

Predicting Tourist Growth in Saudi Arabia: Trends and Impact on Vision 2030

Policy Maker presentation

Overview:

- 1- Current State of Tourism
- 2- Data Sources and Approach
- 3- Key Insights and Analysis
- 4- Policy Recommendations
- 5- Economic Implications
- 6- Alignment with Vision 2030

1- Current State of Tourism

- Saudi Arabia's Vision 2030 initiative has boosted tourism.
- Major events like Riyadh Season have attracted global attention.
- Cities like Riyadh, Jeddah, and Al Ula are key tourist hubs.
- Focus on cultural and entertainment experiences.
- Future Potential, saudi arabia is positioned to become a major global tourism destination, aligning with sustainable growth goals.

2- Data Sources and approach

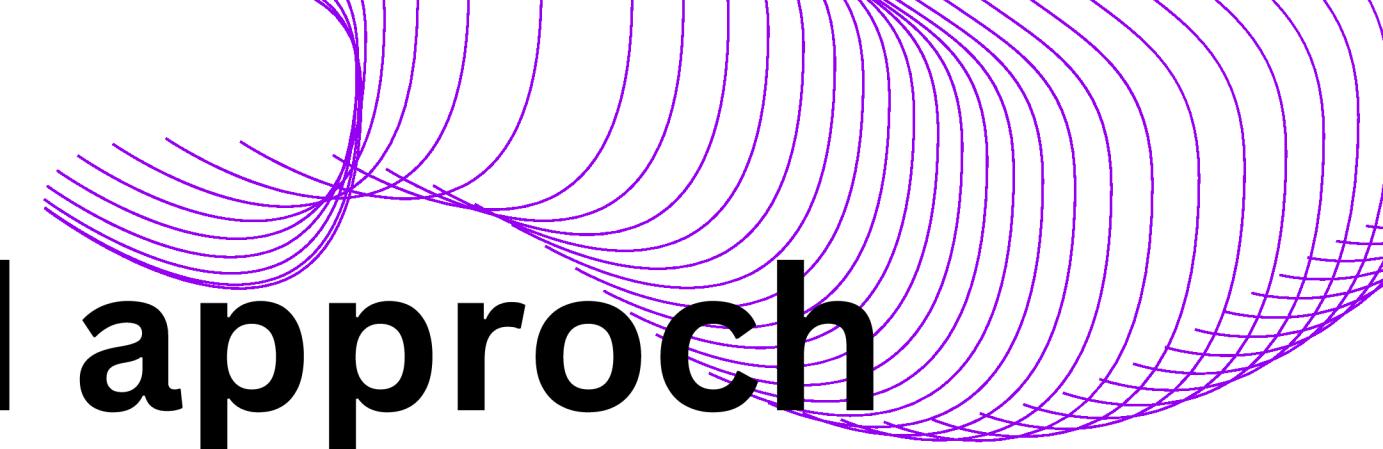
- **primary**

Origin:

The data was collected from Google Maps using the Google Maps API and web scraping techniques. This dataset is proprietary and was specifically gathered for the study.

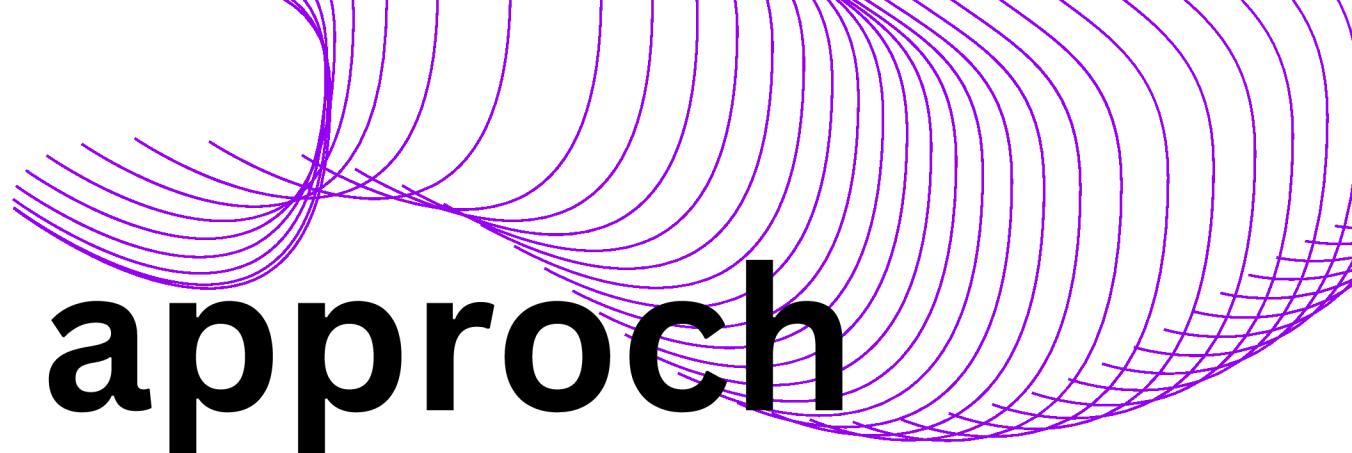
Size and Structure:

