

# Get your wishes fulfilled

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## How should you plan your travel campaigns in SEA during Ramadan?

Ramadan this year will 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 during Ramadan weeks and peak in the days after Eid al-Fitr. It is also the time when people look to make bookings and travel for their summer holidays.

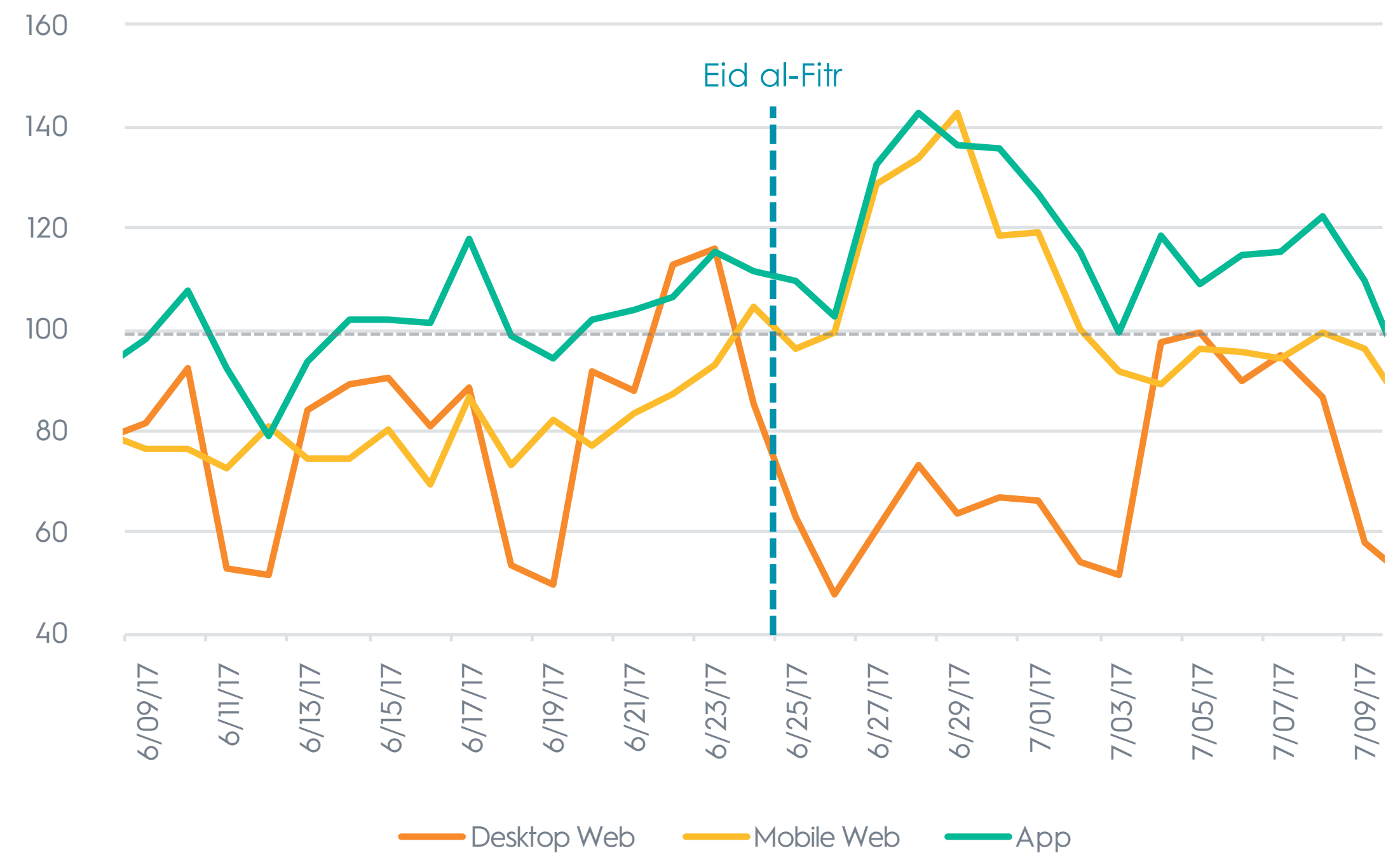
### +40% uplift in travel sales on app and mobile web after Ramadan

Travel sales on mobile remain high in the week after Ramadan while desktop sales remain significantly low than average.

