

Saudi Arabia Outbound - October 2014

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Saudi Arabian outbound travel is a dynamic market that is transforming at great speed, yet remains conservative in many ways. The Saudi Arabian economy has grown rapidly in recent years, buoyed by its rising population, growing middle class and high levels of consumer expenditure.”
- Jessica Rawlinson, Senior Tourism Analyst

This report looks at the following areas:

- What are the main factors driving fast growth in the Saudi Arabia outbound market?
- What influence does Saudi Arabian culture have on the outbound travel market?
- How is digital technology influencing the travel behaviour of Saudi Arabian travellers?
- What are the most popular destinations for Saudi outbound travellers?
- Who are the major players in the Saudi Arabia tourism and transport industry?

The Kingdom of Saudi Arabia is a wealthy country due to its oil supplies, where its citizens enjoy high levels of disposable income. It is also an incredibly young country, where 70% of the population are aged 34 years and under, many of whom enjoy spending money on all types of consumer goods and services, including foreign travel. The youthfulness of Saudi Arabia is also reflected in its digitally minded population, who have embraced digital devices, opening their minds to foreign travel through the power of the Internet.

Yet this is a very conservative country where religion impacts almost every aspect of daily life. Outbound travellers are very traditionally minded, sticking to destinations with cultural similarities in the Middle East, Africa and Asia, where Arabic is spoken and Islam is practised. In fact, 80% of total outbound trips in 2012 were taken to the Middle East and Gulf countries, according to MAS. Family life is a very big part of Saudi life and hence families often travel with the family unit overseas, sometimes involving several different parts of the family. Saudis are also still very reliant on using travel agencies and are conservative in terms of online payment methods, preferring to pay by cash on delivery, rather than making payment online.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Asia Pacific

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Pakistan

Bangladesh

Philippines

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EgyptAir Saudi Arabia

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flynas

flydubai Saudi Arabia

Gulf Air

Jazeera Airways

Pakistan International Airlines (PIA)

Qatar Airways

Saudi Arabian Airlines

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Tour Operators and Travel Agencies

Saudi Arabian travel companies

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Attar Travel

dnata

Elaf Travel & Tourism Company

Kanoo Travel Saudi Arabia

Zahid Travel Group

Zamil Travel

OTAs

Booking.com

Expedia

Agoda

Wego

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Other

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