



**Saudi Arabia**

**Tourism Survey:**

**Views On The Kingdom's**

**New Tourist Visa Policy**

**December 2019**





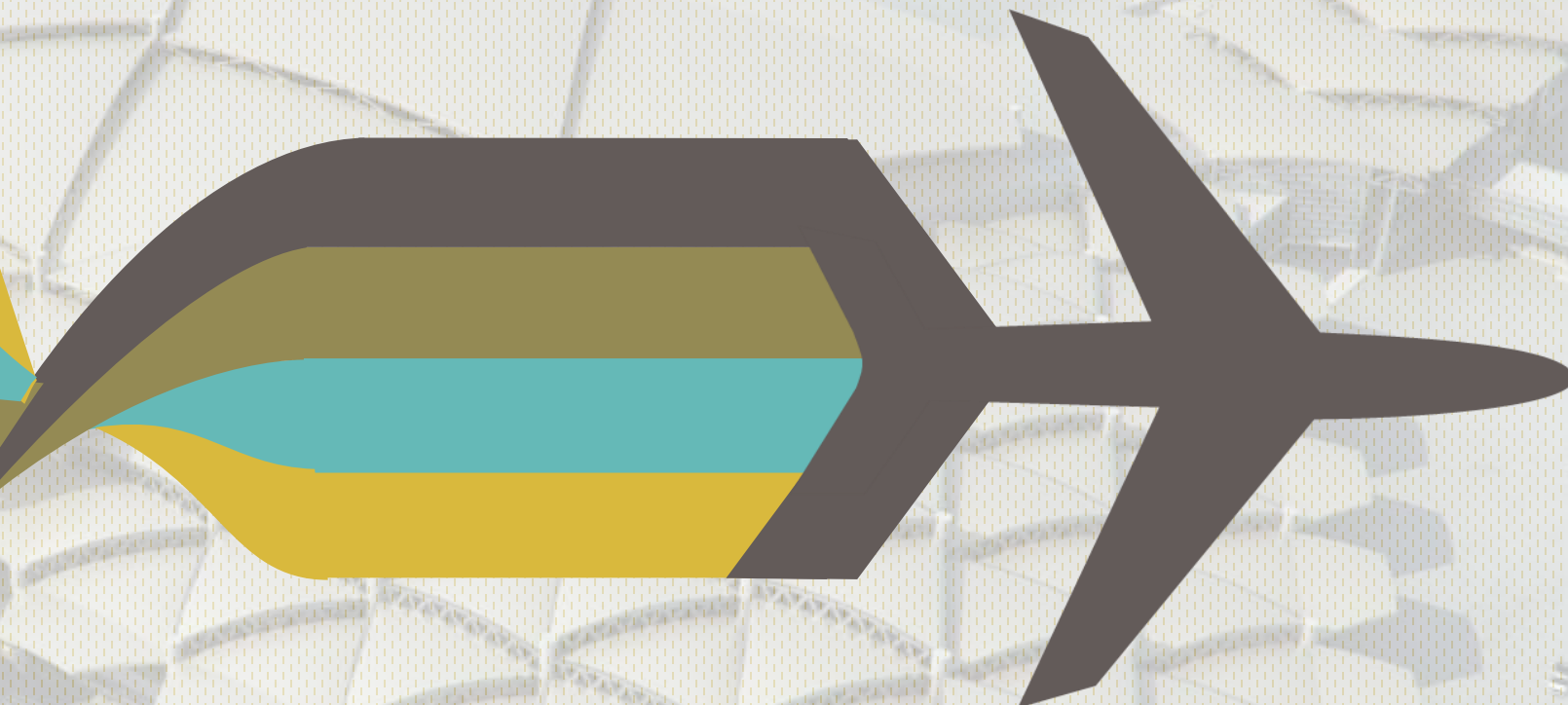
# Table of Content

Study  
Overview **01**

Policy  
Awareness **02**

Policy  
Satisfaction  
Ratings **03**

Policy  
Views &  
Reception **04**





# Study Background

On September 27<sup>th</sup>, 2019, Saudi Arabia introduced its new e-visa program, which allows visitors from 49 countries to travel to the Kingdom either by applying ahead of time or on arrival.

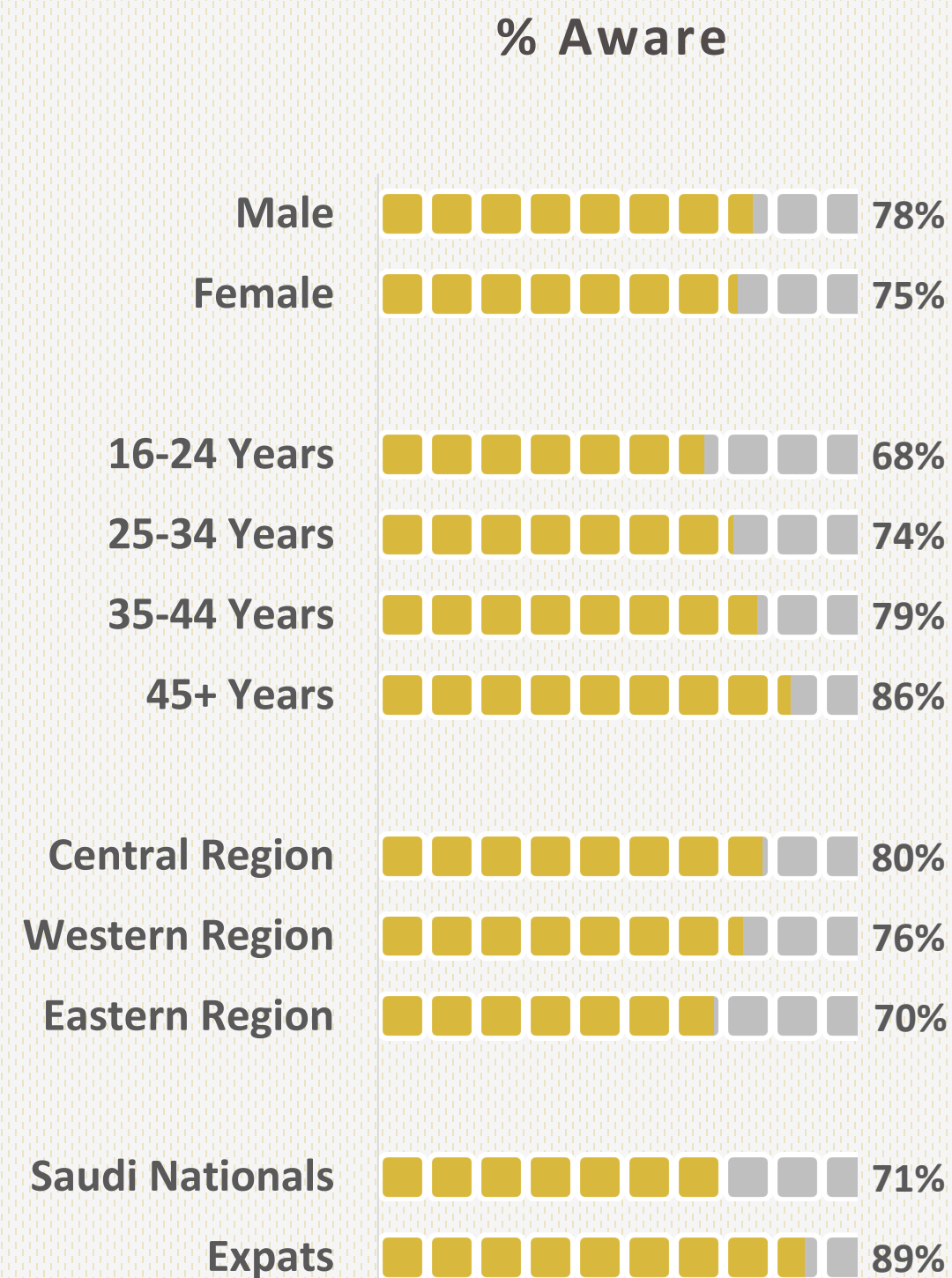
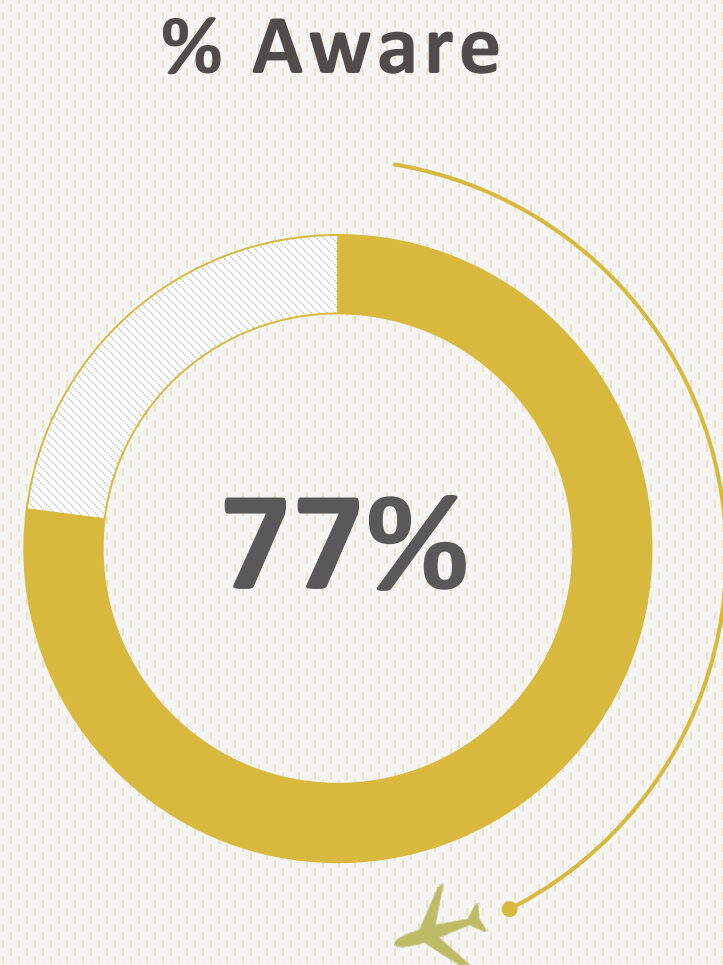
Tourism is one of the key pillars under the Vision 2030 initiative, with the Kingdom targeting 100 million annual visits by 2030, and aiming for tourism to contribute 10% to Saudi Arabia's GDP.

Ipsos in Saudi Arabia conducted a survey to assess the reactions of people in the Kingdom towards the new visa policy, and its perceived impact on various aspects in the country.





