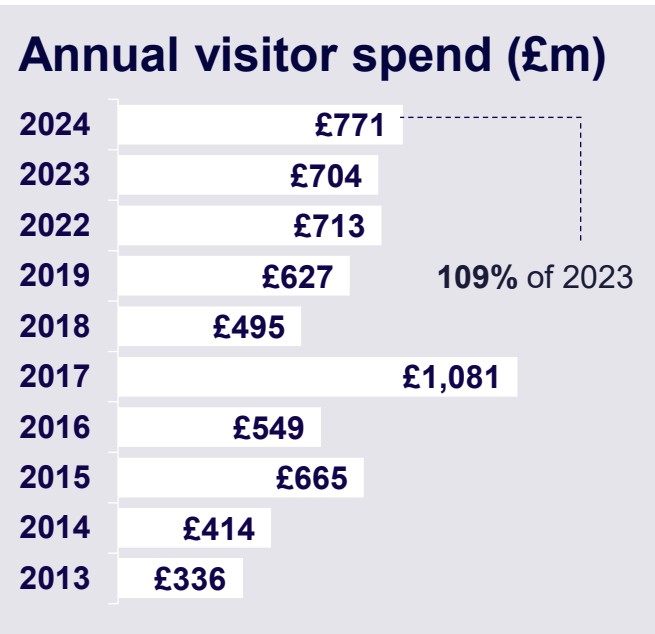
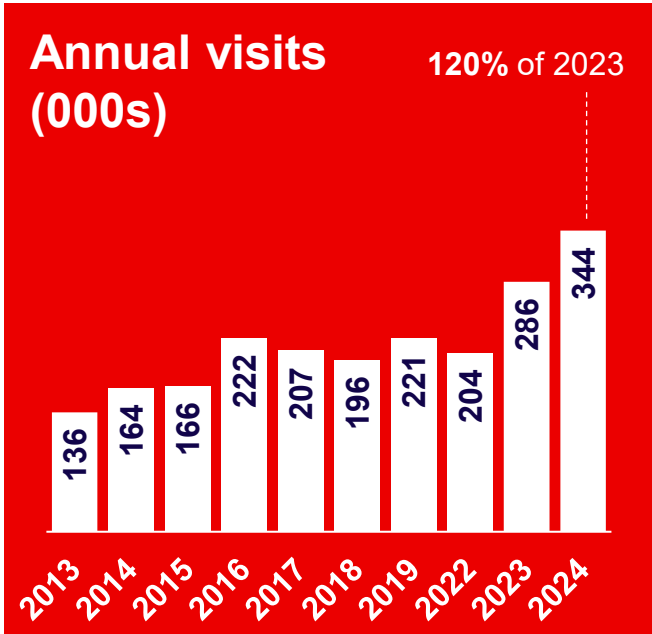


# Saudi Arabia

Market snapshot  
Visitor Profile



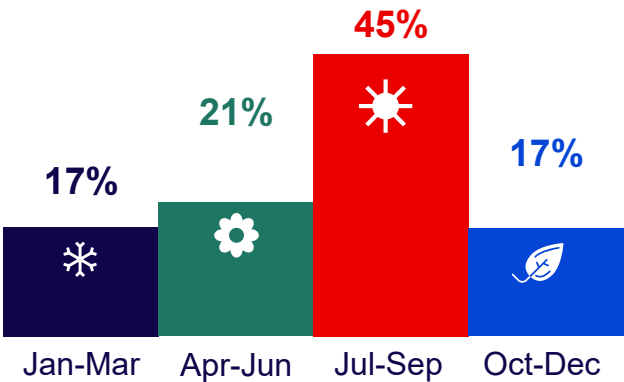
#22

Global ranking for inbound visits to the UK in 2024

#11

Global ranking for inbound spend in the UK in 2024

## Seasonal spread of travel



## Average nights stayed



In 2024, visitors from Saudi Arabia spent **2.7 times** the global average of **£818 per visit**. Saudi travellers also stayed more nights per visit than the global average of 7 nights.

