



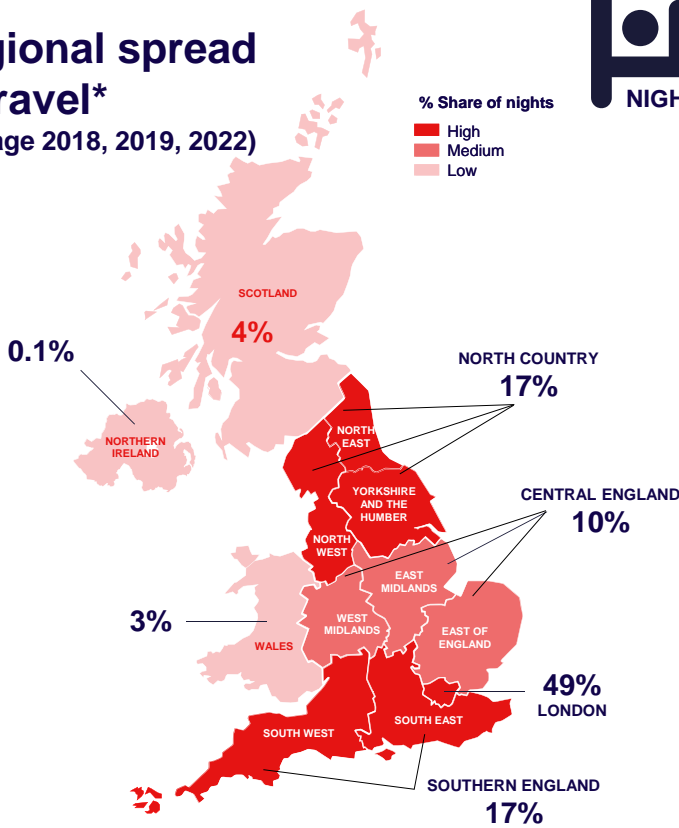
Saudi Arabia

Market snapshot Visitor Profile



Regional spread of travel* (average 2018, 2019, 2022)

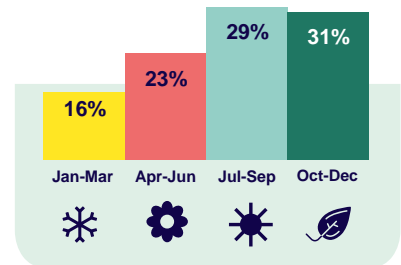
Sources: *International Passenger Survey (IPS) by ONS; All spend is stated in nominal terms; repeat visits stated exclude UK nationals, 2015, small base size. **Apex as of August 2023.



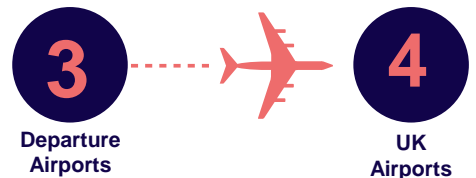
80% of Saudi holiday visits are repeat visits. They visit on average 8-9 times in a 10-year period, with their spending worth a total of £28,472 over this time.



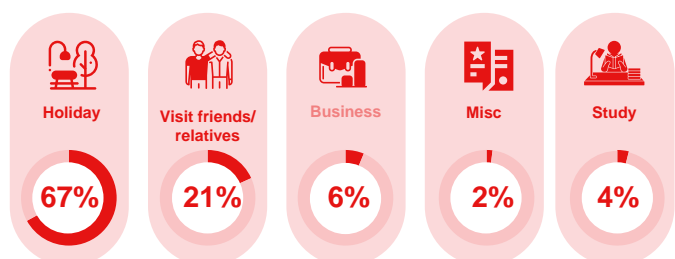
Seasonal spread of travel* (2022)



Departure & Destination Airports** (2022)



Purpose of travel* (2022)



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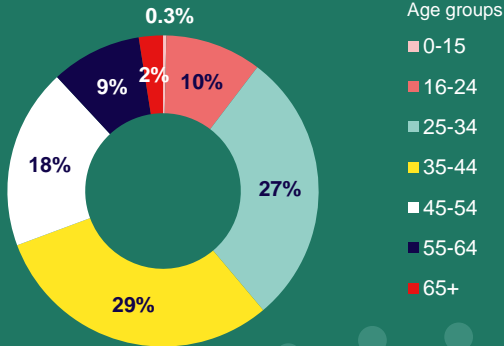


