

SPOTLIGHT*KSA TRAVELERS' BEHAVIOUR & ATTITUDES

Domestic Travel & Staycations Edition

November - 2025



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**Staycation habits
and attitudes**

Key findings

Domestic travel is becoming a year-round ritual

Over half of Saudi residents (53%) take domestic trips several times a year, reflecting a growing culture of local exploration and short getaways. Younger and higher-income travelers lead this trend, driven by leisure, cultural discovery and spiritual motives. Top destinations like Abha, Jeddah, and Mecca highlight how people in Saudi Arabia are rediscovering the country's natural beauty, coastal charm, and religious heritage through frequent, accessible trips.

Destination choice revolves around connection and comfort

Family-friendly environments (31%) and affordability (28%) top the list of destination drivers, underscoring how togetherness, comfort, and value shape local tourism choices. For many, domestic trips are not just about travel but about shared experiences and ease. Women place greater emphasis on safety and weather, while older travelers gravitate toward familiar, family-oriented destinations that offer a sense of reliability and relaxation.

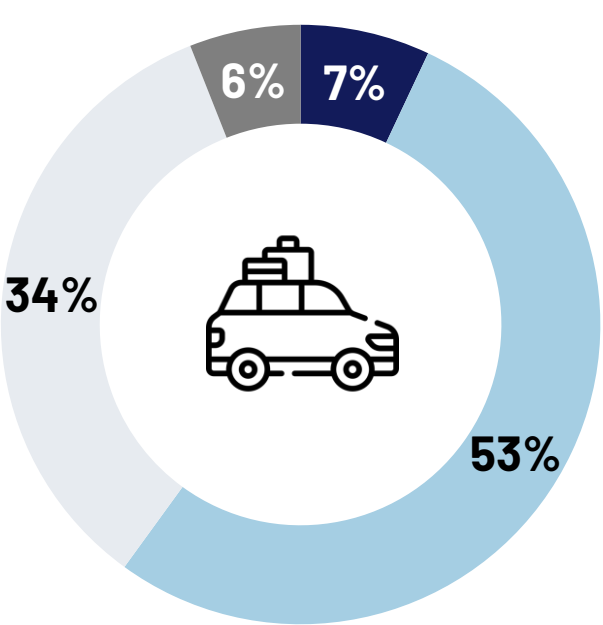
Staycations deliver comfort without the hassle

Nearly 4 in 10 people in Saudi Arabia take staycations several times a year – seeking quality time with loved ones (28%), affordability (27%), and a chance to unwind (25%). Dining out, shopping, and resort stays are the top choices, showing a preference for accessible escapes that recharge without the hassle of travel. Yet 4 in 10 say staycations feel more like an extended weekend than a true holiday, revealing a growing appetite for novelty and adventure even in local leisure.

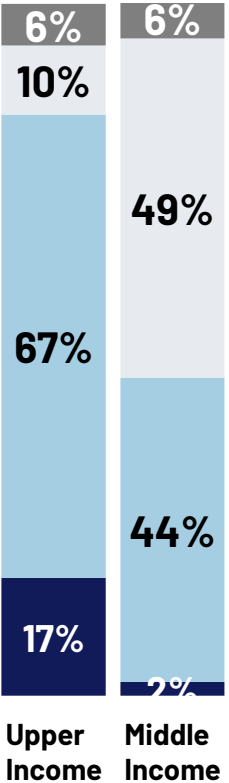
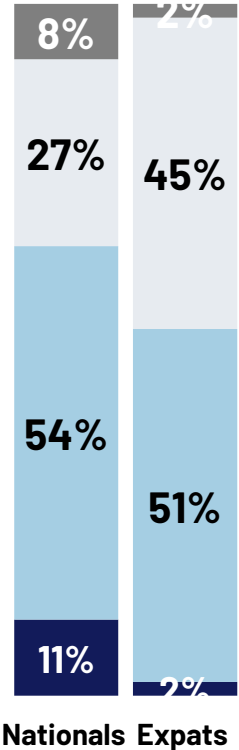
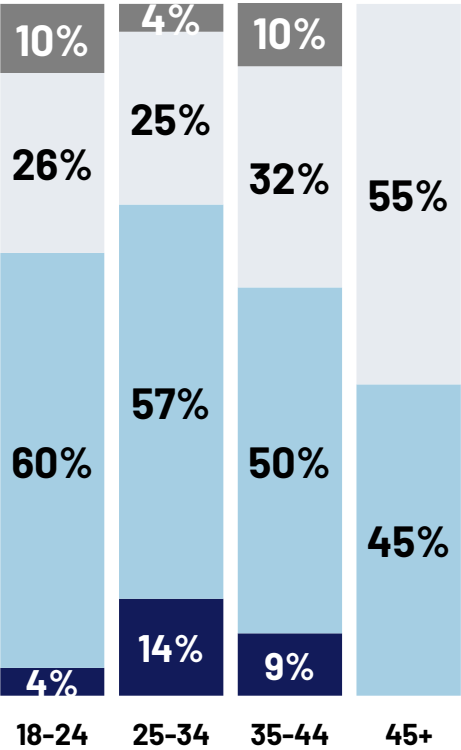
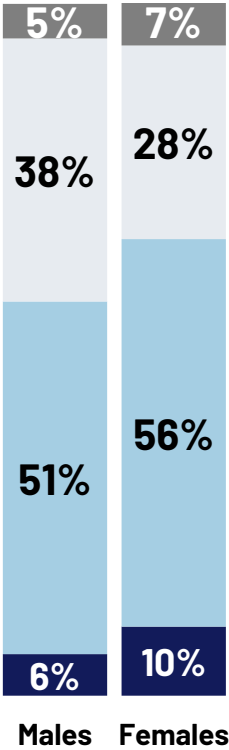
DOMESTIC TRAVEL HABITS