**Source:** International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated. 2024 data GB only.

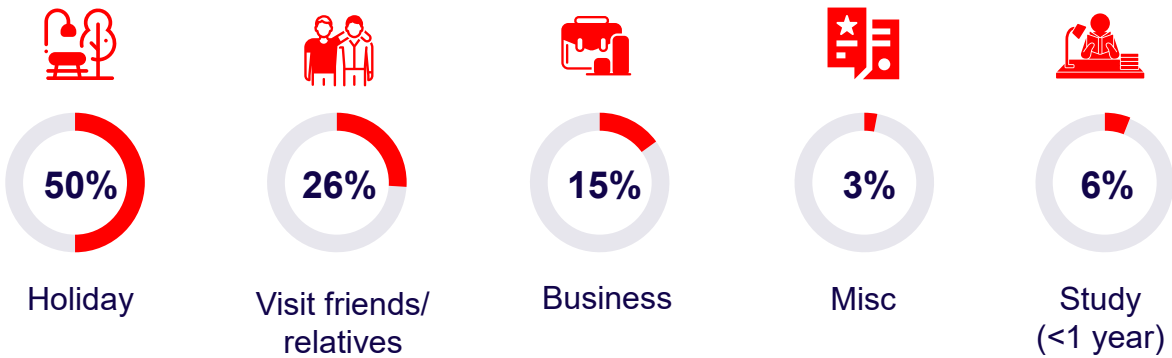
**Tatiana Khoreshok**  
Country Manager GCC

[Tatiana.Khoreshok@visitbritain.org](mailto:Tatiana.Khoreshok@visitbritain.org)

**£2,242**  
2024 average spend per visit

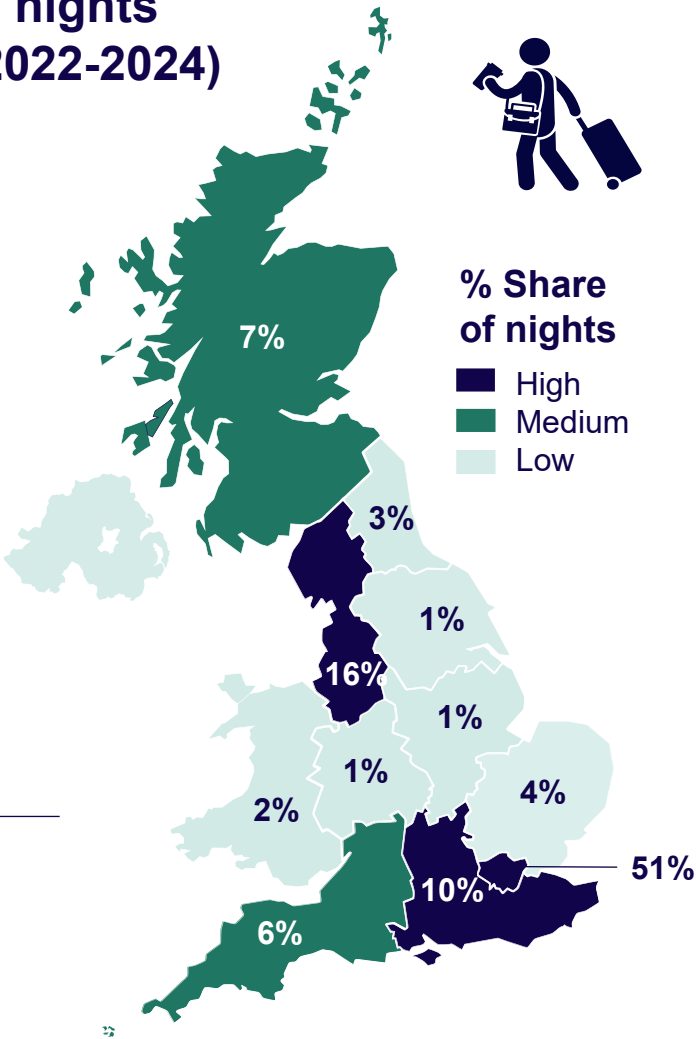


Purpose of travel\* (2024)



Regional spread of travel by nights spent per region\* (average 2022-2024)

	Region	% share of nights
1	London	51%
2	North West	16%
3	South East	10%
4	Scotland	7%
5	South West	6%
6	East Of England	4%
7	North East	3%
8	Wales	2%
9	Yorkshire	1%
10	West Midlands	1%
11	East Midlands	1%



Departure & Destination  
Airports\*\* (2025)



Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. \*\*Apex as of January 2026, non-stop flights.

