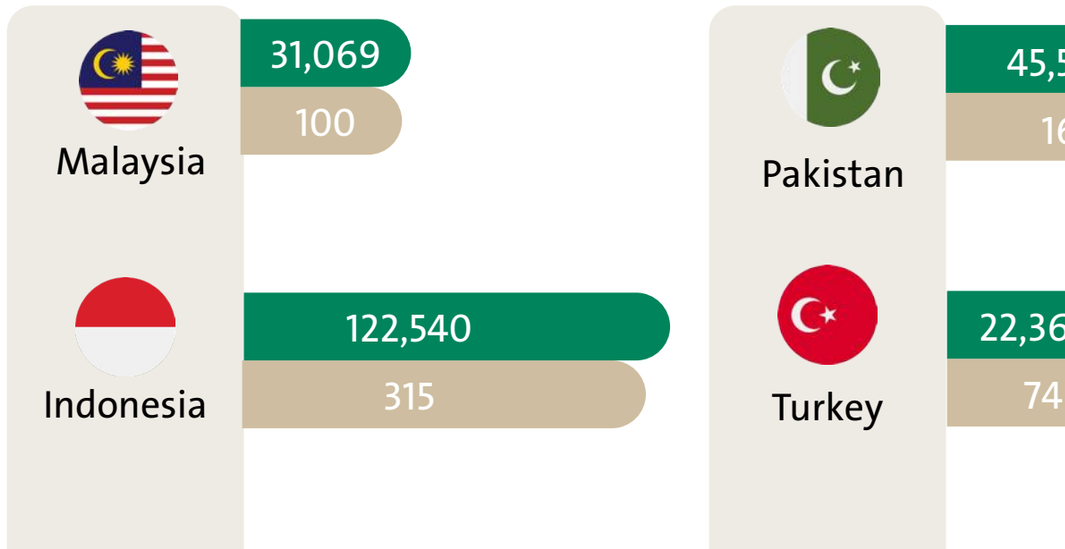
Serving the Makkah Route Initiative at International and Domestic Airports

899 Flights

Supported the Success of the Initiative

99.39%

Satisfaction Rate of Hajj Performers Benefiting from the Initiative



وزارة النقل والخدمات اللوجستية
Ministry of Transport and Logistic Services

Hajj Without Luggage Initiative

So the Soul May Devote Itself to Worship

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

To reduce time and effort, the initiative facilitated the Hajj journey through centralized luggage transportation, allowing Hajj Performers to travel without carrying their luggage, which is delivered directly to their accommodation in Makkah and Madinah. This reflects the commitment to providing the best services to Pilgrims in line with the objectives of Saudi Vision 2030.

With each new year, the umbrella of the initiative expands to embrace more Pilgrims

1444 AH – 2023 AD

680,000

Hajj Performers

1445 AH – 2024 AD

722,000

Hajj Performers

1446 AH – 2025 AD

1,002,132

Hajj Performers

Arrival procedures processing time decreased

From 120 minutes to 15 minutes per Hajj Performers.

Achieved Impact

- Reducing congestion at airports and transportation facilities.
- Facilitating travel and mobility procedures.
- Improving traffic flow during the Hajj season.
- Raising Hajj Performers' satisfaction with the services provided.

Advance Readiness for Foreign Hajj Performers

Readiness Ahead of Arrival

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Through enhancing the readiness of foreign Hajj Performers before their arrival to perform Hajj, in cooperation with Hajj Performers Affairs Offices in the targeted countries, including guidance on performing rites correctly and strengthening organizational and procedural readiness, thereby contributing to improving Hajj Performers' experience and facilitating their on-ground management during the Hajj season.

Expected Impact

- Enhancing the efficiency of services provided by Hajj Performers Affairs Offices in Organizing Hajj Performers' affairs.
- Providing a clear, comprehensive, and accurate overview of the performance of Hajj Performers Affairs Offices.

Prepare Pilgrims for Hajj Healthily Prior to Arrival Initiative

300 Internationally Accredited Medical Centers

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to enhance the Pilgrim experience through an integrated electronic system linking accredited medical centers around the world to ensure the implementation of health requirements for Pilgrims arriving from outside the Kingdom for Hajj in their home countries before arriving in the Kingdom.

Achieved Impact

- Implementing health requirements for arriving Pilgrims.
- Facilitating visa issuance and Pilgrims' entry procedures.
- Eliminating the need to verify pilgrims' vaccination certificates at entry points.

Digital Awareness Solutions for Pilgrims Initiative

The First Call of Longing... and a Light of Understanding and Insight

Strategic Objective: Facilitating Hosting More Umrah Performers and Ensuring Easy Access to the Two Holy Mosques.

The initiative launched a digital awareness system aimed at enabling Pilgrims to access guidance and informational content during the planning stage.

Through Two Tracks

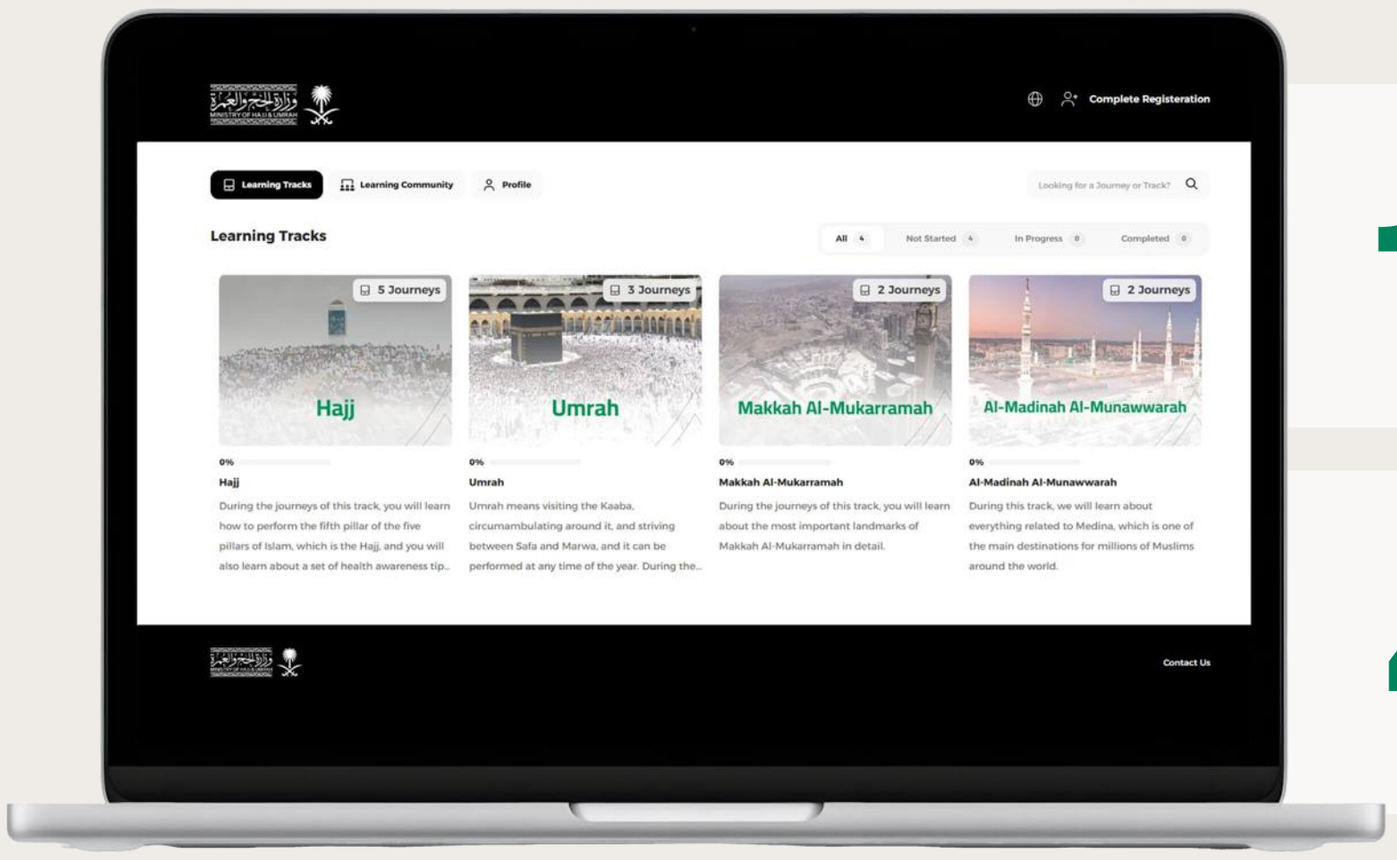
- Developing the Official Website of the Ministry of Hajj and Umrah

  To Serve as the Primary and Most Comprehensive Information Reference

- Establishing the Specialized Educational Awareness Platform

Awareness Platform

A digital educational platform aimed at educating visitors and Umrah Performers about their journey to Makkah and Madinah through interactive guidance content that helps them understand Hajj and Umrah rites and perform the rites correctly.



12 Knowledge Journeys

4 Awareness Tracks: Hajj – Umrah – Makkah – Madinah

Impact of the Platform on Serving Pilgrims

- Raising awareness among Hajj and Umrah Performers on how to correctly perform the rites.
- Providing simplified guidance that addresses the needs of different segments.

Platform Link

Development and Operation of an Integrated Visitor Care Organization for the Entire Umrah Journey Initiative

Care That Begins Before the Journey and Accompanies It

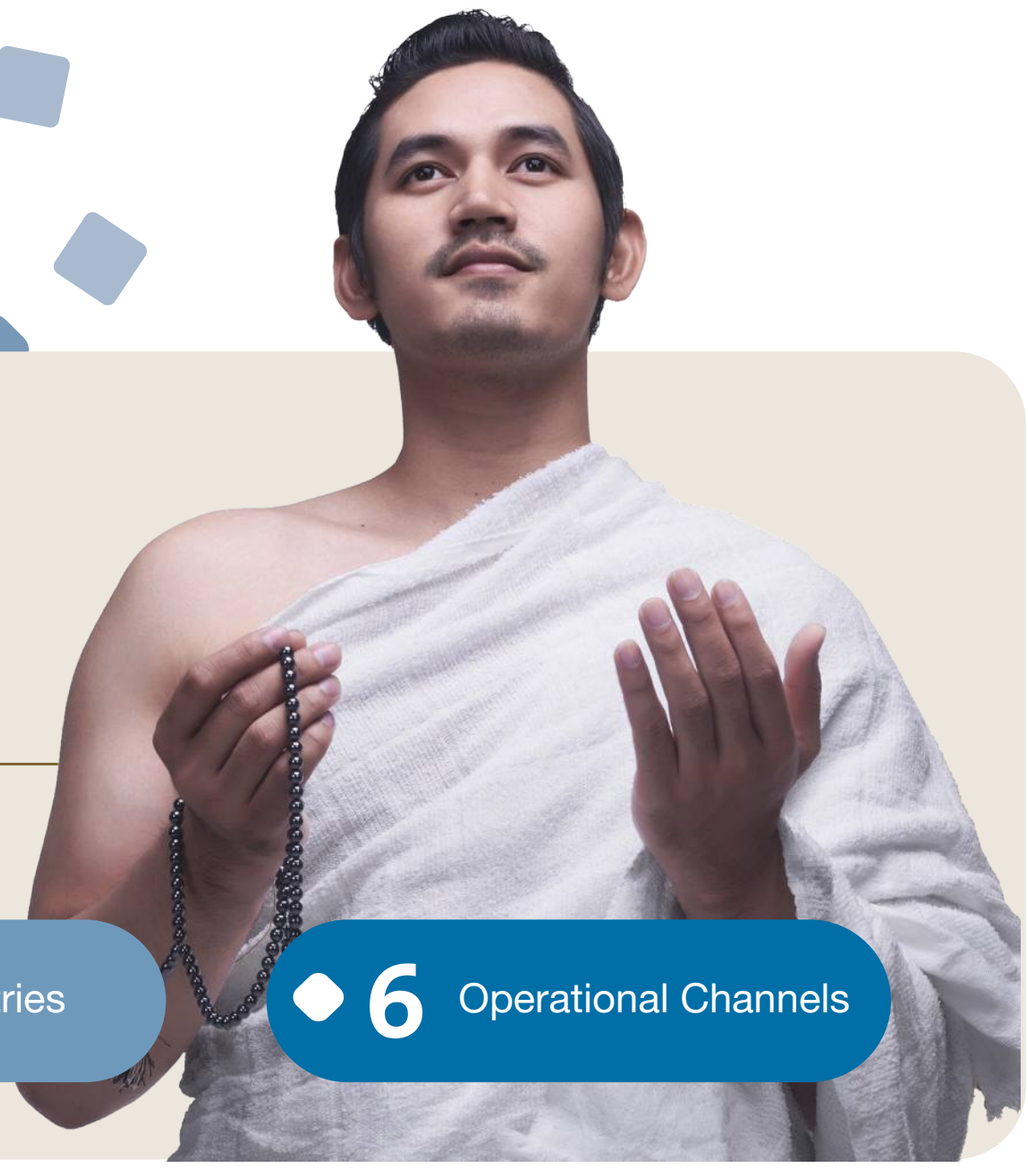
Strategic Objective: Facilitating Hosting More Umrah Performers and Ensuring Easy Access to the Two Holy Mosques.

The initiative aims to develop and implement a comprehensive care strategy for Umrah Performers among the pilgrims through the development of the (**Visitor Care Center**) and its transformation into an integrated platform.

Ensuring

Handling all suggestions, complaints, inquiries, and emergency cases

Across



- **6** Global Languages
- **6** Target Countries
- **6** Operational Channels

- Chinese
- German
- Arabic
- Russian
- French
- English

Developing an Electronic Library for Umrah Journey Content Initiative

Knowledge Enriching the Journey, Lasting Beyond It

Strategic Objective: Facilitating Hosting More Umrah Performers and Ensuring Easy Access to the Two Holy Mosques.

The efforts reflect the sanctity of the Two Holy Mosques in Makkah and Madinah through the production of a creative visual library documenting Umrah rites, alongside highlighting attractive Islamic and historical sites, in a manner that enhances the spiritual and cultural dimensions of the journey. These efforts also extend to supporting campaigns and social media platforms, and empowering companies operating in the Umrah sector, thereby contributing to strengthening the presence of Umrah services and expanding their impact.

3,787

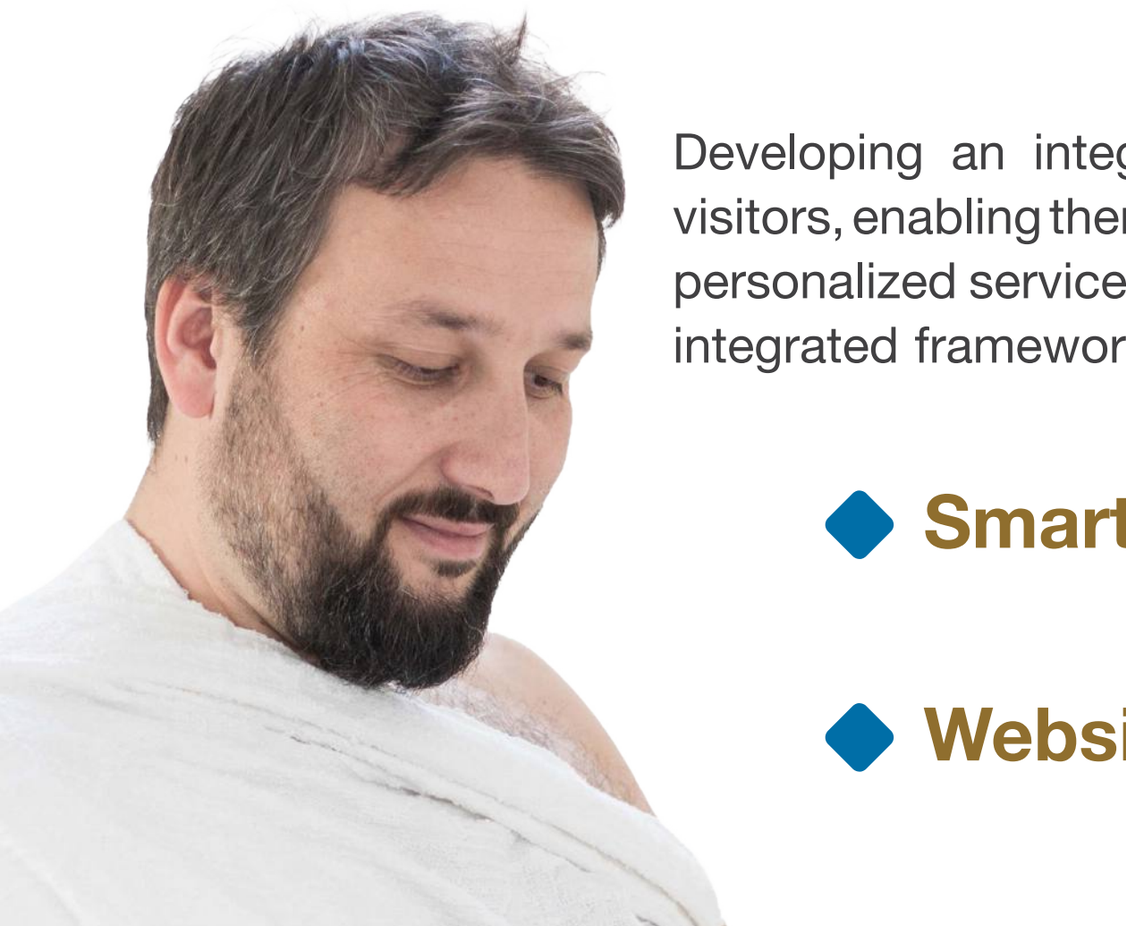
Timeless Images Forever Etched in the Heart

Library Link

Building the Digital System for Umrah Services Initiative

From the Holiest Places An Experience Unlike Any Other

Strategic Objective: Facilitating Hosting More Umrah Performers and Ensuring Easy Access to the Two Holy Mosques.



Developing an integrated digital system serving Umrah Performers and visitors, enabling them to easily access various services and content, including personalized services provided by government and private entities, within an integrated framework through

- **Smart Application**
- **Website**

Serving Umrah Performers and Visitors

Website Link

First Impression

From the Call to the Encounter

First Impression
A Welcome that Reflects Care

From the very first moment of arrival, this stage focuses on delivering a seamless and well-organized reception experience through facilitating entry procedures and enhancing the quality of services at entry points, leaving a first impression that reflects the Kingdom's readiness and its deep care for Pilgrims.

This encounter marks the beginning of a sense of comfort and lays the foundation for an integrated experience built on trust and attentive care.

The Transportation System
Where the Pilgrim's Comfort Begins

Throughout the Pilgrim Journey, distances are not measured by the roads traveled, but by the experiences thoughtfully crafted along the way. Here, the Kingdom's transportation system emerges as an integrated network in which modes of transport harmoniously converge and efforts seamlessly unite to create a journey defined by ease and attentive care.

The transportation system represents an integrated network of means, services, and infrastructure working harmoniously to connect the various stages of the pilgrim's journey, from arrival points to the Two Holy Mosques, the holy sites, and other historical landmarks. This system encompasses air, rail, and land transportation, supported by advanced operational and technological systems that ensure smooth flow and ease of movement. At the heart of this system, efforts are brought together to shorten distances and facilitate travel, enabling pilgrims to undertake their journey with peace of mind and ease, reflecting the Kingdom's care and commitment to enhancing every aspect of the pilgrims' journey.

Transportation plays a pivotal role in the Pilgrim Journey experience, and transportation services witnessed a significant improvement in beneficiary satisfaction levels, rising from 79% in 2022 AD to 93% in 2025 AD.

King Abdulaziz International Airport recorded a historic milestone, reaching 53.4 million passengers during 2025 AD, leading the Kingdom's aviation traffic history and joining the ranks of the world's mega airports.

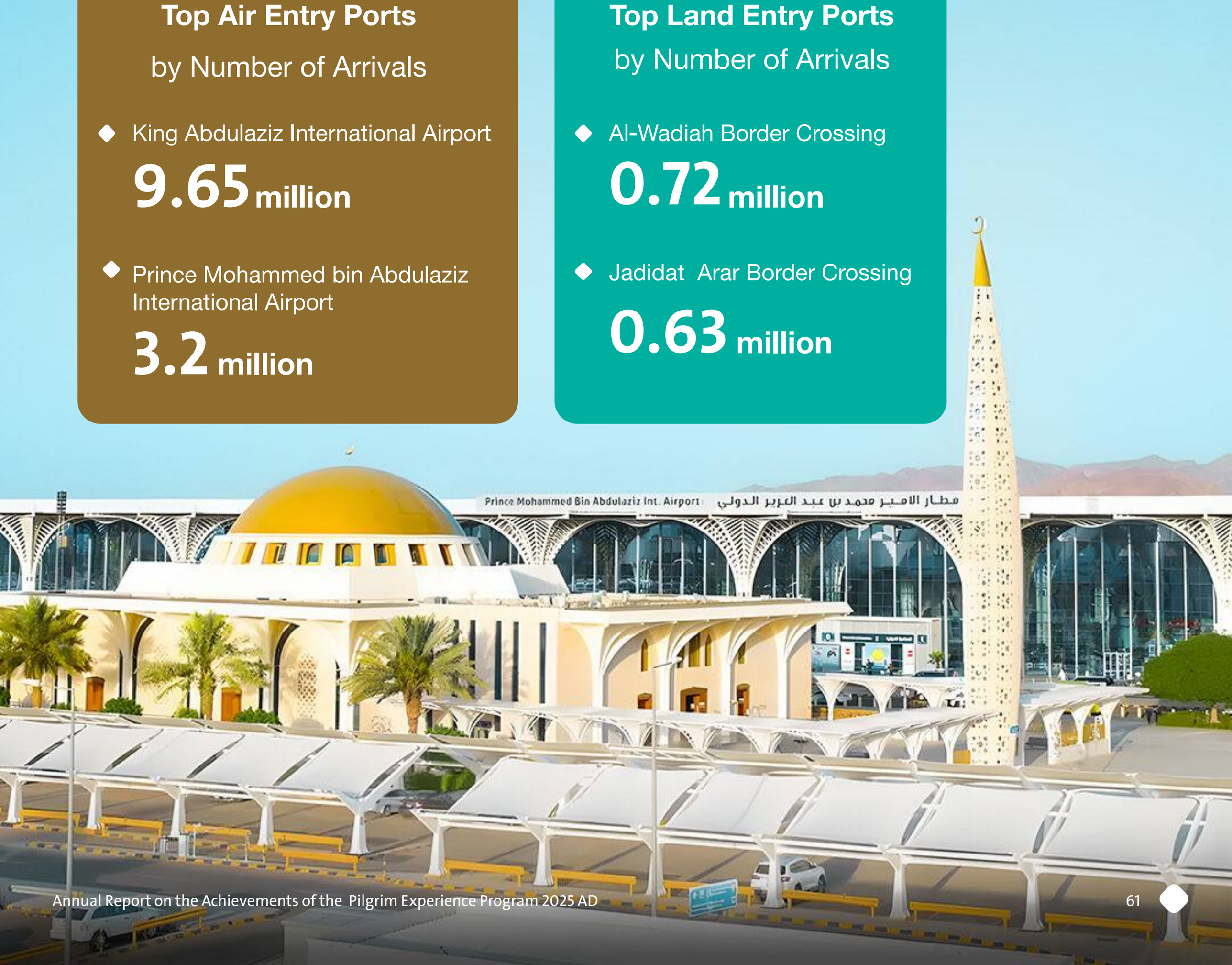
Overview of Entry Ports Used by International Umrah Performers

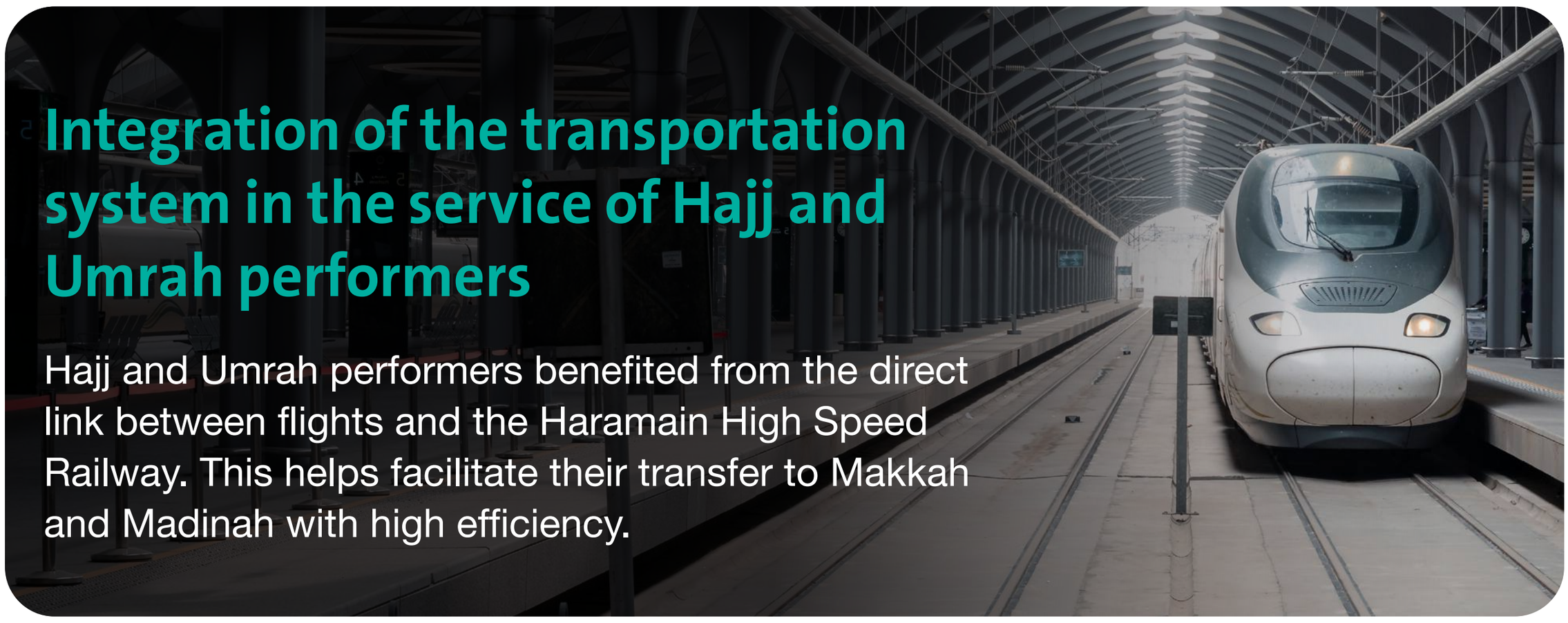
Top Air Entry Ports
by Number of Arrivals

- King Abdulaziz International Airport
  9.65 million
- Prince Mohammed bin Abdulaziz International Airport
  3.2 million

Top Land Entry Ports
by Number of Arrivals

- Al-Wadiah Border Crossing
  0.72 million
- Jadidat Arar Border Crossing
  0.63 million





Integration of the transportation system in the service of Hajj and Umrah performers

Hajj and Umrah performers benefited from the direct link between flights and the Haramain High Speed Railway. This helps facilitate their transfer to Makkah and Madinah with high efficiency.

Aviation System

At the outset of the Pilgrim Journey, the aviation system serves as the first gateway welcoming arrivals to the Land of the Two Holy Mosques, carrying within its operations the earliest manifestations of care, readiness, and seamless facilitation.

Key Figures of the Aviation System

+10% growth

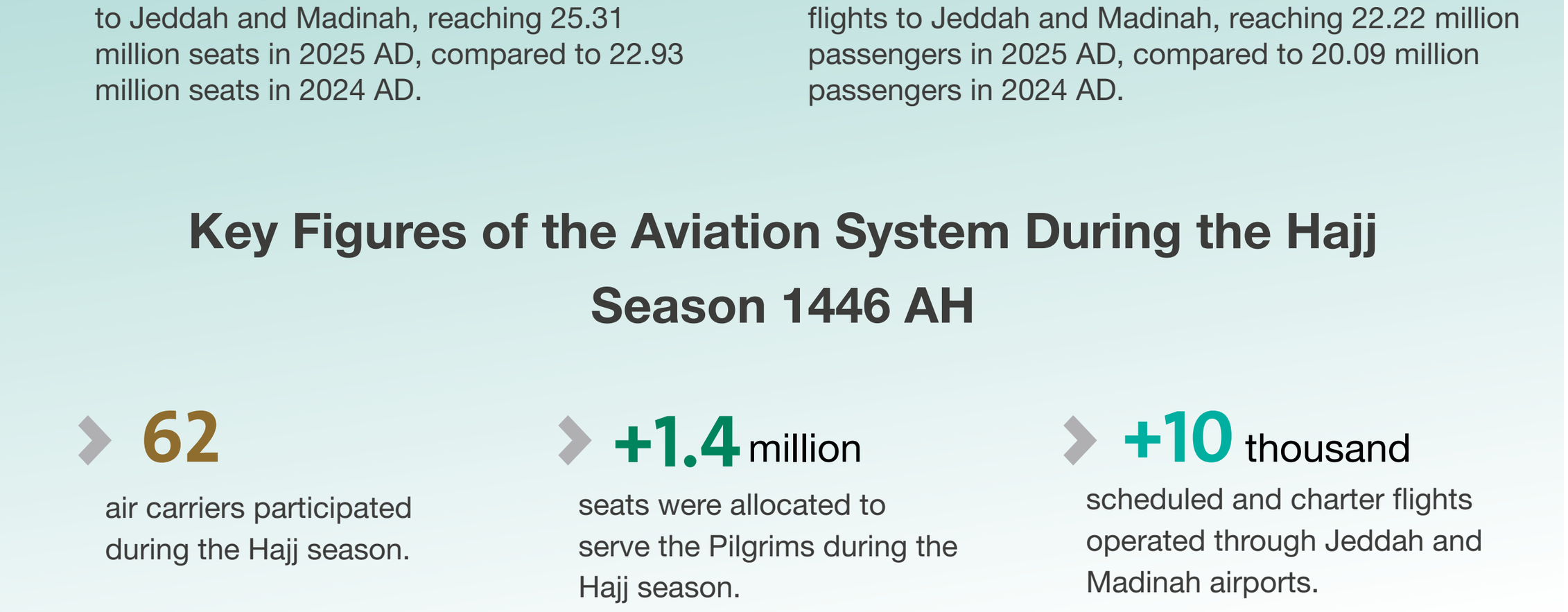
in the seating capacity of international flights to Jeddah and Madinah, reaching 25.31 million seats in 2025 AD, compared to 22.93 million seats in 2024 AD.

+11% growth

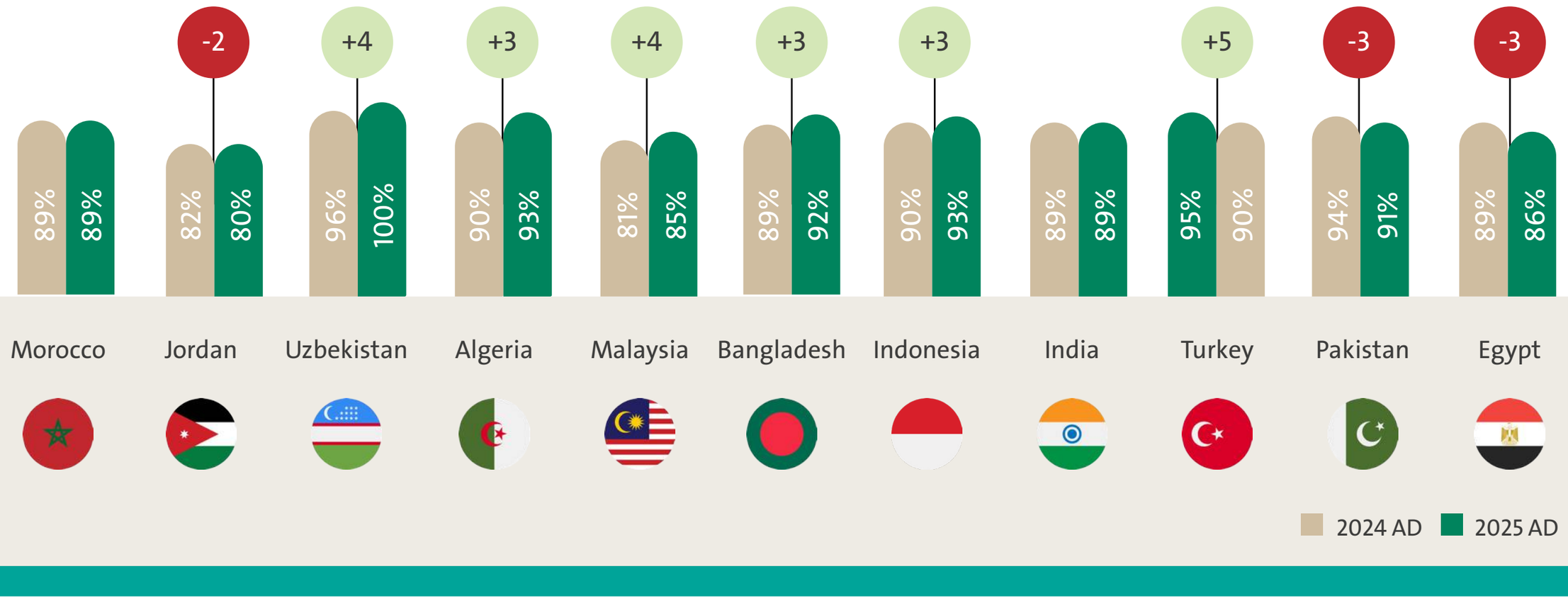
in the total number of passengers on international flights to Jeddah and Madinah, reaching 22.22 million passengers in 2025 AD, compared to 20.09 million passengers in 2024 AD.

Key Figures of the Aviation System During the Hajj Season 1446 AH

- **62** air carriers participated during the Hajj season.
- **+1.4** million seats were allocated to serve the Pilgrims during the Hajj season.
- **+10** thousand scheduled and charter flights operated through Jeddah and Madinah airports.



International flight occupancy rates to Jeddah and Madinah recorded their highest levels among the top countries arriving for Umrah.



Facilitating Security Procedures at Airports Initiative

Smart verification for a smoother and safer journey

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to enhance airport services by upgrading security procedures through the use of cutting-edge technology. This facilitates the verification process for arrivals to the Kingdomspecifically the capture of biometric data for passport clearanceand elevates security and health standards for visitors, Hajj Performers, and Umrah performers.

200 Field Devices

Ready for operation to serve Pilgrims in accordance with the Passport Department's security regulations.

300 Mobile Kits

Integrated solutions designed to serve Pilgrims and equipped with verification systems to facilitate procedures for elderly Pilgrims and persons with disabilities with ease and efficiency.

500 Advanced Mobile Devices

Fully secured and operational to serve Pilgrims in accordance with the Passport Department's security regulations.

Prince Mohammed bin Abdulaziz International Airport Development and Enhancement Project

A Modern and Integrated Airport Environment for a Comfortable and Seamless Spiritual Journey

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Continuous efforts dedicated to Travelers' comfort, reflected in

20 Restroom Facilities

Fully rehabilitated in accordance with the highest standards of cleanliness and quality.

12 Display Screens

Flight information displays and advanced directional signage to facilitate smooth movement.

Main Prayer Hall

Comprehensive renovation and preparation befitting the spirituality of the place and the tranquility of worshippers.

Achieved Impact

Increasing the satisfaction levels of Pilgrims from the moment of arrival until departure.

Enhancing services and improving the quality of facilities experienced by Travelers.

Initiative for Re-engineering Procedures, Modernizing Air Transport Systems and Studying the Development of a Joint Management System for Entry Points Related to Pilgrims

You Arrived Most Welcome,and Settled with Ease From Entry Points to Final Arrival

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to comprehensively redesign the pilgrim experience at arrival and departure points by identifying all mandatory process steps and eliminating, postponing, integrating, or delegating selected procedures to other entities, such as airlines or the country of departure. It also seeks to improve port operations through effective coordination among the various entities operating at entry points by developing a joint management model that ensures the delivery of services in accordance with the required standards at King Abdulaziz International Airport in Jeddah and Prince Mohammed bin Abdulaziz International Airport in Madinah.

Approved Air Entry Points

Prince Mohammed bin Abdulaziz International Airport

Madinah

King Abdulaziz International Airport

Jeddah

Achieved Impact

- Raising Operational Performance at Entry Points.
- Enhancing the Pilgrim Experience.

Digital System Development Initiative for Managing and Monitoring the Movement of Pilgrims Across Airport Touchpoints

Digital Systems for Seamless Mobility

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

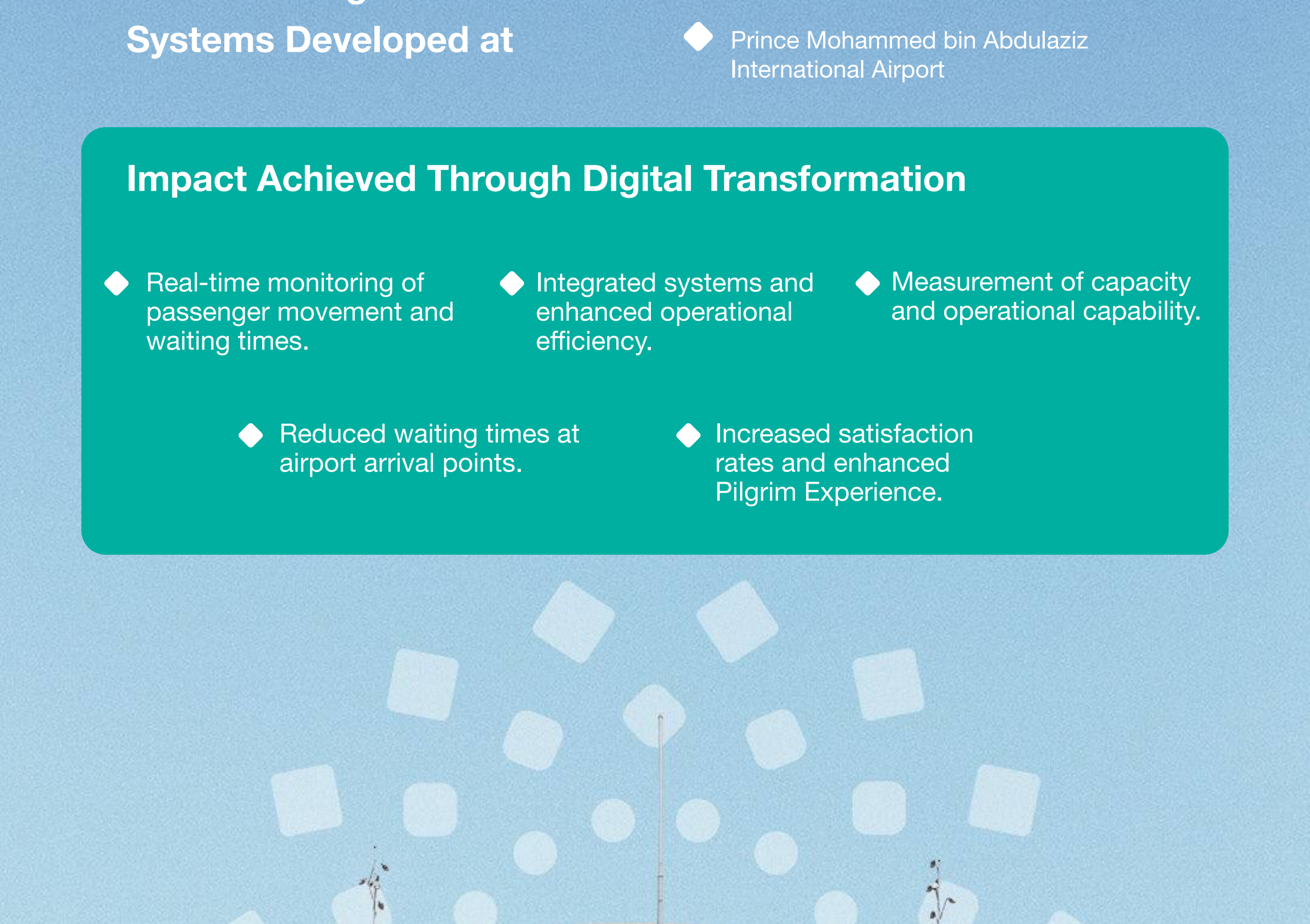
The initiative aims to employ advanced technologies and systems that enable real-time monitoring of passenger movement and waiting times through performance dashboards, heat maps, and predictive movement analytics across various airport zones.