Frequency of domestic travel

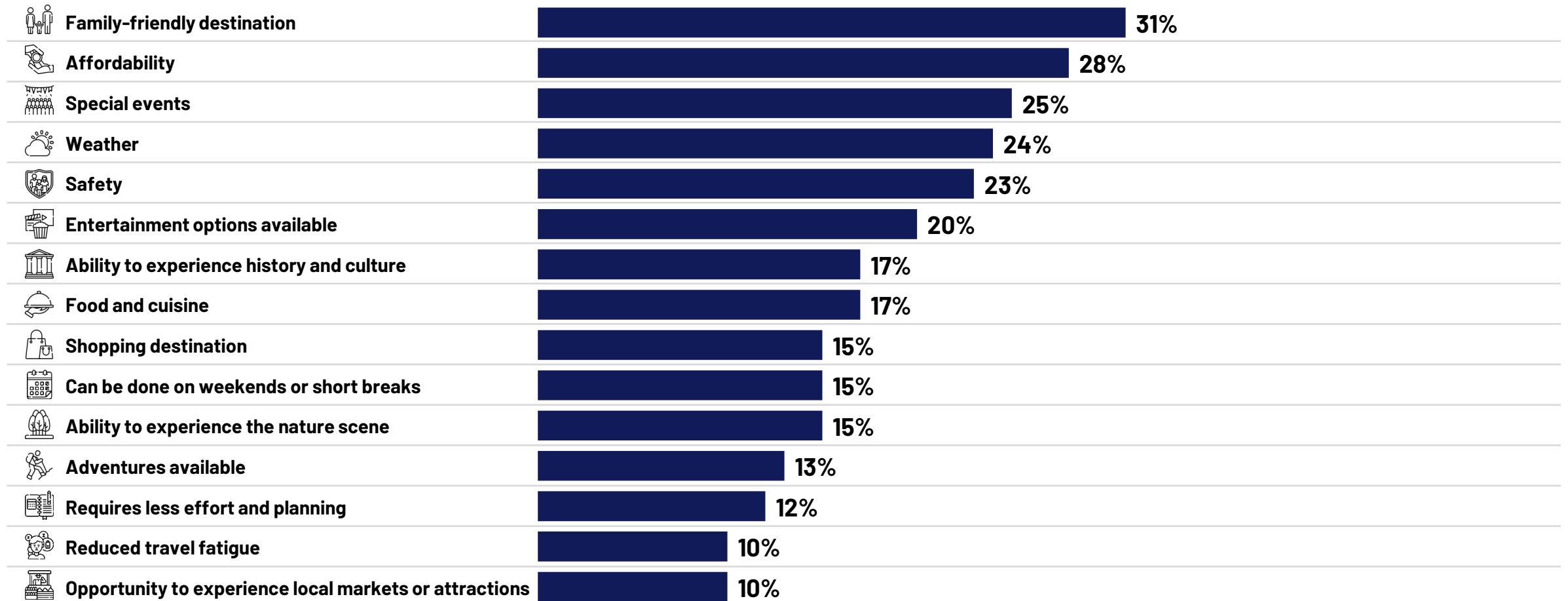
% - by demographics



■ Monthly ■ Several times a year
■ Once a year ■ Rarely



Criteria for choosing domestic travel destinations

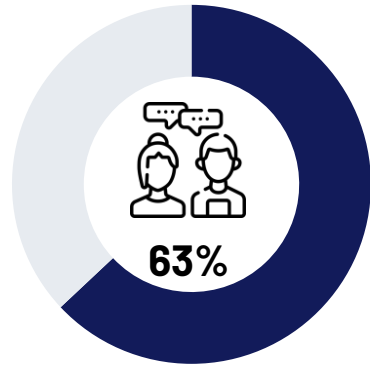


Criteria for choosing domestic travel destinations

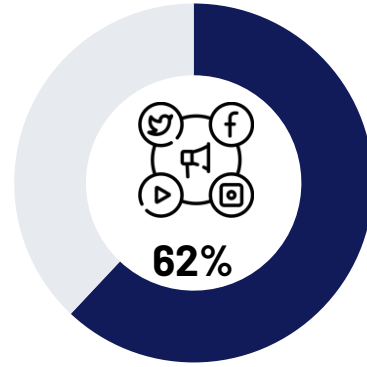
% - by demographics

															
	Family-friendly destination	Affordability	Special events	Weather	Safety	Entertainment options available	Ability to experience history and culture	Food and cuisine	Shopping destination	Can be done on weekends or short breaks	Ability to experience the nature scene	Adventures available	Requires less effort and planning	Reduced travel fatigue	Opportunity to experience local markets or attractions
Total	31%	28%	25%	24%	23%	20%	17%	17%	15%	15%	15%	13%	12%	10%	10%
Male	34%	31%	24%	21%	20%	21%	18%	18%	14%	15%	15%	13%	11%	10%	8%
Female	26%	23%	27%	28%	30%	19%	16%	15%	17%	14%	15%	13%	14%	9%	12%
18-24	23%	27%	31%	25%	17%	26%	12%	18%	17%	14%	16%	20%	15%	7%	3%
25-34	23%	26%	21%	30%	24%	22%	16%	19%	19%	16%	20%	9%	10%	11%	15%
35-44	34%	29%	20%	20%	26%	17%	18%	22%	10%	12%	16%	11%	10%	9%	12%
45+	44	31%	31%	18%	26%	15%	21%	8%	14%	18%	7%	16%	15%	12%	6%
Nationals	28%	26%	25%	26%	26%	18%	16%	16%	16%	17%	17%	14%	11%	11%	12%
Expats	35%	31%	25%	21%	20%	23%	18%	17%	15%	13%	12%	13%	14%	8%	7%
Upper Income	25%	25%	29%	24%	24%	19%	19%	21%	17%	10%	20%	14%	15%	8%	14%
Middle Income	34%	30%	23%	24%	23%	20%	16%	14%	14%	18%	12%	13%	11%	11%	7%

