



CUSTOMER SUCCESS STORIES

Saudi Arabia's Ministry of Tourism Accelerates GDP with EDB Postgres® AI



CUSTOMER: SAUDI ARABIA MINISTRY OF TOURISM

EDB customer since 2019

Muayad Alammar
Head of Database
Management at Saudi Arabia's
Ministry of Tourism

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OVERVIEW

100 Million Visits: How Saudi Arabia's Ministry of Tourism is Driving Tourism and GDP with EDB

Tourism Goes Digital

Tourism is important to countries because it strengthens the local economy, creates jobs, and helps to preserve local culture and traditions. While tourism GDP worldwide is predicted to grow [5.8 percent a year between 2024 and 2032](#), complicated and lengthy visa application and authorization processes can influence decisions around destinations for [leisure and business travelers](#). In order to draw more tourists and support the industry's growth, modern, digitized processes and procedures are essential.





Saudi Arabia's Vision 2030: 100 Million Visits and More

The Kingdom of Saudi Arabia is one country that was set on capturing their share of the global tourism market. The Kingdom was opened to international tourists in 2019, and their mission was to receive 100 million international tourists by 2030 and amplify the sector's GDP contribution from 3% in 2019 to 10%. They also aimed to add one million more jobs to the tourism sector. These ambitious goals are all part of the Kingdom's Vision 2030 long-term plan to diversify their economy away from oil. Meeting these goals, however, required a system that could handle all the data associated with domestic and international visits.

Opening the Doors to Open Source

Saudi Arabia's Ministry of Tourism was founded in 2020 to spearhead the Kingdom's Vision to bring tourism to the forefront. The Ministry is tasked with enabling accelerated and sustainable growth by establishing future-focused policies, investments, and talent development guided by data. Part of the Ministry's work involves creating laws for tourism sector development, attracting quality investments to the tourism sector, issuing licenses and classifications for tourism activities and creating and approving visa regulations.

The DTIT (Digital Transformation and Information Technology) team at the Ministry of Tourism saw they could support the Kingdom's strategic objectives and grow the tourist ecosystem by implementing an open source environment with exceptional availability. High availability was imperative for efficiently processing thousands of electronic documents and performing other data-driven tasks while minimizing the risk of disruptions that could impact tourists, hamper business opportunities and diminish public trust.

Adopting Open Source in 1 Week

Partnering with EDB enabled Saudi Arabia's Ministry of Tourism to quickly attain the high availability Postgres solution that they sought. EDB's team worked closely with the Ministry's DTIT team to set up their Postgres environment from scratch in one week. After deploying and configuring Postgres Enterprise Manager (PEM) and EDB Failover Manager (EFM), the DTIT team noticed numerous performance enhancements and new functionalities. They found the graphical interface of EFM easy to use and appreciated how the tool eased their workload by monitoring the health of their database. EFM also prevented a split-brain scenario, a potential issue in high availability databases where two previously synchronized datasets lose their syncing capability during a failover event.

EDB shared best practices, ensured the synchronization of their database, and trained the Ministry's database team on Postgres. Barman (Backup and Recovery Manager) was also deployed to back up their database and prevent the loss of critical data.

Preventing Downtime 24/7

When unexpected issues affected the Ministry of Tourism's database replication, EDB was there to prevent production downtime. EDB also proactively identified and suggested action for other issues before they became viable in production, which meant MoT had zero outages or any other major incidents since they joined forces with EDB. Muayad Alammar, Head of Database Management at Saudi Arabia's Ministry of Tourism, says,

"We've had an excellent experience with EDB and the consultation team. We collaborated closely to ensure seamless and anticipated operations."





Meeting 2030 Goals 7 Years Early

Since opening to tourism in 2019, and shifting to EDB Postgres technology, Saudi has become one of the fastest-growing tourism markets globally, recognized by the World Tourism Organization and the World Economic Forum's Travel and Tourism Development Index. The country even achieved its 2030 goal of welcoming over 100 million tourists in 2023.

The Ministry's Digital Transformation and Information Technology (DTIT) department counts on EDB Postgres to help them efficiently process the information necessary for the evaluation of numerous daily requests, facilitate travel procedures, and advance tourism activities. Through digitization, Saudi Arabia is increasing connectivity and accessibility, making it simpler for visitors to enter, and enabling all travelers to enjoy their natural and cultural diversity.

A Vision for the Future That Includes EDB and Postgres

DTIT is working on expanding the use of Postgres within the Ministry of Tourism, acknowledging its significance in accelerating business operations and aligning with Saudi Arabia's Vision 2030.

With the combined capabilities of EDB and Postgres, the Ministry finds itself empowered to scale up and innovate in order to meet the dynamic demands of tourism initiatives, thus boosting the Kingdom's prominent prestige on the global tourism map.



About EDB Postgres AI

EDB Postgres AI is the first open, enterprise-grade sovereign data and AI platform, with a secure, compliant, and fully scalable environment, on premises and across clouds. Supported by a global partner network, EDB Postgres AI unifies transactional, analytical, and AI workloads, enabling organizations to operationalize their data and LLMs where, when, and how they need it. For more information, visit www.enterprisedb.com.