



SAFA

SAFA
FRIDAY

YOUR WAY FOR THE TRAVEL AND TOURISM TECH

Feb 2026 - Issue No. 1



www.safasoft.com

Index

Safa Monthly Newsletter

Introduction	02
Umrah and Tourism Indicators	03
Guest of the Month	06
Technical Fact	07
Historical Fact	08
Safa News	09

SAFA FRIDAY

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Welcome to Safa Friday, the monthly newsletter from Safa Soft, designed to be your go-to source for the latest news and developments in the travel and tourism sector.

This newsletter offers exclusive content and a space for sharing insights, alongside in-depth articles and accurate statistics, featuring the most important global indicators and updates to help you understand upcoming tourism trends. It also tracks the impact of economic and political developments on businesses, particularly in the travel and tourism sector, while covering the latest technology news shaping the industry.

This issue marks the beginning of an ongoing monthly series from our company. We invite you to follow each edition, where every month brings fresh insights, deeper analyses, and exclusive content to support effective decision-making and long-term leadership in the market.



1- Tourism Indicators



For the third consecutive year, Saudi Arabia ranks 17th globally, reinforcing its steady position on the international tourism map.

Market Size by Country

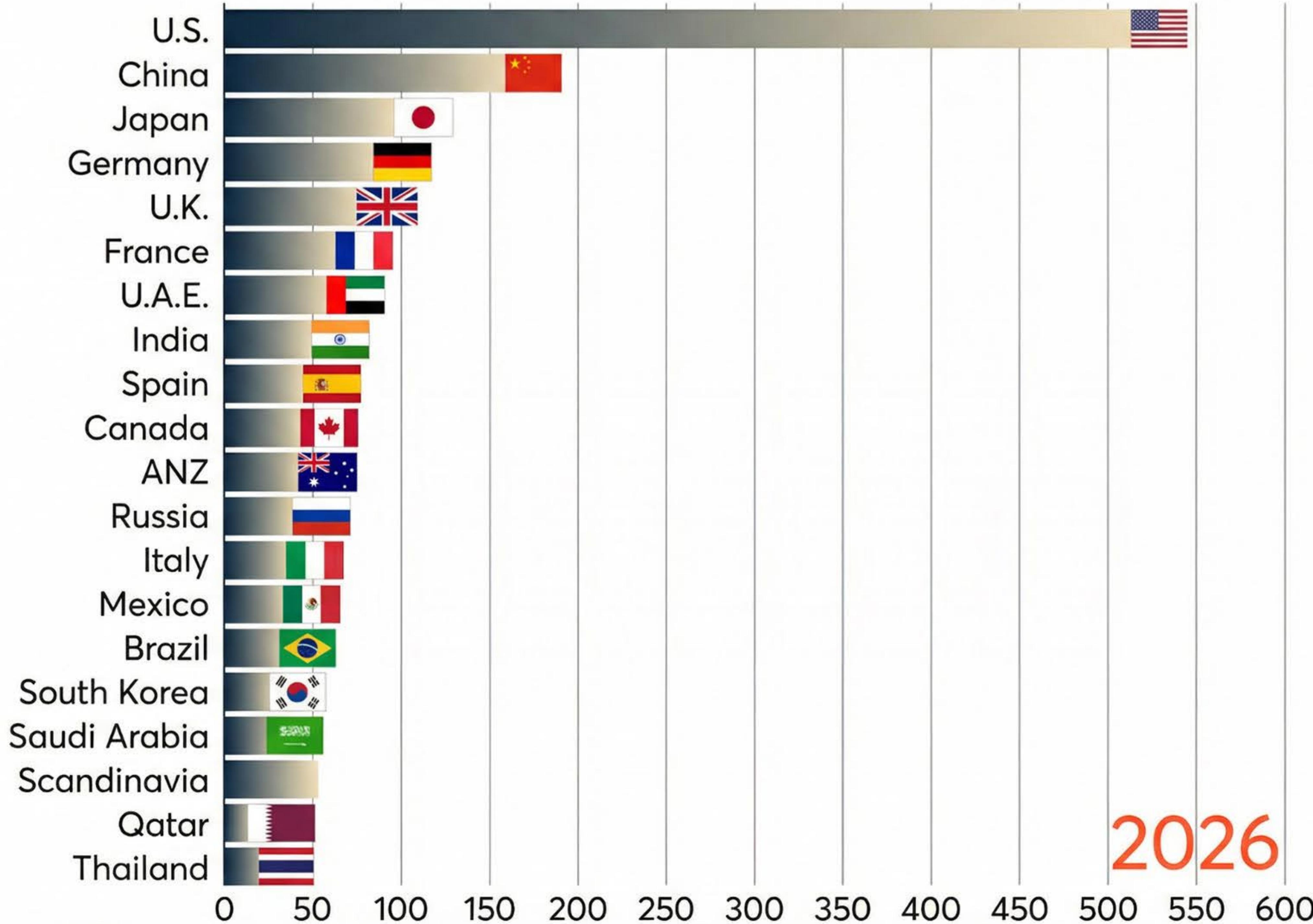
The United States remains the world's largest travel market, valued at \$506.8 billion in 2025, despite a slowdown in growth as Asia-Pacific and emerging economies continue to expand at a faster pace.

