

Saudi Arabia

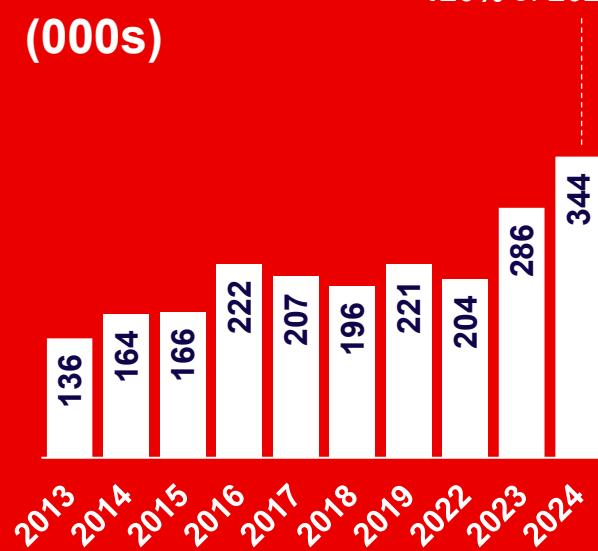
Market snapshot

Visitor Profile

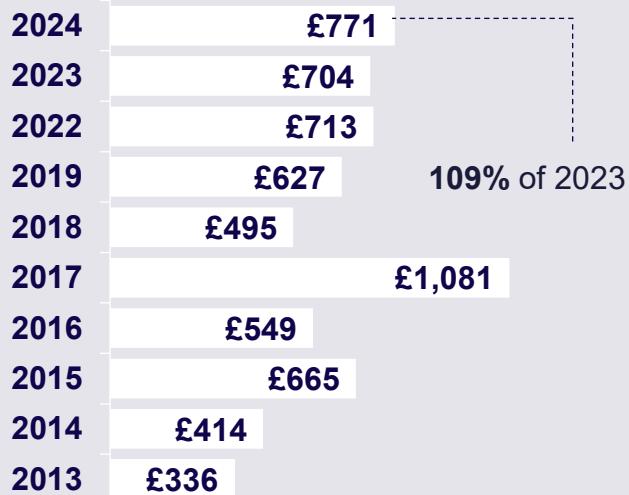


Annual visits (000s)

120% of 2023



Annual visitor spend (£m)