Advanced Digital Systems Developed at

- King Abdulaziz International Airport
- Prince Mohammed bin Abdulaziz International Airport

Impact Achieved Through Digital Transformation

- Real-time monitoring of passenger movement and waiting times.
- Integrated systems and enhanced operational efficiency.
- Measurement of capacity and operational capability.
- Reduced waiting times at airport arrival points.
- Increased satisfaction rates and enhanced Pilgrim Experience.



Haramain High Speed Railway

قطار الحرمين السريع
HARAMAIN HIGH SPEED RAILWAY

The Haramain High Speed Railway connects Makkah, Madinah, and Jeddah in record time. This project represents a transformative leap in facilitating transportation with the highest standards of safety and comfort, having been designed to serve hundreds of thousands of Hajj and Umrah performers.

Timeline of Passenger Numbers

2018 AD
143,000

2019 AD
705,000

2020 AD
200,000

2021 AD
1,000,000

2022 AD
3,700,000

2023 AD
7,000,000

2024 AD
9,000,000

2025 AD
9,600,000

Main Stations of the Haramain High Speed Railway

5

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

2,500
Employees

13
Railcars per Train

35
Trains

34 thousands
Trips

Functions

- Station Operations and Maintenance
- Train Maintenance
- Customer Service
- Control center Operation

Capacity

› **417** Passengers

Single-train carrying capacity for transporting passengers across five stations

Infrastructure

› **450** km

Length of the railway line connecting Makkah and Madinah

Speed

› **300** km/h

Train operating speed

Haramain High Speed Railway

Remarkable speed, seamless organization, and welcoming smiles wherever you go. Here, the Umrah journey unfolds exactly as you have always envisioned it.

Watch the Story

Al Mashaaer Al Mugaddassah Metro Line Project

Al Mashaaer Al Mugaddassah Metro Line is considered a pioneering achievement within the transportation system of the Holy Sites that operates for 7 days per year, forming part of a comprehensive plan aimed at facilitating Hajj Performers' movement between the Holy Sites, reducing congestion, and enhancing the mobility experience with high efficiency and comfort.

12
Carriages per Train

17
Shuttle Electric Trains

72,000
Passengers
Hourly Capacity

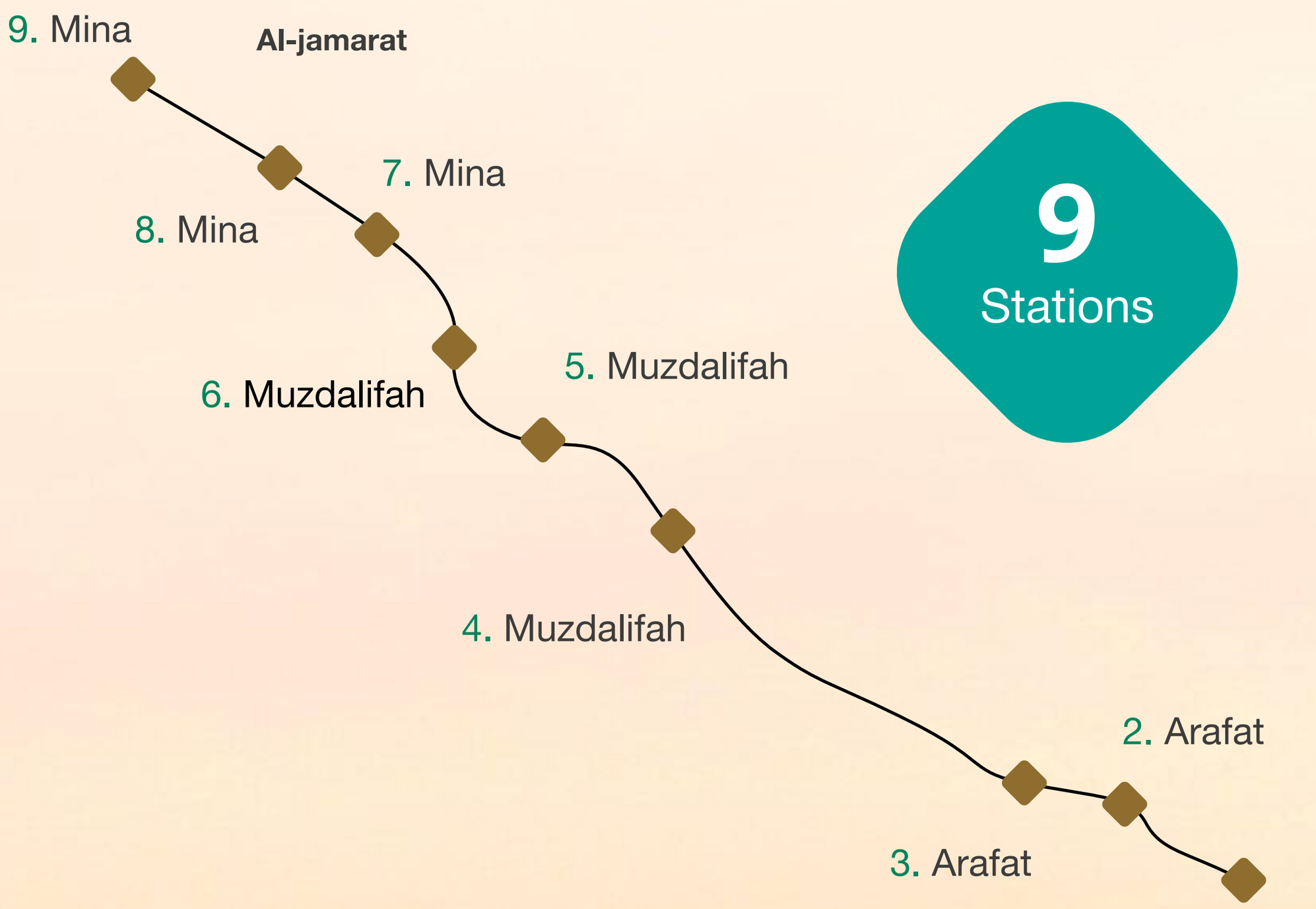
80 km/h
Train Speed

09
Stations
(Mina – Muzdalifah – Arafat)

3,000
Passengers
Capacity per Train

18 km
Railway Length

Al Mashaaer Al-Mugaddassah
Metro Line Route



9
Stations

Number of Beneficiaries

in 2025 AD

1,870,000

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

Makkah Buses Project

حافلات مكة
Makkah Bus

The Makkah Buses Project represents one of the Kingdom's most prominent modern initiatives launched to enhance the public transport system within the Holy Sites. The project aims to facilitate the movement of Hajj and Umrah Performers across Makkah and the Holy Sites while providing a comfortable and safe transportation experience.

400
Buses

431
Stations

12
Routes

Makkah Buses Through the Years

	Number of Trips	Number of Beneficiaries
2022 AD	580,263	25,537,178
2023 AD	1,321,157	87,049,720
2024 AD	1,204,462	59,924,460
*2025 AD	1,097,120	15,375,530

*(Decline in numbers due to the implementation of bus boarding fees)

Impact Achieved by the Project

- Reducing traffic congestion.
- Reducing travel time for residents and visitors (Hajj and Umrah performers).
- Enhancing the quality of transport services provided to Pilgrims.
- Creating new employment opportunities.

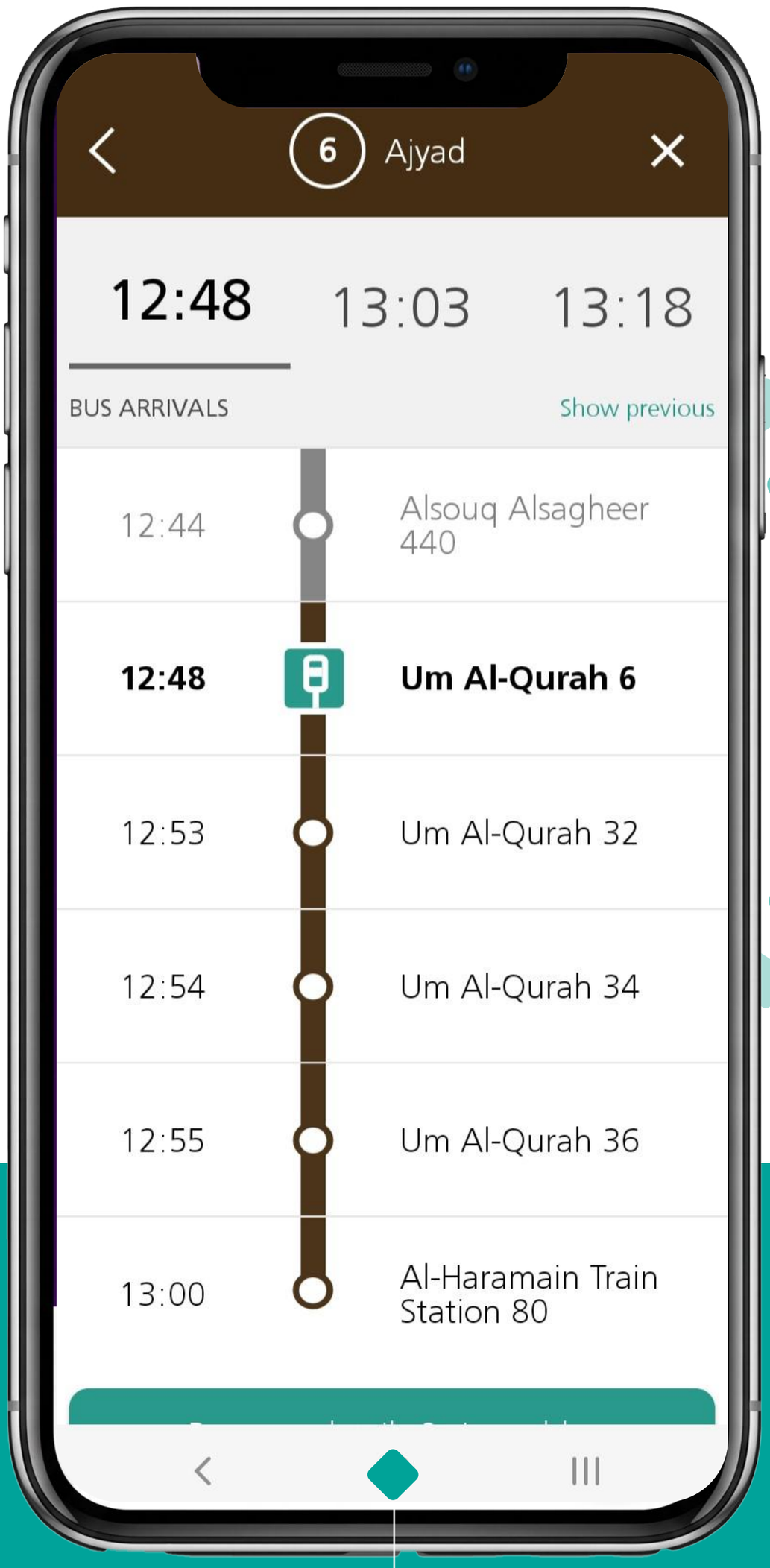
Makkah Bus Application

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

حافلات مكة
Makkah Bus

Part of the Public Transport Strategy in Makkah City, launched by the Royal Commission for Makkah City and Holy Sites.

The Makkah Bus Project provides Makkah City with a world-class, safe, and reliable transportation system that serves residents and visitors to the Holy Mosque.



Download app

Impact of the Application on Serving Pilgrims

- Reducing traffic congestion and reliance on private vehicles.
- Improving access to the Grand Mosque and key destinations.
- Facilitating the mobility of Hajj and Umrah performers within Makkah.
- Providing safe, organized, and highly efficient transportation.
- Supporting crowd management during Hajj and Umrah seasons.

Madinah Buses Project

هيئة تطوير منطقة المدينة المنورة
Al Madinah Region Development Authority

Madinah Bus Project is one of the key modern projects that targets residents and visitors of Madinah, including Pilgrims, aiming to enhance the quality of services provided, meet growing demand, and deliver a comfortable and safe mobility experience.

During 2025 AD

+1.63
Million Passengers

Stations
455
Fully Equipped Stations

Fleet
177
Modern Buses

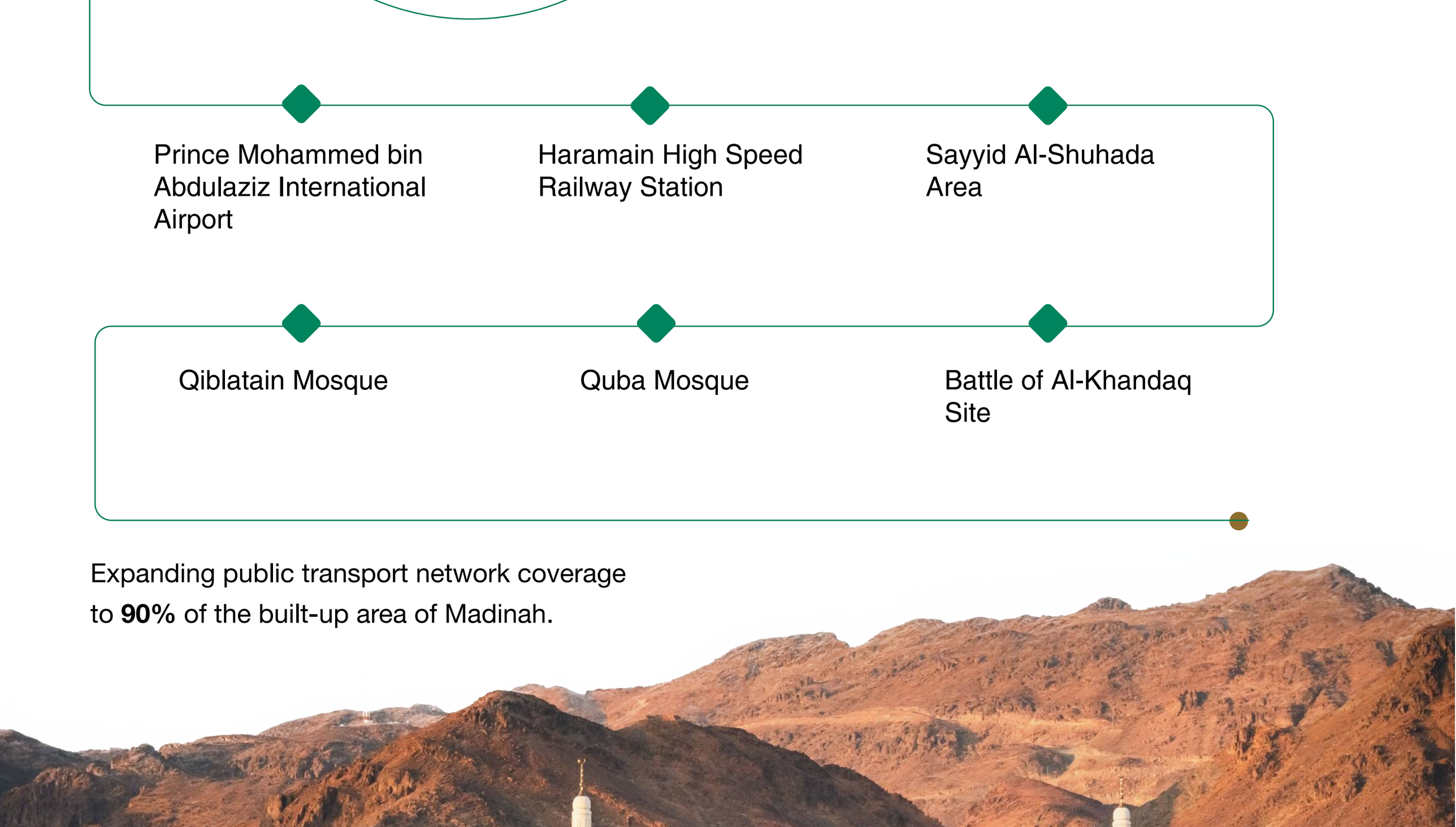
Operating Period
12
Months

Routes
15
Vital Routes

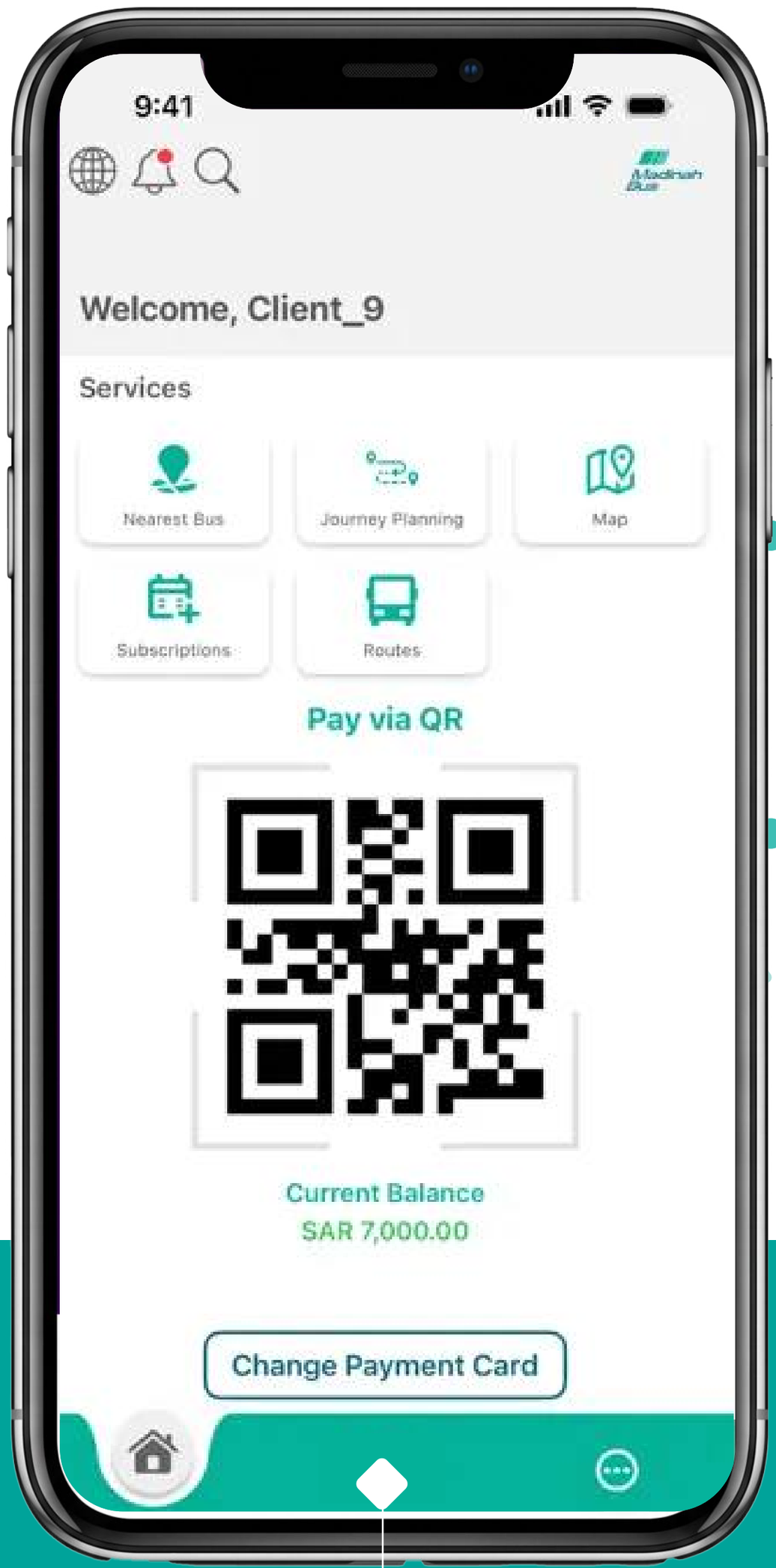
Key Destinations on the Shuttle Transport Network

- Prince Mohammed bin Abdulaziz International Airport
- Haramain High Speed Railway Station
- Sayyid Al-Shuhada Area
- Qiblatain Mosque
- Quba Mosque
- Battle of Al-Khandaq Site

Expanding public transport network coverage to **90%** of the built-up area of Madinah.



Madinah Bus Application



Download app

The application enables users to

- Access trip schedules.
- View station locations and routes.
- Track buses in real time.
- Monitor service and operational performance.
- Book and purchase tickets electronically.

Infrastructure-Elevating Initiatives
For a more comfortable and smooth Journey for Pilgrims

وزارة النقل والخدمات اللوجستية
Ministry of Transport and Logistic Services

Initiative to Complete the Road Separating Truck Traffic from the Main Highway Used by Pilgrims Traveling from Jeddah to Makkah

Seamless Roads Connecting Jeddah to Makkah

Strategic Objective: Facilitating Hosting More Umrah Performers and Ensuring Easy Access to the Two Holy Mosques.

The initiative aims to complete the construction of the final phase of the highway connecting the Hada–Al Jumum Road with Jeddah's Second Southern Ring Road, contributing to easing traffic congestion caused by truck movement, enhancing the smooth flow of transportation between Jeddah and Makkah, and improving the efficiency of transport infrastructure to serve Pilgrims.

20 km
route length

connecting
Hada–Al Jumum Road with Jeddah's Second Ring Road.

Enhances
the safety of Pilgrims along the route.

Opens
a new gateway linking Jeddah Islamic Port with Makkah.

Facilitates
the transportation of cargo trucks from the port and southern Jeddah to Makkah and Hada–Al Jumum.

Reduces
truck movement and traffic on the Makkah–Jeddah Expressway, Al Khair Bridge (Mina), and Al Haramain Road.

Increases
the capacity to transport larger numbers of Hajj and Umrah Performers.

وزارة النقل والخدمات اللوجستية
Ministry of Transport and Logistic Services

Initiative to Completing a Pathway towards Makkah That enhances the smooth arrival from Taif, Riyadh, and the Eastern Region

A Route to Makkah That Enhances Accessibility from Taif, Riyadh, and the Eastern Region

Strategic Objective: Facilitating Hosting More Umrah Performers and Ensuring Easy Access to the Two Holy Mosques.

4 km
route length

03
lanes

Connecting Al-Sail Al-Kabeer Road with Taif, Riyadh, Makkah, the Eastern Region of the Kingdom, and Jeddah

Impact Achieved

- Improved logistical traffic flow between the Eastern Region of the Kingdom, Taif, Riyadh, and Jeddah.
- Enhanced Travelers' safety by diverting truck movement to dedicated routes and reducing traffic accident rates.
- Facilitated hosting of larger numbers of Hajj and Umrah performers.

وزارة النقل والخدمات اللوجستية
Ministry of Transport and Logistic Services

Initiative to Complete the Direct Expressway Linking King Abdulaziz International Airport and Makkah

A Path That Brings the Destination Closer and Makes the Journey Easier

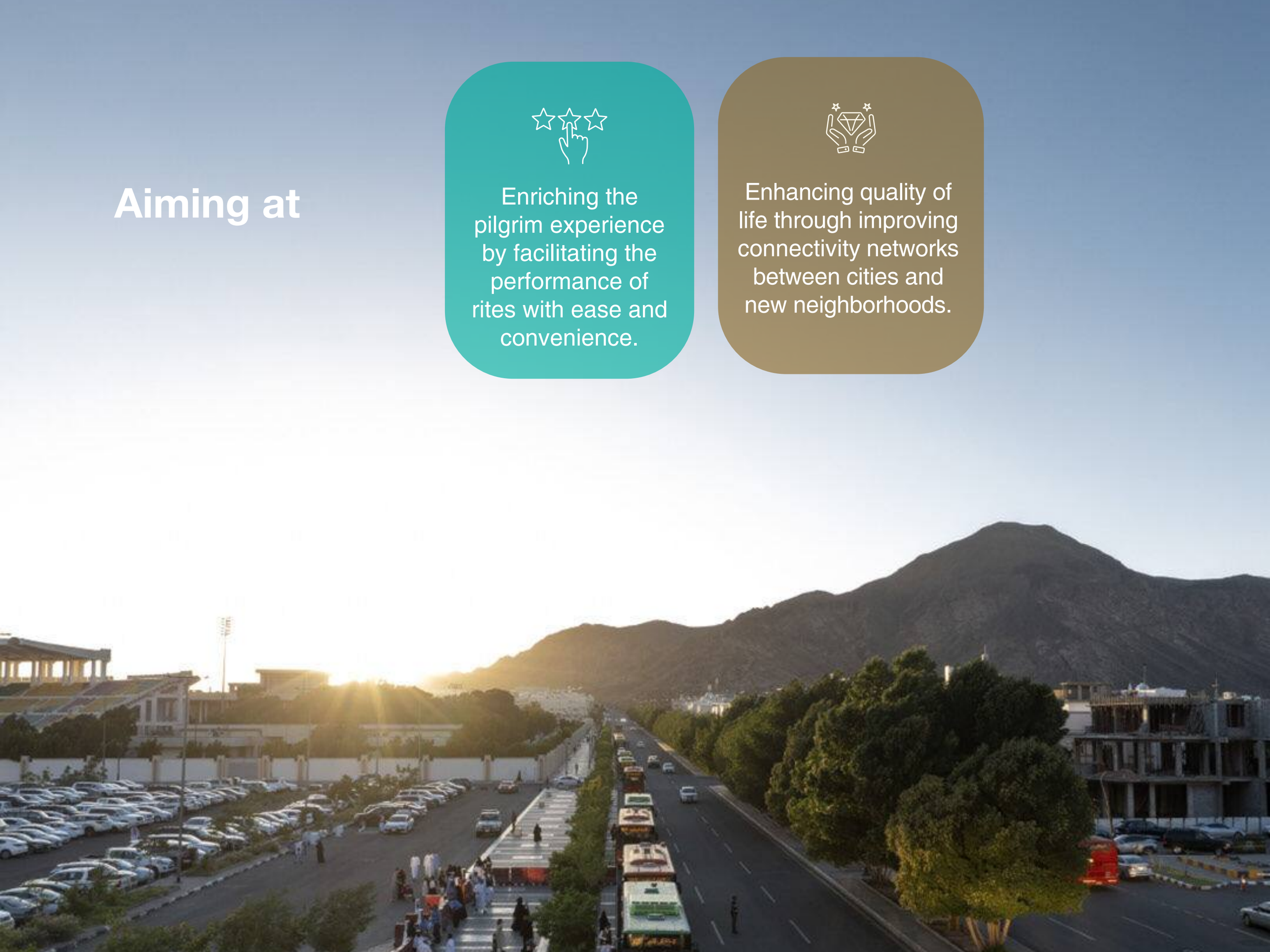
Strategic Objective: Facilitating Hosting More Umrah Performers and Ensuring Easy Access to the Two Holy Mosques.

35 minutes — average travel time

12 km — length of Jeddah - Makkah Expressway connected to Riyadh – Jeddah Highway

Aiming at

- Enriching the pilgrim experience by facilitating the performance of rites with ease and convenience.
- Enhancing quality of life through improving connectivity networks between cities and new neighborhoods.



Initiative to Implement the Infrastructure for Bus Corridors and Stations – Phase I of the Makkah Bus Network

Mobility Defined by Efficiency and Flow

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

188 Million **Passengers Since the Launch of the Initiative**

The initiative aims to provide technical and contractual supervision for the implementation of the first phase of the public bus transport project in Makkah City, including the development of infrastructure, as well as the procurement and operation of buses, to ensure quality execution, operational efficiency, and enhanced traffic flow between Makkah neighborhoods and the area surrounding the Grand Mosque.

13 Routes

49 Pedestrian Crossings

400 Buses

431 Bus Stops

4 Main Stations

8 Pedestrian Bridges

11 Smart Intersections

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

Transport Control Room Initiative

The Smart Eye of Makkah Real-Time Monitoring

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to equip and operate the transport control room at the General Transport Center of the Royal Commission for Makkah City and the Holy Sites to serve as a primary source of transport and mobility information and data to achieve highly efficient and safe transport for all users of the mobility network (vehicles, pedestrians, and stations).

Operational Efficiency

Ensuring a sustainable and seamless transportation experience for Pilgrims.

Integrated Efforts

Strategic coordination among all relevant entities to ensure service integration.

Network Reliability

Enhancing the efficiency of existing road utilization and improving the performance of the current transport network.

Data-Driven Decisions

Enabling strategic decision-making based on real-time field analysis.

Comprehensive 3D and 360-Degree Imaging Initiative for the Two Holy Mosques

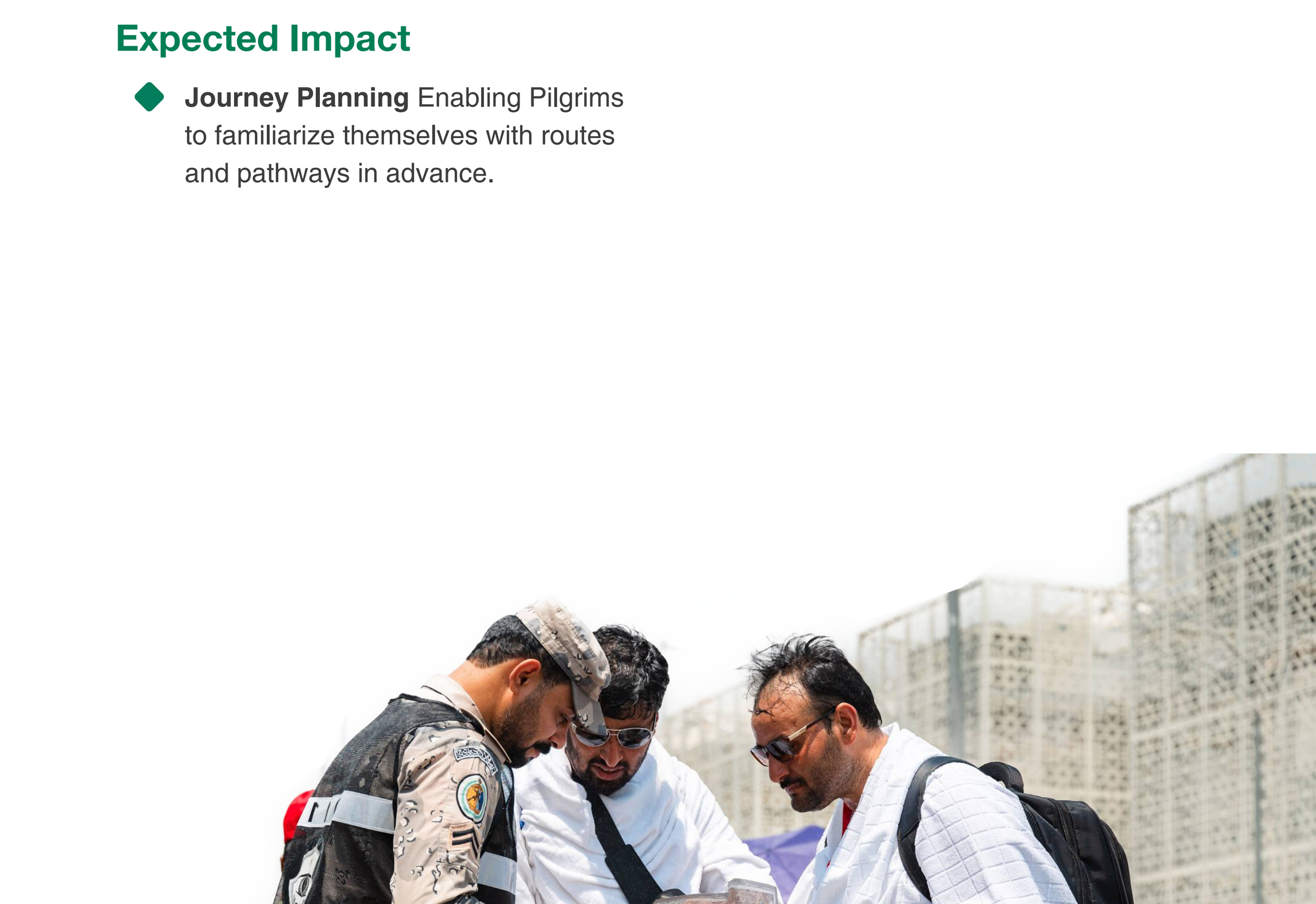
Interactive Spatial Guidance for Pilgrims

Strategic Objective: Facilitating Hosting More Umrah Performers and Ensuring Easy Access to the Two Holy Mosques.

The initiative aims to deliver a fully integrated interactive digital experience for the Two Holy Mosques through the development of 360-degree virtual tours and the production of three-dimensional models of the Grand Mosque and the Prophet's Mosque using the latest imaging technologies. The initiative also includes live broadcasting that reflects the details of the scenes within the Two Holy Mosques, enhancing the experience of viewers and bringing it closer to reality.

Expected Impact

- **Journey Planning** Enabling Pilgrims to familiarize themselves with routes and pathways in advance.



هيئة تطوير منطقة المدينة المنورة
Al Madinah Region Development Authority

Virtual Guide Initiative

Your Smart Companion in the Radiant City

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

A digital service **available on** ›

The initiative aims to develop an integrated Virtual Guide to support the experience of Pilgrims **by**:

Providing content in **12** key languages

Introducing **51** religious and historical landmarks

Offering religious guidance for visiting the Prophet's Mosque

in addition to guiding users to various destinations and services, **thereby enriching their experience and facilitating their mobility and exploration**

Impact of the Virtual Guide

- Providing comfort and privacy.
- Enhancing the visitor experience.
- Reducing financial costs.
- Saving time and effort.
- Increasing visitor satisfaction rates.

Pilgrim Voice Observatory Establishment, Development, and Operation Initiative

A Measurable and Evolving Experience

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to develop an integrated system for managing and analyzing the experience of Pilgrims through monitoring challenges, identifying opportunities for improvement, and continuously measuring pilgrim interaction touchpoints, thereby enhancing the quality of the experience throughout the year.

9
Channels
for monitoring and analyzing the Voice of the Pilgrim

10
Indicators
for measuring performance

The impact of the initiative is reflected in

Decision Support

Empowering decision-makers across the Hajj and Umrah Organization.

Statistical Methodology

Classifying data according to approved standards.

Experience Enhancement

Providing data insights for beneficiaries across the public and private sectors.

Governance of the Hajj and Umrah Sector for Research, Development, and Innovation Initiative

Governance Driving Innovation

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative is centered on developing a comprehensive governance strategy for the Hajj and Umrah sector, strengthening the research, development, and innovation system, enhancing service quality, and supporting the transition toward a digital economy, thereby contributing to improving sector efficiency and reinforcing its sustainability.

Impact of the Initiative

- Enhancing the quality of services provided to Pilgrims through research, studies, and innovation, which contribute to increasing Pilgrims' satisfaction throughout their journey.

