

# The Impact of Seasons on the Permanent Retail Sector

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## Marhaba,

Since the launch of Vision 2030 Under the leadership of King Salman and HRH Crown Prince, the Kingdom of Saudi Arabia has focused on increasing the contribution of the private sector and empowering the third sector in order to contribute to the development and implementation of initiatives that work to achieve the pillars of the Kingdom's Vision 2030: a healthy society, a prepose economy, and an ambitious nation.

One of the core initiatives is the mechanism for developing and implementing public policies and enabling the private sector to be an effective partner in the process.

Mukatafa has specialized in lobbying the private and public sectors to join hands and work together to identify high-impact legislation to increase the growth of business, reduce the cost of doing business costs, and increase the ease of doing business in the private sector. Hence, cooperate very effectively to develop new legislation and improve existing ones. Finally, measure the impact on the legislative system after implementation to assess opportunities for improvement.

One of the means used in Mukatafa to enable decision-makers to see the constraints facing the private sector is doing studies since they identify and analyze the legislations that are hindering the private sector and also provide a comparison of best practices within the Group of Twenty (G20) and the expected impact of improving legislation. The studies contain private sector recommendations on legislation and initiatives needed to increase the growth of business, reduce the cost of doing business costs, and increase the ease of doing business.



**The efforts that exist today and the cooperation between the private and public sectors in the Saudi business ecosystem enabled us to monitor the challenges.**

**Mukatafa Consulting Team**



## Objective Of the study

**Measuring the impact of the Saudi Seasons on the permanent retail sector; a look at the private sectors' opinion regarding the impact of the Saudi Seasons on the business sector within the Kingdom of Saudi Arabia.**

## Appreciation to the Concerned Entities in the Private Sector

We express our appreciation and gratitude to the private sector, which contributed to the success of the study through their active participation in monitoring and detailing any challenges, which will reflect on the prosperity of the sector and the country.

# Introduction

## What are the Saudi Seasons?



Saudi Seasons is a tourism program launched by the Ministry of Tourism in the Kingdom of Saudi Arabia in February 2019 in order to transform the Saudi Arabia into one of the most important tourist destinations in the world.

The program aims to activate tourism and improve the quality of life for citizens by hosting many festivals and events to promote tourism in the region, which is one of the most important goals of the Vision 2030.

The most prominent Seasons across Saudi Arabia:



