EUROPEAN TRAVEL COMMISSION

UNWTO
World Tourism Organization

Gulf Cooperation Council (GCC) Outbound Travel Market

Key demographics and Economic indicators

	Saudi Arabia	UAE	Kuwait	Oman	Qatar	Bahrain
Population (million)	32	10	4	4	2	1
GDP (US$ billion)	640	371	110	63	157	32
GDP per capita (US$)	20,150	37,678	26,005	15,964	60,787	24,183

GCC Tourism Expenditure per Capita (US$)

The average GCC traveller spends **6.5 times** more than the world average traveller

Qatar	3,472
Kuwait	2,920
UAE	1,738
Bahrain	1,434
Oman	533
Saudi Arabia	525

GCC Tourist Profile

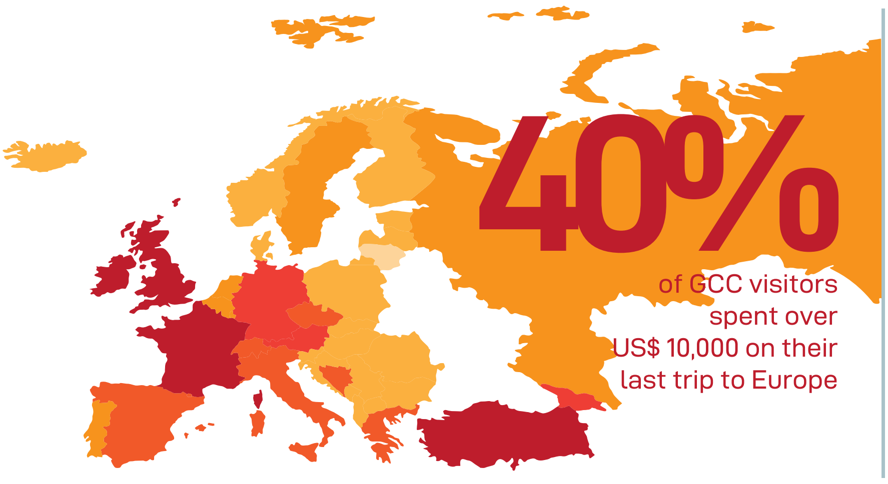
50% of GCC travellers book through travel agents, however direct online bookings have been increasing

- Young
- Family oriented
- Multi-destination traveller
- High spender on quality accomodation, food and entertainment
- Travels mainly from July - September
- 7 days average stay
- Prefers city and beach holidays

Travel to Europe

Most popular destinations - intention to visit

- 30-39%
- 20-29%
- 10-19%
- 4-9%
- 1-3%
- <1 %



40% of GCC visitors spent over US$ 10,000 on their last trip to Europe

Competitive Factors

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- Diversity in attarctions and landscapes
- Developed tourism infrastructure
- (Luxury) Shopping tourism
- Weather
- Easy multi-destination travel, thanks to SChengen area and common currency

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- Personal safety and security at the destination
- High costs
- Language barriers
- Lack of halal food
- Lack of cultural sensitivity

Source: ETC/UNWTO Report 'The Gulf Cooperation Council (GCC) Outbound Travel Market', 2018