Performing Nusuk

Spiritual Breezes in the Sacred Surroundings

Performing Nusuk

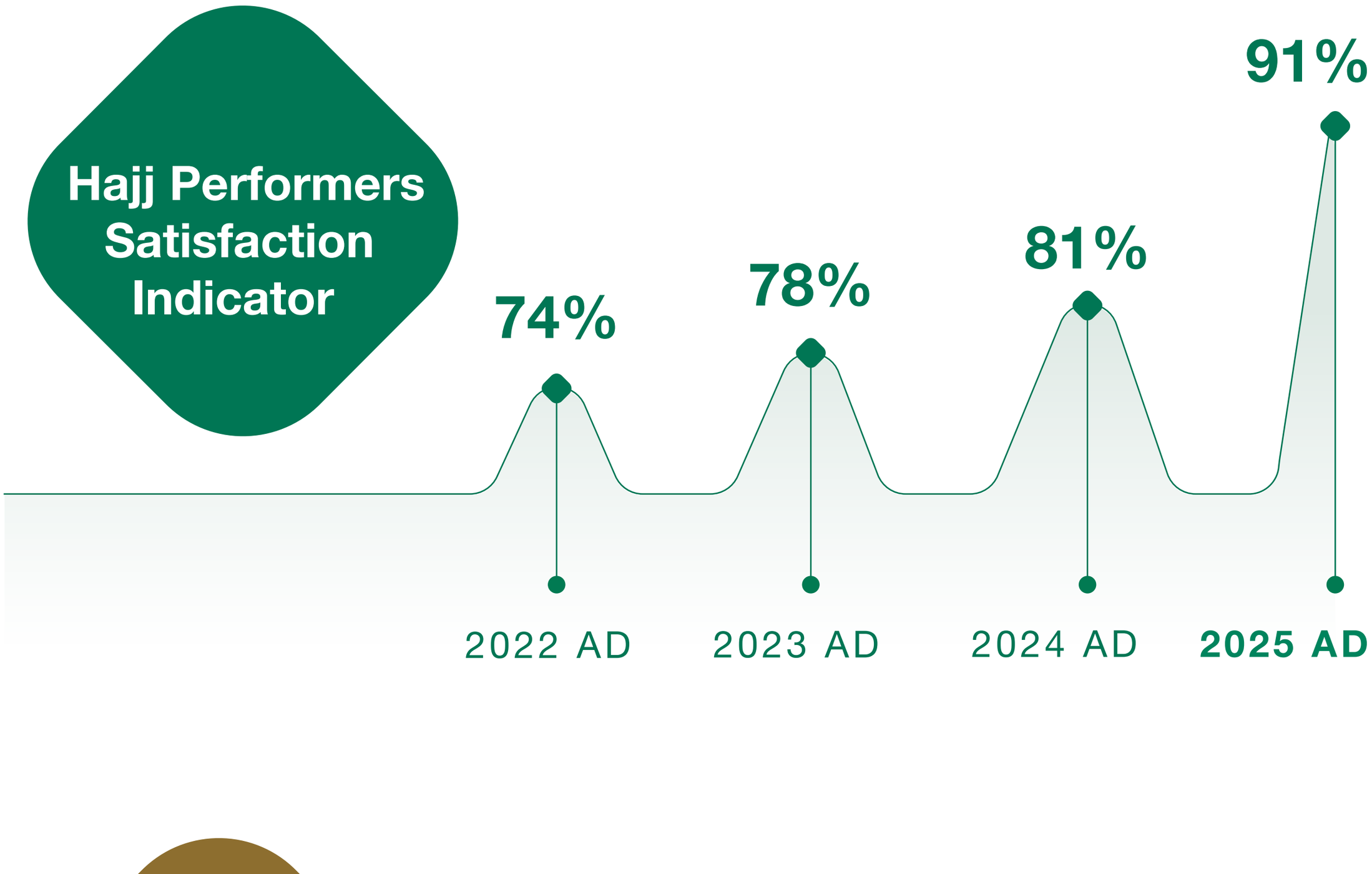
Serenity in Worship and Order in Movement

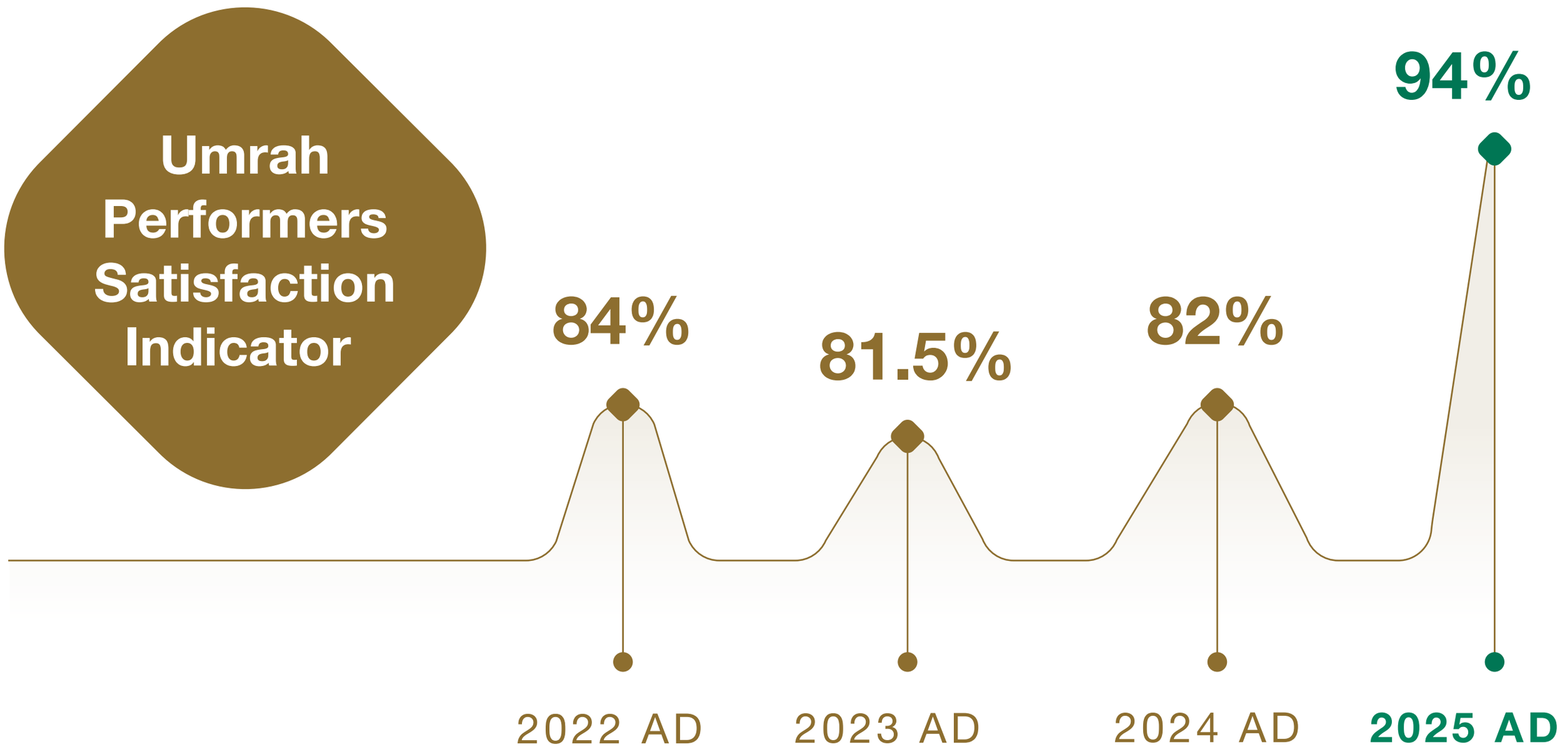
At the heart of the journey, this stage is dedicated to enabling pilgrims to perform their Nusuk with ease and comfort through effective crowd management, integrated services, and enhanced mobility efficiency within the Holy Sites. Here, efforts come together seamlessly, allowing pilgrims to perform their acts of worship with tranquility in a safe and well-organized environment where challenges are minimized and focus on devotion is elevated.

The Timeline of Pilgrims' Satisfaction

Rising Satisfaction... and an Elevated Experience

The satisfaction indicators of Hajj and Umrah Performers reflect a rapidly upward trajectory, with satisfaction levels rising from moderate rates in 2022 AD to historic levels reaching 91% among Hajj Performers and 94% among Umrah Performers in 2025 AD. This clearly demonstrates the impact of continuous improvements in service quality and operational efficiency. Such sustained progress aligns with the objectives of the Saudi Vision 2030, which places the experience of Pilgrims at the heart of its priorities and seeks to deliver world-class services that enhance their satisfaction and elevate their spiritual journey to the highest levels.





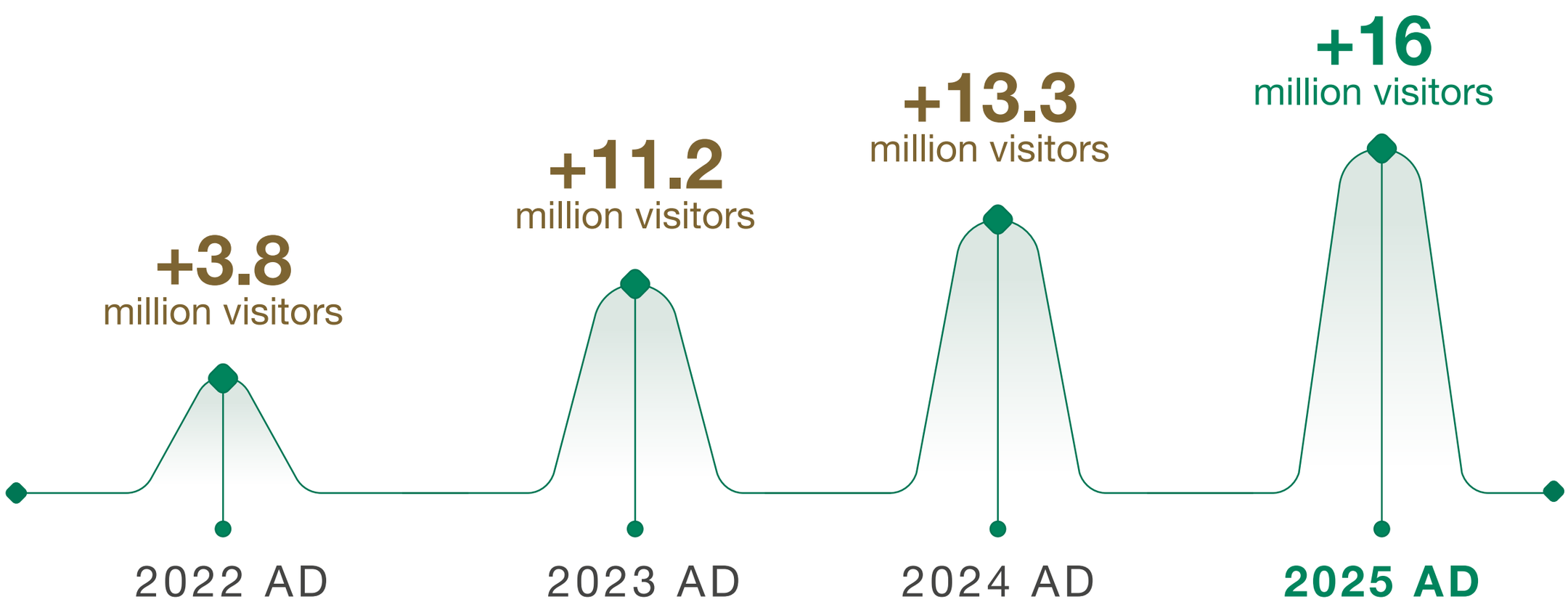
Leading Initiatives and Projects in the Performing Nusuk

Improving and Enhancing the Experience of Visiting Al-Rawdah Al-Sharifah Initiative

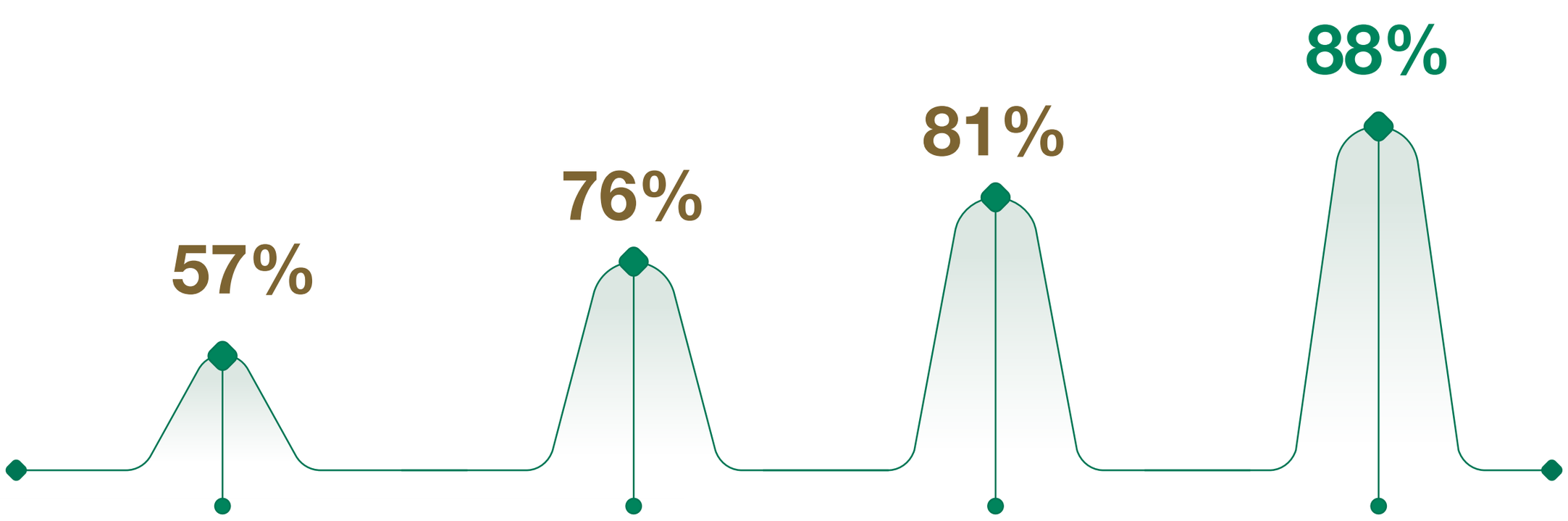
Building a sustainable model that achieves maximum capacity with the highest operational efficiency to deliver the finest spiritual experience

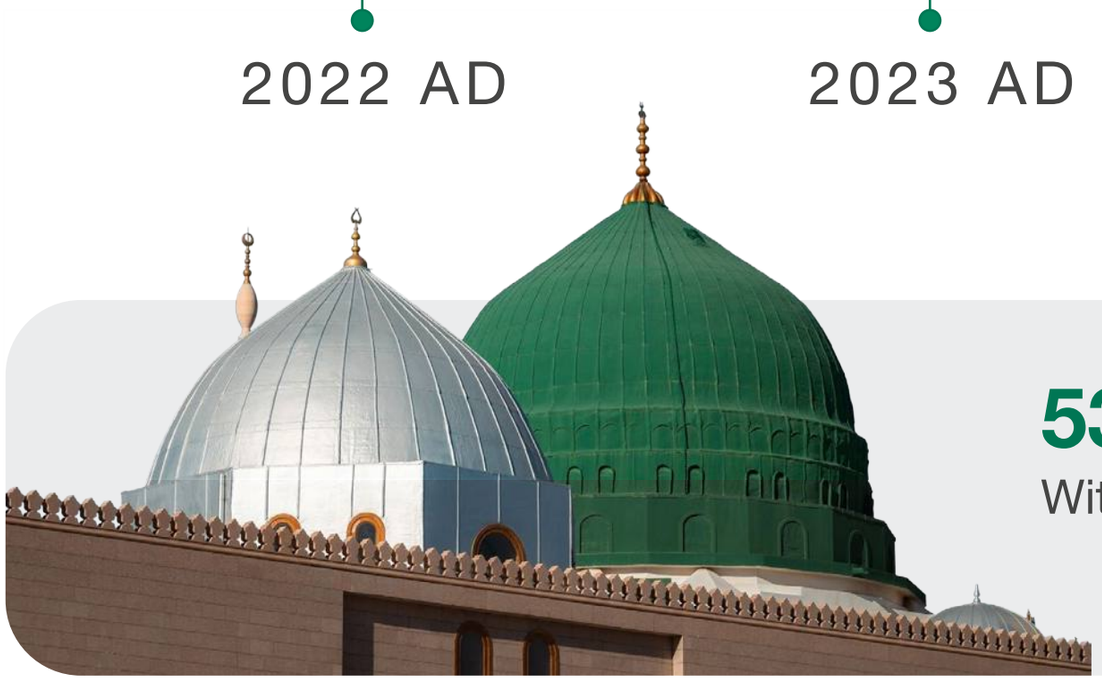
Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Time Series of the Number of Visitors to Al-Rawdah Al-Sharifah



Increase in Al-Rawdah Al-Sharifah Visitors' Satisfaction Rate Over the Years





53,000 Visitors
Within 24 Hours

328 Human Cadres
Supervising the Experience of Visiting Al-Rawdah Al-Sharifah

The Initiative Provided

- Awareness
- Crowd Management
- Digital Solutions
- Temporal and Spatial Guidance

From Al-Rawdah at the Prophet’s Mosque, a visitor from Lebanon described the feeling of supplicating behind the Imam as though he were in Paradise, expressing overflowing emotions and sincere gratitude for the efforts that created such tranquility for the pilgrims.

Watch the Story

هيئة تطوير منطقة المدينة المنورة
Al Madinah Region Development Authority

Humanizing Roads Initiative in the Central Area of Madinah

Safe Pathways and Shaded Walkways

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Main Projects

01 Rehabilitation and development of sidewalks.

02 Road landscaping and lighting.

03 Waiting benches.

04 Dedicated pathways for pedestrians, persons with disabilities, and the visually impaired.

05 Dedicated parking spaces for vehicles and buses.

Key Figures

+5,500 m²
of Green Basins
To improve air quality and provide shade.

+19 Thousand m²
Sidewalk development to enhance mobility quality and pedestrian safety.

+39 Thousand m²
Replacement of asphalt with basalt materials.

+570
Decorative Lighting Units

+3,000 Linear Meters
Pedestrian pathways and pathways for persons with disabilities.

+5,300
Trees

4 Humanized Roads

+220 Parking Spaces
For vehicles and buses

+280
Waiting Benches

A Humanized City

- These efforts reflect an urban vision that considers the needs of all user groups while enhancing safety standards and mobility, within a framework that highlights the civilizational and human-centered character of Madinah, a city that embraces tranquility and offers comfort at every step.

AABER

The Fastest Digital Route to the Heart of Makkah and the Holy Sites

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Aaber is an initiative that aims to Facilitating the Passage of Pilgrims to Makkah, the Holy Sites, and the Central Area. Enhancing the efficiency of security operations and facilitating the movement of Pilgrims through digital solutions and smart infrastructure that reduce waiting times.

The Path of Digital Enablement

1,000
Smart Devices

For instant permit verification and electronic documentation of violations.

8
Smart Security Gates

Developed and equipped with advanced technical systems and equipment at the entrances to Makkah and the Holy Sites.

AABER

A unified command and control platform for managing and regulating permits and movement at control and prevention centers at the entrances to the capital and the holy sites, leading to the central area of the Two Holy Mosques.

The Initiative Impact on the Pilgrim's Journey

Enhancing the efficiency of services — provided to Pilgrims from entry until arrival at the Holy Sites.

Highly streamlined — electronic issuance of entry permits and vehicle stickers.

Record processing times — that reduce waiting periods at checkpoints and prevent congestion.

Digital integration — and direct connectivity among all relevant government entities to ensure data accuracy.

Robust security measures — addressing security vulnerabilities in the Grand Mosque and the Holy Sites.

Initiative for Preparing the Quantitative and Qualitative Guide for Hajj Services,Pricing Mechanisms, and Implementation Mechanisms

Standards That Shape the Path of Development

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to conduct a comprehensive assessment of the current classification framework for services provided to domestic and international Hajj Performers, on both quantitative and qualitative levels, in preparation for its development and Modernization in alignment with enhancing service quality and improving the overall experience provided to Pilgrims.

Developing the Guide Provisions through Data and Metrics

107 Developed Items

213 Pending Items

39 New Items

67 Cancelled Items

The Four Pillars of the Initiative

1. **Accommodation** (Makkah, Madinah, and the Holy Sites).
2. **Catering** (Food Services Across All Stations).
3. **Ports** (Reception via Land, Sea, and Air).
4. **Transportation** (Smart Connectivity Between Cities and the Holy Sites).

Comprehensive Planning Development Initiative for the 1445 AH and 1446 AH Hajj Seasons and Monitoring Their Implementation

Planning that Guides Effective Delivery

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to develop a comprehensive operational plan for the 1445 AH and 1446 AH Hajj seasons, in partnership with relevant entities. The plan includes defining the roles and responsibilities of each entity and establishing clear implementation milestones within specified timelines.

Development Tracks

01 Pre-Arrival

02 Arrival and Departure

03 Staying in Makkah

04 Hajj Days

05 Staying in Madinah

The initiative contributed to issuing

+60 Participating Entities.

98 Operational Plans.

604 Readiness Enhancement Plans.

+480 Periodic Performance Measurement Reports.

Achieved Impact

- Ensuring Compliance with the Implementation of Readiness Plans and Operational Plans.
- Enhancing Hajj Planning Across All Entities within the Pilgrim Experience Ecosystem.

E-Training Initiative for Employees in the Hajj and Umrah Sector

Capabilities Creating Lasting Impact

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative also aims to deliver specialized e-learning programs for personnel serving the Pilgrims, to enhance their knowledge, professional conduct, and skills, thereby improving service quality and elevating the overall experience and satisfaction of beneficiaries. The platform features seven specialized training modules.

172,000 Trainees benefited from training

Focus
Enriching cognitive, behavioral, and professional skills.

Programs
A package of **7** training courses.

Developing Licensing Standards for Companies Operating in the Hajj Sector Initiative

Towards a Competitive Organization Built on Transparency and Delivering an Exceptional Experience for Pilgrims.

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to assess the current status of licensing standards and requirements for Hajj service providers and to develop unified standards based on global best practices and comparative expertise.

Initiative Targets

- Enhancing the competitiveness of companies operating in the Hajj and Umrah sector.
- Adopting clear and unified licensing standards.
- Developing operational models and human resources standards for companies.
- Governing the handling of violations through clear mechanisms and regulations.
- Establishing inspection and monitoring tools that ensure compliance with standards and oversight requirements.

Deliverables

- Enhancing the quality of services provided and their suitability for Pilgrims.
- Strengthening the competitive environment and business transparency, enabling companies to deliver the highest-quality services.

Initiative for the Study of Developing Pilgrims Governance and Crowd Management Strategy

Safety and Seamless Mobility Throughout the Pilgrim Journey

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Transitioning from conventional crowd management to a world-class governance organization that ensures smooth movement, safeguards lives, and achieves integration among all sectors in accordance with global best practices.

17 entities are working on **39 initiatives** to enhance the capabilities of the Pilgrim Experience organization.

Impact Achieved

- A distinguished image reflecting the Kingdom's global leadership in managing mass crowds.
- Pilgrims' satisfaction with an integrated experience.
- Enhanced emergency preparedness and reduced crowd-related incidents and fatalities.
- Institutional alignment that minimizes duplication of efforts and ensures optimal utilization of government resources.

هيئة تطوير منطقة المدينة المنورة
Al Madinah Region Development Authority

Development of the Guidance System in the Central Area of Madinah Initiative

An Organization Guiding Every Step

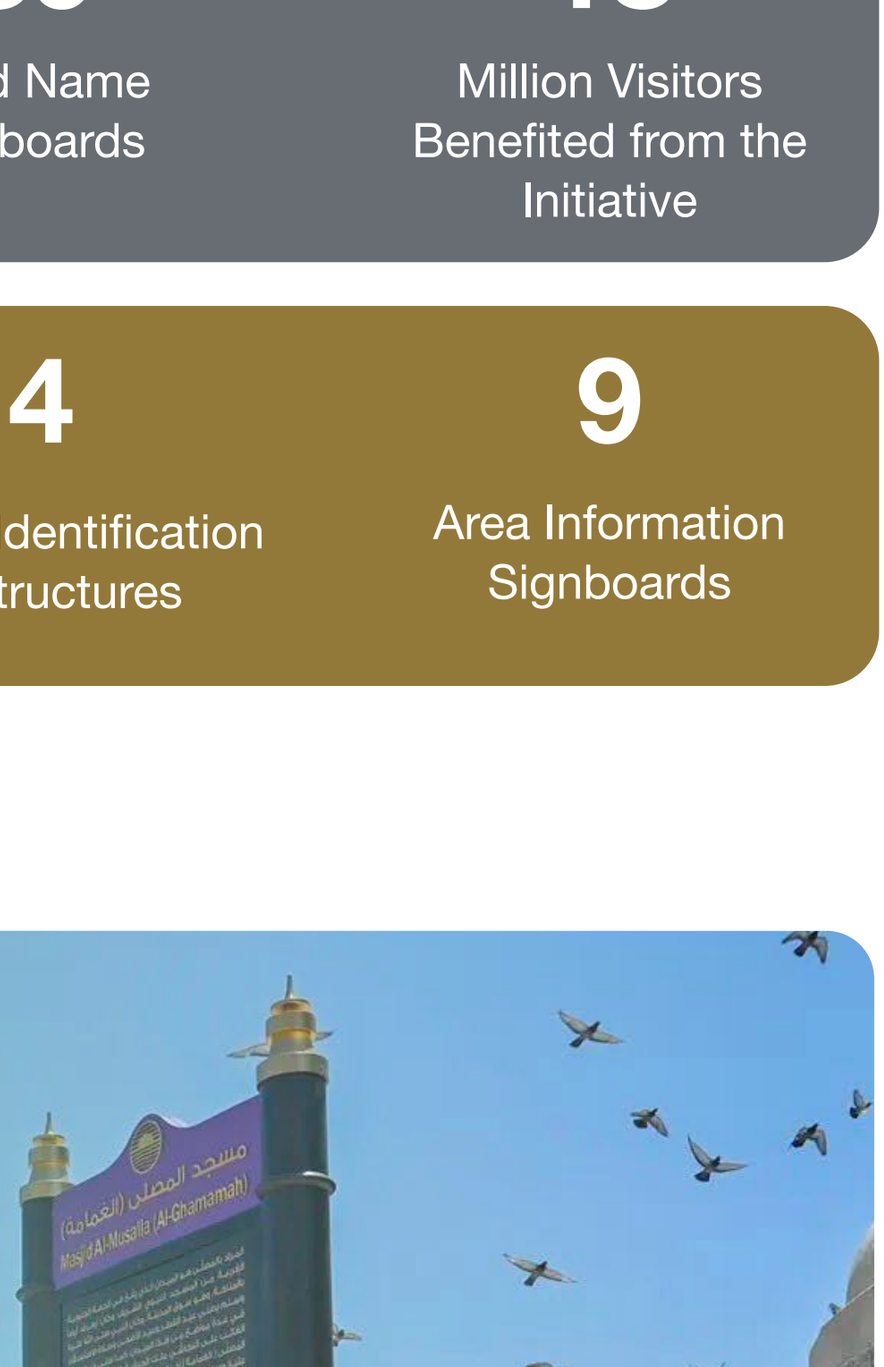
Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to establish an integrated guidance system for roads and streets covering the entire Central Area to enhance the visitor experience and make it more human-centered. The study incorporated design standards across several technical dimensions, including aesthetic engineering, environment and safety, culture and historical sites, all of which reinforce the identity of Madinah.

Guidance System in Numbers

89 Illuminated Vertical Signboards	**101** Pedestrian Directional Signboards	**89** Road Name Signboards	**18** Million Visitors Benefited from the Initiative
4 Central Area Map Signboards	**4** Entrance and Parking Identification Structures	**4** Area Identification Structures	**9** Area Information Signboards

Achieved Impact



- Introducing a unique visual identity inspired by the landmarks of Madinah, creating a lasting impression in the memory of visitors to the area.
- Enhancing and improving pedestrian and vehicle pathways through the design of an integrated guidance system that improves mobility experiences for both pedestrians and vehicles, facilitates access, and enriches the overall visitor experience in alignment with the identity of Madinah.

Initiative for the Study of Establishing Monitoring and Control Systems in the Two Holy Mosques and Holy Sites

Aimed at providing a safe and seamless environment for Pilgrims while enhancing their security and safety

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

It provides specific recommendations for

- Electronic gate systems
- Monitoring and control systems
- Security cameras
- Sensors, automated readers, and systems for facial recognition and the detection of suspicious behavior

Serving

6 Operational Initiatives

17 Technical Initiatives

Key Objectives

- Optimal utilization of on-ground security personnel and resources.
- Detection of violators of Hajj and Umrah regulations.
- Enhanced safety standards for Pilgrims.
- Empowering crowd management through the provision of essential data and tools.
- Smart control of crowd movement and improved traffic flow.

Experience Design at the Two Holy Mosques Initiative

From Design to Sustainability A Model Spiritual Journey

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers and Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

Enriching the spiritual journey of visitors to the Two Holy Mosques through the design of a comprehensive user experience in collaboration with the Destination Management Office of the General Authority for the Care of the Affairs of the Grand Mosque and the Prophet's Mosque.

Visitor Experience Analysis Measurement Points Included

Impact Achieved

- A model, holistic, and enriching experience for visitors to the Two Holy Mosques.
- Keeping pace with the increasing number of Pilgrims and the diversity of their needs.
- Enhancing Pilgrims' satisfaction with the experience of visiting the Two Holy Mosques.
- Improving the experience of service providers (contractors, employees, and volunteers).

Initiative for Establishing and Operating the Dispatching and Joint Operations Center for Holy Sites Services

Alignment for Unified Efforts

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to establish an integrated dispatching and operational center for Holy Sites services, in partnership with **17** entities, to build the engineering and operational reference framework for monitoring field operations in the Holy Sites.

Data Centers Development Initiative

Digital Sovereignty and Secure Protection

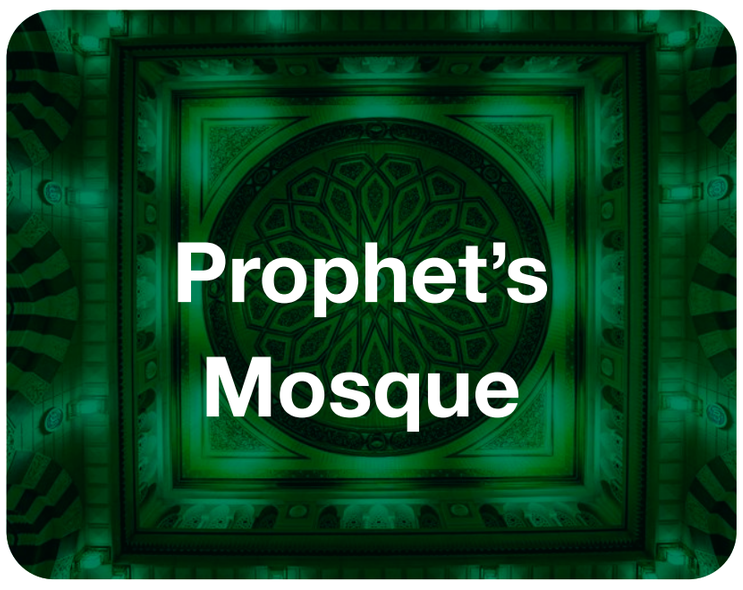
Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to develop and modernize the infrastructure of data centers and information technology for command and control centers in the Two Holy Mosques and the Holy Sites through the establishment and development of:

6 Data Centers

Dedicated to command and control centers and the Modernization of operational systems.

Map of Command and Control Centers Development Sites



What is the expected impact of the Initiative?

- Sustainable technological infrastructure providing the foundation for hosting future initiatives and technologies.
- Uninterrupted operations ensuring continuous functionality of operational systems under all circumstances.
- Rapid response in real-time data processing and preservation.
- A more secure environment supporting monitoring and control systems to ensure the safety of Pilgrims.

Childcare center Project in the Surroundings of the Prophet's Mosque

Reassurance for Mothers and Safe Care

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Establishing and Equipping a Model Child care Center within the courtyards of the Prophet's Mosque, fully prepared for operation in accordance with the highest standards.

Accommodated

47,357 children

in 2025

Within One Hour

Capacity to accommodate

100 children

Impact Achieved

- **Providing** a safe and stimulating environment for children.
- **Delivering** educational and recreational Programs.
- **Enhancing** cognitive development during early childhood stages.

Childcare center Project at the Courtyards of the Grand Mosque

Peace of Mind for Parents and Joy to Their Eyes

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Project Location Southern Courtyard (beneath King Abdulaziz Endowment) at the Grand Mosque

A Step Towards

Facilitating the Journey

Easing the burden on families arriving from within and outside the Kingdom.

Exceptional Care

Providing a safe educational and recreational environment for children under the supervision of specialists.

Freedom to Worship

Enabling Pilgrims to perform their rites with peace of mind.

The center was established in accordance with the regulatory requirements for private childcare hospitality centers approved by the Ministry of Human Resources and Social Development.

In her hands lies a trust, and in her heart a passion that never fades.

"**I have absolutely no problem dedicating my life to this work.**"

From the words and reflections of Razan Al-Dahlawi while serving children at hospitality centers in the Two Holy Mosques.

watch the full story

Enhancing the Experience of Elderly People and Persons with Disabilities in the Courtyards of the Prophet's Mosque Project

Care that Anticipates Every Need

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The project aims to complete the development of all courtyards of the Prophet's Mosque to become elderly-friendly and accessible for persons with disabilities through the enhancement of facilities and amenities.

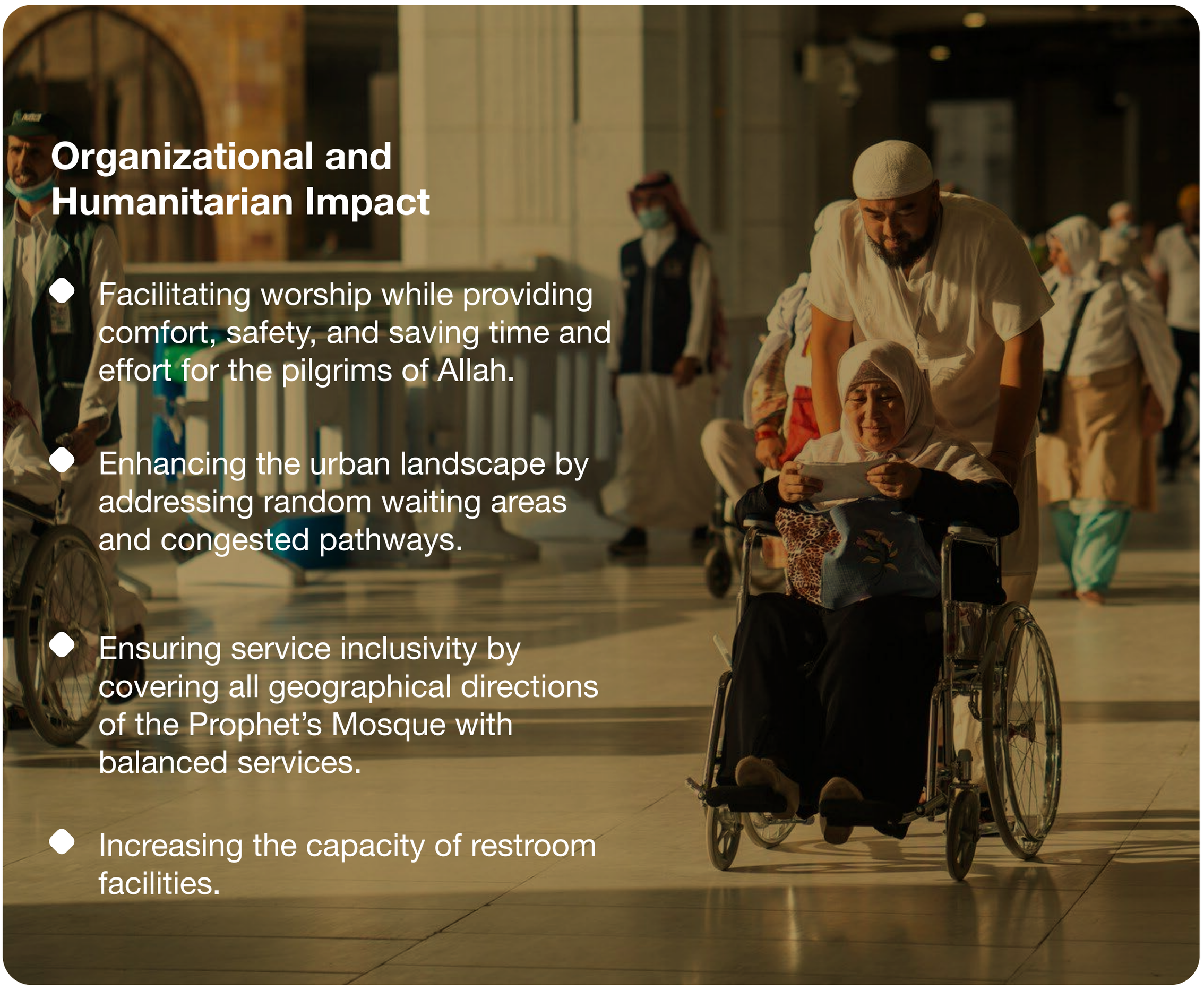
+600
Thousand Worshippers
Benefiting from

96
Waiting Seats

76
Restroom Facilities

7
Smooth Access Ramps

11
Elevators



Organizational and Humanitarian Impact

- Facilitating worship while providing comfort, safety, and saving time and effort for the pilgrims of Allah.
- Enhancing the urban landscape by addressing random waiting areas and congested pathways.
- Ensuring service inclusivity by covering all geographical directions of the Prophet's Mosque with balanced services.
- Increasing the capacity of restroom facilities.

Golf Cart Activation Project for Tawaf and Sa’i at the Grand Mosque

Ease at Every Step

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

To enhance the mobility experience of Pilgrims during Tawaf and Sa’i within the Grand Mosque, an ambitious project was implemented to elevate the quality of mobility services provided to Pilgrims.

Ramadan Season

1445 AH – 2024 AD

100
Carts

Ramadan Season

1446 AH – 2025 AD

400
Carts

Golf Cart Activation Project for Elderly People in Jarwal Tunnel – Grand Mosque

Care Tailored to Every Need

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

In an effort to enhance the comfort of elderly people, golf carts were provided in Jarwal Tunnel to facilitate their movement while performing Nusuk, contributing to a more seamless and comfortable experience during their visit to the Grand Mosque.

Ramadan Season

1445 AH – 2024 AD

27
Carts

Ramadan Season

1446 AH – 2025 AD

42
Carts

Luggage Storage Project

Comfort Beginning with a Lighter Load

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The project seeks to develop and organize luggage storage services at the Grand Mosque by enhancing operational mechanisms and increasing the number of collection points, thereby facilitating visitor movement and enhancing the level of organization within vital areas.

Ramadan Season

1445 AH – 2024 AD

1 luggage collection point at the Grand Mosque.

Ramadan Season

1446 AH – 2025 AD

Development of a new mechanism for luggage storage through **6** luggage collection points at the main gates.

Hair Cutting and Shortenin Initiative

A More Seamless Journey's End

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to provide mobile barber carts dedicated to hair cutting and shortening, enabling pilgrims to perform this rite with ease and convenience. It also contributes to enhancing service quality, reducing congestion, and promoting cleanliness and organization at Nusuk performance sites.

Ramadan Season

1445 AH – 2024 AD

Random hair cutting and shortening practices, resulting in disruption to crowd movement and congestion across the area.

Ramadan Season

1446 AH – 2025 AD

Provision of **12** mobile barber carts dedicated to hair cutting and shortening.

I’tikaf Experience Enhancement Project

Where Serenity Meets Care

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The project aims to create an exceptional I’tikaf experience through innovative hospitality services at the Two Holy Mosques, enabling worshippers to observe the Sunnah of I’tikaf in a distinctive spiritual atmosphere.

