

Saudi Arabia Tourism Report Q2 2016

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Abstracts

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BMI View: An extensive travel and accommodation industry has built up around the Hajj pilgrimage, as well as other religious pilgrimages, and Saudi Arabia's hotel sector offers a broad range of budget options with both domestic and international hotel groups well established in the market. The luxury travel sector is less developed, particularly when compared to nearby markets such as the United Arab Emirates. Saudi Arabia is keen to broaden its tourism appeal as it seeks to lessen its heavy reliance upon oil revenues and a number of extensive tourism developments are planned or underway, including significant investment in transport infrastructure and widespread marketing campaigns.

Key Updates and Forecasts

Saudi Arabia is keen to expand the tourism industry and the Saudi Commission for Tourism and Antiquities is targeting some 45.3 million tourism visitors by 2020. Our current growth estimates put arrivals in 2020 at 19.7mn, up from 15.6mn in 2016.

Contents

BMI Industry View

Table: Key Forecasts (Saudi Arabia 2013-2020)

SWOT

Tourism

Industry Forecast

Table: Inbound Tourism (Saudi Arabia 2013-2020)

Table: Tourism Receipts (Saudi Arabia 2013-2020)

Table: Hotel Accommodation (Saudi Arabia 2013-2020)

Table: Tourist Departures and Consumption (Saudi Arabia 2013-2020)

Industry Risk/Reward Index

Table: Middle East And North Africa Tourism Risk/Reward Index

Rewards

Risks

Market Overview

Competitive Landscape

Domestic Hotel Groups

Table: Domestic Hotel Groups

International Hotel Groups

Table: International Hotel Groups

Methodology

Industry Forecast Methodology

Risk/Reward Index Methodology

Table: Weighting Of Indicators

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