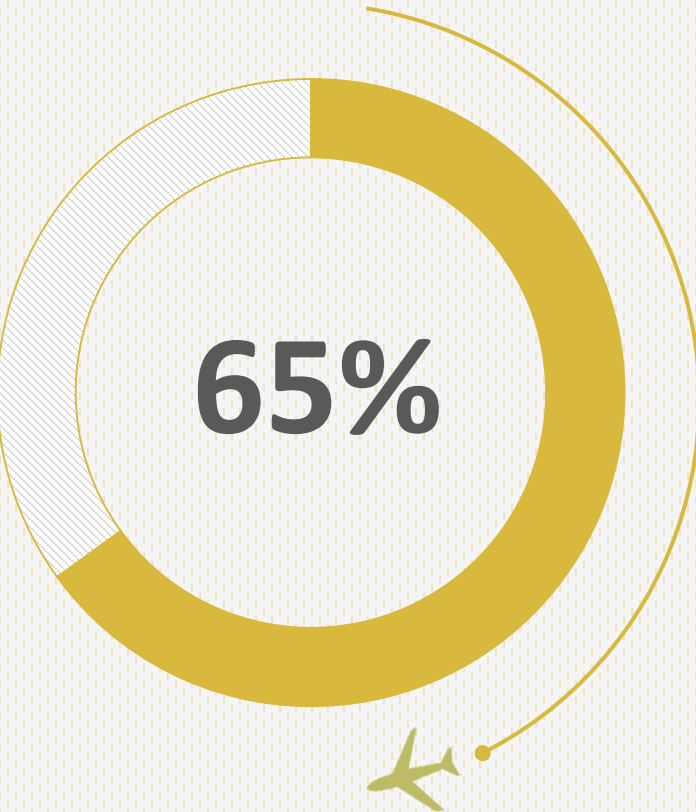
# New Visa Policy Awareness Levels



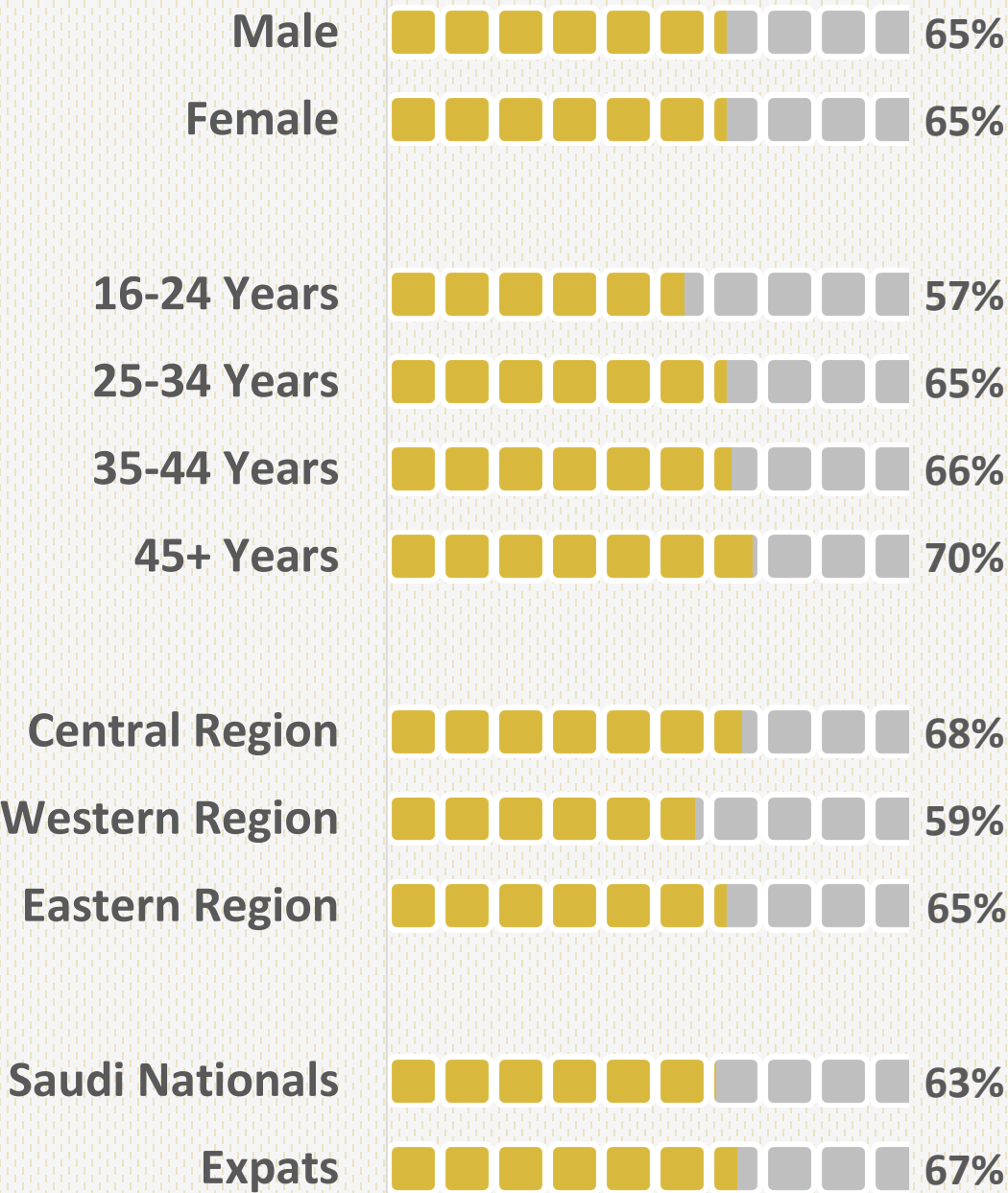


# Satisfaction Towards New Visa Policy

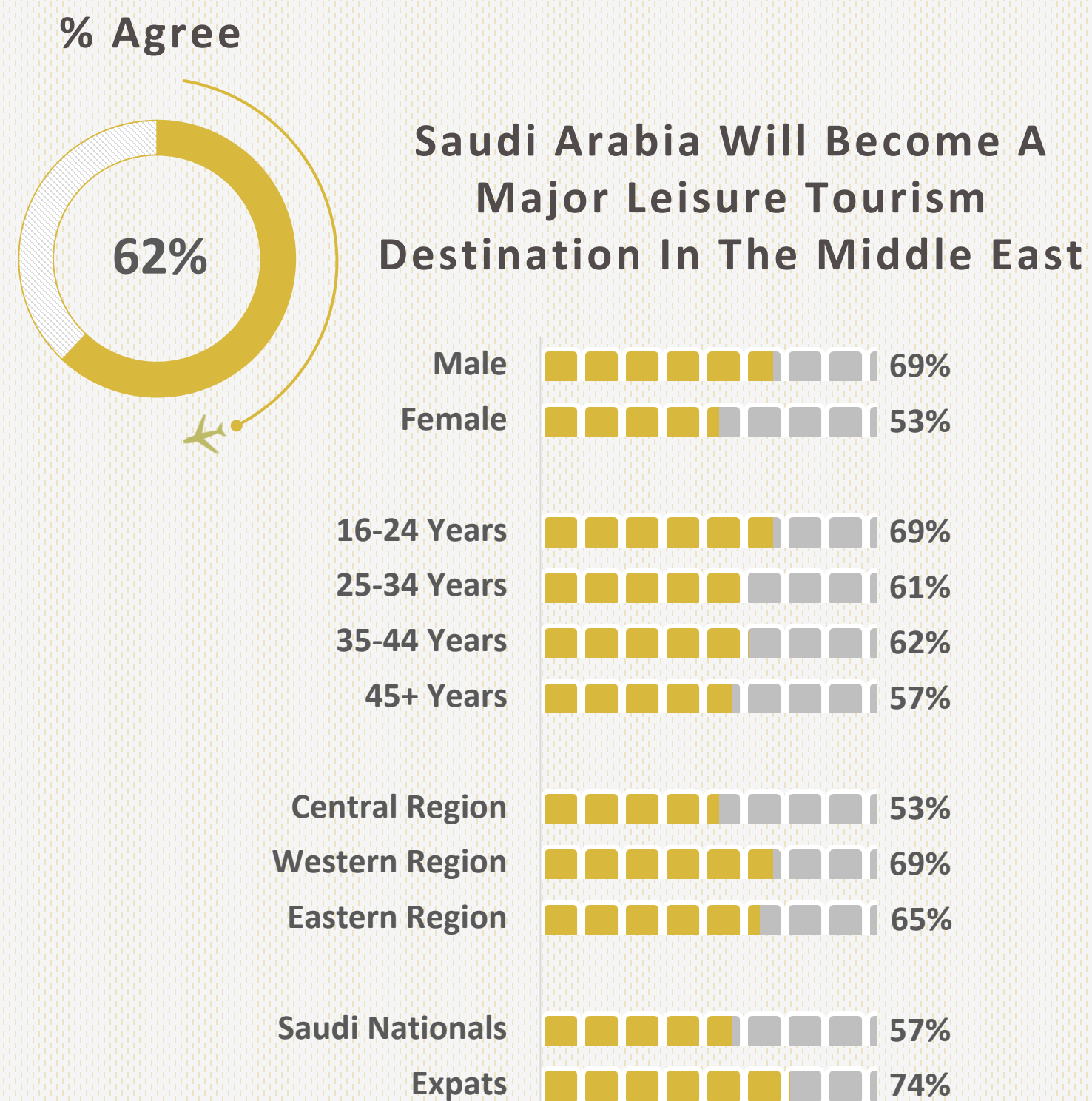
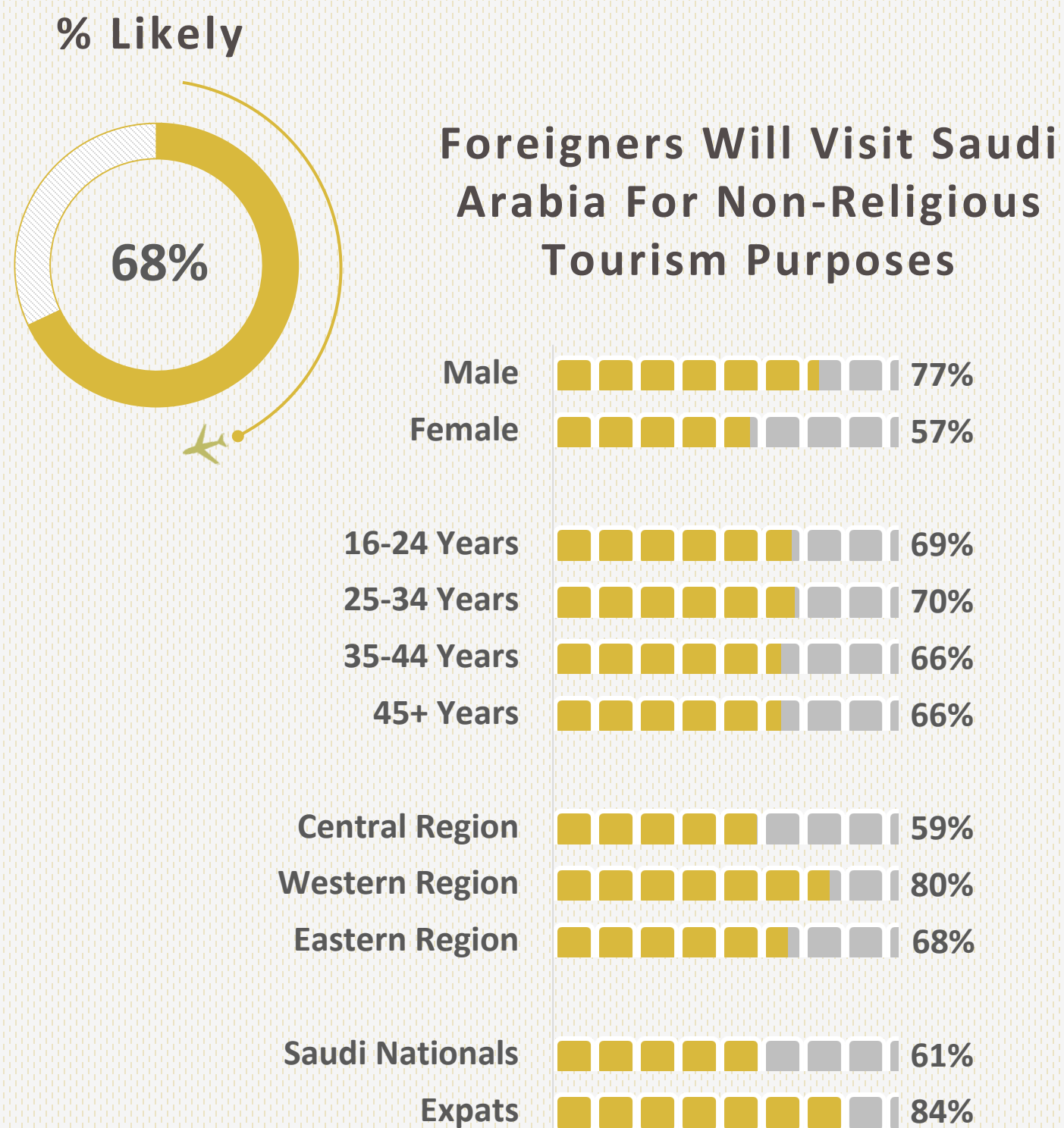
% Satisfied



% Satisfied



# Perceptions Towards Saudi Arabia As A Tourist Destination





# Perceived Impact Of New Visa Policy

## The Kingdom's Economy



## Saudi Arabia's Reputation Abroad



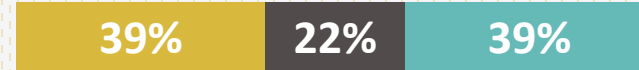
## Cleanliness Of Cities & Public Areas



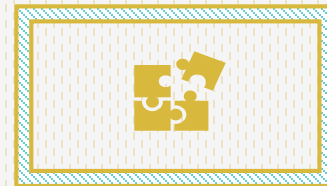
## Jobs & Employment



## Traffic



## Quality & Variety Of Entertainment Offerings



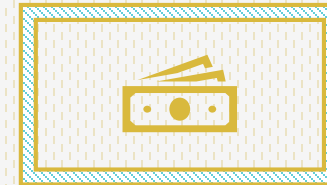
## Openness Of Saudis To Other Cultures



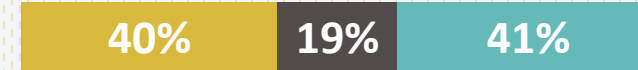
## Law & Order



## Cost Of Living



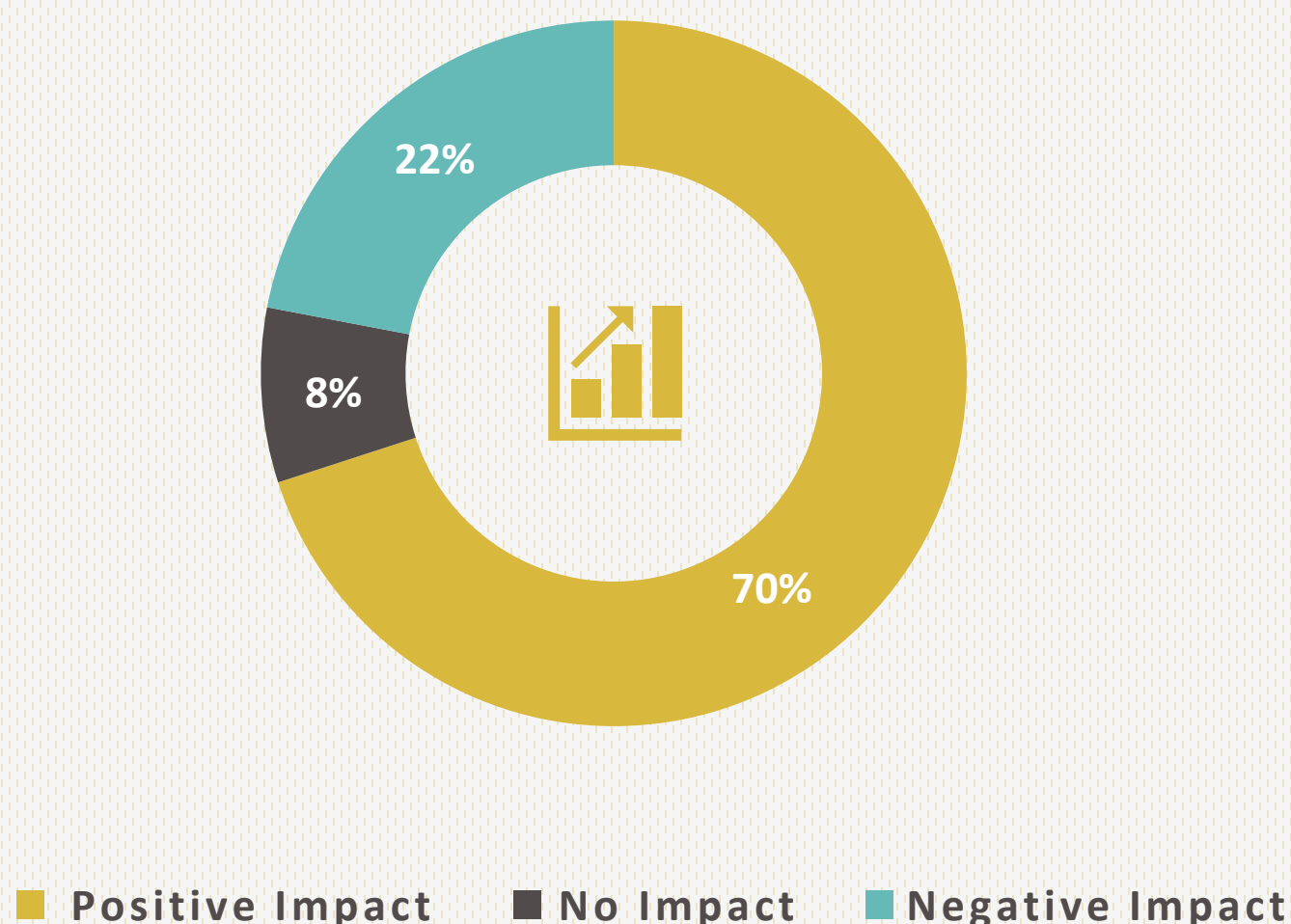
## Moral Values Of Society



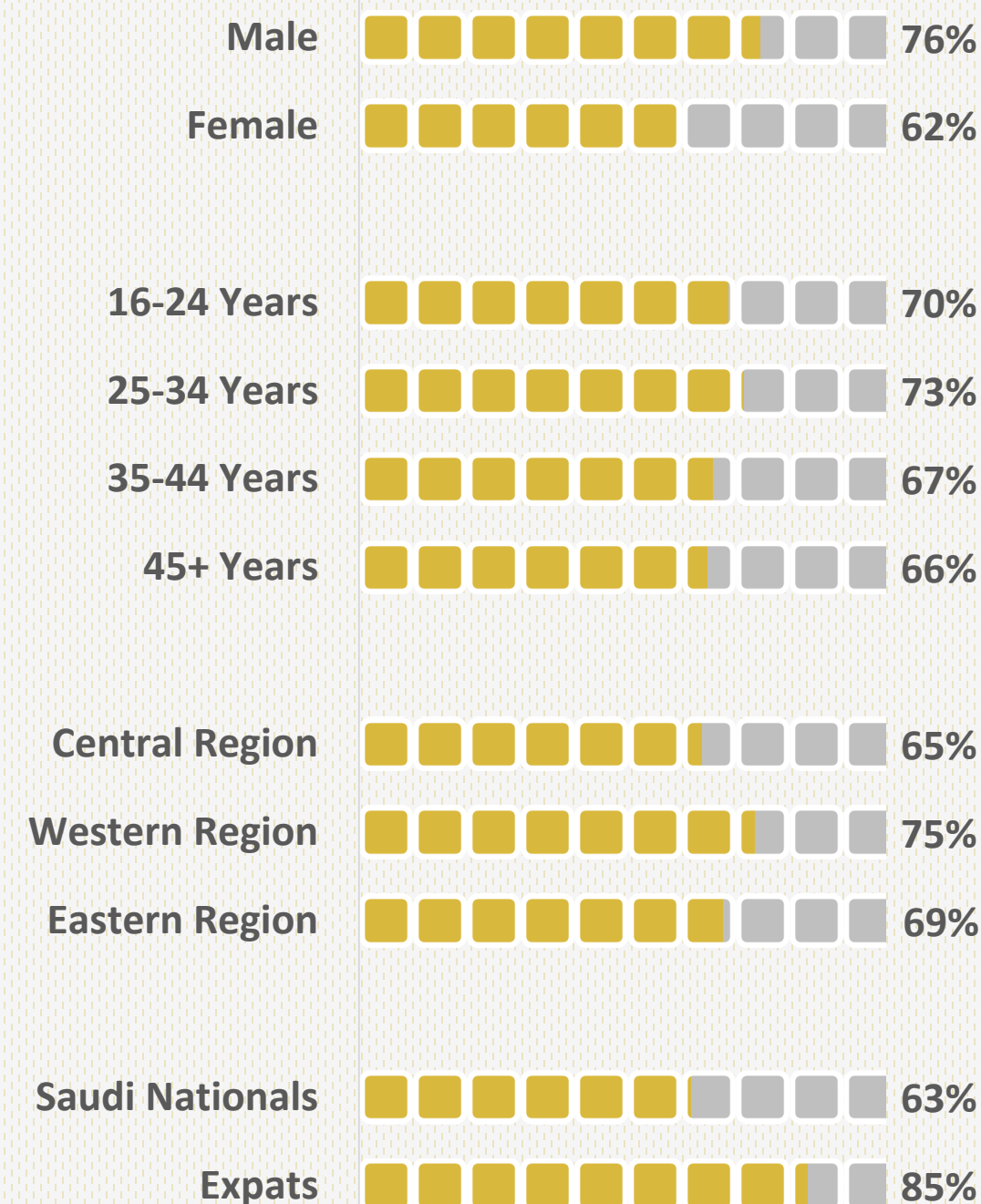
Positive Impact   No Impact   Negative Impact

