

## YOUNG / SAUDI MINISTRY OF TOURISM – FUTURE OF TOURISM SURVEY

1 June 2022

The Saudi Arabian Ministry of Tourism commissioned YouGov to survey attitudes towards the future of tourism. 13,839 people were surveyed across 11 countries.

The markets surveyed were:

- KSA
- USA
- UK
- South Korea
- Japan
- China
- Sweden
- Spain
- Germany
- India
- Mexico

### Global findings

*Across all markets surveyed:*

- 44% of respondents called for greater harmonization of health protocols and the use of technology to enable seamless travel
- 34% wanted to see greater sustainability at the heart of tourism
- 29% wanted to see health & sustainability prioritized over profits for the travel sector
- 33% called for greater financial protections for travellers – likely in response to the experience of the pandemic

*Compared with before the pandemic:*

- 55% of people are either more likely or very much more likely to travel domestically
- 32% of people are either more likely or very much more likely to travel internationally

*Over the next 6 months:*

#### Leisure

- 42% of people are either likely or very likely to travel internationally for a holiday, compared with 39% who are either unlikely or very unlikely to do so.

#### Business

- Just 18% of respondents are likely or very likely to travel for internationally for business, compared with 64% who considered themselves unlikely or very unlikely.

### Key market differences

- China (54%), India (56%) and South Korea (62%) were the markets most in favour of greater harmonization of safety protocols and use of technology to make travel simpler
- Japan (45%) and China (32%) were the two markets where respondent were most unlikely to travel domestically
- The USA (34%), Japan (45%), China (32%) had the largest proportion of respondents who considered themselves either unlikely or very unlikely to travel internationally in the next 6 months
- The UK (40%), India (40%) and Saudi Arabia (53%) had the largest proportion of respondents who considered themselves either likely or very likely to travel internationally in the next 6 months
- Respondents in just 4 markets were optimistic about the prospects for business travel in the next 6 months: India, South Korea, Saudi Arabia and Mexico.