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

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

The GCC market to Munich
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
شكرا
Muscat - Oman