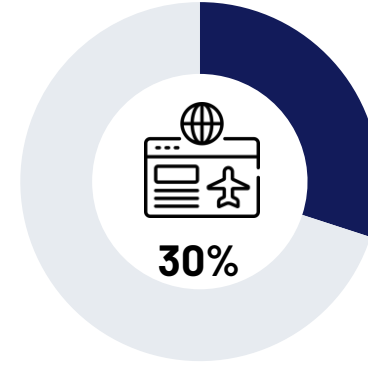
Information sources for domestic travel



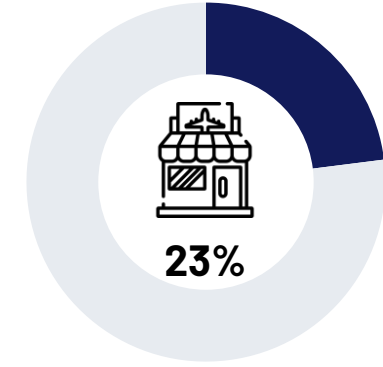
Friends and family recommendations



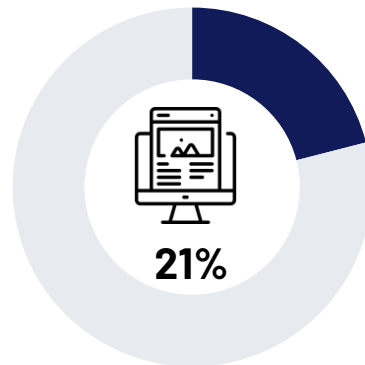
Social media platforms



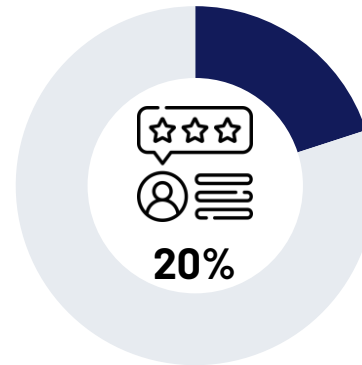
Online travel guides



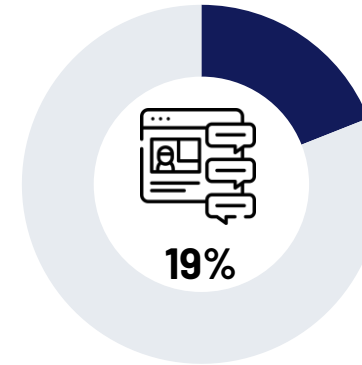
Travel agencies



Travel blogs



Review websites



Travel forums and communities

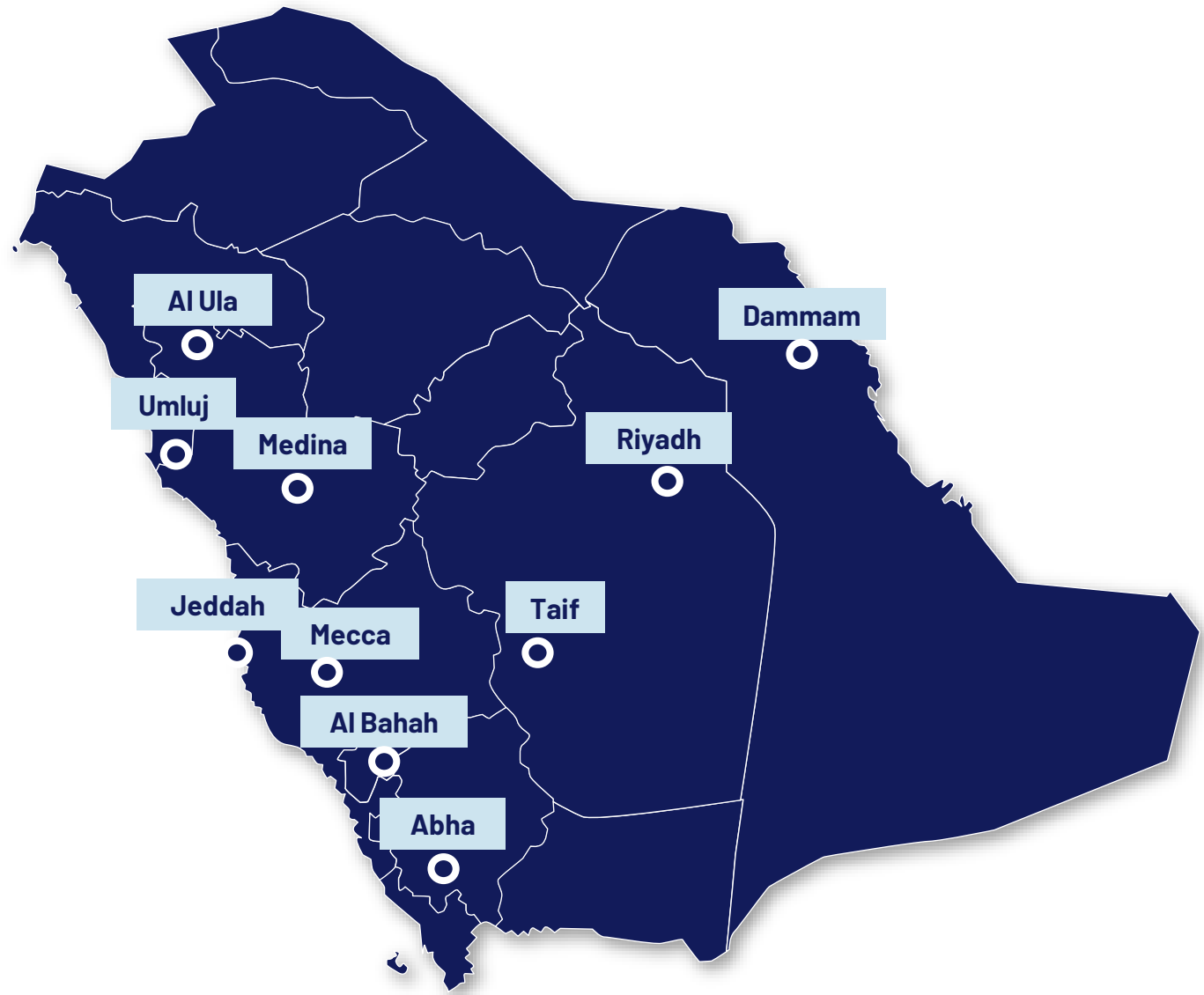
Information sources for domestic travel

% - by demographics

	 Friends and family recommendations	 Social media platforms	 Online travel guides	 Travel agencies	 Travel blogs	 Review websites	 Travel forums and communities
Total	63%	62%	30%	23%	21%	20%	19%
Male	66%	56%	34%	20%	23%	19%	20%
Female	59%	72%	23%	28%	18%	23%	17%
18-24	54%	76%	23%	29%	12%	20%	21%
25-34	59%	61%	32%	22%	21%	21%	19%
35-44	65%	58%	33%	25%	18%	19%	14%
45+	73%	56%	30%	18%	30%	21%	21%
Nationals	61%	66%	28%	22%	20%	18%	20%
Expats	65%	56%	33%	24%	22%	24%	17%
Upper Income	63%	67%	27%	26%	28%	23%	18%
Middle Income	64%	59%	31%	21%	17%	19%	20%

Top destinations for recent domestic travel

1. Abha
2. Jeddah
3. Mecca
4. Taif
5. Al Madina
6. Riyadh
7. Al Ula
8. Dammam
9. Al Bahah
10. Umluj



Recent domestic travel details

7 days

Average **length** of the most recent domestic trip



700 SAR

Average **budget** of the most recent domestic trip
(per day)



