



Llywodraeth Cymru
Welsh Government



VisitBritain

in conjunction with



Inbound COVID-19 Sentiment Tracker

Market Snapshot – Saudi Arabia

[Read the full report for Wave 4 here \(PDF, 8MB\)](#)



If you need the data in a different format, please contact research@visitbritain.org

Bristol Balloon Fiesta: Destination Bristol ©Gary Newman

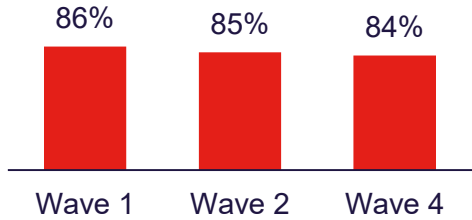
Saudi Arabia Market Summary

Wave 1: 2nd-16th Dec 2020
 Wave 2: 24th Mar – 6th Apr 2021
 Wave 3: 23rd Aug – 6th Sept 2021
 Wave 4: 10th-23rd Feb 2022
 All data is from Wave 4, unless stated



Travel intentions

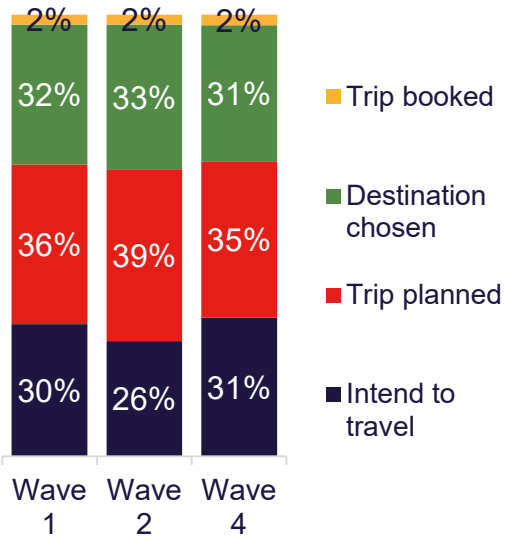
Intending to travel abroad for leisure*



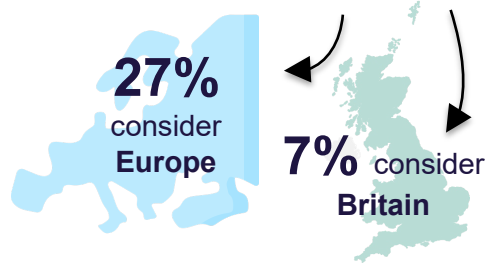
Journey purpose



Planning stage



Among leisure trip intenders:



Among Britain intenders:

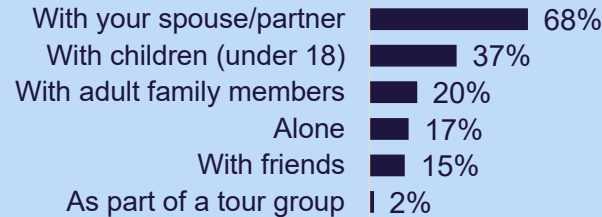
52% consider England
 16% consider Scotland
 16% consider Wales
 13% consider London

