EID AL ADHA 2025 SPECIAL   OUTBOUND TRAVEL

Travelers from Saudi Arabia prefer short trips with higher spends

Eid Al Adha (5-10 June) sees more outbound travel from Saudi Arabia to quick getaways. The Eid traveler prefers shorter trips, mindful of the return to schools and offices after the holiday combined with weekends. Shopping, dining, and entertainment are high on the travelers' spend agenda.

Travel and spend see growth during Eid Al Adha 2025

### More people traveled... and spent more

25% Growth in number of travelers...

13% Growth in spend...

21% Growth in number of transactions...

...compared to Eid Al Adha holiday 2024

% Share of travelers   % Spend share $ Spend per card

Top destinations by spend share

|	UAE	TURKEY	UK	BAHRAIN	EGYPT
% Share of travelers	14%	9%	6%	22%	11%
% Spend share	23%	15%	12%	12%	10%
$ Spend per card	$635	$653	$839	$211	$349

Holiday planning

Short breaks are more popular
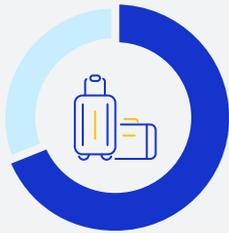
69% Short trips[1]

31% Longer trips[2]

Airline spends[3] peak when holiday begins and when travelers return

Trips start

Return after an extended break

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15
June 2025
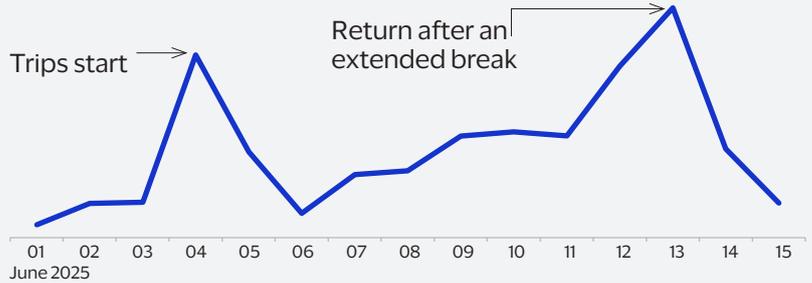
Premium cards and fashion shopping dominate[4] in top 3 destination cities

Premium cards[6] post high spends

$999 Dubai   **$812** Istanbul   **$1,039** London

Fashion[5] is the top category

$399 Dubai   **$447** Istanbul   **$656** London

A weekend in Dubai

Shopping, dining, entertainment draw Saudi travelers

① by transactions

Casual dining — **McDonald's**

Supermarket — **Carrefour**

Retailer — **Dubai Duty Free**

7 Of top 10 merchants are related to shopping and apparel

3 Of top 10 merchants are in the dining and entertainment categories

$3,258 Spend per card at **Cartier**, which is #2 by spend share

① by spend

Boutique — **Hermès**

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1. Just the Eid holidays (up to 6 days, 5-10 June). 2. Eid holidays plus weekends (up to 9 days, 6-14 June). 3. Card-present spend in the airlines category. 4. By the highest Spend per Active Card (SPAC). 5. Spend per card on the Department & Apparel category. 6. Premium cards are Visa Platinum, Visa Signature, Visa Infinite, Visa Infinite Privilege.

HAJJ 2025 SPECIAL | **INBOUND TRAVEL**

Hajj travelers give Saudi economy a boost

The Hajj period adds significantly to the country's economy, as travel to the Holy Cities of Makkah and Madinah increases. Compared to the pre-Hajj period, the Hajj period in 2025 witnessed a 75% increase in spending countrywide and a 7x jump in Makkah. The spend per card was also highest in Makkah at $307, confirming that religious travel has a large impact on the Saudi economy.

