



Spotlight* KSA:

Saudi Arabia Travelers Report

November 2018



Travel Destinations & Purpose



36%
Travel
Domestically



65%
Travel
Internationally



77%
Travel
For Leisure



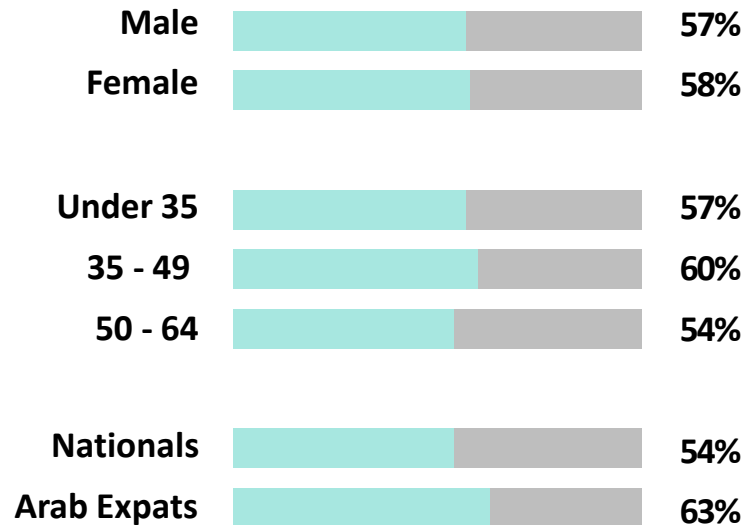
27%
Travel
