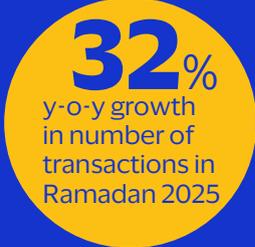


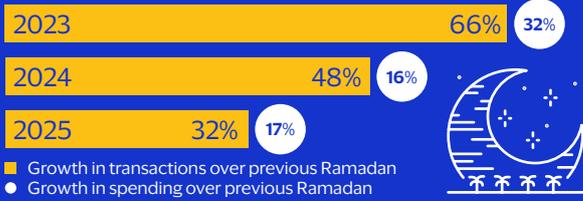
INBOUND VISITORS DURING RAMADAN

## Ramadan 2025 sees visitor growth led by Makkah and Madinah

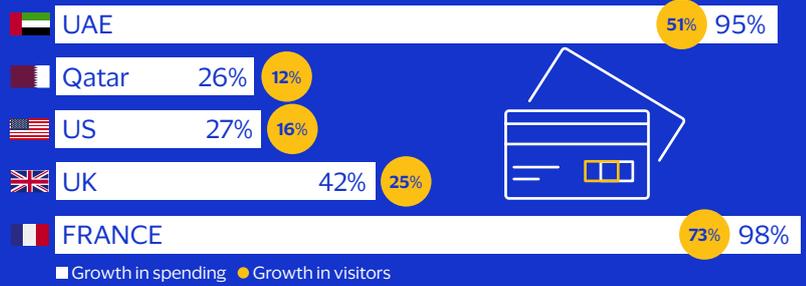
The Holy Cities emerged as Saudi Arabia's top economic performers during Ramadan 2025, with new data from Visa revealing a 162% surge in international visitor spend on Visa cards in Makkah as well as diverse shopping behaviors and visitor profiles.



### Sustained tourism spending growth during Ramadan for the past 3 years

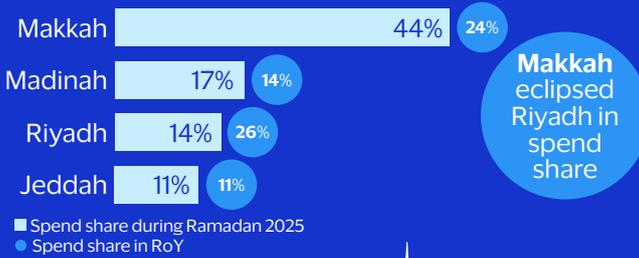


### Top 5 source countries by spending (growth over the rest of the year - RoY)



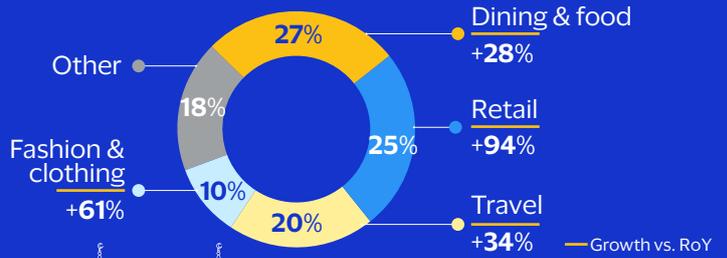
### Where did they go?

Makkah and Madinah attracted the most growth in spending and card activity among international visitors during Ramadan 2025

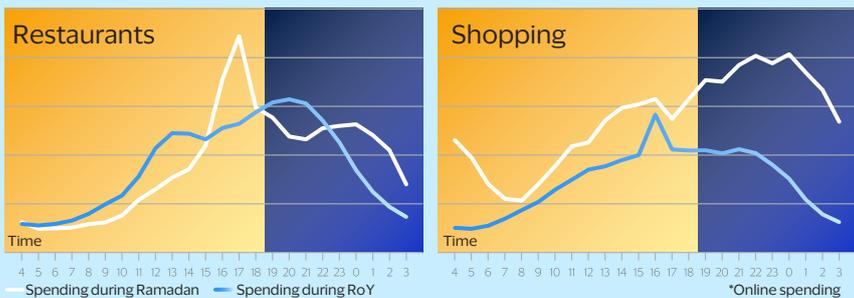


### What did they spend on?

Dining and shopping accounted for the largest shares of spending during Ramadan 2025



### Food orders peak just before Iftar; shopping increases after\*



### Face-to-face transactions outperform digital, spiking in the final days of Ramadan



**Way forward:** Visa data shows religious tourism is key to economic growth during Ramadan, revealing unique shopping behaviors and profiles of international visitors to Saudi Arabia. These trends represent an opportunity for businesses and tourism sector to expand digital channels, extend hours post-Iftar, and create offers tailored for visitors from GCC and around the world.

**Additional Information and Methodology:** This report has been prepared using transaction data related to the use of cards issued by Visa globally. The transaction data has been anonymized before being analyzed for trends **1**. The non-Ramadan period or the rest of the year (RoY) is from 1 May 2024 to 28 February 2025 when there was no influence of the current or previous year's Ramadan. The values are averaged before comparing it with Ramadan 2025 figures. **2**. Includes cross-border transactions with card-present and card-not-present. **3**. Dining & Food refers to the category Restaurants & Quick Service Restaurants along with Food & Drugs. **4**. Fashion & Clothing refers to the category Department & Apparel. **5**. Retail refers to General Retail Stores & Professional Services. Text and design are by [White Paper Media Consulting](#).