Travel sentiment from Saudi Arabia

86% Intend travelling abroad for leisure (% Definitely + % Probably)
- For holiday: 77%
- To visit friends or relatives: 48%
- For other leisure purposes: 34%

29% of international leisure trip intenders consider Europe among them, 22% consider Britain, 88% in England, 9% in Wales, 31% in London.

Top drivers:
- An attractive offer or discounts on flights or accommodation: 39%
- A significant decrease in coronavirus cases at destination: 33%
- The availability of a vaccination treatment against coronavirus: 33%
- Removal of quarantine policies in destination country: 32%
- Relaxation of visa requirements: 30%

Planning stages:
- 39% Plan to travel at some point
- 26% Trip arranged but destination not decided
- 13% Destination chosen but not booked
- 1% Trip booked

Destinations considered:
- Among them, 22% consider Britain
- In Scotland: 88%
- In England: 88%
- In Wales: 9%
- In London: 31%

Top booking channels:
- Direct with airline/airline operator (36%)
- Through a travel agent/online operator online (26%)
- A Travel comparison website (21%)

Top activities (% Very interested):
- Outdoor nature activities: 59%
- Visiting iconic tourist attractions: 54%
- Dining in restaurants/bars: 53%
- Shopping: 52%
- Outdoor activities (hiking, cycling, etc.): 52%

Accommodation:
- Hotel chain: 57%
- Cruise: 34%
- Boutique hotel: 28%
- Self catered property: 23%
- Campsite: 20%

Travel party:
- With your spouse/partner: 73%
- With children (under 18): 41%
- Alone: 19%
- With adult family members: 19%
- With friends: 19%
- As part of a tour group: 1%