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Insights & Trends of the Saudi Traveller

April 2025

Report based on proprietary booking data from Almosafer's Consumer Travel Business.

Comparisons are based on bookings placed between January 1st - March 31st, 2024 vs. January 1st - March 31st in 2025.

Flight booking data is based on flight segments, while hotel booking data is based on room nights.

The percentage increases/decreases have been rounded up/down to the nearest whole number.

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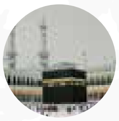
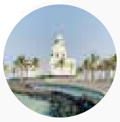
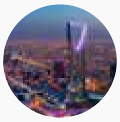
Top & Trending Destinations

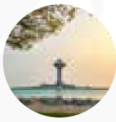
Domestic

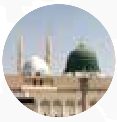
Top


Makkah


Jeddah


Riyadh


Al Khobar


Madinah

Strong Growth

Trending


Taif

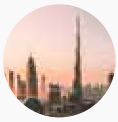

AlUla

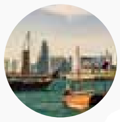

Red Sea

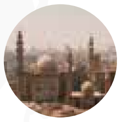
International

Top

MENA


Dubai


Doha

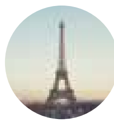

Cairo


Manama

Rest of the world


Istanbul

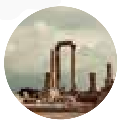

London

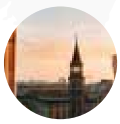

Paris

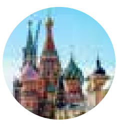

Phuket

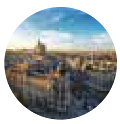
Trending

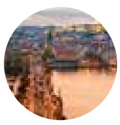

Bangkok


Amman


Milan


Moscow


Madrid


Prague

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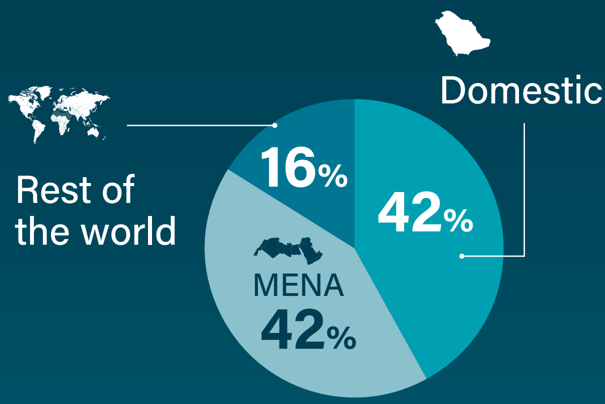
Travel Demand

