

# Travel and Tourism in Saudi Arabia to 2019

**TT0232MR**

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## Summary

Domestic trips experienced a gloomy phase during the historic period, decreasing from XX million in 2009 to XX million trips in 2014. This was due to a lack of entertainment destinations within the country such as water parks, cinemas, and theaters, resulting in Saudis' preference for outbound trips. However, significant growth was recorded in both outbound and inbound tourism during the historic period; the latter was mainly due to an increasing number of pilgrims performing Hajj and Umrah. The Saudi Government is also contributing to the growth of travel and tourism by taking certain initiatives, such as encouraging foreign air carriers by deregulating the air travel market and breaking the monopolistic status of Saudi Arabian Airlines. In addition, the SCTA is promoting local historic sites and natural scenic cities such as Abha to attract the domestic tourists..

## Key Findings

- Domestic tourism went through a difficult phase in the historic period, declining from XX million trips in 2009 to XX million in 2014. This was due to Saudi residents' preference for outbound trips over domestic trips as Saudi Arabia lacks entertainment destinations such as water parks, cinemas, and theaters, which are preferred by many families during occasions such as summer holidays and Eid holidays. However, domestic trips are expected to perform well over the forecast period (2014–2019), reaching XX million by 2019, driven by promotional efforts by the Saudi Commission for Tourism and Antiquities (SCTA). Inbound tourism, which is largely based around religion, grew at a CAGR of X%, increasing from XX million trips in 2009 to XX million in 2014. Outbound trips grew from XX million in 2009 to XX million in 2014 and are likely to reach XX million by 2019, growing at a CAGR of X%

## **Synopsis**

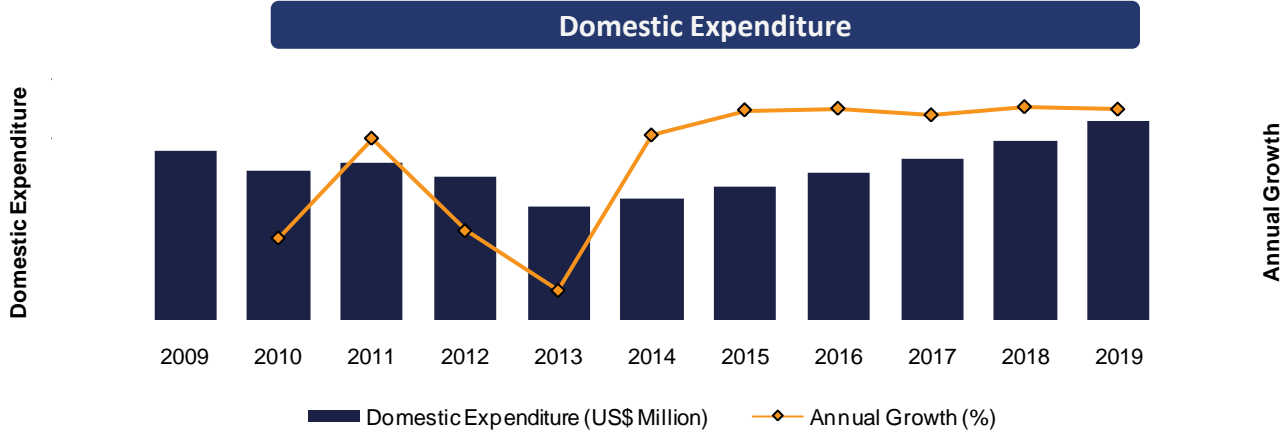
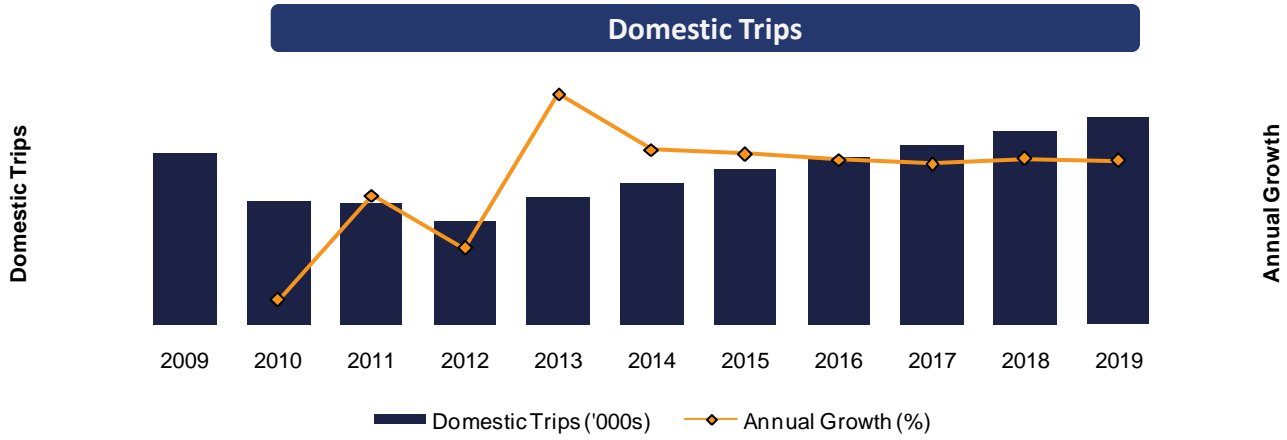
The report provides detailed market analysis, information, and insights, including:

- Historic and forecast tourist volumes covering the entire Saudi Arabian Travel & Tourism sector
- Detailed analysis of tourist spending patterns in Saudi Arabia for various categories, such as accommodation, sightseeing entertainment, foodservice, transportation, retail, travel intermediaries, and others
- Analysis of trips by purpose and mode of transport, and expenditure across various categories including domestic, inbound and outbound tourism, with analysis using similar metrics
- Analysis of the airline, hotel, car rental, and travel intermediaries industries by customer type – leisure and business travelers

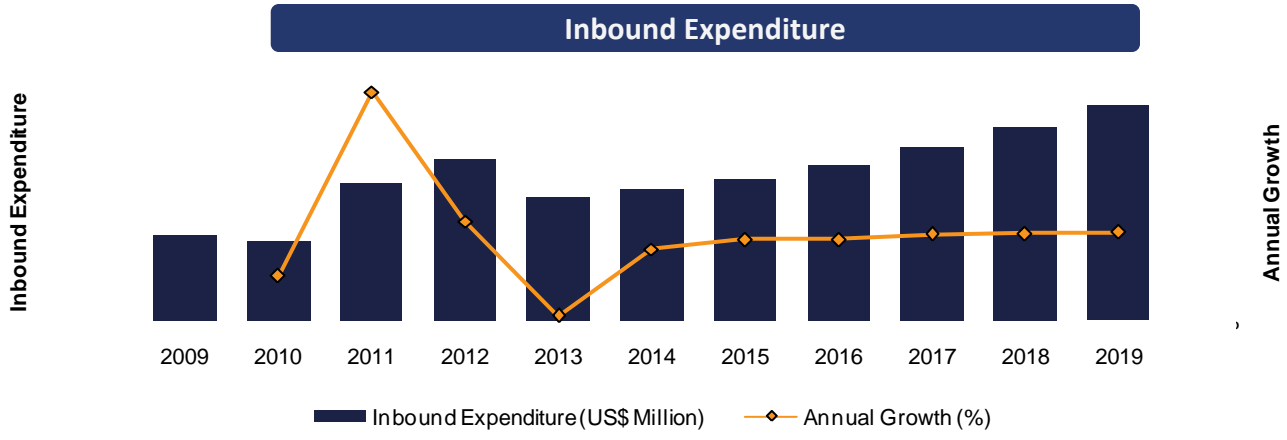
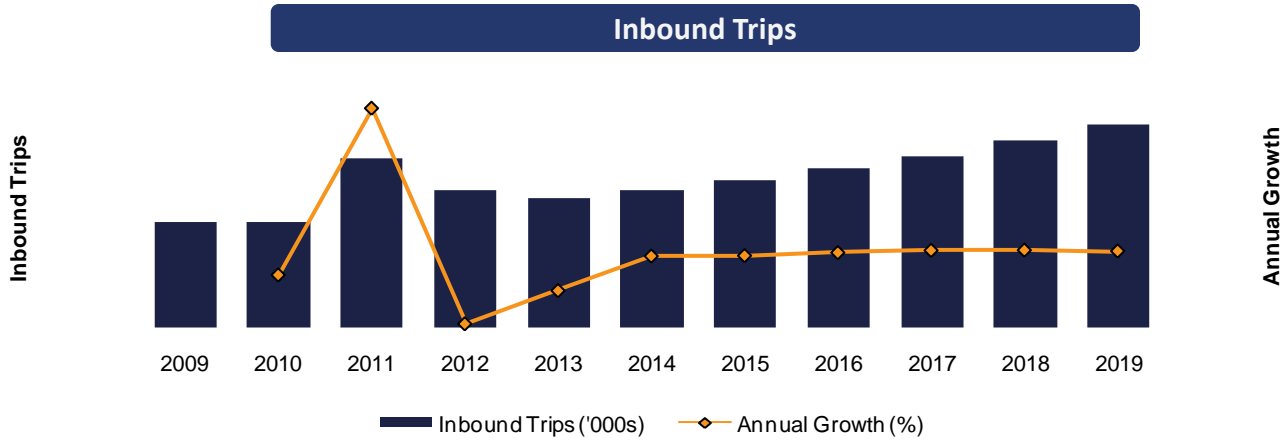
## **Reasons to buy**

- Make strategic business decisions using historic and forecast market data related to the Saudi Arabian Travel & Tourism sector
- Understand the demand-side dynamics within the industry to identify key market trends and growth opportunities
- Direct the promotional efforts on most promising markets by identifying the key source and destination countries

