
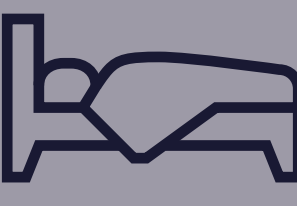



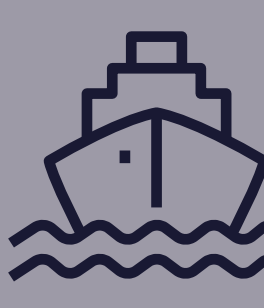
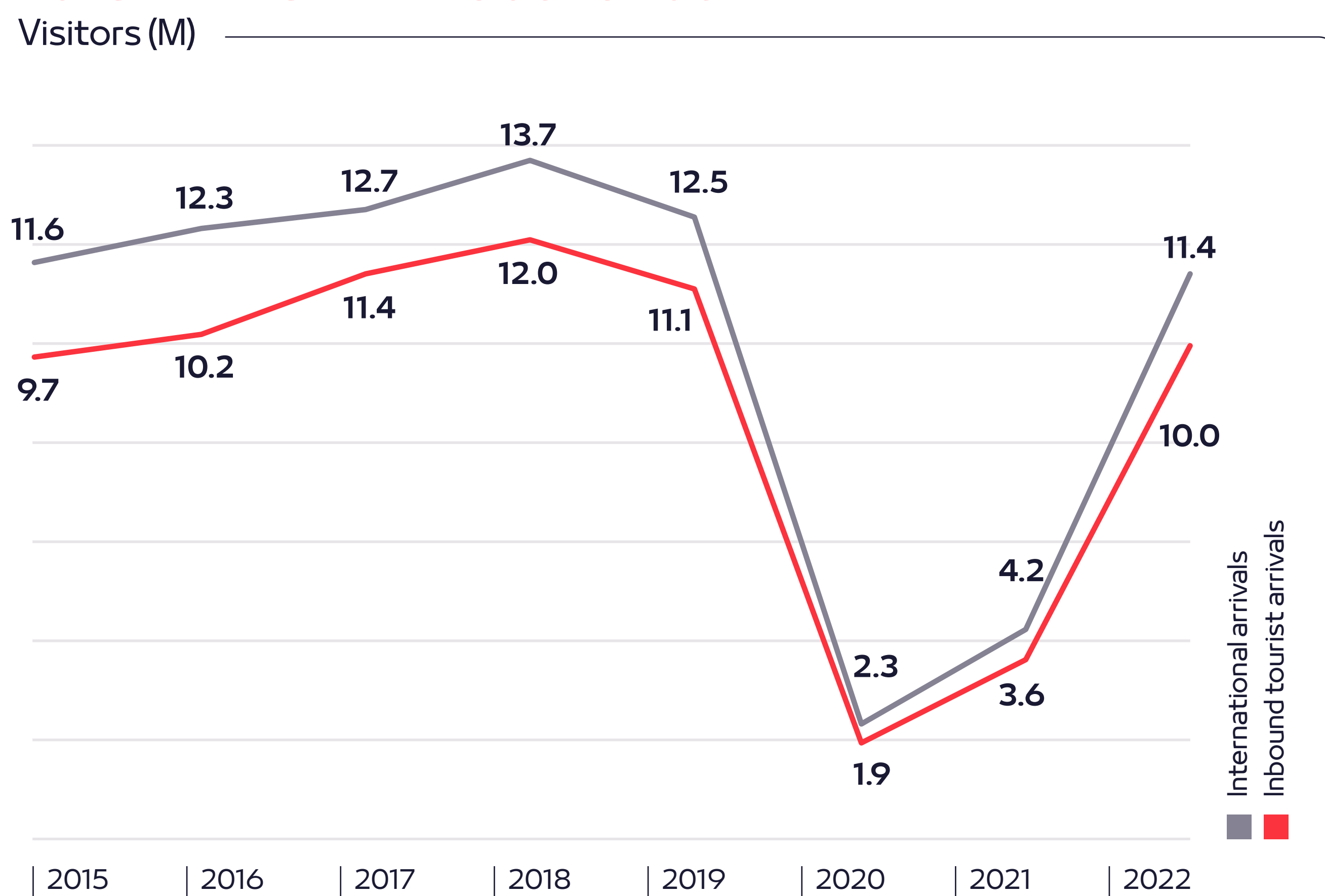


