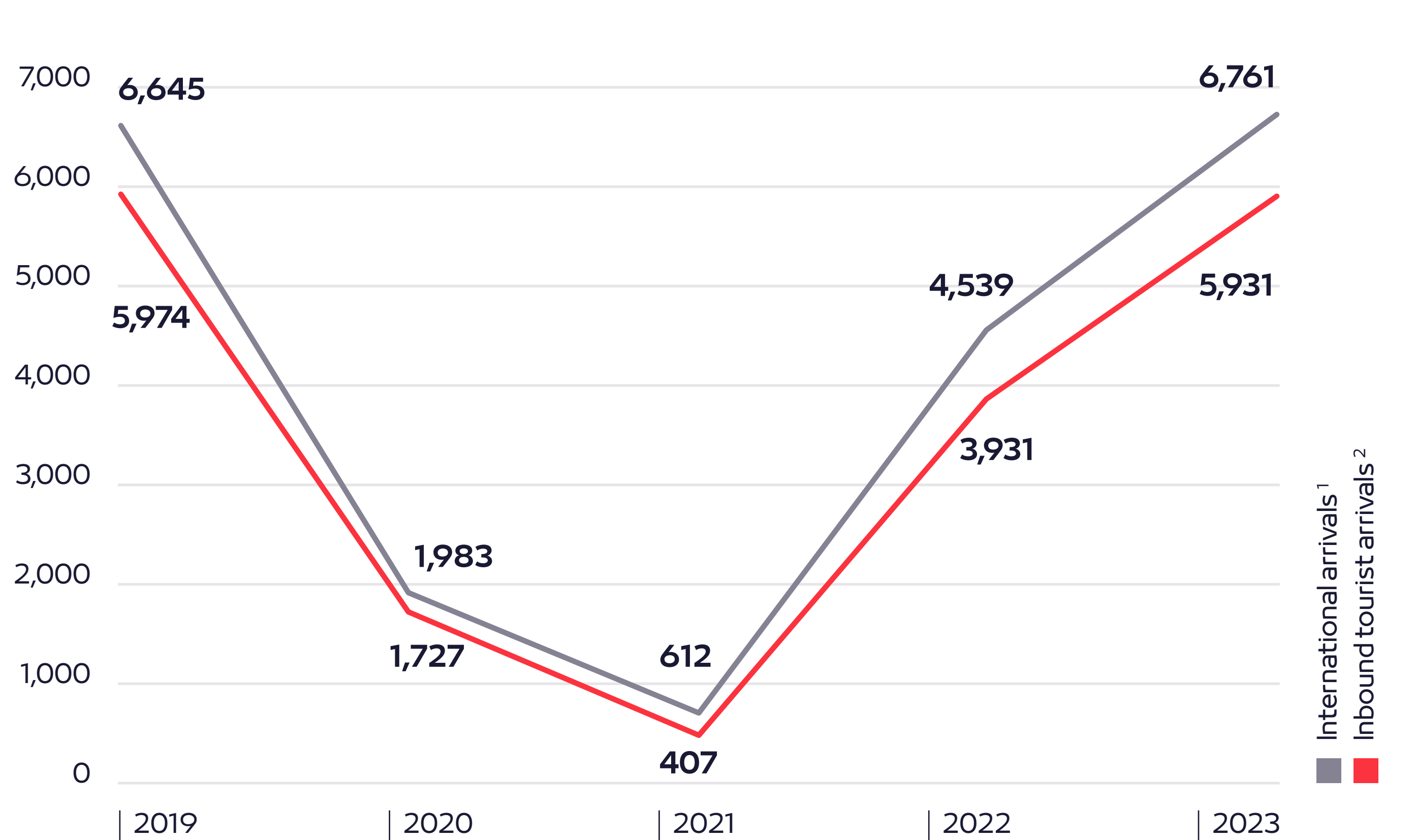


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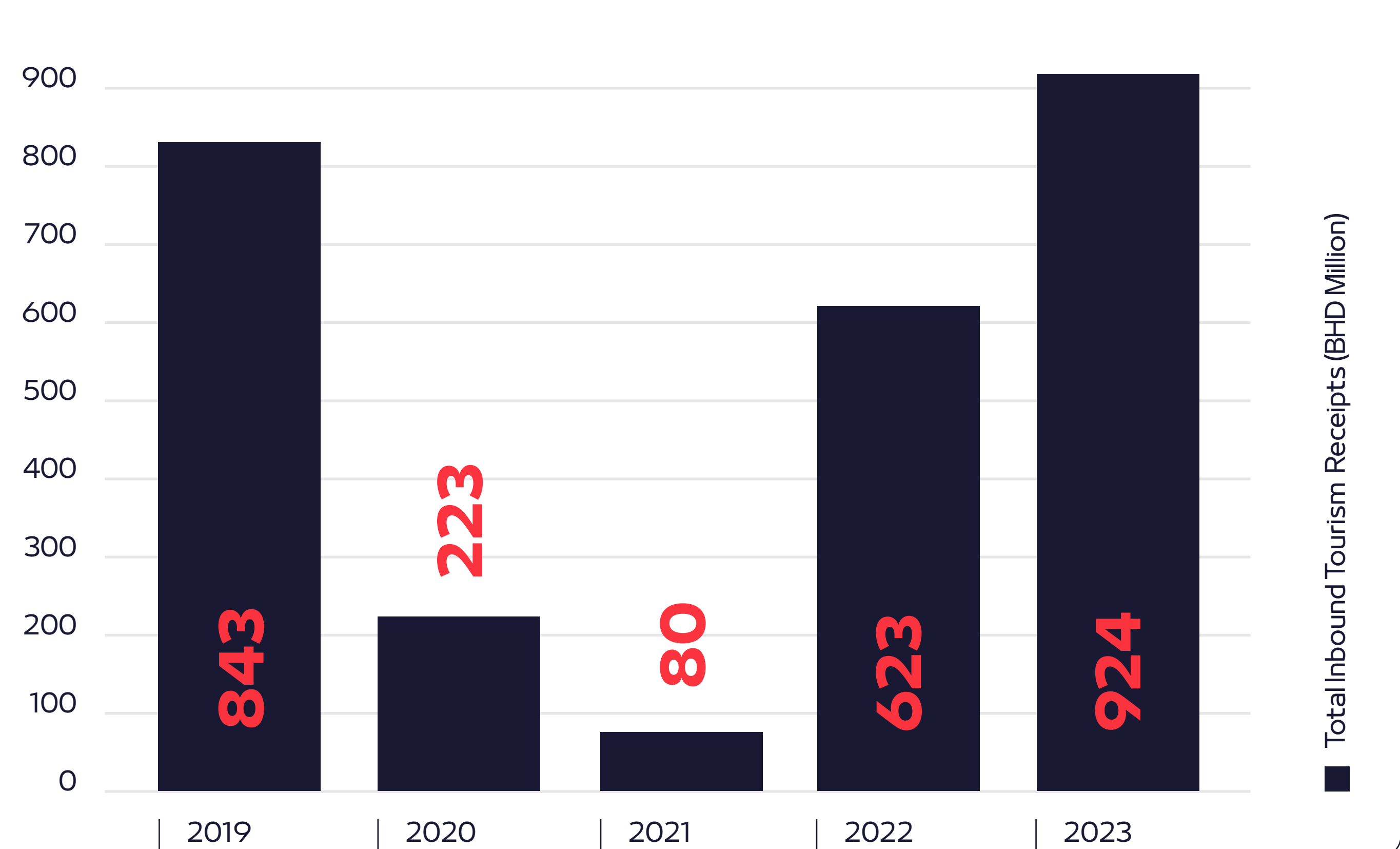
Tourism is one of Bahrain's priority sectors. The aim is to position the Kingdom as an international tourism hub and increase its economic impact. Bahrain welcomed 5.9 million visitors during the first six months of 2023, representing a 51% increase from the same period in the previous year.

