

Get your wishes fulfilled

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How should you plan your travel campaigns in ME during Ramadan?

criteo

Ramadan this year will tentatively start from the evening of May 15 and end on the evening of June 14, with Eid al-Fitr celebrations on Friday June 15. The Ramadan period last year was May 26 – June 24, followed by Eid al-Fitr on June 25.

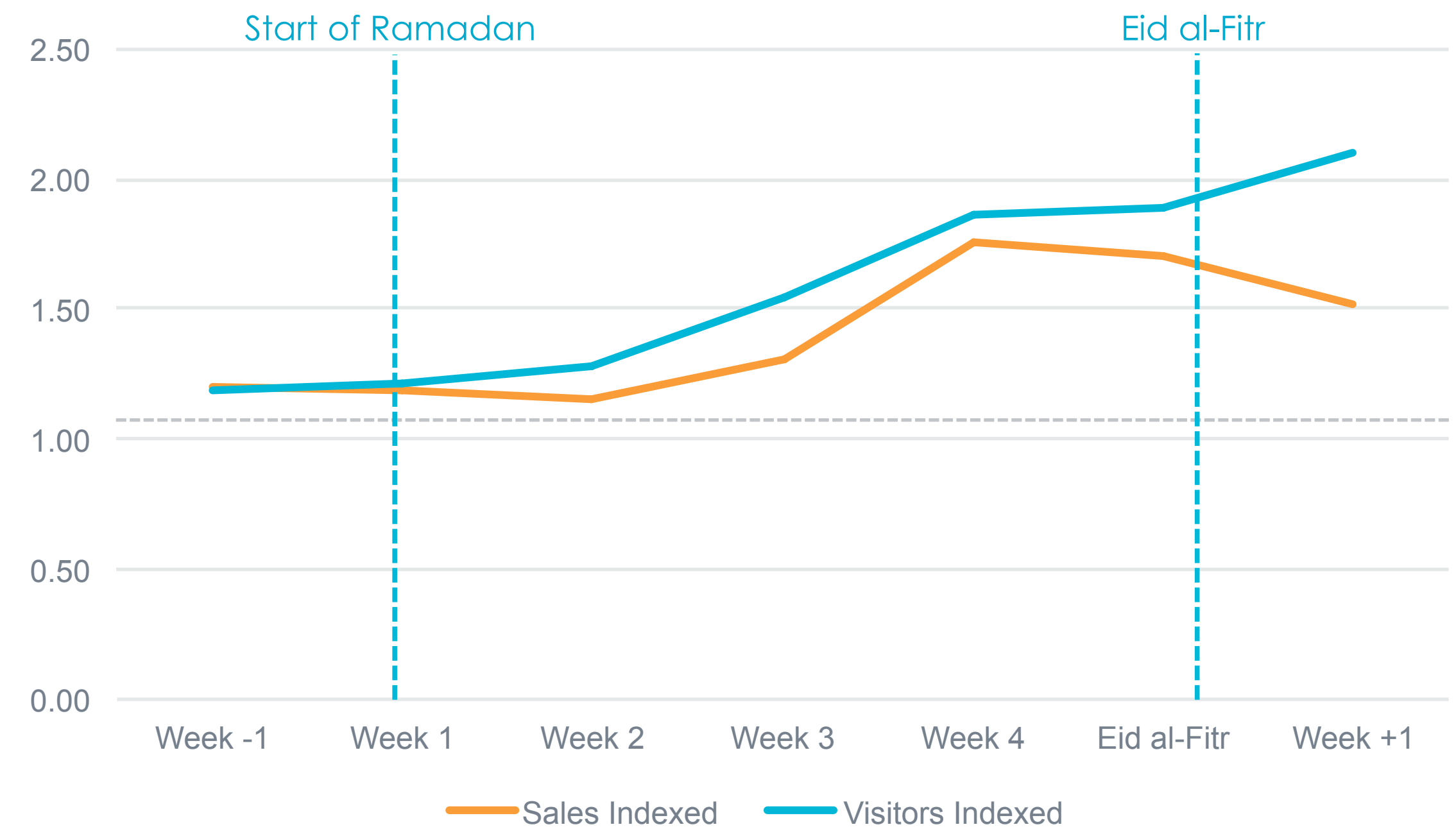
Travel sales are impacted by Ramadan and the rise in bookings start to happen from the second week and peaks in the fourth week. It is also the time when people look to make bookings and travel for their summer holidays.

+39% uplift in travel sales during Ramadan

Ramadan has a big impact on travel bookings overall with a 39% increase in sales and 49% increase in visitors. Contrary to retail trends travel dramatically increases in the final two weeks of Ramadan peaking in the fourth week, with weekly travel sales +75% and visitors +89%. People in Middle East tend to book their trips not a long time in advance.

