

# TRAVEL MENA

KEY TRENDS AFTER COVID

CG RESEARCH | 2022



# ABOUT THE RESEARCH

A total of 3,000 samples were achieved

**Where?** Key MENA regions, KSA, UAE, Egypt and Jordan

**When?** Data collection took place during the first quarter of 2022

**Who?** The research was conducted among Arab consumers



# TOP SENTIMENTS MENTIONED

**34%** OPTIMISTIC

**27%** WORRIED

**26%** CALM

**23%** CONFIDENCE

**23%** AT PEACE

**21%** TIRED

**20%** BORED

**16%** ANXIOUS

**16%** CONFUSED

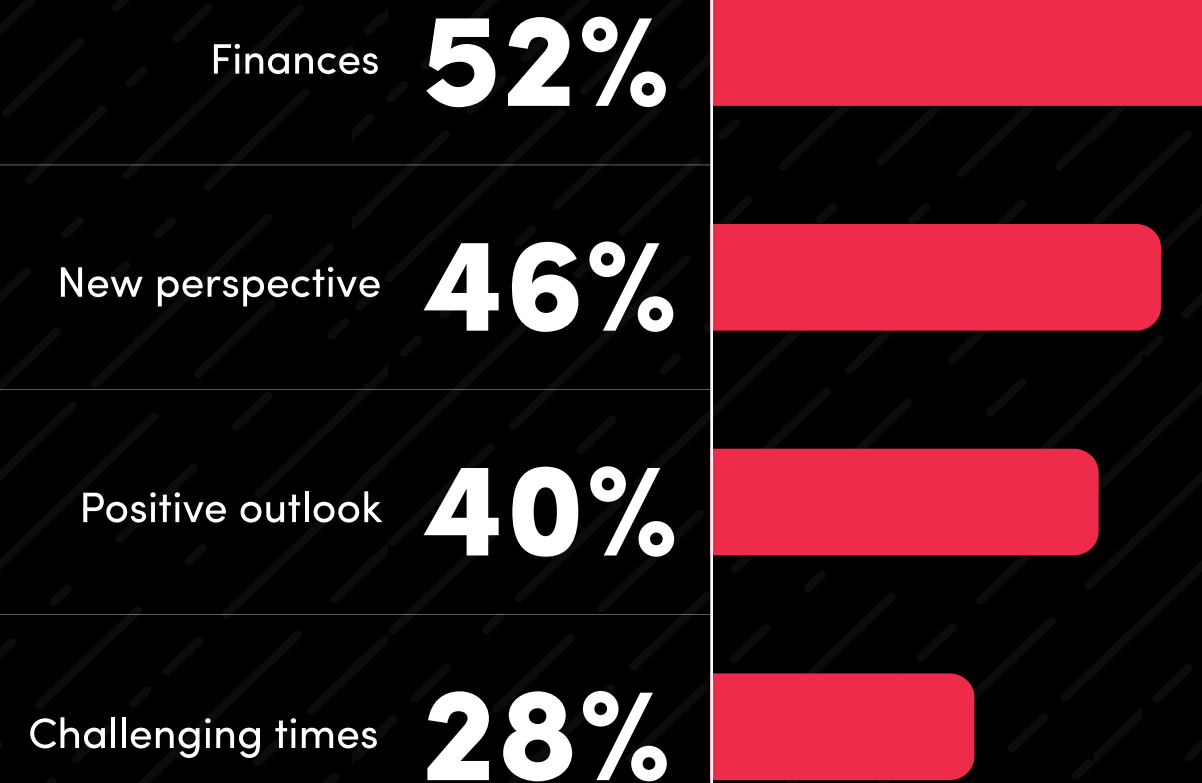
**16%** HAPPY

Sentiments have a great impact on travel. Out of the top 5 sentiments mentioned, 4 of them are on the positive side.



## WHERE ARE THEIR SENTIMENTS DERIVED FROM?

Overall, positive sentiments are rooted from the optimistic view for the future which Arab consumers enjoy and the impact of COVID on the things that they value. On the other hand, managing finances is still a concern, especially after having their jobs affected by the economic situation. People reported difficulties in coping with the “new life”.