Travel preferences

Top activities



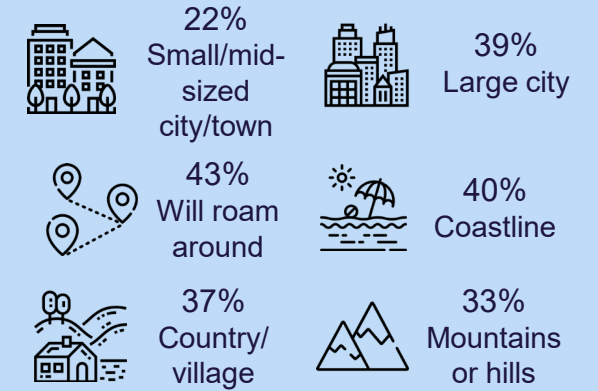
Top Travel Companions



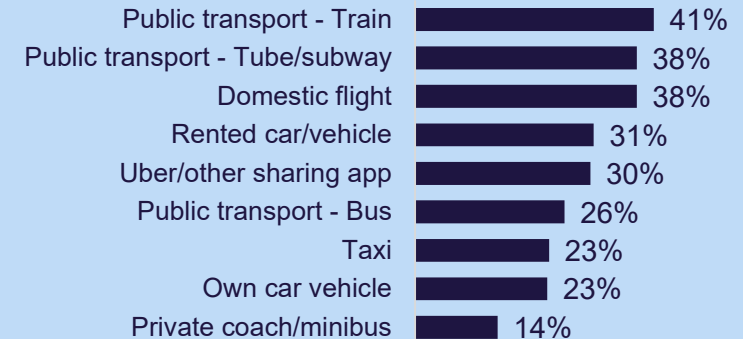
Top Accommodation



Destination types



Top modes of transport within Britain



*(% definitely & probably) in the next 12 months

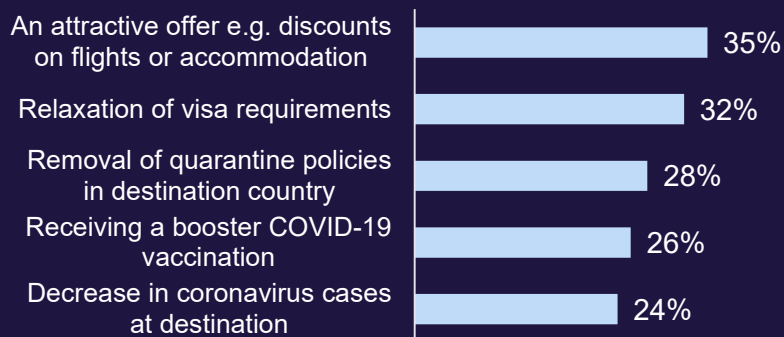
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Top travel drivers

...for any international trip



...for a trip to Britain

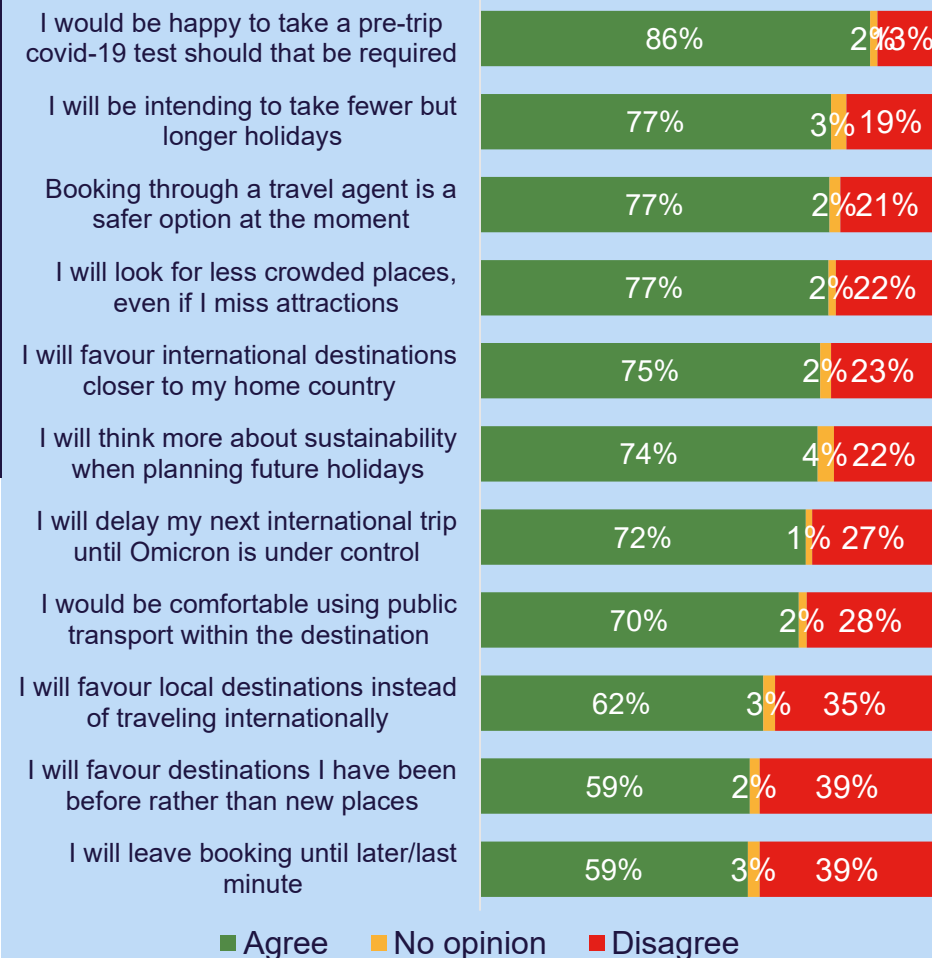


Travel Concerns – for travel to Britain*



*% very & somewhat concerned
 **% completely & somewhat agree

Travel attitudes**



■ Agree ■ No opinion ■ Disagree