

A photograph of a street scene at dusk. On the right, a tall, light-colored building with multiple windows and balconies stands prominently. To the left, there are trees and other buildings. A large, colorful, curved graphic element, resembling a stylized ribbon or path, starts from the top left and curves down towards the right, passing behind the building. The word "TOURISE" is written in large, white, bold, sans-serif capital letters, partially overlapping the graphic and the sky.

TOURISE

TOURISE Media Kit

May 2025



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INTRODUCTION

TOURISE is a new platform initiated by the Ministry of Tourism of Saudi Arabia for leaders to co-create bold and transformative solutions that will build a new horizon for global tourism. Bringing together for the first time a diverse cross-section of leaders from the public and private sectors, TOURISE will address critical challenges, identify opportunities for sustainable growth, catalyze transformative investments, and develop future-focused policies for sector resilience.





TOURISE Summit

SAVE THE DATE

The inaugural TOURISE Summit will take place in Riyadh over 3 days from November 11 to 13, 2025.

This convening will bring together sector leaders from across the world, from policymakers and business leaders to future shapers, as it seeks to rewrite the rules of global tourism. Above all, TOURISE will be the much-needed, unifying force that gathers the global tourism ecosystem to plot a roadmap that changes the way the industry thinks and operates, readying it for the next 50 years. For more information [click here](#).



TOURISE Summit Themes

TOURISE will delve deeper into sector-defining topics that are shaping the global tourism conversation.

Core Theme: The Big Step Forward: Technology, Innovation, & Impact

Under the overarching theme of “Tourism Rising,” the Year 1 theme will serve as a call to action for pioneers and disruptors—leaders from across industries. Who will act? Who will help build the next chapter? Who will take the big step forward?

The “Big Step Forward” theme will be comprised of four sub-themes:

Sub-theme 1

The Future of AI powered Tourism: Innovate or Fade

Key focus: How can businesses integrate smart technology to enhance service, optimize operations, and create new opportunities?

Sub-theme 2

The Great Tourism Reset: Disruptive Business Models, Bold Investments

Key focus: The new tourism economy is taking shape, driven by daring investments, ecosystem-wide collaboration, and future-ready strategies.

Sub-theme 3

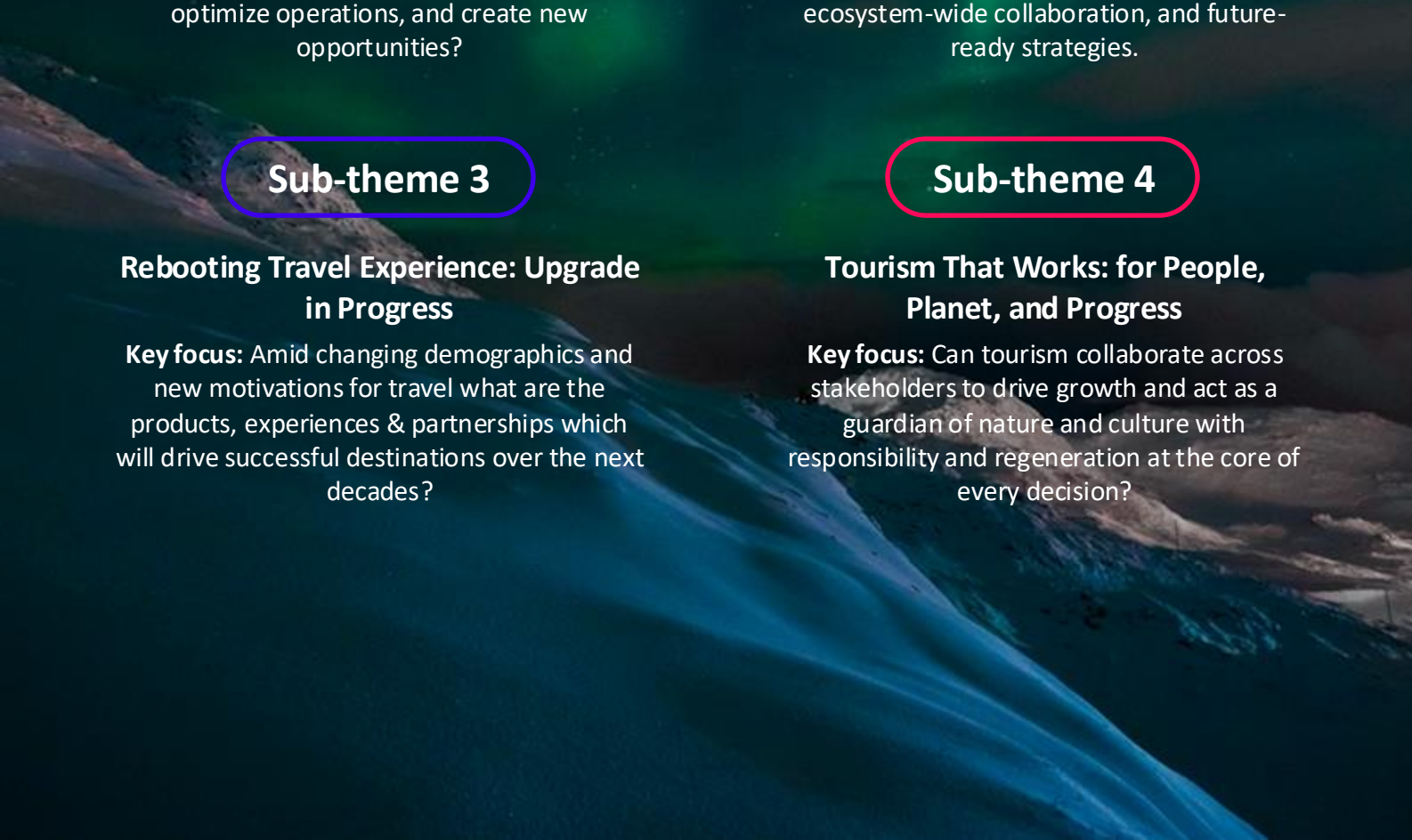
Rebooting Travel Experience: Upgrade in Progress