Growth

Domestic	↑ 4%
MENA	↑ 14%
Rest of the world	↑ 11%

Share of Volume

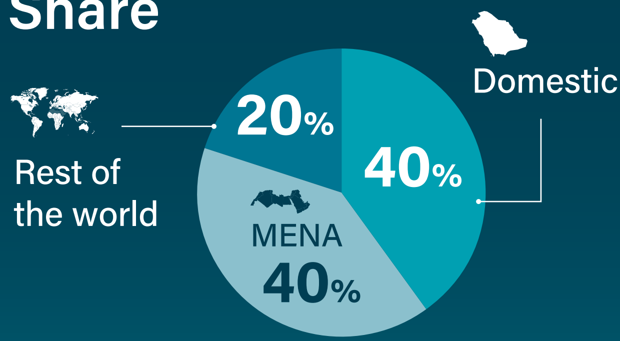


Flights

Growth

Domestic	MENA	Rest of the world
↑ 1%	↑ 12%	↑ 5%

Share

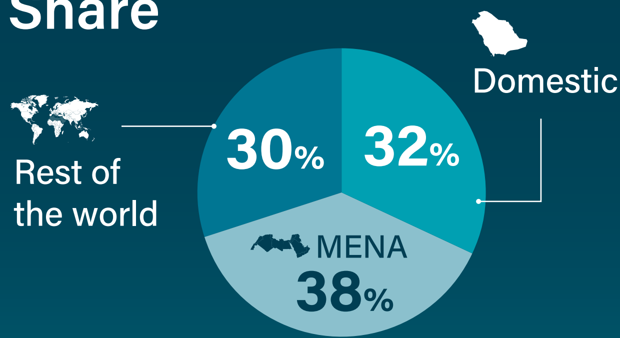


Stays

Growth

Domestic	MENA	Rest of the world
↑ 14%	↓ 5%	↑ 13%

Share



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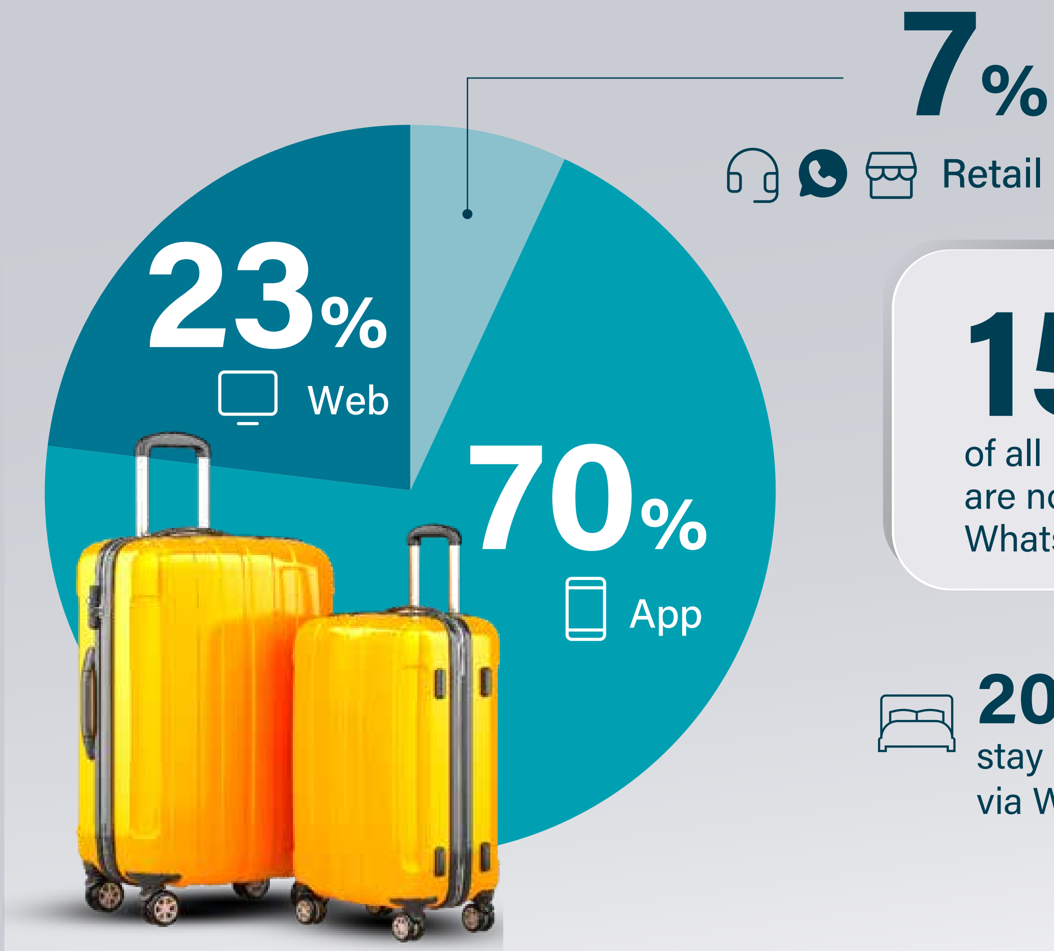
Booking Channels