Key Figures During Ramadan Season 1446 AH – 2025 AD

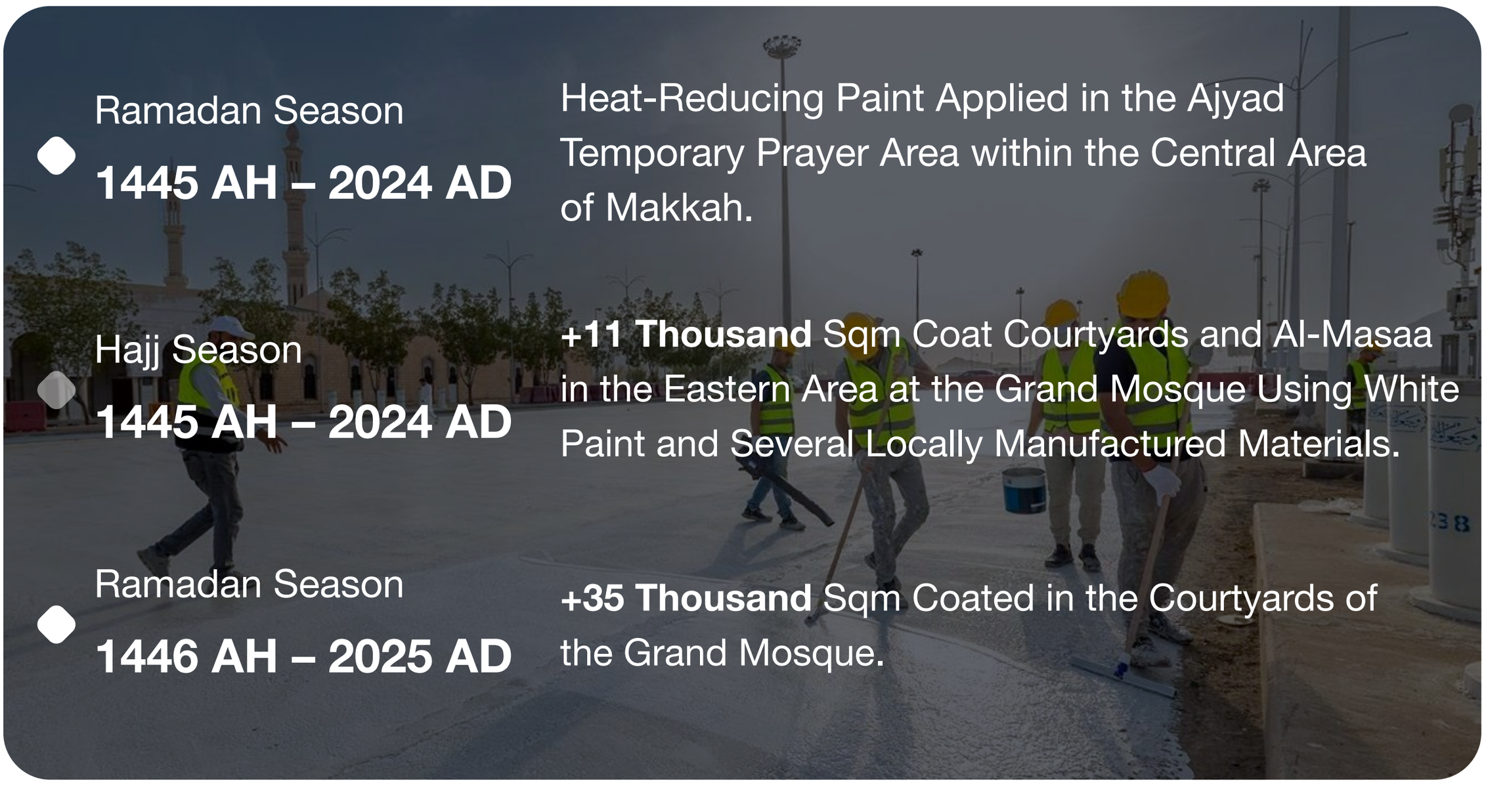
120	3,083	3,537	6,656
Nationalities of Beneficiaries	Male and Female Beneficiaries at the Prophet’s Mosque	Male and Female Beneficiaries at the Grand Mosque	Total Beneficiaries

Ground Surface Cooling Paint Project in the External Courtyards of the Grand Mosque

Care Enriching the Experience

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

In pursuit of the comfort and safety of Pilgrims, ground surfaces in the external courtyards of the Grand Mosque were coated with heat-reducing paint to help alleviate high temperatures.



- Ramadan Season **1445 AH – 2024 AD**: Heat-Reducing Paint Applied in the Ajyad Temporary Prayer Area within the Central Area of Makkah.
- Hajj Season **1445 AH – 2024 AD**: **+11 Thousand** Sqm Coat Courtyards and Al-Masaa in the Eastern Area at the Grand Mosque Using White Paint and Several Locally Manufactured Materials.
- Ramadan Season **1446 AH – 2025 AD**: **+35 Thousand** Sqm Coated in the Courtyards of the Grand Mosque.

Water Stations Project in the Holy Sites

A Sip of Water… and Sincere Prayers

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Providing

- Cooled Water Stations
- Clean Drinking Water
- Reduced Health Risks
- Enhanced Services

254 Water Stations

Serving the Visitors of the Holy Sites

Locations King Abdulaziz Road | Road No. 3 | King Fahd Road | Pedestrian Walkway in Muzdalifah

Comprehensive Service Centers Project in the Courtyards of the Prophet's Mosque

Everything the Visitor Needs in One Place

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

These are specialized centers that provide a range of diverse services to Pilgrims and Hajj and Umrah service operators, contributing to facilitating their procedures and enabling them to complete their transactions easily and within record time.

2,567,268

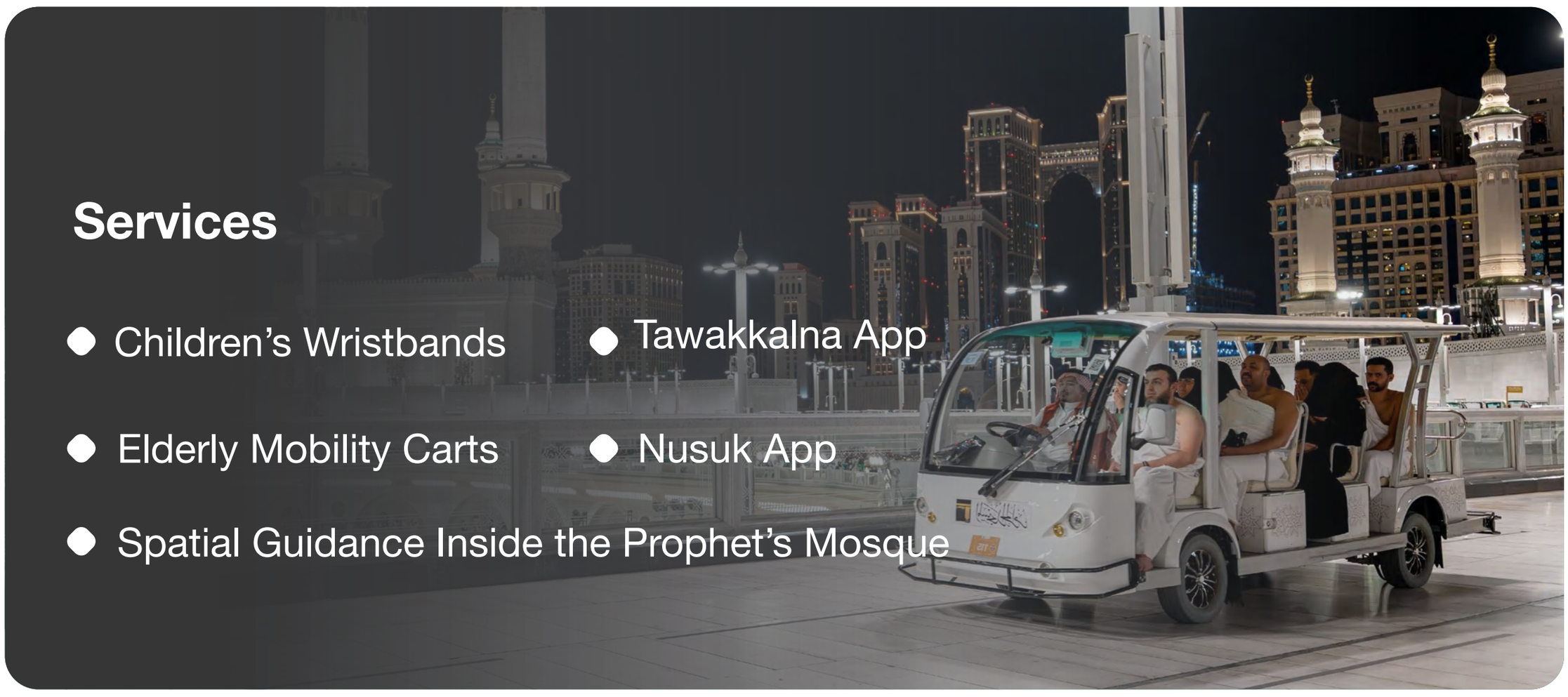
Beneficiaries

Two Equipped Centers

Providing a modern and professional work environment within the courtyards of the Prophet's Mosque

Locations

- Northern Courtyards
- Southern Courtyards



Services

- Children's Wristbands
- Tawakkalna App
- Elderly Mobility Carts
- Nusuk App
- Spatial Guidance Inside the Prophet's Mosque

Impact Achieved

- Accelerating completion procedures by reducing service delivery time.
- Visitor and beneficiary satisfaction among Pilgrims.
- Reducing waste and alleviating pressure on sectors.
- Enriching the experience through developing the guidance organization and achieving knowledge sustainability.
- Integrating services and providing all requirements in one location.

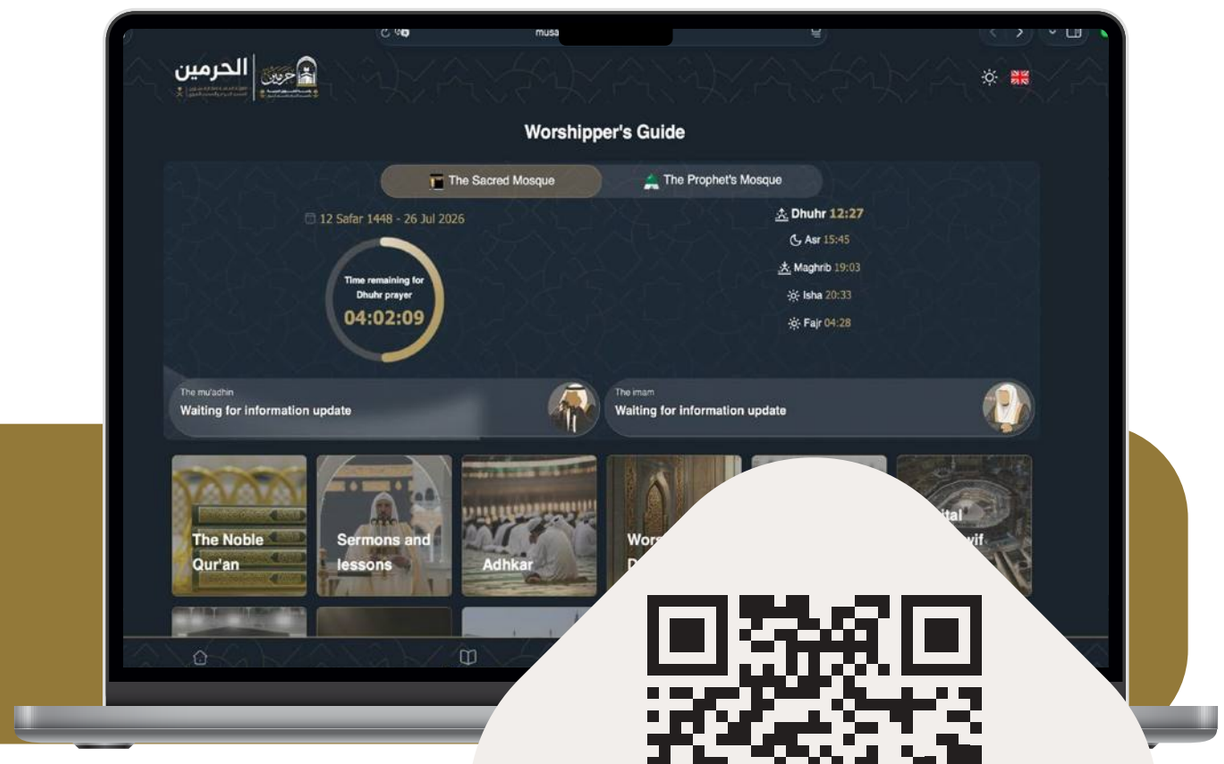
Custodian of the Two Holy Mosques Translation Project at the Prophet's Mosque

The Message of Peace in the Language of the World, 11 Languages Reaching the Hearts of Millions

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The project aims to deliver integrated translation services at the Prophet's Mosque through a multi-channel broadcasting system, founded on advanced technical infrastructure, fully equipped simultaneous interpretation halls, and the engagement of qualified professional translators. The initiative also provides translated content, including Friday sermons, religious lessons, scholarly lectures, spatial and awareness guidance, as well as producing multilingual visual guidance materials, thereby enhancing the visitor experience and facilitating the understanding of religious content.

Digital Platforms Facilitating the Performance of Nusuk



Worshipper Guide

The initiative aims to develop a distinguished and integrated electronic platform that enables worshippers and those observing I'tikaf to access all resources that support their worship experience while awaiting prayer times.

Platform Link

Key Figures

199	83	26	5	16,983
Locations Providing the Guide	Supplications and Adhkar	Sermons and Lessons	Languages Supported by the Platform	Service Beneficiaries

Impact Achieved Through the Guide

- Enriching the spiritual experience through easy access to supplications, Adhkar, and the Holy Qur'an in multiple languages.
- Providing a comprehensive guide for worshippers and visitors containing all the religious information they may need while awaiting prayer.
- Enabling worshippers to learn how to perform acts of worship through a simple and user-friendly approach, supported by illustrative images and interactive instructions.

Unified Mobility Platform

Your Gateway to Transportation Across the Two Holy Mosques

to ensure a smooth and comfortable mobility experience.provides seamless electronic payment and easy ticket issuance Holy Mosques using various mobility options. The service individuals, to arrange transportation bookings within the Two An electronic platform that enables Pilgrims, particularly elderly.

Available Services

Free Cart

Booking a manual cart (wheelchair) free of charge for performing Nusuk, provided that it is returned to the designated collection point upon completion.

Electric Cart at the Grand Mosque

Booking a seat on the large electric cart for performing Nusuk. The service is provided free of charge for people with disabilities and one companion.

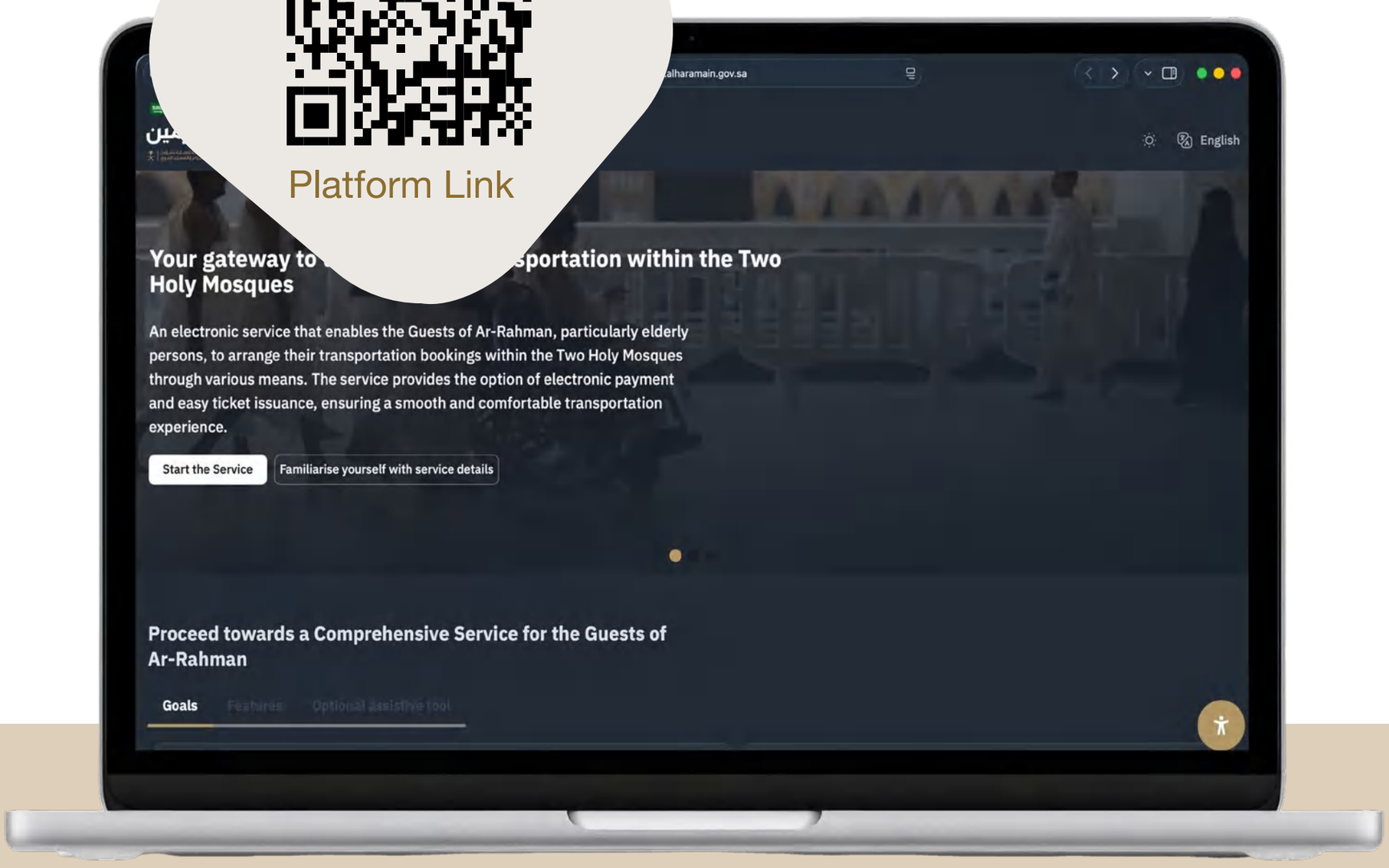
Driver-Assisted Cart from Assembly Point

Booking an upgraded driver-assisted manual cart from one of the designated assembly points.

Cart from Beneficiary Location (Hotels)

Booking a manually driven cart from the beneficiary's location to perform Nusuk and for transportation to and from the hotel.

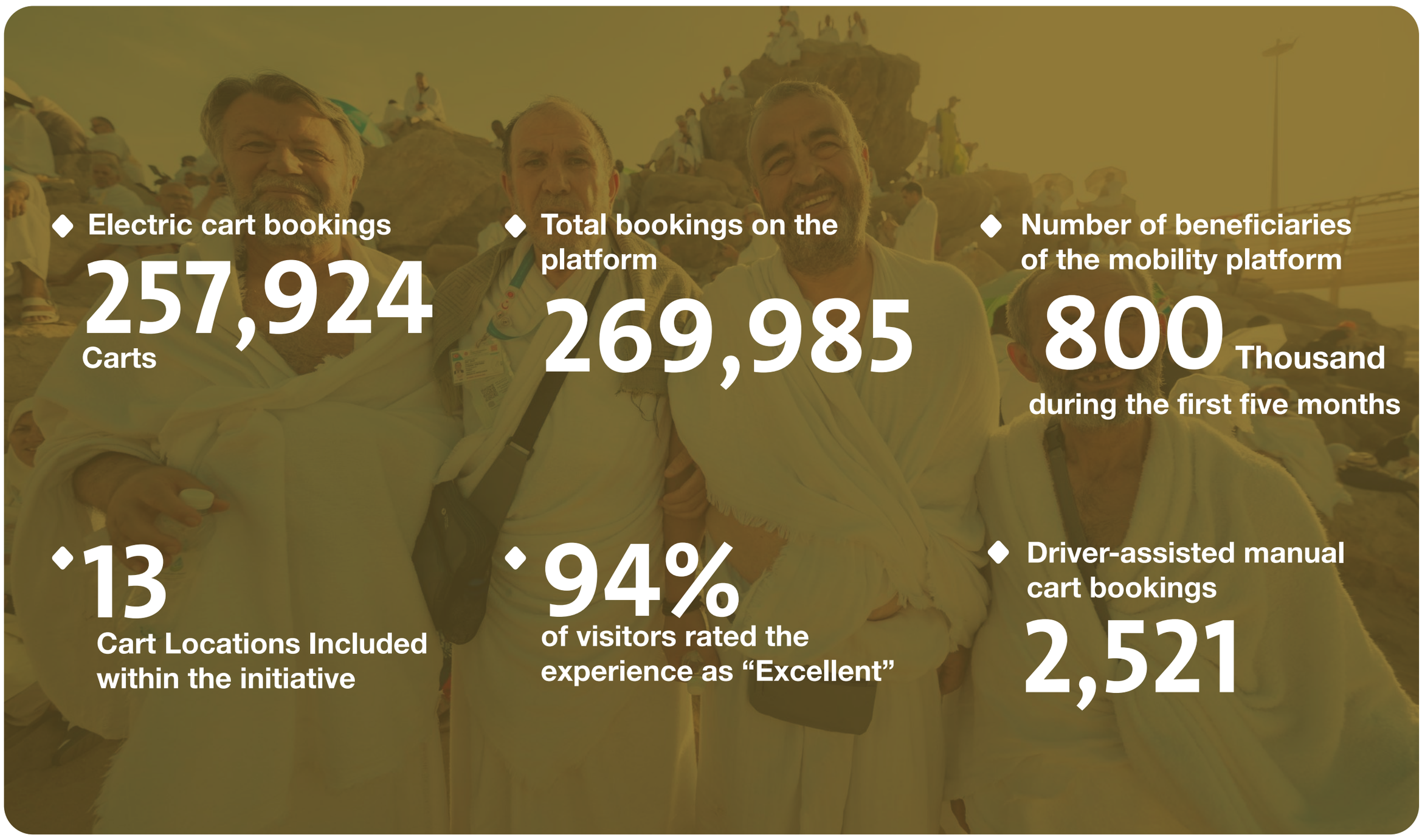
Platform Link



Platform in Numbers

Launch of the Unified Mobility Platform
at the Grand Mosque

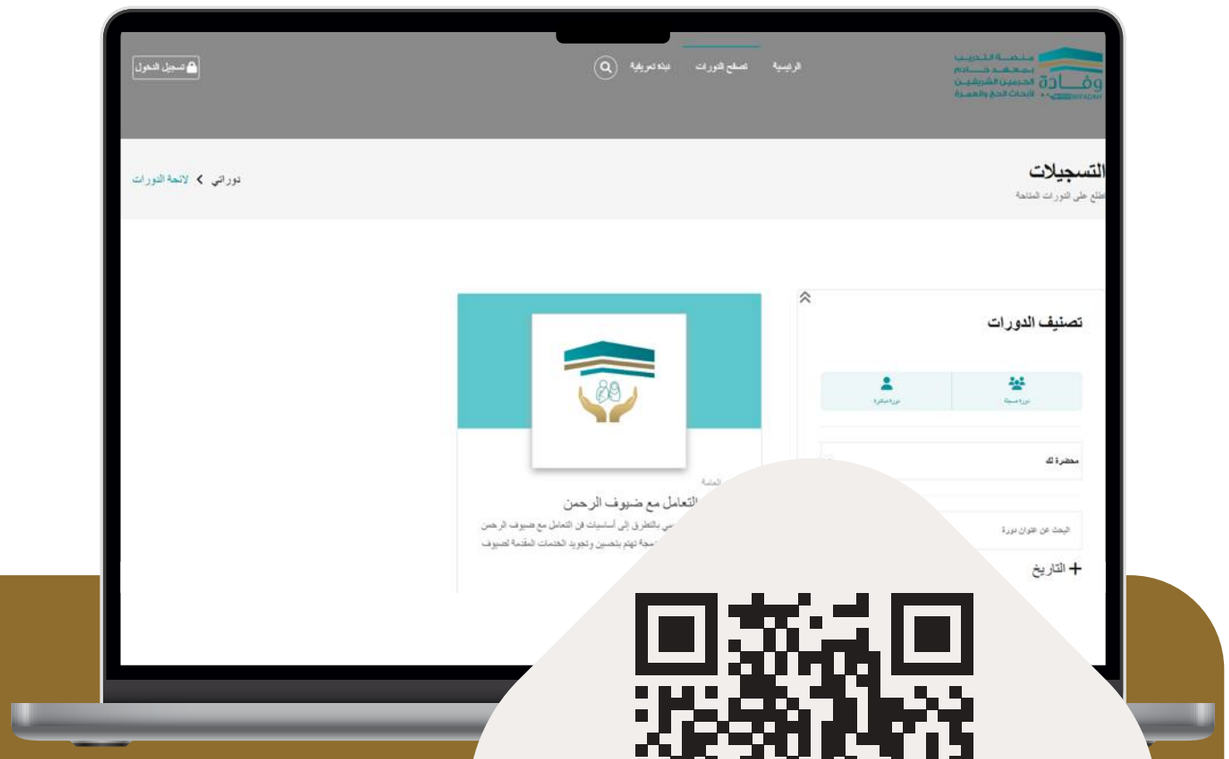
2025 AD



Impact Achieved in Serving Pilgrims

- Full transition to electronic booking within 20 days and elimination of cash payments.
- Enhancing visitors’ experience (94% satisfaction rate) and reducing congestion through digital tickets.
- Empowering elderly persons and people with disabilities, while providing free services for eligible beneficiaries.
- Improving operational efficiency and providing accurate data to support decision-making.
- Pursuing integration with the “Nusuk” and “Tawakkalna” platforms within the digital transformation system.

Digital Platforms Facilitating the Performance of Nusuk



Wafadah Platform

An electronic training platform launched by the Custodian of the Two Holy Mosques Institute for Hajj and Umrah Research, aimed at providing specialized training courses in the field of serving Pilgrims, whether live or recorded, enabling trainees to enroll from anywhere and at a time convenient for them.

Platform Link

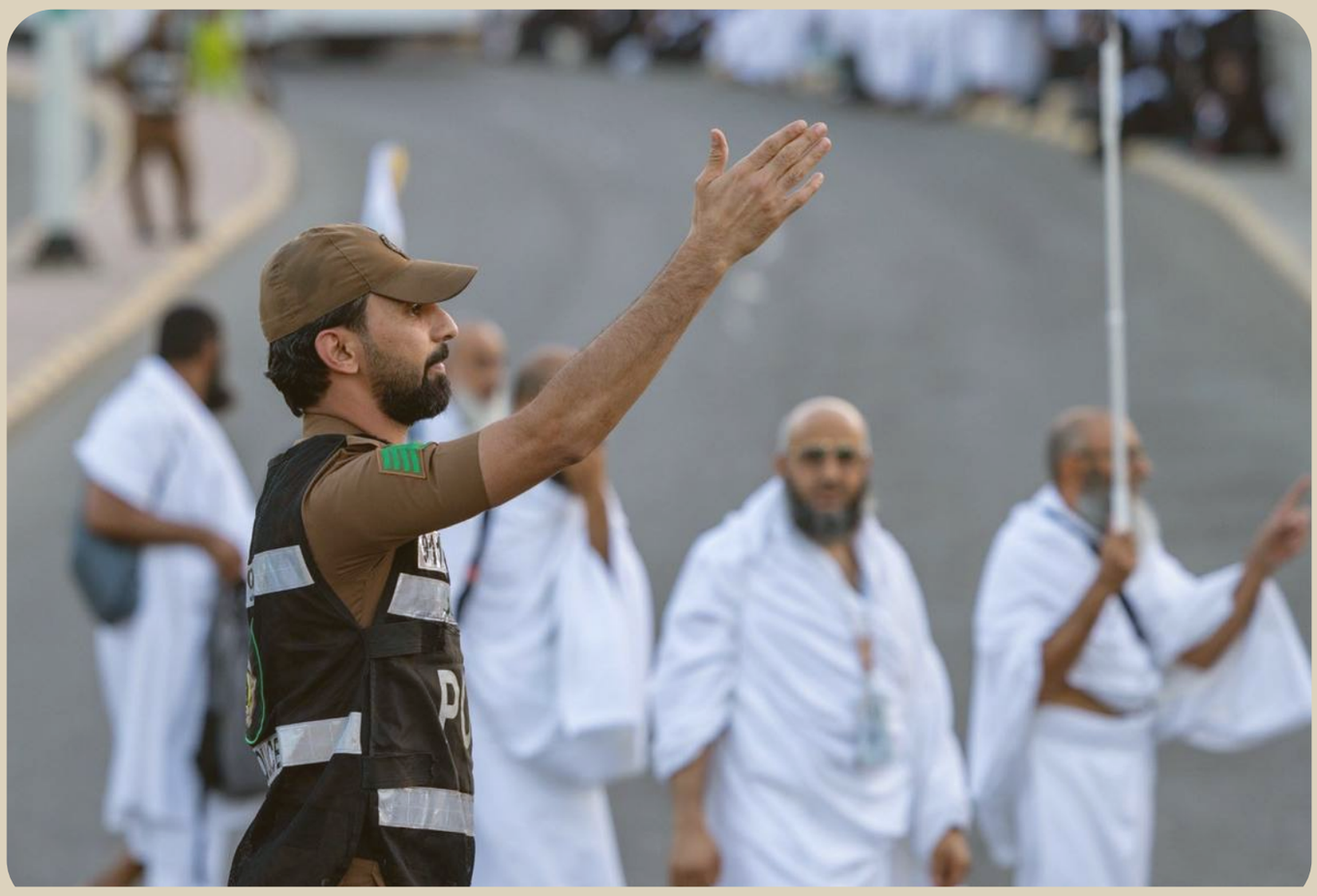
Impact of the Platform on Serving Pilgrims

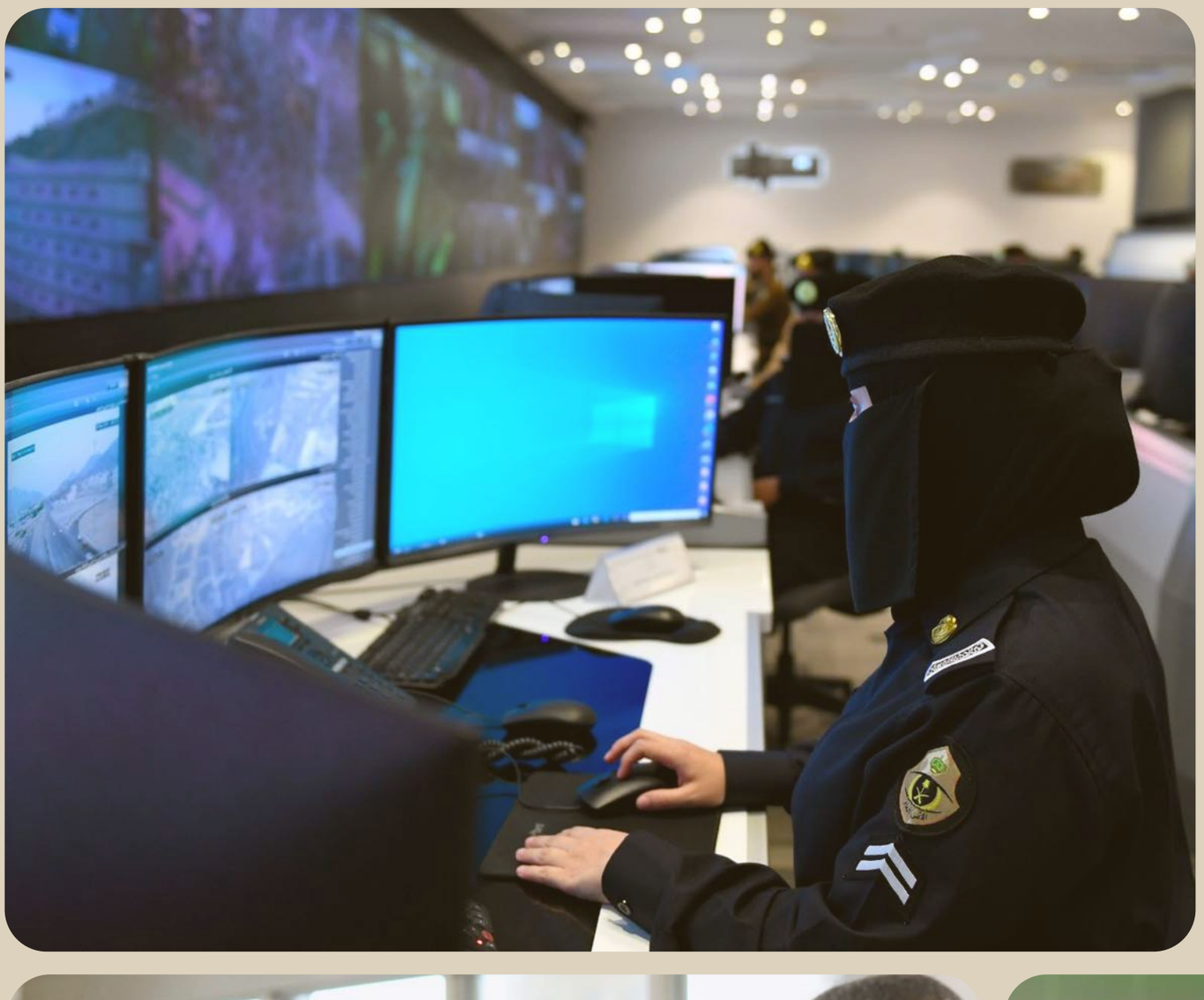
- Qualifying and training personnel during Hajj and Umrah seasons to enhance the quality of engagement with Pilgrims.
- Developing the knowledge and behavioral competencies of personnel, positively contributing to Pilgrims' and Umrah Performers' satisfaction.
- Supporting the achievement of the Pilgrim Experience Program targets under the Saudi Vision 2030.

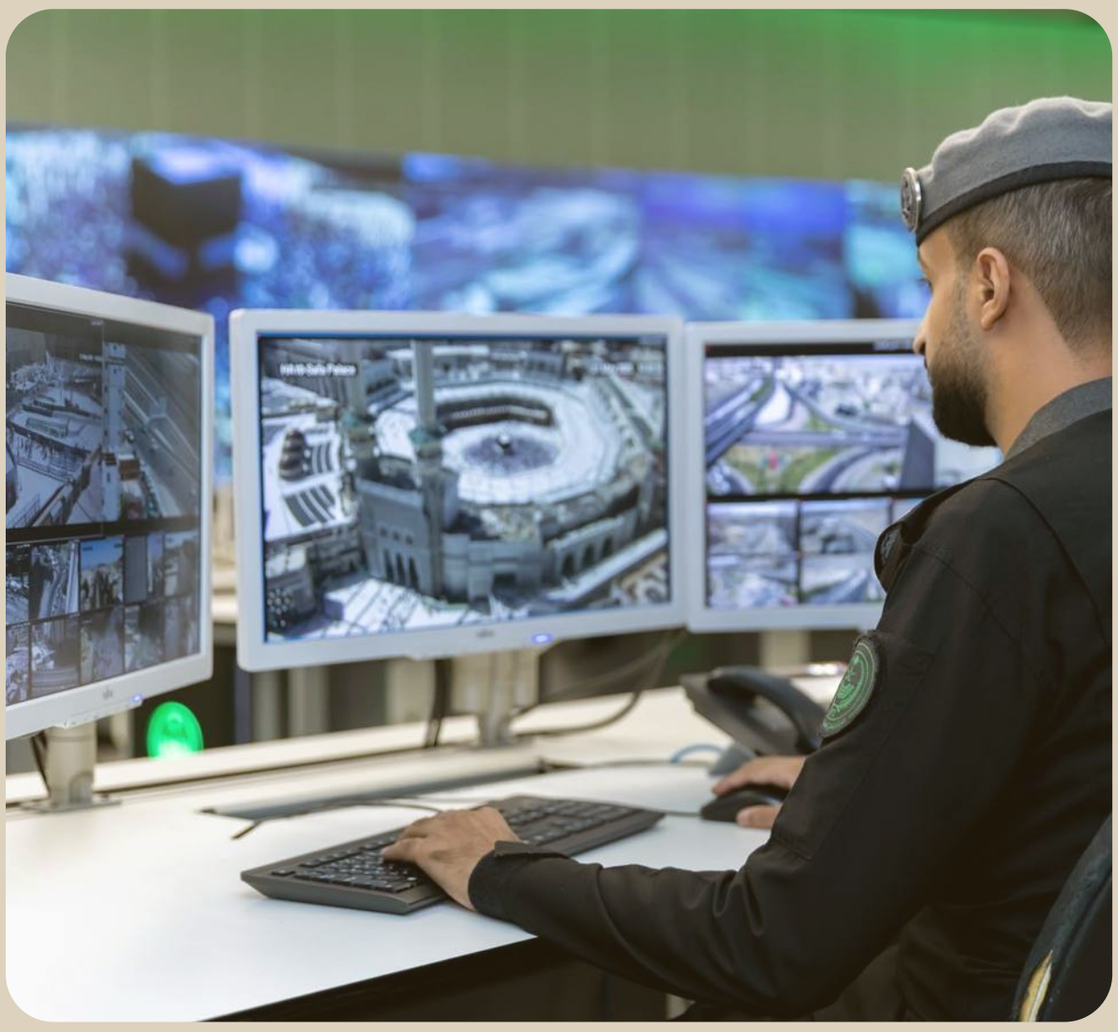
An Unforgettable Memory

The Journey of a Lifetime to the Holiest Lands

Hands of Security and Volunteering in the service of Pilgrims







Discovering the Kingdom

Historical Treasures and Civilizational Prosperity

Discovering the Kingdom ...

An Experience that Extends and an Impact that Endures

After completing the rites, the Pilgrim Journey extends to broader horizons, as this sector focuses on enriching the Pilgrim Experience through diversifying cultural and tourism destinations, along with offering content that reflects the Kingdom's depth and diversity.

At this stage, the visit transforms into an integrated experience that leaves a lasting impact on the Pilgrim's memory and contributes to enhancing the cultural value of the journey.

Key Figures of the Historical and Enrichment Destinations

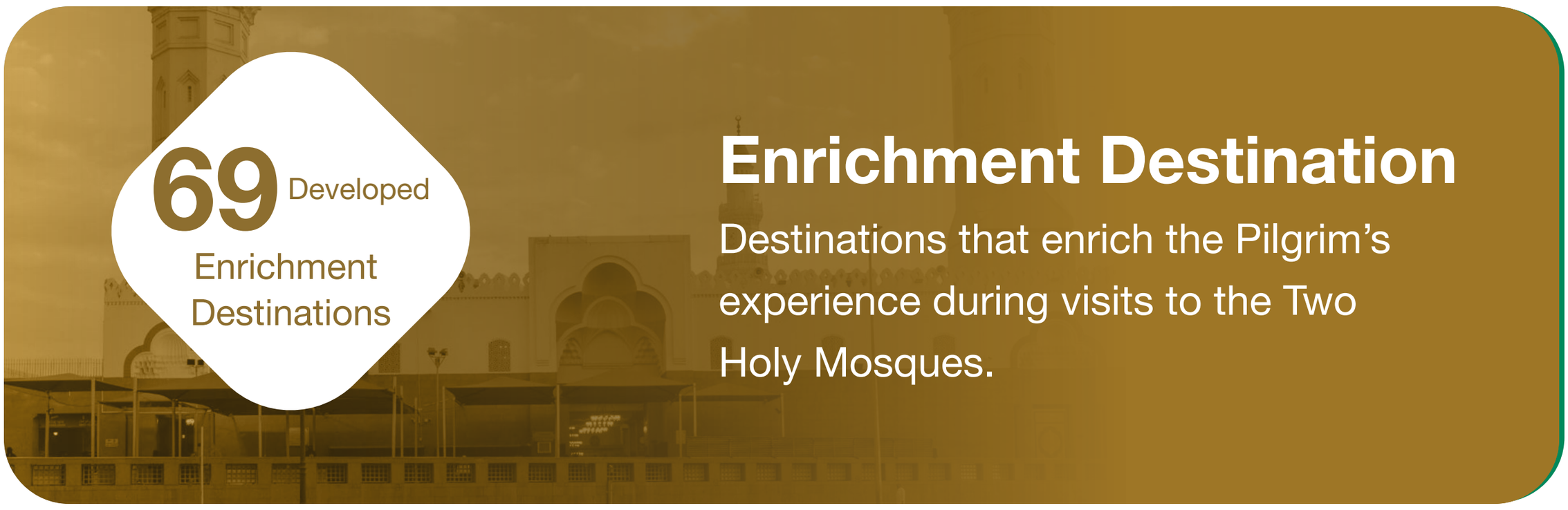
+55,000,000 visits to Historical and Enrichment Destinations in 2025 AD

Makkah destinations witnessed a remarkable increase in the number of visitors during 2025, by **50%** compared to the previous year, bringing the total number to more than **3.18** million visitors by September, while continuing to achieve a high satisfaction level of **95.4%**.