Key focus: Amid changing demographics and new motivations for travel what are the products, experiences & partnerships which will drive successful destinations over the next decades?

Sub-theme 4

Tourism That Works: for People, Planet, and Progress

Key focus: Can tourism collaborate across stakeholders to drive growth and act as a guardian of nature and culture with responsibility and regeneration at the core of every decision?



TOURISE Awards

The TOURISE Awards sets a new global standard in recognizing tourism destinations that go beyond the ordinary destinations that deliver unique and memorable experiences tailored to the desired travel purpose.

There are six categories:



Best Entertainment Destination



Best Adventure Destination



Best Shopping Destination



Best Cultural & Art Destination



Best Food & Culinary Destination



Best Overall Destination

Each category will honor three outstanding destinations: one winner and two distinguished finalists. The selections are made by a prestigious jury of global travel thought leaders and industry visionaries.

Nominations open on June 1 and must be submitted online via the TOURISE Awards portal by 19 June. Winners will be honored during the November event.

OUR LEADERS



H.E. Ahmed Al-Khateeb

**Minister of Tourism, Saudi Arabia, Chairman,
TOURISE Advisory Board**

His Excellency Ahmed Al Khateeb is the Minister of Tourism of the Kingdom of Saudi Arabia. As Saudi Arabia's first Minister of Tourism, he is responsible for opening the Kingdom to international tourism and realizing the sector's full social and economic potential.

His Excellency is the Chairman of several boards including the Tourism Development Council, Saudi Tourism Authority, the Tourism Development Fund, Saudi Fund for Development, and the Saudi Red Sea Authority. His Excellency serves as a Board Member of the Public Investment Fund (PIF), NEOM, the National Development Fund and the Red Sea Global. He is also Secretary General of Diriyah Gate Development Authority and Jeddah Central Development Company, Event Investment Fund, and Secretary General of Al Diriyah Company Limited.

As Minister of Tourism, His Excellency was amongst the leading figures of the government framework guiding the Saudi's Vision 2030 and currently Chairs the Quality-of-Life Program. During his tenure as Minister of Tourism, His Excellency has been one of the most influential driving forces in the Kingdom today, with his work spanning across Saudi Arabia's most critical industrial sectors, including the military complex, foreign direct investment, and commerce. Most recently, he led elements of the National Transformation Program 2020.

Prior to joining the Ministry of Tourism, His Excellency served as Chairman of the Board of Directors of the General Entertainment Authority, Minister of Health, and Advisor to HRH the Crown Prince at the Royal Court and advisor to the Minister of Defense. He established private Investment banking at Riyadh Bank and was also the Founder of Jadwa Investment Company, Founder of the Islamic Banking (Amanah) – SABB Bank and Advisor to the General Secretariat of the Council of Ministers.