Riyadh  
Season



Jeddah  
Season



Sharqiah  
Season



Diriyah  
Season



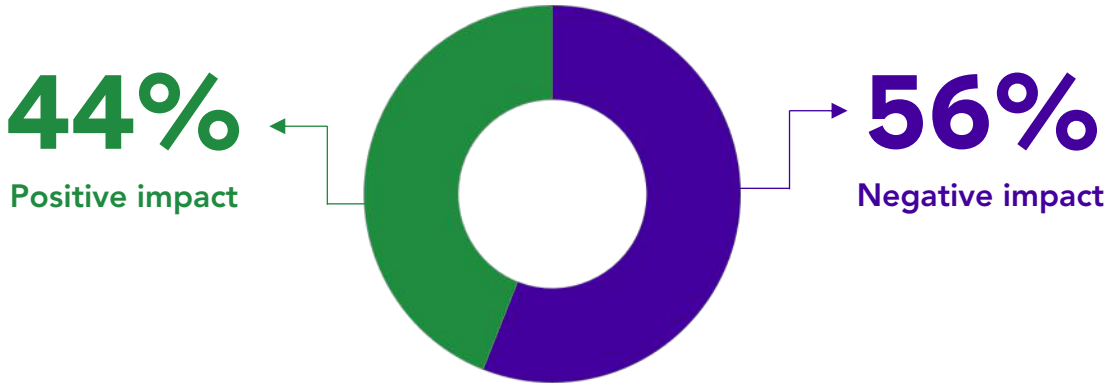
Taif  
Season



Alula  
Season

# Results

The impact of the retail seasons on the permanent retail sector

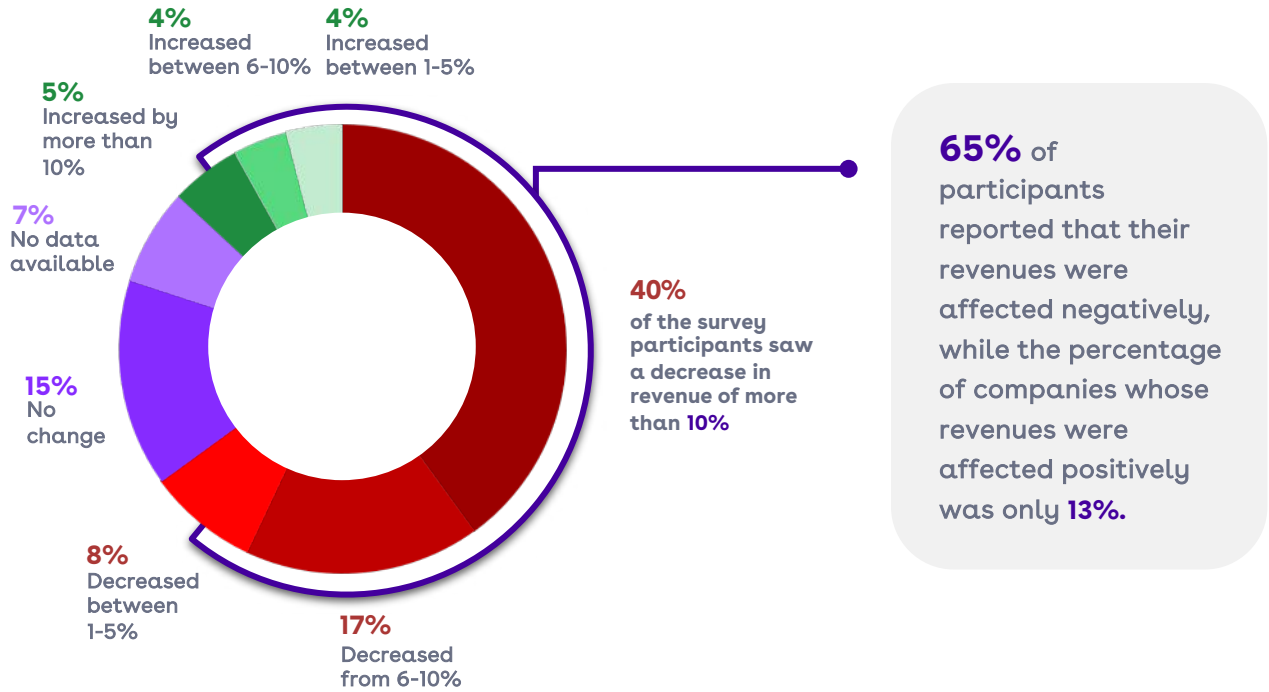


The impact of Saudi Seasons on the permanent retail sector on the sectors level

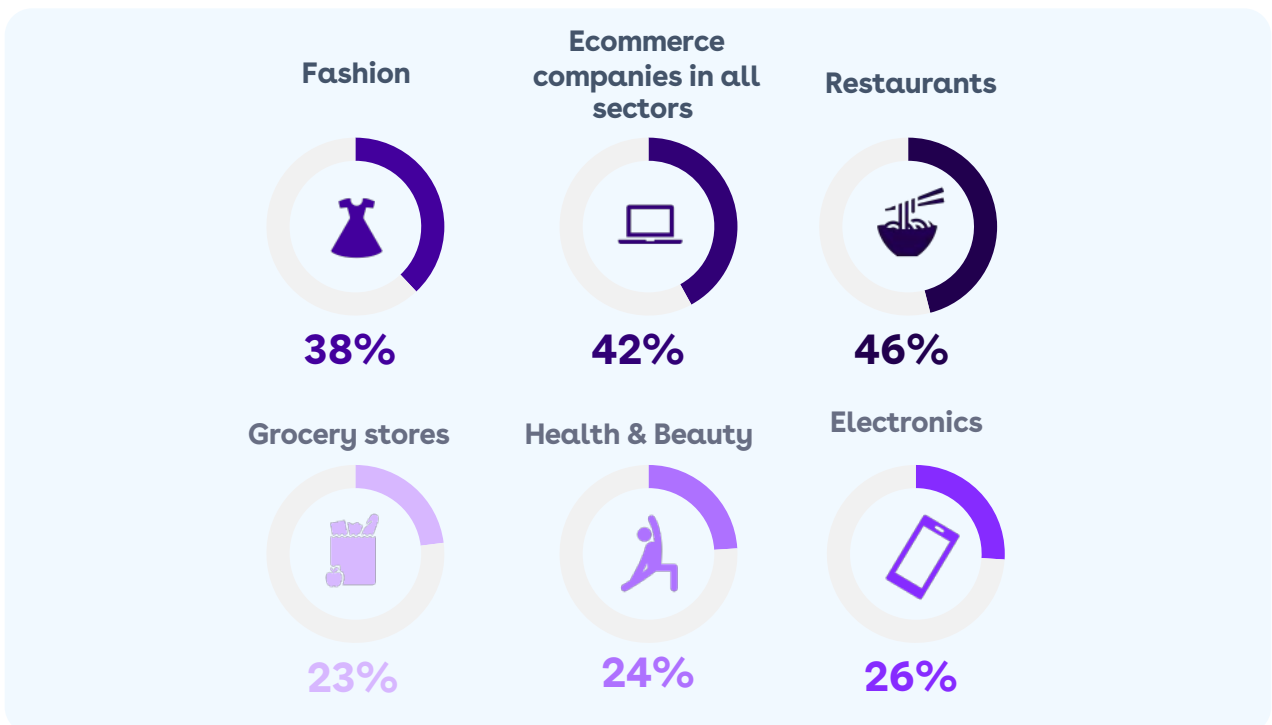


# Relevant Results:

Influence of the Seasons on **revenue** (excluding value-added tax).



Saudi Seasons **negatively** impact permanent retail revenues by more than **10%** across sectors



# Suggested Recommendations

To protect the local and permanent retail sector, reduce the negative impact on the sector, and create equal opportunities, we present 5 main initiatives:



## Attracting more tourists during the seasons

through discounts on tickets and regional promotions in alignment with the shopping festival.

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## Increasing the integration and merging of the different seasons within cities

to cover the entire city rather than be limited to a specific area and involve permanent retailers and private sector in the seasons.

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## Organizing joint initiatives

create greater opportunities for gathering foreign participants with potential operators in joint networks instead of having a Season organizer contact them directly.

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## Rescheduling Seasons or changing their duration

to prevent their conflict with the ordinary seasons of retail.

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# Methodology

تمثل هذه الدراسة ومحتواها أي القطاع الخاص، ولا يمثل استنتاجها أو محتواها، أو توصياتها أي التزام أو تأييد من القطاع العام إلا من قِرب أو بعد





# Study Steps

## Surveys:

The team developed surveys to be circulated to the private sector, and to collect the sectors feedback.

## Data Analysis

Analyzing and discussing the data with the team and developing questions based on the results in order to discuss it with the focus group from the private sector.

## Discussing the Data with the Foccus Group

Evaluate the data collected from the surveys and ask questions to develop a deep understanding of the challenges and provide real examples to support the dat..

