

Tourism Flows Domestic in Saudi Arabia

<https://marketpublishers.com/r/T1F761FC699EN.html>

Date: September 2014

Pages: 9

Price: US\$ 990.00 (Single User License)

ID: T1F761FC699EN

Abstracts

The number of domestic trips exceeded 25 million in 2013, showing growth of 6% compared with the previous year. Although religious visits to the holy cities of Makkah and Medina by locals remained one of the key contributors to growth, domestic tourism received a boost from the government's increased efforts at promotion. The Saudi Commission of Tourism and Antiquities (SCTA) is investing heavily in areas such as promoting cultural festivals such as the Jenadriyah Festival, held near the city...

Euromonitor International's Tourism Flows Domestic in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Domestic Tourism By Destination, Domestic Tourism Travel By Purpose Of Visit.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Tourism Flows Domestic market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Tourism Thrives on the Back of the Growing Number of Pilgrims

Government Efforts Show Positive Results

Online Sales Become More Promising

Restrictions on Tourist Visas Remain A Roadblock

Travel and Tourism Set for Strong Growth

SWOT

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