

SUMMER 2025 OUTBOUND

## How kids are steering Saudi families' summer holidays

Visa data on outbound family travel from the Kingdom of Saudi Arabia for summer 2025 shows families and expatriates taking multiple trips, using holidays to visit family and explore tourist destinations with kids' preferences in mind.

### Leisure travel takes centerstage

**48%**

share of cross-border spend is on leisure travel

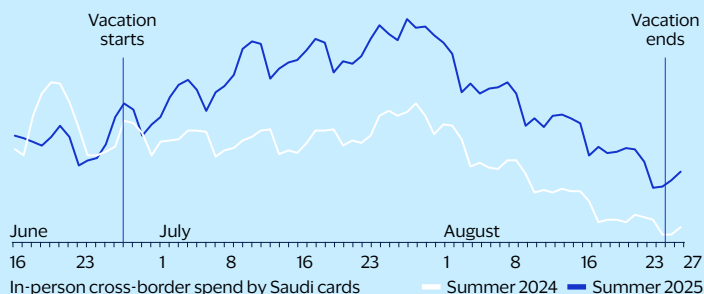
**25%**

leisure travelers made multiple trips to different countries

**11**

days is the average length of each trip

### School holidays influence travel



### Family travel comes to the fore



share of family trips in summer 2025 vs. 13% in RoY

**69%**

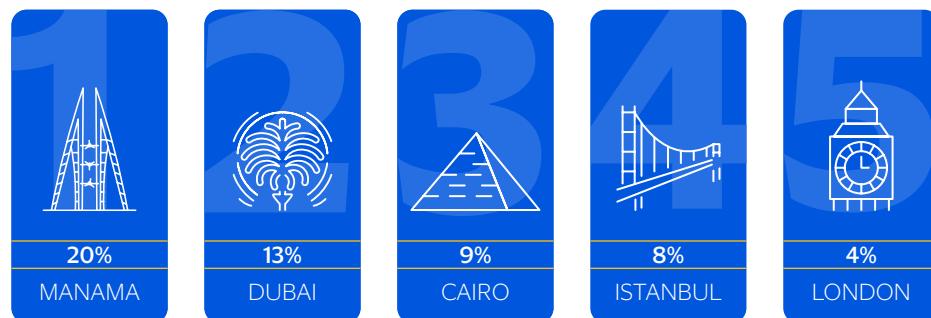
increase in ticket spending vs. RoY<sup>1,2</sup>

**\$2,060**

average spend on tickets for a family of 2-5 people



### Holiday escapes: Top 5 cities by share of travelers



**15,000km**

Auckland, New Zealand is the farthest destination of Saudi travelers in summer 2025



### Children shape the itinerary

**\$540**

spend per card on accommodation, indicating family travel



**140%**

increase in spend at toy merchants globally by Saudi travelers



**\$135**

spend per card on entertainment



**135%**

increase in spend at amusement parks by Saudi-issued Visa cards

**Way forward:** Visa data reveals that summer travel habits continue to evolve, with more KSA residents opting for family leisure travel and fun experiences. This reveals an opportunity for banks and tourism authorities to partner with local merchants to offer attractive travel rewards, collaborate with key merchants at home and abroad for exclusive cardholder discounts, personalize offers using spending data, and encourage early, family-friendly bookings with special incentives.

**Additional information and methodology:** This report has been prepared using anonymized transaction data related to the use of Visa cards globally. The analysis covers the period from 15 June to 15 August 2025 and takes into consideration both PoS and cash spends. 1. 'Rest of the Year (RoY)' refers to the nine months from September 2024 to May 2025. 2. Figures derived from airline-related spend by Visa cards. Text and design are by [White Paper Media Consulting](#).