<p>5.9 M Inbound Tourism ↑ YoY 51%</p>	<p>3.5 Average Length of stay (tourists/night)</p>	<p>BHD 924 Mn Total Inbound Tourism Receipts</p>
<p>496 K Inbound Tourists by Air ↑ YoY 33%</p>	<p>5.4 Mn Inbound Tourists by Land ↑ YoY 53%</p>	<p>20 K Inbound Tourists by Sea ↑ YoY 145%</p>

International Arrivals Vs Inbound Tourism Flows
(Thousand, 2019 - 2023)



Total Inbound Tourism Receipts
(BHD M, 2019 - 2023)



¹ International Arrivals in thousands excluding Bahrainis
² Inbound Tourism Flows in thousands excluding residents in Bahrain & arrivals for non-tourism purposes
 Source: IGA – Economic Statistics Key Tourism Indicators 2023
 Note: Data percentage change presented above represents the year-on-year change from Q2 2022 to Q2 2023

Sector Opportunities & Trends

01. Expanding Entertainment and Collaborative Capacity

Bahrain has the potential to boost its tourism sector by hosting international mega events, attracting renowned shows and promoting adventure activities. Leveraging the Exhibition World Bahrain Center and linking to regional initiatives, the country can position itself as a hub for sporting events, conferences, exhibitions and entertainment performances. Bahrain will have an increased capacity to provide diverse entertainment options with the development of a new hotel in Hawar Island that will offer adventure and entertainment experiences, to add to the Al Dana amphitheater that opened in 2021.

02. Skilled Local Talent

Bahrain's tourism sector offers a significant growth opportunity by focusing on enhancing local human capital within hotels. Investment in comprehensive training programs can equip Bahrainis with the necessary skills, fostering a skilled workforce that contributes to the sector's success. These initiatives will not only benefit individuals with career prospects but also improve service quality that will go a long way to attract more tourists to Bahrain as a premier destination.

03. Enhancing Connectivity

By improving connectivity to potential source markets, Bahrain can capitalize on opportunities in the tourism sector. This can be achieved by attracting low-cost international carriers and cruise liners, establishing an efficient local transport network—including a metro-rail system—and making electric vehicles available. These enhancements will position Bahrain as an accessible and environmentally-friendly tourist destination, which will better position the country in the eyes of more inbound visitors.

04. Bahrain's Cultural Heritage

Bahrain has a rich heritage that can be shared with visitors through cultural experiences. The country offers a range of attractions, including museums highlighting Islamic history, the Pearling Path, historic forts, traditional souqs and landmarks like Bab Al Bahrain. By continuing to preserve and promote these cultural treasures, Bahrain can attract tourists seeking immersive experiences in history, art and traditions, all of which will contribute to the growth of its tourism sector.

05. Tour Packages & Tour Guides

Developing bundled tour packages can cater to different types of tourists and their length of stay. These could encompass niche tourism segments such as business, leisure, entertainment and cultural attractions. Accommodations are being tailored to fit the hybrid work style of digital nomads, while staycation packages are being offered to cater to "bleisure" travelers. To enrich cultural experiences, local tour guides are undergoing training to showcase off-the-beaten-path attractions, engage with locals and provide unique experiences like local food sampling, handicraft workshops and heritage classes.

06. Wellness Destination

The growing interest in relaxation and well-being during travel opens up opportunities to provide personalized nutrition and fitness programs. This presents high-potential business opportunities that boost the emotional and spiritual well-being of travelers. Bahrain is well-positioned to attract visitors seeking specialized rehabilitation services and further its position as a holistic wellness and medical tourism destination.