3 people

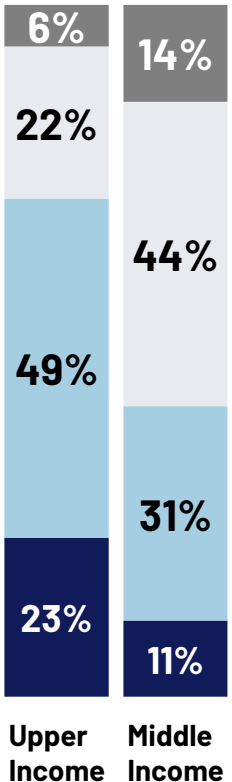
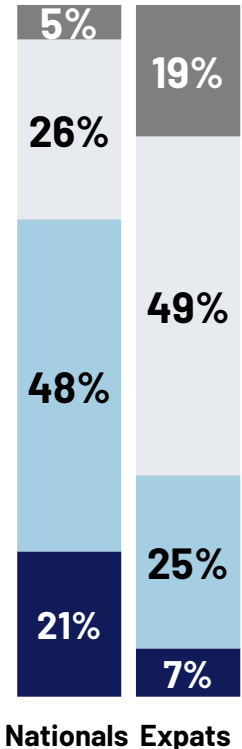
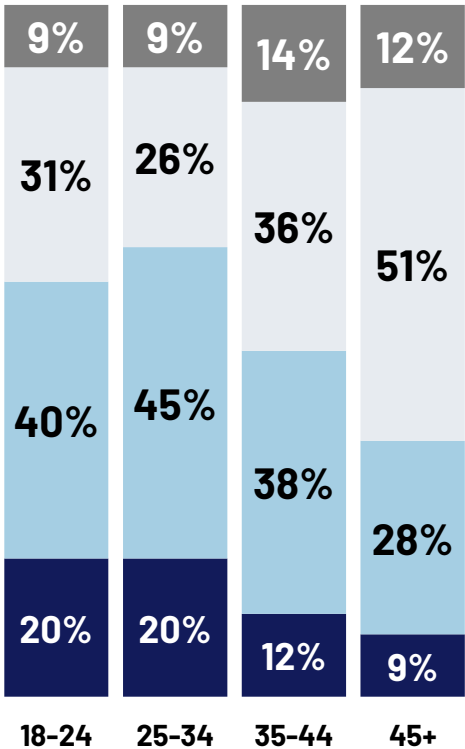
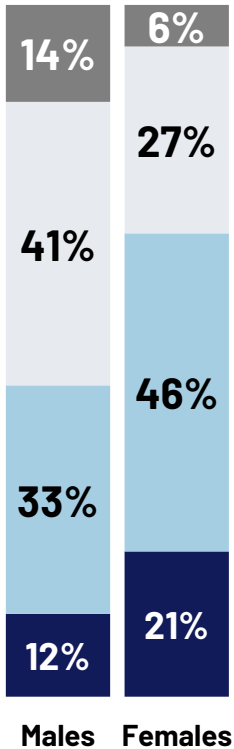
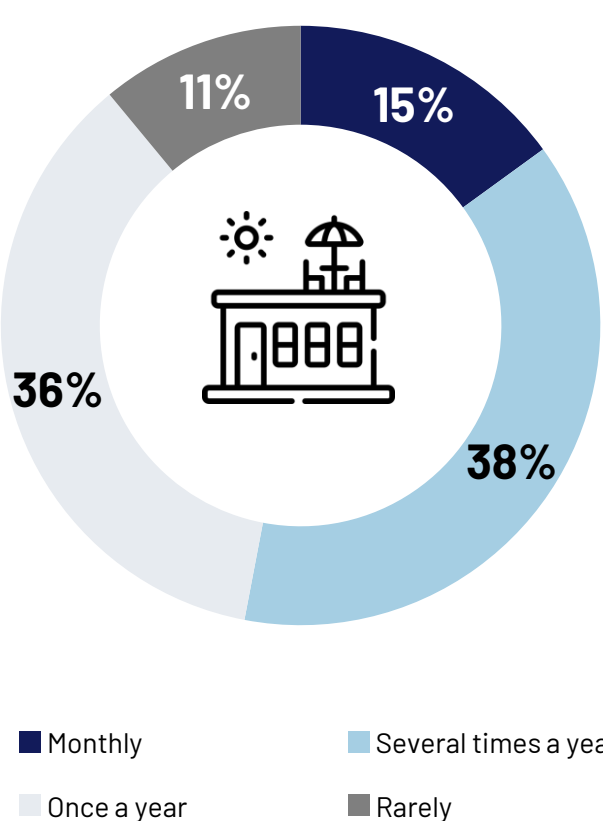
Average **travel group size** of the most recent domestic trip



STAYCATION HABITS AND ATTITUDES

