



Tourism Strategy for the Kingdom of Bahrain 2022-2026



هيئة البحرين
للسياحة و المعارض
BAHRAIN TOURISM &
EXHIBITIONS AUTHORITY



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Strategic Objectives



Positioning Bahrain as an international tourism hub



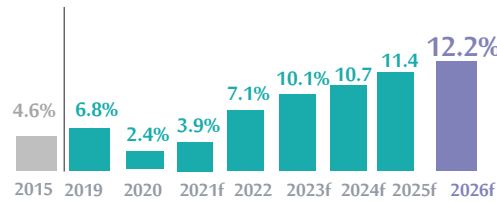
Increasing the contribution of tourism to the GDP



Increasing the number of target markets



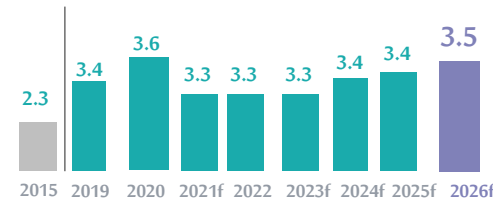
Diversify tourism offerings



12.2%



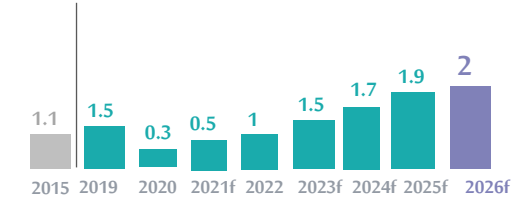
The percentage of the tourism sector's contribution to the GDP in 2026



3.5 Days



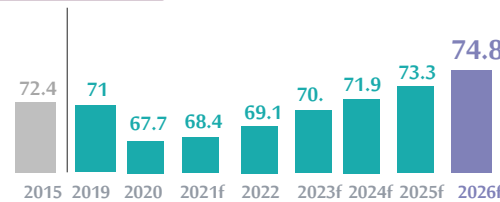
Average tourist nights in 2026



BHD 2B



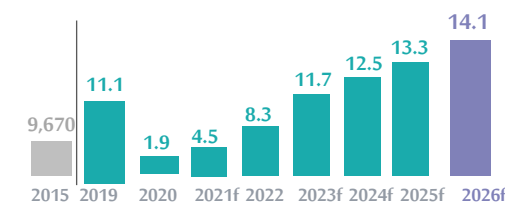
Total inbound tourism expenditures in 2026



BHD 74.8



Average visitors spending in 2026



14.1M



Number of visitors coming to Bahrain for the purpose of tourism in 2026

Pillars of Tourism Strategy



Medical Tourism



Media and Films



Leisure Tourism



Culture, Archeology and History



Sport Tourism



Business Tourism



Maritime and Waterfront Tourism

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Access

Enhancement of entry requirements

Enhancing air transport network between the Kingdom of Bahrain and the targeted markets

Implementation of the airport expansion project

New seaport project



Attractions

Tourism infrastructure attractions

Inauguration of the New Bahrain International Exhibition Center

Creating new tourism zones

Design Marine Facade in Manama and Muharraq

Opening of Al Dana Amphitheatre

Development of ALGhous Waterfront, Qalali Beach, and Bahrain Bay Beach

Development of Dive Bahrain

Activities for tourist attractions

Organizing tourism events and campaigns locally, regionally and internationally

Creating content for a calendar content showcasing different events & activities throughout the year for tourists