15% of all retail bookings are now done on WhatsApp*

20% of retail stay bookings via Whatsapp

Volume of bookings via Android devices

+32%

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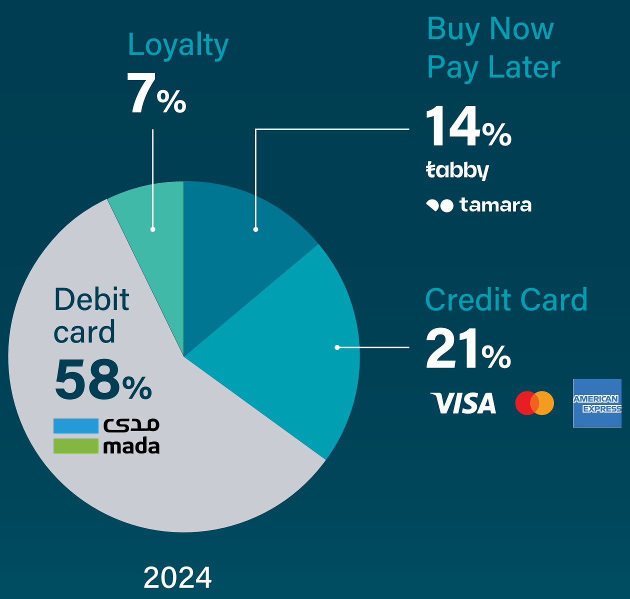
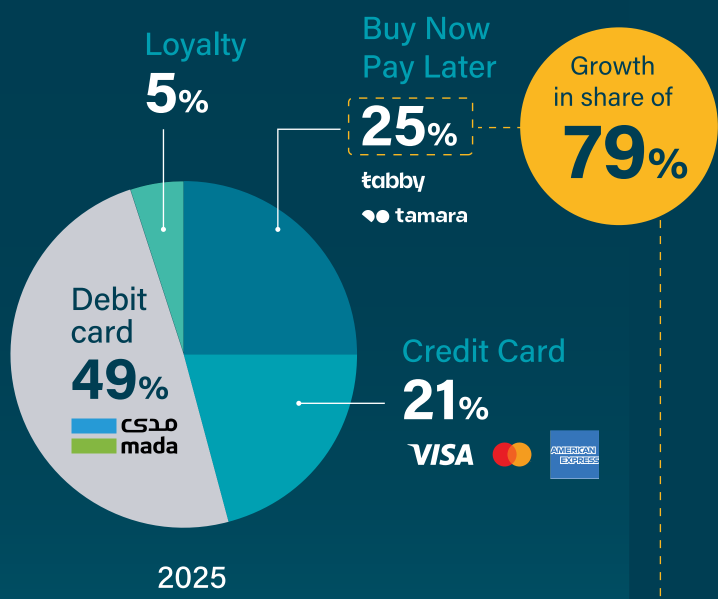
Safeguarding Trips

As Saudi travellers bank on convenience & precaution, **10%** of all bookings now include a travel insurance or 'Cancellation Freedom' add-on.

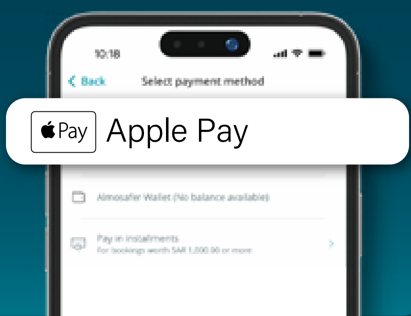
Payment Methods





36%

of all bookings are made via Apple Pay



Buy Now Pay Later is quickly being adopted as a preferred payment method with **25%** of all bookings recorded as BNPL

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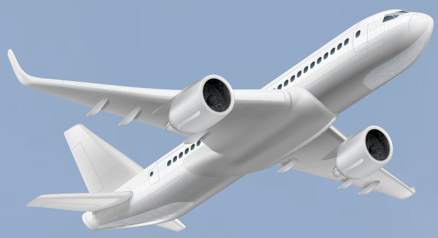
Flight Segments