Historical Sites

Sites where historical events and incidents took place in Makkah and Madinah.

18 Developed Historical Sites

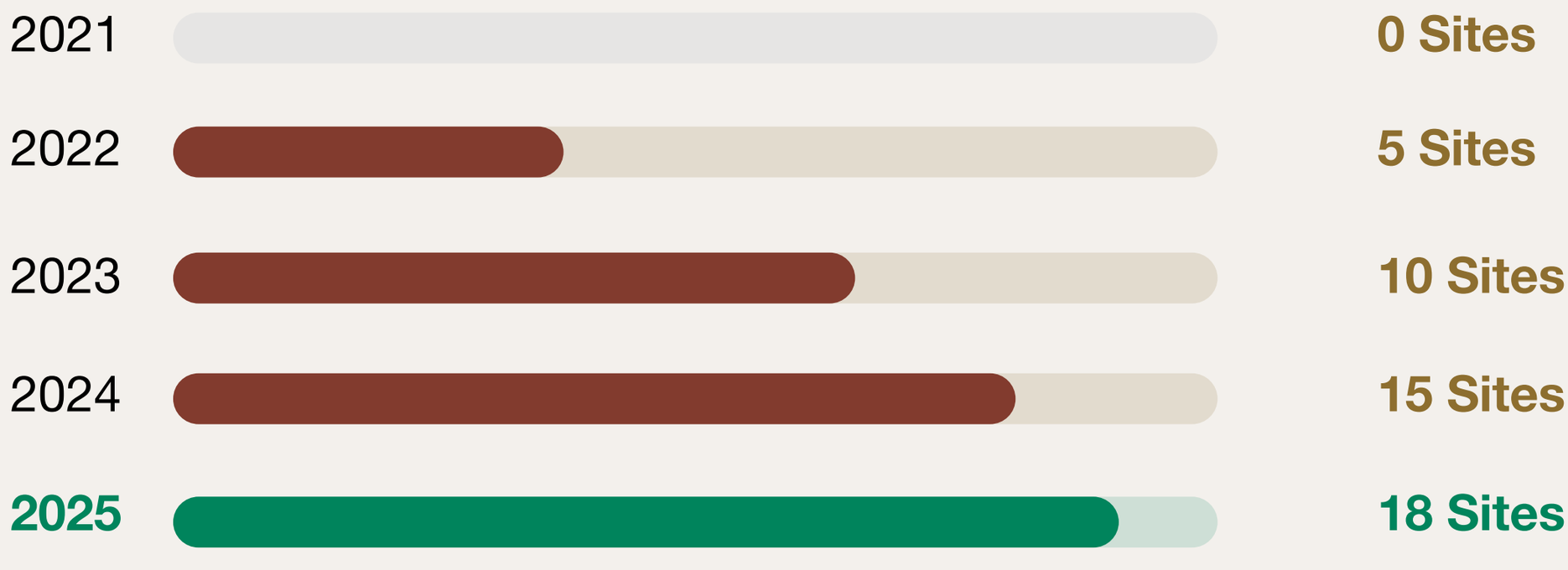


69 Developed Enrichment Destinations

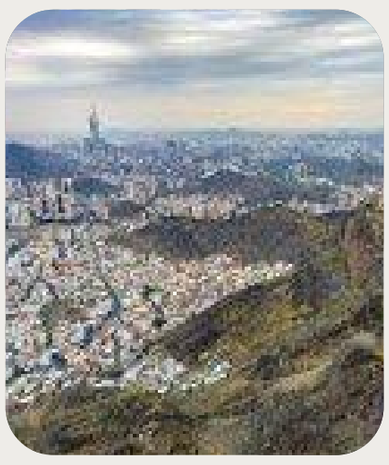
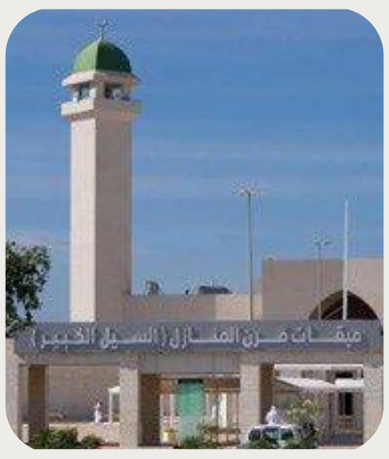
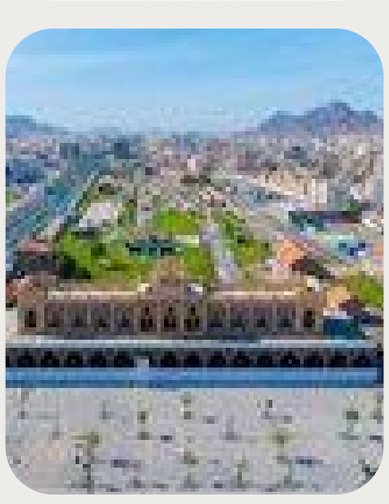
Enrichment Destination

Destinations that enrich the Pilgrim's experience during visits to the Two Holy Mosques.

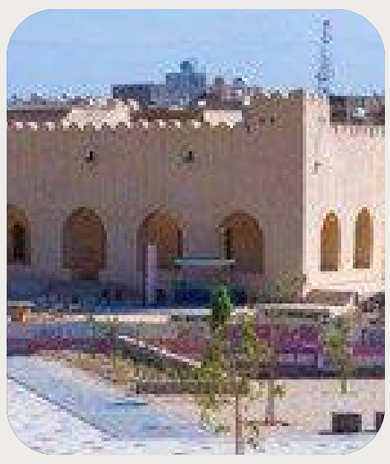
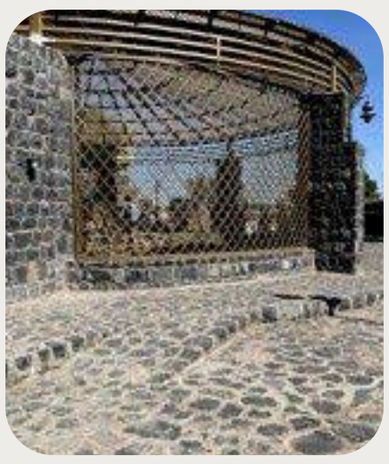
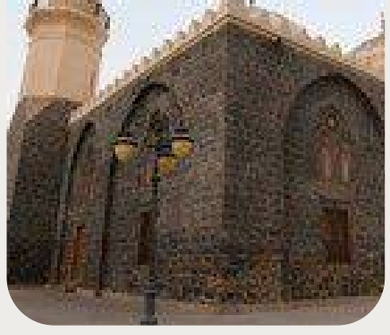
Timeline of the Total Number of Qualified Historical Sites



List of Historical Sites in
Makkah and Madinah

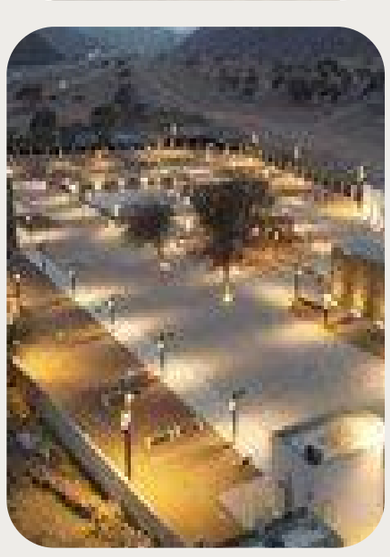
Historical Site	Site	Location
 **Jabal Al-Noor (Cave of Hira and Ascent Trail)** One of the most famous mountains in Makkah, known historically as Jabal Hira and more recently as Jabal Al-Noor. It is located northeast of the Grand Mosque, approximately 4 km away.	Makkah	Website Link
 **Qarn Al-Manazil (Al-Sayl Al-Kabir)** The town currently known as Al-Sayl Al-Kabir, situated along the extension of Wadi Qarn on the route between Makkah and Taif via Nakhlah Al-Yamaniyah. It lies approximately 58 km northeast of Makkah and 40 km north of Taif. Qarn Al-Manazil is the Miqat for the people of Najd and for those passing through it.	Makkah	Website Link
Al-Juhfah An ancient town on the caravan route between Makkah and Madinah, located approximately 187 km north of Makkah. The Prophet designated it as the Miqat for the people of Greater Syria and all those passing through it intending to perform Hajj or Umrah. Formerly known as Mahya‘ah, it later became known as Al-Juhfah after floods swept through it. Following its decline, pilgrims began entering into Ihram from nearby Rabigh.	Makkah	Website Link
Yalamlam A mountain in Tihamah, and according to some accounts, a large valley whose floodwaters descend from Al-Sarah southwest of Taif. It passes through the town of Al-Sa‘diyah, approximately 100 km south of Makkah, before flowing into the Red Sea. It is a designated Miqat established by the Prophet for the people of Yemen and for those passing through it intending to perform Hajj or Umrah.	Makkah	Website Link
Jamarat Bridge Jamarat Bridge is one of the largest engineering projects dedicated to serving Pilgrims in Makkah. It is an integrated structure carefully designed to facilitate the rite of stoning the Jamarat, one of the principal rites of Hajj. The bridge spans over 950 meters in length and more than 80 meters in width, comprising multiple levels equipped with independent entrances and exits that ensure smooth movement and prevent congestion and crowding.	Makkah	Website Link
Bay'at Mosque Masjid Al-Bay‘ah is located in one of the valleys of Jabal Thubayr Ghayna’, approximately 450 meters from Jamarat Al-Aqabah on the side facing Makkah. It was named Al-Bay‘ah because it was built at the site where the Ansar pledged allegiance to the Prophet in the thirteenth year of Prophethood, pledging their acceptance of Islam and their support for him.	Makkah	Website Link
 **Railway Station** A historical railway station in Madinah, located approximately 900 meters southwest of the Prophet’s Mosque. It was inaugurated in 1908 AD (1326 AH) and built on an area of 90,000 square meters. The station is surrounded by a large stone wall enclosing 12 buildings serving various railway functions.	Madinah	Website Link

List of Historical Sites in
Makkah and Madinah

Historical Site	Site	Location
Masjid Al-Suqya One of the prominent historical landmarks in Madinah, dating back to the Prophetic era and the period of the Rightly Guided Caliphs. The mosque holds significant religious and historical importance due to its close association with the movements and life of the Prophet Muhammad.	Madinah	Website Link
 **Urwah Palaces Site (Wadi Al-Aqiq)** One of the important archaeological sites, which is located along the banks of Wadi Al-Aqiq. It represents the remains of residences, palaces, and agricultural and water facilities mentioned in sources from the early Islamic period. Owing to its historical and archaeological significance, the Heritage Commission has included the site within its survey and excavation projects in the Madinah Region.	Madinah	Website Link
Masjid Bani Unayf A historic mosque built on a site where the Prophet offered prayer. Today, Muslims visit the mosque to observe its distinctive architectural style and to remember events associated with the Prophet and his Companions.	Madinah	Website Link
 **Ghars Well** A historic well in Madinah, which is associated with the life of the Prophet Muhammad, who performed ablution from it and drank from its water. The well is located in the Al-Awali district on Qurban Road, south of the Prophet's Mosque, approximately 1,500 meters northeast of Quba Mosque.	Madinah	Website Link
Al-Faqir Well (Salman Al-Farsi Well) Al-Faqir Well dates back to the pre-Islamic era. It is lined with basalt stones 50 cm thick, with an internal diameter of 3 meters, and a depth of approximately 19 meters. In 2023, the well was rehabilitated and developed, its water was restored after having ceased to flow, and the surrounding area was equipped with public parking facilities and other services, making it an attractive destination for visitors.	Madinah	Website Link
 **Mosque West of the Prophet's Mosque (Al-Ghamamah Mosque)** A mosque located 200 meters from the courtyards of the Prophet's Mosque. It served as a Prophetic prayer ground where the Prophet led the Eid and rain-seeking prayers. Its corners and courtyards preserve numerous events from the Prophetic biography and reflect the rich civilizational history of Muslims.	Madinah	Website Link

List of Historical Sites in

Makkah and Madinah

Historical Site	Site	Location
Mosque West of the Prophet's Mosque (Ali ibn Abi Talib Mosque) A Prophetic Eid prayer ground named after Ali ibn Abi Talib, the fourth Caliph and the son-in-law of the Prophet. It remains to this day as an enduring Prophetic landmark bearing witness to the Companions' dedication to following the Prophet in the places where he prayed.	Madinah	Website Link
Mosque West of the Prophet's Mosque (Abu Bakr Al-Siddiq Mosque) A Prophetic prayer ground located 150 meters from the courtyards of the Prophet's Mosque. The Prophet offered Eid prayers there, as did his first successor, Abu Bakr Al-Siddiq, after whom the mosque was subsequently named.	Madinah	Website Link
Masjid Al-Fas'h Located at the foot of Mount Uhud, Masjid Al-Fas'h stands as a reminder of endurance and steadfastness. Here, the Prophet and his Companions sought refuge during the final stage of the Battle of Uhud, making the site a symbol of resilience and sacrifice.	Madinah	Website Link
Masjid Al-Qiblatayn Located south of Bir Rumah and approximately 3.8 km northwest of the Prophet's Mosque. While visiting Banu Salamah, the Prophet led his Companions in the Dhuhr prayer facing Jerusalem in their mosque, which subsequently became known as Masjid Al-Qiblatayn.	Madinah	Website Link
 **Al-Rawha Well** One of the most renowned landmarks of Wadi Al-Rawha, located approximately 80 km from Madinah and known as Sajasij. The Prophet stopped there with his army while on the way to the Battle of Badr and appointed Abu Lubabah Al-Ansari to govern Madinah in his absence. The well dates back to the pre-Islamic era, with an internal diameter of 4.5 meters and a depth exceeding 40 meters. It is lined with granite stones and coated with a white layer of lime.	Madinah	Website Link

List of Enrichment Destinations in

Makkah and Madinah

Enrichment Destinations	Site	Location
Wadi Muhrim Located at the upper end of Qarn Al-Manazil Valley on the Taif–Makkah Road via Al-Hada and Kara, approximately 15 km from the center of Taif.	Makkah	Website Link
Hira Cultural District Hira Cultural District is a cultural and tourism landmark and a destination for visitors throughout the year. Covering an area of more than 67,000 square meters, the district includes the Revelation Exhibition, the Holy Quran Museum, and a cultural library dedicated to the history of Makkah and Madinah, in addition to the Prophetic Biography. It also features hotel suites, restaurants, commercial facilities, and a pleasant garden overlooking Jabal Hira.	Makkah	Website Link
Abu Bakr Al-Amoudi Museum Located in Makkah on Prince Mohammed bin Salman Road, the museum displays a large collection of heritage artefacts reflecting the history of the Kingdom and the lives of previous generations. It houses more than 15,000 items, including traditional agricultural tools, old Makkah garments, weapons, coins, handicrafts, and historical documents. It also contains a dedicated section on the Grand Mosque and the Holy Sites, displaying photographs and documents dating back more than one hundred years.	Makkah	Website Link
Al-Bayt Al-Aseel Museum Bayt Al-Aseel Museum is one of the private museums dedicated to documenting aspects of traditional Makkah life. The museum was established to preserve folk heritage and introduce visitors to the social, cultural, and economic history of Makkah.	Makkah	Website Link
Museum of Islamic Manuscripts at King Abdullah bin Abdulaziz Library, Umm Al-Qura University (Cultural Gateway) One of the most wonderful experience in Makkah city with an exceptional journey including an interactive cultural experience that carries the story of Umm Al-Qura University, the core of higher education in the Kingdom of Saudi Arabia, and sheds light on part of its cultural and civilizational heritage through its archaeological holdings of manuscripts, money, jewelry and artifacts. Moreover, the most prominent popular markets and handicrafts for Mecca region is famous of and through wildlife and the desert environment in all its details. It is a journey that combines architectural and visual style and stimulates understanding, reflection, national belonging and enhancing intellectual and cultural awareness.second century AH.	Makkah	Website Link
Al-Misfalah Park A park developed by the Makkah Municipality, located in Al-Misfalah District opposite the VOCO Hotel. It provides a welcoming space for recreation and walking and is adjacent to a historic water reservoir.	Makkah	Website Link
Museum and Exhibition of the Prophet's Biography and Islamic Civilization at the Clock Tower Museum Located in Makkah within the King Abdulaziz Endowment on the second floor of the Clock Tower near the Grand Mosque. The museum serves as an important cultural destination that provides a comprehensive introduction to the life of Prophet Muhammad, his manners, morals, and teachings through the latest technologies and modern presentation methods.	Makkah	Website Link
Engineer Sami Kurdi Museum The museum contains more than 100,000 heritage artefacts from various fields, including handicrafts, coins, stamps, and newspapers from earlier times.	Makkah	Website Link

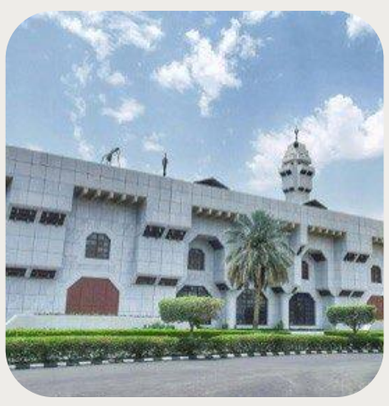
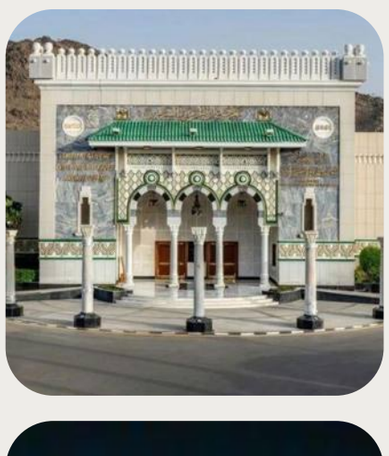
List of Enrichment Destinations in

Makkah and Madinah

Enrichment Destinations	Site	Location
Clock Tower Museum Located within the Abraj Al Bait complex in Makkah, the museum forms part of the iconic tower, the third tallest building in the world. It focuses on presenting the development of time measurement from ancient times to the modern Makkah Clock. The museum offers visitors an opportunity to learn about the relationship between astronomy and time. It is designed for all age groups, including students, researchers, and tourists, with a modern interior layout facilitating movement between its various sections.	Makkah	Website Link
Kiswah Exhibition The King Abdulaziz Complex for the Kiswah of the Holy Kaaba is a cultural landmark where the Kiswah is woven from gold and silver threads on pure black silk, and Quranic verses and Islamic motifs are embroidered with exceptional craftsmanship.	Makkah	Website Link
Al-Arak Park The park combines the beauty of nature with modern landscape design. Located near Aisha Al Rajhi Mosque, it is considered one of the most prominent natural landmarks in the area.	Makkah	Website Link
Islamic Dinar Museum The Islamic Dinar Museum is one of the leading cultural institutions in Makkah dedicated to preserving the history of Islamic currency. The museum houses rare collections of gold, silver, and copper coins reflecting the development of the Islamic economy through different eras. It also provides visitors with an opportunity to explore the monetary and cultural heritage of Islamic civilization.	Makkah	Website Link
Zainab Al-Hilaliyah Walkway and Park ne of the most prominent family-friendly recreational destinations in Makkah. Located in Al-Shawqiyah District, it offers an ideal environment for enjoying fresh air amid expansive green spaces, walkways, and carefully planned sports tracks.	Makkah	Website Link
Holy Quran Museum The museum displays rare manuscripts documenting the history of the compilation and preservation of the Holy Quran, offering visitors a unique opportunity to connect with Islamic heritage and explore the journey of this sacred text through the ages.	Makkah	Website Link
Library of the Grand Holy Mosqu The Grand Mosque Library in Al-Bathaa serves as an extension of the main library located within the Grand Mosque. It houses books, manuscripts, and studies on Islamic sciences and Hajj, in addition to a dedicated women's section and a special area for children. The library contains a broad range of knowledge resources and extends beyond religious subjects to include diverse fields of study, serving researchers, scholars, and students as a primary destination for learning and research.	Makkah	Website Link
Jabal Al-Rahmah Located on the eastern side of Arafat, approximately 1.5 km from Namirah Mosque. It rises 339 meters above sea level and approximately 30 meters above the surrounding terrain. The mountain was honoured by the standing of the Prophet at its foot on the eve of Arafah during the Farewell Pilgrimage in 10 AH (632 AD).	Makkah	Website Link

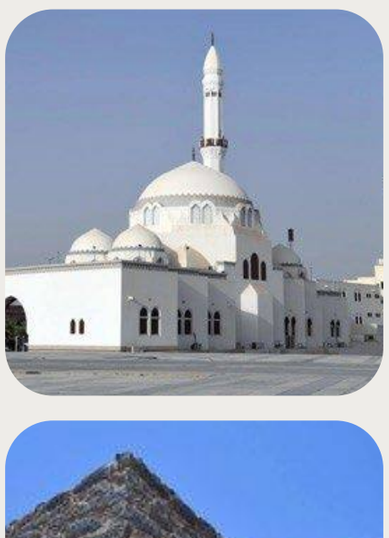
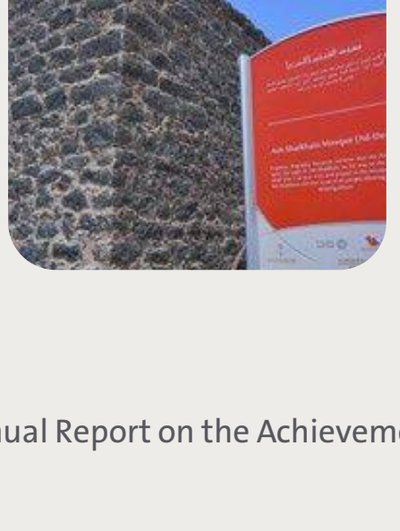
List of Enrichment Destinations in

Makkah and Madinah

Enrichment Destinations	Site	Location
Masjid Al-Ijabah This mosque dates back to the Prophetic era and continues to be used for prayers to this day. It is considered one of the oldest mosques in Makkah. It is said that the Prophet prayed at this location twice: first during the siege imposed by Quraysh before the Hijrah, and again on the day of the Conquest of Makkah. The mosque was built before the third century AH and is located in the Rie Dhakher area of Al-Maabidah, between the Grand Mosque and the route leading to Mina Valley. The old mosque was demolished and rebuilt in a modern architectural style, expanding its area to approximately 400 square meters. Its most recent restoration took place in 1422 AH, when its exterior was clad with coloured marble, a dome and minaret were added, and ablution facilities were constructed outside the mosque.	Makkah	Website Link
 **Aisha Mosque (Al-Tan'eem Mosque)** One of the most prominent historic mosques in Makkah and the nearest Miqat for those intending to perform Umrah. Located 7.5 km north of the Grand Mosque on the Makkah–Madinah Road, it occupies a total area of 84,000 square meters, including a mosque area of 6,000 square meters. Adorned with two towering minarets, it reflects the splendour of architectural design through its large doors and windows.	Makkah	Website Link
Al-Ji'ranah Mosque One of the historic mosques built before the third century AH in the far side of the valley. It marks the site where the Prophet entered into Ihram for Umrah after the Battle of Hunayn in Dhu Al-Qi'dah of 8 AH (629 AD).	Makkah	Website Link
Revelation Exhibition Established as the first destination of its kind to provide visitors with a high-quality educational and interactive experience about the journey of Revelation and the life of the Seal of the Prophets. The exhibition employs advanced presentation technologies comparable to the finest museum experiences worldwide, including 3D and 4D visual presentations simulating the environment of Cave Hira and the moment of Revelation, multilingual interactive halls with touch screens, detailed models and sound effects creating a realistic experience, and dedicated areas for children featuring simplified content on the Prophetic Biography.	Makkah	Website Link
 **Exhibition of the Architecture of the Two Holy Mosques** The Two Holy Mosques Architecture Exhibition Located in Makkah, just 10 km from the Haram, this unique museum offers a profound journey through centuries of Islamic artistry. It showcases the architectural mastery and dedicated care bestowed upon the Sacred Mosque in Makkah and the Prophet's Mosque in Madinah throughout history. From the moment you enter, you are guided through seven distinct halls that trace the evolution of these holy sites—from early Islamic eras and the Umayyad and Abbasid periods to the significant modern expansions under the Kingdom of Saudi Arabia.	Makkah	Website Link
Activation of Ain Zubaydah's Khasirah During the Winter Season Ain Zubaydah draws its waters from its primary source at the foot of Kara Mountain, flowing to a location known as Al-Awjar in Wadi Nu'man, where the waters gather in a reservoir. They then flow through a channel to Al-Aqm, the second source, before continuing to Arafat, circling Jabal Al-Rahmah on three sides. The water then exits Arafat westward, crosses Wadi Uranah, follows the southern edge of Al-Maazimayn Mountain, passes through Khasirah Bridge, continues to Muzdalifah, reaches Wadi Muhassir at Duqm Al-Wabr, and then follows the southern edge of Mina Mountain until reaching Al-Mufjir, where it empties into a large well known as Zubaydah Well in what is now Al-Aziziyah.	Makkah	Website Link
Treaty of Hudaybiyyah Museum A museum presenting the story of the Treaty of Hudaybiyyah. It also houses a collection of heritage items, including vintage cars and antiques, as well as a dedicated area for children.	Makkah	Website Link

List of Enrichment Destinations in

Makkah and Madinah

Enrichment Destinations	Site	Location
Crafts of the Ancestors Museum A distinguished cultural destination located in Al-Kaakiyah District. The museum serves as a living window into authentic Saudi heritage and displays more than 3,000 heritage artefacts, including everyday tools, traditional clothing, handicrafts, antique weapons, and historical models.	Makkah	Website Link
Enrichment Tours in the Grand Mosque A comprehensive enrichment tour that allows visitors to discover the historical landmarks of the Grand Mosque from a new perspective and with a deeper understanding. Designed to provide a unique experience within the Grand Mosque in less than two hours, the tour combines depth and historical enrichment, introducing stories rarely heard before and showcasing the history of the Holy Kaaba and the most important landmarks of the Grand Mosque. Rich knowledge at every step, excellent organization, a comfortable experience, and a fresh perspective on the landmarks of the Grand Mosque make it suitable for Hajj Performers, Umrah performers, and visitors alike.	Madinah	Website Link
Exhibition on the Architecture of the Prophet's Mosque Visitors experience the grandeur of the Prophet's Mosque and the care devoted to it by Muslim rulers throughout history, as reflected in their continued efforts to provide the greatest service to its visitors, alongside the finest examples of Islamic architectural art.	Madinah	Website Link
Prophetic Biography Exhibition The Prophetic Biography Exhibition was established to provide a comprehensive civilizational introduction to the Prophet through a distinguished scientific approach, rigorous scholarly foundations, and advanced audio and visual technologies, utilizing the latest methods and techniques under the supervision of the Muslim World League.	Madinah	Website Link
Quba Avenue Quba Avenue links the Prophet's Mosque with the Quba Mosque, two of the most significant landmarks associated with the Prophet's biography. It is an integrated tourism destination hosting festivals, events, and cultural activities. Visitors can explore the avenue on foot or by light transport, including golf carts and bicycles, while discovering many of Madinah's historical and cultural landmarks.	Madinah	Website Link
Al-Rayah Mosque Located north of the Prophet's Mosque atop Mount Dhubab, Al Rayah Mosque is one of Madinah's most significant historical landmarks because of its close association with the Battle of the Trench. The mountain served as a strategic observation point for the Muslim army, providing a commanding view of the surrounding area. The mosque marks the location where the Prophet Muhammad (peace be upon him) supervised the excavation of the trench, making it an enduring symbol of his leadership and the resilience of the early Muslim community. The site is also associated with the historic event known as Al-Kadiyah, during which the Prophet (peace be upon him) foretold the future conquest of the Levant, Yemen, and Persia, giving the site enduring historical and spiritual significance.	Madinah	Website Link
 **Al Jumuah Mosque** A Prophetic prayer site distinguished by precedence and significance, where the Prophet led the first Friday prayer in Madinah after his migration from Makkah. It is located approximately 2,300 meters from the Prophet's Mosque.	Madinah	Website Link
 **Al Shaykhayn Mosque (Al Dir')** A historic mosque built at the site where the Prophet camped and reviewed his army before departing for the Battle of Uhud. There, he selected those fit for battle and performed the Asr, Maghrib, and Isha prayers, spending the night there until morning.	Madinah	Website Link

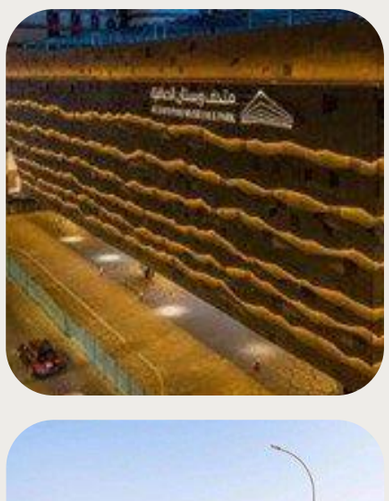
List of Enrichment Destinations in

Makkah and Madinah

Enrichment Destinations	Site	Location
Bani Harithah Mosque (Al Mustarah) Bani Harithah Mosque, commonly known among the people of Madinah as the Resting Mosque, derives its name from its location within the former settlement of Bani Harithah of Al-Aws. It is situated on the route leading to the Battle of Uhud site.	Madinah	Website Link
Wadi Al Aqiq Walkway Wadi Al Aqiq is one of the most famous valleys in Madinah and bears witness to events from the Prophetic Biography. The valley includes several historical landmarks, such as the palaces of Saad ibn Abi Waqqas and Urwah ibn Al Zubayr, as well as historical inscriptions engraved on stones. The walkway overlooks this valley, which is rich in important historical remains.	Madinah	Website Link
King Fahd Complex for the Printing of the Holy Quran A unique civilizational landmark that spreads light throughout the world through printing the Holy Quran in Arabic and translating its meanings into international languages, serving Muslims and advocating for all humanity.	Madinah	Website Link
Madinah Research and Studies Center A scientific center dedicated to research and studies related to Madinah across various fields, contributing to the advancement of renewed knowledge, strengthening national belonging, and fostering effective community partnership in the service of Madinah's civilization and heritage.	Madinah	Website Link
Suwaiqah Market (Al Ainiyah) A traditional women's handicrafts market in Madinah, offering creative handmade products produced by local families.	Madinah	Website Link
Madinah Art Center A hub for culture and the arts, bringing together multiple creative worlds that reflect a passion for the arts through local culture and a contemporary global style.	Madinah	Website Link
Wadi Qanah One of the largest valleys in Madinah, associated with events of the Battle of Uhud. Its waters flowed over the martyrs' graves, preserving in history the stories of heroism and sacrifice, and serving as a witness to memorable moments of the battle.	Madinah	Website Link
Quba Mosque The first mosque built in Islam. Its foundation stone was laid by the Prophet with his own hands, and its structure was raised by the Muhajirun and the Ansar. Allah highlighted its virtue in the Holy Quran: "A mosque founded on piety from the first day is more worthy that you stand therein." [At-Tawbah: 108].	Madinah	Website Link

List of Enrichment Destinations in

Makkah and Madinah

Enrichment Destinations	Site	Location
Al-Mirbad Farm A historic agritourism destination located in the Al-Aliyah district of Madinah, near prominent Prophetic landmarks, including Quba Mosque and Ghars Well. The farm offers an unforgettable visitor experience featuring cafés, restaurants, and a variety of recreational activities.	Madinah	Website Link
Reef Al Bustan Park Located within the Al-Uyun Oasis, near the historic Battle of Uhud site, Reef Al Bustan Park extends across a vast landscape intersected by palm-lined walkways. The park features traditional seating areas, comfortable picnic spaces, illuminated fountains, a casual restaurant, children's play facilities, and a wildlife sanctuary home to various bird and animal species.	Madinah	Website Link
Al Sayyid Habib Library Established in 1426 AH, Al Sayyid Habib Library serves the residents of Madinah, its visitors, and students of knowledge across various disciplines. The library houses thirty-three thousand volumes of printed, manuscript, and reproduced works in different fields within an area of 3,600 square meters. It is located along Abu Dharr Al Ghifari Street in Al Shuhada District, 3 km from the Prophet's Mosque and 425 meters from Sayyid Al Shuhada Square. Some Quran manuscripts and printed copies date back to the eighth, ninth, tenth, and eleventh centuries AH, with the oldest copy dating to 768 AH.	Madinah	Website Link
Dhul Hulayfah Miqat Dhul Hulayfah Miqat, located in the Abyar Ali area of Madinah, is one of the prominent landmarks of the Prophetic Biography. The Prophet designated it for those intending to perform Hajj or Umrah, and he entered into Ihram from Dhul Hulayfah during his Farewell Pilgrimage and Umrah. It is the Miqat of the people of Madinah. Dhul Hulayfah Mosque overlooks the western side of Wadi Al Aqiq and is distinguished by its unique architectural style and engineering design, incorporating green spaces, trees, and natural lighting.	Madinah	Website Link
Dar Itban Located opposite Al Juma'h Mosque on Quba Avenue, near Quba Mosque, Dar Itban is the residence of Itban ibn Malik (may Allah be pleased with him) and one of Madinah's most significant archaeological attractions. Visitors can explore one of the preserved homes of the Prophet's Companions more than 1,400 years after its establishment. The Prophet Muhammad (peace be upon him) also prayed at this site.	Madinah	Website Link
 **As Safiyyah Museum & Park** Located just steps from the Prophet's Mosque, As Safiyyah Museum & Park is a cultural tourism destination closely associated with the Prophet's biography. It combines knowledge with recreation, offering visitors both spiritual and cultural enrichment. Among its key attractions is the Creation Story Museum.	Madinah	Website Link
Uhud Avenue Uhud Avenue connects two of Madinah's most significant Prophetic landmarks—the Prophet's Mosque and the Battle of Uhud site. Designed with an integrated wayfinding system, the avenue accommodates pedestrians, cyclists, vehicles, and public transport. Lined with more than 15,000 trees, it also features seating areas and retail outlets. Developed as part of the Madinah Humanization Program, it has become an important tourism and cultural destination for residents and visitors alike.	Madinah	Website Link
Al Mughaysilah District One of Madinah's historic neighborhoods, Al Mughaysilah District, is located approximately 900 meters southwest of the Prophet's Mosque. It preserves the urban character of Old Madinah while safeguarding its architectural, cultural, and social identity. The district is home to several historic landmarks associated with the Prophet's biography, and its name originates from the farms that once occupied the area.	Madinah	Website Link

List of Enrichment Destinations in

Makkah and Madinah

Enrichment Destinations	Site	Location
Mount Ayr A towering mountain designated by the Prophet as the southern boundary of the sacred precinct of Madinah. At its foothills lies Dhul Hulayfah Miqat.	Madinah	Website Link
Prophetic Biography Exhibition at Quba The exhibition offers an immersive interactive journey that combines cinematic storytelling with modern visual and audio technologies, placing visitors at the heart of the story of the first Muslims of Madinah and the moment of the Prophet's arrival.	Madinah	Website Link
Al-Mustazill Orchard In Al-Mustazill Orchard, the glad tidings of the dawn of Islam shone upon Madinah. Here lies the blessed Adhq Well, and the story is told of Abu Bakr sheltering the Prophet beneath the shade of palm trees. The orchard offers visitors an immersive heritage experience near the historic Quba area, where they can walk among its historic trees, drink from its pure water, and experience the atmosphere of the Prophetic Biography.	Madinah	Website Link
Milaf Oasis Destination Located in Madinah, adjacent to Quba Mosque, Milaf Oasis is an innovative tourism and cultural destination that reflects the beauty of the place and offers visitors an exceptional experience combining the charm of heritage with the spirit of modernity, as part of the efforts of the Madinah Region Development Authority to enhance the urban and tourism landscape of the area.	Madinah	Website Link
Downtown Destination One of the distinctive projects that embodies the spirit of Madinah through a modern urban character, offering an integrated urban experience that enriches the lives of residents and Pilgrims while supporting entrepreneurs and stimulating tourism and commercial activity in the area. Located adjacent to Al-Qiblatayn Mosque in a historic site associated with the Prophetic Biography and the change of the Qiblah, it serves as a vibrant urban destination within Humanization of Cities projects, featuring cafés, restaurants, and spaces dedicated to families and visitors inspired by Madinah's environment and architectural and social heritage.	Madinah	Website Link
Enrichment Tours at the Prophet's Mosque A journey through the most prominent historical landmarks near the Prophet's Mosque, beginning with Birha and passing by the site where the first Caliph of the Muslims received the pledge of allegiance, concluding with the architecture of the Prophet's Mosque through the ages and an exhibition depicting the life of the Prophet.	Madinah	Website Link
Dhat Nakhl Museum The first destination dedicated to introducing the historical heritage of Madinah and its long-standing connection with palm trees and dates throughout the ages. It aims to provide a unique educational and emotional experience, taking visitors on a journey through history in halls featuring photographs, manuscripts, and artefacts that narrate the story and authenticity of Madinah.	Madinah	Website Link
Uhud Summit Destination The most famous mountain in Madinah. Events of the Battle of Uhud took place on its southwestern slope, and the Prophet sought refuge there during the battle. The Prophet said, "Uhud is a mountain that loves us, and we love it." Narrated by Al-Bukhari and Muslim.	Madinah	Website Link

List of Enrichment Destinations in

Makkah and Madinah

Enrichment Destinations	Site	Location
Bani Haram Mosque Located approximately 1.68 kilometers from the Prophet's Mosque, Bani Haram Mosque marks the place where the Prophet Muhammad (peace be upon him) prayed during the Battle of the Trench. The mosque is also associated with the miracle of the multiplication of food and derives its name from Bani Haram, a branch of Bani Salimah of Al-Khazraj.	Madinah	Website Link
Khayf Al-Hizami Mosque Also known as Prince Ridwan Mosque, Khayf Al Hizami Mosque is a historic mosque located in Wadi Al Safra, within Al Khayf Village in Badr Governorate, near the road connecting Madinah and Badr. It is one of the important landmarks along the route taken by the Prophet and his companions on their way to the Battle of Badr.	Madinah	Website Link
Al-Arish Mosque Built at the site where a shelter was erected for the Prophet to direct the Battle of Badr, as well as the battlefield, the cemetery of the martyrs of Badr, and the nearer and farther sides mentioned in the Holy Quran.	Madinah	Website Link
Palm Oasis Located near the Quba Mosque, Palm Oasis is one of Madinah's leading natural and cultural destinations. Visitors can discover the city's agricultural heritage through interactive experiences and guided tours showcasing palm cultivation and date production, reflecting Madinah's long-standing agricultural legacy and the significance of date palms in the Prophet's biography.	Madinah	Website Link
Aryaf Taibah Park Located within the Al-Uyun Oasis, near the historic Battle of Uhud site, Aryaf Taybah Park is a leading agricultural destination offering visitors the opportunity to discover the agricultural richness of Madinah through tasting experiences and shopping for renowned local products sourced directly from its historic farms.	Madinah	Website Link
Maqsad Quba Destination An innovative urban and tourism destination that enhances the spiritual and cultural experience of visitors to Quba Mosque, the first mosque established in Islam, as part of efforts aimed at supporting the quality of life and developing community and economic activities in the area.	Madinah	Website Link
Library of the Prophet's Mosque A library located within the Prophet's Mosque that welcomes more than 700,000 visitors annually. Established more than eighty years ago, it is one of the most prominent scientific and cultural destinations in the region.	Madinah	Website Link
King Fahd Central Park King Fahd Central Park uniquely combines beautiful natural surroundings, sports facilities, and recreational and cultural centers. It is located south of the Prophet's Mosque, approximately 5 km away.	Madinah	Website Link

List of Enrichment Destinations in

Makkah and Madinah

Enrichment Destinations	Site	Location
Al Awsiyah Bird Reserve Located adjacent to Quba Mosque within one of the historic farms in the Al-Aliyah District, Al Awsiyah Bird Reserve was established as Madinah's first dedicated bird sanctuary to diversify the city's nature-based tourism attractions. The sanctuary is home to more than 300 birds representing over 25 different species.	Madinah	Website Link
Souq Al-Tabakhah The market offers a unique culinary experience, featuring more than 60 shops competing to serve a variety of traditional dishes. Visitors from different nationalities come to experience local traditional cuisine.	Madinah	Website Link
Prince Mohammed bin Salman Arabic Calligraphy Exhibition The center was inaugurated by Saudi Minister of Culture Prince Badr bin Abdullah bin Farhan in the presence of His Royal Highness Prince Salman bin Sultan bin Abdulaziz, Governor of the Madinah Region and Chairman of the Board of the Madinah Region Development Authority. The center's strategy is based on five main pillars: knowledge and development, skills development, community engagement, business and opportunities, and innovation. It encompasses several distinctive programs, including the Research and Archiving Unit, the Arabic Calligraphy Learning Program, research grants, the Permanent Arabic Calligraphy Museum, travelling exhibitions, the International Arabic Calligraphy Association, and a business incubator dedicated to Arabic calligraphy.	Madinah	Website Link
Creation Story Museum This landmark represents an exceptional enrichment museum that takes visitors on a remarkable visual and educational journey, combining rich content with modern presentation methods. The museum presents impressive narratives and vivid stories shaped through innovative technologies.	Madinah	Website Link
Dar Al Madinah Museum Dar Al Madinah Museum is the memory of Islamic civilization in Madinah. It embodies chapters of the Prophetic Biography, preserves Madinah's heritage landmarks, architectural remains, and historical events, and offers its visitors a unique cultural and emotional journey.	Madinah	Website Link

Leading Initiatives

in Discovering the Kingdom

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Al Madinah Region Development Authority

The Prophet's Hijrah Trail Initiative

Landmarks Reviving the Prophetic Biography Spirit

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

This initiative aims to develop the Kingdom's most significant heritage and historical sites, along with the principal Prophetic routes followed by Prophet Muhammad (peace be upon him) during his Hijrah from Makkah to Madinah.

