

LATIFAH ALMUGHAYRIBI

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## BACKGROUND

The Saudi government has adopted several plans to diversify the economy (Vision 2030), including the creation of a supportive environment for developing tourism. This research explores marketing strategies for festivals and events via social media platforms and its influencers.



## RESEARCH AIM

This research aims to critically examine and evaluate the effectiveness of festivals and events in Saudi Arabia through social media platforms and influencers.



## RESEARCH METHOD

The study adopts a mixed methods strategy using quantitative and qualitative approaches. Participants (n=367) included local and international adults from the general public for quantitative data. Online semi-structured interviews were conducted with 18 participants from public and private tourism sectors for qualitative data. The research used 14 of 18 interviews.

### Sampling

Non-Random sample

Purposive sample

### Data Collection

367 online questionnaires

14 semi-structured online interviews

### Data Analysis

Statistical analysis by use SPSS

Thematic analysis



## RESEARCH OBJECTIVES

- To investigate the current marketing strategies for Saudi festivals.
- To evaluate the effectiveness of social media platforms as marketing channels for festivals and events.
- To critically evaluate the role of social media influencers in festival marketing strategy.

**ALULA**

وزارة السياحة  
Ministry of Tourism

المركز الوطني للأحداث  
National Events Center

الهيئة العامة للترفيه  
General Entertainment Authority

**Influencer X**

2,999 Posts | 1.5M Followers | 258 Following

SAUDI TOURISM AUTHORITY  
الهيئة السعودية للسياحة

Boulevard Riyadh City 2022

Follow



## RESEARCH CONTEXT

The Saudi tourism authorities launched several entertainment festivals and events, like the Saudi Seasons Festival (e.g. Riyadh season) and cultural festivals (e.g. Al Ula festival). Using social media platforms and influencers strategy was present as a means of Saudi festivals and events marketing. The events are transmitted through these platforms to millions of followers worldwide. Saudi tourism authorities are active on social media.



## INITIAL RESULTS

Correlation analysis showed that there were positive correlations between social media platforms and influencers, visitors, local festivals or events, and tourist destinations. *The analysis indicated that:*

- Social media and influencers had direct impacts on visitors, local festivals or events, and tourist destinations image.
- Visitors had a direct effect on local festivals, and tourist destinations image.

