Saudi Arabia

Inbound tourism overview

### Annual visits

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>164,000</td>
</tr>
<tr>
<td>2015</td>
<td>169,000</td>
</tr>
<tr>
<td>2016</td>
<td>222,000</td>
</tr>
<tr>
<td>2017</td>
<td>207,000</td>
</tr>
<tr>
<td>2018</td>
<td>196,000</td>
</tr>
<tr>
<td>2019</td>
<td>221,000</td>
</tr>
</tbody>
</table>

#### Global ranking for inbound visits to the UK in 2019

- #34

### Seasonal spread of travel (2019)

- **Jan–Mar**: 16%
- **Apr–Jun**: 25%
- **Jul–Sep**: 36%
- **Oct–Dec**: 24%

### Regional spread of travel (2019)

- **London**: 84%
- **Rest of England**: 24%
- **Scotland**: 6%
- **Wales**: 1%

### Purpose of travel (2019)

- **Holiday**: 63%
- **VFR***: 20%
- **Business**: 8%
- **Study**: 5%
- **Misc**: 4%

### Departure & destination airports** (2019)

- **London**: Heathrow, Manchester
- **Jeddah**: Riyadh, Medina
- **Medina**: Medina

### Average flight seats per week** (2019)

- 8,738

### Average length of stay (2019)

- 16 nights

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*Visiting friends and/or relatives

**Direct, non-stopping flights only

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Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com

Sources: International passenger Survey (IPS), Apex
Saudi Arabia

**Visitor profile**

**Key demographics: age** (2017-2019)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>% of total visits to the UK excluding unknowns.</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-15</td>
<td>2%</td>
</tr>
<tr>
<td>16-24</td>
<td>9%</td>
</tr>
<tr>
<td>15-24</td>
<td>20%</td>
</tr>
<tr>
<td>25-34</td>
<td>29%</td>
</tr>
<tr>
<td>35-44</td>
<td>29%</td>
</tr>
<tr>
<td>45-54</td>
<td>22%</td>
</tr>
<tr>
<td>55-64</td>
<td>9%</td>
</tr>
<tr>
<td>65+</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Visitors' origin** (2016)

- Riyadh Region: 16%
- Makkah Region: 4%
- Jeddah: 3%
- Al Baha: 1%
- Eastern Province: 10%
- Riyadh City: 36%
- Madinah: 0.4%

**Top three activities in the UK** (2006-2019)

- Dining in restaurants
- Going shopping
- Sightseeing famous monuments/buildings

**Visitors' nationalities** (2017-2019)

- Saudi Arabia: 82%
- UK: 9%
- Others: 9%

**Travel companions** (2017)

- On their own: 49%
- With children under 18: 21%
- With other adult family members: 22%
- With friends: 19%
- With a tour group: 1%

**Priority market segments & attributes**

- **Culture Buffs**
  - Trendy travellers looking for cultural and green experiences in a city with their family

- **Buzzseekers**
  - Younger travellers looking for adventure, new experiences and action-packed holidays

**Segment visitation to Britain** (2018)

- **Culture Buffs**
  - 1% visited in past 2 years.
  - Britain ranks 2nd after Turkey

- **Buzzseekers**
  - 2% visited in past 2 years.
  - Britain ranks 2nd after Turkey

**Most used information sources** (2018)

- **Culture Buffs**
  - Tourism board site
  - Facebook/social media ads
  - Travel blogs

- **Buzzseekers**
  - Hotel alternatives
  - Tourism board site
  - Instagram or Pinterest images