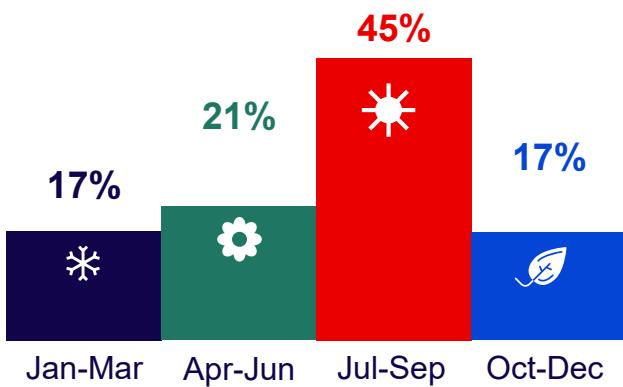
#22

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

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£2,242

2024 average spend per visit

Saudi Arabia

Market snapshot

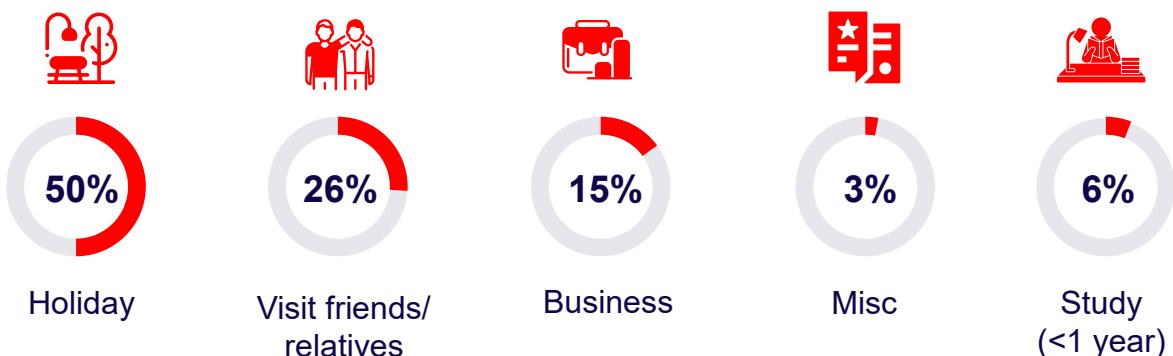
Visitor Profile

سعودی

Arabia

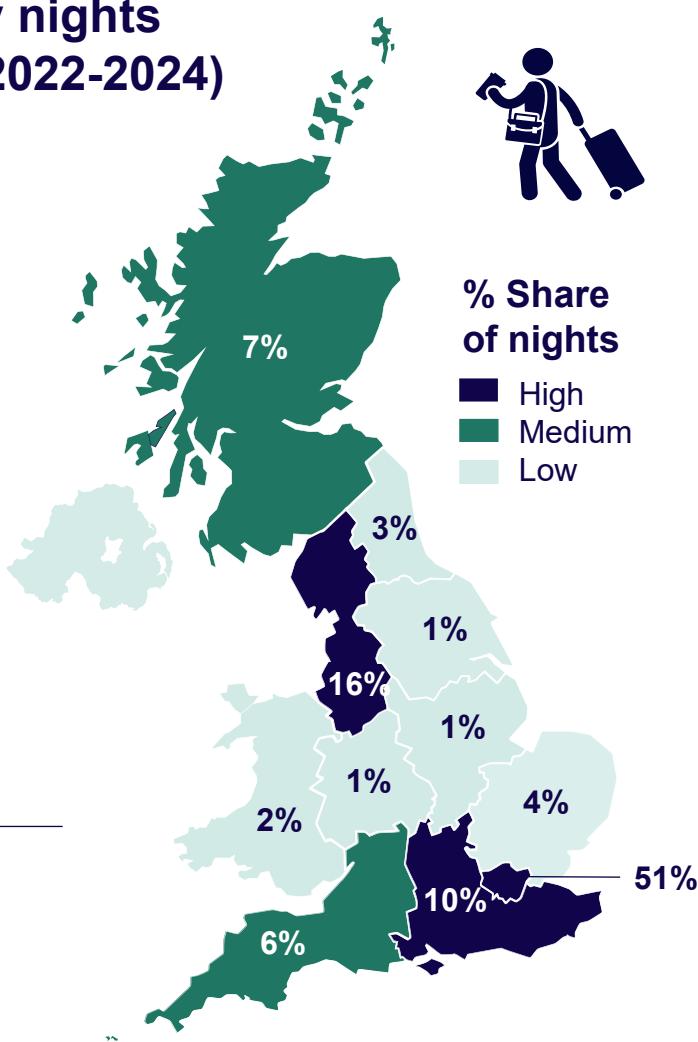


Purpose of travel* (2024)



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

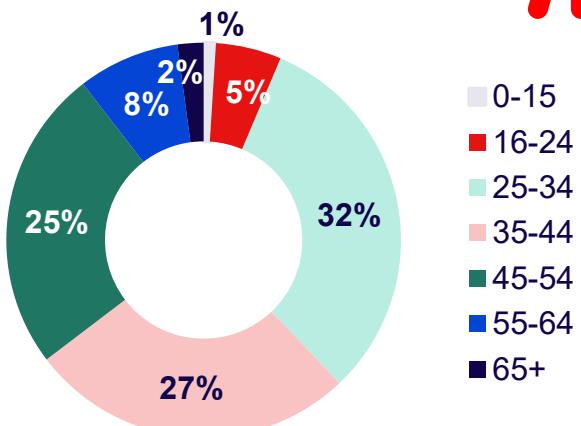


Visitors' origin* (2023)



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 th
Culture	8 th
Cultural heritage	9 th
People	10 th
Vibrant cities	11 th
Sport	11 th
Historic buildings	12 th
Tourism	14 th

Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only.

**2025 Anholt Nation Brand Index Report



Travel companions



16%

On their own



64%

Spouse / Partner



14%

With adult friends



46%

With children under 18



17%

With other adult family members



1%

Part of a tour group

Top sources of inspiration



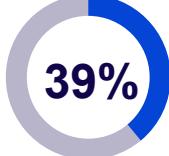
#1
Social media – recommendation from families

#2
Social media - recommendation from travel bloggers

#3
Recommendations by friends and family



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