For Business

Domestic Travel Purpose



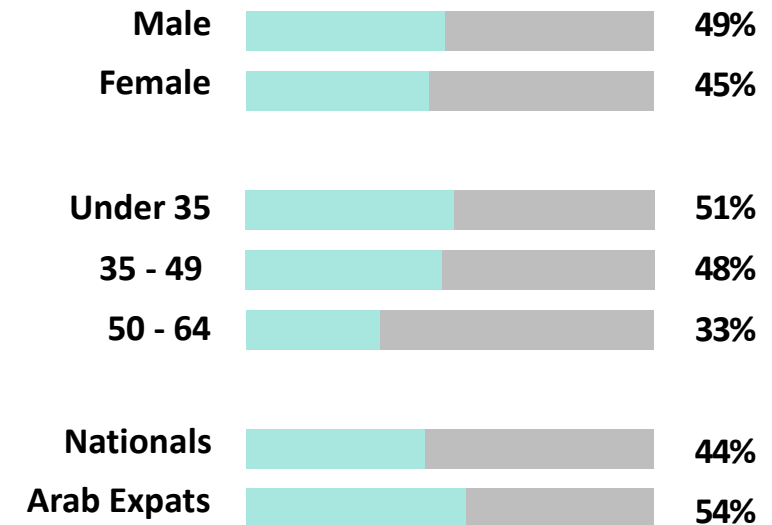
58%

Travel Within Saudi Arabia For Leisure



48%

Travel Within Saudi Arabia For Business

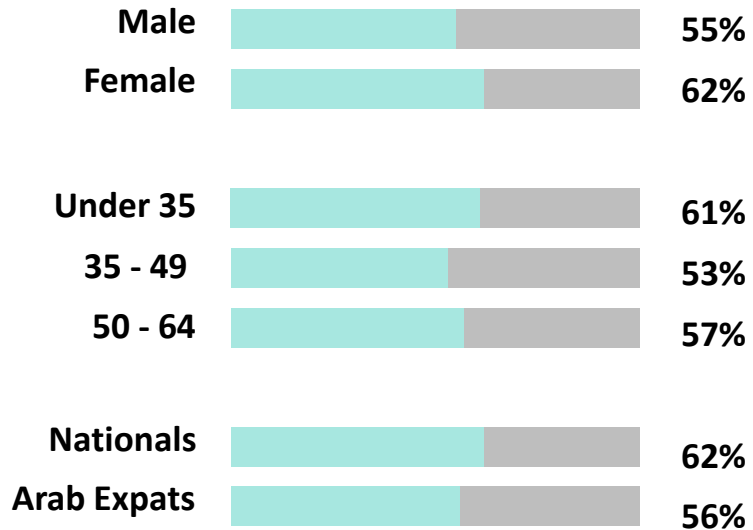


International Travel Purpose



