



Color your
SUMMER 

B2B Summer Assets Toolkit

Saudi Summer 2024


Welcome
to Arabia



Marketing Assets & Collaterals



Assets for Saudi Summer



Our **authorized partners** can make use of Saudi collateral containing the logo and branding elements. If you do not have contractual authorization, please utilize the unbranded content from the B2B Saudi Summer Guide.

TO PROMOTE SUMMER IN SAUDI, PLEASE MAKE USE OF THE DESIGNATED KEY VISUAL & COPY BELOW ONLY

Get the open file here. It includes the key visual and a blank template.

- ✔ **Do** include the compulsory copy in your ad alongside your promo/package
- ✗ **Do not** move or amend the Saudi Summer logo lockup
- ✗ **Do not** publish without approval from Saudi Tourism Authority

| Arabic Key Visual | Compulsory copy to include | | English Key Visual |
|-------------------|---|--|--------------------|
| | لَوْن صيفك في جبال عسير | Color your summer In Aseer's mountains | |
| | لَوْن صيفك في بحر جدة | Color your summer In Jeddah's beaches | |
| | لَوْن صيفك في منتجعات البحر الأحمر | Color your summer In the Red Sea resorts | |
| | لَوْن صيفك بكأس العالم للرياضات الإلكترونية | Color your summer At the Esports World Cup | |

Your Essential Directory for Selling Saudi

Discover Bookable Experiences, Connect with Trusted DMCs,
and Find Inspiration to Boost Your Sales



Get Bookable Products that Sell

Explore a curated selection of ready-to-book tours, activities, and accommodations across Saudi Arabia's most captivating destinations.



Build Your Network with the Saudi Arabia Sales Directory

Access a comprehensive list of reliable DMCs (Destination Management Companies) specializing in different regions and travel niches within Saudi Arabia.



Fuel Your Sales with Inspiring Content

Discover destination guides, insider tips, and captivating imagery to ignite your clients' wanderlust and help you close those deals.

**Get the Saudi Summer
Sales Directory**



Access the comprehensive Saudi video
and image library at stoch.sta.gov.sa



Thank You



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