China and Japan follow closely, with Japan recording nearly 10% growth, marking one of the strongest recovery performances this year.

In Europe, Germany, the United Kingdom, and France continue to anchor regional travel demand. Meanwhile, the UAE, India, and Saudi Arabia are leading growth momentum across the Middle East and Asia.

Double-digit growth in markets such as Brazil, Mexico, and Russia highlights a broader global shift, as emerging markets account for an increasing share of total travel demand and online bookings worldwide.

Leading Travel Markets (US\$B), 2026



Source:

<https://www.phocusswright.com/Travel-Research/Research-Updates/2026/Travel-Forward-Data-Insights-and-Trends-for-2026>

2- Umrah Indicators

2025

A Standout Year for Premium Demand and a clear shift towards 4 and 5-star accommodation.

Umrah Hotels Occupancy Heatmap (Seasonality)

Month / Segment	Luxury	Midscale	Resort
January	95.4%	98.0%	0.0%
February	94.2%	97.9%	22.7%
March	92.1%	97.1%	8.6%
April	88.0%	90.7%	16.6%
May	85.2%	89.9%	19.1%
June	84.8%	87.7%	21.1%
July	84.6%	88.6%	29.7%
August	84.5%	89.3%	32.7%
September	83.7%	89.8%	30.0%
October	84.0%	90.3%	29.5%
November	85.0%	91.0%	30.2%
December	85.0%	91.4%	29.6%

The 2025 occupancy map sends a clear message: **luxury accommodations are operating at exceptionally high occupancy levels**, particularly during the first quarter. These levels reflect sustained high occupancy over extended periods, not limited to weekends only.

Even after the natural seasonal slowdown starting in April, demand remains high throughout most of the year (approximately 83.7% to 88.0% from April to December), indicating a strong and stable demand base.

Even after the expected seasonal slowdown starting in April, demand remains solid across most of the year, with occupancy rates ranging between approximately **83.7% and 88.0% from April to December**. This indicates a stable and resilient demand base rather than short-term spikes.

From a commercial perspective, sustained high occupancy in upper-tier properties creates an ideal environment for revenue growth. Strong demand supports higher **Average Daily Rates (ADR)**, **improves Revenue per Available Room (RevPAR)**, and reduces reliance on heavy discounting. It also enhances the value of direct channels and longer-stay packages.

What does this mean for operators?

2025 is not just a strong year; it marks a **structural shift in demand toward higher-end segments**. The market is rewarding properties that consistently deliver premium experiences. Success will favor operators who combine operational excellence with smart revenue management: protecting rates during peak periods, using value-added packages rather than discounts during softer months, and optimizing channel mix to drive stronger net revenues.



HOSPITALITY PARTNER
SERB

All Umrah-related hospitality indicators are published in collaboration with Sarb, a leading company in the hospitality sector.

<https://www.linkedin.com/company/serb-group>

The Future of Travel with AI A Revenue Perspective



DR.IBRAHIM ALBAKR
CHIEF REVENUE OFFICER

Destination management companies (DMCs) have relied historically on a variety of tools to boost revenue. In the current time, artificial intelligence represents the future of growth and revenue generation.

Also, AI allows us to move from broad targeting to predictive personalization, delivering the right offer to the right customer at the right moment. The impact is clear: higher conversion rates, lower acquisition costs, and stronger customer lifetime value.

AI has fundamentally changed the rules. Data-driven dynamic pricing models are no longer just about filling capacity; they're about optimizing long-term yield by understanding demand patterns, price sensitivity, and buying behavior across markets.

