

# Travel Transportation in Middle East and Africa

December 2022

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Key findings

## REGIONAL OVERVIEW

Potential for growth in the Middle East and Africa region

Travel modes sales recovering strongly from the 2020 collapse

Despite strong post-2020 growth, most countries still well below pre-pandemic sales levels

Ukrainian visitor numbers to Egypt hit by the Russian invasion in 2022

Airlines still the main travel mode in value sales terms

Full recovery from the pandemic is proving to be a gradual process

## LEADING COMPANIES AND BRANDS

Fragmented competitive landscape at a regional level

Saudi Arabian Airlines a strong regional leader

Regional airlines generally generate their highest revenues in their home market

El Al recovers its third position in 2022 as Israeli air travel booms in this year

## FORECAST PROJECTIONS

Pre-pandemic sales levels to be reached again in 2025

Online transaction value growth will continue outpacing the offline performance

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Egypt: Competitive Landscape

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Israel: Competitive Landscape

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United Arab Emirates: Competitive Landscape

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