

# MEDIA KIT

**TOURISE**  
2027





# REWRITE THE RULES. SHAPE THE FUTURE. MAKE ALLIANCES THAT MOVE THE WORLD.

Tourism is entering a new era, shaped by technology, mobility, investment, culture and global transformation. TOURISE brings together the leaders, innovators and visionaries redefining what tourism becomes over the next 50 years.  
*This is your chance to help shape what comes next.*





## H.E. AHMED AL KHATEEB

His Excellency Ahmed Al-Khateeb serves as Minister of Tourism and Member of the Council of Ministers of the Kingdom of Saudi Arabia, and is the first to hold this office. Entrusted with establishing the tourism sector at the national level, he oversaw the opening of the Kingdom's doors to visitors from around the world and helped establish tourism as a principal pillar of economic diversification under Saudi Vision 2030. His work centers on building the institutional frameworks, policies, partnerships, and investments required to achieve sustainable growth at scale.

His Excellency helps oversee a number of national development initiatives and serves on the boards and committees of several leading institutions central to the Kingdom's transformation, including the Public Investment Fund and Red Sea Global. He previously served as Minister of Health and Chairman of the Board of the General Entertainment Authority, leading major structural transformation projects in both sectors. With more than thirty years of experience in investment and financial services, he has contributed effectively to building and developing institutions and to delivering long-term strategic impact grounded in facts and figures.

**H.E. AHMED AL KHATEEB**  
Minister of Tourism, Saudi Arabia  
Chairman, TOURISE





## A MESSAGE FROM H.E. AHMED AL KHATEEB

Tourism is one of humanity's most powerful forces for connection and shared prosperity. It stands as a pillar of the global economy and a bridge between cultures, communities, and civilizations.

Over the past decade, the tourism sector has navigated extraordinary global events that have tested its resilience and accelerated its transformation. TOURISE is not a platform that reflects what tourism has been; it decides what it will become. It is the platform where ideas become movements and where the next era of tourism is built.

As Minister of Tourism and Chairman of TOURISE, I am proud to witness how our shared vision has become a global movement. The inaugural TOURISE Summit in Riyadh demonstrated the power of collaboration to drive real, lasting impact across our sector.

Looking ahead, our new theme "Alliances That Move the World," calls on us all to deepen our commitment to partnership and innovation. Saudi Arabia is honored to serve as a global convener, championing alliances that unlock opportunity, accelerate sustainable growth, and ensure tourism's resilience for generations to come.

Because the future of travel will not be shaped by any one of us alone; it will be shaped by what we create together.

**H.E. AHMED AL KHATEEB**  
Minister of Tourism, Saudi Arabia  
Chairman, TOURISE



# TOURISE IS THE WORLD'S PREMIER PLATFORM FOR REDEFINING THE FUTURE OF TOURISM.

Created by the Saudi Ministry of Tourism, and powered by Saudi Tourism Authority, TOURISE launched in 2025 with the inaugural Summit taking place in Riyadh, convening visionaries from government, business, investment, tourism and technology communities to deliver high impact initiatives and transformative deals.

Now evolving into a year-round global platform, TOURISE unites alliances across, government, investment, technology, mobility, culture and destination development to drive progress across the traveler economy.

TOURISE is where unexpected alliances become engines of change.





# UNMATCHED IMPACT. REAL RESULTS.

In 2025, the inaugural TOURISE Summit set a new benchmark:

|                                |              |                                             |
|--------------------------------|--------------|---------------------------------------------|
| 4                              | 3            |                                             |
| INITIATIVES                    | WHITE PAPERS |                                             |
| 10K+                           | 100+         |                                             |
| DELEGATES                      | COUNTRIES    |                                             |
| 2000+                          | 140+         |                                             |
| CEOs, CHAIRS & FOUNDERS        | SPEAKERS     |                                             |
| 41                             | 67           | 113bn                                       |
| GLOBAL GOVERNMENT<br>MINISTERS | SESSIONS     | (USD) CATALYZED IN<br>INVESTMENT PORTFOLIOS |

NOW WE WILL GO EVEN FURTHER.





## TOURISE

RIYADH 2027  
23-25 MARCH

Following the success of the inaugural Summit November 2025, TOURISE summit will return to Riyadh in March. TOURISE is a a year-round platform instigating unlikely alliances to act as a engines of change:

TOURISE Summit

Date: 23 - 25 March 2027

Location: Riyadh, Saudi Arabia







Tourism sits at the intersection of technology, investment, policy, mobility and culture. The 2027 theme recognises that its future will be shaped not by any one sector, but by the strength of the alliances formed between them.

Across the programme, TOURISE explores how AI and emerging technologies are transforming travel, how new partnerships are creating opportunities for growth and connectivity, and how destinations can balance economic success with sustainability, resilience and cultural identity.





# THE NUMBER ONE GLOBAL TOURISM EVENT

Over 3 Days

1 Main Stage

Opening Ceremony

30+ Workshops

Exclusive Global Announcements Stage

Meeting and Networking Opportunities

Awards Ceremony

'TOURISE Beach' - Experiential & Showcasing Zone



# WHO WILL JOIN US AT THIS EXCLUSIVE EVENT?

Government & Policy Leaders

Investor & Capital Allocators

Industry Leaders & Operators

Industry Bodies & Association

Sponsors & Strategic Partners

Knowledge Partners

Global Media

The Public & Future Leaders







## TOURISE AWARDS 2027

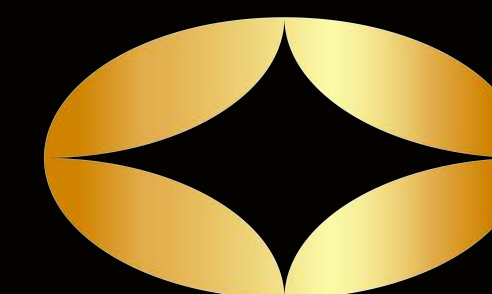
### ABOUT TOURISE AWARDS

The TOURISE Awards are the platform's global recognition program for the destinations rewriting the rules of excellence. Now in their second cycle, the Awards celebrate places delivering meaningful, memorable and measurable value across the entire traveler journey.