The dataset comprises reviews and ratings from 2021 to 2024 for various establishments in Saudi Arabia, including tourist attractions and restaurants.



2- Data Sources and approach

	Attribute	Description
0	Categories	Type of establishment reviewed (e.g., restaurant, tourist attraction).
1	City	Location of the establishment.
2	IsLocalGuide	Indicates if the reviewer is a local guide.
3	Name	Reviewer's name.
4	PublishedAtDate	Date the review was published.
5	Stars	Rating given by the reviewer (1–5 scale).
6	Text	Review content written by the reviewer.
7	TotalScore	Aggregated score for the establishment based on all reviews.



2- Data Sources and approach

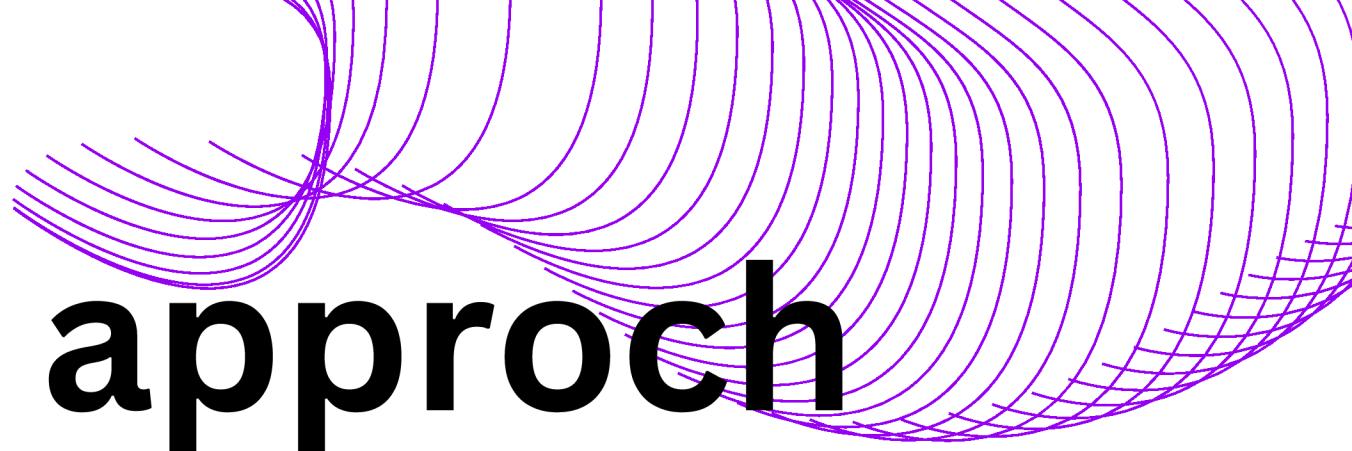
- Secondary

Origin:

Compiled by the Saudi Tourism Authority from government reports and public records, collected from 2021–2023. It is proprietary and sourced from government reports and public records.

Size and Structure:

The dataset comprises 42 rows and 11 columns, providing detailed insights into key indicators of inbound tourism in Saudi Arabia. It includes data collected monthly from 2021 to 2023.



