



GCC SOURCE MARKET NORDIC COUNTRIES

ARABIAN TRAVEL MARKET SERIES

DECEMBER 2019



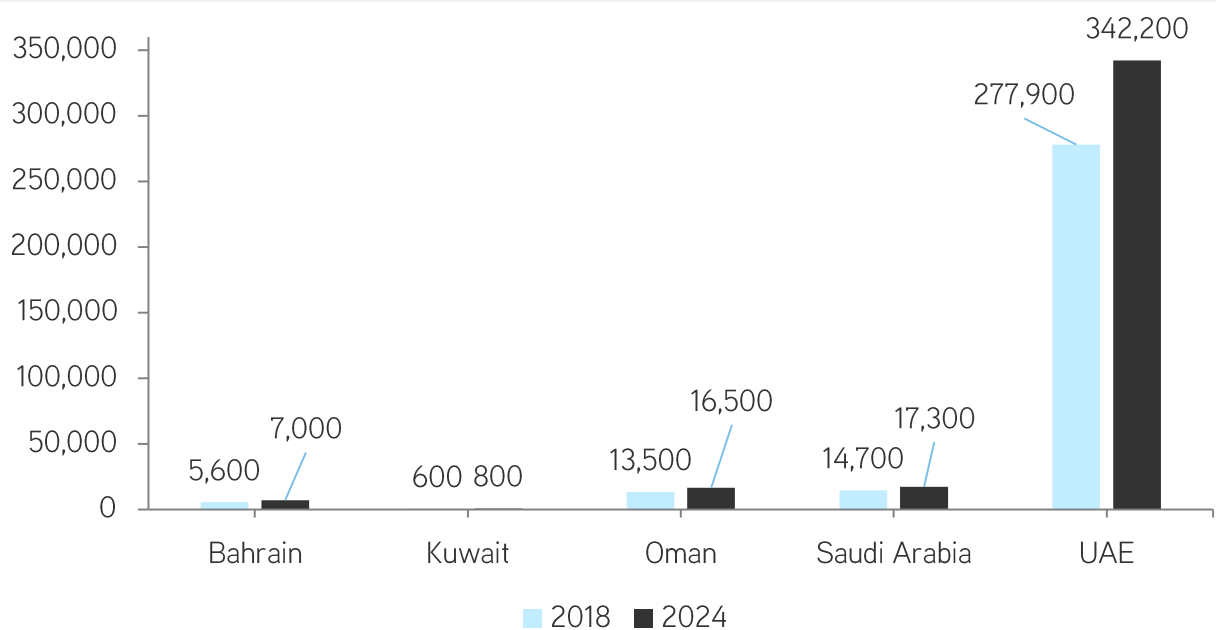
INTRODUCTION

The Nordic countries' outbound tourism market have experienced incremental growth over the past 5 years. Denmark, Norway, Sweden, Finland and Iceland have all seen increases in outbound international travel. For example, Sweden's outbound travel increased at a compound annual growth rate of 6% between 2013 and 2018.

According to Euromonitor, in 2018, there were 50.5 million visits overseas by Nordic residents. Furthermore, Nordic countries have had almost consistent outbound travel growth over the last 5 years affirming the region's importance as a global outbound travel market. Nordic countries' travel expenses on outbound tourism is growing at an expansive rate. At the moment, the leading global market in terms of inbound receipts is the USA with USD 214 bn in 2018. Nordic countries' have spent over USD 64 bn in the same year, making it one of the top 10 countries in terms of international outbound tourism receipts. This figure represents a 10% increase from 2017.

NORDIC ARRIVALS TO GCC

Compared to other global markets, the GCC countries have seen a 1% decrease in the number of Nordic travellers in the past year. Around 300,000 travellers from Nordic countries have visited the GCC in 2018. Between 2013 and 2018, only the UAE has seen a positive compound annual growth rate in Nordic tourists.





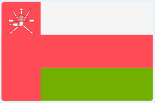


Country	2018	2024	CAGR (2018 - 2024)
Denmark Arrivals to GCC	63,000	76,700	3%
Norway Arrivals to GCC	51,600	62,800	3%
Sweden Arrivals to GCC	155,400	191,900	4%
Finland Arrivals to GCC	38,300	47,200	4%
Iceland Arrivals to GCC	4,000	5,200	4%

Nordic tourism arrivals to the GCC are expected to steadily increase as air connectivity between Nordic countries and the GCC continues to improve.

AVERAGE SPEND BY A NORDIC TRAVELER

“ Colliers estimates that Nordic countries’ tourism spend will increase by 36% in the UAE, generating over USD 718 million for the country. This positive trend in Nordic tourist spend is also expected to be experienced by all of the other GCC countries. ”

Nordic Traveler's Average Spend in GCC

		Bahrain USD 3,639	Kuwait USD 1,645	Oman USD 841	KSA USD 2,255	UAE USD 2,088
						
		Compound Annual Growth Rate (2018 – 2024)				
Average Spend by Country in the GCC	Denmark USD 2,301	1%	5%	3%	0%	2%
	Norway USD 2,298	0%	0%	3%	3%	2%
	Sweden USD 1,776	1%	-7%	2%	2%	2%
	Finland USD 1,322	1%	0%	2%	2%	2%
	Iceland USD 2,230	5%	0%	0%	2%	2%

In 2018, total tourist spend in the GCC reached USD 597 million. This is expected to accelerate to USD 810 million by 2024. The UAE market is expected to have the largest growth in Nordic traveller spending in 2024 compared to 2018. All Scandinavian countries are expected to grow in average spend by 2% in the UAE.

FOR MORE INFORMATION

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