Low Cost Carriers

60% of total bookings
2024

58% of total bookings
2025

Full Service Carriers

40% of total bookings
2024

42% of total bookings
2025

Growth

Domestic

Full Service Carriers

↑ **24%** YoY

Low Cost Carriers

↓ **6%** YoY

FSC growth on domestic due to competitiveness in rates

MENA

Full Service Carriers

↑ **19%** YoY

Low Cost Carriers

↑ **7%** YoY

Rest of the world

Full Service Carriers

↓ **8%** YoY

Low Cost Carriers

↑ **35%** YoY

Strong growth in LCC bookings for trips further afield due to new routes, and increased network availability

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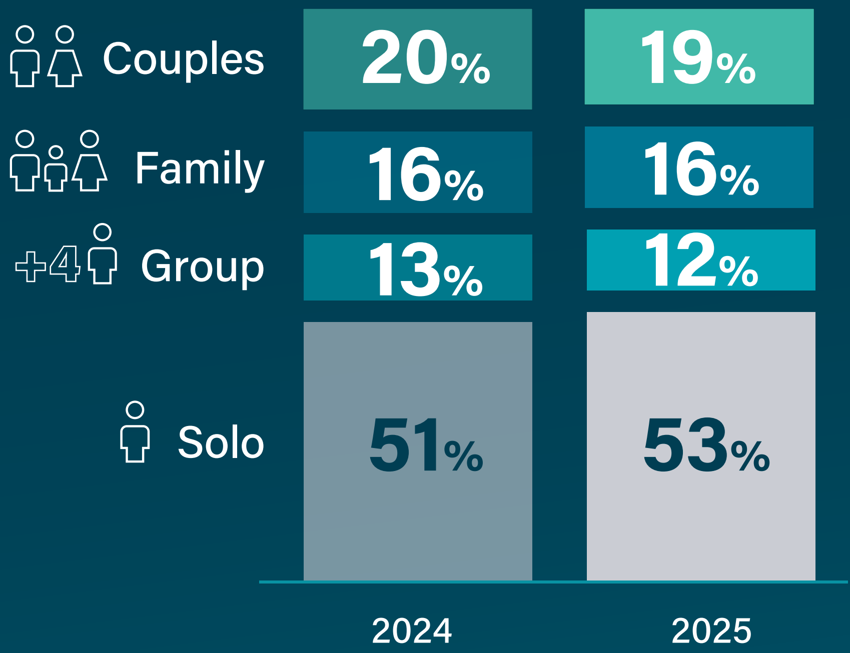
Traveller Types by Flight Segments



Trip length
15% up for families across all destinations

+23%
in MENA region

Growth in Family Travel
Domestic
MENA

Growth in Solo Travel
Rest of the world

Mix, Match & Fly!

24%

Bookings where consumers mix and match their preferred airlines now make up for 24% of all round-trip flights

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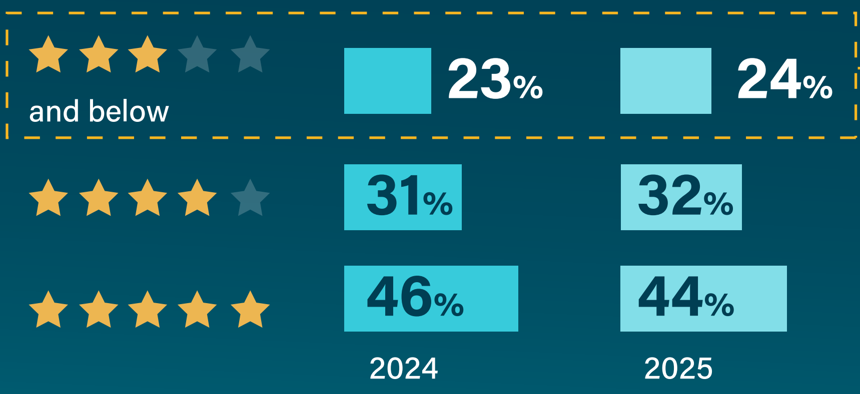
Stay Trends