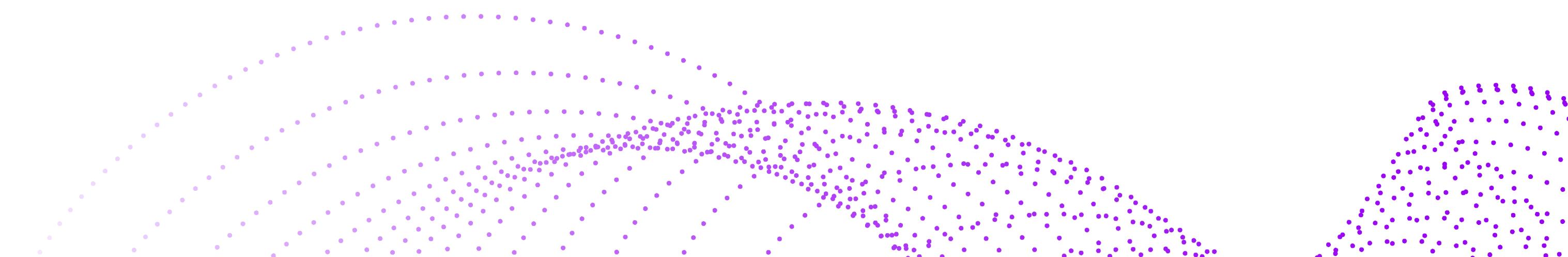
2- Data Sources and approach

Attribute	Description
0	Year
1	Month
2	Travel Types Categories such as religious, business, and leisure tourism.
3	Total Tourists
4	Tourist Spending
5	Average Length of Stay

3- Key Insights and Analysis

General Insights from Negative Reviews (Modern Attractions)

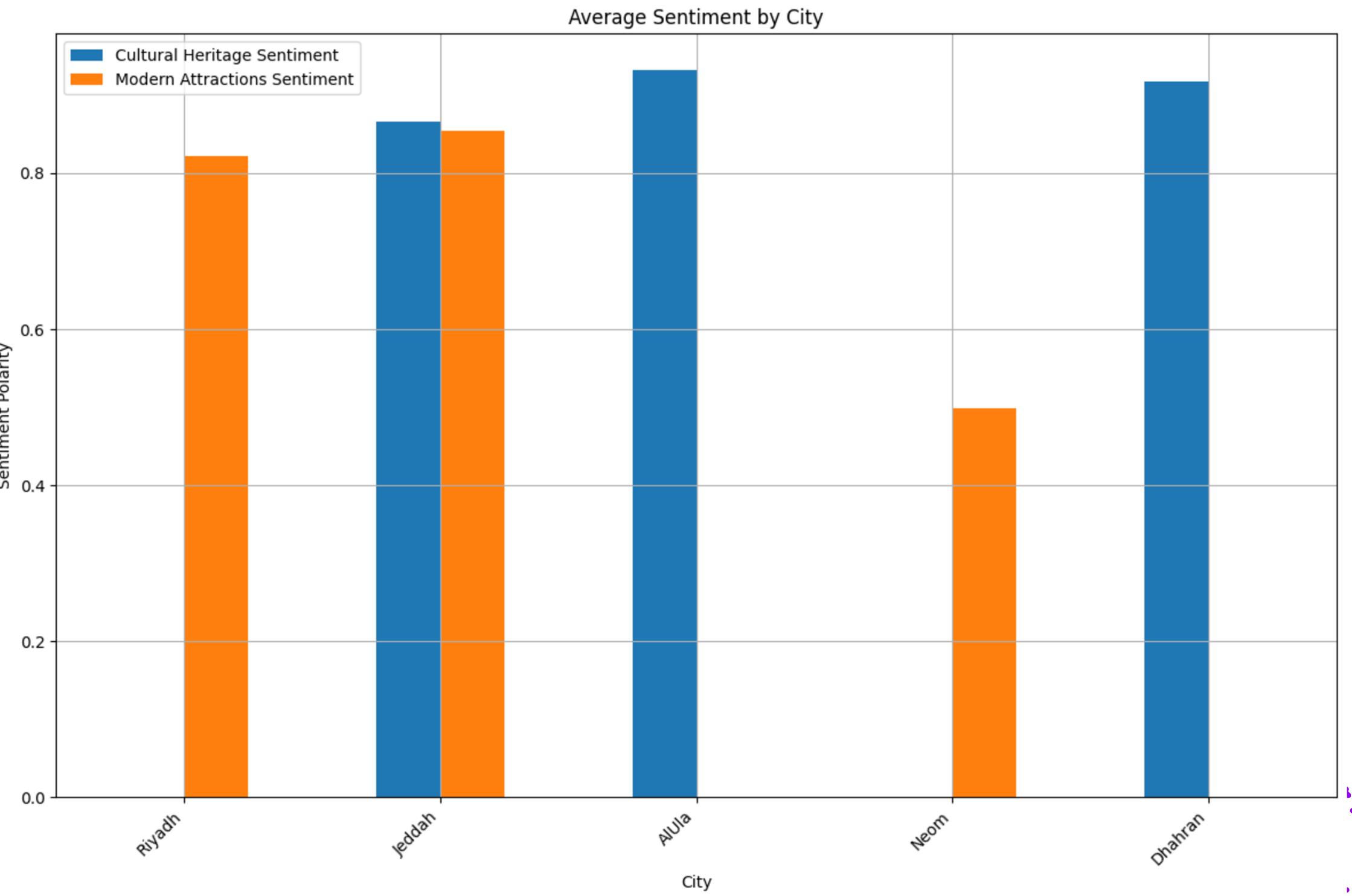
- Visitors report dissatisfaction with high entrance fees and perceived lack of value.
- Reviews often highlight potential but underscore shortcomings.
- Negative experiences with staff behavior and service quality.
- Good ambiance overshadowed by poor food options and logistics.



