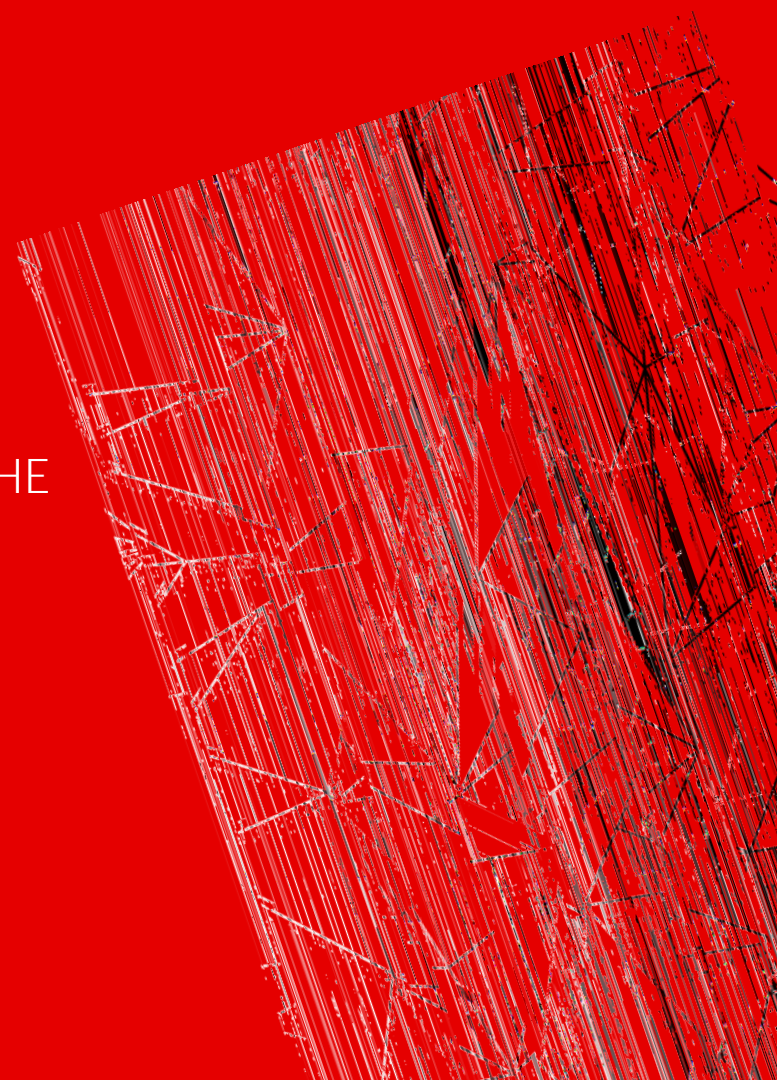


PAIN POINTS, TRENDS AND OPPORTUNITIES OF THE MIDDLE EASTERN TRAVEL INDUSTRY

Sabre Space Jordan, 31 October 2019





3090 people answered our survey

Five different countries in the Middle East took part
- Saudi Arabia, Kuwait, UAE, Jordan and Lebanon

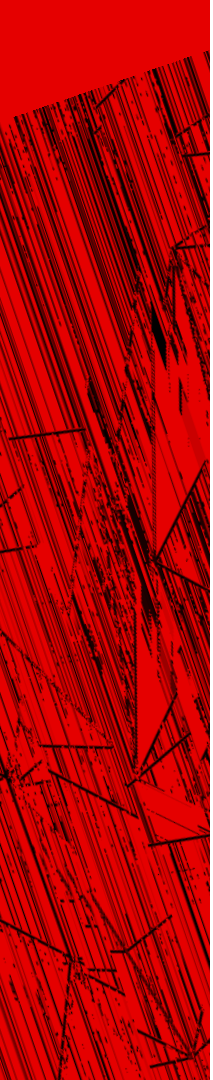
Travellers from the five countries surveyed
Asked a series of questions about air travel

Commissioned by Sabre
Surveys were taken online in October 2019

Main findings from Sabre report

- | Middle Eastern travellers demand and expect personalised travel experiences
- | With insecurity and lack of trust in online payments, offline travel agencies remain dominant
- | Mobile and online travel present a great opportunity if deployed with the right technology and security measures
- | Travellers willing to spend up to \$500 on ancillary services – golden retail opportunity for travel providers







Wanted
recommendations
based on their
budget



Wanted
recommendations to
locations that would
be of interest



Wanted
recommendations
on holidays extras
of a genuine
interest to them



Want a
recommendation
of a whole flight
experience



Wanted
recommendations
based on their
budget



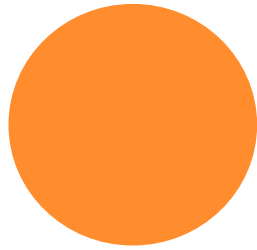
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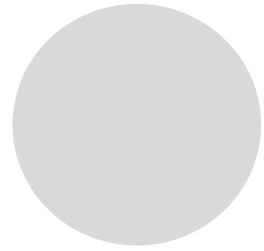
Want a whole
flight
experience



Would be more loyal to an airline, a hotel or an agency in return for a personalised service

Willing to share their location with an airline, a hotel or an agency in return for a personalised service

Willing to share personal data (date of birth, social media friends list), in return for a



Would be more loyal
to an airline, a hotel
or an agency in
return for a



58%

Willing to pay up to \$500
for a personalised inflight
experience



64%

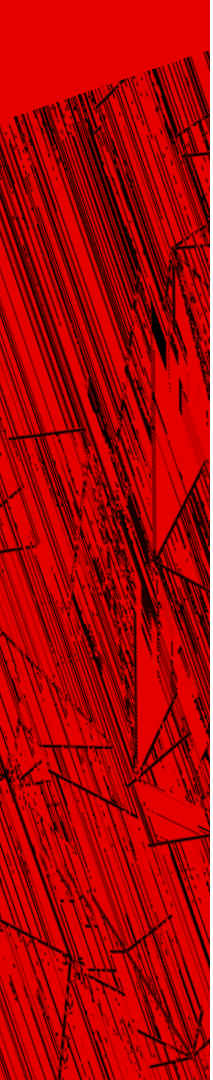
Willing to pay up to \$500
for a personalised hotel
experience



58%

Willing to pay up to \$500
for localised tour
experiences





Five takeaways for the Middle Eastern travel industry

- be where the travellers are: mobile and online
- service and comfort for travellers, and help them find your lowest prices
- invest in data-harnessing technology to help understand each traveller's individual needs, offering each person a customised experience in the right context at the right time
- travellers are willing to pay for experience and value. Know what that mean to them and upsell.
- adopt a multi-channel sales strategy across both new and traditional channels, such as through travel agents, websites and mobile