The value extends across the entire customer journey. From intelligent upsell opportunities to reduced operational friction and revenue protection, AI directly improves average order value while strengthening loyalty and repeat bookings.

From a global growth standpoint, AI enables scalable expansion, localizing pricing, offers, and experiences across regions without linear increases in cost or complexity.

Therefore, artificial intelligence will become the future driver of revenue management in the sector, and companies that adopt it strategically today will be the market leaders tomorrow.

What is the difference between domain and hosting?



DOMAIN

Is your online address.



HOSTING

Is the server where your website and booking systems live.

WHY THEY MATTER FOR YOUR TRAVEL BUSINESS



Credibility & Trust



Functionality & Performance



Security & Control

5 TIPS FOR CHOOSING THE RIGHT ONE

01

Pick a Memorable Domain.

02

Choose Reliable Hosting.

03

Match Hosting to Your Needs.

04

Make sure hosting includes SSL and malware protection.

05

Keep Domain and Hosting Connected.



Historical Wells to Visit in Mecca

Mecca, the holiest city in Islam and the direction of Muslim prayer, is home to the Grand Mosque and the Kaaba, attracting millions of pilgrims each year. Among its most significant historical landmarks are its wells, which have long been vital for providing water to the people of Mecca.



Zamzam Well (The Blessed Water)

The most famous and sacred well in Mecca, located just 21 meters from the Kaaba. It dates back to the time of Prophet Ibrahim peace be upon him, when he left his wife Hajar and infant son Ismail in a barren valley.

When their water ran out, God miraculously caused water to spring forth beneath Ismail's feet as Hajar searched desperately between the hills of Safa and Marwa.



Tuwa Well

Situated in the Jarwal neighborhood north of the Grand Mosque, this ancient well was historically used by the people of Mecca.

Some narrations note that the Prophet Mohamed peace be upon him washed with its water before

entering Mecca during its conquest, giving the well a special religious mark.



Al-Tafla Well

Another historic well that supplied water to Mecca's residents. It is also said that the Prophet Mohamed peace be upon him drank from it, linking it directly to the Prophet Mohamed.

Safa Soft Global Participation

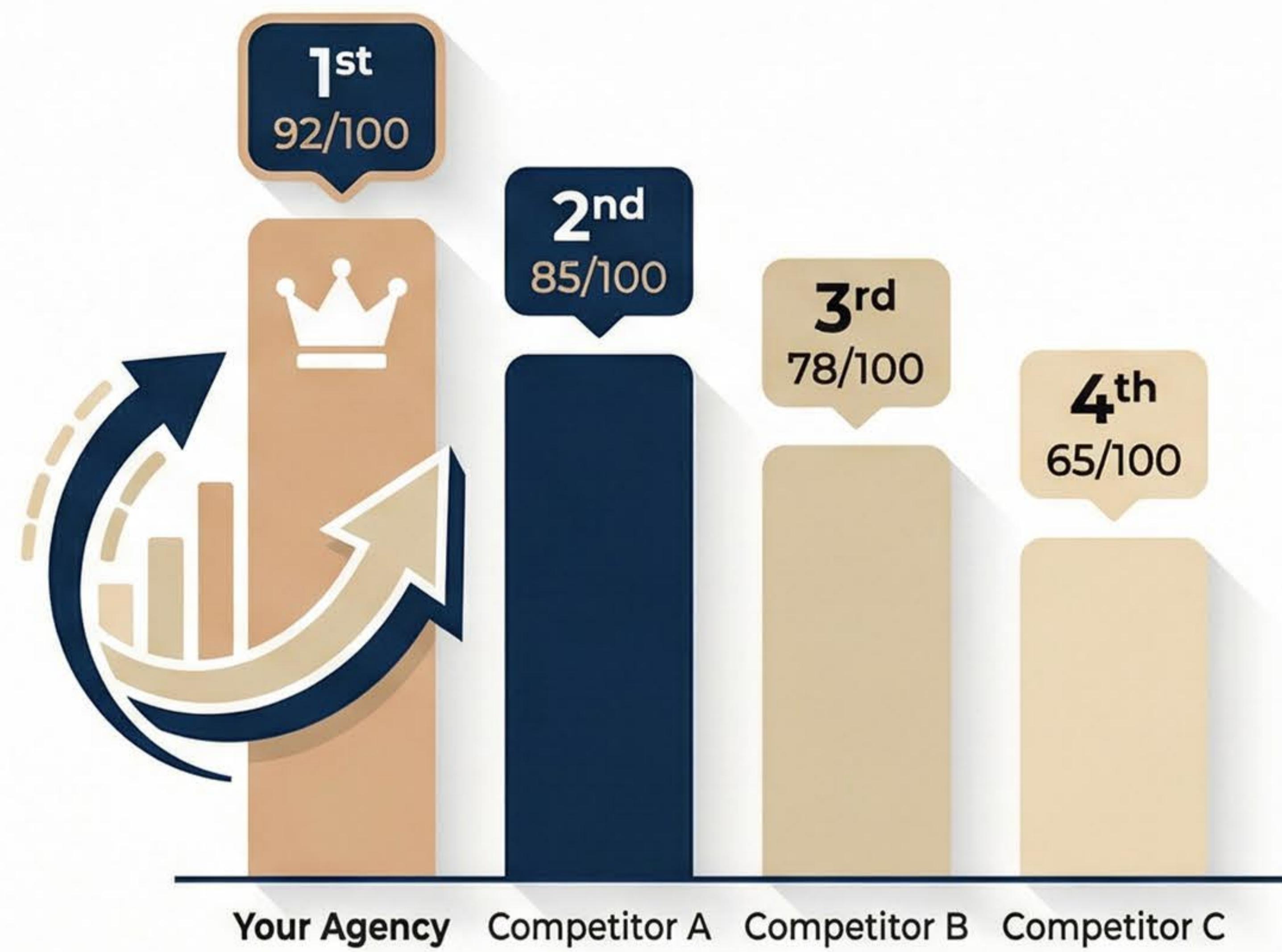
Throughout 2025, Safa Soft proudly participated in key travel and tech events across the world.