3- Key Insights and Analysis

Sentiment Analysis

- Cultural Heritage: Predominantly positive sentiments.
- Modern Attractions: Mixed satisfaction based on city.
- Cultural Heritage: Highest satisfaction in cities like Al-Ula and Jeddah.
- Modern Attractions: Lower satisfaction in Neom suggests opportunities for development.



3- Key Insights and Analysis

Language Analysis

- English reviews are the most frequent, reflecting strong international visitor engagement.
- Arabic reviews often show a mix of sentiments, highlighting cultural nuances.
- English dominates across all categories, with Arabic leading in specific ones like Restaurants.
- Categories like Theme Parks and Tourist Attractions: English is most common.

3- Key Insights and Analysis

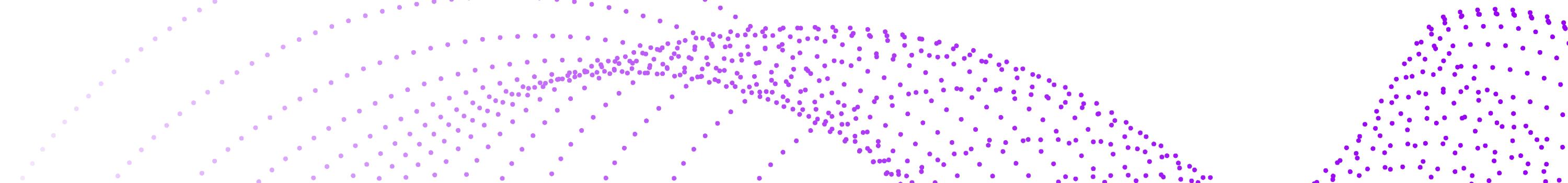
Spending prediction

- Spending patterns are influenced by non-linear relationships, likely tied to variables such as venue type, tourist volume, and service quality.
- The Random Forest model provides the most accurate predictions with low error.

