

Sound of Abha Fest Set to Transform Aseer into Saudi Arabia's Leading Summer Tourism Destination

A 91-day cultural and entertainment festival in Abha is expected to attract up to 1.4 million visitors, driving tourism, empowering local businesses, and positioning the Aseer region on the global map.



Ar-Riyad, Saudi Arabia May 29, 2026 ([Issuewire.com](https://www.Issuewire.com)) - Sound of Abha Fest (SAF), a large-scale summer cultural and entertainment festival, is set to launch in Abha from June 1 to August 31, 2026. Spanning 91 days, the festival is designed as a fully immersive destination that blends global cultures,

music, food, retail, and live experiences in one continuously activated environment.

Positioned in the heart of the Aseer region, SAF aims to redefine Abha as a premier summer tourism hub in Saudi Arabia. With an expected footfall ranging between 900,000 to 1.4 million visitors over the season and daily attendance averaging between 6,000 and 12,000 visitors, the festival represents one of the most ambitious seasonal destinations in the Kingdom.

The festival will feature over 250 vendors and experiences, including international food concepts, homegrown retail brands, live performances, cultural activations, and innovative entertainment zones catering to all age groups. From daytime family experiences to large-scale nighttime performances on the main stage, SAF offers sustained engagement, encouraging longer visitor stays and repeat visitation.

Beyond entertainment, Sound of Abha Fest plays a critical role in boosting the regional economy. The event creates significant opportunities for local SMEs, artisans, and entrepreneurs by providing a platform for exposure, sales, and brand growth. The festival is expected to generate substantial economic activity across hospitality, retail, and tourism sectors.

Strategically aligned with Saudi Arabia's Vision 2030 and the development goals of the Aseer region, SAF contributes to the diversification of the economy by strengthening tourism infrastructure and attracting both domestic and GCC visitors. Abha's unique mild summer climate further enhances its appeal, positioning it as a natural escape destination during peak summer months.

In addition to driving tourism, the festival supports job creation, with hundreds of seasonal and operational roles generated across various sectors, including event management, hospitality, logistics, and entertainment. The initiative also fosters cultural exchange by bringing together global participants and showcasing the rich heritage of Aseer to a wider audience.

"Sound of Abha Fest creates a space where culture, community, and entertainment come together — turning Abha into the summer capital of experiential tourism," said the SAF team.

As a flagship seasonal destination, Sound of Abha Fest is not only a festival but a long-term vision to establish a sustainable cultural and tourism ecosystem in southern Saudi Arabia—one that blends entertainment, commerce, and community into a single, dynamic destination.



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