# Saudi Arabia

Market snapshot  
Visitor Profile

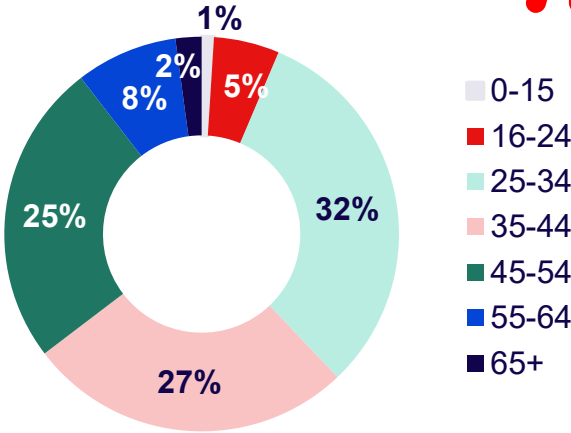


## Visitors' origin\* (2023)



Provinces by visitor origin	%
Riyadh	59%
Makkah	30%
Eastern Province	6%
Madinah	1%
Tabuk	1%
Qaasim	1%
Jazan	1%
Hail	0%
Northern Borders	0%

## Key demographics\* (2024)



## Perceptions of the UK\*\* (2025)

The UK ranks within the top 15 out of 50 nations for:

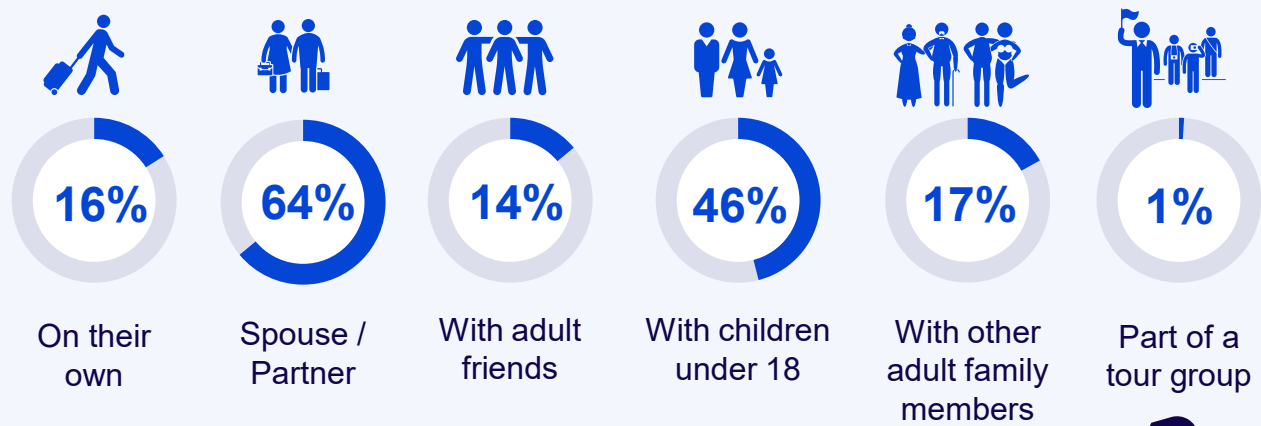
	Rank
Contemporary culture	6 <sup>th</sup>
Culture	8 <sup>th</sup>
Cultural heritage	9 <sup>th</sup>
People	10 <sup>th</sup>
Vibrant cities	11 <sup>th</sup>
Sport	11 <sup>th</sup>
Historic buildings	12 <sup>th</sup>
Tourism	14 <sup>th</sup>

Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only.  
\*\*2025 Anholt Nation Brand Index Report





## Travel companions



## Top sources of inspiration



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



## Share of Saudi travellers who have (or travels with someone who has) a health condition or impairment



Sources: \*Anholt-Ipsos Nation Brands Index: TV/film locations, 2023, base: UK considerers. All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022.