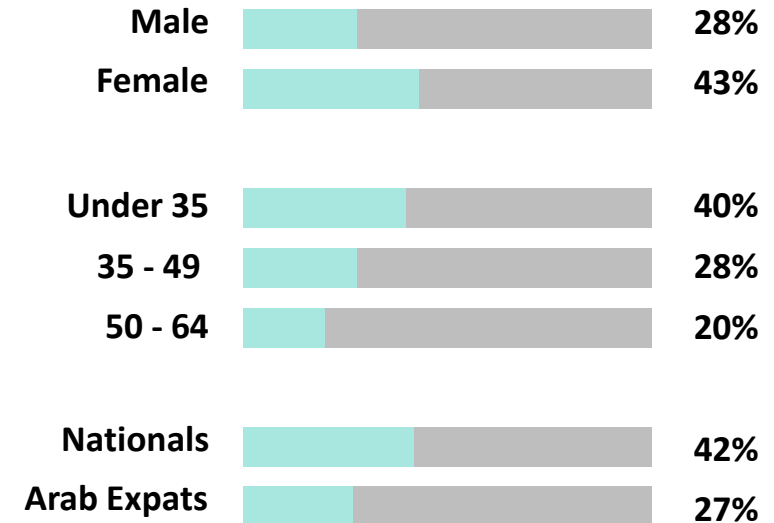
58%

Travel Outside Saudi Arabia For Leisure

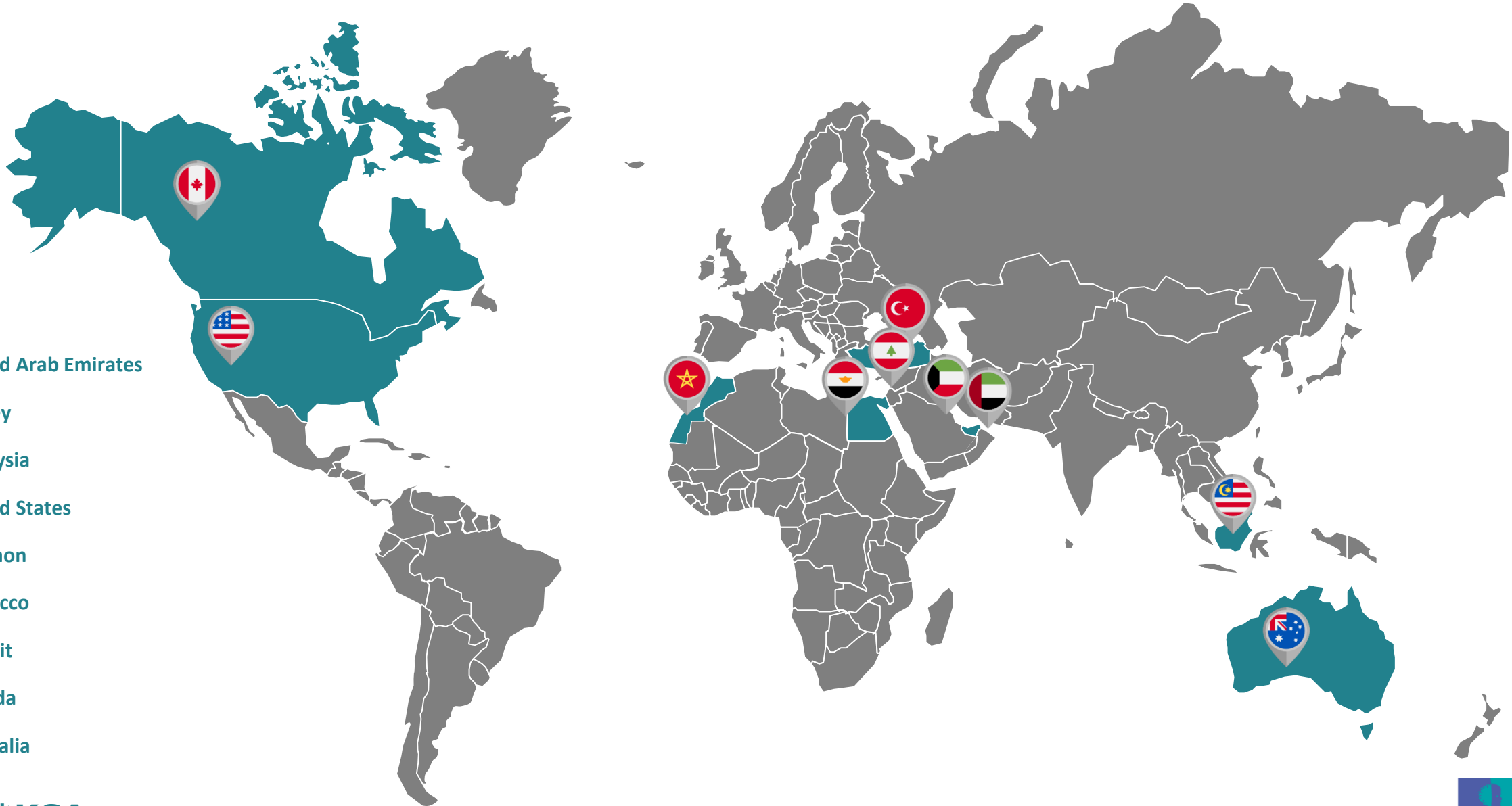


34%

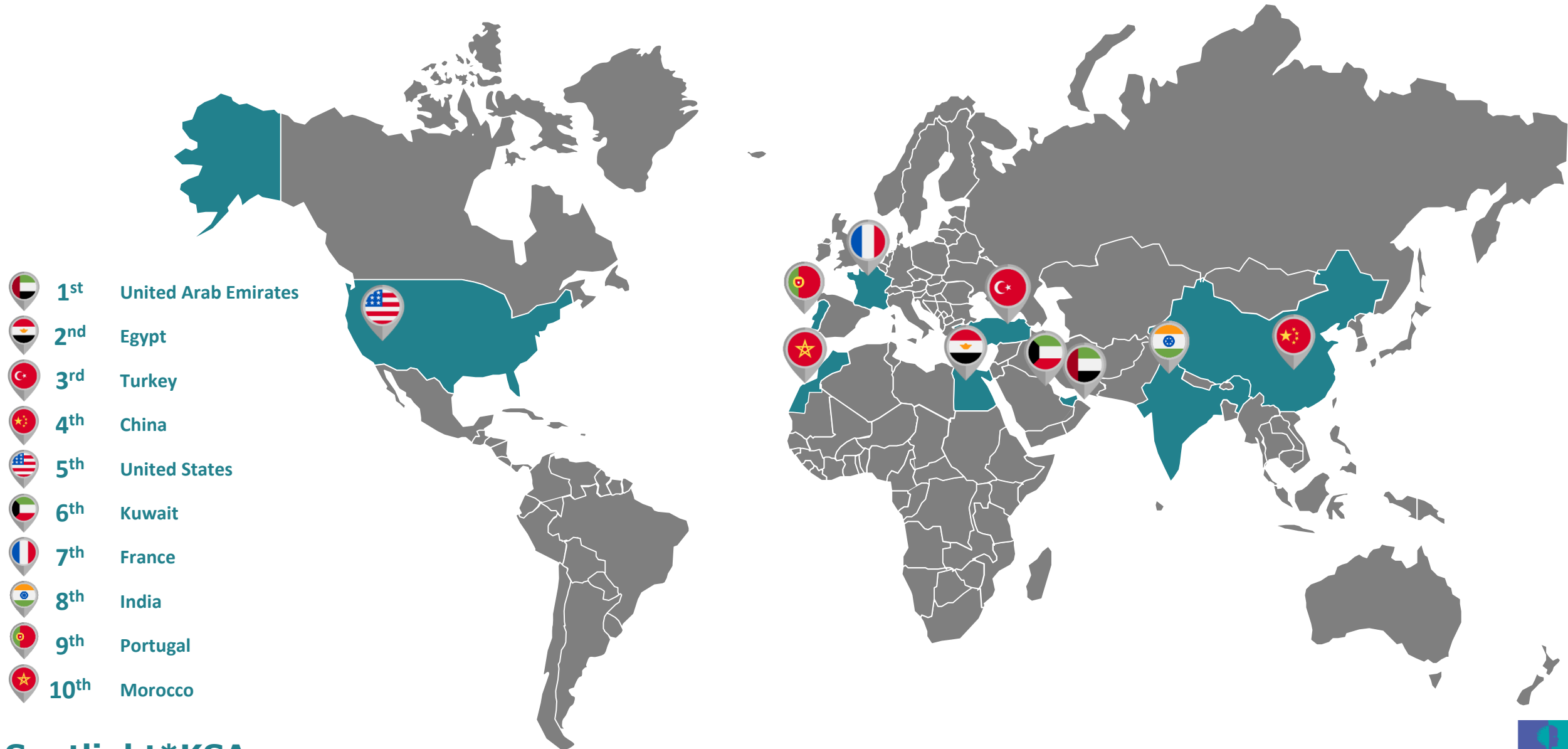
Travel Outside Saudi Arabia For Business