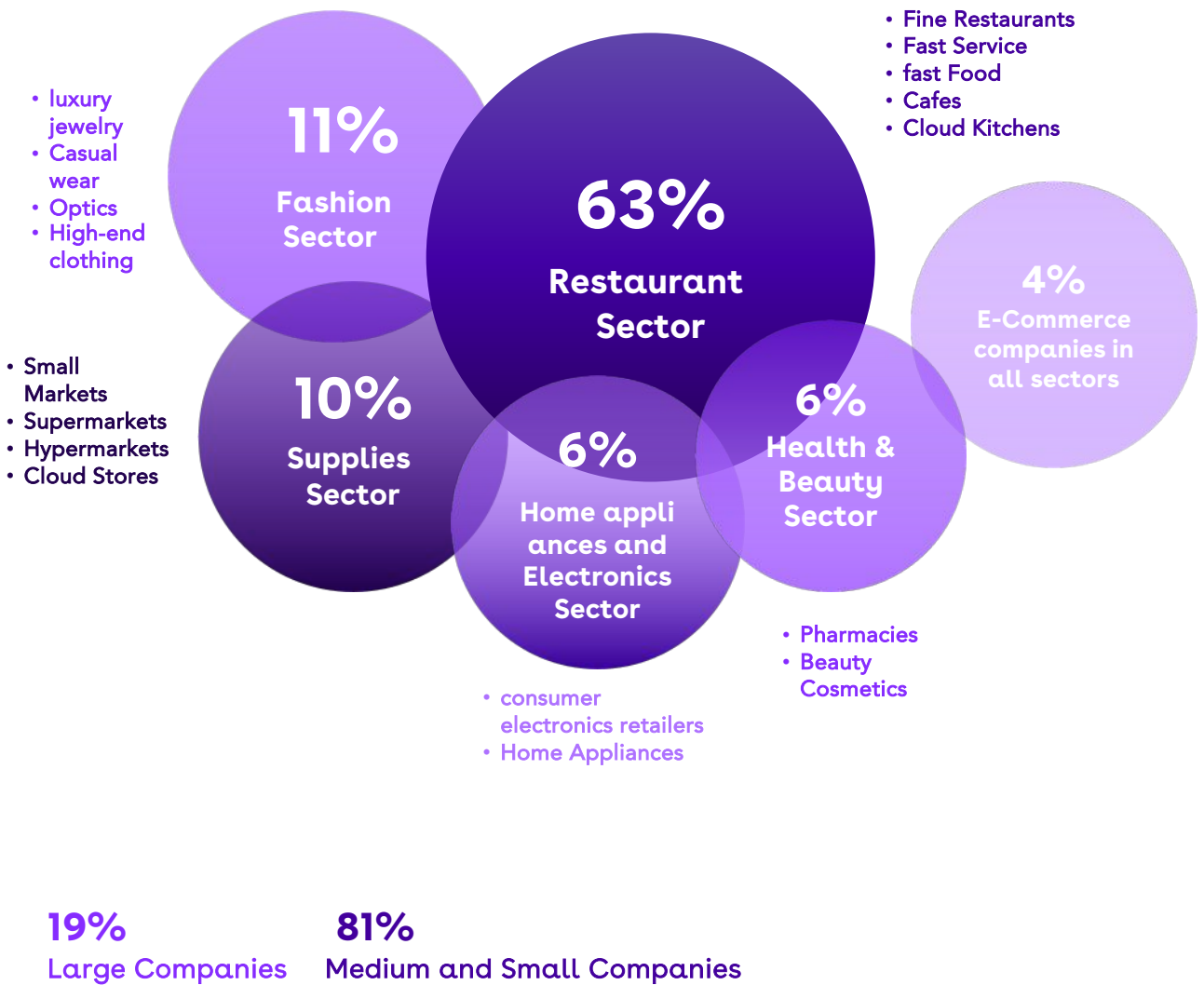
## Writing the Report

Writing the final report and developing recommendations based on studying and analyzing the data.



# Sample of the study

A number of 272 entity representing the different companies from the private sector participated in this study



The diversity of the sample allows the exchange of a wide range of opinions, especially with the involvement of all levels of the private sector, specifically small and micro enterprises. Also, the data represents the general interest and the benefits of the whole sector, not the individual ones.

## Conclusion

We appreciate the tremendous efforts of the concerned Saudi governmental entities, which have reflected positively on the promotion of domestic tourism in the region. However, we highlight some recommendations to improve the Saudi Seasons without affecting permanent retail business owners.

## Contributors to the Study



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# Shoulder to shoulder towards a prosperous economy

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