# Perceived Impact: The Kingdom's Economy

The Kingdom's Economy



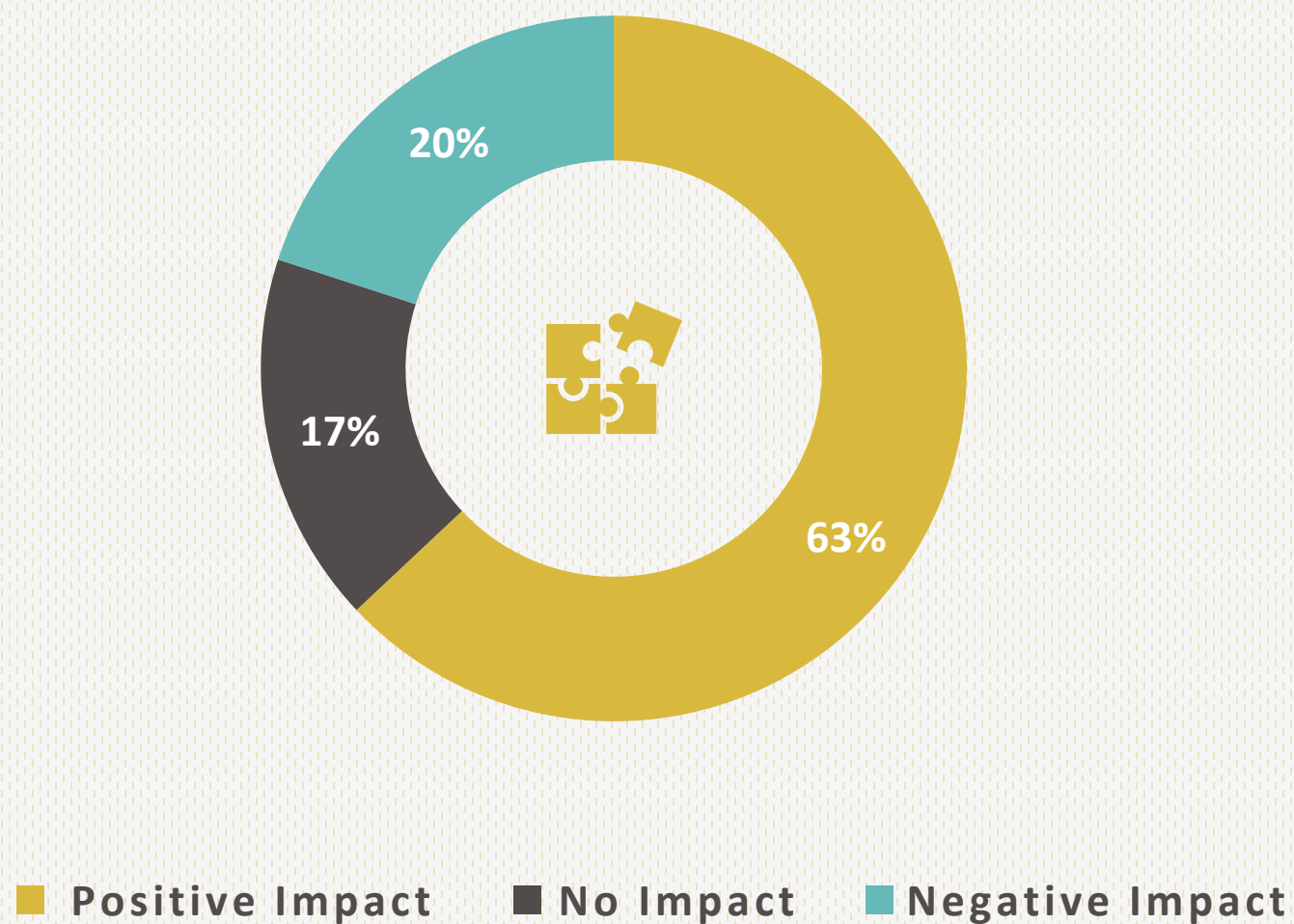
% Positive Impact



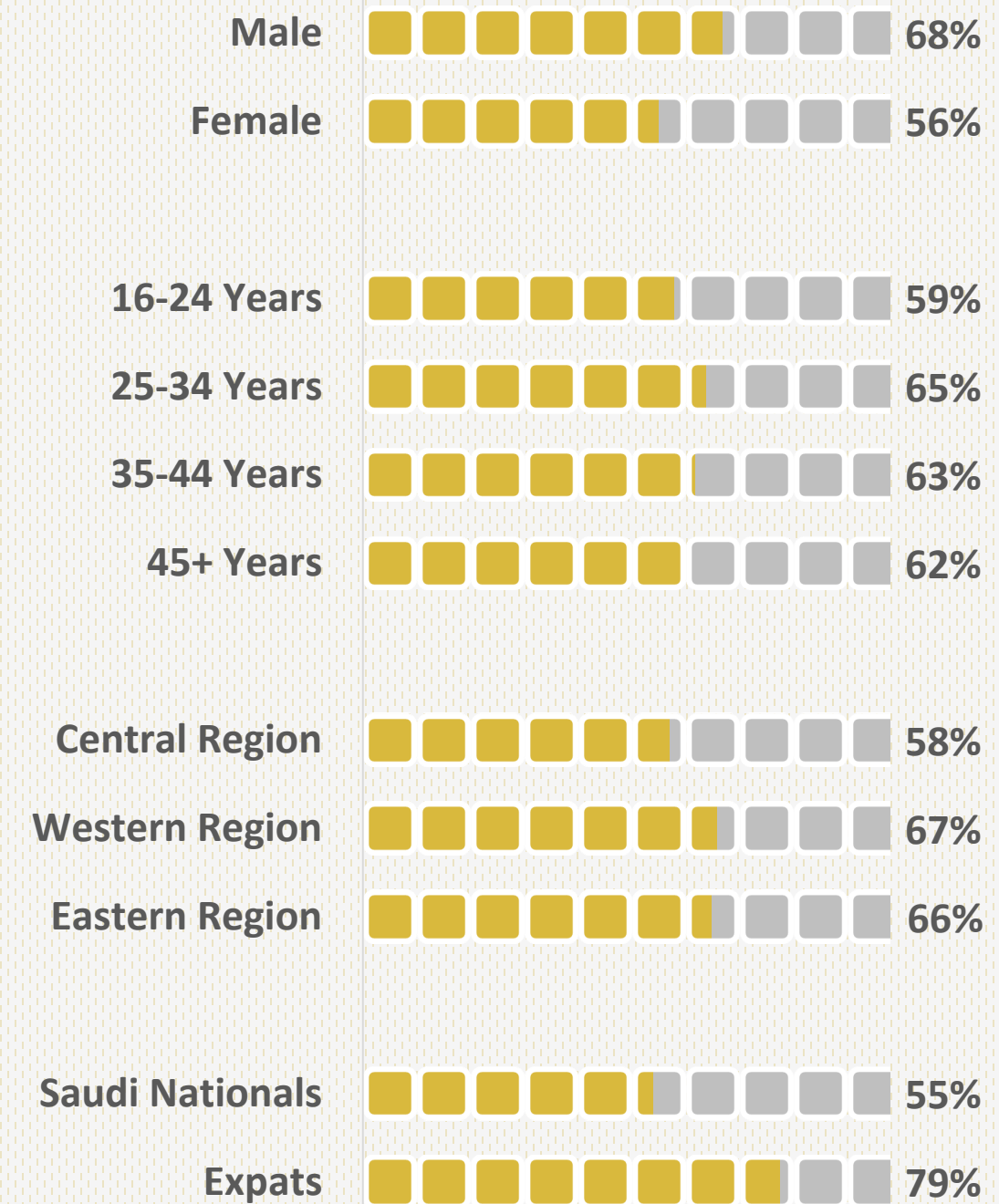


# Perceived Impact: Entertainment Offerings

Quality & Variety Of Entertainment Offerings

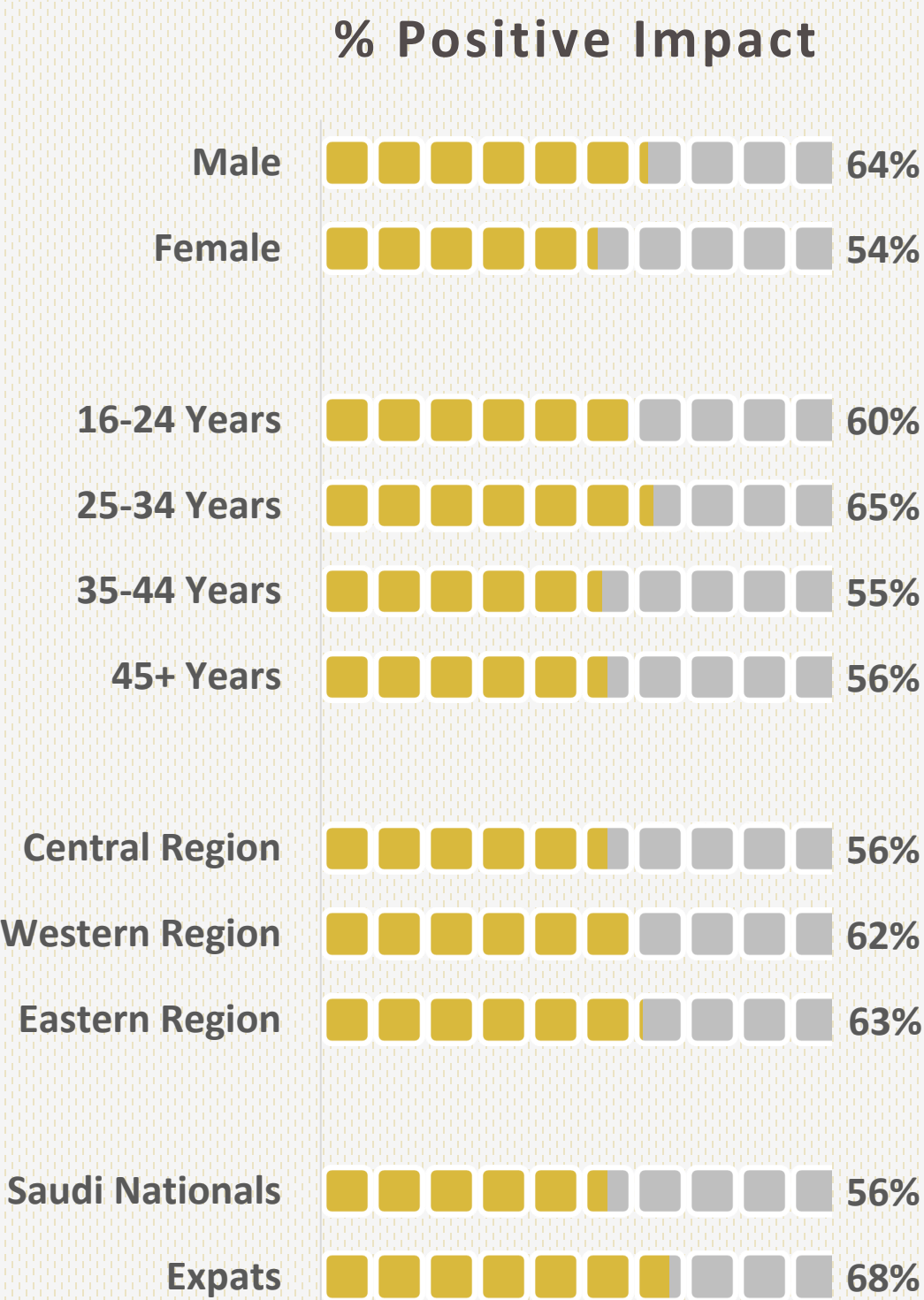
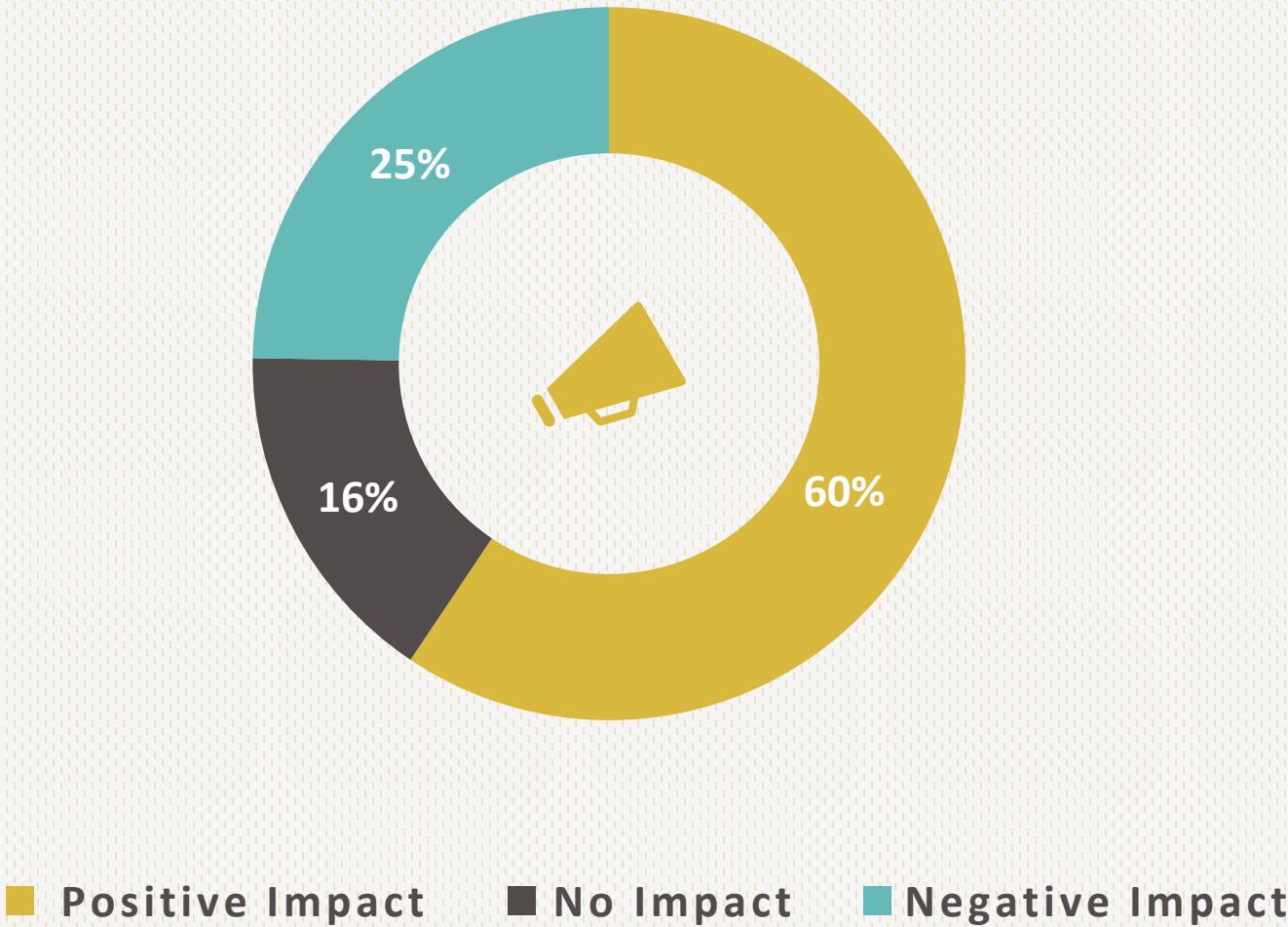