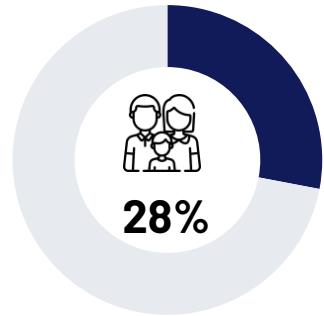
How often do people take staycations?

% - by demographics

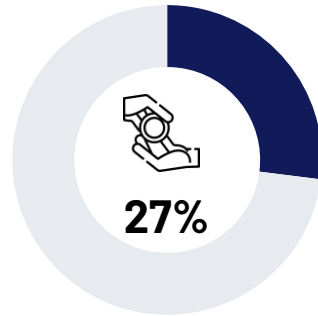


Reasons why people choose to have a staycation

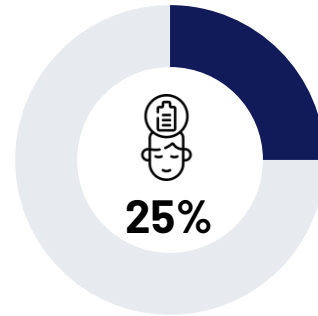
Top 10 reasons



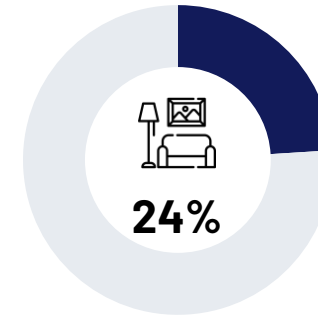
An opportunity to spend quality time with loved ones