The initiative aims to develop **11 historical sites** along the Prophet Muhammad's (peace be upon him) route from Mecca to Medina.

Total Route Length
470
km

Capacity
12,000
Daily Visitors

Target
+1,000,000
Visitors

7
Overnight Stay Stations

5
Routes

+68
Retail Stores

41
Landmarks

5
Hijrah Story Sites

+112
Restaurants

Expected Impact

- Documenting and promoting the Prophetic Hijrah Route locally and internationally.
- Enhancing the mental image of the Kingdom’s historical landmarks.
- Developing religious destinations that enrich the journey of Hajj and Umrah Performers.
- Creating new employment opportunities.

Following His Footsteps: Development of the Trail and Main Station at Al-Juhfah

الهيئة العامة للترفيه
General Entertainment Authority

Reviving Al-Juhfah to Tell the Story of the Hijrah

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

The initiative was launched under the leadership of the General Entertainment Authority, in partnership with the Quality of Life Program and the Pilgrim Experience Program, to develop the main station in Al-Juhfah by upgrading its infrastructure, enhancing the quality of services and facilities, establishing a Visitor Information Center and an enrichment exhibition, providing directional signage, parking facilities for cars and buses, and preparing the connecting trail between the service stations and overnight camps.

Historical and Enrichment Sites Strategy Initiative in Makkah

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

A Unified Vision for Revitalizing Makkah's Enduring Heritage

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

The initiative aims to develop historical sites and enrichment destinationsin the city of Makkah, contributing to their organization, highlighting their religious and cultural significance, strengthening their role in enriching the experience of Pilgrims, and improving the quality of services provided at these sites.

525,306 Visitors to the Revelation Exhibition

Strategic Impact

- A unified vision founded on a clearly defined strategy for engaging with historical sites and enrichment destinations.
- Supporting existing public museums and encouraging the establishment of new private museums.
- Enhancing cultural awareness through launching Programmers introducing Makkah's rich heritage.
- Qualifying and developing Islamic historical sites as enrichment destinations welcoming visitors from around the world.

Initiative for Developing Content for Islamic and Cultural Historical Sites in Madinah and Makkah

وزارة الثقافة
Ministry of Culture

Content that Narrates the Story of Place

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

The initiative aims to develop authoritative scientific and cultural content through a single authorized entity (the Ministry of Culture) responsible for drafting, reviewing, overseeing implementation, and publishing such content. The content will subsequently be developed for presentation at historical sites through interactive, visual, audio, and written formats in alignment with international standards for historical and cultural sites.

Contributing to the Creation

40 Tourist Guide Manuals	**40** Historical Stories	**57** Guidance Maps	**+500** Site Images	**+5,000** Text Content Pages
7 Augmented Reality Experiences for Forty Islamic Historical Sites	**10** Short Films	**11** Translated Languages	**40** Visitor Journey Plans	

The Languages of the World Converge **in Makkah and Madinah**

- Arabic
- English
- Urdu
- Hindi
- Indonesian
- Bengali
- Malay
- Persian
- French
- Chinese
- Turkish

Achieved Impact

- Visitor satisfaction with historical sites.
- Enhancing Private Sector Participation through the provision of new content presentation channels and opportunities.

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

دارة الملك عبدالعزيز
KING ABDULAZIZ FOUNDATION
FOR RESEARCH AND ARCHIVES

Documenting History and Enriching Knowledge Throughout the Ages

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

The initiative aims to document and chronicle the history of Hajj and the Two Holy Mosques from the pre-Islamic era to the present day, highlighting the evolution of services provided to pilgrims and the Two Holy Mosques throughout history. It also seeks to document the events of the Prophet's Seerah from historical and civilizational perspectives and identify the most prominent landmarks and sites referenced therein.

Knowledge Publications

An electronic channel

providing relevant entities with scientific materials.

Specialized Content

Books directed to the public and publications for children.

Printed and Digital Publications

Historical Encyclopedia and Historical Atlas.

Live Events

organizing local exhibitions and specialized local conferences.

Digital Platforms

Two electronic portals serving as enrichment databases.

Available in 10 Languages

- Arabic
- French
- Persian
- Spanish
- Korean
- English
- Chinese
- German
- Urdu
- Indonesian

Exhibitions

For 160,000 Visitors

Jeddah City Exhibition

Providing an enriching museum experience that connects the past of Hajj with its present and brings historical and scholarly content closer to visitors.

Madinah City Exhibition

A museum experience showcasing the historical sites associated with the Prophet's biography.

الأطلس التاريخي للسّيرة النبوية
Historical Atlas of The Prophet's Sirah

The Historical Atlas of the Prophet’s Biography

Platform Link

A scholarly initiative launched by the King Abdulaziz Foundation with the aim of documenting the events of the Prophet’s biography through transforming them into maps and precise geographical routes linking historical narrations with their locations. It was launched during the Umrah and Visit Forum to enrich the knowledge dimension of the visitor experience, within a strategic direction aimed at transforming

What the Platform Offers

01 Publishing diverse media content to introduce and raise awareness of the historical sites associated with the Prophet’s Biography.

02 Establishing a museum dedicated to the Prophet’s Biography and its historical sites.

03 Developing an interactive digital portal dedicated to the historical sites associated with the Prophet’s Biography.

04 organizing an international forum dedicated to the historical sites associated with the Prophet’s Biography.

05 Publishing a scholarly work dedicated to the historical sites associated with the Prophet’s Biography.

Key Figures

Pages
900
Scholarly Pages

Images and Illustrations
500 Images
200 Illustrations

Maps
365
Map

Its Role in Serving Pilgrims

- **Enhancing** the knowledge dimension of the experience by providing content that connects the Prophet’s Biography to place and time, enriching visitors’ understanding of the sites they visit.
- **Facilitating** the understanding and visual presentation of the sequence of events in the Prophet’s Biography through the use of maps, images, and illustrations, helping visitors comprehend events more clearly.

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Al Madinah Region Development Authority

Infrastructure Development and Enhancement of Historical Sites in Madinah Initiative

In Madinah... Heritage Renewed, Experience Enriched

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

The initiative aims to develop Islamic historical and cultural sites in Madinah in accordance with international standards for the preservation of Islamic historical sites.

The initiative aims to enhance the infrastructure of historical sites in Madinah through

3 Landmark Sites in the History of Madinah

Qiblatain Mosque
(A witness to the historic change of the Qiblah).

Al-Faqir Well
(The story of the Companion Salman Al-Farsi, may Allah be pleased with him).

The Battle of the Trench Area
(The Seven Mosques).

Impact Achieved

- Increasing visitor satisfaction with historical sites.

Under the Initiative for Licensing Sectors Operating within the Pilgrim Experience Organization

1,480,000 Licenses Issued

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Achieved Impact

- Enhancing the hospitality experience within the Hajj and Umrah sector.
- Improving the quality of services provided to Pilgrims.
- Increasing Pilgrims' satisfaction.
- Strengthening the Kingdom's role as a global leader in managing human crowds.
- Investing in human capital.
- Improving Practices Throughout the Pilgrim Journey

Identifying Target Frontline Personnel Serving Pilgrims and Analyzing Training Programs to Enhance Hospitality and Pilgrims Service Skills

Capabilities That Create an Exceptional Experience

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to identify the skill requirements and necessary qualifications for personnel serving Pilgrims, with a focus on frontline target groups. It includes developing models for evaluating and enhancing training Programs, as well as designing training and qualification plans that strengthen workforce readiness and elevate the quality of services provided.

Achieved Impact

- An enriched experience that leaves a positive impression reflecting the honourable image of the Kingdom of Saudi Arabia.
- Professional excellence in advancing training Programs related to reception and hospitality practices.
- Institutional integration that contributed to enhancing coordination and developing workforce capabilities.

Destination Management Office Establishment and Activation Initiative for Madinah

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Al Madinah Region Development Authority

In accordance with the latest global and innovative standards for developing the Hajj and Umrah sector

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

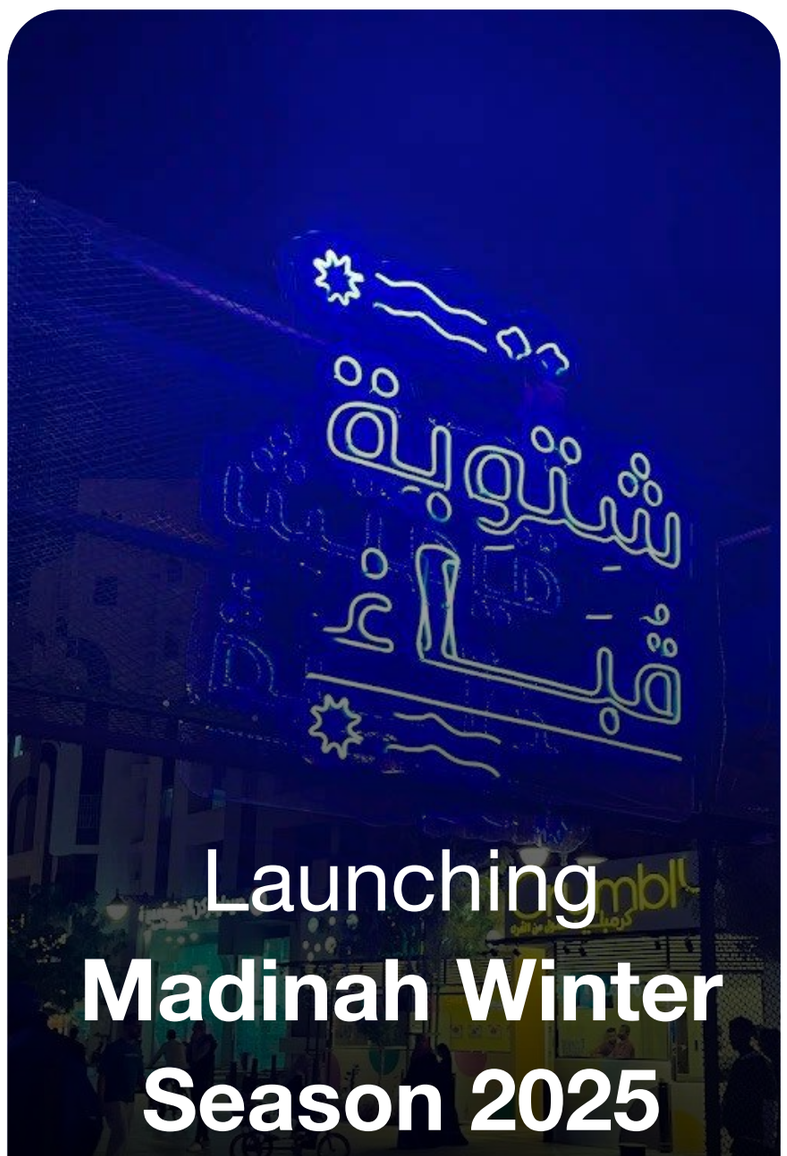
The Ultimate Goal

Transforming Madinah into a leading global destination in the Hajj and Umrah sector.

Key Achievements in 2025 AD

Winning the **"Best Stand Award"** at WTM London

organizing the region's largest workshop, contributing to the development of **11 Programs** more than **80 initiatives**

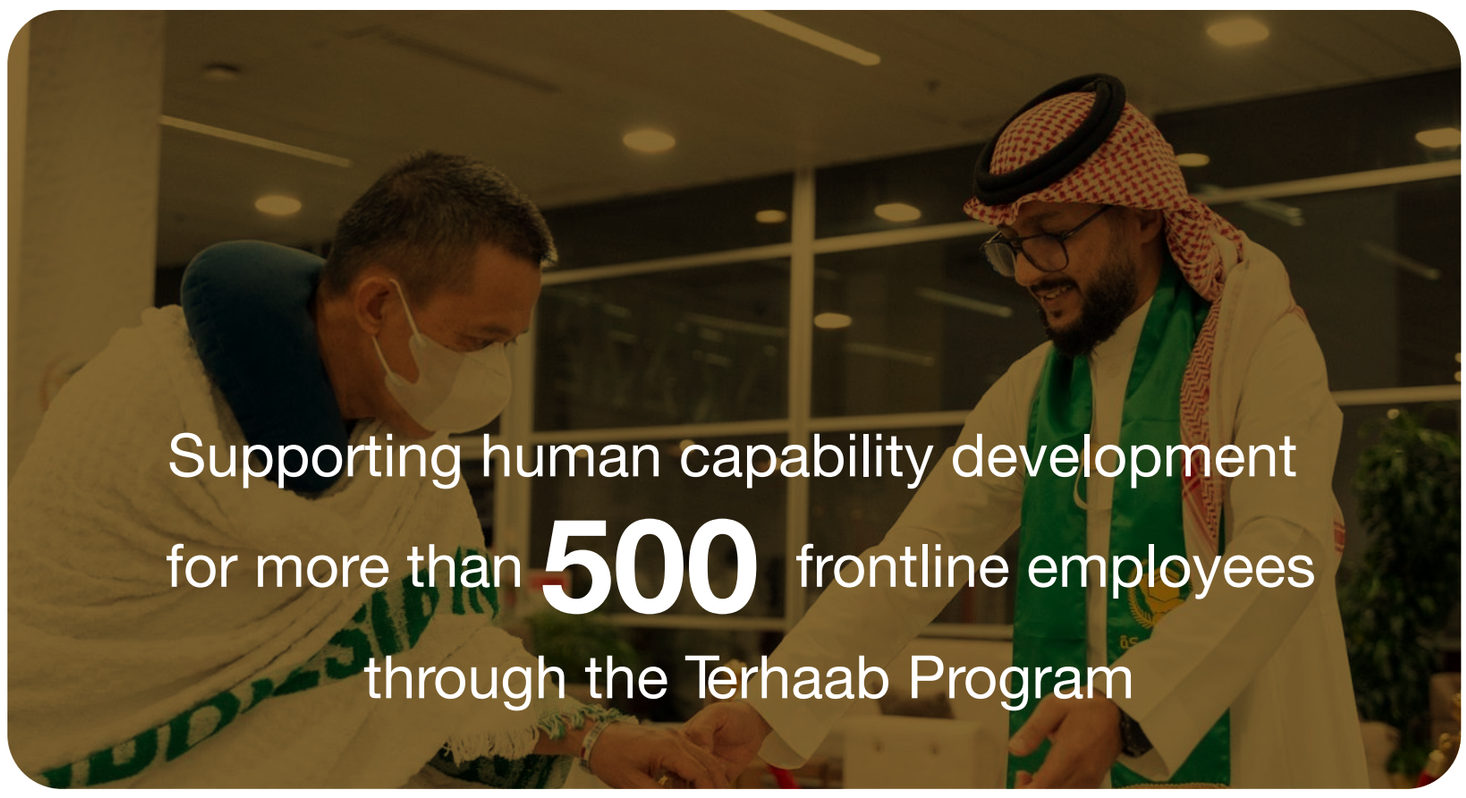


Launching **Madinah Winter Season 2025**

150 developing tourism and cultural product packages

20 memoranda of understanding

Signing **160** partnershipst



Supporting human capability development for more than **500** frontline employees through the Terhaab Program

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Al Madinah Region Development Authority

Initiative to Develop Historical Sites and Associated Routes Within the Scope of the Custodian of the Two Holy Mosques King Salman Project for the Expansion of Quba Mosque and the Development of Its Surrounding Area (Phase I)

Reviving History in the Heart of Quba

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

Phase One

7 sites targeted for development.

57 historical sites surrounding Quba Mosque.

The initiative focuses on reviving the historical memory of the area through

01 Preparing studies and designs for the master plans of historical sites and pathways.

02 Developing the first package comprising **7** historical sites surrounding the mosque.

03 Enhancing the readiness of the sites to receive visitors and enrich their experience.

Environmental and Service Impact

- Increasing the vegetation cover of the area.
- Connecting sites through visitor-friendly, accessible pathways.

Social Impact

- Creating new employment.
- Enhancing the quality of life for residents.
- Strengthening the Gross Domestic Product (GDP).

Cultural and Historical Impact

- Highlighting the Islamic, Arab, and national heritage.
- Showcasing the Kingdom's Arab identity.
- Enriching the experience of Pilgrims.

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Al Madinah Region Development Authority

Historical Path Design Initiative in Madinah

From the Footsteps of Visitors to a Journey Through Time Narrating the Biography of the Prophet (PBUH)

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

Preparing 4 engineering studies, designs, and comprehensive master plans Laying the foundation for a world-class historical pathway Across

6 main routes connecting

8 historical sites

30 - 35 km Length of the pathway

In Madinah, the First Capital of Islam You will find

Revitalization of Landmarks
Highlighting the wells and valleys across the region.

Engineering Integration
Studying and designing pedestrian pathways linking the landmarks.

Storytelling Integration
Bridging the gaps between historical sites through narrating their events and significance.

Stations Along the Path of Light Rich with Historical Legacy

- **The Prophet's Mosque**
  The starting point and heart of the city.
- **The Battle of the Trench Area**
  Lessons in wisdom and consultation.
- **Historical Wells**
  Al-Faqir Well, Ghars Well, and Wadi Al-Aqiq.
- **Mount Uhud and Sayyid Al-Shuhada**
  A story of resilience and sacrifice.
- **Quba Mosque** The first mosque built in Islam.

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Al Madinah Region Development Authority

Cultural Events Square Initiative in the Central Area of Madinah

Spaces Celebrating Culture and Showcasing Landmarks

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

The initiative aims to establish cultural squares in the central area of Madinah to showcase key landmarks through

Integrated and Unified

Architectural Design for the Squares.

Specialized Visitor Center

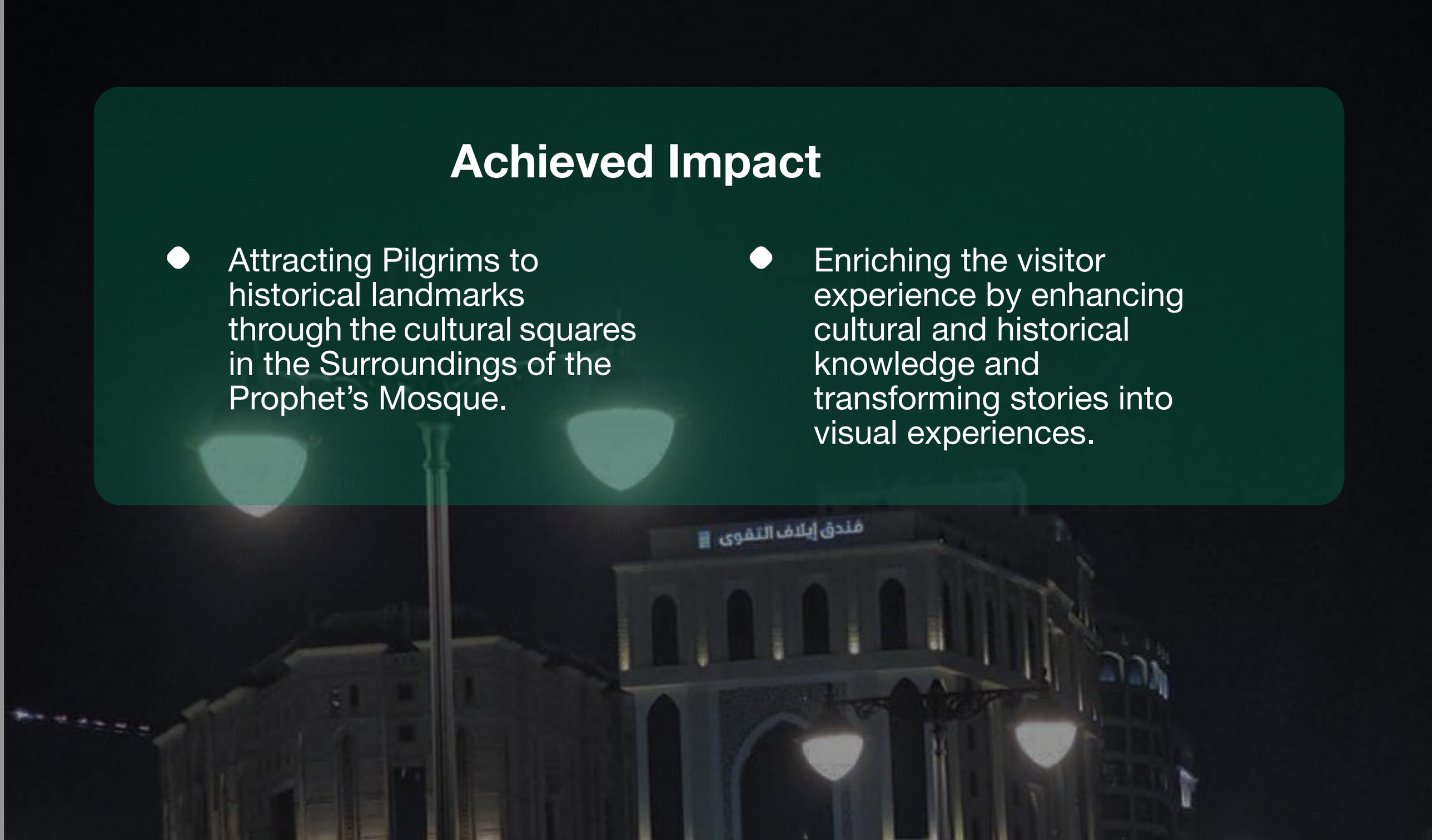
within the Enrichment and Cultural Attraction Zone.

Development of

3 Cultural Squares in the Central Area.

Achieved Impact

- Attracting Pilgrims to historical landmarks through the cultural squares in the Surroundings of the Prophet's Mosque.
- Enriching the visitor experience by enhancing cultural and historical knowledge and transforming stories into visual experiences.



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Al Madinah Region Development Authority

Enrichment Centers and Exhibitions Initiative

Enriching Beacons in Madinah

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

Located in the heart of the Central Area near the Prophet's Mosque, Quba Boulevard, and the Cultural Events Squares.

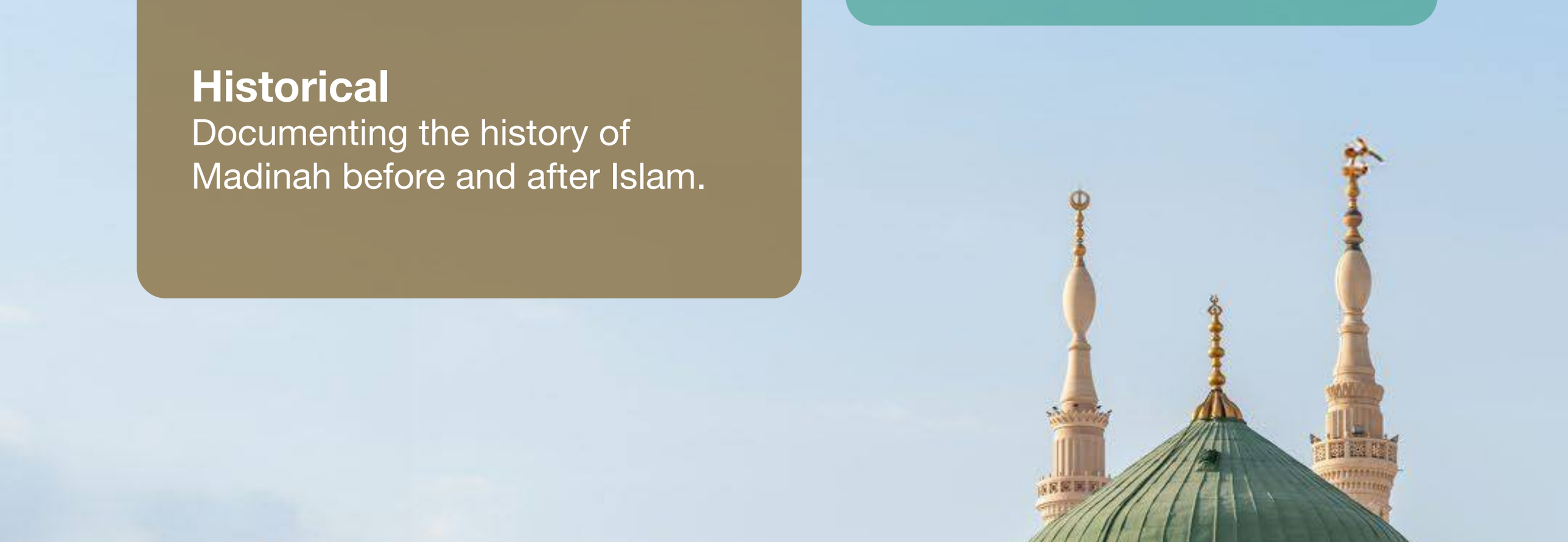
Key Outcomes Achieved

Knowledge-Based
Enriching the visitor experience, correcting misconceptions, and promoting the Prophet's biography globally.

Historical
Documenting the history of Madinah before and after Islam.

Key Projects

- Qiblatain Exhibition.
- Al-Ghamamah Cultural Center.



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Al Madinah Region Development Authority

Development Initiative of the Battle of the Al-Khandaq Site and Its Surrounding Plazas

Reviving the Historical Memory

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

Rehabilitation and Development of **6** Historic Mosques

- Al-Fath Mosque
- Salman Al-Farsi Mosque
- Abu Bakr Al-Siddiq Mosque
- Umar ibn Al-Khattab Mosque
- Ali ibn Abi Talib Mosque
- Fatimah Al-Zahra Mosque

Comprehensive Plans for the Development of **9** Historical Areas

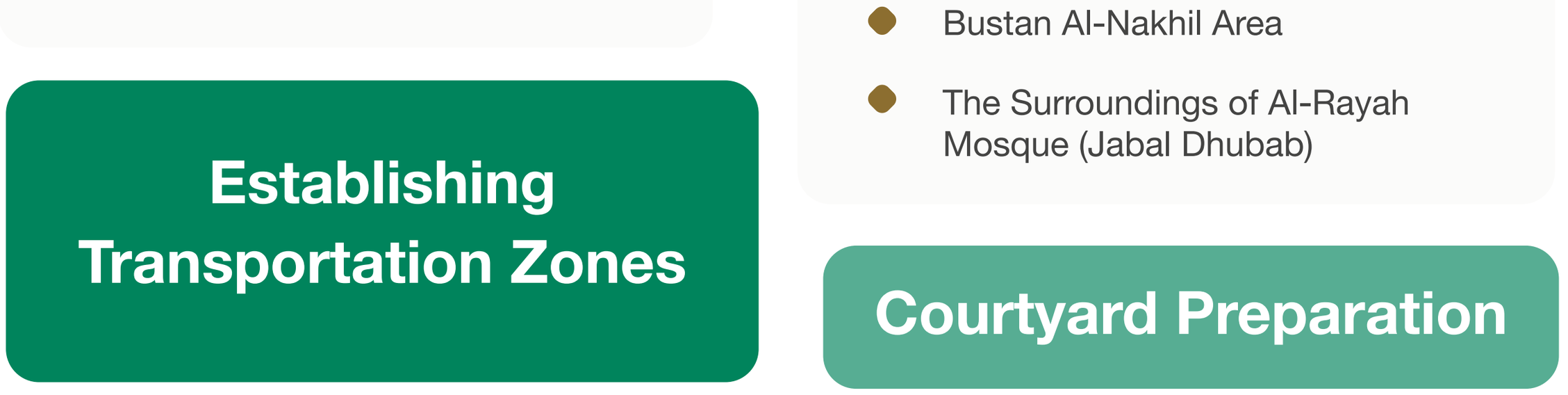
- Shi‘b Bani Haram
- Al-Sayh Heritage Area
- Al-Khandaq Promenade and Its Surroundings
- Jabal Sila‘
- Wadi Bathan
- West Al-Sayh Area
- Jabal Bani Ubayd
- Bustan Al-Nakhil Area
- The Surroundings of Al-Rayah Mosque (Jabal Dhubab)

Establishing Transportation Zones

for Bus Waiting Areas and Parking Facilities

Courtyard Preparation

Landscaping, Waiting Areas, and Shaded Pedestrian Walkways



Expected Impact

- Enriching the Visitor Experience and Transforming the Site into a Knowledge Destination.
- Increasing Visitor Satisfaction with the Site.
- Creating an Attractive Environment for the Development of Hotels and Complexes in the Area.

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Al Madinah Region Development Authority

The Battle of Badr Route and Heritage Assets Development Initiative

From the Fragrance of History to an Integrated Global Cultural Destination

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

The initiative aims to develop the Badr route, its surrounding area, and its heritage assets, transforming the area into an integrated historical, cultural, and natural destination.

6 Core Pillars

Development

- Of the historic town area.

Establishment

- Of an integrated visitor center to provide information and services.

Planning

- And preparation of designs and master plans.

Development of

- Pedestrian facilities
- Restrooms
- Bus parking areas vehicle parking facilities.

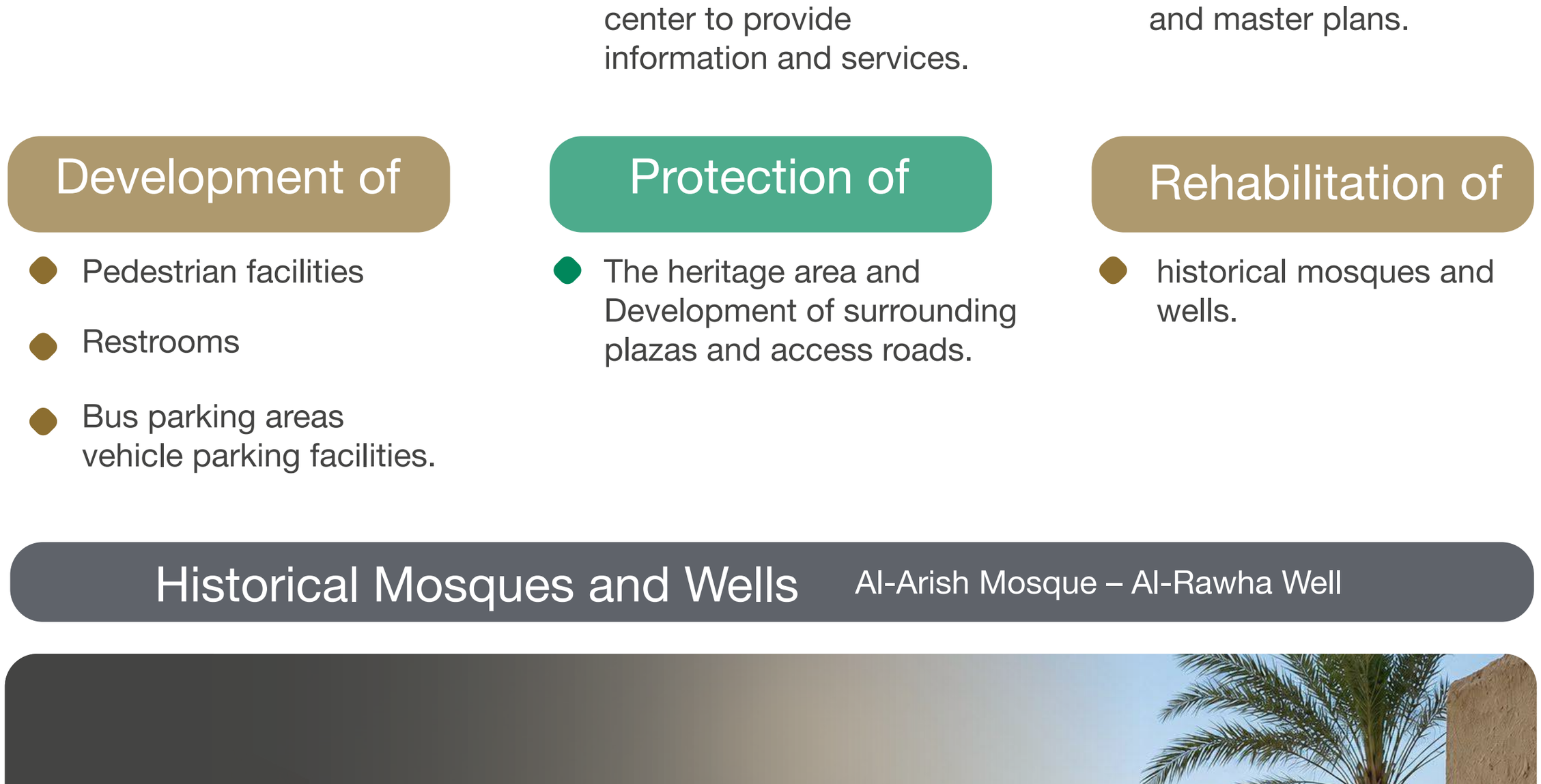
Protection of

- The heritage area and Development of surrounding plazas and access roads.

Rehabilitation of

- historical mosques and wells.

Historical Mosques and Wells Al-Arish Mosque – Al-Rawha Well



Expected Impact

- Promoting the Prophet’s biography to the Islamic world.
- Enhancing visitor satisfaction while preserving and documenting historical landmarks.

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Al Madinah Region Development Authority

Dhu Al-Hulayfah Miqat Development I nitiative

Enhanced Preparation for the Miqat Experience

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

The initiative aims to transform Dhu Al-Hulayfah Miqat into a model destination that reflects its religious, cultural, and social significance through

- Increasing accommodation capacity to keep pace with the growing number of Pilgrims.
- Organizing movement flows to alleviate crowd congestion and enhance mobility pathways.

Logistics and Traffic Solutions

305	1,040	1,040	720	40
parking spaces	shower units	sanitary facilities	ablution facilities	loading and drop-off points

Key Areas of Site and Visitor Center Development

Smart systems

Human-centered development of surrounding areas

Urban landscape enhancement

Expected Impact

- Enriching the spiritual and cultural experience of visitors to the region.
- Increasing vegetation cover and green spaces.

Identifying Boundaries and Ownership of Historical Sites and Resolving related Complexities

From Boundaries to Clarity

Strategic Objective: Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

34,889,367 m²
Project area.

17,265,145 m²
Covering Al-Juhfah as the largest field site.

728 years
Estimated age of the oldest historical map.

Issued

- Survey documents for **40** Islamic historical sites.
- Documents clarifying boundaries and ownership for **40** historical and cultural sites.

