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Accelerating Economic Diversification in Saudi: A Sports Story



KSA is strategically diversifying its economy with an aim of becoming a global sports hub



Aligned with Vision 2030, the nation has set ambitious targets for the sports sector



USD 22.4 Bn

KSA’s sports sector market value (projected)



100,000 jobs

Estimated jobs to be created



Recent sports-specific developments reflect the nation’s focus on sports

Established **126 multi-sports clubs** and **98 sports federations by 2024**

Hosted **100+ major international events across 40 different sports** (since 2019)



Upcoming global sporting events to be held in KSA affirms the country’s positive sentiments

Formula 1 Saudi Arabian Grand Prix



Apr 2025

World Rally Championship



Nov 2025

Asian Indoor and Martial Arts Games



Nov 2026

Asian Winter Games



Jan 2029

Aug 2025



FIBA Basketball Asia Cup

Dec 2025



Next Gen ATP Finals

Jan 2027

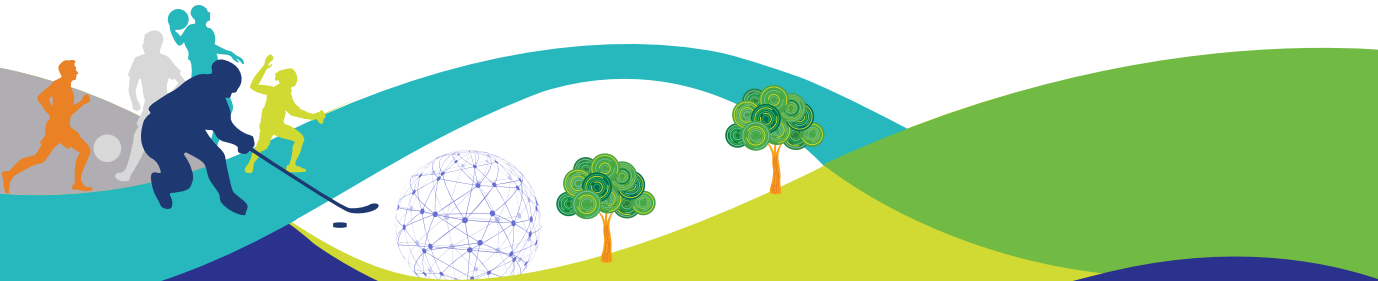


AFC Football Asian Cup

Jan 2034



FIFA World Cup



The transformation of the sports sector is led by investments in capital infrastructure...



Rising sports infrastructure investments are a testament to the commitment to sports

USD 2 Bn	USD 6.3 Bn	USD 0.3 Bn	USD 2.7 Bn
Annual investment in the sports sector	Investment in sports-related deals (since 2021)	Investment in private sector club sponsorships (till 2023)	Investment in developing new sports stadiums (by 2028)



Investments in smart stadiums and the hospitality sector reflect a focus on sustainable infrastructure

Megacity with an estimated investment of **USD 1.5 Tn**

Key assets: NEOM Stadium, NEOM Sports Club, and Olympic-standard venues for the 2029 Asian Winter Games, along with sustainable data centers

A USD 40 Bn global hub aimed to enhance the quality of life of visitors

Key assets: International sports arenas, concert and entertainment venues, including Prince Mohammed bin Salman Stadium

Sports Boulevard Foundation (SBF) invested **USD 933 Mn** for a mixed-use project within the Sports Boulevard

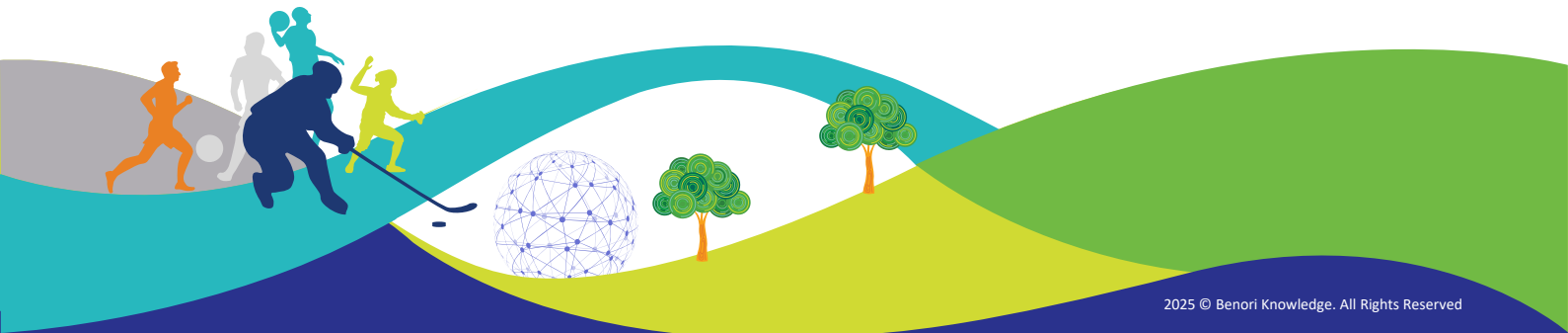
Key assets: Sports facilities such as sports venues, cycling and walking paths, and recreational areas



Seating capacity of 92,000
Sustainable features: Incorporates green walls and roofs

Seating capacity of 45,700
Sustainable features: Integrates energy-efficient systems and green spaces

USD 3.7 Bn luxury mountain mega-project
Details: Includes **2,700 hotel rooms**, **30 experiential attractions** and **1,300 housing units** with activities including hiking, and paragliding



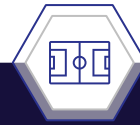
...and technology, enabled by collaborations, and adjacencies



