Inbound COVID-19 Sentiment Tracker

Market Snapshot – Saudi Arabia

Read the full report for Wave 4 here (PDF, 8MB)

If you need the data in a different format, please contact research@visitbritain.org
Saudi Arabia Market Summary

**Travel intentions**

Intending to travel abroad for leisure:
- Wave 1: 86%
- Wave 2: 85%
- Wave 4: 84%

**Journey purpose**
- Holiday: 66%
- Visit friends or relatives: 47%
- Other leisure purposes: 37%

**Planning stage**
- Trip booked: 2% (Wave 1), 2% (Wave 2), 2% (Wave 4)
- Destination chosen: 32% (Wave 1), 33% (Wave 2), 35% (Wave 4)
- Trip planned: 36% (Wave 1), 39% (Wave 2), 35% (Wave 4)
- Intend to travel: 30% (Wave 1), 26% (Wave 2), 31% (Wave 4)

**Among leisure trip intenders:**
- 27% consider Europe
- 7% consider Britain

**Among Britain intenders:**
- 52% consider England
- 16% consider Scotland
- 16% consider Wales
- 13% consider London

**Travel preferences**

**Top activities**
- Outdoor nature activities: 66%
- Iconic tourist attractions: 66%
- Dining out: 61%
- Outdoor activities: 57%
- Shopping: 57%

**Destination types**
- Small/mid-sized city/town: 22%
- Large city: 39%
- Will roam around: 43%
- Coastline: 40%
- Country/village: 37%
- Mountains or hills: 33%

**Top Travel Companions**
- With your spouse/partner: 68%
- With children (under 18): 37%
- With adult family members: 20%
- Alone: 17%
- With friends: 15%
- As part of a tour group: 2%

**Top Accommodation**
- Hotel chain: 46%
- Cruise: 27%
- Boutique hotel: 23%
- Self catered property: 23%
- Hostel/university/school: 21%

**Top modes of transport within Britain**
- Public transport - Train: 41%
- Domestic flight: 38%
- Rented car/vehicle: 31%
- Uber/other sharing app: 30%
- Public transport - Bus: 26%
- Taxi: 23%
- Own car vehicle: 23%
- Private coach/minibus: 14%

*(% definitely & probably) in the next 12 months*

Wave 1: 2nd-16th Dec 2020
Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Aug – 6th Sept 2021
Wave 4: 10th-23rd Feb 2022
All data is from Wave 4, unless stated.
## Saudi Arabia Market Summary

### Top travel drivers

#### ...for any international trip
- An attractive offer e.g. discounts on flights or accommodation: 35%
- Relaxation of visa requirements: 32%
- Removal of quarantine policies in destination country: 28%
- Receiving a booster COVID-19 vaccination: 26%
- Decrease in coronavirus cases at destination: 24%

#### ...for a trip to Britain
- An attractive offer e.g. discounts on flights or accommodation: 31%
- Relaxation of visa requirements: 26%
- Receiving a booster COVID-19 vaccination: 20%
- Removal of quarantine policies in destination country: 19%
- Stable political environment in destination country: 19%

### Travel concerns – for travel to Britain*

- Other people not following COVID-19 policies/procedures: 70%
- Contracting COVID-19 during my journey/trip: 67%
- Change in quarantine requirements on my return home: 64%
- Access to healthcare if I contract COVID-19 abroad: 63%
- Affordability of robust travel insurance: 62%
- Costs of mandatory COVID-19 tests: 60%
- Limited / restricted experiences at destination: 58%
- Extra admin involved with new policy/rules during the trip: 56%
- Accessibility of affordable air fares: 55%
- Locals’ attitude towards international tourists: 53%

### Travel attitudes**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>No opinion</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would be happy to take a pre-trip covid-19 test should that be required</td>
<td>86%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>I will be intending to take fewer but longer holidays</td>
<td>77%</td>
<td>3%</td>
<td>19%</td>
</tr>
<tr>
<td>Booking through a travel agent is a safer option at the moment</td>
<td>77%</td>
<td>2%</td>
<td>21%</td>
</tr>
<tr>
<td>I will look for less crowded places, even if I miss attractions</td>
<td>77%</td>
<td>2%</td>
<td>22%</td>
</tr>
<tr>
<td>I will favour international destinations closer to my home country</td>
<td>75%</td>
<td>2%</td>
<td>23%</td>
</tr>
<tr>
<td>I will think more about sustainability when planning future holidays</td>
<td>74%</td>
<td>4%</td>
<td>22%</td>
</tr>
<tr>
<td>I will delay my next international trip until Omicron is under control</td>
<td>72%</td>
<td>1%</td>
<td>27%</td>
</tr>
<tr>
<td>I would be comfortable using public transport within the destination</td>
<td>70%</td>
<td>2%</td>
<td>28%</td>
</tr>
<tr>
<td>I will favour local destinations instead of traveling internationally</td>
<td>62%</td>
<td>3%</td>
<td>35%</td>
</tr>
<tr>
<td>I will favour destinations I have been before rather than new places</td>
<td>59%</td>
<td>2%</td>
<td>39%</td>
</tr>
<tr>
<td>I will leave booking until later/last minute</td>
<td>59%</td>
<td>3%</td>
<td>39%</td>
</tr>
</tbody>
</table>

*% very & somewhat concerned  
**% completely & somewhat agree

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