With Total of

1,520

documents

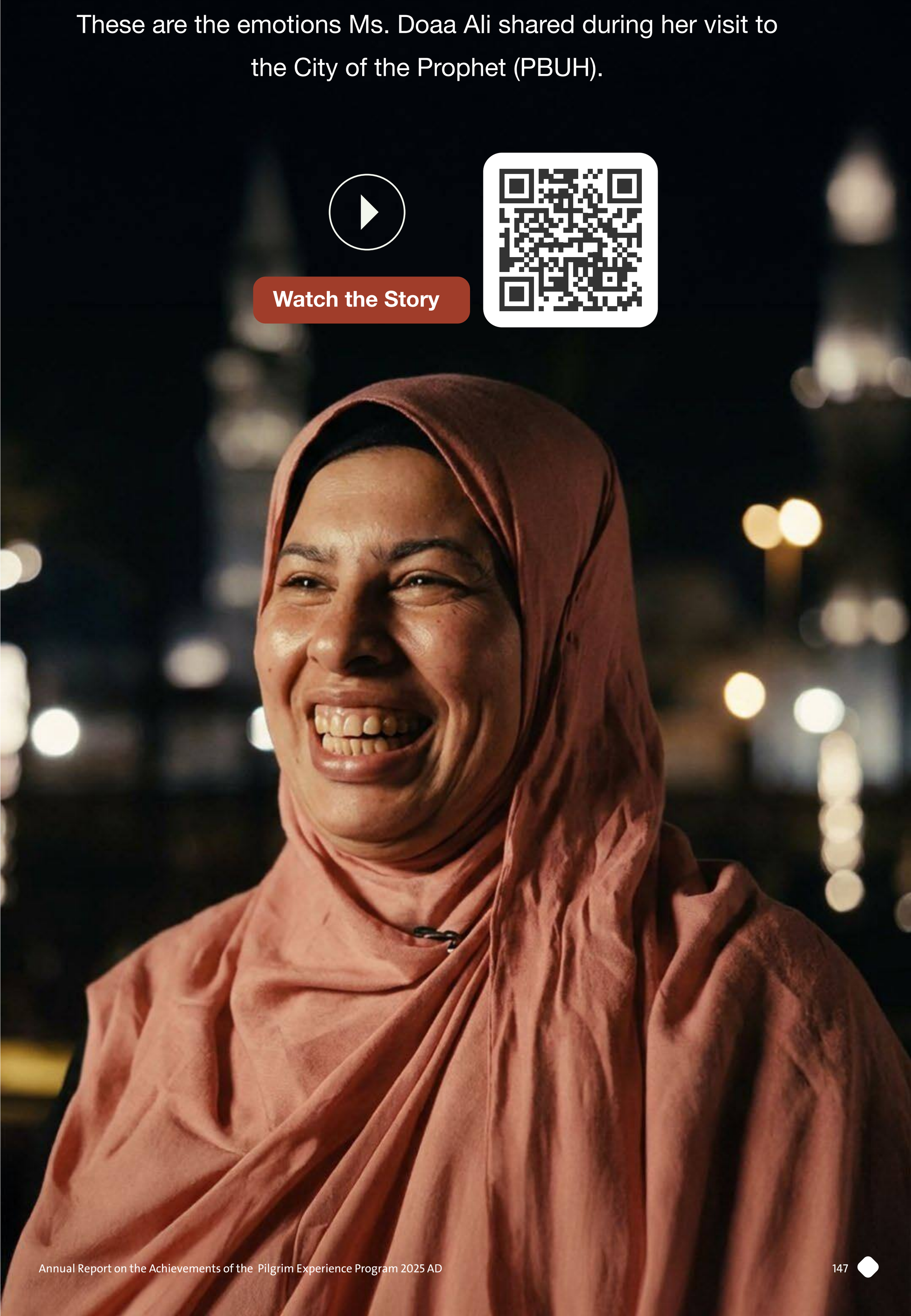
Achieved Impact

- Facilitating private sector involvement in the development of historical sites.
- Rehabilitating and developing Islamic historical sites.
- Establishing a clear mechanism for the boundaries and ownership of historical sites.
- Clearly Defined Boundaries and Ownership for 40 Historical Sites, Defining the Development Approach for Each Site.

”Joy, longing, and tears intertwined, and I felt as though my heart had arrived in Madinah before I did.“

These are the emotions Ms. Doaa Ali shared during her visit to the City of the Prophet (PBUH).

Watch the Story



Hajj Projects Management Office (Hajj PMO)

Hajj Projects Management Office (Hajj PMO)

A Sustainable Approach that Addresses Challenges and Enhances Service Efficiency

The Hajj Project Management Office (Hajj PMO) is an office tasked with unifying and monitoring efforts among government agencies to ensure integrated work across more than 60 entities within the system for serving pilgrims during the Hajj season. It works to coordinate efforts and monitor the implementation efficiency to achieve the highest levels of operational readiness for the season.

Hajj Projects Management Office Activities

Integration of roles to create the finest memory for Pilgrims

Proactive Planning and Readiness

+600 action plans.

+4,700 milestones and tasks.

100% Proactive Planning and Readiness.

Monitoring and Technical Support

+395 workshops.

580 reports issued.

3,831 review documents.

1,256 requests processed.

Control and Decision-Making

Development of **158** operational performance indicators.

Development and monitoring of **16** interactive dashboards.

Monitoring of **70** operational indicators during Hajj days.

Impact

Major contribution to increasing Hajj Performer satisfaction rates to **91%.**

Enhancing the experience of Pilgrims through an integrated operational organization serving more than **+1.8 million** Hajj Performer during the Hajj season.

Main Pathways

For a Hajj Journey Guided by Meticulous Planning and Carefully Prepared Pathways

The Hajj Projects Management Office aims, through activating these pathways, to raise the maturity of the Organization, leading to proactive readiness and integrated operation, based on clear standards that ensure the smooth flow of services, rapid response, and an improved Hajj Performer experience across all entities.

Readiness Enhancement Plans

A phase dedicated to developing readiness enhancement plans for entities by defining roles, responsibilities, tasks, milestones, and approvals to ensure early readiness ahead of the season.

Readiness Indicators

This phase focuses on measuring the actual level of preparedness of the Hajj system as a whole through a set of indicators, while monitoring progress periodically until the readiness to provide services is complete.

Operational Plans

Specific operational activities carried out during the Hajj season, including detailed implementation of roles, allocation of resources, and execution and follow-up timelines, ensuring workforce enablement and alignment among implementing entities and relevant stakeholders.

Operational Performance Indicators and Indicators Monitoring Room

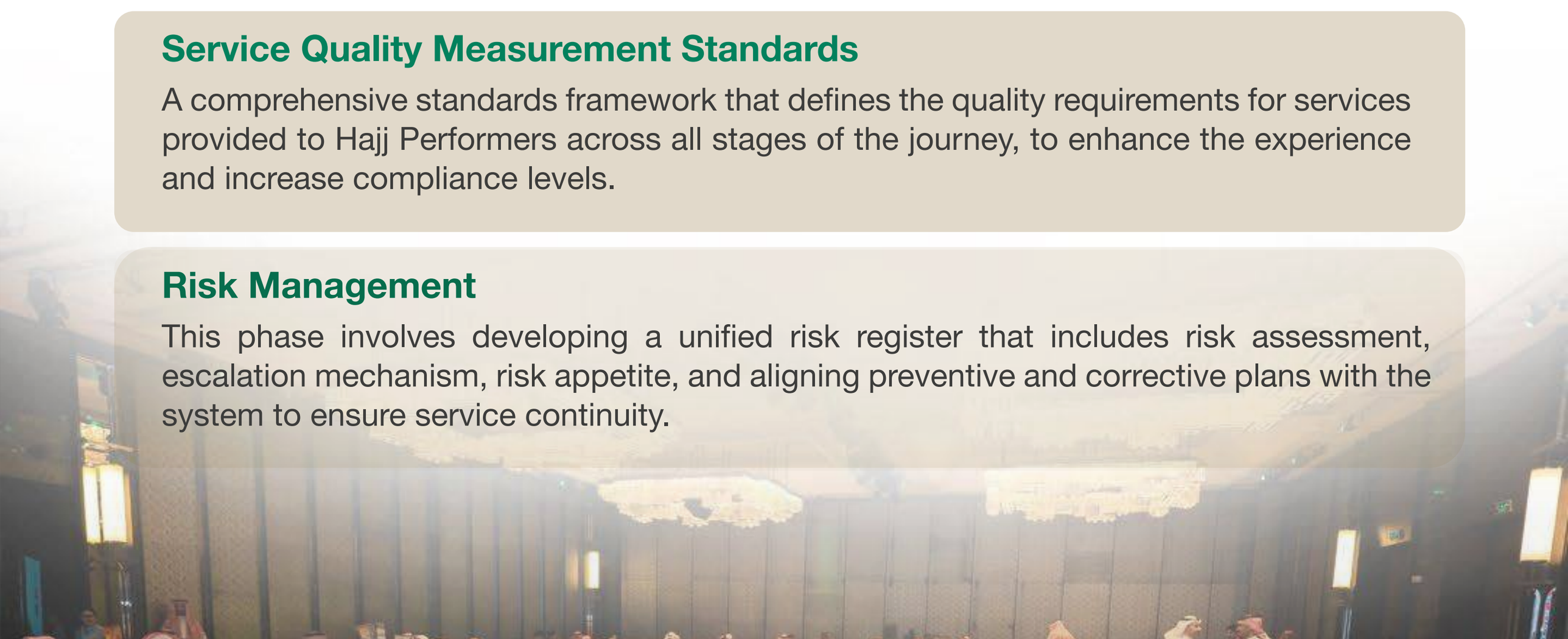
This phase focuses on monitoring a concentrated set of operational indicators during the Hajj season through a central performance monitoring room, facilitating rapid decision-making and immediate response to challenges, while the remaining indicators are monitored at various stages before and after the season, starting from the 1st of Dhu al-Qi'dah.

Service Quality Measurement Standards

A comprehensive standards framework that defines the quality requirements for services provided to Hajj Performers across all stages of the journey, to enhance the experience and increase compliance levels.

Risk Management

This phase involves developing a unified risk register that includes risk assessment, escalation mechanism, risk appetite, and aligning preventive and corrective plans with the system to ensure service continuity.



Readiness Plans Journey

Integrated Readiness for a Hajj Season at the Highest Level of Preparedness

For Hajj Seasons 1445-1446-1447 AH

Stages of Enhancing Plan Efficiency

01 Development

This stage aims to develop the content of the Readiness Enhancement Plans in alignment with the roles and responsibilities assigned to entities.

13,900

Tasks and Milestones Across Previous Hajj Seasons.

1,808

Readiness Enhancement Plans Across Previous Hajj Seasons.

02 Refinement

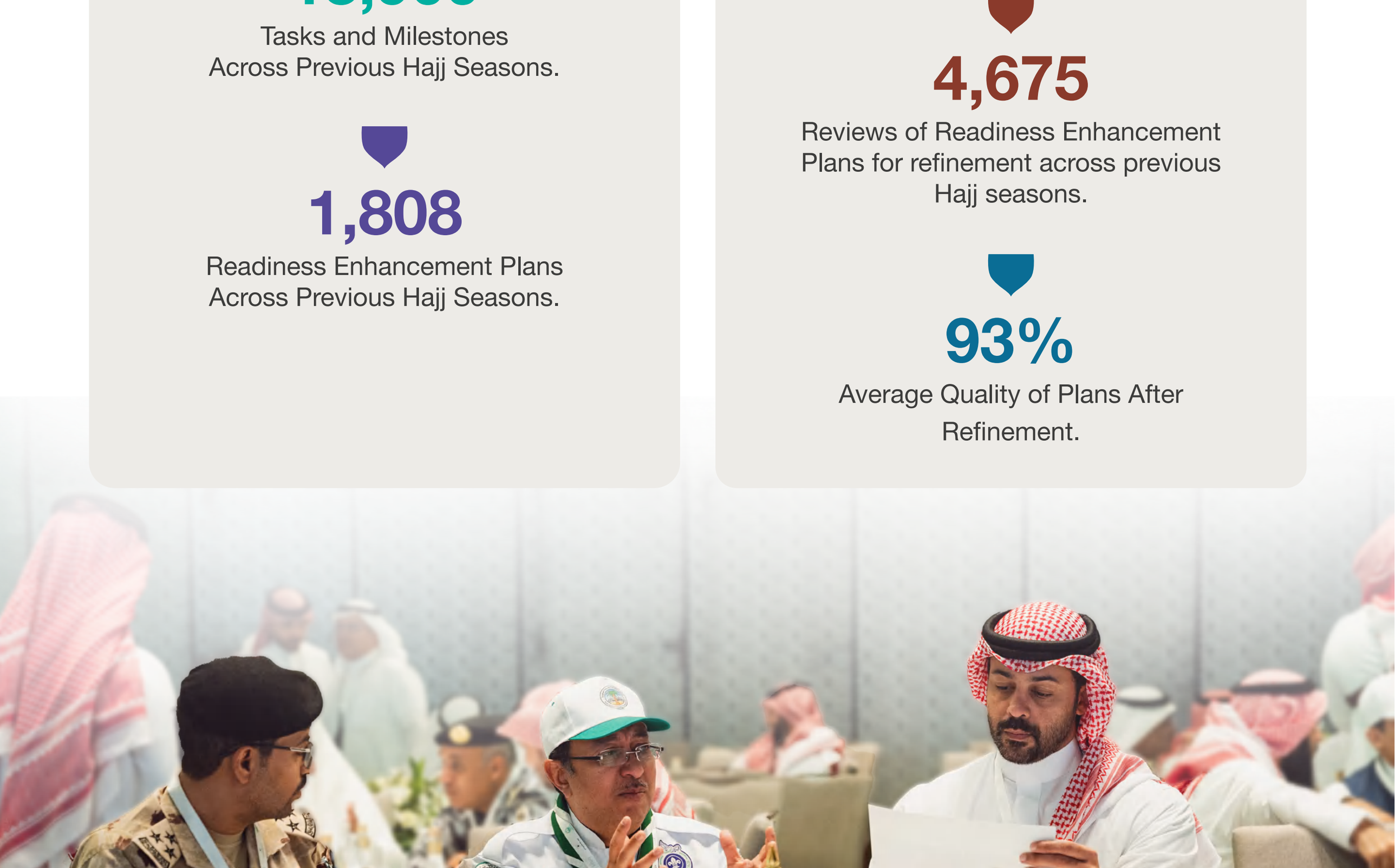
This stage aims to review entities' plans by the Project Management Office to ensure the comprehensiveness of their components, alignment with established timelines, and provision of the necessary observations and recommendations.

4,675

Reviews of Readiness Enhancement Plans for refinement across previous Hajj seasons.

93%

Average Quality of Plans After Refinement.



03 Dependencies

This phase targets the intersections between the roles of various entities by linking and aligning milestones and tasks. As work continued across subsequent seasons, the methodology evolved to become more comprehensive and precise, contributing to enhanced implementation efficiency and strengthened effective coordination among entities over the years.

5,780
Dependencies

900
Gaps Resolved

04 Technical Review Activities

This phase aims to enhance the quality of Readiness Enhancement Plans, whereby all plans are submitted to the specialized Technical Committee to conduct a comprehensive technical review, discuss observations, and align them with the relevant entities. Following agreement on the proposed amendments, the entity submits a change request to the Hajj Projects Management Office to complete the process of updating the Readiness Enhancement Plans in accordance with the approved requirements.

Operational Achievements of the Coordination Center

During Hajj Season 1446 AH

158 Operational Performance Indicators Developed and Distributed Across the Hajj Phases.

570 Detailed Indicators Continuously Monitored.

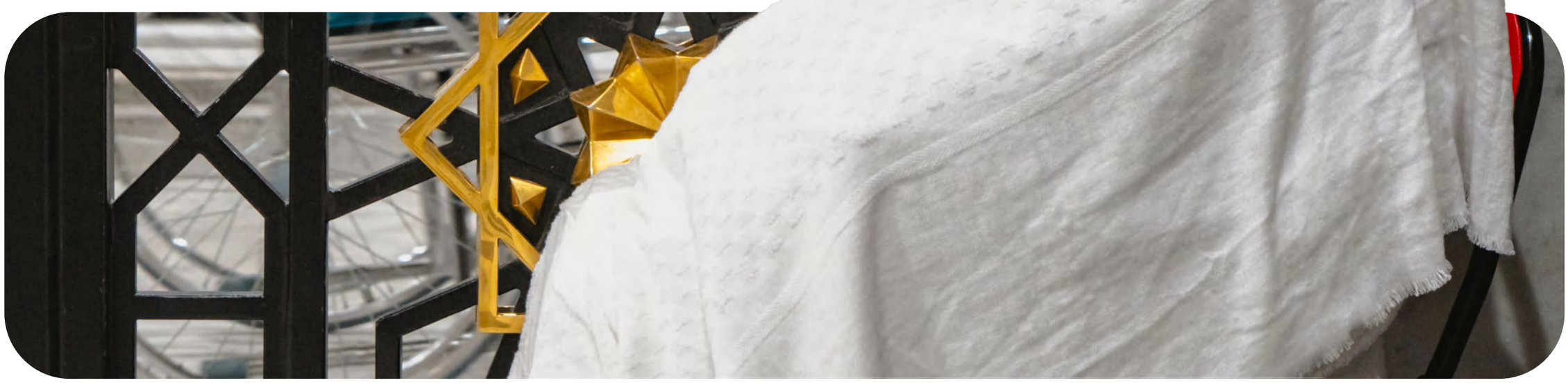
Hajj Performers Comfort We Stayed Awake for Their Comfort and Were Honoured to Serve Them

”Indescribable emotions… I stood in the purest of places, while my heart overflowed with endless prayers. A moment where tranquility meets longing, and supplication meets hope. These are emotions that reside within the heart, beyond the reach of words, yet they fill the soul with light and serenity.”

Watch the Story

Scenes of Pilgrims' Comfort

An Experience Defined by Ease and Reflected in Tranquility



Section Five

Communication and Partnerships

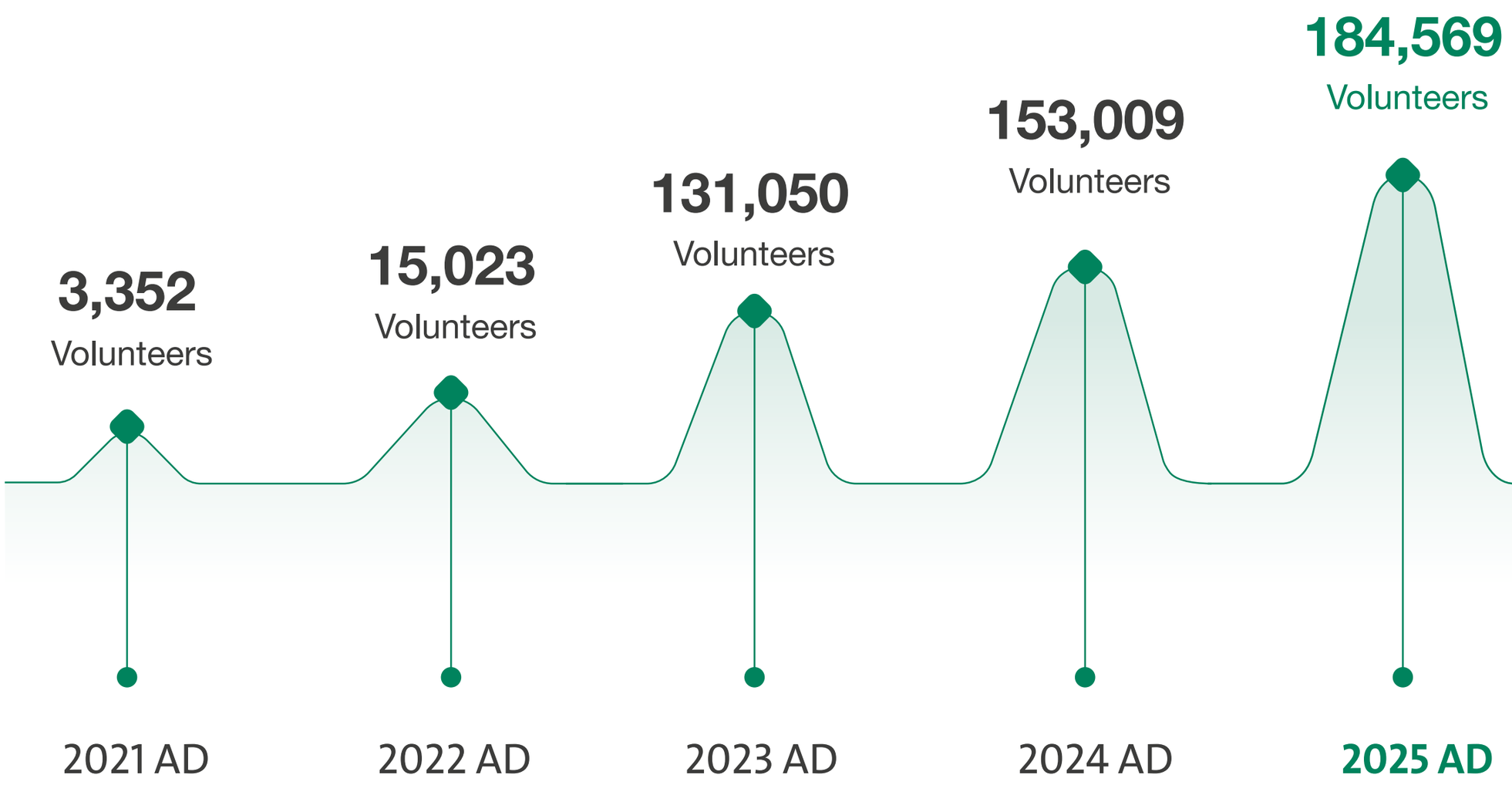
The Communications and Partnerships Department fosters integrated collaboration with internal and external partners through a media system, corporate communication initiatives, and strategic partnerships. These efforts highlight the role of the Pilgrim Experience Program in creating a religious experience befitting the Kingdom of Saudi Arabia's status as the heart of the Islamic world, thereby realizing the Program's objectives as a leading global model that reflects the goals of Saudi Vision 2030.

Non-Profit Sector

The Noblest Giving in the Holiest of Places

The journey of Pilgrims has never relied solely on official efforts rather, it has been completed through a vibrant community spirit led by the non-profit sector and embodied by thousands of volunteers who have made giving an integral part of the experience.
Within this sector, efforts are not measured merely by the number of initiatives, but by the human impact they leave behind in every moment, every service, and every act of care extended to Pilgrims.

Timeline of the Number of Volunteers Serving Pilgrims



Fields of Work of the Non-Profit Sector

- Qualification and Training
- Guidance
- Awareness and Education
- Care and Support
- Facility Management and Maintenance
- Event organization
- In-Kind Assistance
- Studies and Research
- Indirect Financial Assistance

Empowering Volunteerism at the Two Holy Mosques Portal

Platform Description

A specialized electronic portal dedicated to organizing volunteer work within the Two Holy Mosques. The platform provides high-quality volunteer opportunities that contribute to enhancing the experience of Hajj Performers, Umrah Performers, and Visitors, while promoting the culture of giving and serving the Pilgrims.

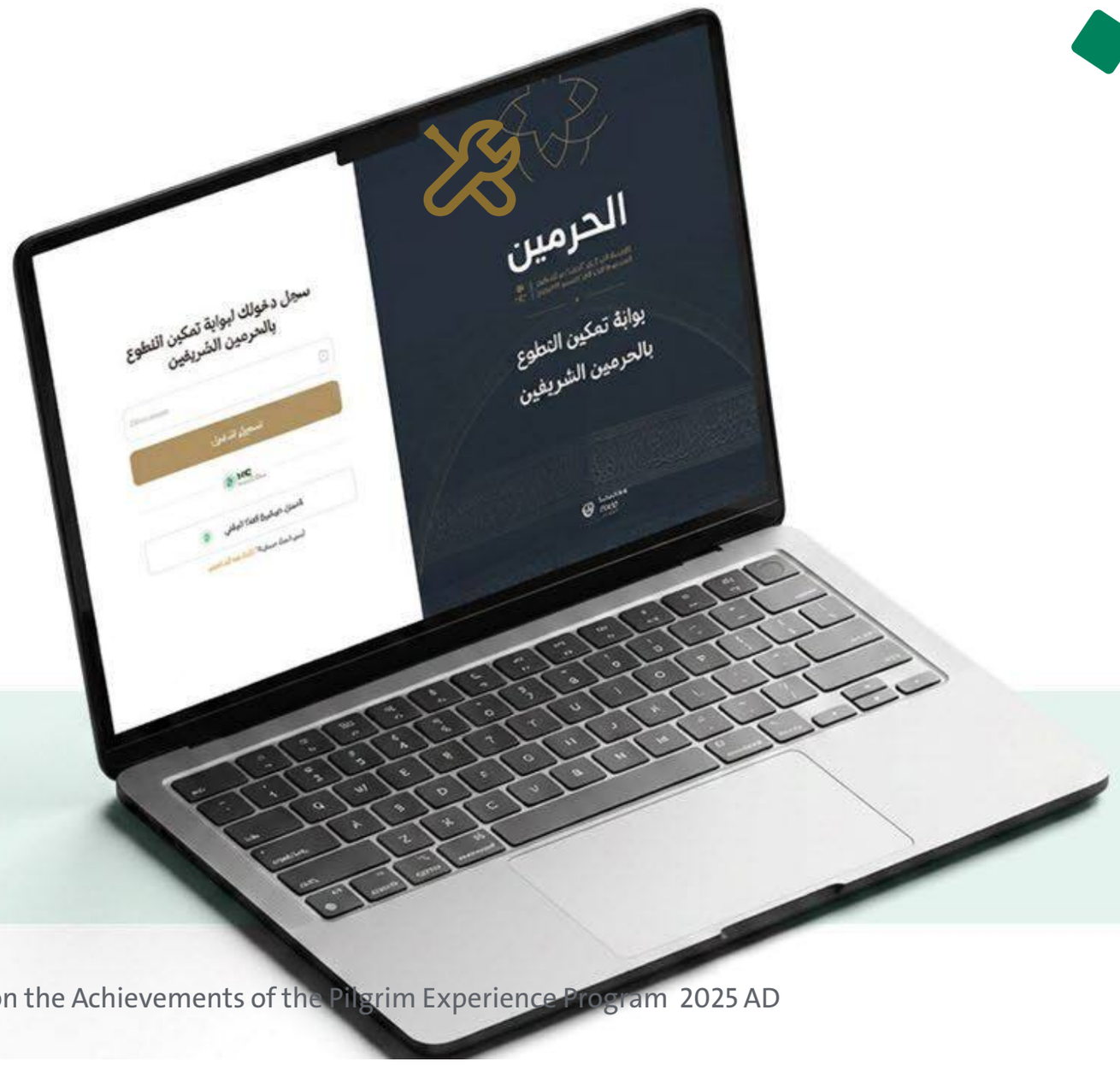
What the Platform Offers

- Fast registration for volunteers and entities.
- Tracking volunteer hours and completed tasks.
- Displaying diverse volunteer opportunities within the Two Holy Mosques.
- Issuing digital volunteer certificates.

Total Number of Beneficiaries of the Platform **+30 Thousand Beneficiaries**

Its Role in Serving Pilgrims

- Improving service quality through the organization of volunteer efforts.
- Enhancing the visitor experience through guidance and assistance.
- Supporting crowd management and field services.
- Providing organized and trained volunteer personnel within the Two Holy Mosques.



Platform Link

”When I return home, I sometimes find myself in tears, wondering: what has made Allah, the Almighty, favor me to be chosen to serve these Pilgrims?”

From the reflections and emotions of Abdullah Al-Ayaf while serving Pilgrims.

Watch the Story

Tangible Achievements in Developing the Capabilities of the Non-Profit Sector

Non-Profit Sector Observatory Project

Decisions Driven by Standards and Indicators

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The project aims to empower the non-profit sector in the Kingdom of Saudi Arabia through data collection and analysis, indicator development, and the provision of innovative initiatives and solutions that contribute to meeting needs and addressing challenges, thereby supporting decision-makers, improving performance, and enhancing the sector's effectiveness and sustainability.

Outputs

Launch of the Observatory Data Management System Platform and Heat Map

+21,680	Opinion Polls.
+18,900	Service and Needs Monitoring Forms.
+5,150	Participating Non-Profit organizations in the Observatory.
+5,000	Data Collection Forms from Service Providing Entities.
+430	Individuals Participating in the Project.
+320	Tweets Published Through the Observatory's Account on the "X" Platform.
+235	Workshops, Meetings, Visits, and Events Conducted Throughout the Project Duration.
67	Project Outputs.
23	Reports Available on the Observatory Platform.

Project for Developing Occupational Standards for Professionals Serving Pilgrims and Qualifying Workforce Accordingly

Building Human Capital Through Knowledge

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The project focuses on developing occupational standards dedicated to the field of serving Pilgrims, establishing academic qualifications, and aligning them with the Saudi Qualifications Framework (SAQF). It also includes delivering training Programs in partnership with academic institutions through accredited qualification Programs, in addition to training and qualifying employees, volunteers serving Pilgrims, and personnel working in the non-profit sector. The project further includes developing training packages and specialized courses across various fields related to serving Pilgrims.

Project Outcomes

Qualifying **1,098** trainees
Working in the non-profit sector serving Pilgrims.

Designing **10** electronic training packages
For personnel in the non-profit sector serving Pilgrims.

Designing **5** training packages
For Charity Work Ambassadors.

Designing **5** training packages
For personnel working in supervisory units within government entities.

Institutional Framework Methodology Project for Non-Profit organizations Specialized in Serving Pilgrims

Efficiency in Giving for a High-Quality Spiritual Journey

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The project aims to contribute to enhancing the performance of non-profit entities participating in serving Pilgrims, enabling them to keep pace with the aspirations and expectations of Pilgrims, elevate the quality of services provided, and improve the quality, smoothness, and ease of procedures, thereby achieving higher levels of satisfaction among Hajj and Umrah Performers, while enriching and deepening their experience.

Project Outputs

Development of an Electronic Publishing and Archiving System

A strategic digital system used to organize, document, and publish all components of the institutional framework, serving as the official reference for organizations.

Institutionalization Improvement Measurement Index Document

A tool designed to assess and improve the performance of non-profit organizations operating in serving Pilgrims.

Preparation and Delivery of 12 Training Packages

Diverse training packages covering various topics within the non-profit sector.

Development and Launch of 10 Knowledge Guides Designed to empower the institutional capabilities of sector organizations and provide related training

The guides cover sustainability, knowledge management, beneficiary experience, and non-profit sector engagement.

Innovation Lab in the Non-Profit Sector

Main Areas

17	Environmental areas.
13	Technological areas.
12	Logistical areas.
11	Health areas.

Sub-Areas

29	Guidance-Related areas
17	organizational areas
15	Experience Enrichment areas

Participants

41	Associations
13	Companies
06	Individuals
05	Universities
03	Volunteer Teams
01	Government Entities

114 Non-Profit Initiatives

69 Participants

Establishing an Endowment Financial Entity to Serve Pilgrims

Endowment Entity driven by Sustainable Impact

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Initiative Scope

The initiative aims to build a detailed database of endowments specializing in serving pilgrims throughout the Kingdom, and to establish an endowment entity that will contribute to developing the endowment system in the service of pilgrims.

Beneficiaries

01 Hajj and Umrah Performers.

02 Visitors of the Grand Mosque and the Prophet's Mosque.

Impact

- Enhancing and increasing the contribution of endowment returns toward serving Pilgrims, improving their experience, and raising satisfaction rates.

Initiative Outputs

- An inventory list of endowments dedicated to serving Pilgrims.
- A unified database for the endowments of the Two Holy Mosques.
- An endowment financial entity.

Activating the Outsourcing of Government Services for Pilgrims to the Non-Profit Sector

Empowerment that maximizes Impact

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to empower the non-profit sector to contribute to providing services for Pilgrims through the outsourcing of government projects, thereby contributing to enhancing spending efficiency, strengthening sustainability, developing local content, and delivering diverse high-quality services that enrich the experience of Pilgrims.

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

Solid Capabilities for More Effective Integration

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Through

- Establishing optimal occupational standards.
- Qualifying employees in the non-profit sector.
- Enhancing the efficiency of the institutional and knowledge organization.

The initiative contributes to

- Strengthening coordination, integration, and collaboration in implementing Programs and achieving objectives.
- Attracting and retaining talents to enhance the performance of the non-profit organizations.
- Enhancing transparency and quality of non-profit sector data.
- Qualifying employees and improving recruitment efficiency.
- Supporting sound decision-making for decision-makers and sector employees.

Enabling and organizing Volunteer Work for Pilgrims in Makkah and Madinah Initiative

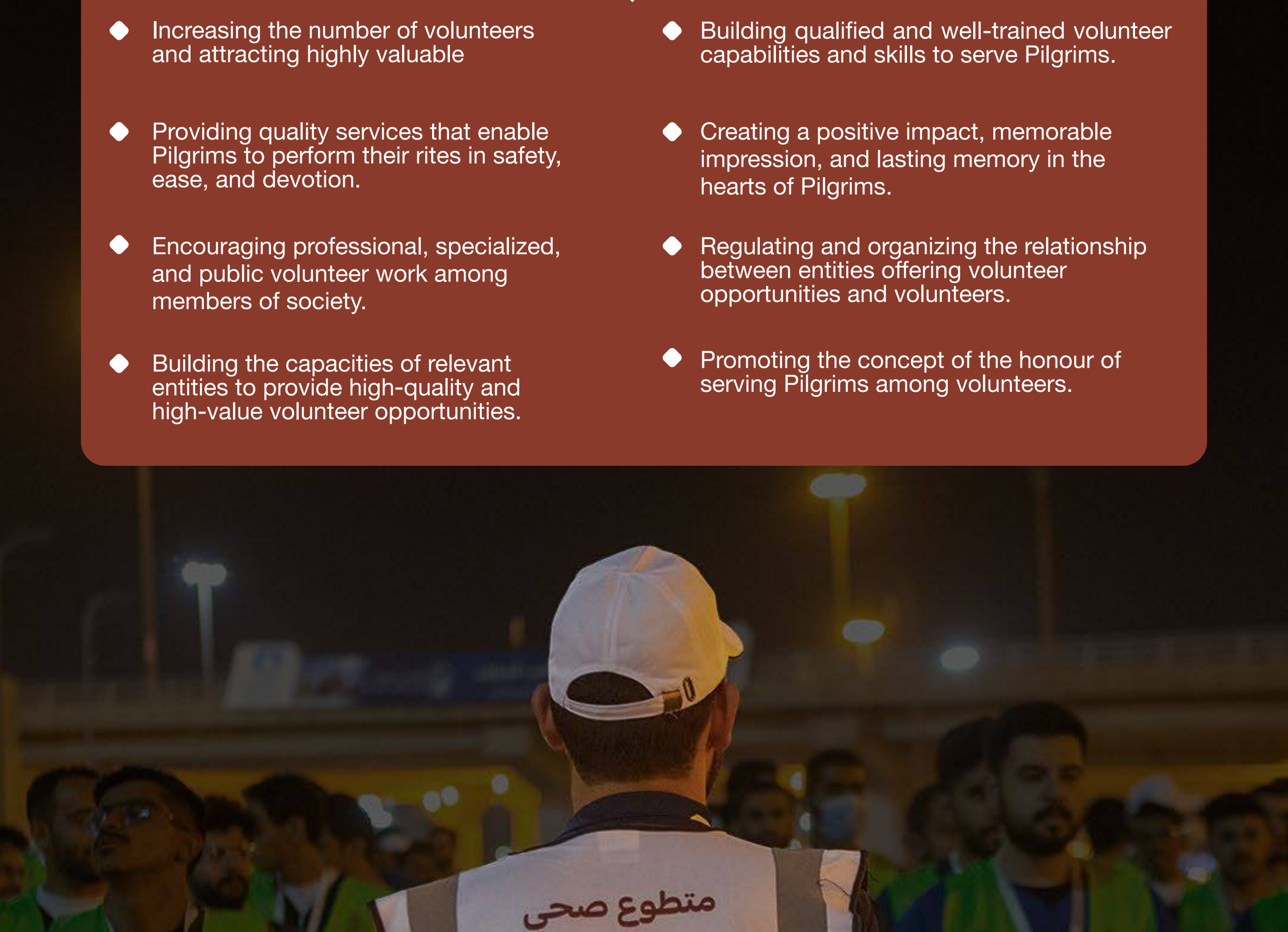
When Giving is coupled with Organization

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The initiative aims to organize and empower volunteer work while unifying the efforts of entities providing services to Pilgrims through studying and launching facilitation packages for Pilgrim volunteers, in addition to implementing specialized and targeted campaigns to attract professional volunteers to serve Pilgrims.

The initiative contributed to

- Increasing the number of volunteers and attracting highly valuable
- Building qualified and well-trained volunteer capabilities and skills to serve Pilgrims.
- Providing quality services that enable Pilgrims to perform their rites in safety, ease, and devotion.
- Creating a positive impact, memorable impression, and lasting memory in the hearts of Pilgrims.
- Encouraging professional, specialized, and public volunteer work among members of society.
- Regulating and organizing the relationship between entities offering volunteer opportunities and volunteers.
- Building the capacities of relevant entities to provide high-quality and high-value volunteer opportunities.
- Promoting the concept of the honour of serving Pilgrims among volunteers.



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

Excellence Award for Serving Pilgrims First and Second Editions

Celebrating Creativity and Innovation

One of the awards presented by the National Center for Non-Profit Sector Development, in partnership with the Pilgrim Experience Program, aims to motivate non-profit entities to contribute to developing qualitative initiatives that maximize impact across the Pilgrim Journey.

Objectives

01 Exchanging knowledge and transferring expertise and experiences.

02 Highlighting the role of non-profit sector organizations in serving Pilgrims.

03 Celebrating and recognizing outstanding efforts.

04 Promoting innovation in services provided to Pilgrims.

12 Award Tracks

- Relief and Emergency Services
- Care for Persons with Disabilities
- Intermediary organizations
- Religious Guidance
- Environment
- Elderly and Patient Care
- Public Health Services
- Guidance and Orientation
- Food Preservation
- Public Facilities
- Transport and Safety
- Tourism

Excellence Award Partners
Celebration and Recognition

First Edition	Tracks	Second Edition	Tracks
Wafd Al-Rahman Association	Elderly and Patient Care Services	Madinah Hospitality Association for Serving Hajj and Umrah Performers	Elderly and Patient Care Services
Saqya Al-Maa Association in Makkah Region	Environmental Services	Neighborhood Centers Association in Makkah Region	Environmental Services
Hafawah Association for Serving Hajj performers, Umrah Performers, and Visitors	Tourism Services	Ikram Wayfarers Association	Tourism Services
Primary Healthcare Charitable Association	General Healthcare Services	Hayatona Health Awareness Charitable Society in Riyadh Region	General Healthcare Services
Wafd Al-Rahman Association	Religious Guidance Services	Mulabbiyah Association for Honouring Female Pilgrims	Religious Guidance Services
Hadiyah Hajj and Umrah Charitable Association	Guidance and Counseling Services	Hadiyah Hajj and Umrah Charitable Association	Guidance and Counseling Services
Al-Birr Social Services Association in Al-Akhal Center	Relief and Emergency Services	Al-Jouf Hajj and Umrah Performers Services Association	Relief and Emergency Services
Ikram Food Preservation Association	Food Preservation Services	Ikram Al-Joud Association for Serving Pilgrims	Food Preservation Services
Ikram Wayfarers Association	Transport and Safety Services	Rehab Association	Transport and Safety Services
Al-HaramainAssociati on for Persons wit Physical Disabilities	Services for Persons with Disabilities	Sadanah Hajj and Umrah Association	Services for Persons with Disabilities
Saqya Charitable Association in Madinah Region	Public Utilities Services	Madrakah Charitable Association (Ghaith)	Public Utilities Services
Duyouf Makkah Association	ServicesIntermediary organizations		

Conferences and Forums

Hajj Conference and Exhibition

From Makkah to the World

Under the gracious patronage of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud, the Ministry of Hajj and Umrah, in partnership with the Pilgrim Experience Program, organized the Hajj Conference and Exhibition with broad participation from government and private entities, and in the presence of leaders and experts from within the Kingdom and abroad.

