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

- **SOUTHERN ENGLAND**: 54% (4% CENTRAL ENGLAND, 17% LONDON)
- **NORTH COUNTRY**: 18%
- **SCOTLAND**: 6%
- **NORTH WEST**: 1%
- **Wales**: 0.1%
- **NORTHERN IRELAND**: 1%
- **NORTH EAST**: 19%
- **YORKSHIRE AND THE HUMBER**: 19%
- **EAST MIDLANDS**: 36%
- **WEST MIDLANDS**: 27%
- **SOUTH WEST**: 17%

Seasonal spread of travel* (2023)

- **Jan-Mar**: 19%
- **Apr-Jun**: 19%
- **Jul-Sep**: 36%
- **Oct-Dec**: 27%

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.*

VisitBritain

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Media centre: media.visitbritain.com
**Saudi Arabia**

**Market snapshot**

**Visitor Profile**

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

- **Age groups**
  - 0-15: 1%
  - 16-24: 7%
  - 25-34: 9%
  - 35-44: 30%
  - 45-54: 29%
  - 55-64: 17%
  - 65+: 7%

### Visitors’ origin* (2023)

- Riyadh: 162 | 59%
- Makkah: 83 | 30%

### 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:

- Contemporary culture
- Sports
- Culture
- Historic buildings
- Vibrant cities

### Top sources of inspiration*** (2022)

1. Social media – recommendation from families: 16%
2. Social media – recommendation from travel bloggers: 64%
3. Recommendations by friends and family: 14%
4. With children under 18: 46%
5. With other adult family members: 17%
6. Part of a tour group: 1%

### 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%

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**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
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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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### 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 travellers interested in visiting UK film/TV locations in future

- **92%**

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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; 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 based on previous visitors to Britain