% Positive Impact



# Perceived Impact: Saudi Arabia's Reputation Abroad

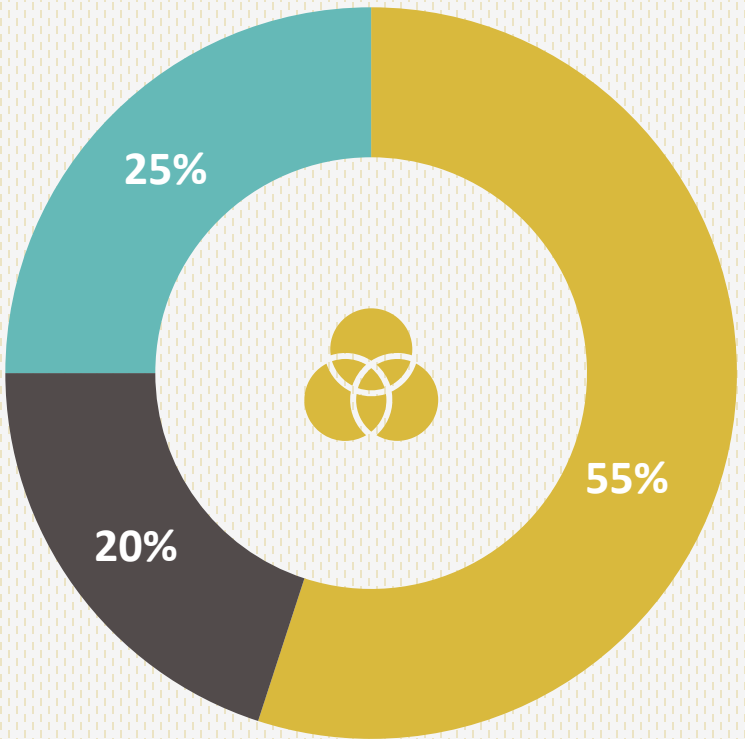
Saudi Arabia's Reputation Abroad





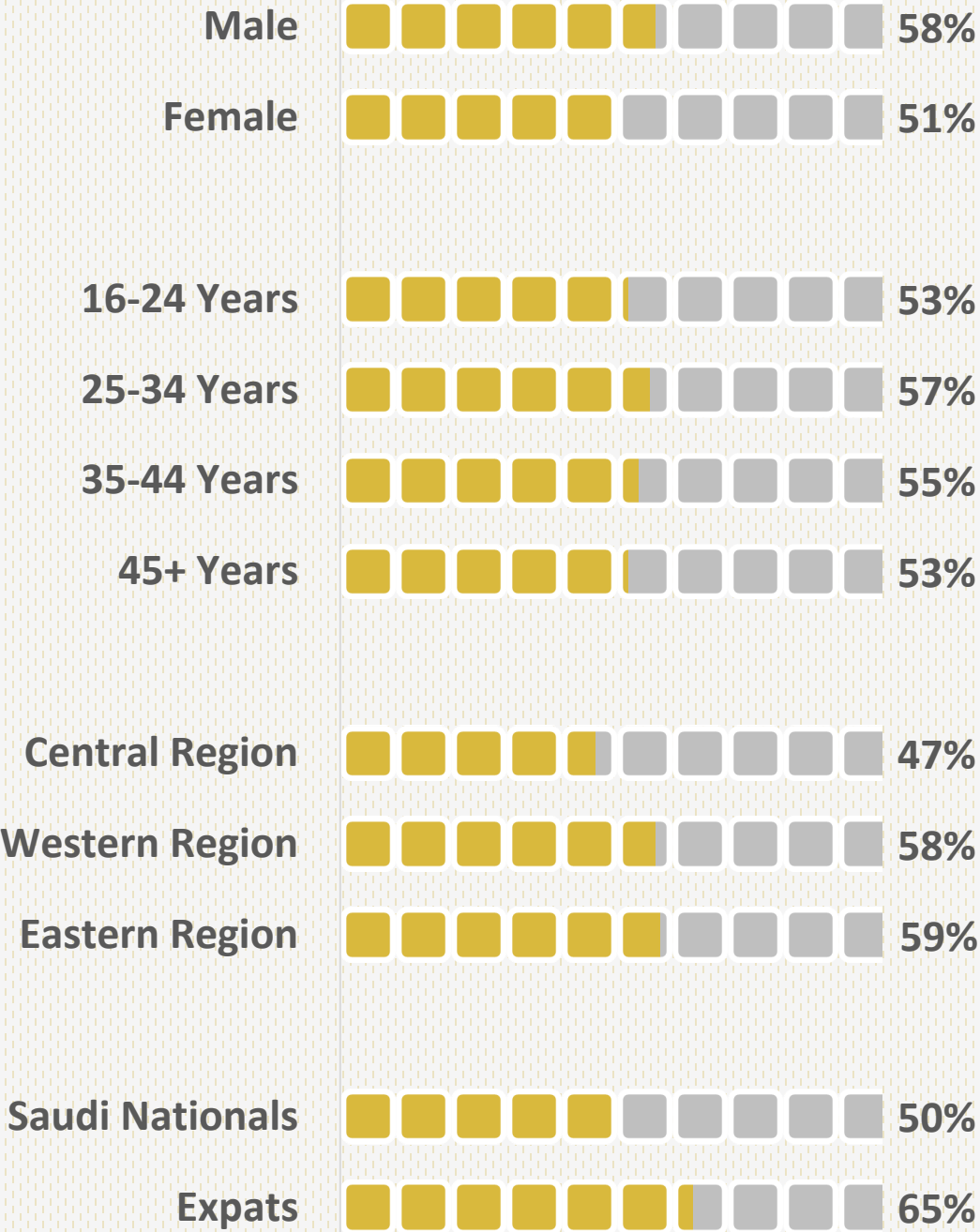
# Perceived Impact: Openness Of Saudis To Other Cultures

Openness Of Saudis To Other Cultures



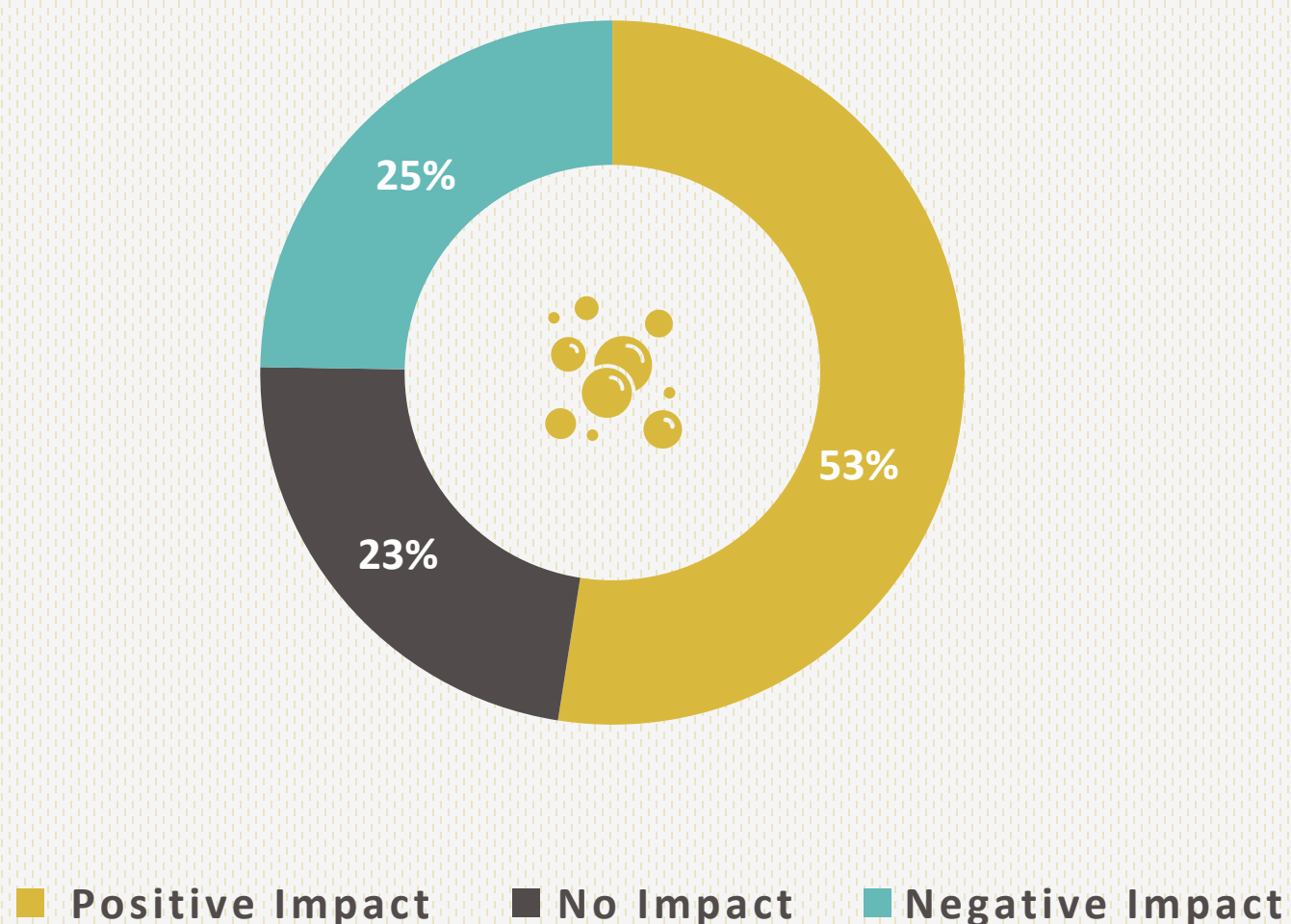
■ Positive Impact ■ No Impact ■ Negative Impact