These participations offered an opportunity to explore the latest developments in the digital travel industry and to support Safa Soft's vision of delivering innovative solutions to travel and tourism companies.

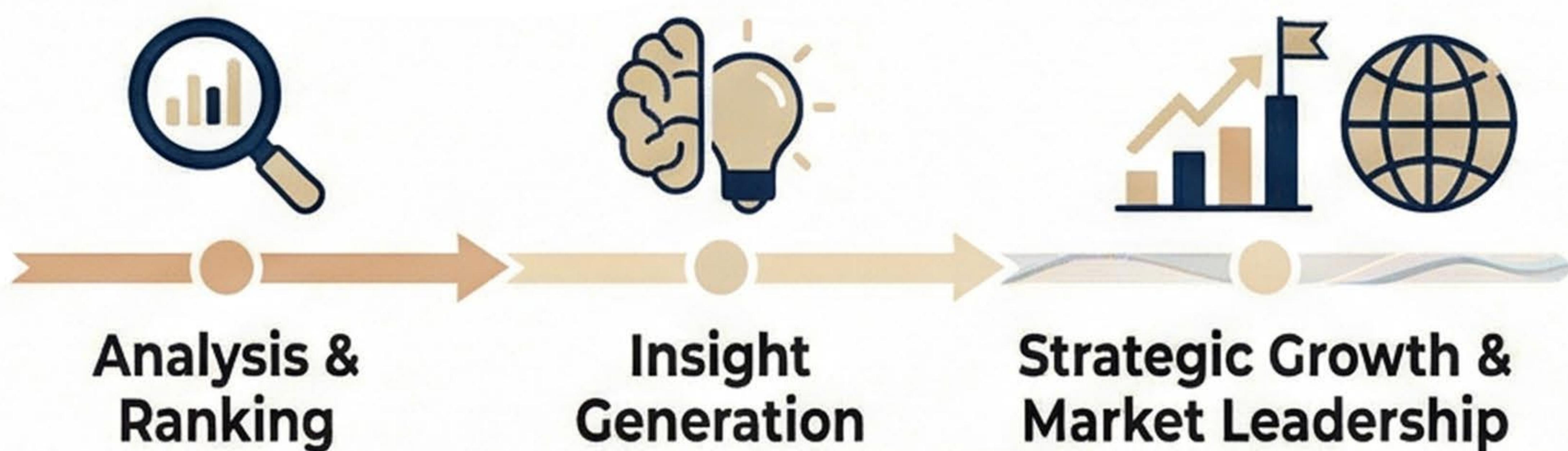
SAFA: Release of “Know Your Rank” Feature

Empowering Travel Agencies with Data-Driven Insights



Safa launches an exciting new feature allowing travel agencies to see their ranking among competitors, which provides clear insights on areas to improve, helping agencies boost performance and user experience.