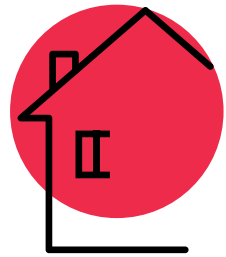


# CURRENT STATUS OF TRAVELLING



**58%**  
**Optimists**

are less concerned now and have already started travelling



**42%**  
**Restless**

are still concerned and are reluctant to travel anytime soon



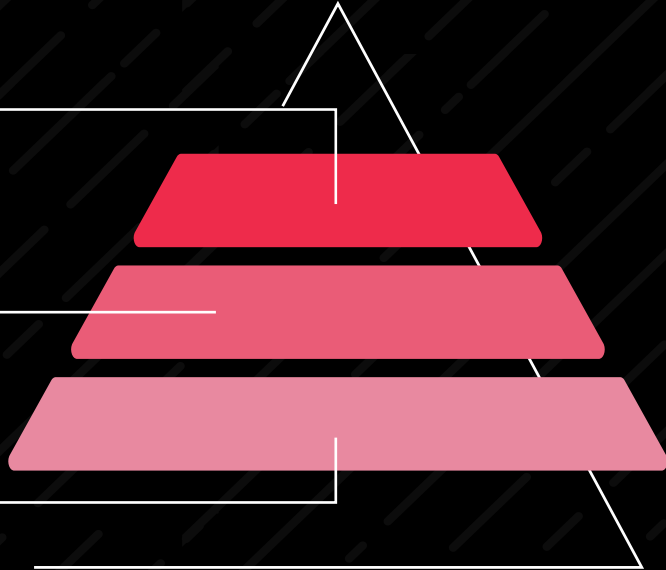
# THE LAST TIME THEY TOOK A FLIGHT ABROAD

69% have already travelled since the pandemic. Amongst them, 45% travelled in 2021.

**45%** less than a year ago

**24%** 1-2 years ago

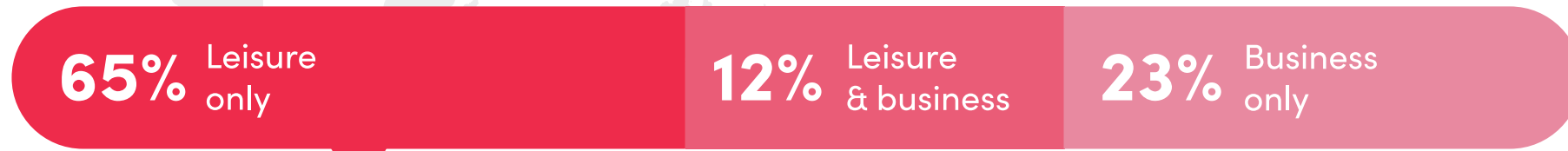
**31%** 2-3 years ago



Even though travel was one of the main activities affected by Covid, 1 out of 4 claim that they still fly as frequently as they did before.

# TRAVEL PLANS

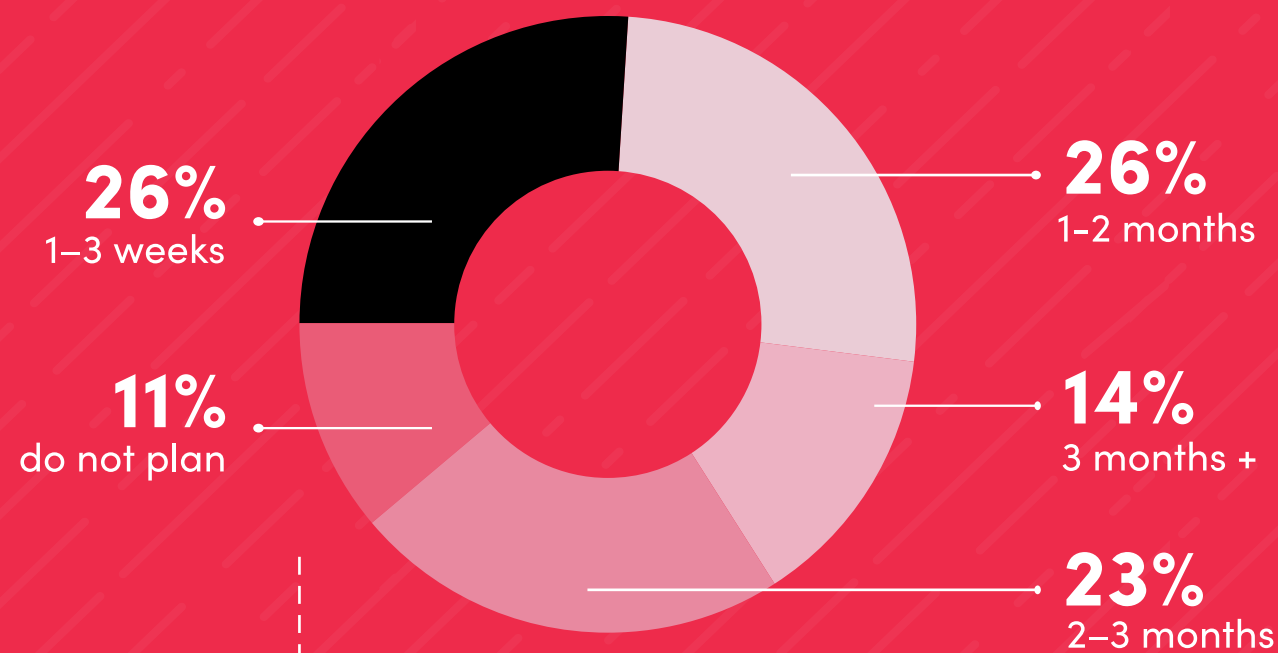
## PURPOSE OF THE TRIP



People nowadays are traveling mostly for leisure purposes.