% Positive Impact

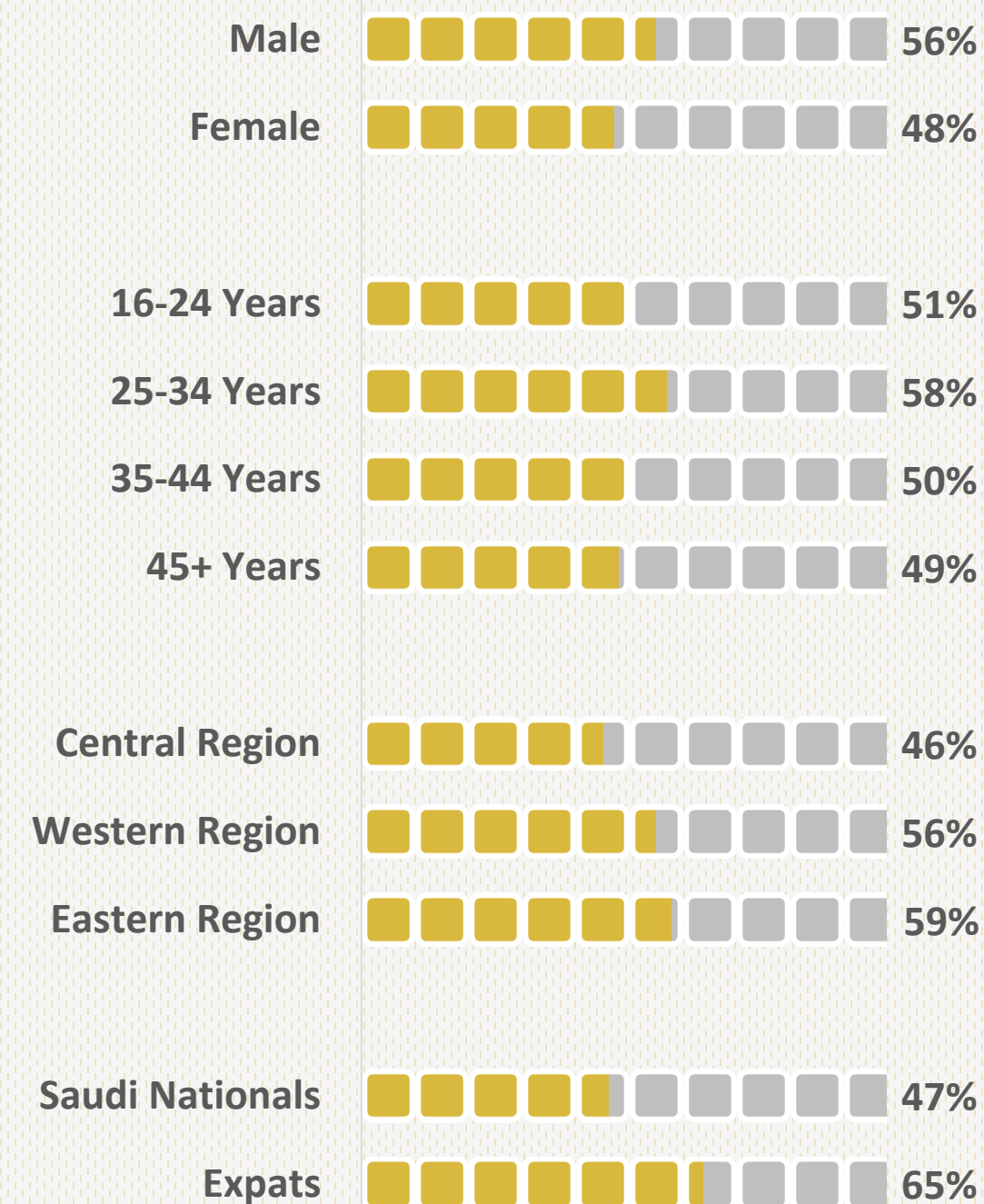


# Perceived Impact: Cleanliness Of Cities & Public Areas

Cleanliness Of Cities & Public Areas

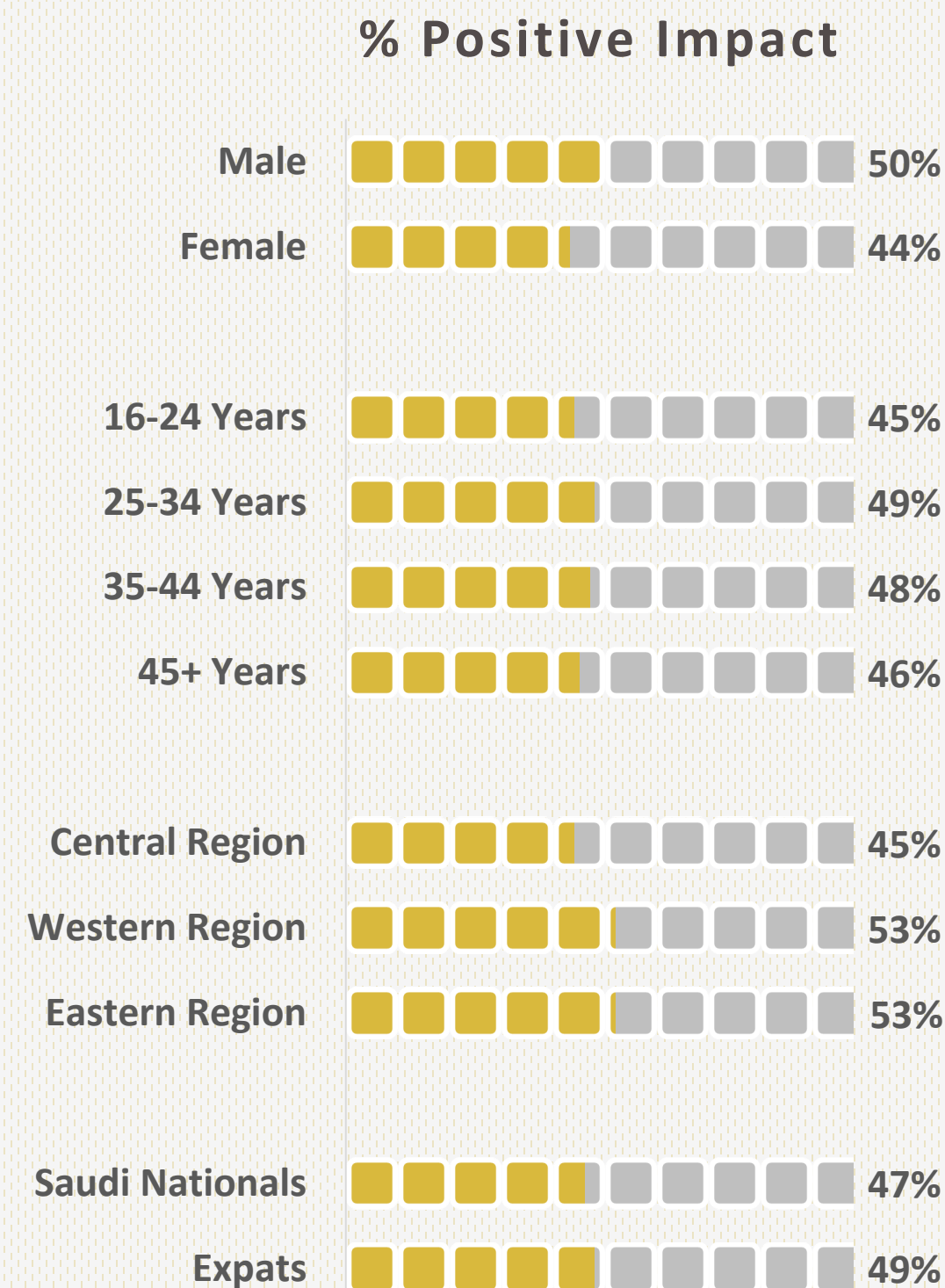
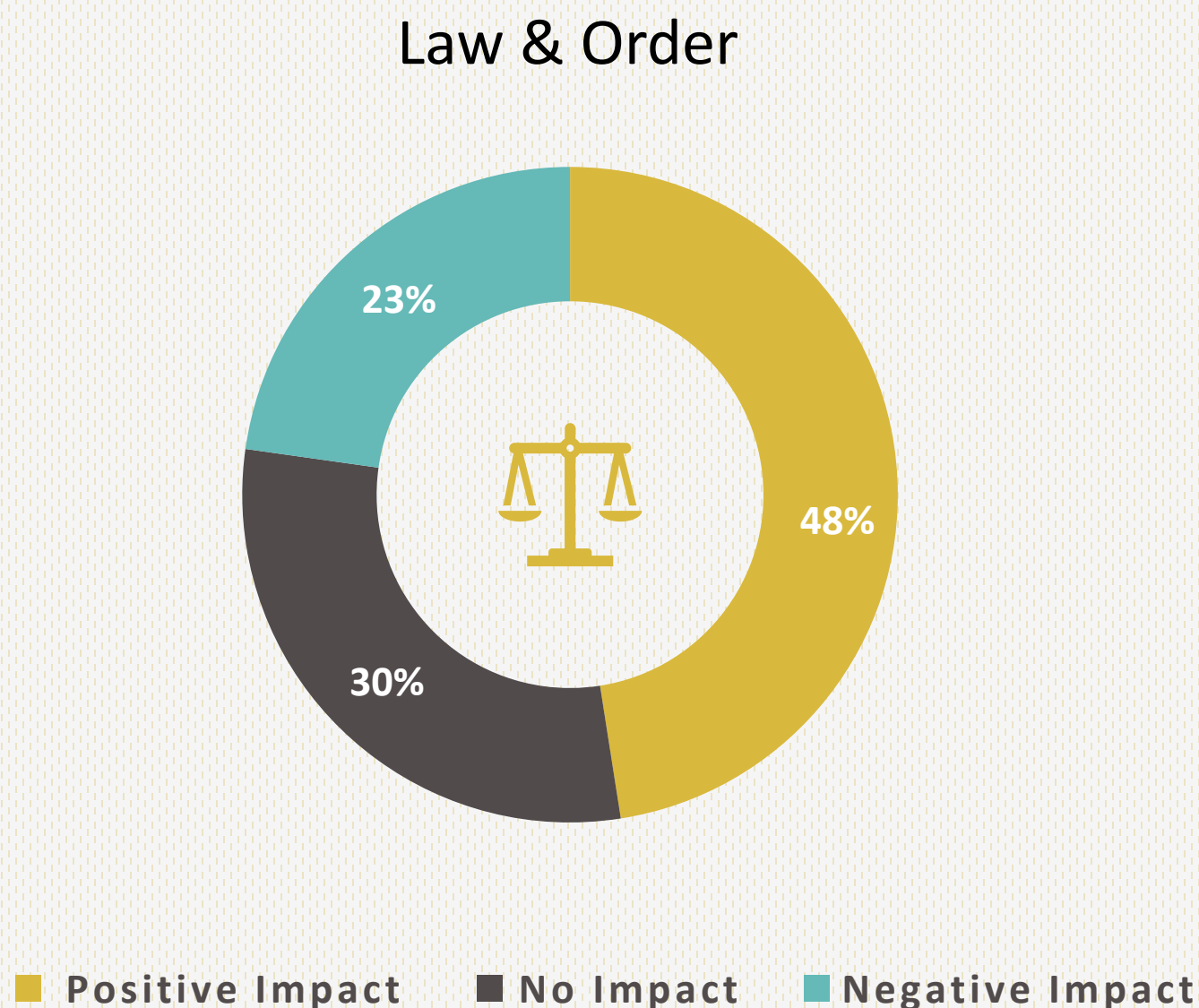