The fifth edition

held in November 2025, recorded a remarkable increase in the participation of the government, private, and non-profit sectors through

270 Exhibitors

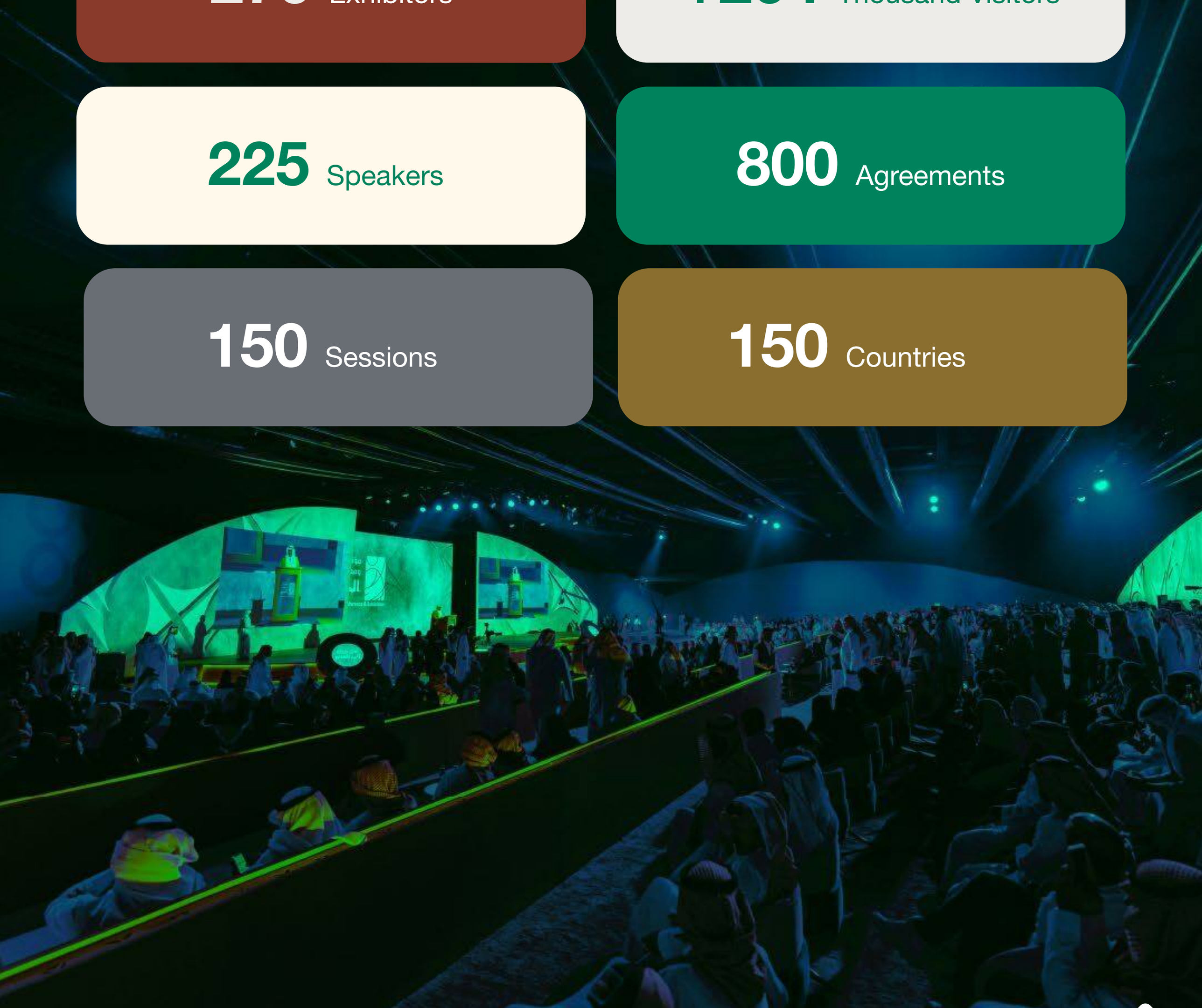
+204 Thousand Visitors

225 Speakers

800 Agreements

150 Sessions

150 Countries



Hackathons and Challenges
Solutions that Remove Barriers and Open Horizons

Innovation gateways are strengthened through the adoption of open innovation methodologies, transforming hackathons and challenges into a dynamic space where ideas converge with solutions — a space that stimulates creativity, builds partnerships, and transforms operational and service challenges into development opportunities that contribute to enhancing the experience of Pilgrims and making their journey more seamless and reassuring.

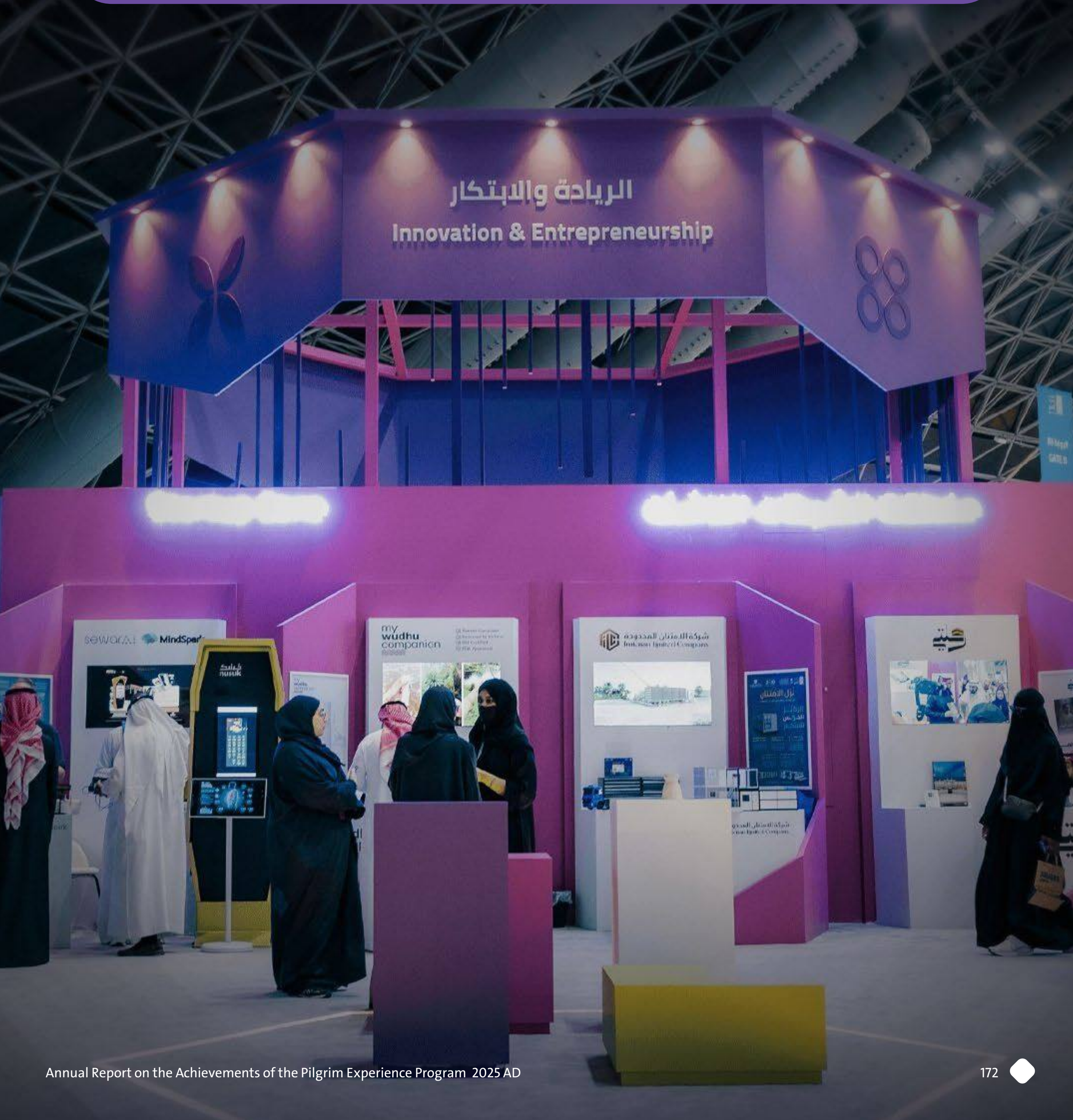
Beneficiaries

01 Hajj and Umrah Service Providers.

02 Ministry of Hajj and Umrah Employees.

03 General Public.

04 Entrepreneurs and Startups.



Challenges and Hackathons from 2023 to 2025

7,221 Participants
in Challenges and Hackathons

18 Partner Entities
in Implementation

3,746 Ideas
Documented

16 Events
Number of Implemented Hackathons and Challenges

60 Winners
in Challenges and Hackathons

Humanizing the Holy Sites Hackathon

Winners

First Place
Nusuki

Second Place
Sikkat Makkah

Third Place
Ethraa

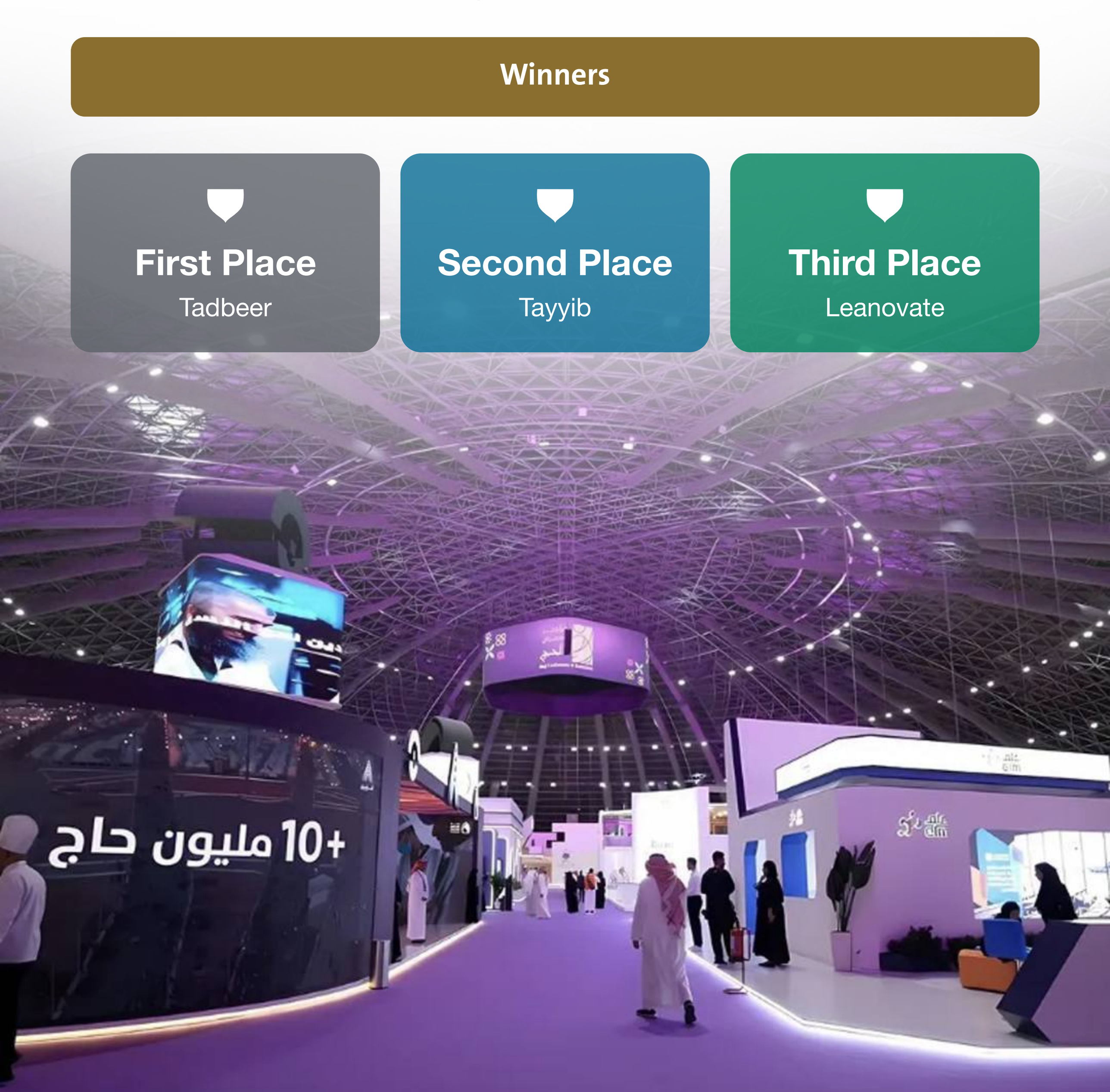
Hajj Logistics Hackathon

Winners

First Place
Tadbeer

Second Place
Tayyib

Third Place
Leanovate



In Every Act of Serving Pilgrims A Story of Pride Written by the Sons and Daughters of the Nation Through Their Ideas and Projects

Pioneering Success Stories from Concept to the Hajj Field
Startups Transforming Innovation into Impact

iRama Company

A Saudi startup specialized in soilless bio-farming using smart technologies powered by Artificial Intelligence and the Internet of Things. The company is considered the first of its kind to implement farming within the Holy Sites under the slogan “A Valley Without Cultivation,” through establishing farms inside kitchens to produce and preserve live leafy vegetables throughout the Hajj season. This contributes to enhancing the quality of food products provided to Pilgrims while reducing food loss and waste.

Impact of the Experience During the Hajj Season

- Increased demand from Pilgrims for leafy vegetables produced by iRama due to their high nutritional quality.
- Pilgrims following plant-based diets relied entirely on iRama products throughout the trial period.
- The supporting company adopted iRama products at a rate of 20% during the pilot phase, reflecting the reliability of the product and its scalability potential.

Number of Nationalities	Number of Beneficiaries
27	27,720
Nationalities	Pilgrims

Qissat Al-Makan Company

A Saudi startup specializing in virtual reality films through VR headsets and interactive experiences, offering enriching D3 (Animation) content about the historical stories and events that took place in Makkah and Madinah during the life of Prophet Muhammad (PBUH), as the first specialized content on the history of Makkah and Madinah using 3D and Virtual Reality (VR) technologies.

Impact of the Experience During Hajj Season

Increasing engagement of Pilgrims in watching the enriching films presented by Qissat Al-Makan.

Providing dedicated spaces to enrich the experience of Pilgrims during the performance of Hajj rites.

Utilizing waiting times through film-viewing experiences using Virtual Reality (VR) headsets, which contributed to supporting partner entities in organizing and managing pilgrim flow.

Creating an emotional impact on Pilgrims through interactive visual content that resonated with their feelings and enriched their experience.

Number of Beneficiaries **49,764** **Pilgrims**

Number of Nationalities **28** **Nationalities**

Number of Film Languages **12** **Languages**

Hajj Media Forum

The Voice of Pilgrim Services

In strategic partnership with the Pilgrim Experience Program, the Ministry of Media organized the second edition of the Hajj Media Forum in Makkah during the period from 5–8 Dhu Al-Hijjah 1446 AH, corresponding to 1–4 June 2025, as part of the activities of the Unified Media Operations center for the Hajj Season.

+10,000 **Local and International Media.**

+150 **Media Outlets from Around the World.**

+15 **Participating Government and Private Entities.**

منتـدى العمرة والزيـارة
Umrah & Ziyarah Forum

Umrah and Ziyarah Forum

The second Umrah and Ziyarah Forum (UZF) 2025 AD, held from April 14-16 , 2025 AD, at the King Salman International Convention Center in Madinah, Saudi Arabia, was a landmark event that united global leaders, innovators, and service providers to redefine the future of Umrah and Ziyarah. Organized by the Ministry of Hajj and Umrah and held under the patronage of Prince Salman bin Sultan bin Abdulaziz Al Saud, Governor of the Madinah Region, the forum showcased the perfect harmony between tradition and innovation, setting new benchmarks for visitor's journey.

Key Statistics

+32,000 Visitors

160 Countries

+100 Exhibitors

+150 Speakers

+4,000 Agreements Signed

50 Workshops

Ease and Reassurance Identity

The Pilgrim Experience Program developed the “Ease and Reassurance” identity to serve as a unified visual identity for the Umrah and Hajj seasons of 1445 AH – 1446 AH, reflecting the Kingdom’s care for Pilgrims and evoking ease and reassurance throughout every detail of their spiritual journey.

This identity embodies the directives of the wise leadership — may Allah support them — in serving the Pilgrims and highlighting the bright image of the Kingdom’s efforts and humanitarian values. As part of unifying the media identity, the Program worked on developing it and preparing a comprehensive guideline, to ensure consistency of the message and the clarity of its communication

Leading Initiatives in the Communication and Partnerships

Supervising Communication, Media, and Identity Enhancement Program Initiatives

A Narrative Told From the Purest Place on Earth

Strategic Objective: Facilitating Hosting More Umrah Performers and Ensuring Easy Access to the Two Holy Mosques.

The initiative aims to establish and operate a specialized Umrah office led by partners at the Saudi Tourism Authority to raise awareness among Pilgrims about the services and facilities provided.

7
Quarterly Performance Reports

1
Umrah Promotion Office

16
Promotional and Communication Initiatives

Regional, Local, and Global Communication and Media Program Initiative for Pilgrims

Communication Enhancing Accessibility

Strategic Objective: Facilitating Hosting More Umrah Performers and Ensuring Easy Access to the Two Holy Mosques.

An initiative aimed at introducing the public and relevant partners to Umrah facilitation services and the services provided to Pilgrims through the implementation of an integrated communication and media program at the regional, local, and global levels.

Studies and Research

The Foundation of Decision-Making and the Compass of Development

Studies Brought to Light

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

Study of Developing Kudi Station Facilities and Services

The Gateway to the Holy Capital "Kudi"

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

24/7
Car Parking Operations.

365 Days
Full-Year Factility Operations.

100,000 m²
Total Development Area.

To Ensure:

- Smooth and practical solutions for accessing the Grand Mosque.
- High-standard parking facilities suitable for Pilgrims.

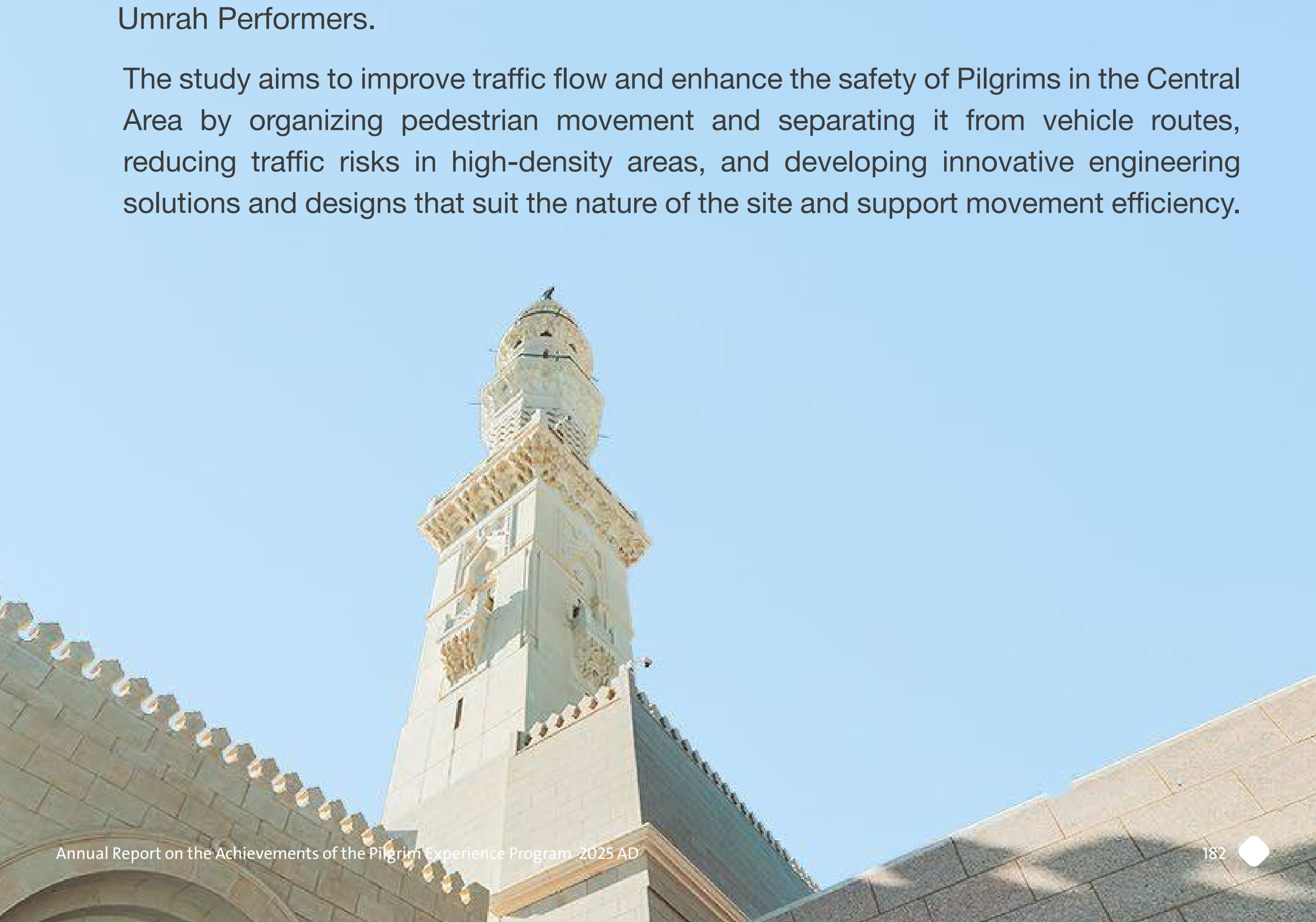
الهيئة الملكية لمدينة مكة المكرمة والمشاعر المقدسة
ROYAL COMMISSION FOR MAKKAH CITY AND HOLY SITES

Study and Development of Pedestrian Services in the Central Area of Makkah

Safe Pathways and Reassuring Steps

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

The study aims to improve traffic flow and enhance the safety of Pilgrims in the Central Area by organizing pedestrian movement and separating it from vehicle routes, reducing traffic risks in high-density areas, and developing innovative engineering solutions and designs that suit the nature of the site and support movement efficiency.



هيئة تطوير منطقة المدينة المنورة
Al Madinah Region Development Authority

Study and Awarding of the Bus Rapid Transit Project with Dedicated Lanes to the Private Sector

An Integrated Vision for Responsive Mobility

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Transporting **131,000** Annual Passengers from

- **Pilgrims**
- **Visitors of the Prophet's Mosque**
- **Residents of Madinah**

Through

15	120	250	515
Routes	Shared Stations	Buses	Stations

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

Study for Developing Bus Stations Located Around the Grand Mosque

Closer Stations, Easier Experience

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers.

Bus Stations

01 Shaab Amer

02 Jarwal

03 Bab Ali

Ensuring

- Operational and Logistical Improving Bus Processes.
- Organizing Traffic Flow.
- Easy and Comfortable Access to the Grand Mosque for Performing Nusuk.

Study for Increasing the Capacity of Air Transport Flights Available for Pilgrims

Bridges of Comfort From the World to the Two Holy Mosques

Strategic Objective: Facilitating Hosting More Umrah Performers and Ensuring Easy Access to the Two Holy Mosques.

Impact Achieved

- Optimal flight capacity
- Increased seat capacity
- Attracting airlines
- Growth in the number of Pilgrims
- Growth in the aviation and travel sector

Study Targets

Studying the needs of target countries for Pilgrims in terms of direct and indirect flights.

Study for Establishing Visitor Centers at the Grand Mosque

A Destination for Welcome, Guidance, and Service

Strategic Objective: Providing High-Quality Services to Hajj and Umrah Performers and Enriching the Religious and Cultural Experience of Hajj and Umrah Performers.

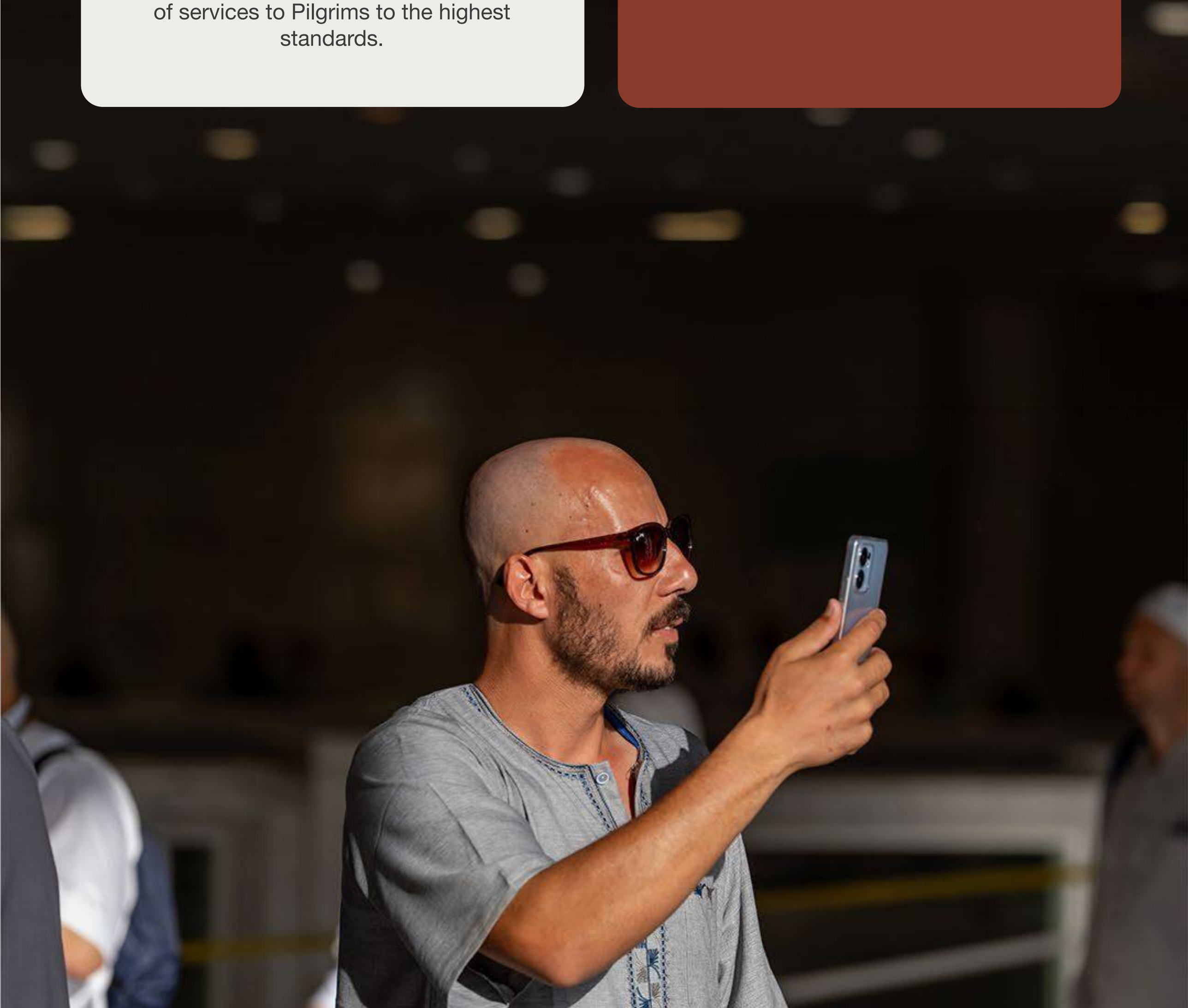
The study aims to prepare specialized consultancy studies for establishing integrated Visitor Centers at the Grand Mosque, contributing to the development of the concept of service delivery for Pilgrims and enhancing service quality across all participating service providers.

Impact Achieved

Properly studying the concept contributes to achieving outcomes that support the establishment of the centers and the delivery of services to Pilgrims to the highest standards.

Study Targets

Consultancy Study Document for Establishing Visitor Centers at the Grand Mosque.



Pilgrim Experience Sector
Studies Platform

Studies 200
Illuminating Our Path in Serving the Pilgrims

The platform aims to serve as a knowledge and enrichment reference for archiving all studies and benchmarking comparisons related to the Pilgrim Experience organization, representing a unified database for cataloging all studies conducted by relevant entities.

Platform at a Glance

Strengthens coordination and integration among entities and supports the sustainability of the national organization.

Collaborates with universities to enrich content and enhance avenues for utilization.

Enhances planning efficiency and decision-making through classifying studies into social, technical, organizational, security, infrastructure, and scientific fields.

Figures Along the Development Journey

23 government entities
prepared studies

+200 studies
for projects and initiatives

Collaboration
4 local universities

17
signed agreements

Pilgrim Experience Sector Studies Platform

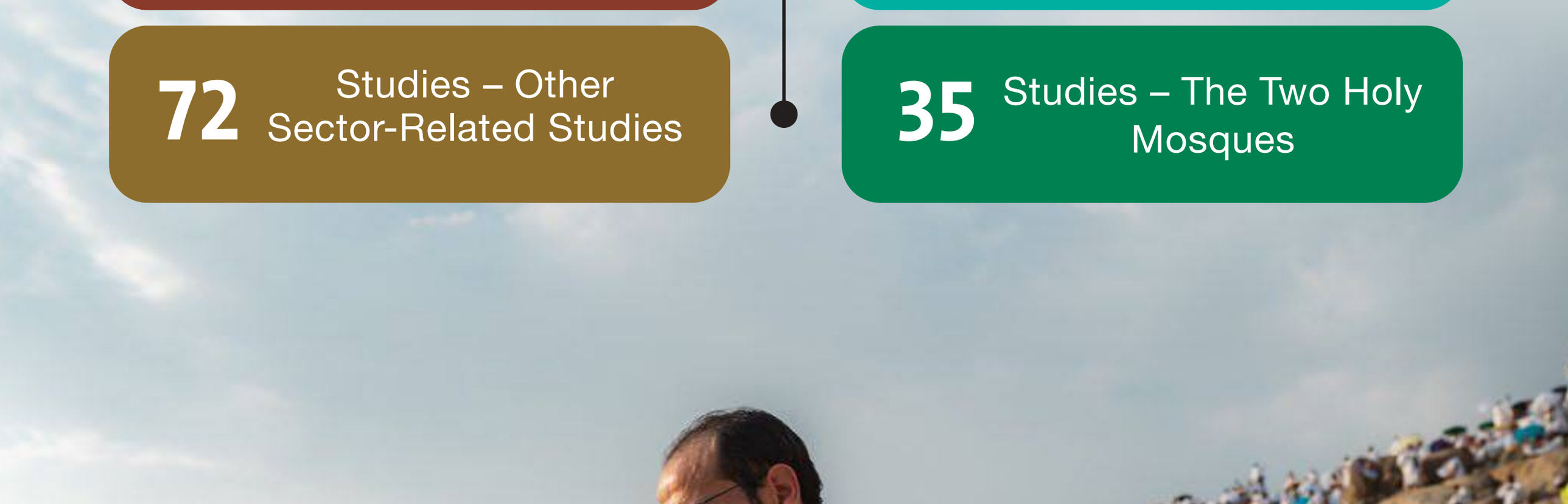
A platform dedicated to collecting and archiving studies and research prepared by government entities related to the Pilgrim Experience Sector, to enhance integration and unify research efforts among relevant entities.

Platform in Numbers

+200

Qualitative Studies Across Pilgrim Journey Touchpoints.

- **37** Studies – Health and Safety
- **4** Studies – Pre-Arrival
- **3** Studies – Hospitality
- **11** Studies – Arrival and Departure
- **18** Studies – Discovering the Kingdom
- **25** Studies – Transportation
- **72** Studies – Other Sector-Related Studies
- **35** Studies – The Two Holy Mosques



Key Developmental Studies and Research

1/2

01. Study on the Key Enablers and Drivers for the Non-Profit Sector in Serving Pilgrims.
02. Study on Priority Jobs in the Non-Profit Sector in Serving Pilgrims.
03. Study on the Key Enabling and Regulatory Entities within the Pilgrim Experience organization.
04. Study on the Leading Academic and Training Entities for Developing Professional Standards and Qualifications.
05. Study on the Key Professional Programs for Ambassadors at the Local and International Levels.
06. Alignment of Performance Indicators within the Ministry of Hajj and Umrah to Prioritize Their Activation and Monitoring.
07. Preparation and Publication of the Academic Specializations Guide for the Non-Profit Sector.
08. Preparation of the Establishment Plan for Emerging Non-Profit Associations.
09. Heat Map - Study of the Role of the Non-Profit Sector in Serving the Pilgrims.
10. Mechanism for Developing Development Opportunities.
11. Infographic Analyzing Number of Foreign Pilgrims.
12. Infographic Analyses of National Carrier Share.
13. Support Program for Service Providers in Hajj and Umrah.
14. Development of Growth Opportunities for the Non-Profit Sector in the Pilgrim Service System.
15. Aviation and Seating Capacity Reports.
16. Analytical Reports on Pilgrims by Country.
17. Governance of the Non-Profit Sector.
18. Primary Market Research Study.
19. Ramadan Travel Study Outside the Haram Boundaries.
20. Study on the Pricing Mechanism of Pilgrims' Transportation Services.
21. Analytical Study on Future Pilgrim Targets.
22. Analytical Study on Hajj Services.
23. Analytical Study on Services in the Holy Sites.
24. Analytical Study on Major Events.
25. Analytical Study on the Soft Power of Hajj.

Key Developmental Studies and Research

2 / 2

26. Analytical Study on Hajj Packages.
27. Analytical Study on Hajj Governance, Regulations, and Legislations.
28. Analytical Study on the Hajj Journey.
29. Analytical Study on Demand Drivers in Hajj.
30. Study on Developing Zamzam Water Management System.
31. Study on Governance of Hady and Udhiyah Sacrifices.
32. Study on Aviation and Tourism Related to Umrah (Seat Capacity – Visitor Demand).
33. Study on the General Syndicate of Vehicles.
34. Study and Operation of Hajj Projects and Planning Office for the 1445 AH Season.
35. Deliverables of Quick Wins Project.
36. Project for Analyzing Endowments of the Two Holy Mosques.
37. Project for Analyzing and Developing the Pilgrim Transport System.
38. Project for Developing Visual Identity of Historical Sites.
39. Project for Developing the Custodian of the Two Holy Mosques' pilgrims Program.
40. Project for Studying Enhancement of Arrival Experience for pilgrims to Saudi Arabia.
41. Project for Assessing Feasibility of Targeting High Numbers of pilgrims.
42. Measuring the Maturity of the Digital Journey Experience for Pilgrims.
43. Project for Measuring Satisfaction of Strategic Partners in Pilgrim Experience Program.

Section Six

Conclusion

Statement of Chief Executive Officer of the Pilgrim Experience Program

Eng.

Mohammed bin Abu Al-Khair Ismail

Chief Executive Officer - Pilgrim Experience Program

I am pleased to extend my deepest gratitude and appreciation to His Highness the Custodian of the Two Holy Mosques and His Highness the Crown Prince and Prime Minister for their unwavering attention and generous support in serving the Two Holy Mosques and their visitors. This support has formed the solid foundation for the remarkable achievements that have contributed to enhancing the pilgrims' journey and elevating the quality of services provided to them according to the highest standards. We also value the efforts of our partners and all those working within the system, whose integrated roles and combined efforts have contributed to writing a new chapter in the incessant success toward raising the services level and enhancing the pilgrims' experience.

This report highlights the most significant qualitative achievements during the year 2025 AD. It reviews the efforts made in developing the service for pilgrims, and what was achieved in cooperation with partners from the service and security sectors, in implementing more than 100 qualitative initiatives and development projects that contributed to developing various aspects of the pilgrim’s journey through more than 70 points of contact, starting from the pre-arrival stage and extending until departure, in addition to developing and enriching historical sites, in a way that contributes to meeting the aspirations of pilgrims of all categories, and providing an integrated experience that enhances all aspects of the journey.

This year, these achievements were not limited to setting historical records, but were also reflected in a tangible impact on the quality of services. In 2025 AD, the Kingdom welcomed more than 19.5 million Hajj and Umrah performers from abroad. Notwithstanding the continued growth in numbers, the system continued its efforts to improve the level of services, which was reflected positively in the satisfaction levels of the pilgrims, reaching 91% for Hajj Performers and 94% for Umrah performers. Historical sites and cultural destinations also witnessed remarkable development through the preparation and enhancement of 87 sites and destinations, offering a rich cultural experience that reflects the Kingdom's historical and civilizational depth.

It is worth noting that these results are a continuation of the qualitative transformations achieved by Saudi Vision 2030 during its first and second phases, encompassing various sectors, with the system for serving pilgrims receiving a significant share of this transformation. The second phase represented a pivotal milestone that strengthened the integration of efforts and raised the quality of services and performance efficiency. This is based on solid foundations and a robust base for launching towards a more prosperous and sustainable future to achieve the Vision’s ambitious goals.

We also look forward to the third phase with a more ambitious vision and a firmer resolve, building upon a solid foundation of accumulated successes and valuable experience. We will continue to work with our partners to amplify our impact and maximize added value, ultimately achieving even more advanced goals and solidifying the Kingdom's global leadership in serving pilgrims, enriching their experience, and making their journey easier, more enjoyable, and more enriching at every stage.

In conclusion, I would like to extend my gratitude to our partners for their efforts and contributions in achieving these accomplishments, and we look forward to continuing our joint work towards further excellence in serving the pilgrims.

Third Phase of
Saudi Vision 2030

we have stood as one row and one heart, guided by an ambitious vision that has made serving the Two Holy Mosques our noblest purpose, and a mission we proudly carry in service of our greatest honour, so that the journey of Pilgrims within our land may remain an unforgettable memory.

Today, as we stand at the threshold of our future destination, the echoes of the organization bear witness to the unity of our efforts and to a success story shaped by sincere dedication. Our spirits have flourished in its Fulfilment, and together we continue to write its chapters with pride and honour — “Honour and Impact.”

Dear Esteemed Pilgrims
This Journey Is Crafted for You

These achievements were not isolated milestones, nor were these efforts merely stories to be told Rather, they are part of an ongoing journey that has evolved and integrated to make your experience more seamless, of higher quality, and closer to what you truly deserve.

Throughout this journey, visions converged, efforts were integrated, and energies were united transforming plans into reality, initiatives into services, and aspirations into a journey experienced in every detail.

What has been achieved is not merely numbers to be recorded, but an impact that is felt in every step, quality reflected in every service, and an experience carefully designed to align more closely with your needs and respond more effectively to your aspirations.

You are the heart of this journey,You are its purpose, the reason from which it began, and the measure by which the quality of every achievement is assessed. And for you, these efforts continue toward a smoother journey, a deeper and more meaningful experience, and accomplishments built to keep pace with ambitions that never cease.

رؤيـــة VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

Pilgrim Experience Program

Honor and Impact