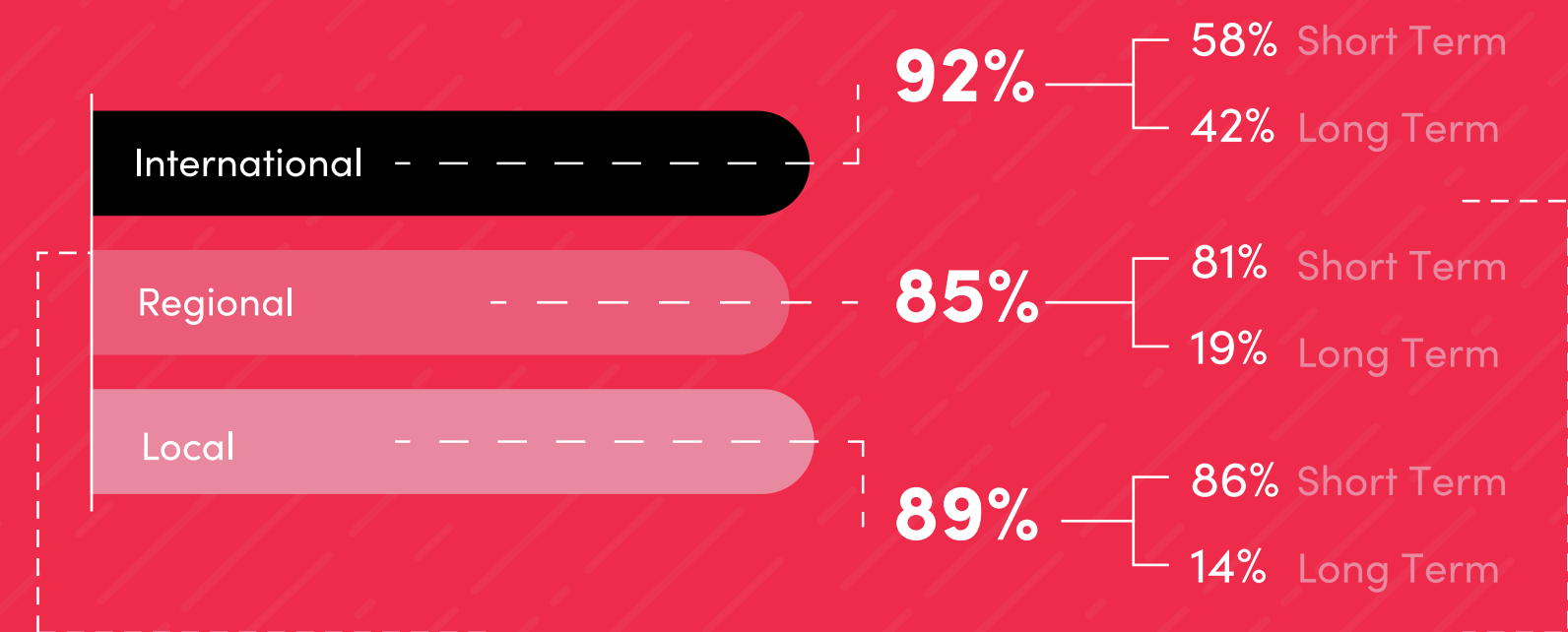


## HOW MUCH IN ADVANCE ARE TRIPS PLANNED?



Overall, more than half of the respondents were short term planners, who planned either 1-3 weeks and maximum 1-2 months in advance