Winners are selected by an independent, cross-sector jury of distinguished global experts assessed on a rigorous set of criteria.



WITH A SEVENTH FLAGSHIP  
CATEGORY SELECTED BY THE JURY:



## BEST OVERALL DESTINATION

### SIX CATEGORIES FOR NOMINATION:



BEST ADVENTURE  
DESTINATION



BEST ARTS & CULTURE  
DESTINATION



BEST ENTERTAINMENT  
DESTINATION



BEST FOOD & CULINARY  
DESTINATION



BEST SHOPPING  
DESTINATION



BEST WELLNESS  
DESTINATION

NEW FOR 2027

Visit the website to learn more  
about the Awards & nominate  
your favorite destination.

**Nominations close 30  
September**

[TOURISE.COM/EN/AWARDS](https://tourise.com/en/awards)







## TOURISE AWARDS TIMELINE

Visit the website to learn more about the Awards & nominate your favorite destination.

**Nominations close 30 September**  
[TOURISE.COM/EN/AWARDS](https://tourise.com/en/awards)

**2026**

**JULY**  
Nominations Open

**30 SEP**  
Submissions Close

**16 NOV**  
Shortlist Announced

**18 JAN**  
Finalists Announced

**23 MAR 2027, RIYADH**  
TOURISE Awards Ceremony





## What is TOURISE announcing?

TOURISE is officially launching the next phase of its global journey by unveiling the 2027 theme, Alliances That Move the World, shaping the platform’s discussions, partnerships, and activities over the coming year. The announcement also introduces the initial program direction, first confirmed speakers, and the stakeholder engagement roadmap leading into TOURISE 2027.

This announcement marks the beginning of the 2026-2027 TOURISE cycle and serves as the foundation for future milestones, including speaker announcements, partner engagement, registration activities, and year-round programming.

## Why is TOURISE making this announcement now?

Tourism is entering a period of profound transformation. Advances in technology, changing traveler expectations, demographic shifts, evolving mobility systems, and increasing competition between destinations are reshaping how the world travels.

TOURISE is making this announcement now to establish an early platform for collaboration and dialogue around these shifts. Rather than reacting to changes as they emerge, TOURISE aims to bring together leaders from across sectors to help shape the future proactively. The announcement provides stakeholders with an early opportunity to engage, contribute, and participate in the conversations and partnerships that will define the next era of tourism.

## What does the theme “Alliances That Move the World” mean?

Alliances That Move the World reflects the reality that tourism no longer operates as a standalone sector. The future of tourism will be shaped by collaboration between governments, investors, technology companies, mobility providers, destination leaders, cultural institutions, entrepreneurs, and innovators.

The theme recognizes that many of the opportunities and challenges facing tourism today, from connectivity and infrastructure to traveler demand and destination development, cannot be addressed by any single organization or sector alone. Meaningful progress will require new partnerships, new models of collaboration, and a shared commitment to shaping the future together.

## How is TOURISE different from other tourism events?

TOURISE is not designed as a traditional tourism conference. It is a year-round platform focused on partnerships, innovation, investment, and implementation.

The platform brings together leaders from tourism, technology, mobility, infrastructure, finance, culture, and government to address shared challenges and identify practical solutions. Its objective is not only to facilitate dialogue but also to accelerate collaboration and generate measurable outcomes that extend beyond the summit itself.

By convening leaders who do not traditionally operate within the same ecosystem, TOURISE creates opportunities for unlikely alliances and cross-sector partnerships capable of driving meaningful change.

## How does this announcement connect to TOURISE 2027?

This announcement serves as the official starting point for the TOURISE 2027 journey. It establishes the strategic direction, introduces the central theme and discussion framework, and initiates engagement with speakers, sponsors, partners, and stakeholders.

Over the coming months, TOURISE will continue building momentum through year-round content, stakeholder engagement, global activations, and additional announcements leading into the summit.

## What is the long-term vision?

TOURISE’s long-term vision is to become the world’s premier platform for reimagining and shaping the future of tourism. Through year-round engagement, cross-sector partnerships, and global convening power, TOURISE seeks to establish itself as the leading platform where the most important conversations, collaborations, and solutions shaping the future traveler economy take place.

## How can organizations become partners or sponsors of TOURISE?

To partner with TOURISE, please contact us at [media@tourise.com](mailto:media@tourise.com).



# JOIN US

Be at the center of the alliances shaping the future of global tourism.

Official hashtags:  
[#FutureOfTourism](#)  
[#TOURISE27](#)  
[#TOURISE27AWARDS](#)

Media inquiries:  
[media@tourise.com](mailto:media@tourise.com)

General inquiries:  
[contact@tourise.com](mailto:contact@tourise.com)

For more information:  
[tourise.com](https://tourise.com)



**TOURISE**

RIYADH 2027  
23-25 MARCH