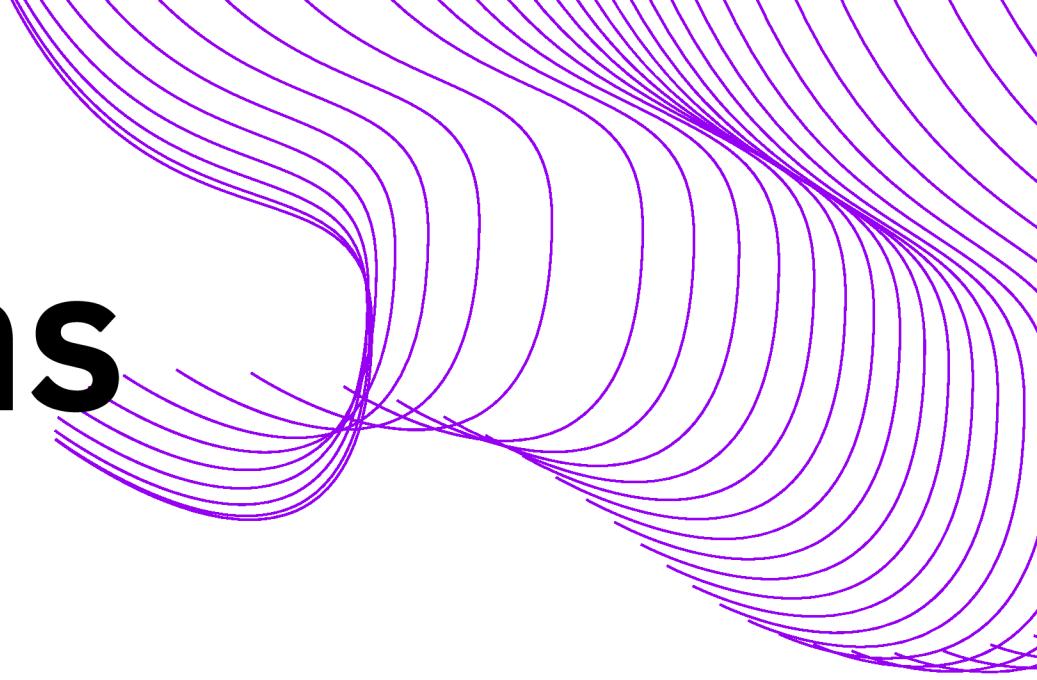
3- Key Insights and Analysis

General actions

- Enhance operational efficiency in Modern Attractions.
- Develop targeted campaigns highlighting cultural heritage excellence.
- Address accessibility and service quality gaps to align with visitor expectations.



4- Policy Recommendations



Enhance Tourist Experience:

- Improve pricing, accessibility, and service quality in modern attractions.
- Maintain high satisfaction levels at cultural heritage sites.

Target Investments Geographically:

- Improve infrastructure and services in cities with lower sentiment ratings.
- Use successful cities like Riyadh and Jeddah as benchmarks.

Optimize Visitor Flow:

- Introduce dynamic pricing and reservation systems for peak times.
- Build new attractions to manage overcrowding.

Increase Tourist Spending and Stay Duration:

- Offer package deals and incentives for visiting multiple attractions.

4- Policy Recommendations

Improve Accessibility for International Tourists:

- Expand multilingual support and cultural adaptation training for staff.

Use Data for Continuous Improvement:

- Regularly analyze feedback to monitor satisfaction and improve services.

Promote Heritage:

- Collaborate with global organizations to highlight Saudi Arabia's cultural landmarks.

Innovate in Modern Attractions:

- Invest in sustainable, innovative attractions and strengthen public-private partnerships



5- Economic Implications

- **Diversifying the Economy**

Predicting tourist growth helps Saudi Arabia reduce its reliance on oil by focusing on tourism as a key sector, supporting Vision 2030's goal of creating a stronger and more diverse economy.

- **Better Infrastructure Planning**

Forecasting tourism trends allows the government to plan and build the right infrastructure, like hotels, transport, and cultural sites, to meet the needs of future visitors effectively.

- **Creating Jobs and Supporting Businesses**

Tourism growth creates many job opportunities and supports local businesses, boosting the economy and improving the quality of life for citizens.



5- Economic Implications

- **Attracting Investments**

A growing tourism sector makes Saudi Arabia more attractive to international investors, encouraging them to fund new projects and help the country achieve sustainable economic growth.

- **Promoting Cultural Heritage**

Predicting tourist demand helps Saudi Arabia showcase its cultural heritage and historical sites, improving its global image and attracting visitors looking for unique experiences.

- **Boosting Regional Development**

Tourism growth spreads economic benefits across different regions, supporting development and reducing the gap between cities and rural areas.

6- Alignment with Vision 2030

- **Tourism Growth:** The dominance of English in reviews reflects an increase in international visitors, supporting Vision 2030's goal of boosting tourism and attracting global tourists.
- **Cultural Promotion:** Categories like "Historical Landmark" and "Heritage Preservation" align with Vision 2030's focus on preserving and promoting Saudi Arabia's cultural heritage.
- **Infrastructure Development:** Trends in categories such as "Mountain Peak," "Beach," and "Resort Hotel" reflect the growing tourism infrastructure, supporting Vision 2030's goal of enhancing the country's tourism offerings

6- Alignment with Vision 2030

- **Regional and International Appeal:** The prevalence of Arabic and English reviews highlights Saudi Arabia's role in attracting both local and international tourists, in line with Vision 2030's ambition to make the Kingdom a global tourism hub.
- **Economic Diversification:** The variety of tourist interests supports Vision 2030's efforts to diversify the economy by expanding tourism, hospitality, and entertainment sectors.
- **Tourism-Driven Job Creation:** The findings about popular tourist categories reflect the potential for job creation in areas like hospitality, entertainment, and cultural preservation, supporting Vision 2030's goal of increasing employment in the tourism sector.