

# 2024 Insights & Trends On Saudi Domestic Travel



# Domestic Travel



Room nights

**+39%**

Growth in booking volume  
2023 vs. 2024



Flight segments

**+45%**

Growth in booking volume  
2023 vs. 2024



# Domestic Share

**40%**

of total room nights & flight segments booked  
are domestic

**11%**

increase  
in share YoY



# Top & Trending Domestic Destinations



## Top destinations



Makkah



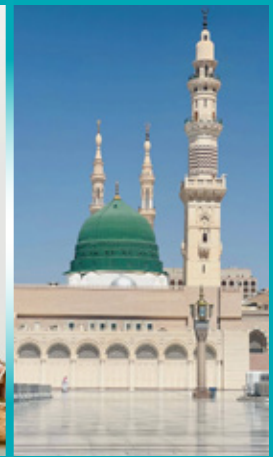
Riyadh



Jeddah



Al Khobar



Madinah



## Top trending destinations



Abha



Al Jubail



Jizan

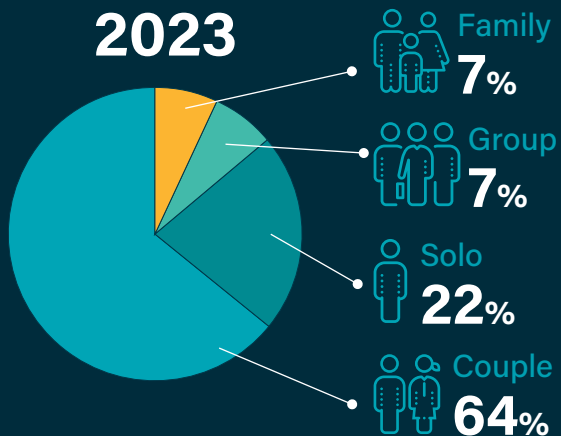


Tabuk



Hail

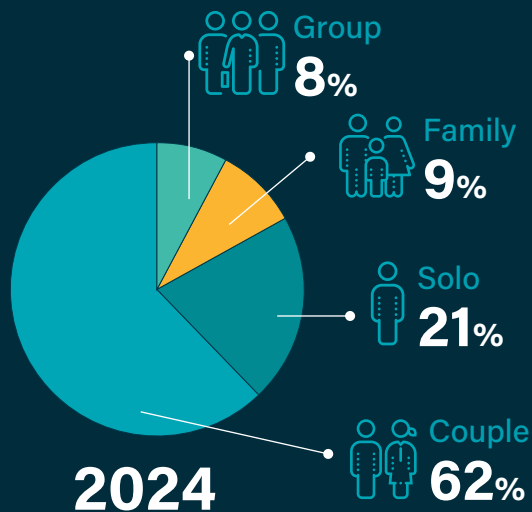
# Traveller Types



Family

**+72%**

Growth in booking volume



Group

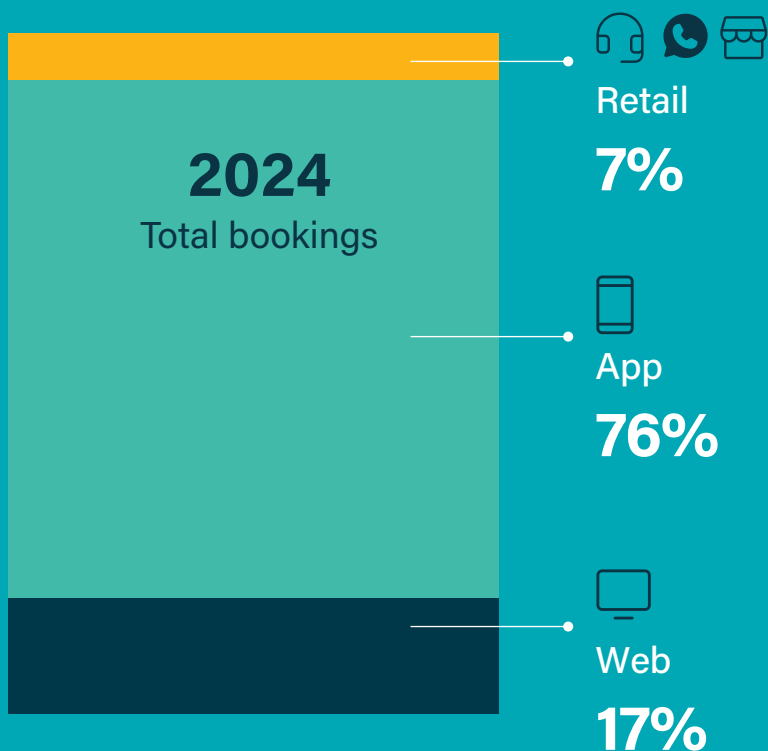
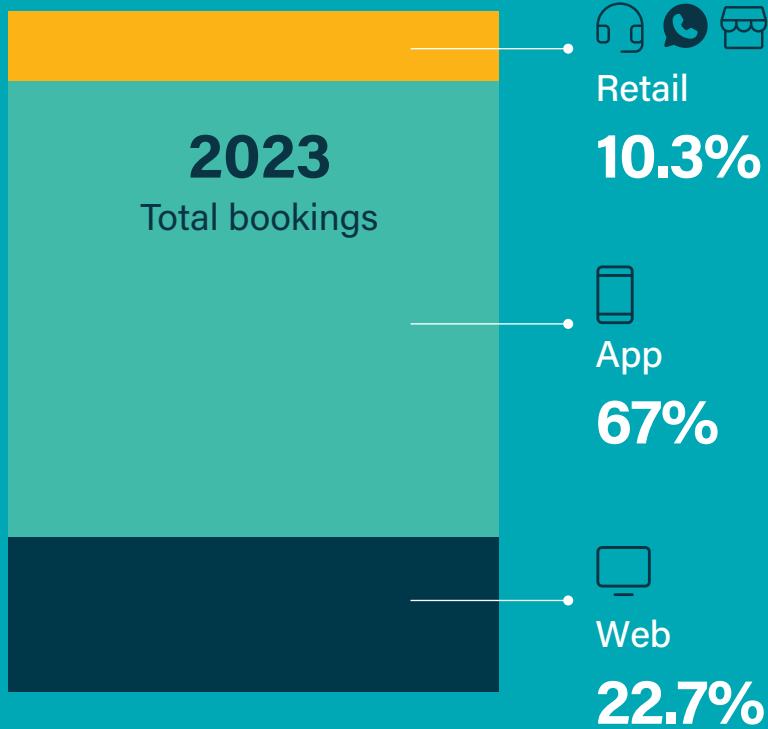
**+76%**