% Positive Impact



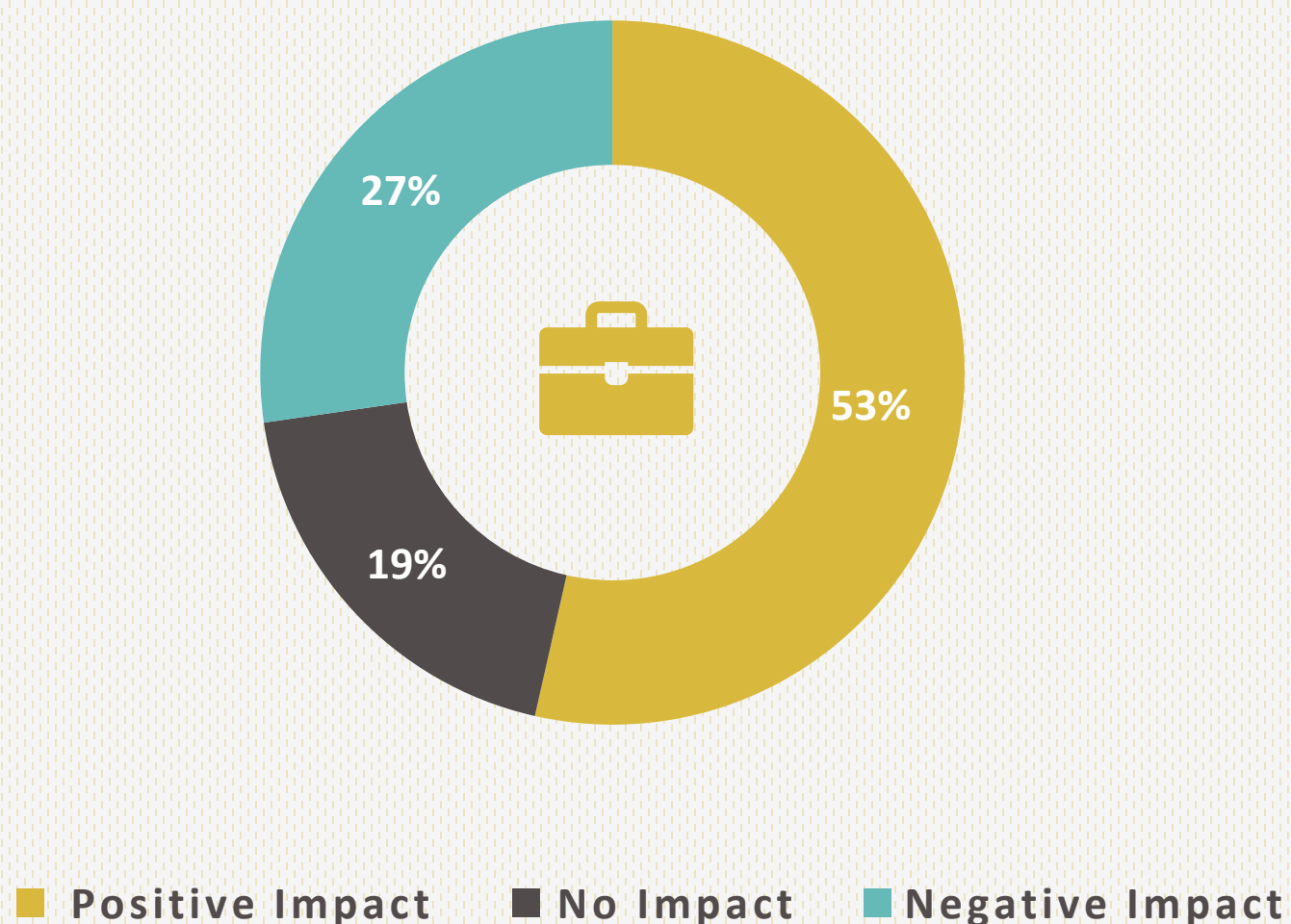


# Perceived Impact: Law & Order

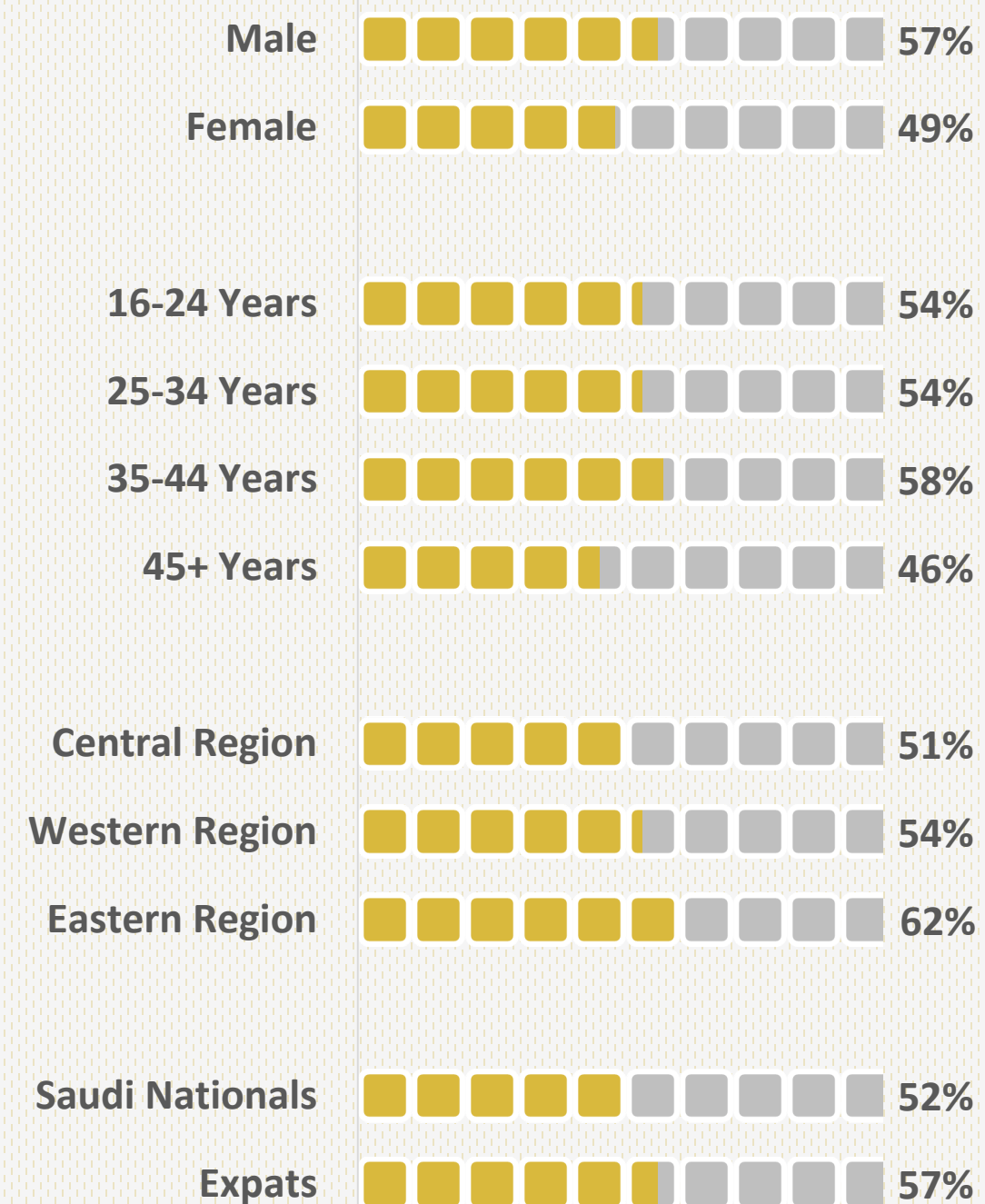


# Perceived Impact: Jobs & Employment

Jobs & Employment

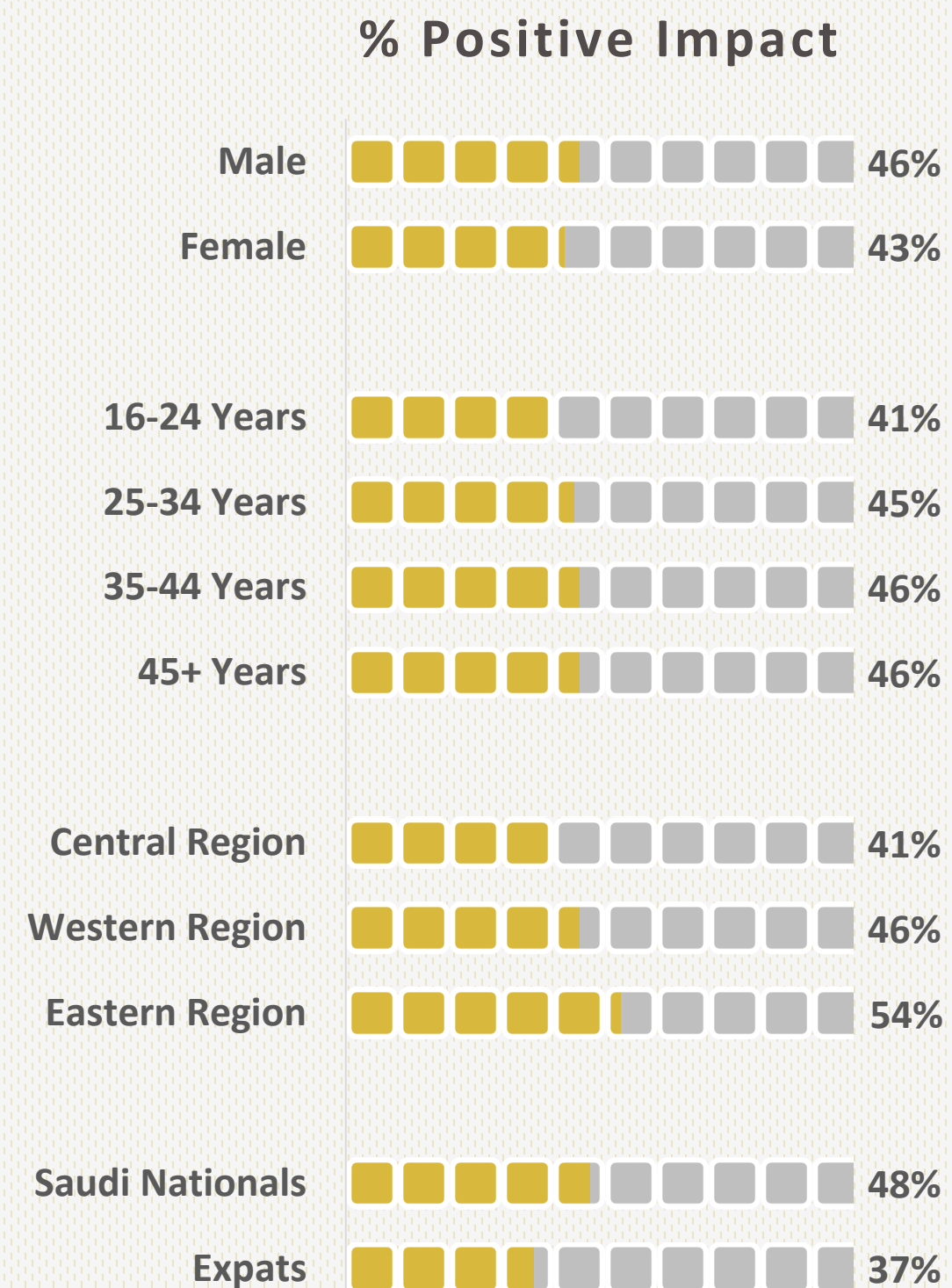
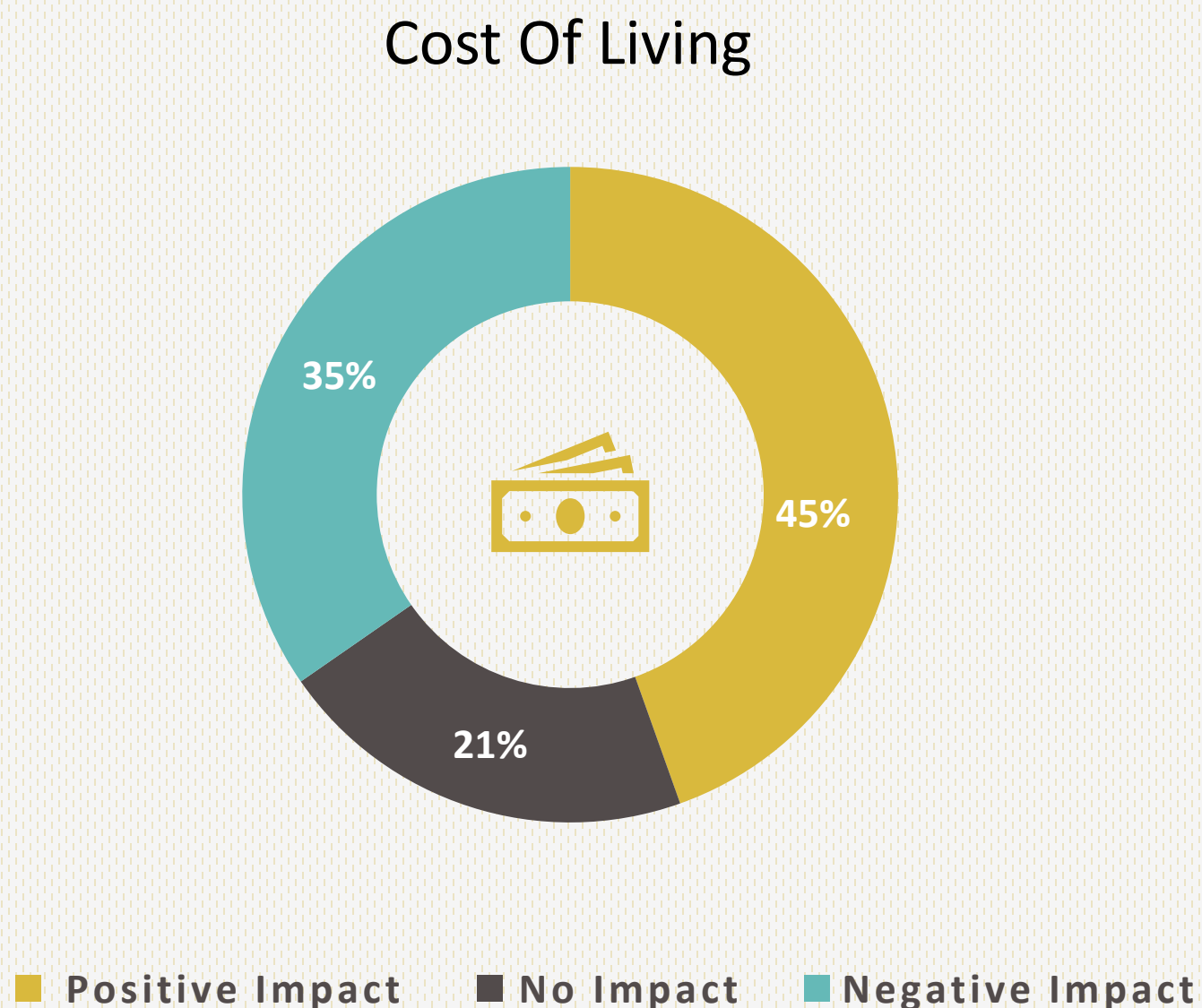


% Positive Impact

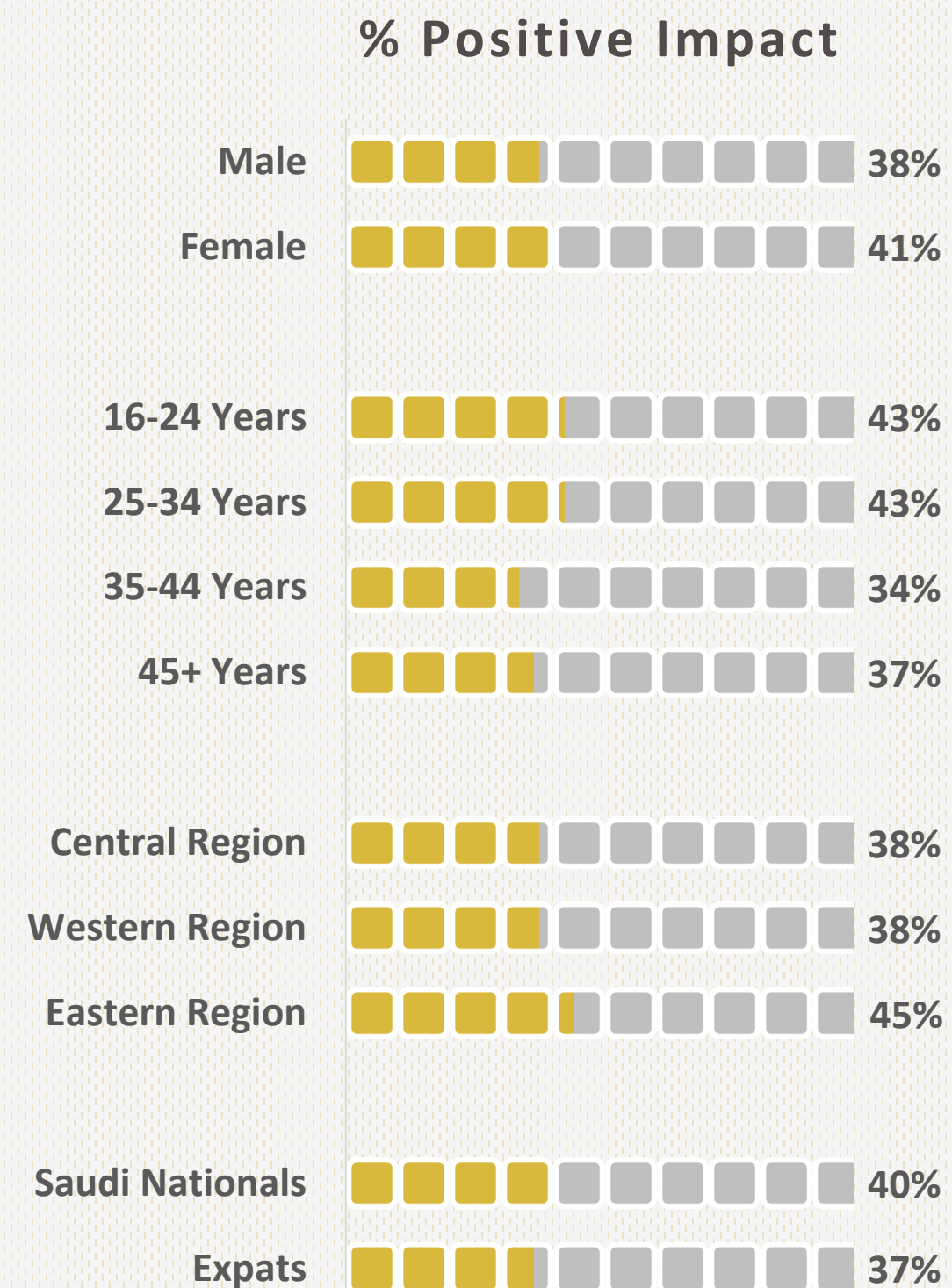
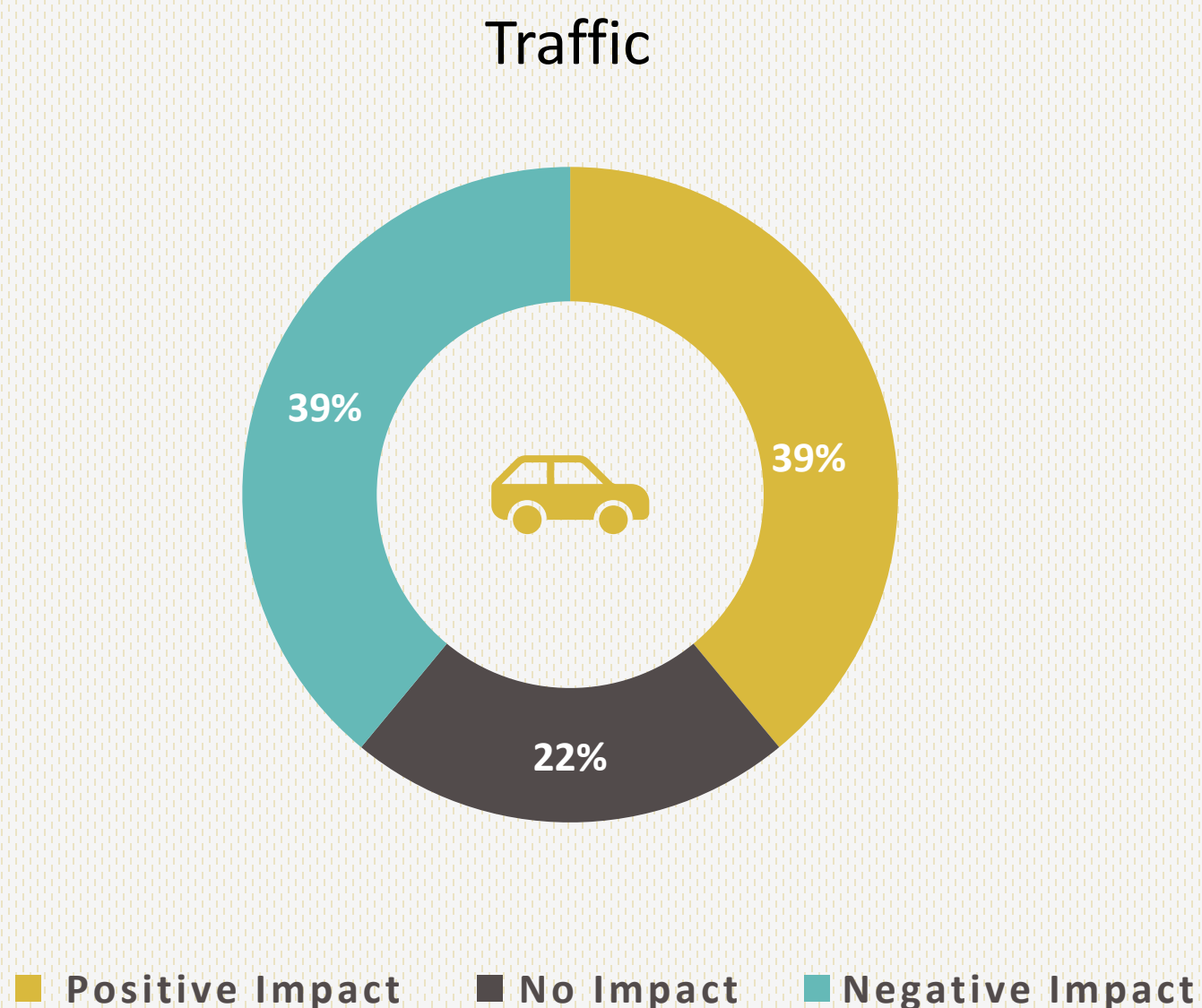