Hotel Star Rating



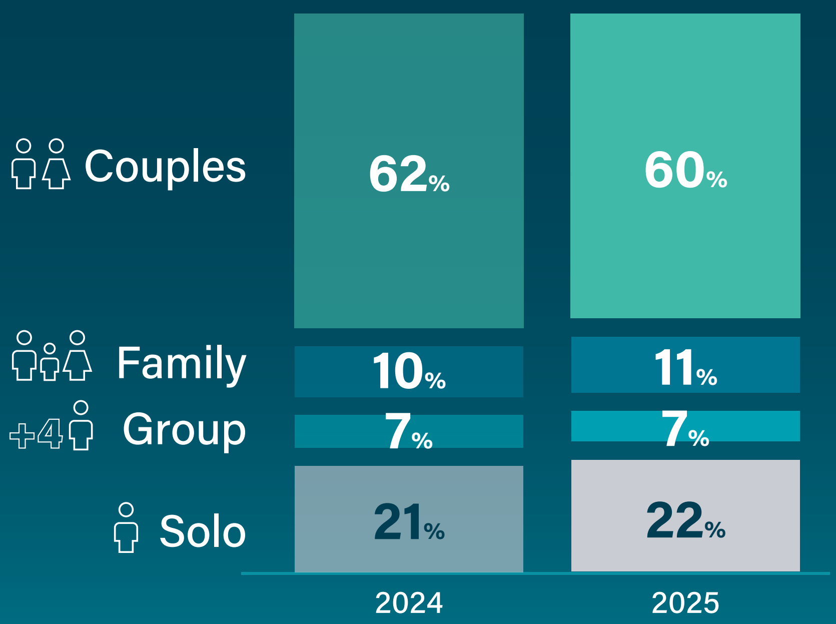
Share of 3* & below

↑ **12%**

for international stays

Saudi travellers opt for convenient accomodation options when travelling to more distant places.

Traveller Type by Room Nights



Saudi families are increasingly opting for domestic stays

↑ **22%** in volume

Saudi solo travellers are opting for destinations abroad

↑ **23%** in volume

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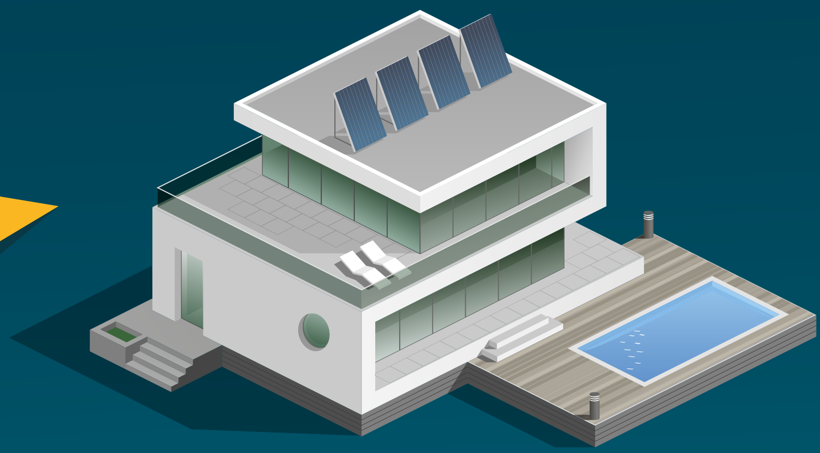
Alternative Accomodation

8%

of all room nights booked



Alternative accommodations are on average **37%** more affordable based on the average daily rate.

Growth of Alternative Stays

MENA

↑ **15%**

Rest of the world

↑ **21%**

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Activities

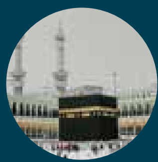
Top Cities for Activities

Domestic


Riyadh


Jeddah


Madinah

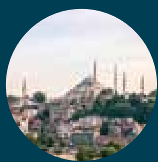

Makkah


Al Khobar

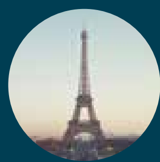
International


Dubai


Abu Dhabi


Istanbul


Phuket


Paris

Top Activity Types

- Culturally Focused Events
- Ramadan Themed Events
- Cruise
- Sporting Events (F1)
- Attraction tickets