Top Countries Traveled To For Leisure



Top Countries Traveled To For Business



Factors Deciding Travelers' Destination Choice



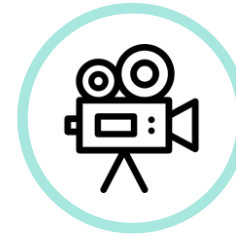
Budget Friendly



Scenic Nature



Beaches & Resorts



Entertainment Destinations



History & Culture



Shopping Destinations

	Budget Friendly	Scenic Nature	Beaches & Resorts	Entertainment Destinations	History & Culture	Shopping Destinations
Total	35%	29%	21%	14%	13%	13%
Male	35%	25%	19%	13%	9%	12%
Female	34%	33%	23%	17%	18%	14%
Under 35	34%	30%	24%	17%	16%	13%
35-49	32%	24%	18%	11%	11%	11%
50-64	45%	38%	8%	5%	3%	20%
Nationals	33%	28%	21%	16%	16%	16%
Arab Expats	37%	29%	20%	12%	10%	9%

Travelers Habits & Preferences

31%



In Hotels

Accommodation Preferences



69%



In Furnished Apartments

25%



Purchase A Travel Package

Travel Package Preferences



75%



Purchase Travel Items Separately

39%



Book Online

Booking Methods



61%



Book Through Travel Agents

37%



Prefer Rigorously Planned Trips

Planning Habits



63%



Prefer Spontaneous Trips

44%



Travel On A Budget

Spending Habits



56%



Splurge During Travel

39%



Spend More On Direct Flight

Flight Route Preferences



61%



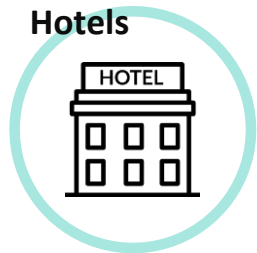
Prefer Spending Less & Fly Indirect

Travelers Habits; Accommodation

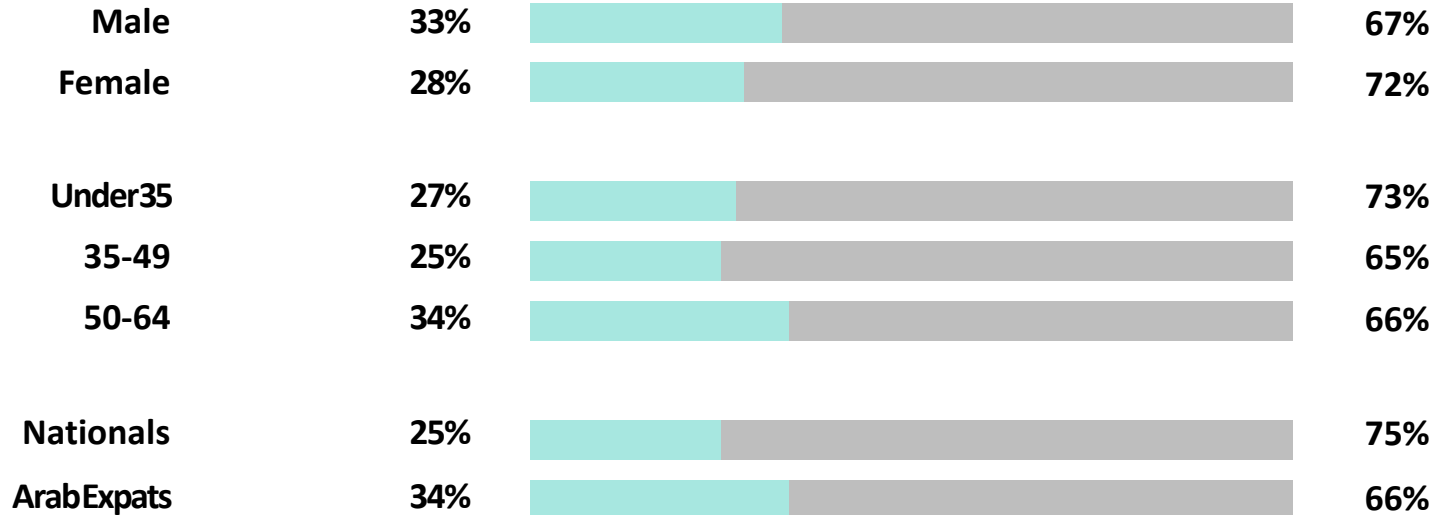
Where Travelers Prefer To Stay?