## DESTINATIONS & TRAVEL PLAN HORIZON

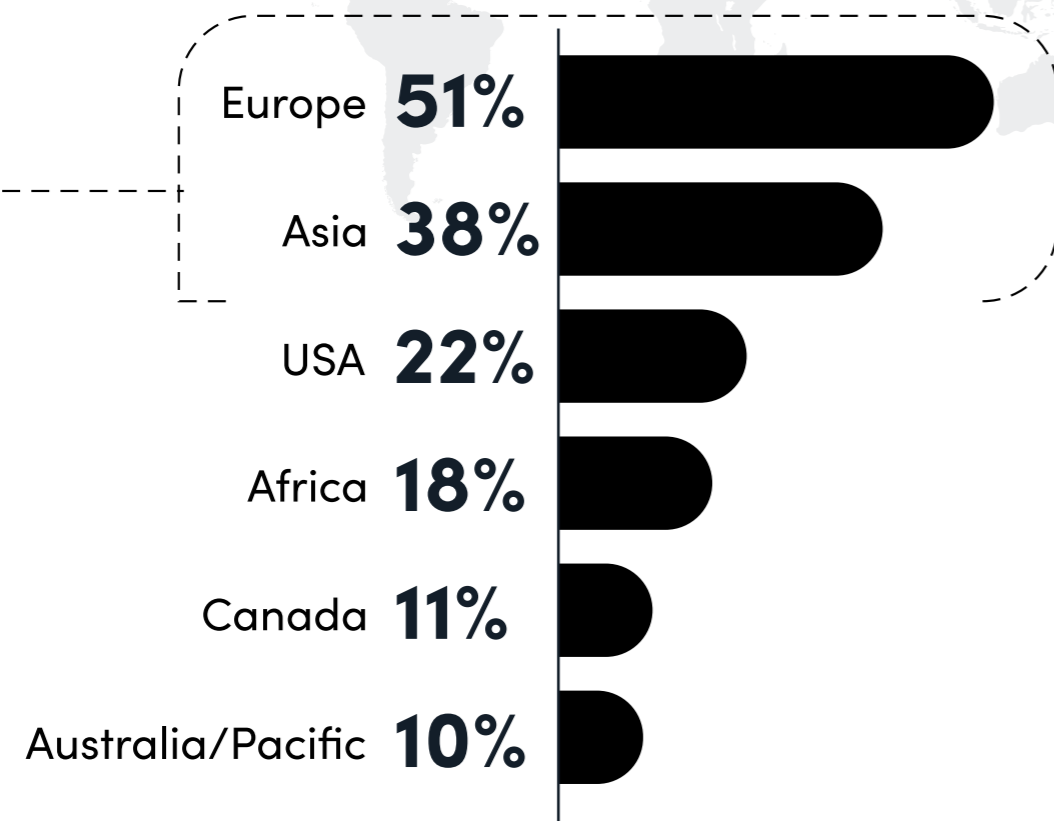


Regional and local travels are more likely to take place in the short term

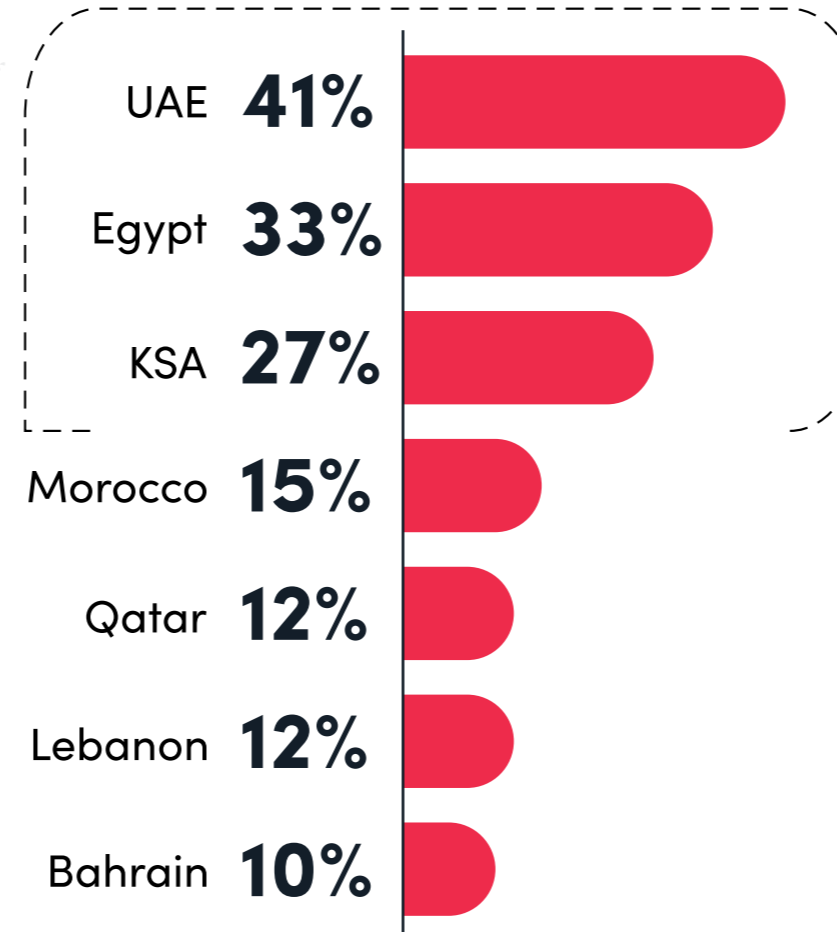
\* Short Term: 1-6 months  
\*\* Long Term: 1 year+

