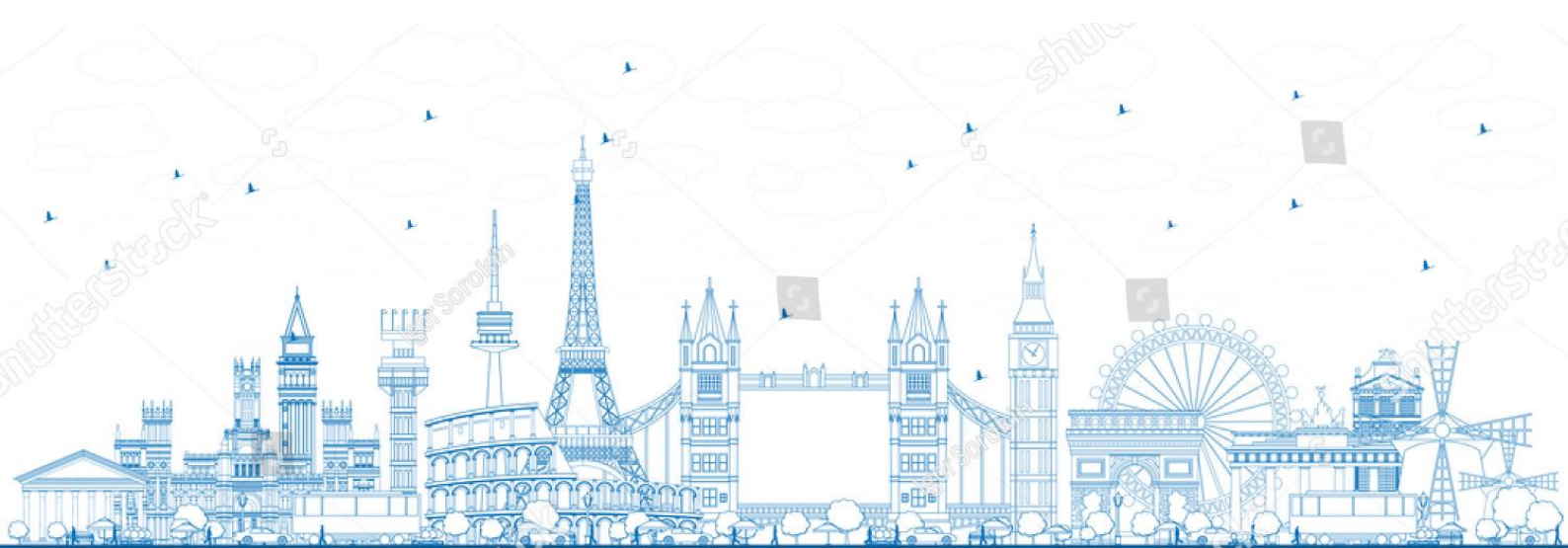


# ARABIAN TRAVEL MARKET

## EUROPEAN SOURCE MARKETS FOR THE GCC



# INBOUND TO THE GCC

## Tourism Overview

According to the WTTC, the Middle Eastern tourism industry was expected to generate approximately USD 96 billion in 2018 from foreign visitors, or 7% of the global outbound market. The UNWTO identified European countries as the single largest source market, accounting for 48% of the worlds outbound tourist trips.