75% growth in spend compared to pre-Hajj period
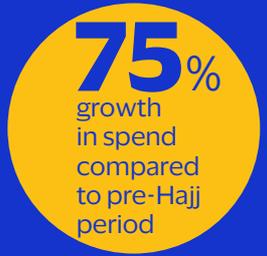
More travelers, more spend during Hajj 2025[1] vs. the pre-Hajj period[2]

48% Increase in number of travelers

47% Increase in number of transactions

**18%** Increase in spend per card
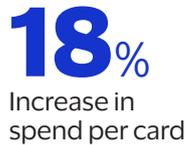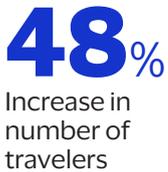
Growth compared to Hajj 2024

16% Increase in number of transactions

7% Increase in number of travelers

Top 3 source countries are Saudi neighbors

Country	Spend share	Share of travelers
Kuwait	10%	16%
Qatar	14%	12%
UAE	12%	10%
US	12%	8%
Malaysia	6%	6%

■ Share of travelers ● Spend share

**82%** Increase in spend by Qatar travelers over the pre-Hajj period

31% Increase in spend per card by UAE travelers over the pre-Hajj period
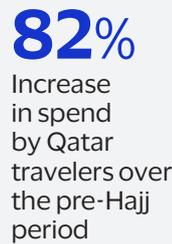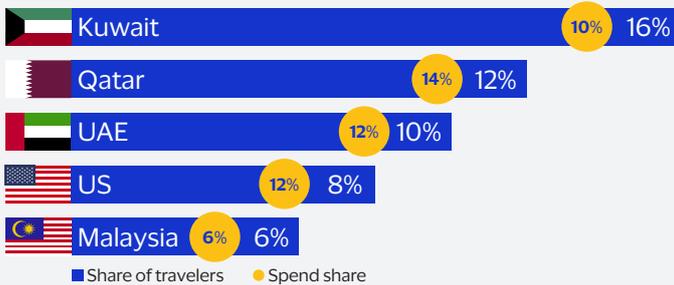
# Hajj travelers' spend trends

Top categories by spend share

33% Shopping[3]

31% Dining[4]

10% Travel

Shopping

154% Increase in spend, compared to the pre-Hajj period

112% Increase in number of transactions, compared to the pre-Hajj period

Dining

57% Increase in spend, compared to the pre-Hajj period

40% Increase in number of transactions, compared to the pre-Hajj period
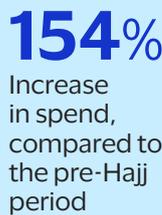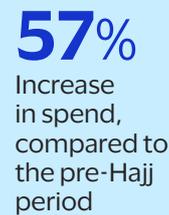
The Holy Cities witness the most traction

5.5x Increase in number of travelers to Makkah, compared to the pre-Hajj period

**43%** Of travelers to Saudi Arabia went to Makkah during Hajj 2025

$296 Spend per card in Madinah, just behind Makkah's $307

21% Increase in average transaction size in Madinah, compared to the pre-Hajj period
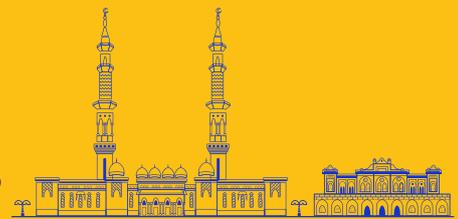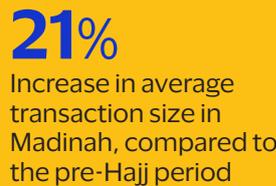
Way forward: Visa data reveals that outbound travelers from Saudi Arabia prefer short trips during the Eid Al Adha holidays, to destinations that offer significant shopping and dining experiences. They are also large spenders who use more premium cards. At the same time, inbound travelers to Saudi Arabia during the Hajj period provide an economic boost with higher spends, especially on shopping and dining, and mostly in the Holy Cities of Makkah and Madinah. These trends reveal an opportunity for banks and tourism authorities to partner with local merchants to offer attractive rewards for Eid and religious travelers, collaborate with key merchants at home and abroad for exclusive cardholder discounts, personalize offers using spending data, and encourage early bookings with special incentives.

This report has been prepared using transaction data related to the use of cards issued by Visa globally. The transaction data has been anonymized before being analyzed for trends.

1. Hajj period refers to Hajj week (4-10 June 2025) plus the week prior (28 May - 3 June 2025). 2. Pre-Hajj period refers to the four weeks (30 April - 27 May 2025) prior to the Hajj period. 3. Includes the General Retail Goods and Department & Apparel categories. 4. Includes the Food & Drug and Restaurant & QSR categories. Text and design are by White Paper Media Consulting.