# THE DESTINATIONS

## INTERNATIONAL



## REGIONAL



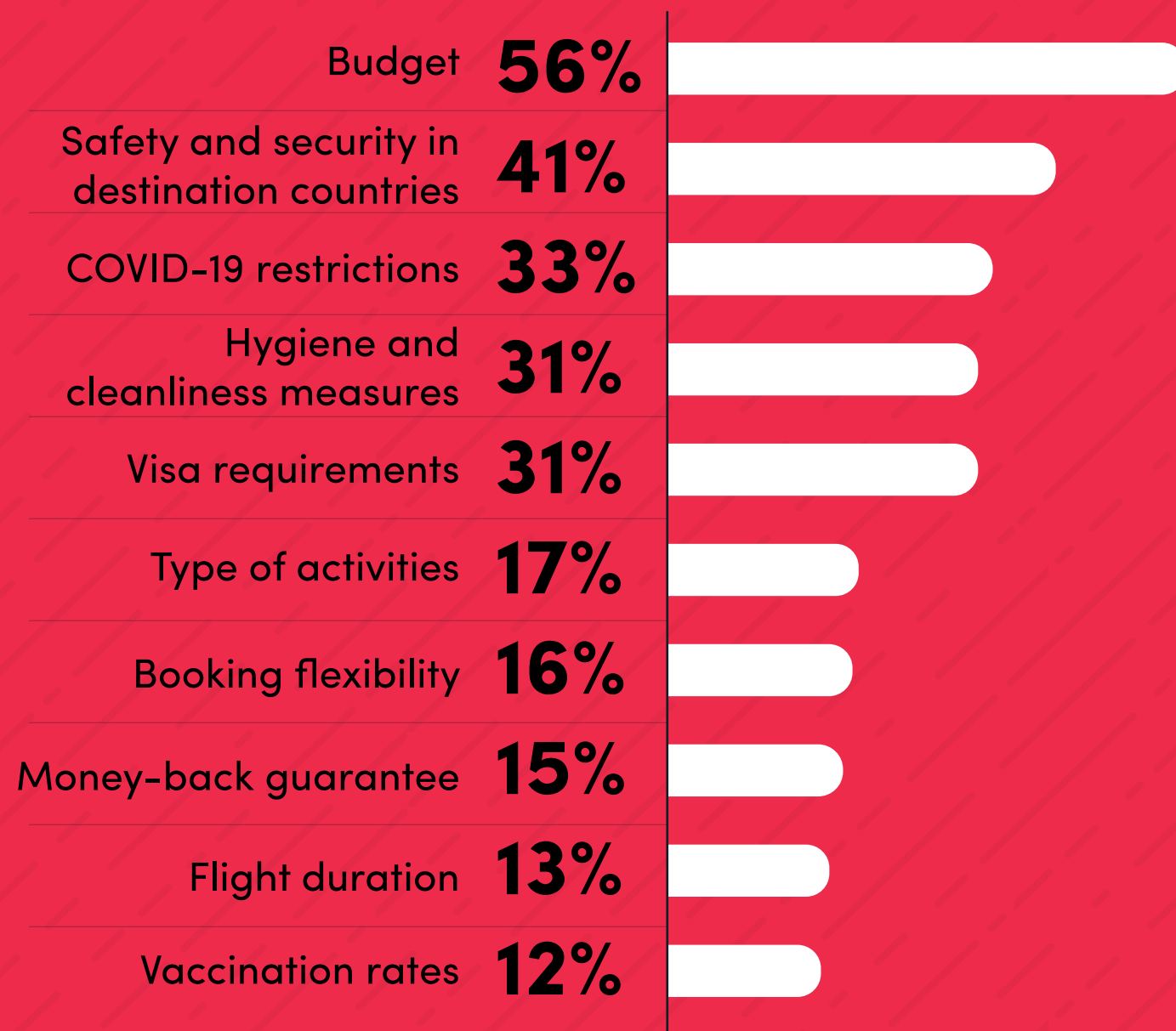
International leisure trips are taking place mostly across Europe & Asia. Regional trips for leisure are taking place mostly across the UAE and Egypt, followed by KSA.



# TOP 10 FACTORS TAKEN INTO CONSIDERATION WHEN PLANNING TRAVEL

Overall, budgets are now the number one factor taken into consideration when planning travel, ahead of Covid related factors, as cases are still being reported.