His Excellency has over 30 years of experience in investment and financial services, during which he established, managed, and restructured multiple private sector and government entities. He is known for his ability to drive institutional transformation to achieve long-term strategic objectives. His Excellency holds a Bachelor of Business Administration (BBA) from King Saud University, KSA, and a Diploma in Wealth Management from Dalhousie University, Canada, and is a Certified Financial Advisor.

OUR LEADERS



Jean-Philippe Cossé is the founding CEO of TOURISE. A recognized global leader in the international events industry, Cossé is spearheading the launch and strategic direction of TOURISE.

Cossé brings more than three decades of experience in leading large-scale events across a variety of sectors, including major global tourism platforms such as World Travel Market, Arabian Travel Market, and the Mediterranean Travel Fair.

Most recently, he served as the Senior Vice President for Middle East and Asia for DMG Events, where he led a significant expansion for the firm through high-impact partnerships with governments and international organizations. Under his leadership, the Abu Dhabi International Petroleum Exhibition & Conference (ADIPEC) grew into one of the world's most influential platforms for the energy sector.

Cossé brings a rare combination of strategic foresight, cultural fluency, and a deep understanding of global markets to his role. His ability to align diverse stakeholders around a common purpose will be instrumental in delivering TOURISE's ambitious mandate

TOURISE Advisory Board

The TOURISE Advisory Board will be chaired by His Excellency Ahmed Al-Khateeb, Minister of Tourism, Saudi Arabia, and comprise major industry-shaping experts from online travel agencies, tour operators, hoteliers, global tourism bodies, entertainment, and media. Board members will provide strategic guidance, drawing on their industry expertise, to help shape the direction of TOURISE. The Advisory Board Members are:

- **Jordi Carnes**, former Director General of Turisme de Barcelona, Spain
- **Blake Chandlee**, former President of Global Business Solutions, TikTok, USA
- **Mario Enzesberger**, Founder and CEO, Liberty International Tourism Group, Austria
- **Fabien Fresnel**, CEO, Riyadh School of Tourism and Hospitality,
- **Mo Gawdat**, Founder, One Billion Happy, Egypt
- **Neil Jacobs**, CEO, Six Senses, Thailand
- **Stephane Lefebvre**, President, Cirque du Soleil Ent., France
- **Luis Maroto**, CEO, Amadeus Spain
- **Julia Simpson**, President & CEO, World Travel and Tourism Council, UK
- **Thomas Woldbye**, CEO, Heathrow Airport, UK

To find out more, visit the TOURISE website.

TOURISE Founding Members

The TOURISE Founding Members are a hand-picked group of 25 influential leaders who serve as strategic ambassadors for TOURISE. This is not a formal board role—but a high-level, high-visibility community of champions, convenors, and connectors who believe in tourism's power to drive global transformation. The role of Founding Members is to champion TOURISE's mission, engage priority audiences, and participate in key moments. To find out more, visit our website.

Announcement Press Release

Saudi Arabia unveils TOURISE: A bold global platform set to redefine and shape a new horizon for tourism at scale

- TOURISE is the first global platform to unite visionary public and private sector leaders across tourism, technology, investment and sustainability ecosystems.
- Anchored by a high-level advisory board of global industry leaders, TOURISE aims to unlock unprecedented deal flow and high-value investment opportunities that will reset the industry.
- Accompanying TOURISE Awards program will recognize best-in-class destinations delivering travel experiences that are purposeful, unforgettable, and aligned with the evolving expectations of today's travelers.
- Inaugural invite-only TOURISE Summit will take place in Riyadh from 11–13 November 2025, and will extend as a year-round platform to shape how the world travels, connects and grows.

Riyadh, Saudi Arabia – May 22, 2025 - Saudi Arabia's Minister of Tourism, His Excellency Ahmed Al-Khateeb officially launched TOURISE today, a bold new global platform designed to shape a new horizon and plot a shared roadmap for the next 50 years of tourism.

Built for ambition and backed by vision, TOURISE will convene a dynamic cross-section of public and private sector industry giants for the first time. Visionary leaders with tourism, technology, investment, sustainability, and cultural expertise will be connected to tackle critical challenges, unlock transformative opportunities and set the agenda for a sector that is sustainable, equitable and future-focused.

Along with global partners from multilateral institutions to private sector leaders, TOURISE is designed to unlock major, unprecedented deal flow, with high-value investment opportunities and access to breakthrough technologies set to be announced and activated through the platform.