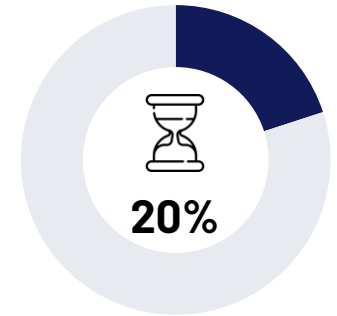
It's more affordable



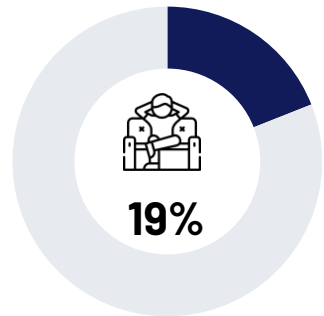
An opportunity to unwind, de-stress and recharge



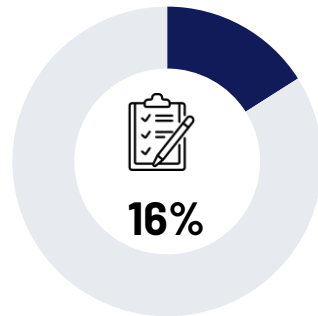
To enjoy the comforts of home while taking a break



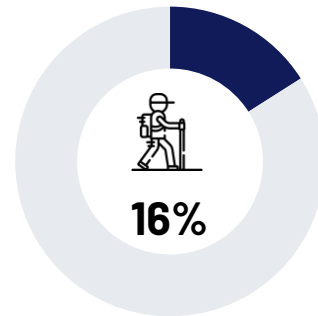
Time constraints



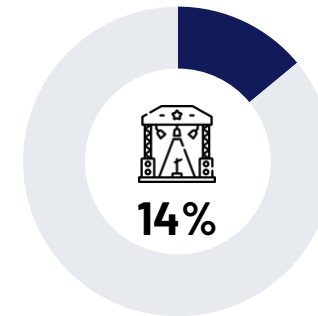
To avoid travel hassles



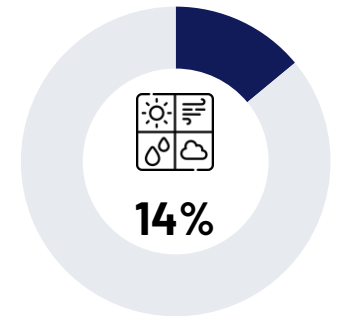
Flexibility and ease of planning



To try new things without traveling far



To attend live events or festivals



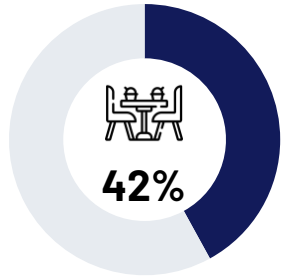
Favorable weather conditions

Reasons why people choose to have a staycation

Top 10 reasons – by demographics

	 An opportunity to spend quality time with loved ones	 It's more affordable	 An opportunity to unwind, de-stress and recharge	 To enjoy the comforts of home while taking a break	 Time constraints	 To avoid travel hassles	 Flexibility and ease of planning	 To try new things without traveling far	 To attend live events or festivals	 Favorable weather conditions
Total	28%	27%	25%	24%	20%	19%	16%	16%	14%	14%
Male	29%	26%	20%	23%	19%	20%	13%	13%	16%	15%
Female	27%	28%	32%	25%	22%	18%	20%	21%	13%	12%
18-24	23%	23%	25%	27%	20%	20%	20%	15%	12%	14%
25-34	26%	21%	32%	24%	17%	15%	18%	26%	14%	16%
35-44	26%	27%	24%	25%	14%	20%	8%	16%	13%	9%
45+	39%	38%	18%	20%	32%	23%	19%	5%	19%	16%
Nationals	22%	28%	26%	26%	18%	21%	16%	19%	13%	14%
Expats	38%	26%	23%	21%	25%	15%	17%	11%	17%	13%
Upper Income	22%	23%	30%	21%	22%	20%	20%	19%	16%	11%
Middle Income	33%	29%	22%	26%	19%	18%	14%	15%	13%	16%

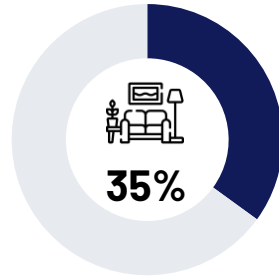
Activities carried out on most recent staycation



