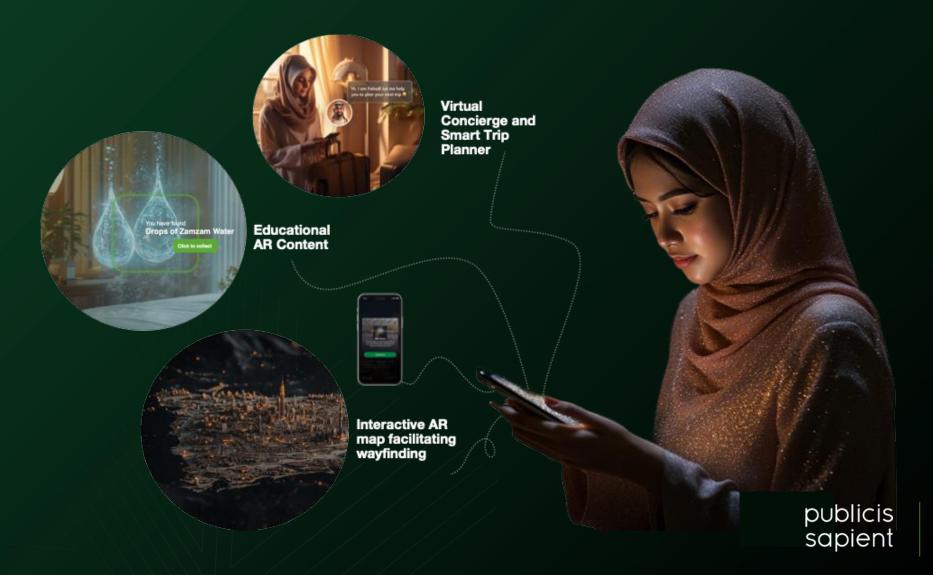
Reimagining cultural tourism How Saudia is redefining the traveller experience



Transforming the Hajj & Umrah experience





Empowering pilgrims and agents to make the most of their journey with step by step personalised assistance.









A broader vision for Hajj and Umrah Experience



Comprehensive Itinerary Display

Flights, bus, hotel info Itinerary & schedule Trip updates



Dynamic Digital Pass

Real-Time

Location Tracking

Crowd, ritual, and prayer alerts Smart reminders & safety notifications

Seamless Access ID

All information stored in one place Al-enabled proactive tasks Ability to easily organize, plan, change travel and journey



Previous meal • 12:30pm Noodle Salad at Hyatt Breakfast

Pescatarian



Aromatherapy massage

Data-Driven Hyper-personalised **Suggestions**

Personalized recommendations Activity, prayer, rest, and travel



Let's connect and innovate together

Explore Saudia app

Learn more about Publicis Sapient



