

# Research Title

## CRITICAL EVALUATION OF THE ROLE OF INFLUENCERS IN FESTIVAL AND EVENT MARKETING STRATEGIES IN SAUDI ARABIA

### Background

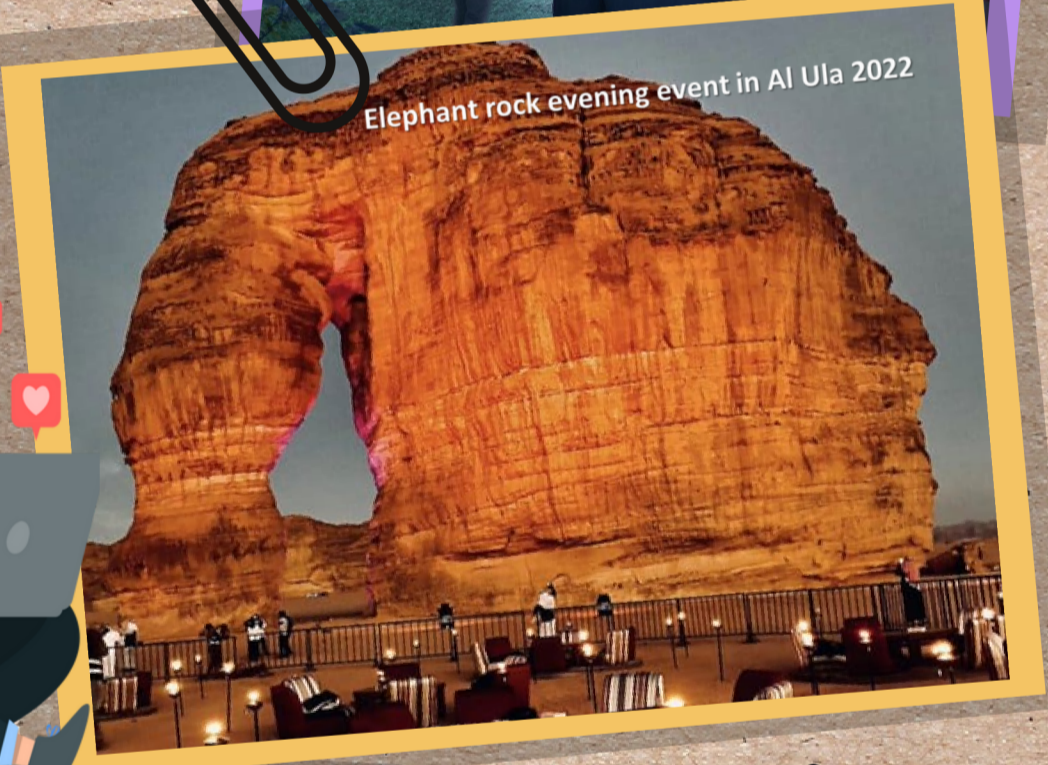
The Saudi government has adopted several plans to diversify the economy (Vision 2030), including the creation of a supportive environment for developing tourism. This research explores marketing strategies for festivals and events via social media platforms and its influencers.

### Research 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.



Boulevard World (Riyadh) 2023



Elephant rock evening event in Al Ula 2022



### 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 Objectives

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

### Sampling

Non-Random sample

Purposive sample

### Data Collection

367 online questionnaires

12 semi-structured online interviews

### Data Analysis

Statistical analysis by use SPSS

Thematic analysis

### Recommendations

This study found that events and festivals can have a significant impact on economic growth. They can attract tourists, generate revenue, and create jobs. The study recommends that the government of Saudi Arabia:

- Continue to invest in the tourism and event industries.
- Develop a comprehensive strategy for event organization and promotion.
- Promote Saudi Arabia as a destination for events and festivals through social media platforms.
- Increase the legalization of the use of influencers in marketing Saudi events and festivals.

### Research Method

### 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.

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