



**Euromonitor
International**

Tourism Flows in Saudi Arabia

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Riyadh Air expands routes to diversify the visitor mix

Experience-led travel strengthens domestic tourism

Destination diversification spreads demand beyond traditional hubs

Chart 1 Tourism Flows Spending by Category: Value 2026

WHAT'S NEXT?

Broad-based growth is set to strengthen Saudi Arabia's position as a multi-purpose destination

Expanded connectivity is expected to broaden international demand

Year-round demand is set to improve tourism asset utilisation

Chart 1 Forecast Tourism Flows Spending by Category: Value 2026-2031

PRODUCTS

Experience-led and multi-purpose travel reshape tourism offerings

Riyadh Season expands entertainment and cultural tourism

Broader tourism experiences strengthen long-term market resilience

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Chart 2 Population by Generation 2026

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