



Euromonitor
International

Travel in Saudi Arabia

September 2024

Table of Contents

[Travel in Saudi Arabia](#)

EXECUTIVE SUMMARY

Travel in 2024
Airlines: Key trends
Hotels: Key trends
Booking: Key trends
What next for travel?

MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2019-2024
Table 2 - Surface Travel Modes Online Sales: Value 2019-2024
Table 3 - Forecast Surface Travel Modes Sales: Value 2024-2029
Table 4 - Forecast Surface Travel Modes Online Sales: Value 2024-2029
Table 5 - In-Destination Spending: Value 2019-2024
Table 6 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Tourism Flows in Saudi Arabia](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strategic expansion and diversification continue to boost tourism flows but religious and summer tourism remain vital
Wellness tourism and domestic tourism on the rise

PROSPECTS AND OPPORTUNITIES

Further investments in developing destinations, facilities and new niches to boost tourism flows
Focus on improving services and accessibility to boost pilgrim numbers at key religious destinations

CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2019-2024
Table 8 - Inbound Arrivals by Country: Number of Trips 2019-2024
Table 9 - Inbound City Arrivals 2019-2024
Table 10 - Inbound Tourism Spending: Value 2019-2024
Table 11 - Forecast Inbound Arrivals: Number of Trips 2024-2029
Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2024-2029
Table 13 - Forecast Inbound Tourism Spending: Value 2024-2029
Table 14 - Domestic Tourism by Destination: Number of Trips 2019-2024
Table 15 - Domestic Spending: Value 2019-2024
Table 16 - Forecast Domestic Tourism by Destination: Number of Trips 2024-2029
Table 17 - Forecast Domestic Spending: Value 2024-2029
Table 18 - Outbound Departures: Number of Trips 2019-2024
Table 19 - Outbound Departures by Destination: Number of Trips 2019-2024
Table 20 - Outbound Tourism Spending: Value 2019-2024
Table 21 - Forecast Outbound Departures: Number of Trips 2024-2029
Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2024-2029
Table 23 - Forecast Outbound Spending: Value 2024-2029

[Airlines in Saudi Arabia](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Airlines perform robustly and develop their offer

More airlines focus on increasing ancillary revenues and adding flexibility and new routes

PROSPECTS AND OPPORTUNITIES

Airline players to continue to invest in route expansion and networks

Sustainable innovation poised to lead development

CATEGORY DATA

Table 24 - Airlines Sales: Value 2019-2024

Table 25 - Airlines Online Sales: Value 2019-2024

Table 26 - Airlines: Passengers Carried 2019-2024

Table 27 - Airlines NBO Company Shares: % Value 2019-2023

Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2024

Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2024

Table 30 - Full Service Carriers Brands by Key Performance Indicators 2024

Table 31 - Forecast Airlines Sales: Value 2024-2029

Table 32 - Forecast Airlines Online Sales: Value 2024-2029

Lodging (Destination) in Saudi Arabia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Extended stays and religious travel boost lodging

Rising demand for short-term rentals

PROSPECTS AND OPPORTUNITIES

Luxury hotels offer is expected to continue to develop and grow through expansion and innovation

Hotels to play a key role in meeting Vision 2030 plans

CATEGORY DATA

Table 33 - Lodging (Destination) Sales: Value 2019-2024

Table 34 - Lodging (Destination) Online Sales: Value 2019-2024

Table 35 - Hotels Sales: Value 2019-2024

Table 36 - Hotels Online Sales: Value 2019-2024

Table 37 - Other Lodging Sales: Value 2019-2024

Table 38 - Other Lodging Online Sales: Value 2019-2024

Table 39 - Lodging (Destination) Outlets: Units 2019-2024

Table 40 - Lodging (Destination) Rooms: Number of Rooms 2019-2024

Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024

Table 42 - Hotels NBO Company Shares: % Value 2019-2023

Table 43 - Hotel Brands by Key Performance Indicators 2024

Table 44 - Forecast Lodging (Destination) Sales: Value 2024-2029

Table 45 - Forecast Lodging (Destination) Online Sales: Value 2024-2029

Table 46 - Forecast Hotels Sales: Value 2024-2029

Table 47 - Forecast Hotels Online Sales: Value 2024-2029

Table 48 - Forecast Other Lodging Sales: Value 2024-2029

Table 49 - Forecast Other Lodging Online Sales: Value 2024-2029

Table 50 - Forecast Lodging (Destination) Outlets: Units 2024-2029

Booking in Saudi Arabia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Competition between online and offline players and industry partnerships continue to influence market dynamics
Rising corporate focus and personalisation add dynamism to travel intermediaries services

PROSPECTS AND OPPORTUNITIES

Technology advances and capability improvements are expected to be to the fore for industry players
Travel intermediaries to lure high net-worth travellers with elite, exclusive services

CATEGORY DATA

Table 51 - Booking Sales: Value 2019-2024

Table 52 - Business Travel Sales: Value 2019-2024

Table 53 - Leisure Travel Sales: Value 2019-2024

Table 54 - Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 55 - Forecast Booking Sales: Value 2024-2029

Table 56 - Forecast Business Travel Sales: Value 2024-2029

Table 57 - Forecast Leisure Travel Sales: Value 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-saudi-arabia/report.