31% In

Hotels



69% In Furnished Apartments



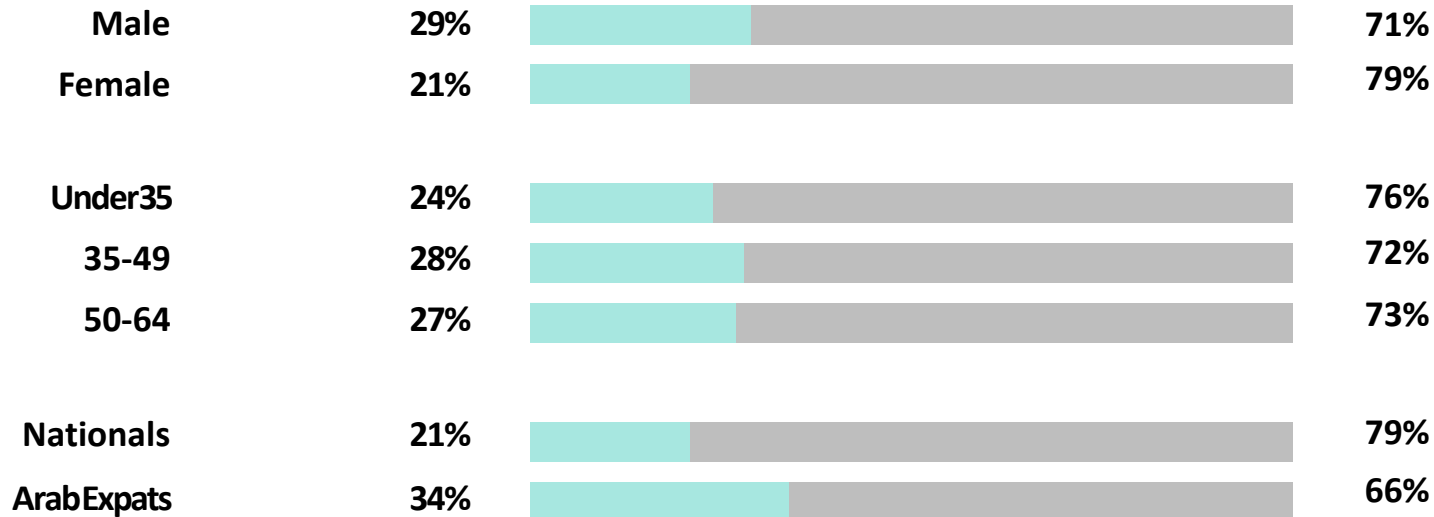
Travelers Habits; Package Types

What Travel Packages Do Travelers Prefer?

25% Purchase A Travel Package



75% Purchase Travel Items Separately



Travelers Habits; Booking Method

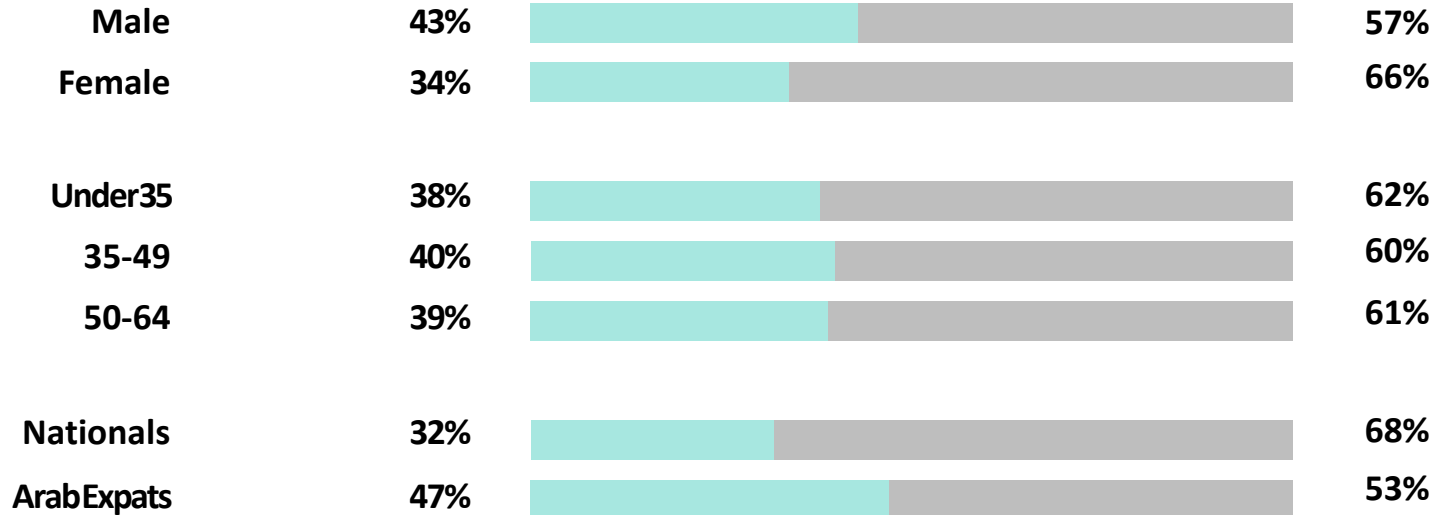
How Travelers Book Their Trips?