While the restless are more likely to take into consideration Covid related factors, optimists will be looking into the types of activities which can be availed at the destination country.



# THE MOST SOUGHT AFTER ACTIVITIES



47%  
Nature/Scenic



26%  
Shopping



39%  
Beach Vacation



23%  
City Escape



35%  
Religious Tourism



17%  
Adventure



34%  
Friends & Family visit

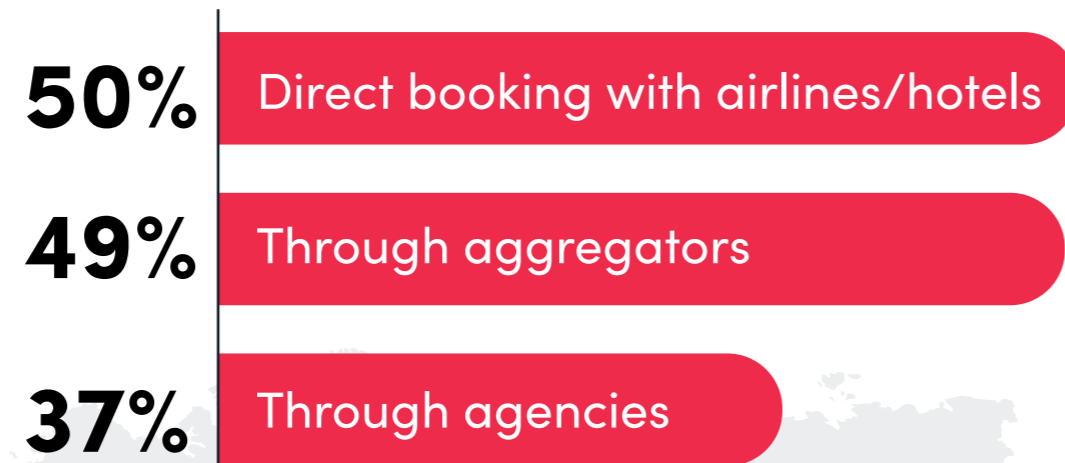


15%  
Business Events



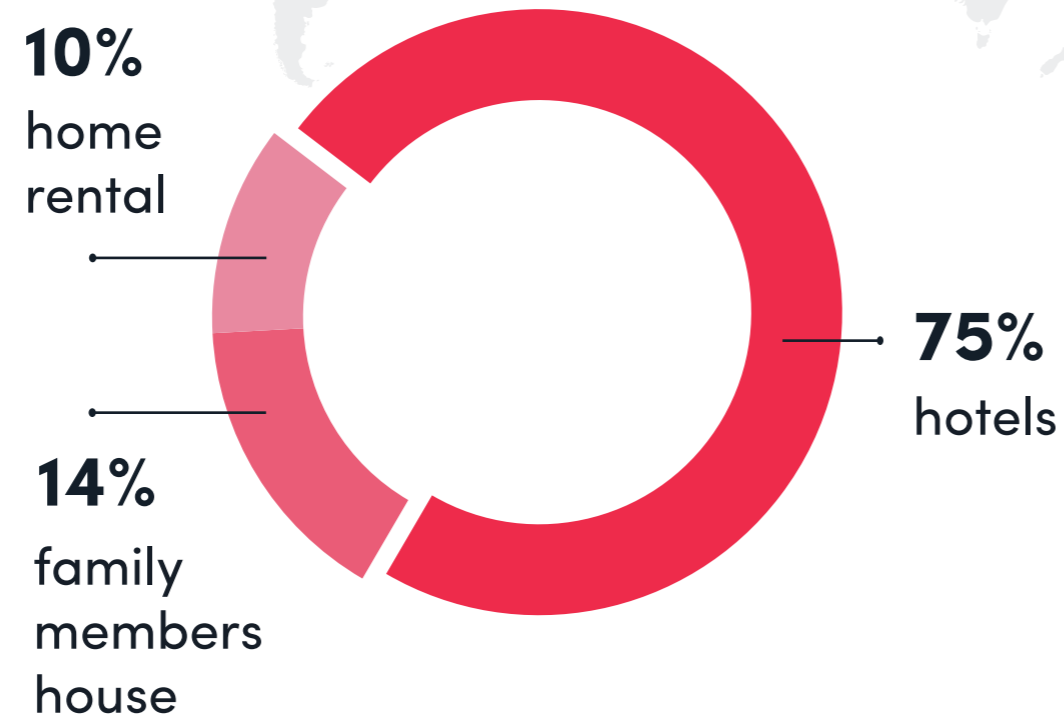


# BOOKING TICKETS & ACCOMMODATION



Tickets and accommodation are booked either directly or through aggregators. Cleanliness and distance from the city center are the top factors taken into consideration when deciding on accommodation. Travelers nowadays also rely heavily on ratings and are more and more likely to read online reviews.

