











Inbound COVID-19 Sentiment Tracker

Market Snapshot – Saudi Arabia

Read the full report for Wave 4 here (PDF, 8MB)



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



or hills

Travel intentions

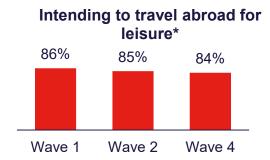
32%

36%

33%

39%

26%



Planning stage

Trip booked

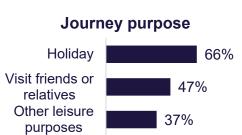
■ Destination

■ Trip planned

chosen

■ Intend to

travel





Boutique hotel

Self catered property

Hostel/university/school



66%

66%

61%

57%

57%

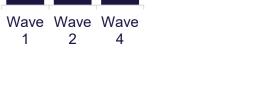
23%

21%

Destination types 22% 39% Small/mid-Large city sized city/town 43% 40% Will roam Coastline around 37% 33% Country/ **Mountains**

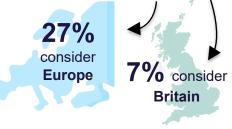


village



31%

Among leisure trip intenders:



Among Britain intenders:

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









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Travel Concerns – for travel to Britain*

Other people not following COVID-19 policies/procedures Contracting COVID-19 during my journey/trip Change in quarantine requirements on my return home Access to healthcare if I contract COVID-19 abroad Affordability of robust travel insurance Costs of mandatory COVID-19 tests Limited / restricted experiences at destination Extra admin involved with new policy/rules during the trip Accessibility of affordable air fares 55% Locals' attitude towards international tourists 53%

Travel attitudes**

I would be happy to take a pre-trip covid-19 test should that be required	86% 2 <mark>%</mark>	3%
I will be intending to take fewer but longer holidays	77% 3 <mark>%</mark> 19	9%
Booking through a travel agent is a safer option at the moment	77% 2 <mark>%21</mark>	%
I will look for less crowded places, even if I miss attractions	77% 2 <mark>%22</mark>	%
I will favour international destinations closer to my home country	75% 2 <mark>%23</mark>	%
I will think more about sustainability when planning future holidays	74% 4 <mark>%22</mark>	%
I will delay my next international trip until Omicron is under control	72% 1 <mark>% 27</mark> 9	%
I would be comfortable using public transport within the destination	70% 2 <mark>% 28</mark> %	6
I will favour local destinations instead of traveling internationally	62% 3 <mark>% 35%</mark>	
I will favour destinations I have been before rather than new places	59% 2 <mark>% 39%</mark>	
I will leave booking until later/last minute	59% 3 <mark>% 39%</mark>	
■ Agree ■ No op	inion Disagree	



70%

64%

63%

62% 60%

58%

56%









^{*%} very & somewhat concerned

^{**%} completely & somewhat agree