39% Book

Online



61% Book Through A Travel Agent



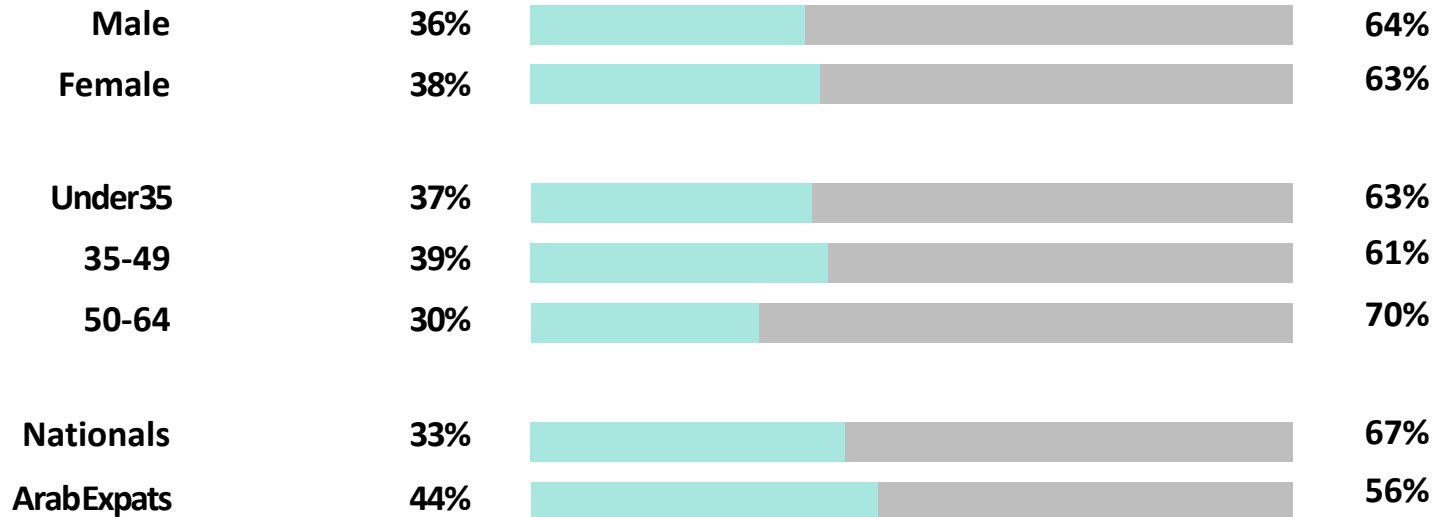
Travelers Habits; Planning Nature

How Travelers Plan Their Trips?