With this feature, Safa empowers clients to make data-driven decisions and grow their online presence.



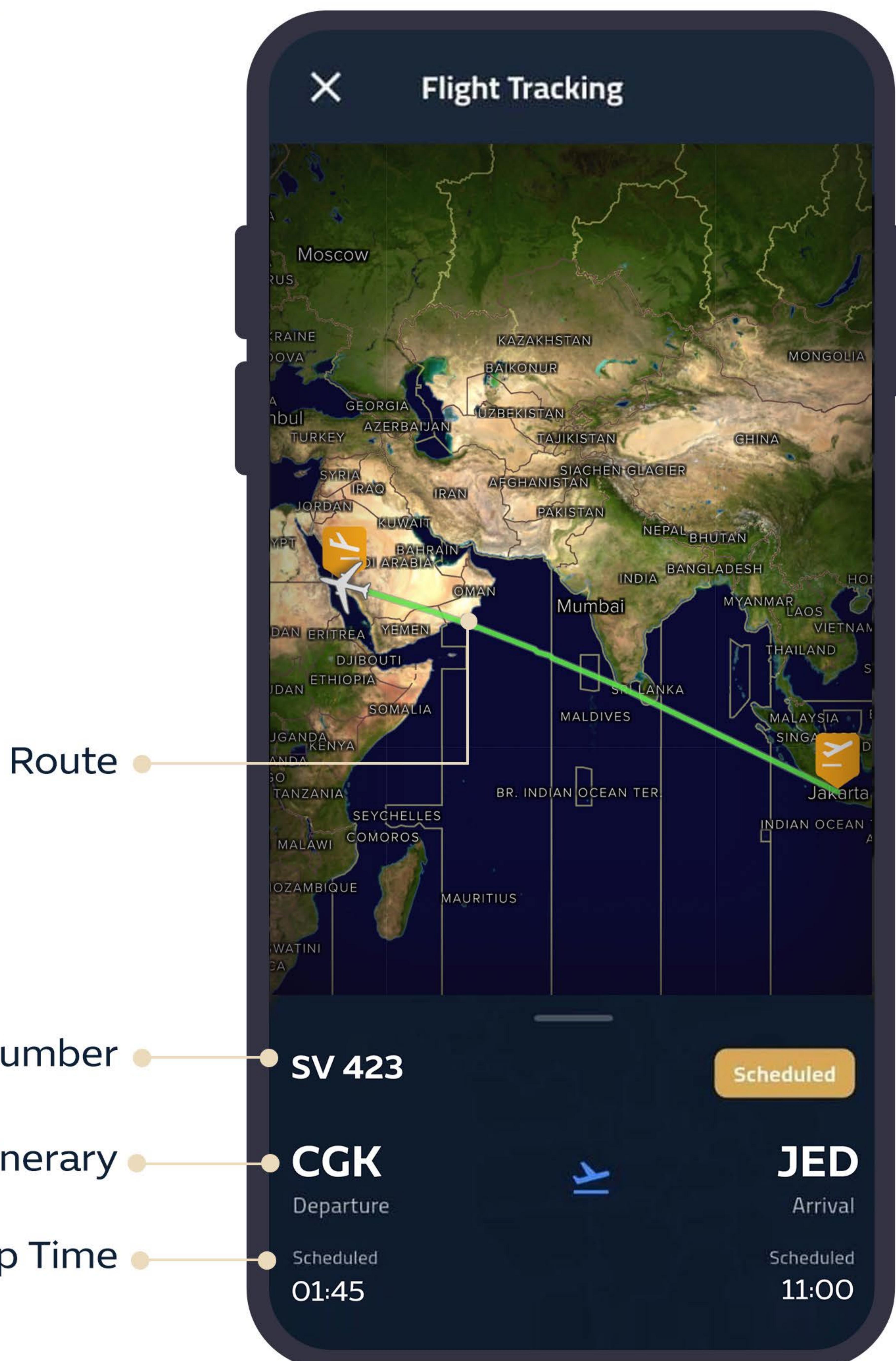
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New Update in the "Bravo" System



As part of Safa Soft's data quality enhancement initiative, a new update has been introduced to the Bravo system. The update includes advanced integration within the representatives' mobile application, enabling real-time flight status tracking and contributing to improved data accuracy.



Integration with: CIRIUM
aviation analytics



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