

# The Arab Market to South Tyrol

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## The Arab Outbound market

- The total number of outbound tourists from the Middle East reached in 2010 36 million tourists traveled internationally for tourism purposes;
- This represents about 4% of the world tourism movement;
- Annual growth rate is +10% compared to Europe which registered 3.4%;
- GCC tourists 2.5% of the world tourism receipts;
- Saudi Arabia represents 40%;

# The Arab Outbound market

- Intra-regional is very high still representing around 75%;
- High per capita income;
- High spending powers, long average stay reaching about 24 nights in Saudi market;
- Late bookers and travel in large groups.

## Possible Ways Forward

- Partnership Marketing
- Multi-center holidays





- 800,000 footfall per year
- 22,500 square meters
- 85 meters high
- 5 runs – 400 meters
- Emirati Ski Instructor Amna Malik
- Opened in 2005

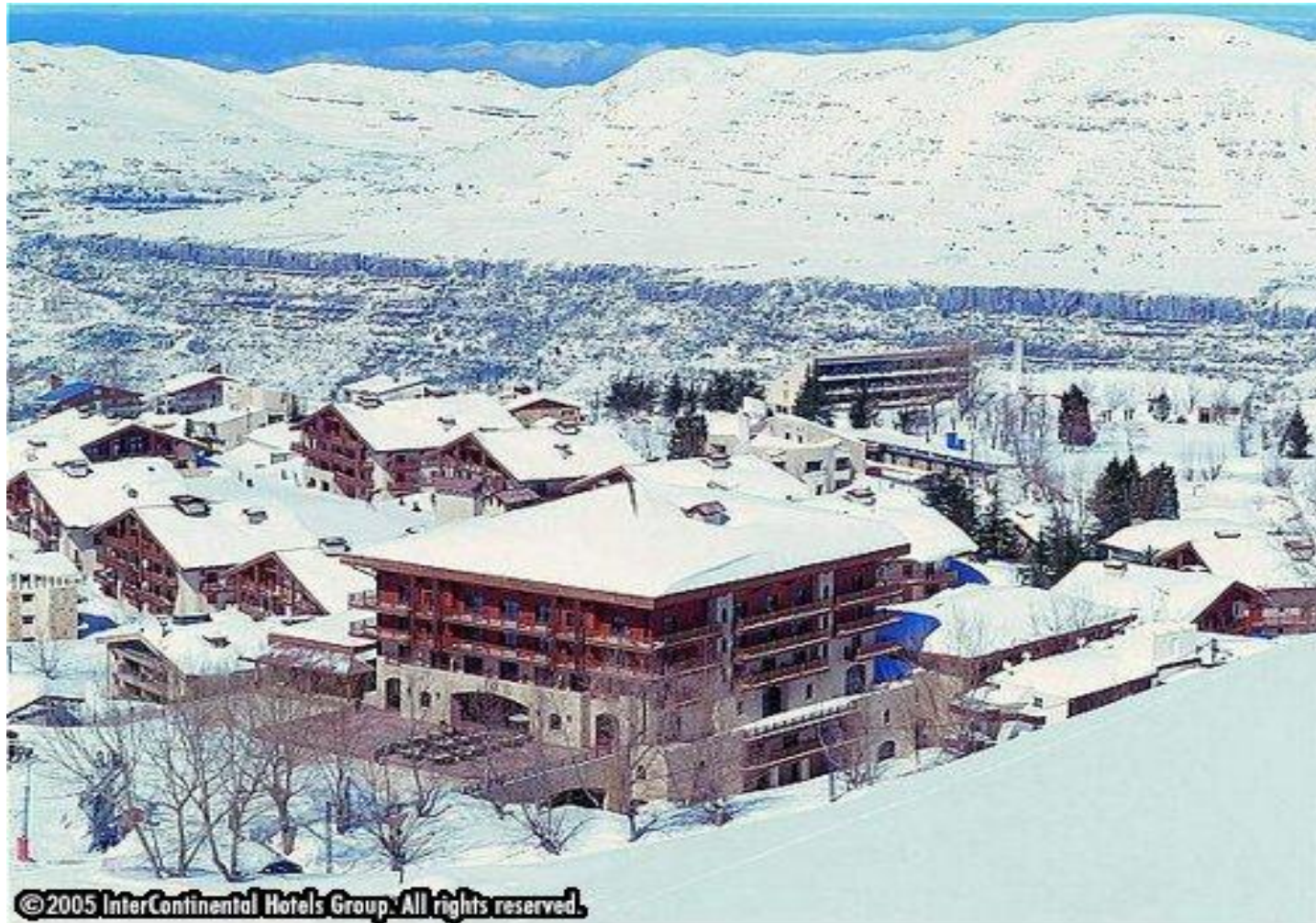


50% of the population below the age of 18

Mall of the Emirates  
The largest mall  
outside USA







Mzaar Intercontinental in Lebanon



Sand Skiing – a popular desert activity.

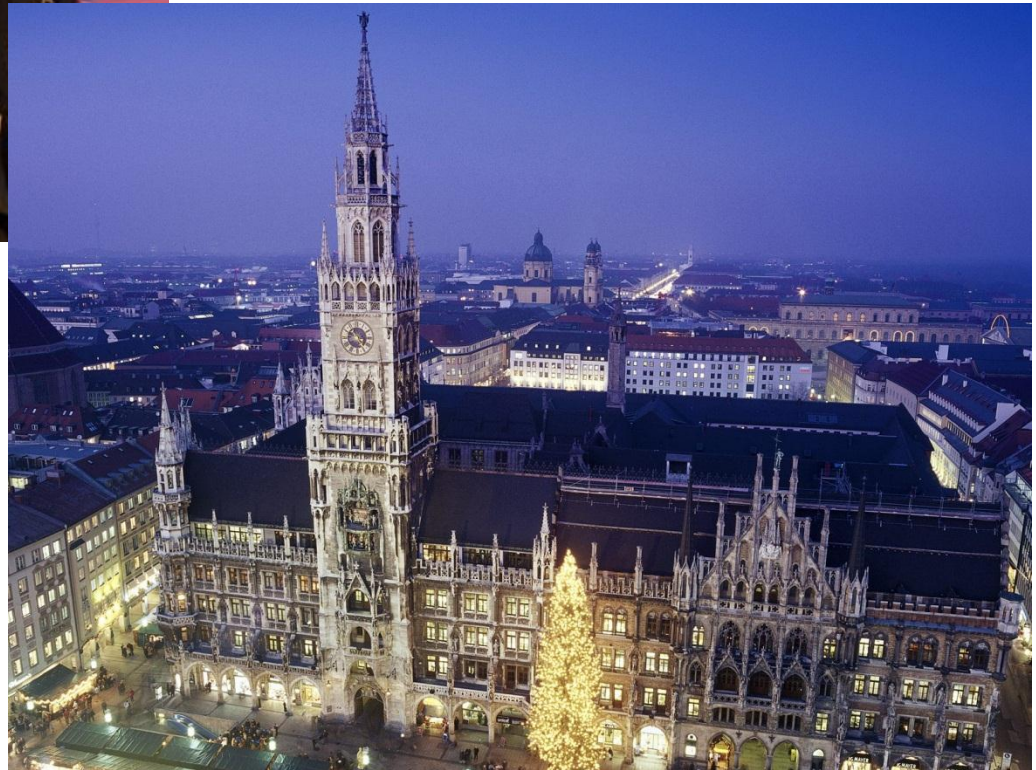


## A Twin centre holiday – Munich as an option



The GCC market to Munich

- 270,000 tourist nights
- 80, 000 tourists
- Health & shopping



## Understanding MENA

- Stereotyping
- Multi-cultured
- Long stays
- Shopping
- Families & Kids
- Wellness and health
- Gender issues
- Late bookers
- Accessibility visa / flights
- More research is needed

## Who to turn to?

### Segmentation

- ✓ Corporate Incentive market
- ✓ Professional male / female sector
- ✓ Children Camps

Thank you

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Muscat - Oman