TOURISE is no ordinary event; it is a global platform structured for year-round impact at scale through digital collaboration, thematic working groups, and cross-sector partnerships focused on long-term sector transformation. This will include authoring a series of white papers and global indices focused on tourism, sustainability and global economy, co-developed with leading international organizations, setting new benchmarks for the tourism sector.

The inaugural TOURISE Summit will take place in Riyadh from November 11 to 13, 2025. The program, which will also be livestreamed, will focus on four core themes: The Future of AI-Powered Tourism – Innovate or Fade; The Great Tourism Reset – Disruptive Business Models and Investment; Rebooting the Travel Experience – Upgrade in Progress; and Tourism that Works – for People, Planet, and Progress. A dedicated Innovation Zone will showcase breakthrough technologies and solutions from SMEs and mid to large corporations spanning AI, mobility, sustainability, and more from innovators across both public and private sectors.

According to the World Travel and Tourism Council (WTTTC), this year tourism is on a strong upward trajectory, with the sector projected to contribute \$11.7 trillion to the global economy -10.3% of global GDP - highlighting a strong recovery. Yet, challenges such as shifting market dynamics, evolving traveler preferences, and capacity constraints continue to pose risks to maintain progress. At this critical juncture, TOURISE provides the strategic support needed to navigate these headwinds and sustain momentum.

Announcement

Press Release

Speaking at the virtual launch today, Minister of Tourism and TOURISE Chairman, His Excellency Ahmed Al-Khateeb said: "Tourism is one of the most dynamic, connective forces in the world's economy, supporting one in ten jobs globally. But as the world evolves, the sector must too. Whether adapting to technological disruption and changing traveler expectations, to addressing the urgent calls for sustainability and a more equitable approach to travel, TOURISE will be the much-needed platform to shape the future of tourism. It will unite the right people to develop innovative solutions and build partnerships, enabling the tourism sector to be more resilient, connected, and inclusive than ever before."

Julia Simpson, World Travel & Tourism Council President & CEO, and TOURISE Advisory Board Member, who joined His Excellency to officially launch TOURISE, said: "We are delighted to be a part of this global initiative and continue our long-standing collaboration across the entire tourism ecosystem. For this industry to evolve and reach its full potential, public-private sector collaboration is critical to the continued success of Travel & Tourism worldwide. Together, we can address the challenges of today while co-creating a sustainable and innovative future for tomorrow. "

TOURISE is backed by an advisory board chaired by His Excellency, with global experts from online travel agencies, tour operators, hoteliers, global tourism bodies, entertainment, and media, including: Mario Enzesberger, Founder and CEO, Liberty International Tourism Group; Mo Gawdat, Founder, One Billion Happy; Stephane Lefebvre, President, Cirque du Soleil Entertainment Group; Luis Maroto, CEO, Amadeus; and Julia Simpson CEO, World Travel & Tourism Council (WTTC); and Thomas Woldbye, CEO, Heathrow Airport.

The inaugural TOURISE Awards were also announced today - a stand-out recognition program celebrating destination excellence across the global tourism ecosystem. The awards will spotlight notable achievements in sustainability, digital transformation, inclusive tourism, cultural preservation, and workforce development. Nomination submissions will open on June 2, and award winners will be announced on the opening night of the TOURISE Summit.

TOURISE builds on Saudi Arabia's growing role as a core contributor and driver in the global tourism landscape alongside major industry organizations including UN Tourism, WTTC, and the World Economic Forum (WEF). In 2024 alone, Saudi Arabia hit its Vision 2030 target of 100 million visitors annually, seven years early and the tourism sector contributed almost five 5% to the national GDP, second only to oil production. This underscores Saudi Arabia's rising influence and long-term commitment to supporting tourism as a driver of global progress and growth. In building TOURISE with global partners – from multilateral institutions to private sector leaders – Saudi Arabia will ensure its leadership will deliver worldwide impact.

To register your interest and become part of the platform shaping the next chapter of global tourism, visit www.tourise.com.