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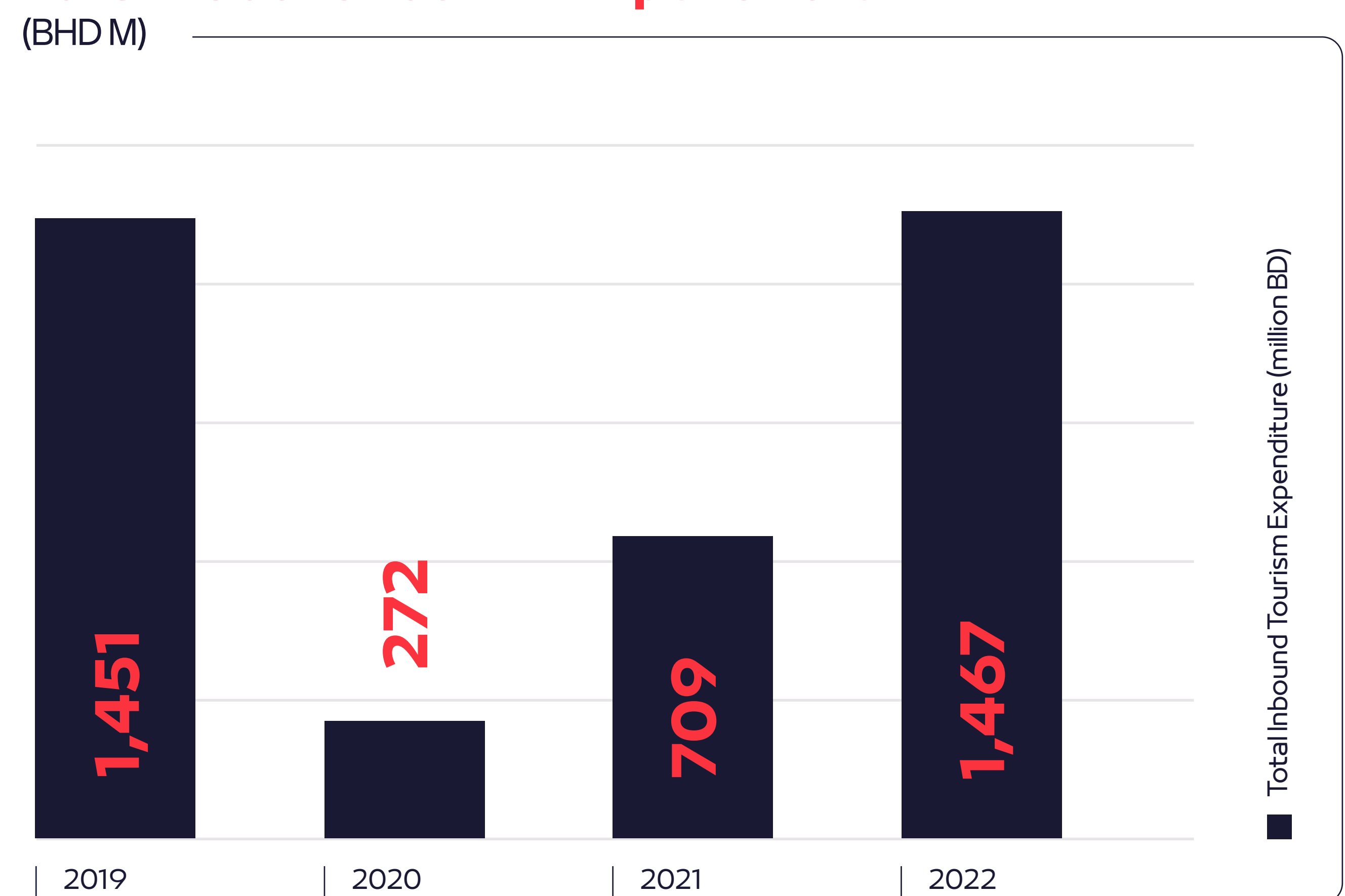
Bahrain witnessed 11.4 M international arrivals in 2022, of which 9.9 M were inbound tourist visitors. Leisure, shopping, business/ MICE*, waterfront and sports (especially the Bahrain Grand Prix Formula One race) are the primary purposes of visiting Bahrain. With Tourism as one of Bahrain's top six priority sectors, there are opportunities to promote the country as an international tourism hub and boost the sector's contribution to the economy.

 <p>9.9 M Inbound Tourism</p>	 <p>3.5 Average Length of stay (tourists/night)</p>	 <p>BHD 1.5 B Inbound Tourism Expenditure</p>
 <p>9.8% 0.98 M Inbound by Air</p>	 <p>89.8% 8.9 M Inbound by Causeway</p>	 <p>0.3% 32.62K Inbound by Sea</p>

Total Arrivals Vs Inbound Tourist



Total Inbound Tourism Expenditure



Source: IGA
Economic Statistics (Tourism & Tourism Survey) 2022

Sector Opportunities & Trends

01. Enhanced Transportation Network

Capitalize on the existing airline connectivity and attract more low-cost international carriers (creating an air transport hub) as well as Cruise Liners to cover more target markets.

02. Entertainment Activities

Host international mega events, including sporting events as well as host regional chapters of international conferences, global exhibitions, etc., capitalizing the new Exhibition Center.

03. Tour Packages & Tour Guides

Create bundled packages encompassing the niche tourism segments (such as combining business, leisure and entertainment and cultural attractions) catering to different types of tourists as well as length of stays.

04. Wellness Destination

Due to the importance given to healthy lifestyles during travel, there is an increased interest in opting for relaxation and well-being. Offering personalized nutrition/fitness program, turn into high-potential business opportunities by boosting the emotional and spiritual well-being of travelers.

05. 3D Technology & Virtual Tours

Technologies such as AR and VR and use of 3D technology, allow for visitors to learn and experience the Bahraini culture (past and present) while protecting the cultural and archeological resources.

*The term "MICE" in travel & Tourism is for Meetings, Incentives, Conferences and Exhibitions. It refers to a specialized tourism dedicated to planning, booking and facilitating conferences, seminars & other events.