

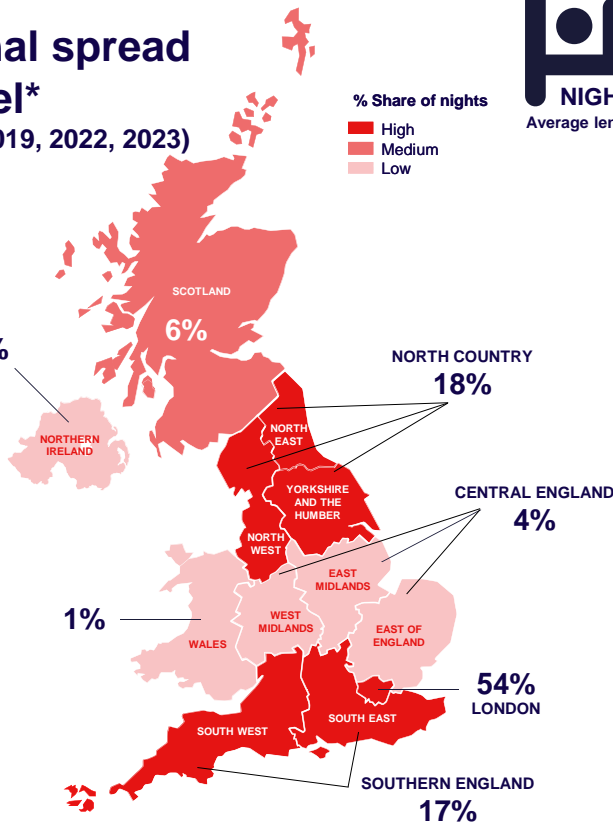


Saudi Arabia

Market snapshot Visitor Profile

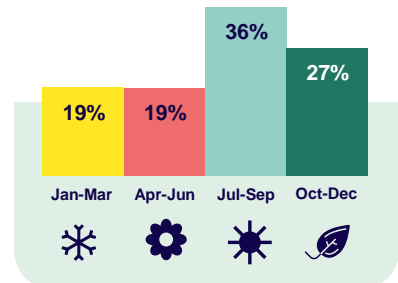


Regional spread of travel* (average 2019, 2022, 2023)

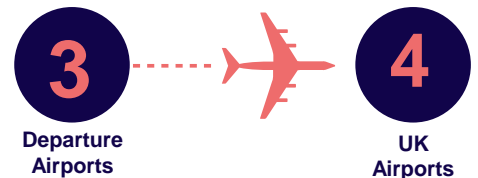


80% of Saudi holiday visits are repeat visits. They visit on average **8-9 times** in a 10-year period, with their spending worth a total of **£28,472** over this time.*

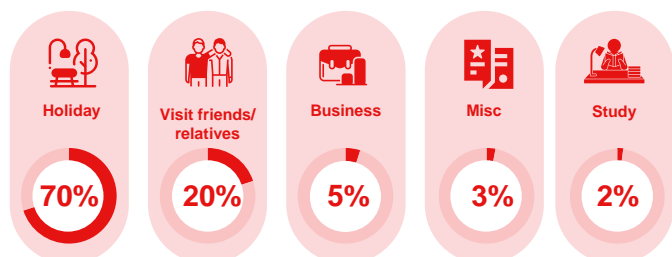
Seasonal spread of travel* (2023)



Departure & Destination Airports** (2023)



Purpose of travel* (2023)



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 May 2024.



Consumer website: visitbritain.com
 Corporate website: visitbritain.org
 Image Library: assets.visitbritain.org
 Trade website: trade.visitbritain.com
 Media centre: media.visitbritain.com