# Domestic Tourism



# Inbound Tourism

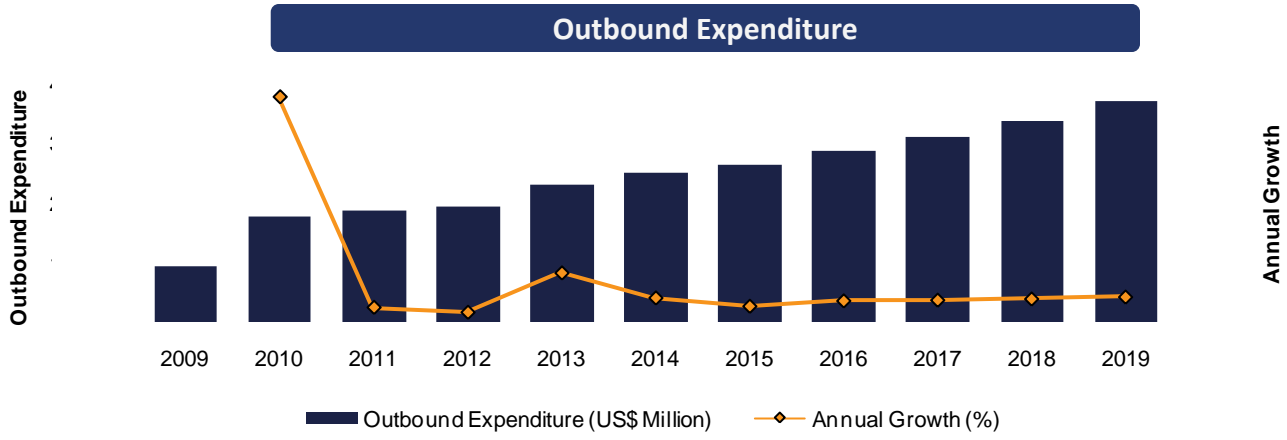
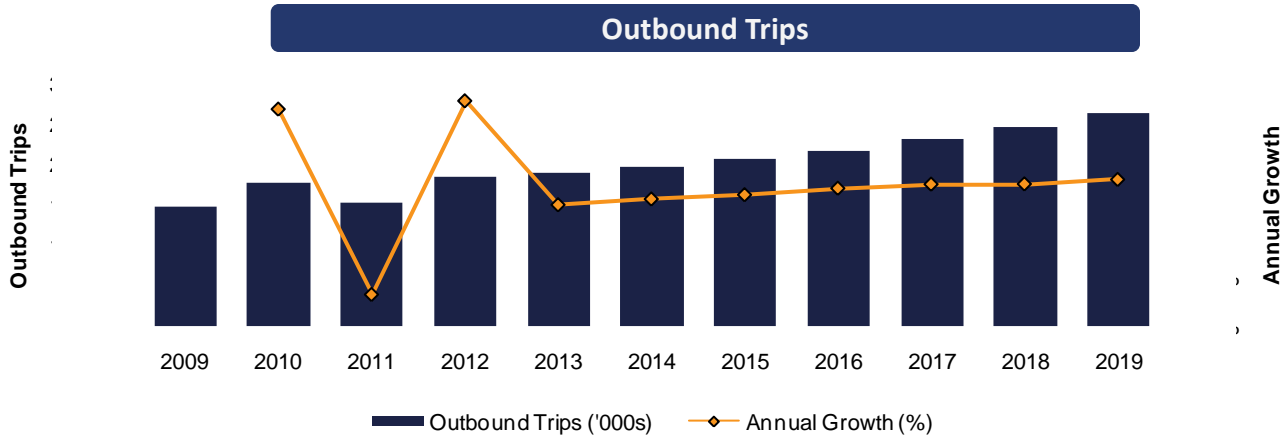


# Inbound arrivals by country

**Tourist Arrivals from Top 10 Countries (Thousands), 2009–2019**

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019

# Outbound Tourism



# Outbound trips by country

**Tourist Departures to Top 10 Countries (Thousands), 2009–2019**

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019



## Related Reports:

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[Travel and Tourism in Mexico to 2019](#)

[Travel and Tourism in Thailand to 2019](#)

[Travel and Tourism in Vietnam to 2019](#)

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# Methodology

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This report features data derived from **market data**.

## Market Data

In order to create the data for all reports in this series and ensure their robustness, a comprehensive and empirically robust research methodology has been adopted. This combines both a large-scale program of industry research with the results of extensive primary industry interviewing and calling. Furthermore, all definitions are standardized across products and countries to ensure comparability.

The two main research methods, secondary research and primary research (the program of interviewing industry contacts), are brought together and because both sets of research processes have been designed in conjunction with each other they can be combined and consolidated into the final, integrated data sets.

The secondary research process involves covering publicly available sources, trade associations, specialist databases, company annual reports, and industry publications. Primary research involves a major program of interviewing leading industry executives for each category covered in each country – all with local country experts; typically brand, product and marketing managers for major brands within each country. These processes help analysts in capturing both qualitative and quantitative information about the market.

The final stage of the process is the triangulation of inputs obtained from all the research methods with the analyst's own understanding of the market in order to finalize the data. Once the data is finalized, it goes through various top level quality checks prior to publishing.