



Summary

Analyzing tourism trends in Saudi Arabia to understand domestic and international tourism patterns Purpose: Provide insights into the behavior of domestic and international tourists, types of accommodation, and travel purposes. Business Problem: The need to improve tourism strategies to support Saudi Arabia's Vision 2030, attract more tourists, and increase tourism spending. Objectives: Analyze tourist numbers, tourism spending, geographical distribution, and tourism trends over time, aiming to guide infrastructure development and identify opportunities to promote domestic and international tourism.

Introduction

Saudi Arabia's tourism sector has witnessed significant growth, particularly aligned with the Vision 2030 objective of diversifying the economy. This report presents a data-driven analysis of tourism trends within the Kingdom, highlighting key insights into tourist numbers, spending, preferences, and the types of tourism that contribute most to the economy. By using Business Intelligence (BI) tools, we aim to provide actionable insights that can guide decision-makers in promoting and improving the tourism experience.

Project Objectives

- To analyze tourist numbers and spending in Saudi Arabia, focusing on both domestic and inbound tourism.
- To identify trends in accommodation types, spending categories, and travel purposes.
- To support Saudi Arabia's Vision 2030 by providing recommendations that enhance the tourism experience and economic contribution of the sector.

Recommendations

- Improve Infrastructure in Key Regions**
Invest in infrastructure development in major tourist areas to enhance accessibility and convenience for visitors.
- Ensure Tourist Satisfaction**
Focus on delivering high-quality services to boost visitor satisfaction, encouraging repeat visits and extended stays, which will increase spending and positively impact Saudi Arabia's economy.
- Support Growth of Tourism Guide Companies**
Foster the growth of tourism guide companies in Saudi Arabia to provide enriched experiences for tourists and promote local attractions.

Tools



Data Analysis and Findings

- Tourist Numbers and Spending**
Total Tourists: 1.26 billion tourists, spending 2.74 billion SAR, showcasing tourism's economic value.
- Tourist Types:**
Domestic tourism leads with over 500 million, with inbound tourism being a smaller yet vital portion.
- Tourism Trends by Province**
Top Regions: Makkah, Riyadh, and the Eastern Region attract the most tourists due to their historical, cultural, and coastal significance.
- Spending by Category**
Domestic Spending: High on food, accommodation, and transportation, suggesting areas for quality improvement.
Inbound Spending: Mainly on accommodation and shopping, highlighting the need for quality retail and hospitality.
- Accommodation Preferences**
Domestic Tourists: Prefer apartments and private accommodations.
Inbound Tourists: Favor hotels, guiding future infrastructure investment.
- Tourism Purposes and Trends**
Domestic: 40.51% for leisure.
Inbound: 47.54% for religious purposes, emphasizing the role of pilgrimage.
- Yearly Fluctuations:**
Influenced by seasons, holidays, and external factors.
- Sentiment Analysis of Tourism Tweets**
Positive Feedback: 93.09% of 2,011 tweets are positive, indicating a favorable perception of Saudi tourism.
- Vision 2030 Alignment:**
 - Tourist Targets:** Aiming to reach 100 million international visitors by 2030.
 - We exceeded** the target by reaching 109 million visitors in 2023
- economic goals:**
 - 2017:** Achieved 3%.
 - 2023:** Reached 6%, showing steady improvement.
 - Target:** Aiming for 10% to support economic diversification and boost Saudi Arabia's global appeal.
- Vision 2030 Satisfaction Target Progress:**
Achieved 70% in service satisfaction for tourism services.
Aiming to reach 95%, enhancing visitor experiences and fostering Saudi Arabia's reputation as a top destination under Vision 2030.

Conclusion

This report highlights significant trends and patterns in Saudi Arabia's tourism sector. By understanding tourist preferences, spending habits, and regional attractions, Saudi Arabia can leverage these insights to strengthen its tourism offerings. The positive sentiment analysis suggests a solid foundation upon which future growth can be built, supporting the Kingdom's Vision 2030 goals for economic diversification and increased international tourism.

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