Euromonitor International

Travel in Saudi Arabia

October 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Riyadh Season and major events strengthen purpose-led travel demand
Flynas expansion broadens travel flows and international connectivity
More diverse travel demand supports spending at destinations
Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Vision 2030 to support the rise of new travel destinations
Event-led travel poised to become a larger source of visitor spending
Digital experiences and connectivity set to raise competitive expectations
Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Established leaders retain their positions as competition intensifies
Digital transformation creates new opportunities for differentiation

PRODUCTS

Purpose-led travel encourages more tailored travel experiences
LEAP 2026 showcases more digitally enabled travel experiences
Digital capabilities and differentiated offerings reshape competition

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-saudi-arabia/report.