The Savvy Games Group (KSA-based video game investment and development company) will **invest USD 37.8 Bn to establish 250 games companies in KSA by 2030**



In 2024, Atos, a European digital solutions company, announced the launch of a new **sports technology CoE in Riyadh** that leverages best-in-class digital tools and IT solutions



Alpha Jossor Investments and Blockchain Sports Ecosystem will **develop a USD 3.3 Bn sports complex** with a cutting-edge football academy in KSA by integrating performance tracking, AI, and blockchain



Infrastructure and technology investments are equally supported by adjacent sectors, enabling a premium sports viewing and tourism experience



Transportation & Connectivity

- GACA, KSA announced an investment of **USD 100 Bn**, including **USD 50 Bn** for airport development (announced in 2024)
- Telecom giant **Zain KSA** announced plans to invest **USD 427 Mn** to deploy 5G network in **122 cities** (announced in 2024)



Hospitality and Service Industry

- Announced an investment of **USD 110 Bn** to develop **362,000 new hotel rooms by 2030**
- Aimed at accommodating tourists and athletes attending various sporting events



Sustainable Infrastructure

- **Committed an investment of USD 180 Bn** on green economy in line with **Vision 2030**
- Focused on incorporating **solar energy and advanced green technologies** in stadiums and cities



Cybersecurity & Surveillance

- **National Cybersecurity Authority** invested **~USD 1 Bn in 2023** on cybersecurity
- In 2022, a law in KSA **mandated CCTV installation** in public and private spaces (including sports infrastructure) for enhanced security



Investments in the infrastructure will also unlock sports tourism, opening new revenue streams



While global sporting events led to increased tourist inflow and job creation...

As of 2024, large-scale sporting brought 2.5 million sports tourists (since 2021)



In 2021, Jeddah F1 attracted visitors from 160 countries, and created 20,000 jobs



...supporting policies and initiatives have led to an ease of travel, improving overall visitor experience

In 2025, the Ministry of Tourism launched an e-service for visitors to verify the license status of their accommodation

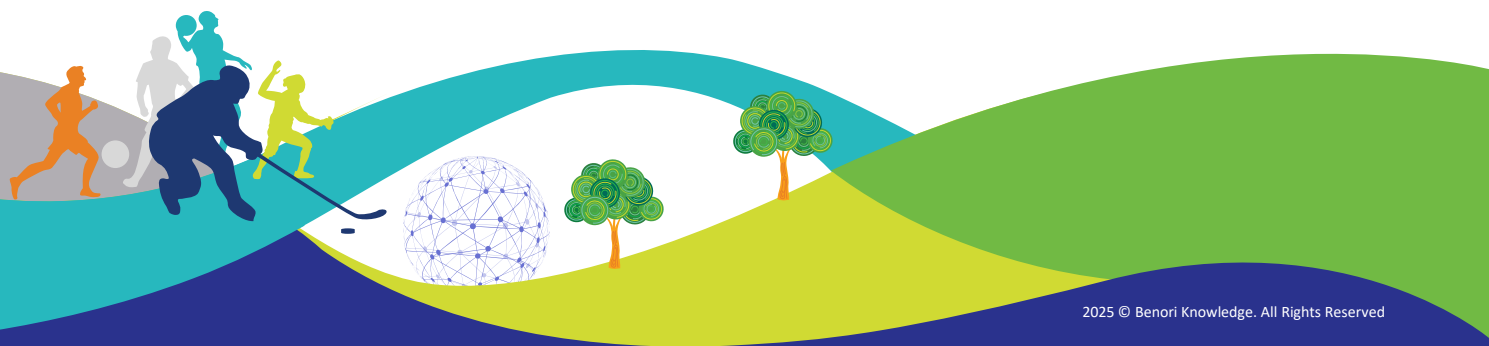
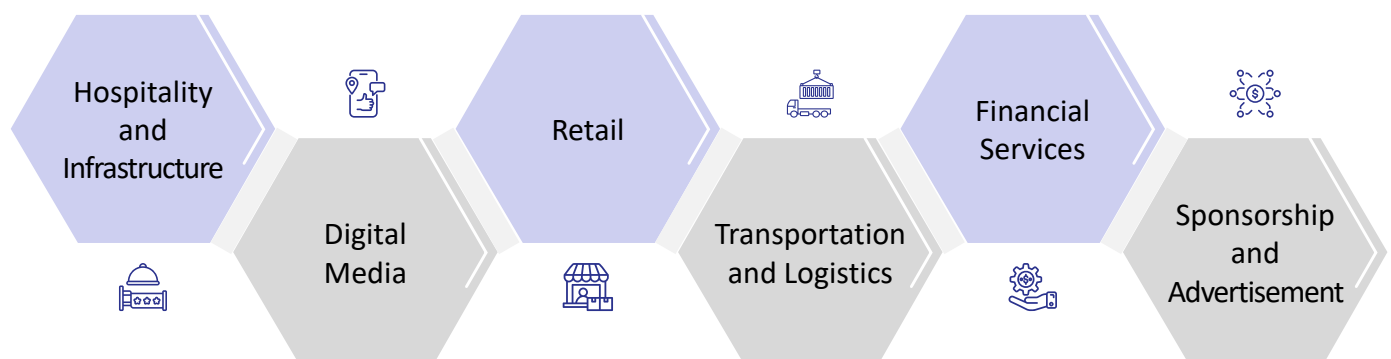


In 2019, KSA launched the system of e-Visa to facilitate tourism for various purposes, including sports



Supported by initiatives and investments, sports tourism is expected to add value in both traditional and digital realms

Key Sectors with High Value-add Potential





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