

# Kizza كزّه

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The travel companion in the  
Kingdom of Saudi Arabia.

# CEO's Message



Amidst the massive shift the Kingdom of Saudi Arabia is witnessing and its openness to the world as a leading tourism destination, Kizza emerged to be the digital bridge that authentically connects guests to our culture and hospitality. We do not merely offer a booking platform; rather, we design an integrated travel experience that begins from the moment the tourist arrives at the airport until their departure, carrying with them the most beautiful memories.

Our commitment at Kizza rests on three core pillars:

- Inklusivity: Providing all traveler requirements in a single digital platform.
- Authenticity: Supporting local partners and presenting the true Saudi experience.
- Innovation: Utilizing technology to serve human comfort and well-being.

We welcome you to a journey where generous hospitality meets future intelligence to create an unforgettable travel experience.

# Who We Are

Kizza is an integrated Saudi Super App specializing in the tourism and hospitality sector.

- It aims to simplify the tourist's journey within the Kingdom of Saudi Arabia through a smart solution that combines accommodation, transportation, logistics, and local experiences into an integrated and secure digital system.
- Kizza offers a bilingual digital user experience specifically designed to serve international and local tourists, connecting them with the best local suppliers and professional captains. This ensures a smooth, safe, and enjoyable journey from initial planning to final arrival.



# Vision, Mission, and Values

## Our Vision



- To be the premier tourism platform and the most important digital destination for discovering and experiencing the Kingdom of Saudi Arabia, and to become the essential travel companion for every visitor to the Kingdom.

## Our Mission



- To facilitate full enjoyment of the Kingdom's beauty by connecting guests with an elite selection of local suppliers, tour operators, and professional captains in a single, trusted app, while ensuring the highest levels of ease, reliability, and safety.

# Our Values

- Authenticity: Highlighting the Saudi identity in every experience and service we offer.
- Ease: Simple interfaces, clear processes, and an integrated experience that relieves the user from the hassle of searching and scattering.
- Reliability: Verified partners, transparent information, and clear policies at every step.
- Community Empowerment: Local community support by empowering productive families, small businesses, and national tourism initiatives to reach wider markets.



Kizza stands out by offering an integrated circle of services that meets all the needs of travelers in the Kingdom.

- **Accommodation and Hospitality**

- Hotel reservations across various levels that suit all categories and travel styles.
- Hotel apartments, luxury resorts, and rural stays that reflect the spirit of the place.
- Detailed information regarding locations, services, evaluations, and booking/cancellation policies.



- **Transportation and Logistics**

- Airport pick-up and drop-off across different cities.
- Car rental and booking options for internal transit between tourist cities and within them.
- Organization of private transport for groups and tourist gatherings.



- **Arrival Essentials**

- Provision of local data SIMs and eSIMs upon the tourist's arrival to ensure seamless connectivity.
- Comprehensive travel insurance services for a safe journey covering health emergencies, accidents, and incidents according to diverse packages.



- **Food and Local Flavors**

- Exploration of authentic, international, and productive family restaurants in every city the tourist visits.
- Seamless and reliable ordering and delivery of meals to the hotel or accommodation venue.
- Customized menus based on cuisine type, price level, and user ratings.



- **Tours and Activities**

- Booking of daily tour packages in important destinations.
- Red Sea and coastal tours.
- Desert and trekking trips.
- Historical, heritage, and cultural sites and activities.
- Unique adventures and experiences, such as marine boat trips, desert camping adventures, and more.
- Private tour options for families and groups.



- **Souvenirs and Local Products**

- A premium digital store for authentic Saudi products, ranging from luxury dates to handcrafted items.
- Delivery service for gifts to the hotel or any address within the Kingdom, complete with specialized packaging options.



# The Challenge

## The Challenge We Solve in Kizza

Tourists in the Kingdom today face several challenges due to information being scattered across multiple platforms. This leads to a difficult comparison between options and forces them to download numerous apps just to manage accommodation, transportation, activities, and support services.

Kizza comes to consolidate the tourist's journey into one place. Planning, booking, tracking, and communication can now be done via a single, smooth application that reflects the spirit of Saudi hospitality and benefits from advanced technological capabilities. Furthermore, Kizza bridges the gap between the needs of the tourist and local suppliers in an open, transparent platform that helps the visitor make better decisions, while allowing local micro-businesses to smoothly showcase their offers and reach their target audience.



# Target Audience

**We serve a wide spectrum of guests from both inside and outside the Kingdom, including:**

- **International Tourists:** Exploring the Kingdom for the first time.
- **Local Tourists:** Seeking to discover new towns and regions through safe and enjoyable experiences.
- **Corporate and Business Travelers:** Requiring an integrated solution for managing accommodation, transport, and logistics with clear reporting that can be relied upon for corporate monitoring and tracking.

Kizza also provides a dedicated portal for local suppliers—such as hotels, transport companies, tour operators, and productive families—giving them access to a new stream of guests through an easy-to-use and reliable platform.

# Competitive Advantage

## What Differentiates Kizza

01

### Integrated Travel Experience

Inside the Kingdom, accommodation, transportation, activities, and local products are combined in one place. This reduces the time and effort spent by the tourist and increases their confidence.

02

### Priority for Authentic Saudi Experiences

We present the authentic Saudi flavor by engaging local partners and activities that reflect the culture, heritage, and natural resources across various regions of the Kingdom, with precise and clear quality standards

03

### Transparency and Reliability

Kizza is committed to transparency and clarity by clearly displaying all booking and cancellation details, as well as user reviews. This helps guests make clear, conscious choices and builds trust in the platform and its partners.

# Technology

## Technology in the Service of Hospitality

01

### Bilingual Interface

The Kizza app features a simplified design and user interface in both Arabic and English. This allows guests to view offers and book services in a few steps, ensuring a smooth experience across various devices.

02

### Personalized Smart Recommendations

The application relies on modern technologies to recommend suitable experiences for each guest based on their interests, destination, and length of stay. This helps design a customized travel itinerary that respects all their preferences.

03

### Alerts and Continuous Follow-up

Guests receive system notifications regarding booking confirmations, updates on tours, and exclusive offers tailored to the city they are currently visiting. This ensures they feel completely reassured and supported throughout the trip.

# Vision 2030 Alignment

Empowering the Local Community and Vision 2030

Kizza contributes to empowering small business owners, productive families, and local tour operators by providing access to wider markets through the integration of their services and products into a single app accessible to guests from inside and outside the Kingdom.

The Kizza model supports several goals of Saudi Vision 2030 in terms of developing the tourism sector, creating new jobs, and increasing the contribution of local tourism to the digital economy, while stimulating foreign investment in various regions of the Kingdom.

Kizza focuses on achieving long-term impact by building a sustainable network of local partners, developing their digital capabilities, and providing data that helps them understand guest behaviors, improve their offers, and scale their services.



# Team and Expansion

## Kizza Team and Expansion Plans

Behind Kizza stands an elite team that combines deep expertise in business, technology, and a profound understanding of the tourism and hospitality sector in the Kingdom. This unique mix drives the design of operating processes tailored exactly to the needs of both guests and suppliers simultaneously.

Kizza aims for continuous expansion, seeking to cover all cities and regions within the Kingdom, and add advanced features such as loyalty programs, reward points, and deeper integrations with local events and activities.

Kizza aspires to become the primary travel companion for every visitor to the Kingdom, and to form a digital bridge for discovering Saudi experiences in all their natural, cultural, and digital dimensions.