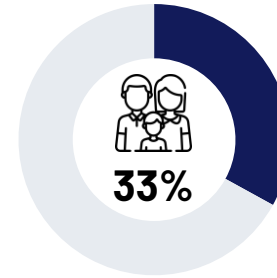
Dined out at restaurants



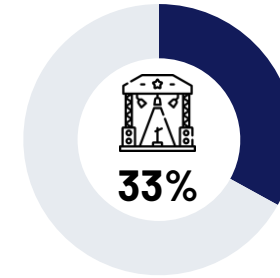
Went shopping



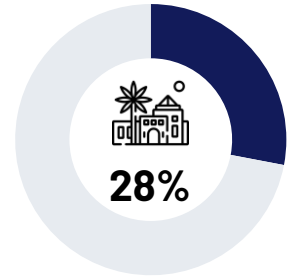
Relaxed at home



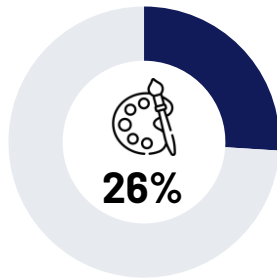
Spent quality time with loved ones



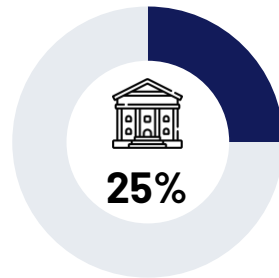
Attended live events or festivals



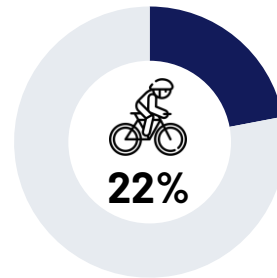
Relaxed at a resort/hotel



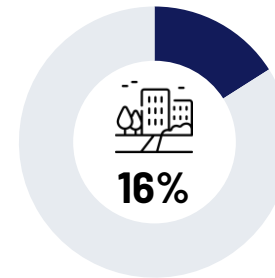
Dedicated time to hobbies and personal interests



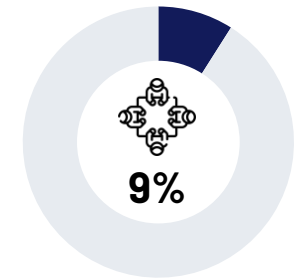
Visited local attractions



Participated in outdoor activities



Explored new areas



Took part in workshops or classes

Activities carried out on most recent staycation

% - by demographics

											
	Dined out at restaurants	Went shopping	Relaxed at home	Spent quality time with loved ones	Attended live events or festivals	Relaxed at a resort/hotel	Dedicated time to hobbies and personal interests	Visited local attractions	Participated in outdoor activities	Explored new areas	Took part in workshops or classes
Total	42%	41%	35%	33%	33%	28%	26%	25%	22%	16%	9%
Male	40%	38%	35%	28%	28%	26%	29%	27%	19%	15%	8%
Female	45%	44%	33%	39%	40%	32%	22%	23%	26%	18%	11%
18-24	39%	38%	33%	31%	36%	24%	27%	34%	26%	16%	13%
25-34	42%	46%	34%	40%	37%	32%	20%	20%	19%	18%	7%
35-44	35%	36%	43%	25%	29%	33%	22%	29%	21%	17%	6%
45+	53%	41%	28%	33%	28%	23%	39%	22%	22%	13%	11%
Nationals	43%	44%	34%	37%	37%	29%	27%	21%	25%	16%	7%
Expats	41%	35%	35%	26%	26%	27%	24%	31%	17%	16%	12%
Upper Income	42%	45%	36%	34%	39%	29%	36%	25%	22%	18%	9%
Middle Income	43%	38%	34%	32%	29%	28%	20%	25%	22%	15%	9%

Views on Staycations

% Agree



40%

Staycations feel more like an extended weekend rather than a true vacation



38%

Staycations don't provide the same level of excitement and adventure as traveling to a new place

Views on Staycations

% Agree - by demographics



Staycations feel more like an extended weekend rather than a true vacation



Staycations don't provide the same level of excitement and adventure as traveling to a new place

Total	40%	38%
Male	43%	38%
Female	35%	37%
18-24	32%	32%
25-34	42%	41%
35-44	41%	43%
45+	43%	33%
Nationals	41%	39%
Expats	38%	36%
Upper Income	43%	39%
Middle Income	38%	37%

Sample and methodology

Sample size

500 respondents

Sample criteria

Individuals who travel domestically or go on staycations, across gender, age (18+), nationality, and SEC (upper and middle income only)

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in Saudi Arabia with a nationwide coverage

FOR MORE INFORMATION

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