The trend is driven by consumers visiting friends and family during Eid al-Fitr.

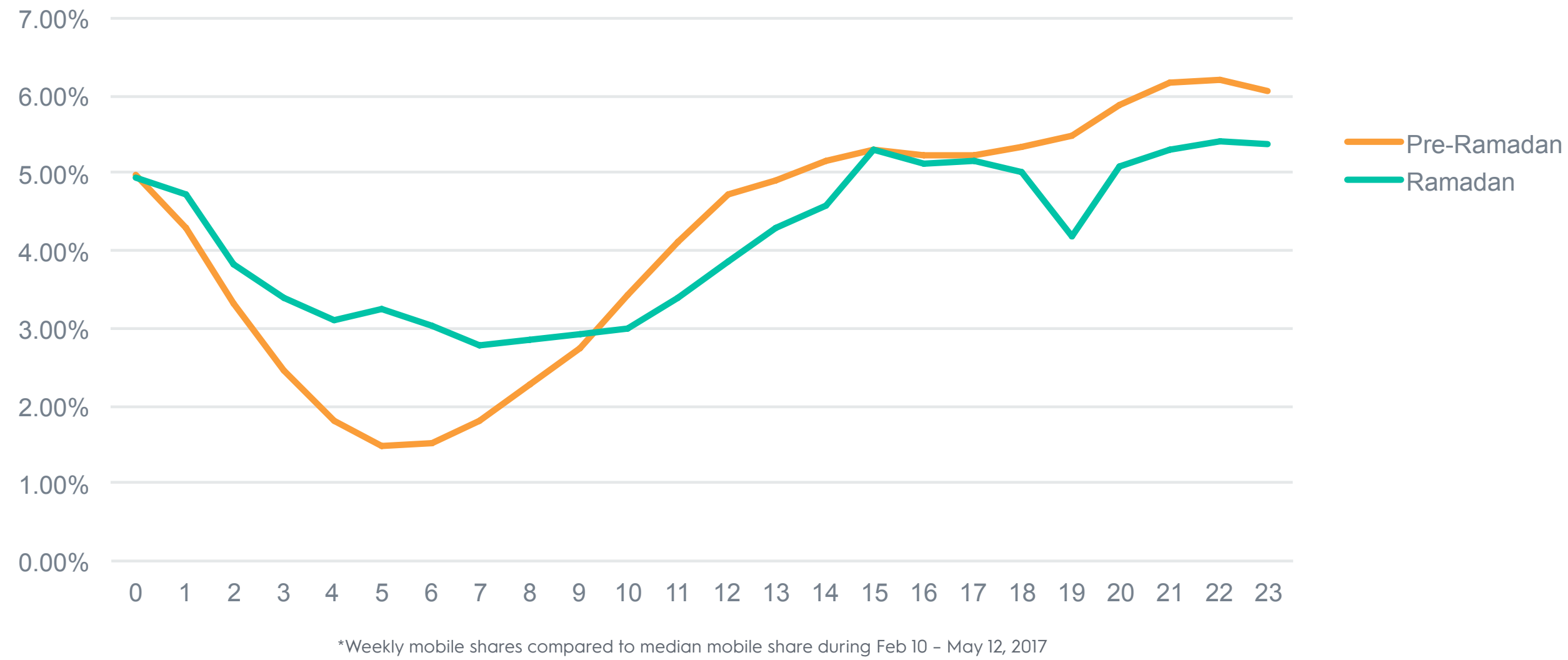
*Travel Sales Index, Middle East



*TGM, Ramadan Consumer Behaviour, UA, KSA & Turkey, 2018

50% of travel sales in Ramadan are on a mobile device

*Share of Mobile Sales across the day



Travel sales on mobile further increase during Ramadan, peaking at 56%

What does change more dramatically is the time of day that sales on a mobile device occur, being lower from 9am through until midnight, then higher throughout the night.

Key Message

In order to win more sales, get users to download your travel booking app before Ramadan starts. Then start promoting your offers to drive visits and re-visits, and keep your app users interested during the Ramadan month.

Top tips for the run up to Ramadan

Start a couple of weeks before Ramadan begins

Ramp up your shopping campaigns early during the Ramadan weeks leading up to Eid al-Fitr.

Reach your shoppers on app and mobile web

Optimize your site and app for increased sales and bookings. Reaching consumers on app and mobile web helps to maintain good sales during the Ramadan weekends.

Methodology

Criteo identified these trends through the analysis of over 4.2 million retail shopping transactions, and over 7.7 million travel sales bookings across desktop, smartphones and tablets from 94 major advertisers in ME.

Mobile sales include sales via mobile websites and apps - both on smartphones and tablets.