# ACCOMMODATION



# SELECTION CRITERIA





# COMFORT LEVEL FOR EACH ACTIVITY DURING THE TRIP

People are still avoiding crowded places. 4 in 10 say they are not yet comfortable attending concerts or events. Some are still skeptical about using public transportation.



## MORE Comfortable

Visiting sites



Shopping



Visiting restaurants



## LESS Comfortable

Attending shows



Using public transportation



Attending concert/events



- Very comfortable
- More or less comfortable
- Not at all comfortable

# CHANGES IN TRAVEL BEHAVIOR VS. PRE-COVID (TOP 2 BOX)



**69%**

I am considering hotels more than other accommodations



**68%**

I am interested in less crowded destinations and smaller cities



**67%**

I now tend to book online more than I did before



**59%**

I avoid using cash as much as possible during my trip



**54%**

I prioritize visiting family and friends over tourism



**50%**

I hold travel plans till the last moment to avoid cancellations



**42%**

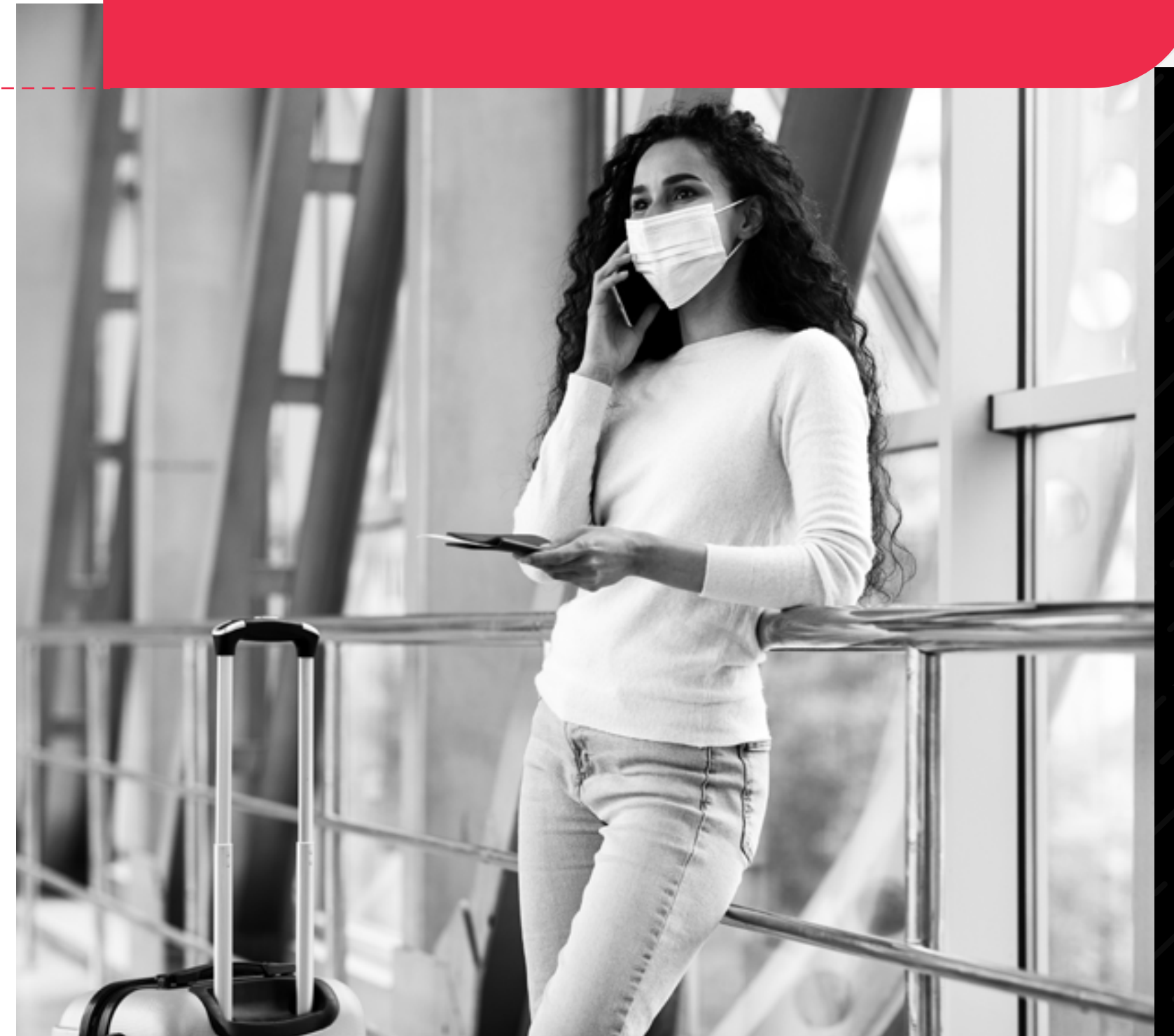
I prefer traveling alone and avoid groups or family trips



