

# Saudi Tourism Authority Launches UK & Ireland Roadshow to Strengthen Trade Partnerships and Unlock New Business Opportunities

*Three-city trade engagement connects Saudi stakeholders with UK and Irish travel professionals, expanding portfolios and building new relationships*

**London, 21<sup>st</sup> August 2025** – The Saudi Tourism Authority (STA) will host its UK & Ireland Travel Trade Roadshow on September 8<sup>th</sup> and 9<sup>th</sup>, 2025, in London and Manchester, with a final stop in Dublin on the 11<sup>th</sup>. The three-city event is designed to connect UK and Irish travel professionals with a diverse line-up of Saudi tourism businesses, providing opportunities to build relationships, explore new products, and unlock commercial potential in one of the world's fastest growing economies. The roadshow will bring together destination management companies, airlines, hotels, and other entities from Saudi Arabia to meet directly with tour operators, travel agents, and product managers across UK and Ireland. Among the Saudi stakeholders who confirmed their participation at the event are 88 Destinations, Discover Saudi, Athaar, and Tetrapylon, alongside leading airlines and major hotel brands including Shebara resort and Desert Rock red sea. Also, Aroya Cruises and Golf Saudi will be among the key stakeholders joining the event.

The event will feature one-to-one business meetings, networking sessions, and presentations on new products and experiences, helping trade professionals understand the breadth of opportunities available – from UNESCO World Heritage sites and mega-projects to authentic cultural experiences and luxury hospitality.

The tradeshow will serve as a platform to establish long-term relationships, expand product portfolios, and match evolving travelers' demands with unique destination experiences. By engaging directly with Saudi partners, travel professionals from the UK and Ireland can broaden their business networks, discover new offerings, and develop itineraries to meet the growing interest in cultural, adventure, and luxury travel.

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## About Saudi Tourism Authority

Saudi Tourism Authority (STA), launched in June 2020, is responsible for marketing Saudi's tourism destinations worldwide and developing the destination's offerings through programs, packages, and business support. Its mandate includes developing the country's unique assets and destinations, hosting and participating in industry events, and promoting Saudi's destination brand locally and overseas. STA operates 16 representative offices around the world, serving 38 countries.

**Saudi**  
Welcome  
to Arabia