37% Prefer Rigorously Planned Trips



63% Prefer Spontaneous Trips



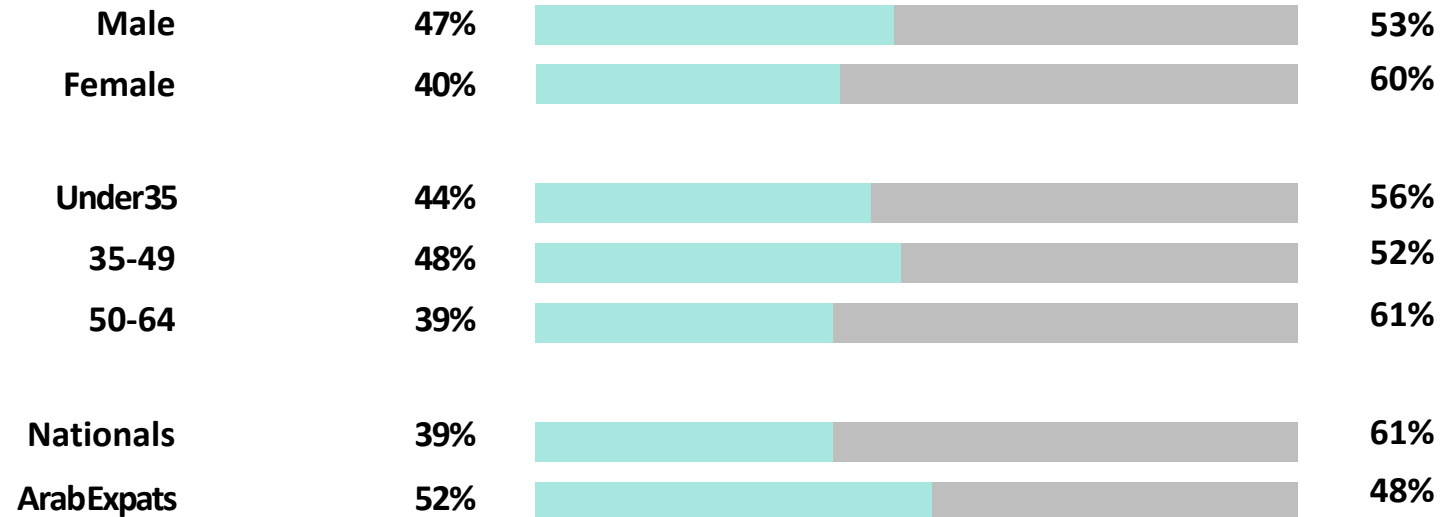
Travelers Habits; Spending Patterns

How Travelers Spend During Their Trips?

44% Travel On A Budget



56% Splurge During Travel



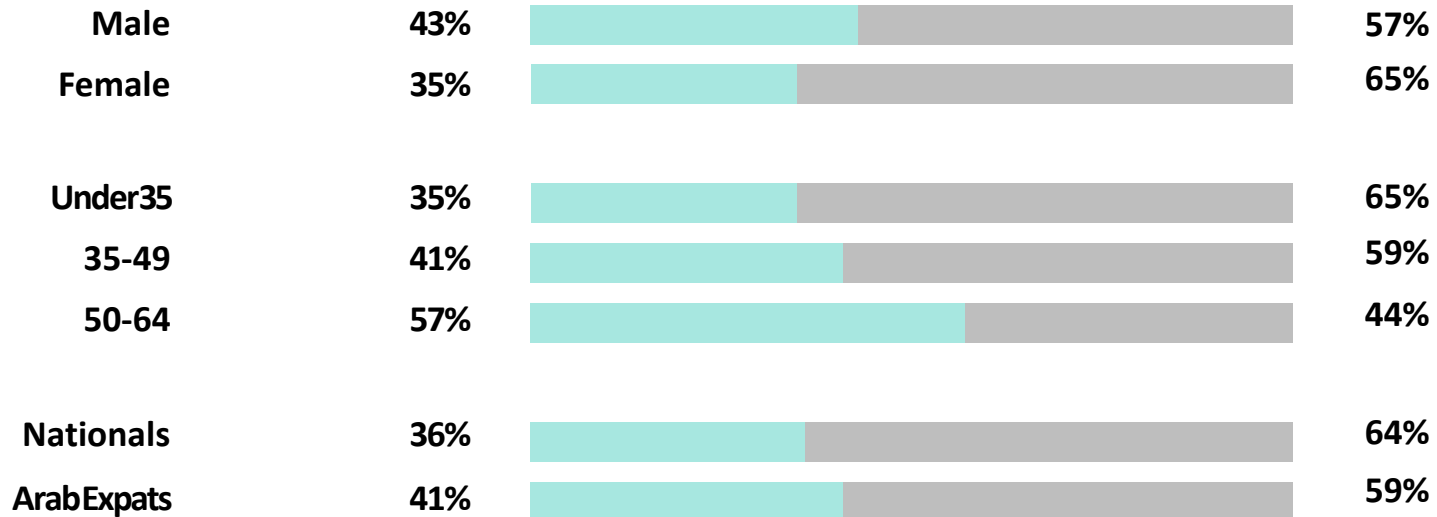
Travelers Habits; Flight Routes

What Flights Routes Travelers Prefer?

39% Prefer To Spend More On A Direct Flight



61% Prefer To Spend Less & Fly Indirect



Methodology

- **500 Interviews Conducted in Saudi Arabia, Across The Kingdom.**
- **The Survey Was Conducted Via The Ipsos MENA Online Panel.**
- **The Survey Covered Saudis & Arab Expats Aged 18 to 64 years, Males and Females.**
- **Interviewed Individuals Are The General Public.**



Thank You

For More Information:

Nicola Qahoush
Senior Accounts Manager
Ipsos MENA
Email: nicola.qahoush@Ipsos.com

Amjed Aljafari
Project Leader
Ipsos MENA
Email: amjed.aljafari@Ipsos.com