Growth in booking volume



A significant shift in domestic travel as families and groups see an increase in share

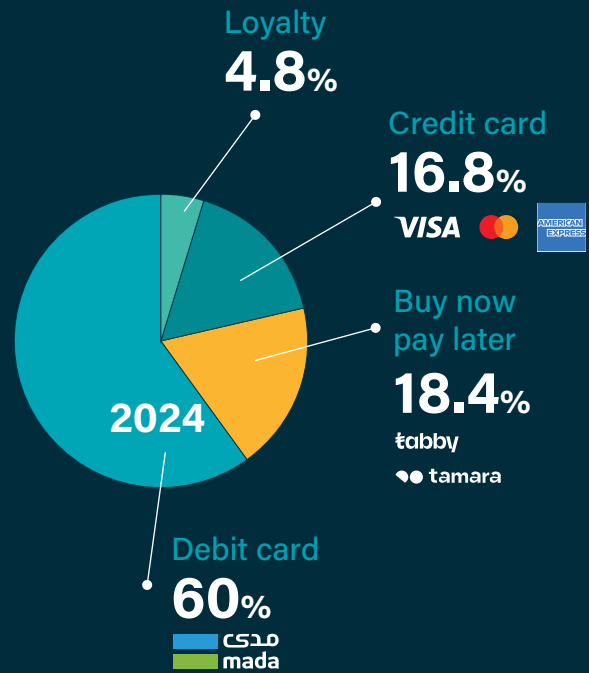
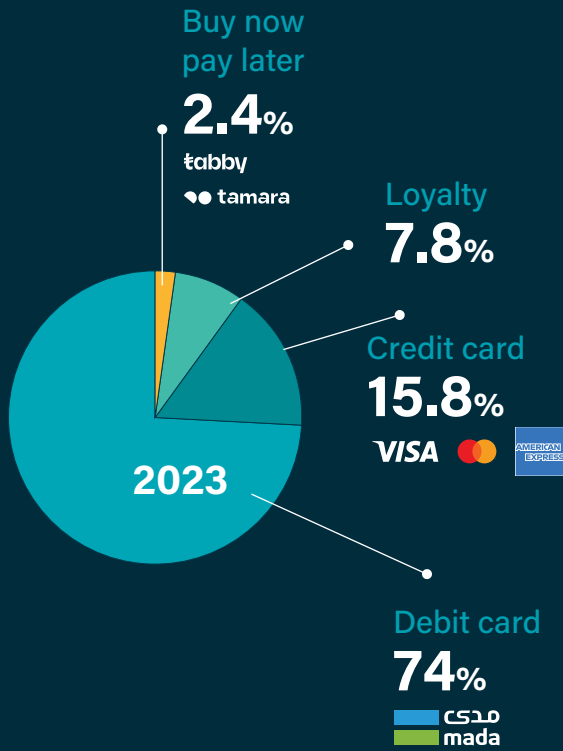
# Booking Channels