Pearl Diving



Awareness

Participation in international exhibitions

Promotional campaigns for Bahrain in targeted markets

Showcasing Bahrain as an international MICE hub

Collaborate with private sector to create innovative tourism offerings

Cooperation with Gulf Air to work on tour packages

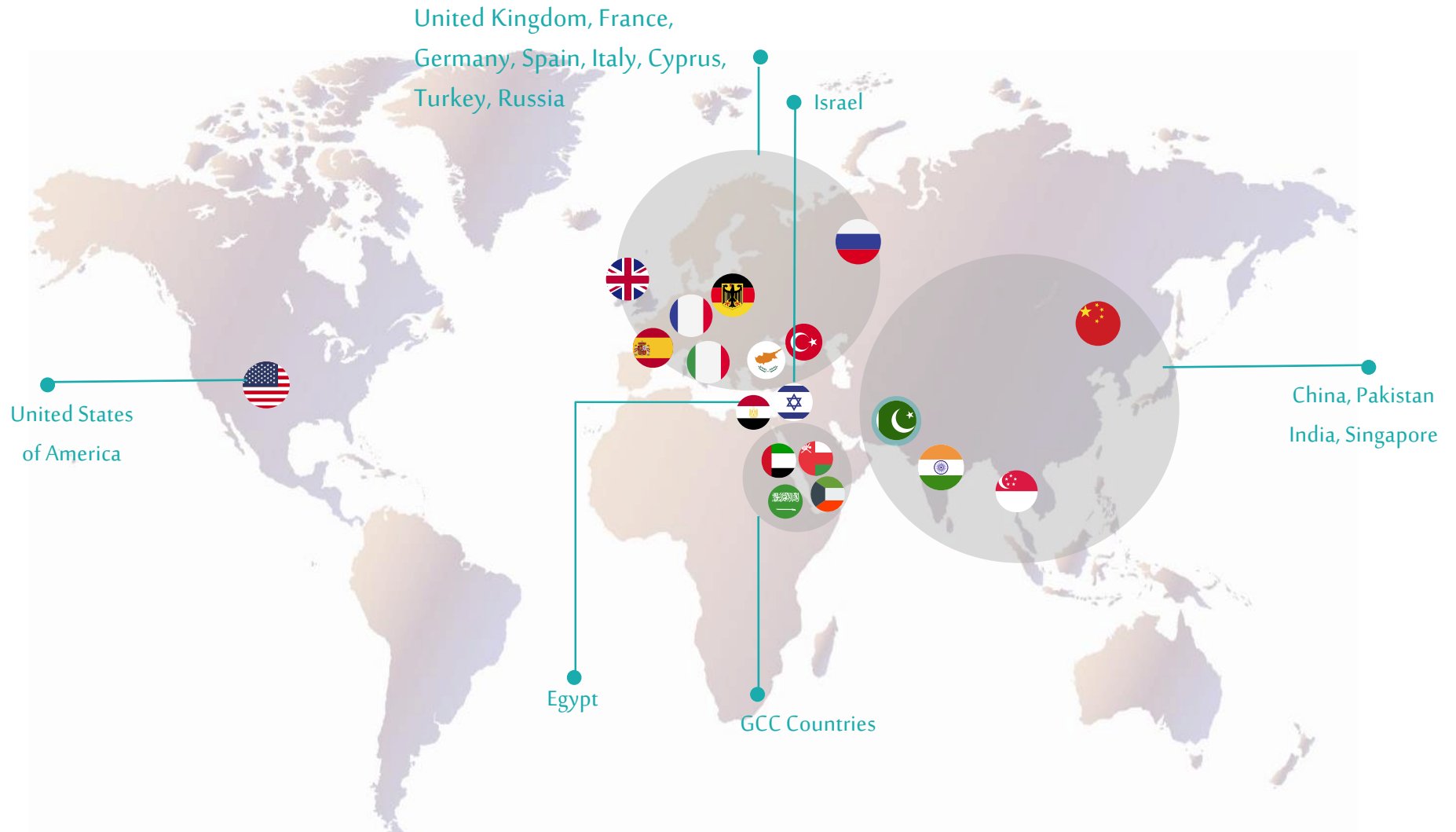


Accommodation

Supporting hospitality tourism investments

Update of Law No. (15) of 1986 regarding the regulation of tourism

Main Target Markets



Top 5 travel operators have been identified in the main target markets.

BTEA aims to sign agreements with travel operators in each country

Tourism Sector Projects



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Bahrain Tourism and Exhibition Authority Projects



Galali Coast Waterfront

📅 Start Date: May 30, 2021

✅ Completion Date: Fourth Quarter 2022



Bahrain Bay Beach

📅 Start Date: September 16, 2021

✅ Completion Date: Fourth Quarter 2022



AlGhous Waterfront

📅 Start Date: Third Quarter 2022

✅ Completion Date: Last Quarter 2024



New Exhibition Center

📅 Start Date: May 17, 2020

✅ Completion Date: Fourth Quarter 2022

Other Projects



Jumeirah Bahrain Bay Resort

📅 Start Date: March 2018

✅ Completion Date: March 2022



Saada project

The First Phase

📅 Start Date: Jun 2017

✅ Completion Date: July 2020

The Second Phase

📅 Start Date: January 2021

✅ Completion Date: January 2023



**Tourist City – Al Jazeera Beach
Development Project / The First
Phase**

📅 Start Date: Jun 2018

✅ Completion Date: July 2019



**Mantis Hotel and Resort in Hawar
Islands**

📅 Start Date: August 2020

✅ Completion Date: May 2023



Al Dana Amphitheatre

📅 The project was completed
in the third quarter of 2021