The average GCC traveller spends 6.5 times more than the world average traveller.

### GCC Tourist Profile

- Young
- Family oriented
- Multi-destination traveller
- High spender on quality accommodation, food and entertainment
- Travels mainly from July - September
- 7 days average stay
- Prefers city and beach holidays

### Competitive Factors

- Diversity in attractions and landscapes
- Developed tourism infrastructure
- (Luxury) Shopping tourism
- Weather
- Easy multi-destination travel, thanks to Schengen area and common currency

- Personal safety and security at the destination
- High costs
- Language barriers
- Lack of halal food
- Lack of cultural sensitivity

Source: ETC/UNWTO Report 'The Gulf Cooperation Council (GCC) Outbound Travel Market', 2018