# Perceived Impact: Cost Of Living



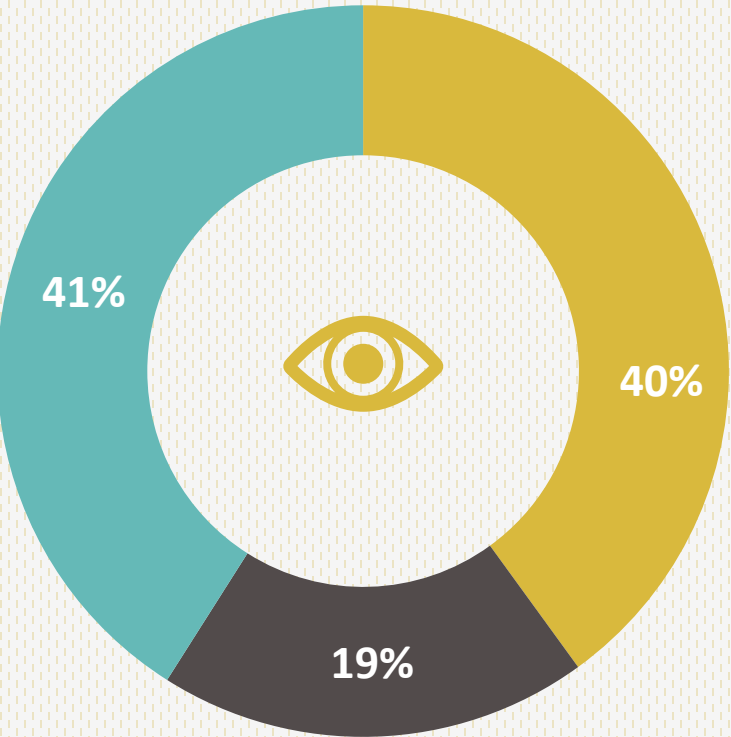
# Perceived Impact: Traffic





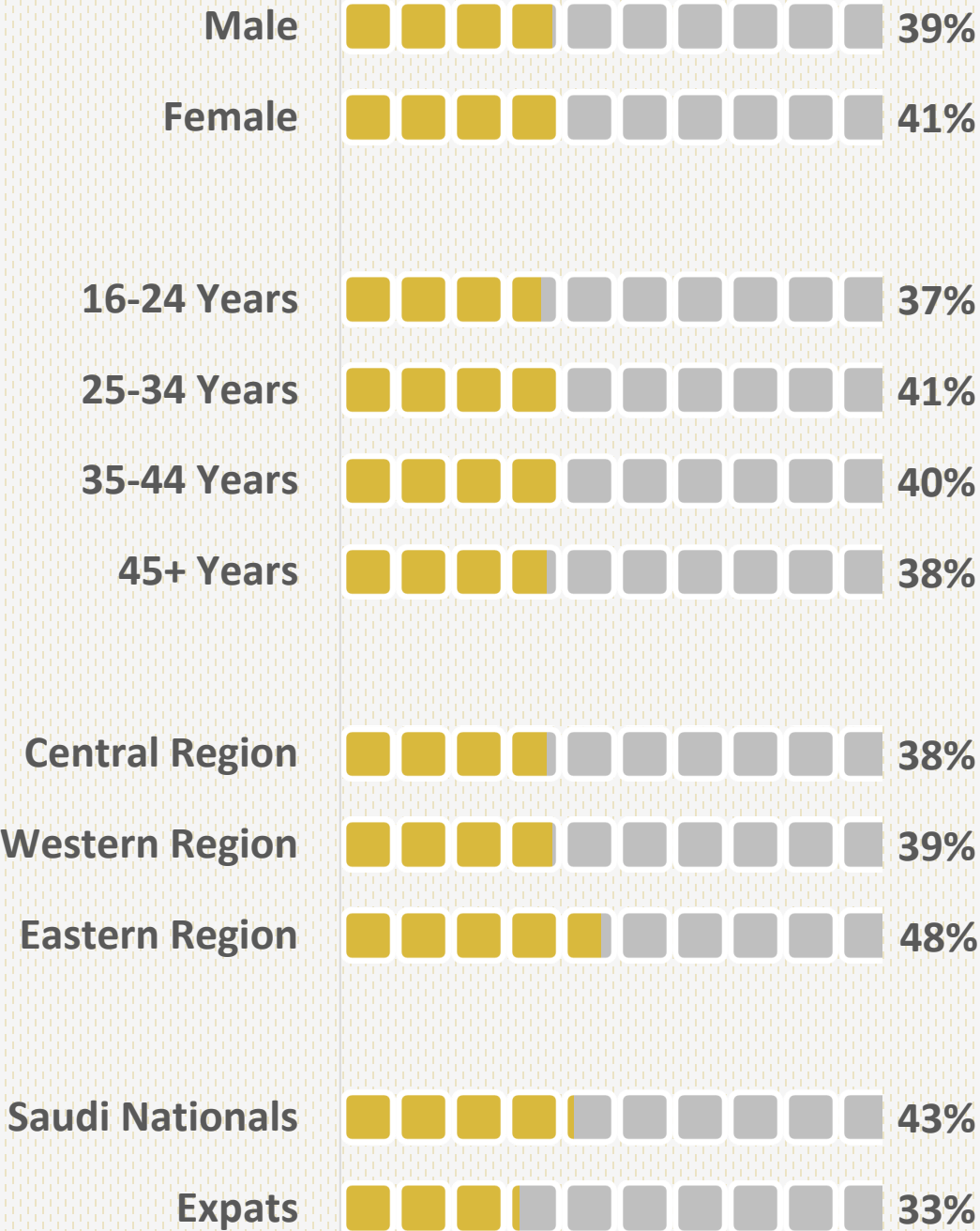
# Perceived Impact: Moral Values Of Society

Moral Values Of Society



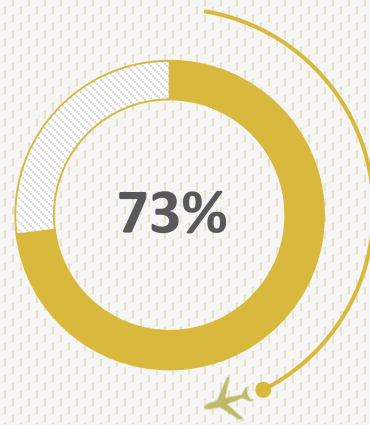
■ Positive Impact   ■ No Impact   ■ Negative Impact

% Positive Impact



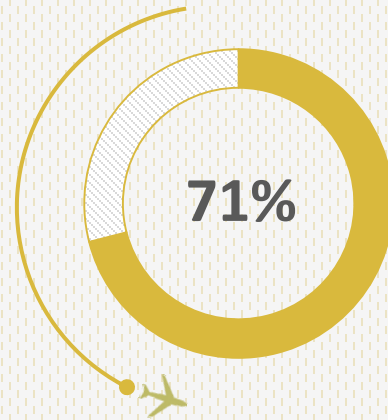
# Perceptions Towards Kingdom's Preparedness And Readiness To Welcome Tourists

% Agree



**Tourist Sites Are Open & Ready To Accept & Handle Tourists**

% Agree



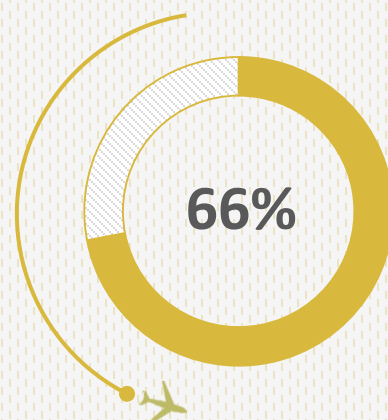
**Saudis Will Be Hospitable And Accepting Of Foreign Tourists**

% Agree



**Saudi Arabia Provides The Necessary Level Of Entertainment That Will Appeal To Tourists' Expectations**

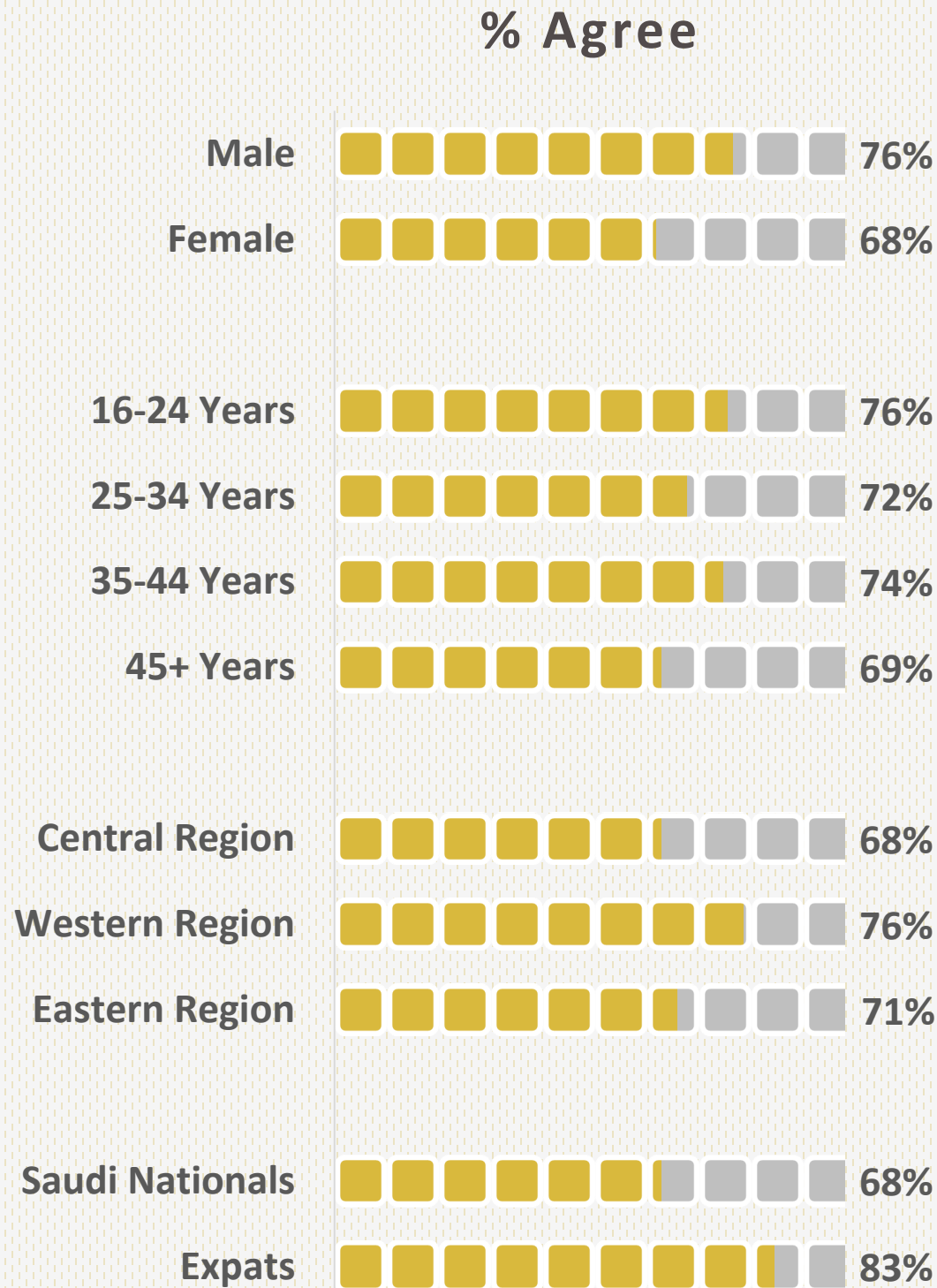
% Agree



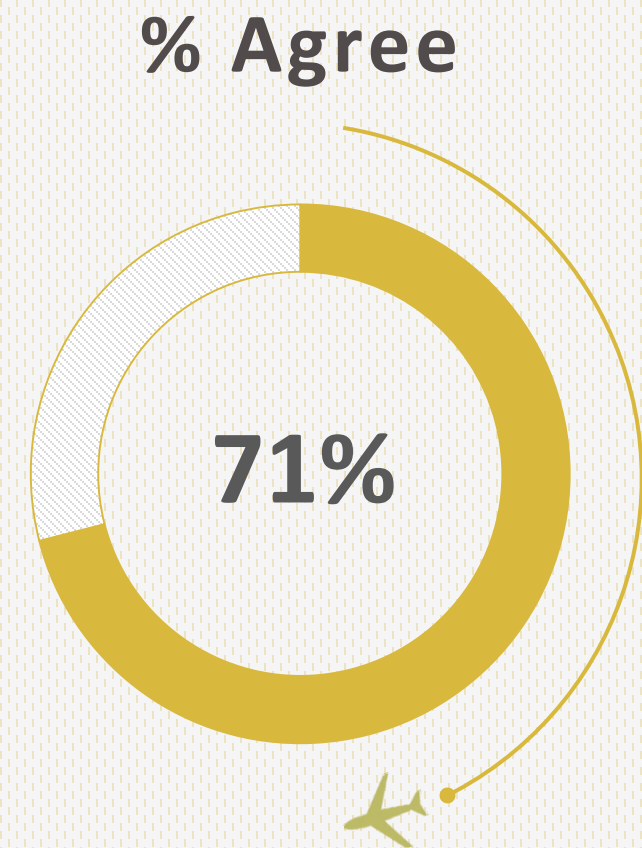
**The Country's Infrastructure Has The Ability To Handle A Large Number Of Tourists**