#### Key Message

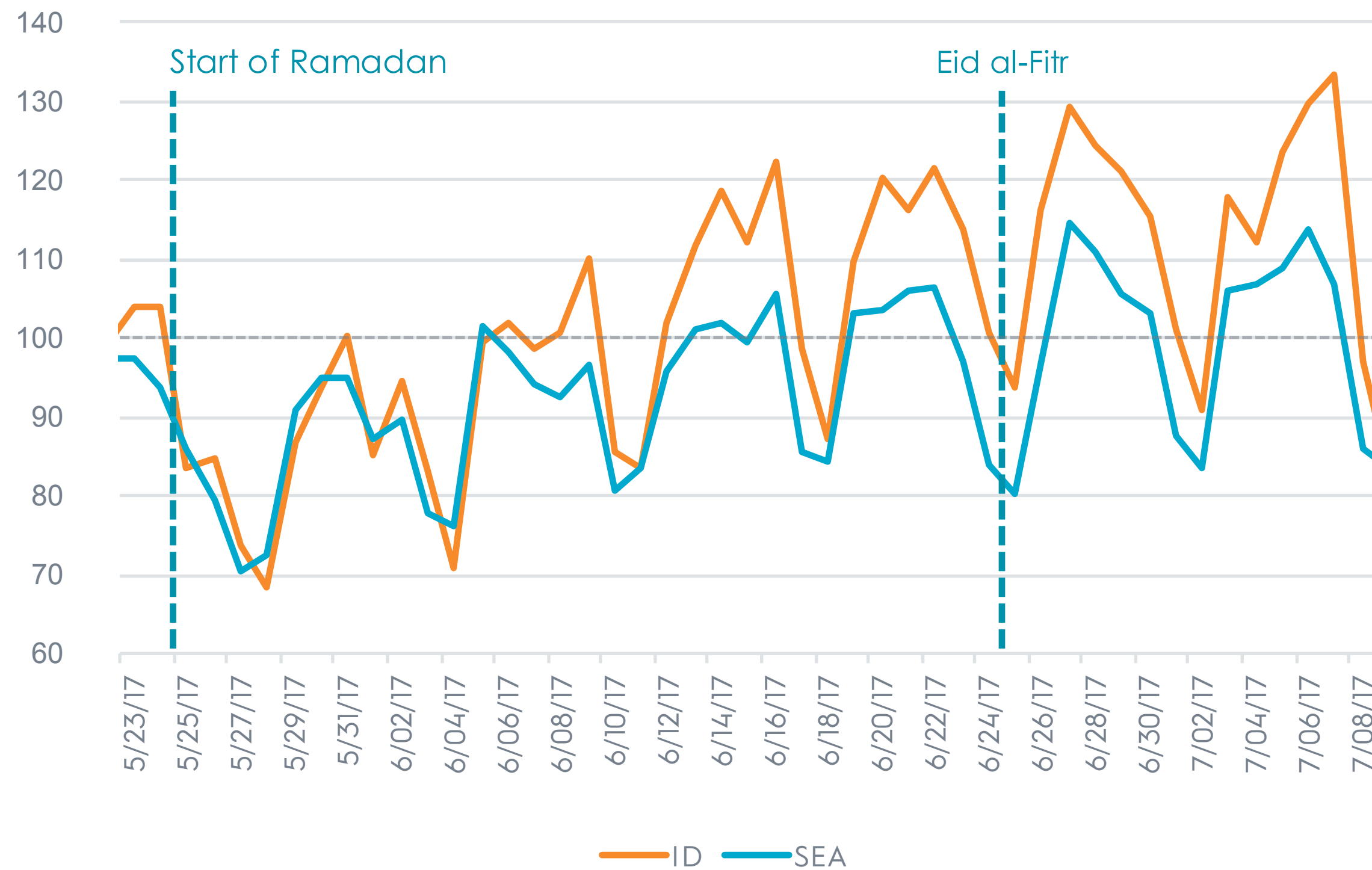
Reaching consumers on app and mobile web can help travel advertisers win more sales in the week after Eid al-Fitr.

\*Travel Sales Index by Channel, Indonesia



\*Indexed online travel sales during Ramadan. Baseline equals average Index of 100 during May 1-7, 2017

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## +33% Uplift in travel sales in Indonesia after Ramadan

Travel sales see gradual rise during Ramadan and the biggest uplift is seen in the two weeks after Eid al-Fitr with +33% sales uplift in Indonesia.

## 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 44 million retail shopping transactions, and over 28 million travel sales transactions across desktop, smartphones and tablets from 57 major advertisers in SEA.

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