For media inquiries, please contact: media@tourise.com

Follow TOURISE on Social Media

Content will be shared via TOURISE's official social media accounts:

 [@TOURISEofficial](https://twitter.com/TOURISEofficial)

 [@TOURISEofficial](https://www.linkedin.com/company/TOURISEofficial)

 [@TOURISEofficial](https://www.facebook.com/TOURISEofficial)

 [@TOURISEofficial](https://www.snapchat.com/add/TOURISEofficial)

 [@TOURISEofficial](https://www.youtube.com/TOURISEofficial)

 [@TOURISEofficial](https://www.tiktok.com/@TOURISEofficial)

 [@TOURISEofficial](https://www.instagram.com/TOURISEofficial)

 [@TOURISEofficial](https://www.twitch.tv/TOURISEofficial)

Official TOURISE hashtags:

#TOURISE25

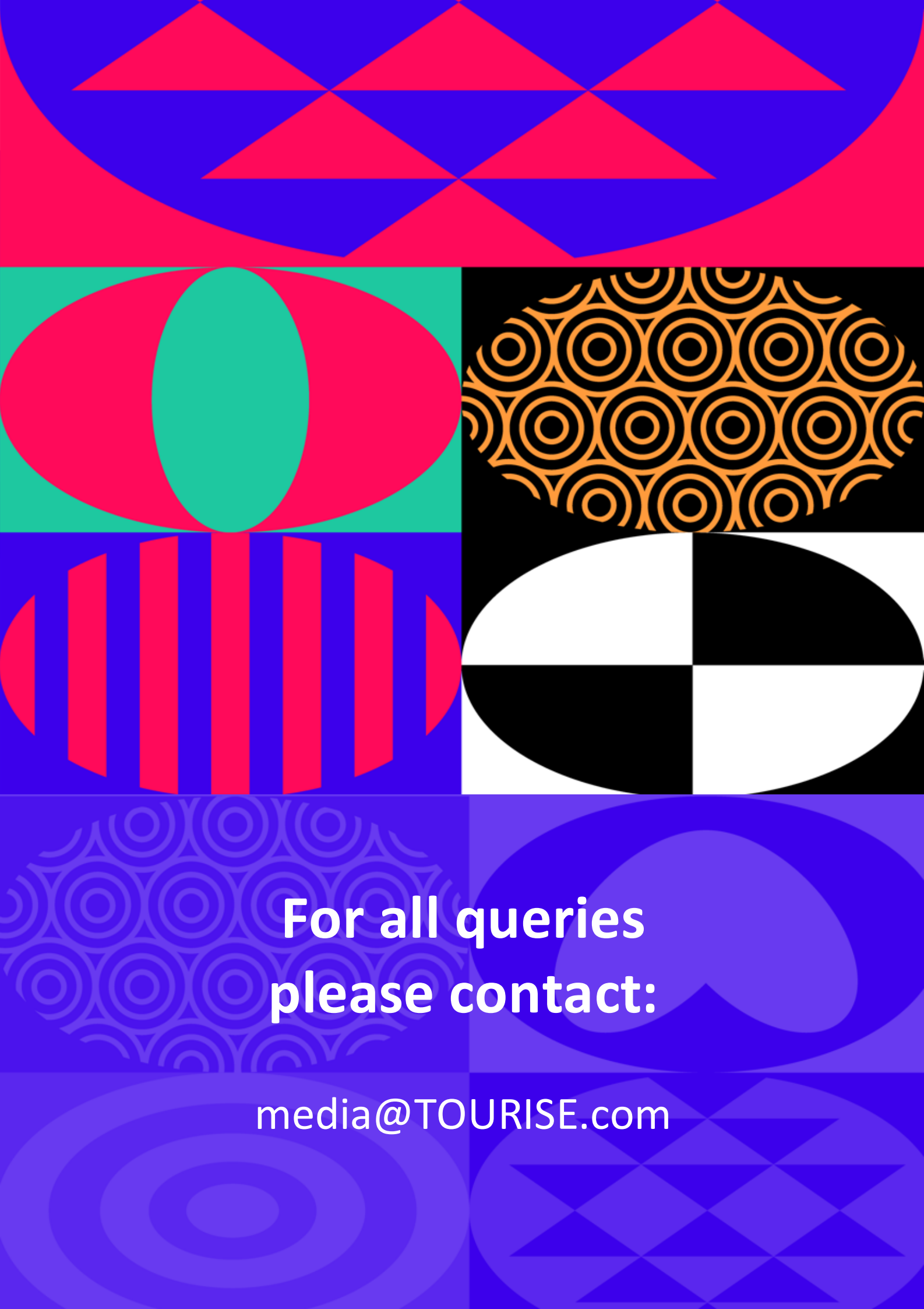
#FutureOfTourism

#TOURISE25Awards

FAQ

Have a question? Check out the FAQs on our [website](#) or contact us directly.





**For all queries
please contact:**

media@TOURISE.com