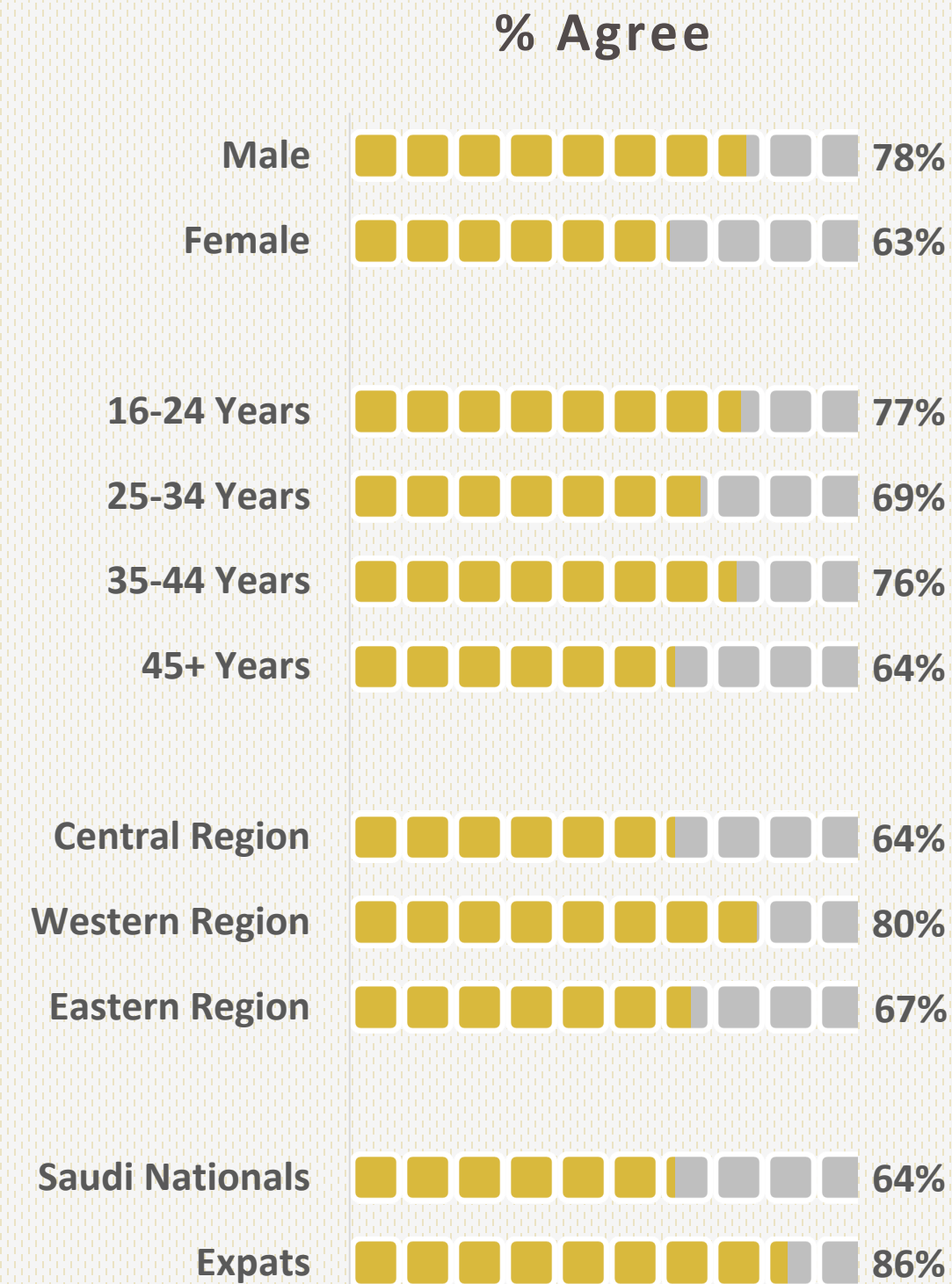
# Perceptions Towards Kingdom's Preparedness & Readiness: Readiness Of Tourist Sites



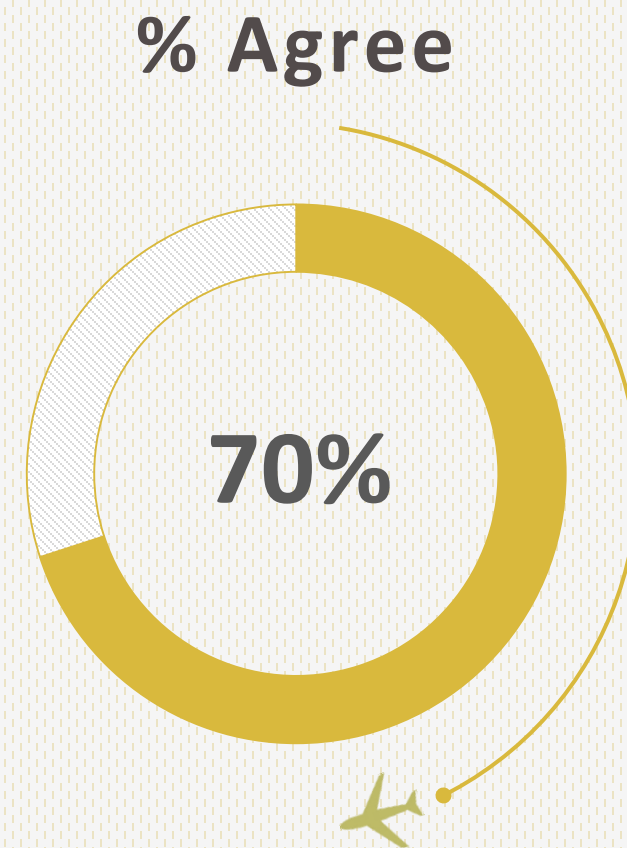
# Perceptions Towards Kingdom's Preparedness & Readiness: Acceptance Of Foreign Tourists



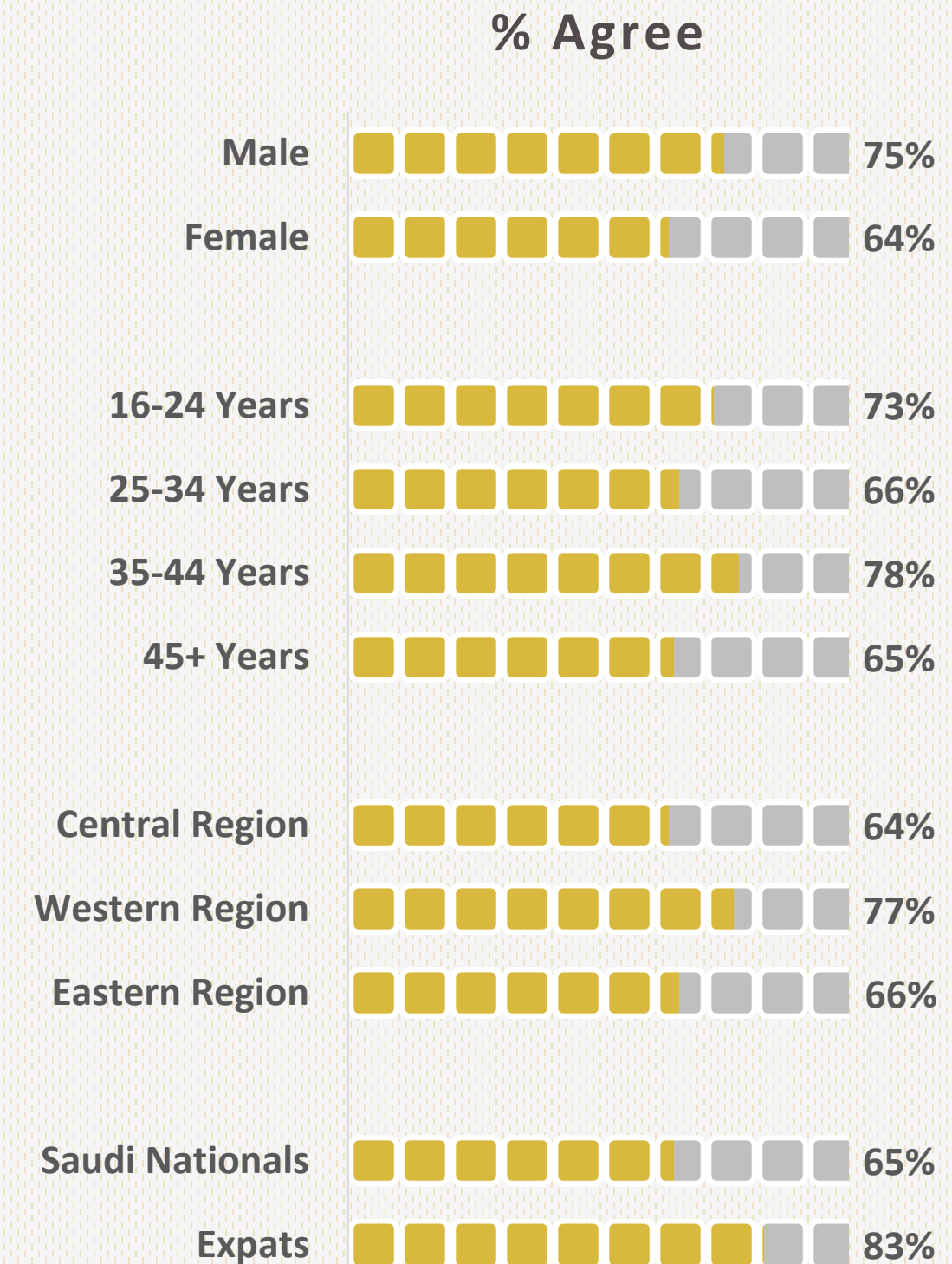
Saudis Will Be Hospitable And Accepting Of Foreign Tourists



# Perceptions Towards Kingdom's Preparedness & Readiness: Availability Of Necessary Levels Of Entertainment

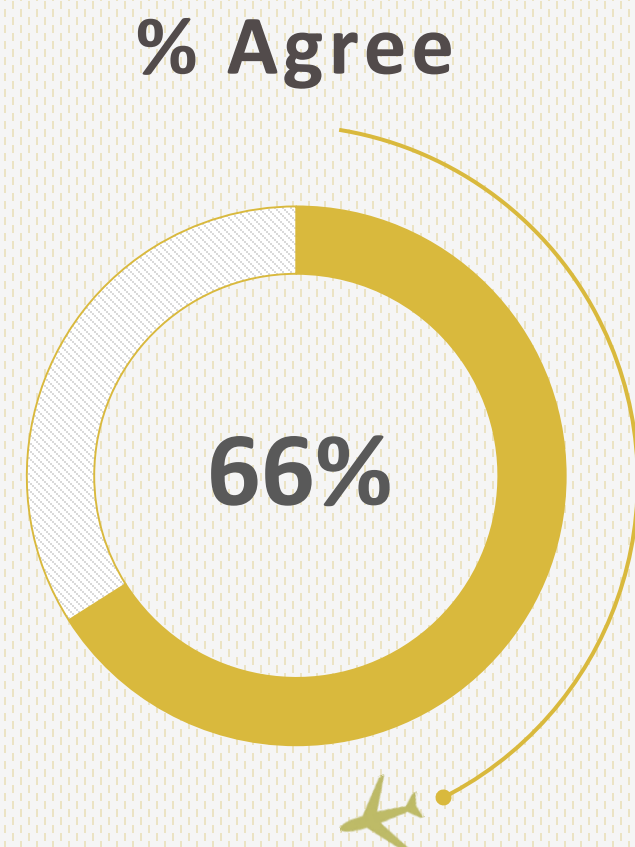


# Saudi Arabia Provides The Necessary Level Of Entertainment That Will Appeal To Tourists' Expectations

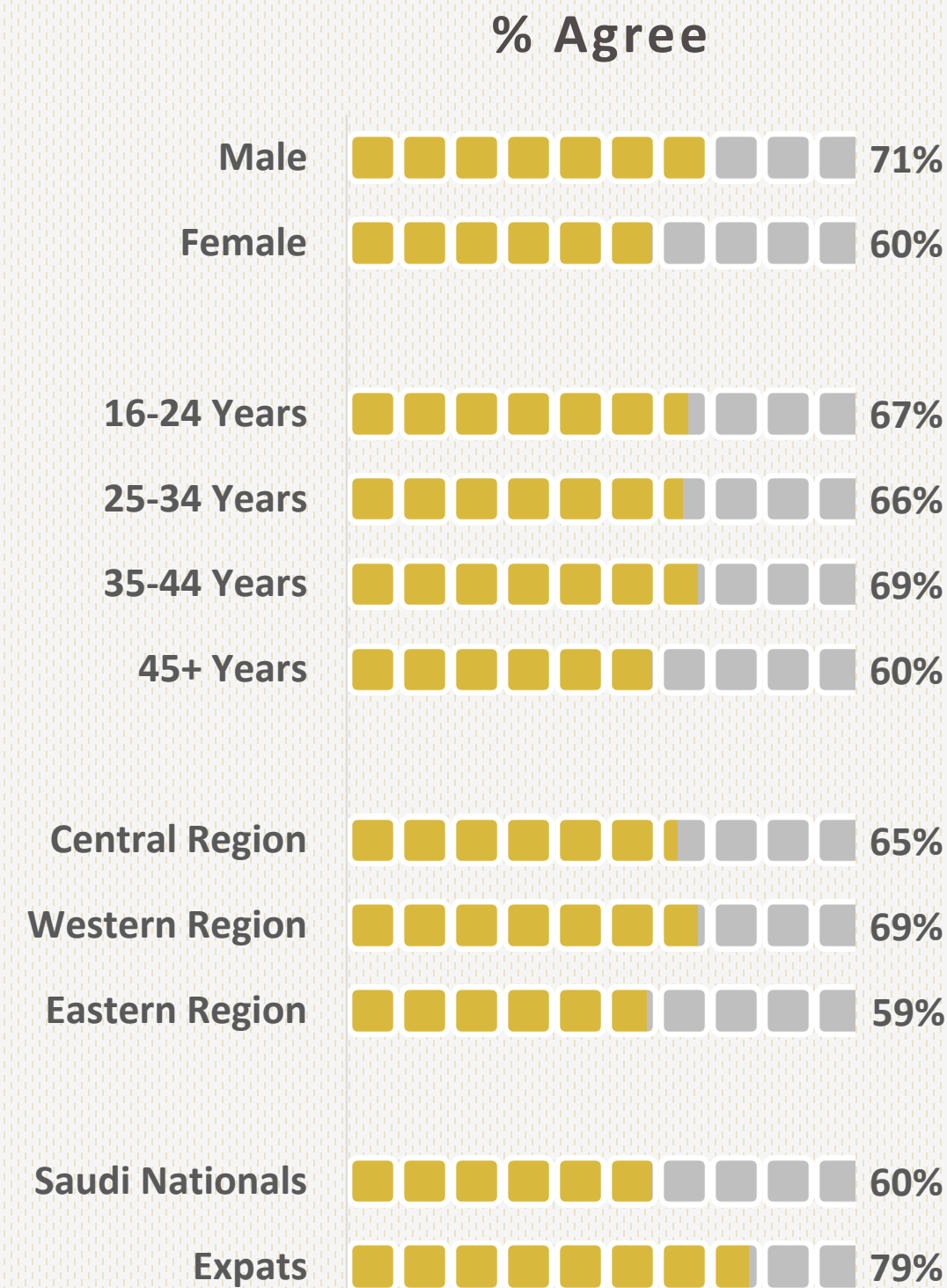




# Perceptions Towards Kingdom's Preparedness & Readiness: Ability To Handle Large Number Of Tourists



The Country's Infrastructure Has The  
Ability To Handle A Large Number Of  
Tourists



# Methodology

- 500 Interviews Conducted In Saudi Arabia, Across The Kingdom.
- The Survey Was Conducted Via Ipsos's KSA Online Panel.
- The Survey Covered Saudi Nationals & Expats Aged 16 To 64 Years, Males And Females.
- Interviewed Individuals Are The General Public.



# Thank You!



## For More Information:

---

**Mohammed Minawi**  
**Chief Client Officer**

Ipsos MENA

Email: [Mohammed.Minawi@ipsos.com](mailto:Mohammed.Minawi@ipsos.com)

**Nicola Qahoush**  
**Research Manager**

Ipsos MENA

Email: [Nicola.Qahoush@ipsos.com](mailto:Nicola.Qahoush@ipsos.com)