**40%**

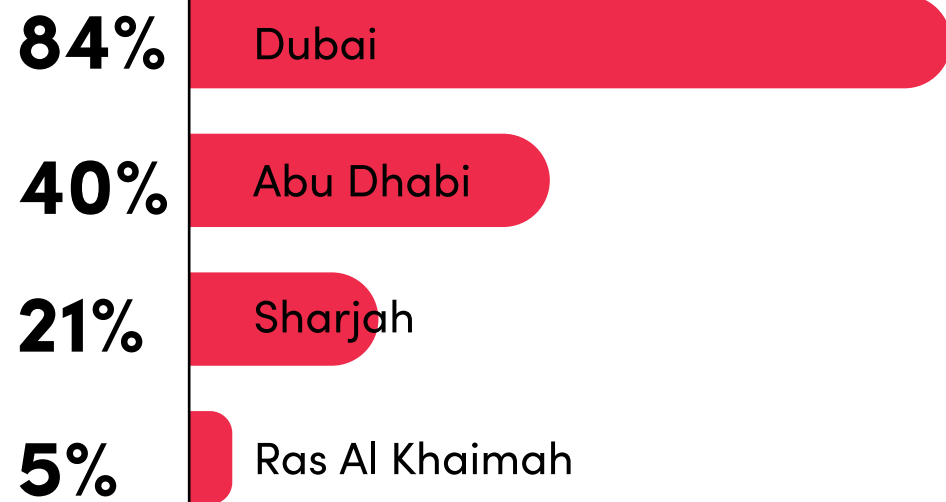
I am now strictly traveling for business purposes

People are now giving hotels greater consideration as they can trust the standards of hygiene, and they feel more comfortable visiting smaller cities. The majority also report having shifted to online bookings and to using less cash during their trips.



# VISITING THE UAE

**41%** are planning to visit the UAE



## TOP REASONS FOR CONSIDERING VISITING THE UAE

**38%** Beach Vacation

**33%** Shopping

**30%** Friends and family visit

## ACTIVITIES IN THE UAE



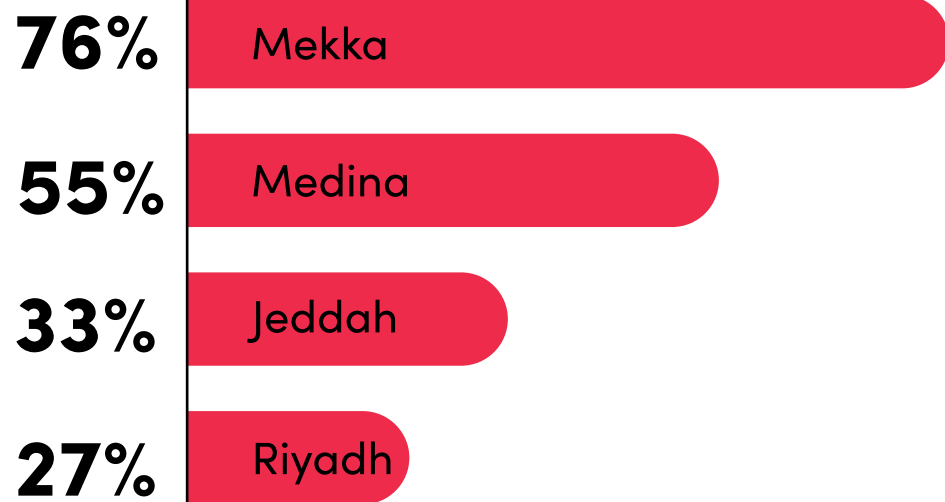
Nearly 50% of Arab travelers said that they consider UAE airlines when planning a trip to the UAE. They mainly plan on visiting Dubai and choose hotels for accommodation.

While Beach and Shopping are key attractions for some travelers, prices seem to be the key consideration barrier to others



# VISITING THE KSA

**29%** are planning to visit the KSA



## TOP REASONS FOR VISITING THE KSA



## ACTIVITIES IN KSA



Travelers in the region still don't consider Saudi Arabia to be a touristic destination. Religious tourism is by far the most common reason for wanting to visit KSA.

People willing to visit KSA are most interested in shopping and visiting restaurants.



# TRAVEL MENA

KEY TRENDS AFTER COVID



# GET IN TOUCH!

