Saudi Arabia

Market snapshot
Visitor Profile

Annual visits (000s)*

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<tbody>
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<td></td>
<td>114</td>
<td>124</td>
<td>136</td>
<td>146</td>
<td>166</td>
<td>222</td>
<td>207</td>
<td>196</td>
<td>221</td>
<td>204</td>
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Global ranking for inbound visits to the UK in 2022

Annual visitor spend (£m)*

<table>
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<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2022</th>
<th>Average spend per visit</th>
<th>114% of 2019</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>£285</td>
<td>£292</td>
<td>£336</td>
<td>£414</td>
<td>£665</td>
<td>£549</td>
<td>£1,081</td>
<td>£549</td>
<td>£495</td>
<td>£627</td>
<td>£3,502</td>
<td>#27</td>
</tr>
</tbody>
</table>

Global ranking for inbound spend in the UK in 2022

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

% Share of nights
- High
- Medium
- Low

% Share of nights
- SOUTHERN ENGLAND 49%
- LONDON 17%
- CENTRAL ENGLAND 10%
- NORTH COUNTRY 17%
- NORTH EAST 3%
- SCOTLAND 4%
- NORTHERN IRELAND 0.1%

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

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)

- Jan-Mar: 16%
- Apr-Jun: 23%
- Jul-Sep: 29%
- Oct-Dec: 31%

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.

Departure & Destination Airports** (2022)

3 Departure Airports
4 UK Airports

Purpose of travel* (2022)

- Holiday: 67%
- Visit friends/relatives: 21%
- Business: 6%
- Misc: 2%
- Study: 4%

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

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Suite 1205, Aspect Tower, Business Bay,
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Tatiana Khoreshok
Country Manager – GCC Market
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Key demographics* (2022)

- **0-15**: 9%
- **16-24**: 10%
- **25-34**: 29%
- **35-44**: 18%
- **45-54**: 0.3%
- **55-64**: 9%
- **65+**: 27%

**Age groups**

Visitors’ origin* (2016)

- **High**: 51%
- **Medium**: 43%
- **Low**: 6%

**Visits in 000s | % Share of visits**

- **Tabuk**: 4%
- **Madinah**: 1%
- **Makkah**: 33%
- **Al Baha**: 1%
- **Riyadh**: 51%
- **Eastern Province**: 10%

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:

- Contemporary culture
- Culture
- Sport
- Historic buildings
- Vibrant cities
- People

Travel companions*** (2022)

- **On their own**: 16%
- **Spouse / Partner**: 64%
- **With adult friends**: 14%
- **With children under 18**: 46%
- **With other adult family members**: 17%
- **Part of a tour group**: 1%

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**

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**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

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**Share who state holidays benefit their wellbeing**

85%

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**Top 5 sustainable actions by visitors to Britain**

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

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**Likelihood to combine Britain with other destinations**

- 28% Travel only to Britain
- 67% Combine a trip to Britain and other places in Europe
- 4% Undecided

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

95%

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**Share of Saudi visits which were repeat visits**

81%

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**Share of Saudi travellers with accessibility requirements**

16%

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

39%

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**Sources:**


**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