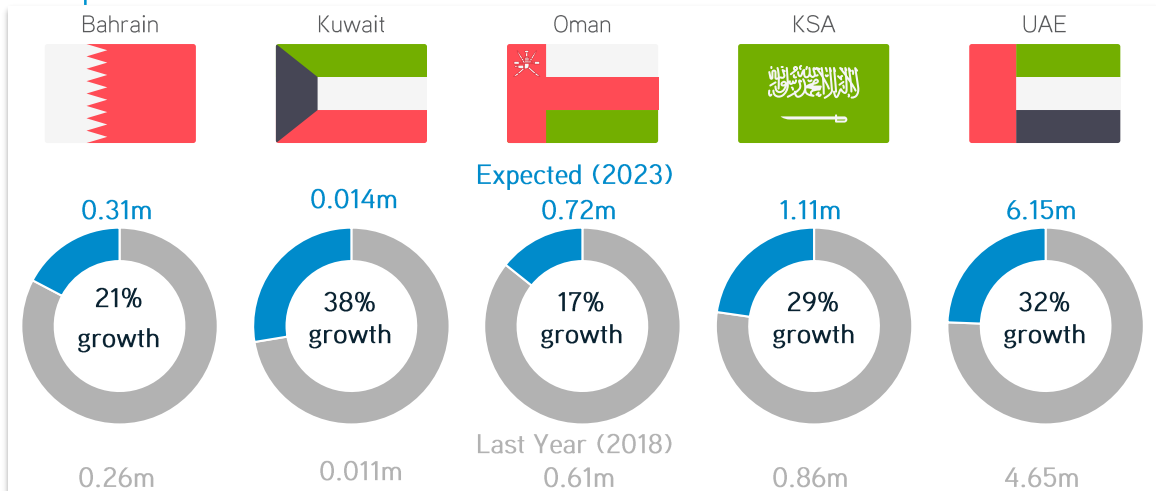
In 2018, Bahrain, Kuwait, Oman, the Kingdom of Saudi Arabia (KSA) and the United Arab Emirates (UAE) captured approximately 1% of the 634 million outbound visits made by the European market.

## European Trips to the GCC (Millions)

	Inbound	Outbound
2018	6.4	4.0
2023	8.3	6.0

*Source: BMI Research; Euromonitor; Colliers International, 2019*

## European Arrivals to the GCC (Millions)

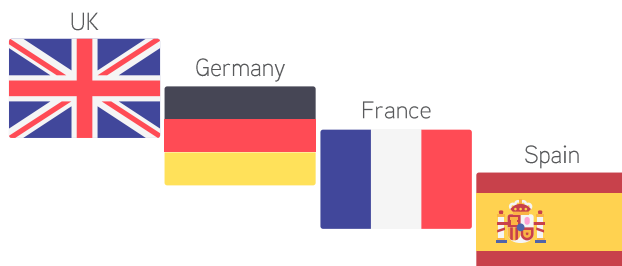


In 2018, the United Arab Emirates received 4.6m arrivals from the European market and this is expected to grow by 32% to reach 6.2m arrivals in 2023. Kuwait is expected to witness high growth, with a 38% growth in European arrivals in 2023 in comparison to 2018. Saudi Arabia is expected to grow by 29%, with Germany expected to account for 12% of arrivals to the Kingdom in 2023, with an estimated 0.13m arrivals to KSA.

*Source: BMI Research; Euromonitor; Colliers International, 2019*

“ The United Arab Emirates accounted for 73% of total visitation from the European source market into the GCC in 2018 and this is expected to grow to 6.15 m visits by 2023. ”

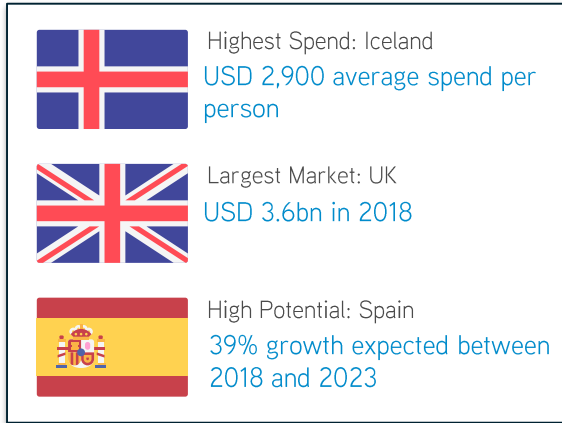
The United Kingdom is the largest European source market for the GCC in 2018, followed by Germany, France and Spain.