VisitBritain

Tatiana Khoreshok
Country Manager GCC

Tatiana.Khoreshok@visitbritain.org



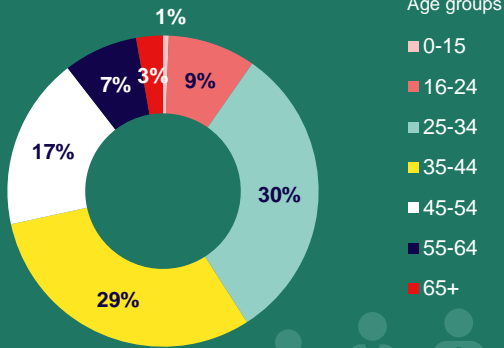


Saudi Arabia

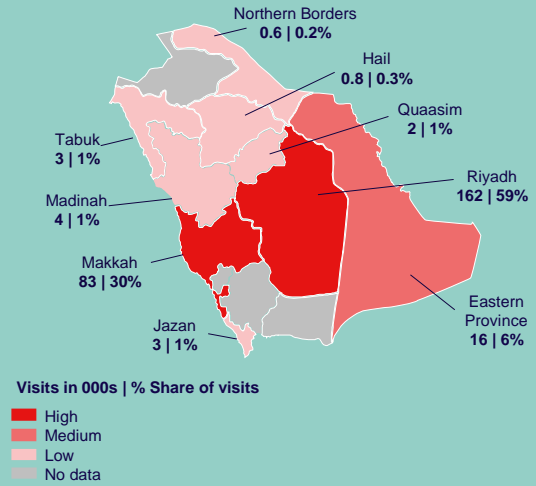
Market snapshot Visitor Profile



Key demographics* (average of 2019, 2022, 2023)



Visitors' origin* (2023)



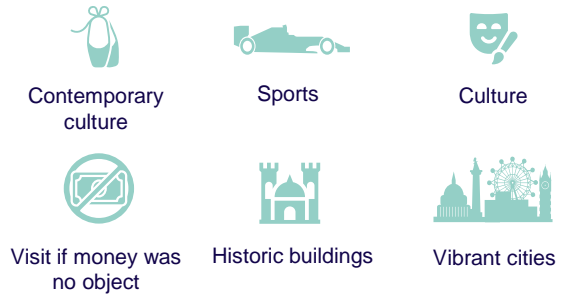
Top drivers for destination choice*** (2022)

- 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** (2023)

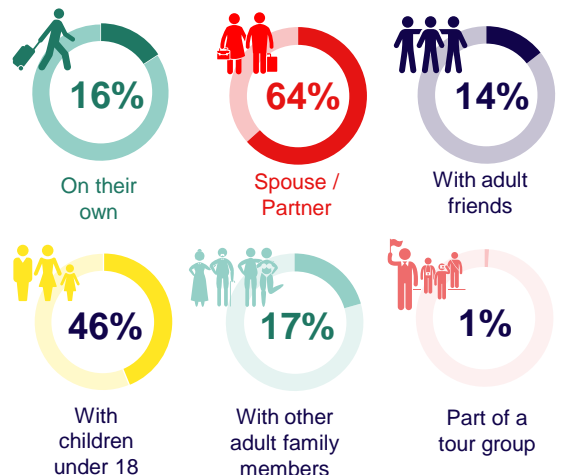
The UK ranks within the top 15 out of 60 nations for:



Top sources of inspiration*** (2022)



Travel companions*** (2022)



Sources:
 *International Passenger Survey (IPS) by ONS; age: share of 'don't know' not shown
 **Anholt-Ipsos Nation Brands Index 2022.
 *** VisitBritain/Kubi Kalloo MIDAS research project 2023



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

85%
state holidays benefit their wellbeing

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



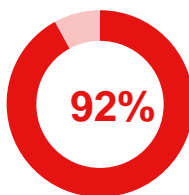
Combine a trip to Britain and other places in Europe



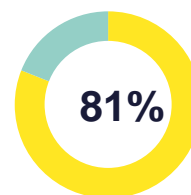
Undecided



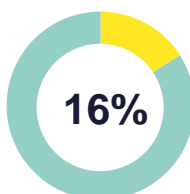
Share of Saudi travellers interested in visiting UK film/TV locations in future**



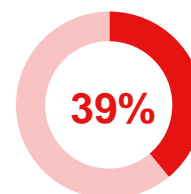
Share of Saudi visits which were repeat visits*



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; film/TV locations: base UK considerers, 2023
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