الدولية

شركة السياحة الدولية السعودية

Saudi International Travel Company

Media Familiarization Program- Riyadh

10-13 November 2025

TOURISE



Project Overview

SITC Tourise Event Sponsorship “Media Familiarization Program - Riyadh”

As part of the event sponsorship at the “Tourise Global Tourism Summit 2025”, SITC curated and delivered a two-day experiential program in Riyadh for 60 international media representatives, designed to deepen their understanding of Saudi Arabia’s travel landscape and highlight Riyadh as a dynamic destination.

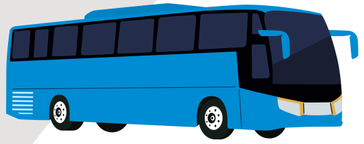
Itinerary Review

The itinerary combined iconic landscapes, authentic cultural encounters, and immersive outdoor experiences:

Edge of the World
A visit to one of Saudi Arabia's most iconic natural landmarks, showcasing the Kingdom's dramatic scenery and adventure tourism potential.

Desert Camp Experience
A full-day desert immersion featuring local hospitality, traditional cuisine, and relaxed networking in an authentic setting.

Traditional Farm Visit
An authentic cultural experience highlighting local farming traditions, sustainability, and rural life just outside the city.






TRANSPORTATION, GUIDES, F&B, DEDICATED ON-GROUND COORDINATION BY SITC TEAM.

Edge of the World



Desert Camp Experience



Traditional Farm Visit



Outcome & Impact

1. Positioned Riyadh as a multifaceted destination beyond urban tourism.
2. Enabled media to generate rich, experience-driven storytelling about unique experiences and authenticity of local hospitality.
3. Strengthened SITC’s role as a key enabler of tourism promotion and destination education.
4. Overall, the sponsorship successfully combined education, inspiration, and experiential travel, reinforcing SITC’s commitment to showcasing Saudi Arabia through meaningful media engagement.

Accommodation

The guests stayed in 2 hotels in Riyadh:



Holiday Inn Al Qasr Riyadh 4*



Novotel Suites Riyadh Olaya 4*

Edge of the World Day - 10 November, 2025

Group #1 : 30 Pax

Duration: Full day Activity (8 hours)

Location: 60 km from Riyadh

Transportation: 4x4 desert style transfer





Camp Day - 10 November 2025

Group #2 : 30 Pax

Duration: Full day Activity (8 hours)

Location: 60 km from Riyadh

Transportation: Luxury Bus





Farm Day- 13 November 2025

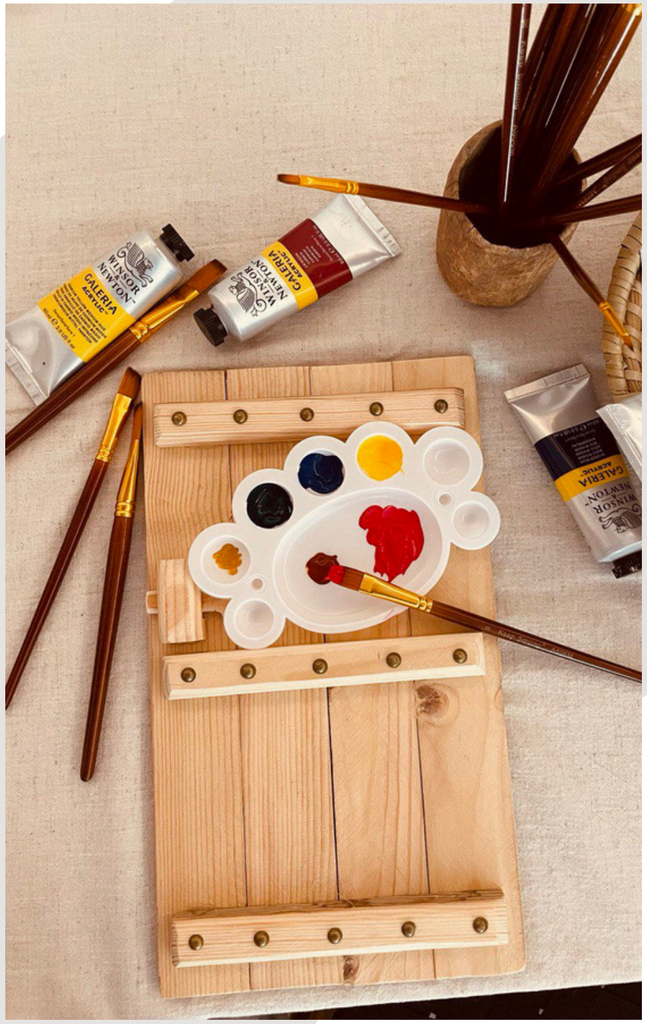
Group # : 25 Pax
Duration: Full day Activity (8 hours)
Location: 30 km from Riyadh
Transportation: Luxury Bus

- Henna Experience – Enjoy a hands-on henna session with traditional Saudi designs.
- Local Food – Dinner – Savor an authentic Saudi dinner featuring local flavors and recipes.
- Najdi Door Painting – Learn about Najdi heritage through decorating traditional wooden doors.
- Traditional Saudi Dance – Experience live Saudi folk dance showcasing cultural rhythms and movements.



Farm Day- 13 November 2025











Client Feedback

STA | Thomas Staunton



Thank you so much for your help and support. It is appreciated! 🙏🙏

I know we didn't get the numbers we were planning for, but please know these special guests are very grateful for an amazing experience!!!!!! 🙏🙏🙏🙏🙏🙏🙏🙏🙏🙏🙏🙏🙏🙏

And we are extremely grateful for your effort and amazing tour! 🙏

18:47

🙏🙌🙏

00:39

Amazing!!!! Thank you so much!!!

00:39

Anytime, we hope we did our part as a Saudi DMC, All the best 🙏🇸🇦

✓✓ 00:43

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Thank you

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