Saudi Arabia

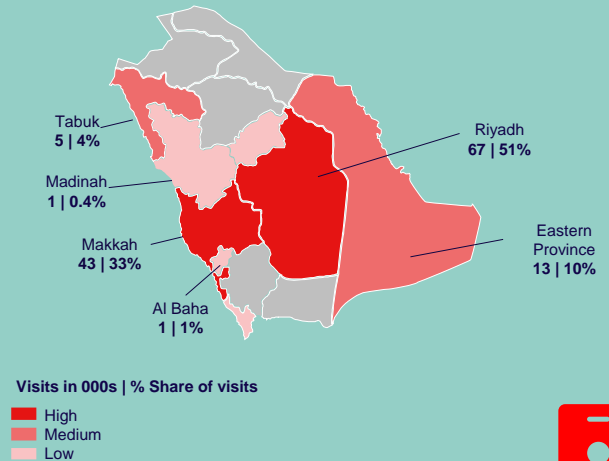
Market snapshot Visitor Profile



Key demographics* (2022)



Visitors' origin* (2016)



Top drivers for destination choice*** (2022)

- 1 Offers good value for money
- 2 It's easy to get around once there
- 3 Is good for relaxing, resting, recharging
- 4 Is a welcoming place to visit
- 5 I can roam around visiting many types of places



Perceptions of Britain** (2022)

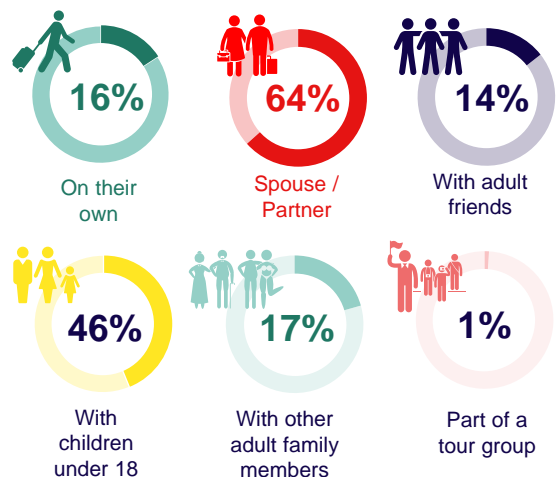
The UK ranks within the top 15 out of 60 nations for:



Top sources of inspiration*** (2016)



Travel companions*** (2022)



Sources:

*International Passenger Survey (IPS) by ONS

**Anholt-Ipsos Nation Brands Index 2022.

*** VisitBritain/Kubi Kalloo MIDAS research project 2022



Saudi Arabia

Market snapshot
Visitor Profile



Top 5 activities desired on a holiday/short break abroad

- 1 Experience coastal places and scenery
- 2 Experience rural life and scenery
- 3 Visit famous/iconic tourist attractions and places
- 4 Visit parks and gardens
- 5 Enjoy outdoor walks, hiking or cycling

Share who state holidays benefit their wellbeing
85%

Top 5 sustainable actions by visitors to Britain¹

- 1 Using public / greener transport
- 2 Research transparent information about the operations, sourcing and ethical practices
- 3 Staying in eco/environmentally-accredited accommodation
- 4 Buying sustainable/responsible food and beverage offers
- 5 Enjoying unpolluted nature

Likelihood to combine Britain with other destinations



Travel only to Britain



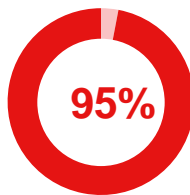
Combine a trip to Britain and other places in Europe



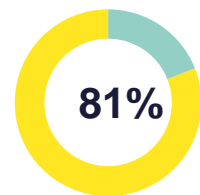
Undecided



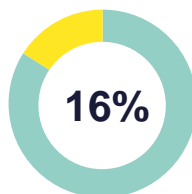
Share of Saudi visitors “likely” or “extremely likely” to recommend Britain*



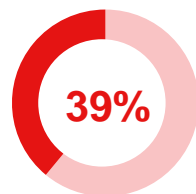
Share of Saudi visits which were repeat visits*



Share of Saudi travellers with accessibility requirements



Share of Saudi travellers who book all trip elements as a package.



Sources:

*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals, 2015

**Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019

All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers ¹ based on previous visitors to Britain