European market consists of 25 countries identified as relevant to GCC tourism located in Northern, Southern and Western Europe.

# TOP EUROPEAN MARKETS

## Top European Market to the GCC



## Top European tourist markets for the GCC

Icelandic tourists are expected to have the highest average tourist spend of approximately USD 2,900 per person between 2018 and 2023, the highest yielding of the European source markets.

The popularity of GCC countries with UK holiday makers, makes it the largest single European source market for GCC destinations, followed by Germany and France.

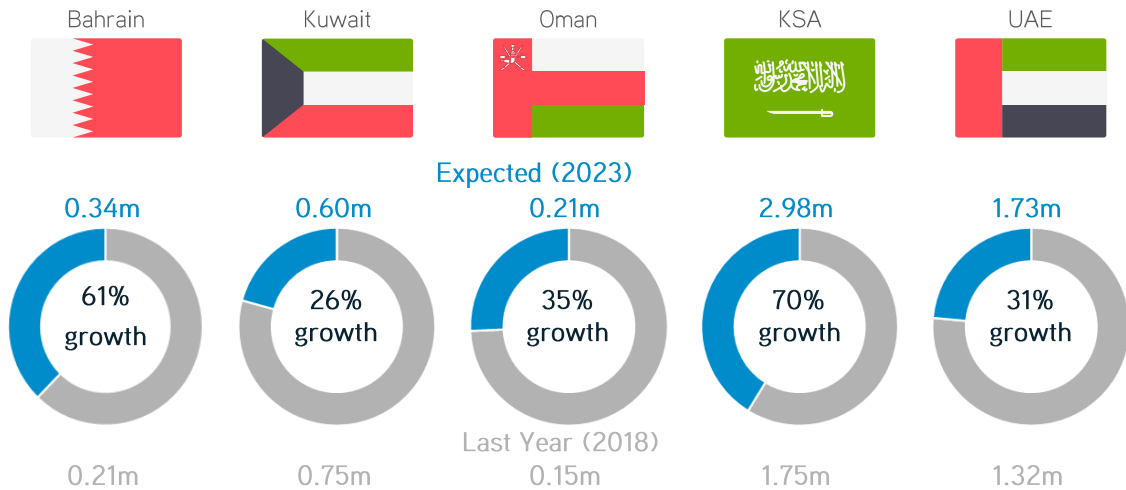
Spain has the highest overall market potential with an average spend of USD 2,400 per person, a higher yield than the UK guests. In combination with expected growth in arrivals, the value of the market is expected to increase by 39%. Targeting the Spanish market is expected to provide greater returns for the GCC tourism industry.

Source: Colliers International, 2019

“ The Spanish market is expected to grow by 39% between 2018 and 2023. Given the market size and spend per trip, tourism authorities in the region should focus efforts on reaching out to and attracting this sizeable and growing market ”

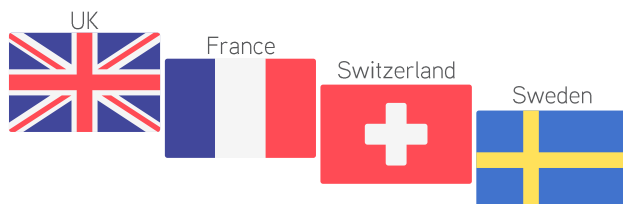
# OUTBOUND FROM THE GCC

## GCC Departures to Europe (Millions)



The Kingdom of Saudi Arabia is expected to retain its position as the largest outbound travel destination in the GCC, with an additional 1.2 million trips expected per year by 2023, a 70% growth on 2018 trips. The growing spending power of millennials and females is expected promote this outbound growth. It is worth keeping in mind that efforts to improve domestic tourism in KSA may impact the achievable outbound growth.

The United Kingdom is expected to account for 0.89 million trips by 2023, followed by France with 0.55 million trips.



Source: BMI Research; Euromonitor; Colliers International, 2019

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## FOR MORE INFORMATION

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