

Tourist Attractions in Saudi Arabia

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Abstracts

Tourist attractions showed a positive performance in 2013, with 7% growth in current value terms, despite the fact that the country lacks entertainment venues. Nevertheless, growth was driven by people visiting historic buildings/sites, which reached 28 million visitors in 2013. Growth came as the Saudi Commission for Tourism and Antiquities made diligent efforts to boost tourism by reviving archaeological sites such as Madain Saleh, Al Dir'iya and Old Jeddah. Pre-Islamic sites were also...

Euromonitor International's Tourist Attractions 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: Tourist Attractions by Category, Tourist Attractions by Channel.

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

Why buy this report?

Get a detailed picture of the Tourist Attractions 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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