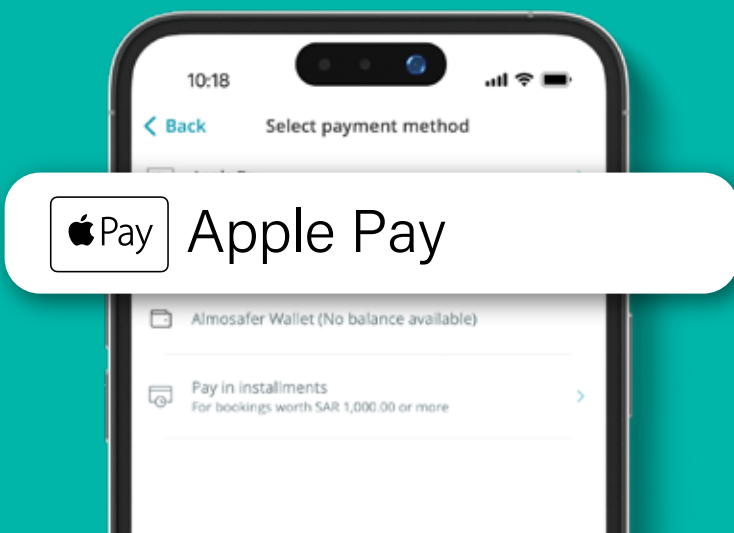
**8%**

Of all domestic bookings via retail channels are now made on WhatsApp

# Payment Methods



BNPL experienced significant growth, with transactions increasing by **940%**. This indicates a significant shift towards BNPL as a preferred payment option.



**44%**

of all domestic bookings are made via Apple Pay

# Stays

## Average length of stay



## Star Rating

2023



2024



\*Families have booked 95% more room nights in budget accommodations in 2024 vs. 2023 while room nights booked by groups went up by 106%

# Alternative Accommodation

Booking volume



Families

**+90%**



Groups

**+60%**



Top trending cities  
for alternative accommodation



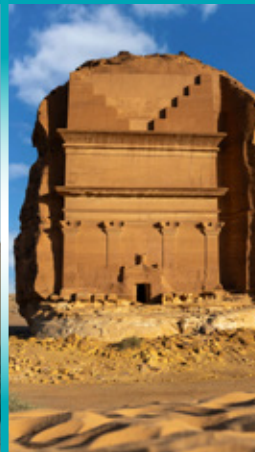
Abha



Khamis  
Mushait



Al Jubail



AlUla



Tabuk



# Flights

Average  
order value

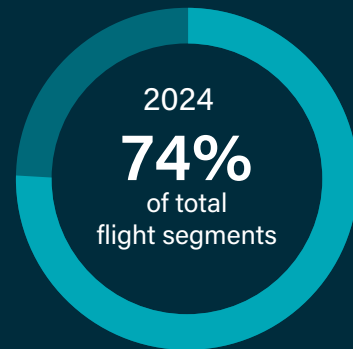
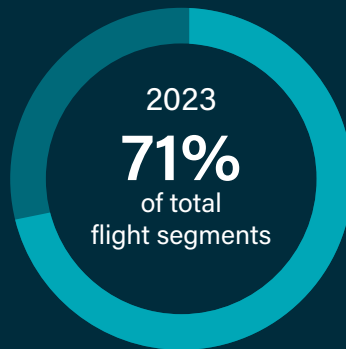
2023 vs. 2024

-7%



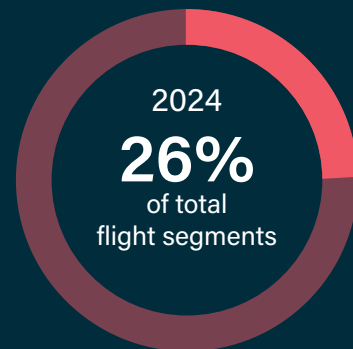
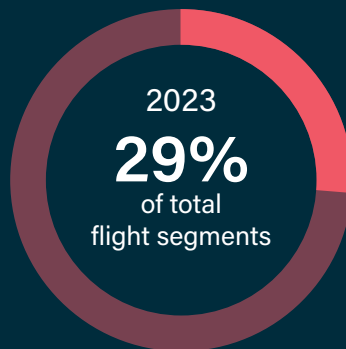
Low cost  
carriers

**flynas** طيران ناس  
**flyadeal** طيران أدبيل



Full service  
carrier

 السعودية  
Saudiya



\*Continued increase in connectivity, capacity and routes are driving further growth for LCC bookings.

# Activities

Available domestic activities

**350+**

different activities available to book in 2024

Average order value

**SAR 242**



## Top cities for activities



Riyadh



Jeddah



Makkah



Madinah



Al Khobar



## Top domestic activities booked in 2024



Event Tickets



Ramadan Activities



Access to Attractions



Culturally Focused Events



Beach & Pool Access

@Almosafer

Data is based on proprietary insights across Almosafer consumer platforms with comparisons YoY 2023 vs. 2024.