

5 Tips for Attracting Arab Customers to Your Destination

Many travel destinations, hotels, and airlines seek to attract wealthy Arab customers from the Gulf who are willing to spend more on accommodation, dining, and entertainment. With more young Arabs and families travelling for extended periods of time, this niche market has huge potential for growth. How can you attract these wealthy patrons from the Arab world? We've put together a few special tricks to separate your travel service from others, and to make sure that once you attract Arab customers, they keep returning to you.



1. Offer Family Packages

Since many Arabs travel with their families, offering travel and city tour packages combined with transport and lodging for multiple people can entice tourists from this region. Particularly in the Gulf, where families tend to be larger, offering packages means that multiple room reservations will be made simultaneously. We recommend packages that include dining and accommodation, airport pickup, and options to include guided tours and/or transport to local attractions such as amusement parks, theatres, and shopping malls.

2. Include Halal Options on your Menu

Many wealthy Arabs seek to travel during Eid vacations, and offering special packages or discounts during this time means attracting families looking to relax, shop, and enjoy beautiful scenery. Eid al-Fitr holiday offers are extremely popular for couples and families looking to take a break after Ramadan. Promoting specific Eid offers entices Arab customers to buy for at least three to four nights, and is an easy opportunity to target this specific market.

3. Promote Eid Vacation Offers

While not essential to successfully attracting Arab consumers, having a travel coordinator capable of speaking Arabic means that potential customers will feel more comfortable and secure making reservations. Additionally, having members of the staff who speak Arabic can help guests feel more welcomed. 72% of Internet users prefer purchasing a product or service in their native language, so having access to an Arabic-speaking individual means customers are more likely to choose your services than a competitor's that doesn't offer that convenience.

4. Staff your team with Arabic-speaking Travel Coordinators and Welcome Agents

The presence of prayer rooms, arrows in hotel rooms pointing to Mecca, and offering Iftar meals and breakfast before morning prayers are all ways to make sure your guests are as comfortable as possible. Demonstrating cultural and religious sensitivity means Arab guests will be more satisfied, and thus more likely to return and express their satisfaction to family and friends.



5. Cultural Comforts and Religiously Sensitive Amenities

Offering clearly stated halal food options means that potential Arab customers will feel confident dining in your establishment. When travelling outside the Arab region, it can be overwhelming for Arab consumers to locate dining options that are specifically halal-friendly. By including specific halal options, you're easing the burden on travellers and ensuring they remember your establishment as one they can trust for their dining needs.

Providing above-and-beyond service means that wealthy Arab customers will be willing to pay more for your amenities, and these tips can help you entice wealthy Arab travellers to your service or establishment.