

# Get your wishes fulfilled



## How should you plan your travel campaigns in Turkey 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.

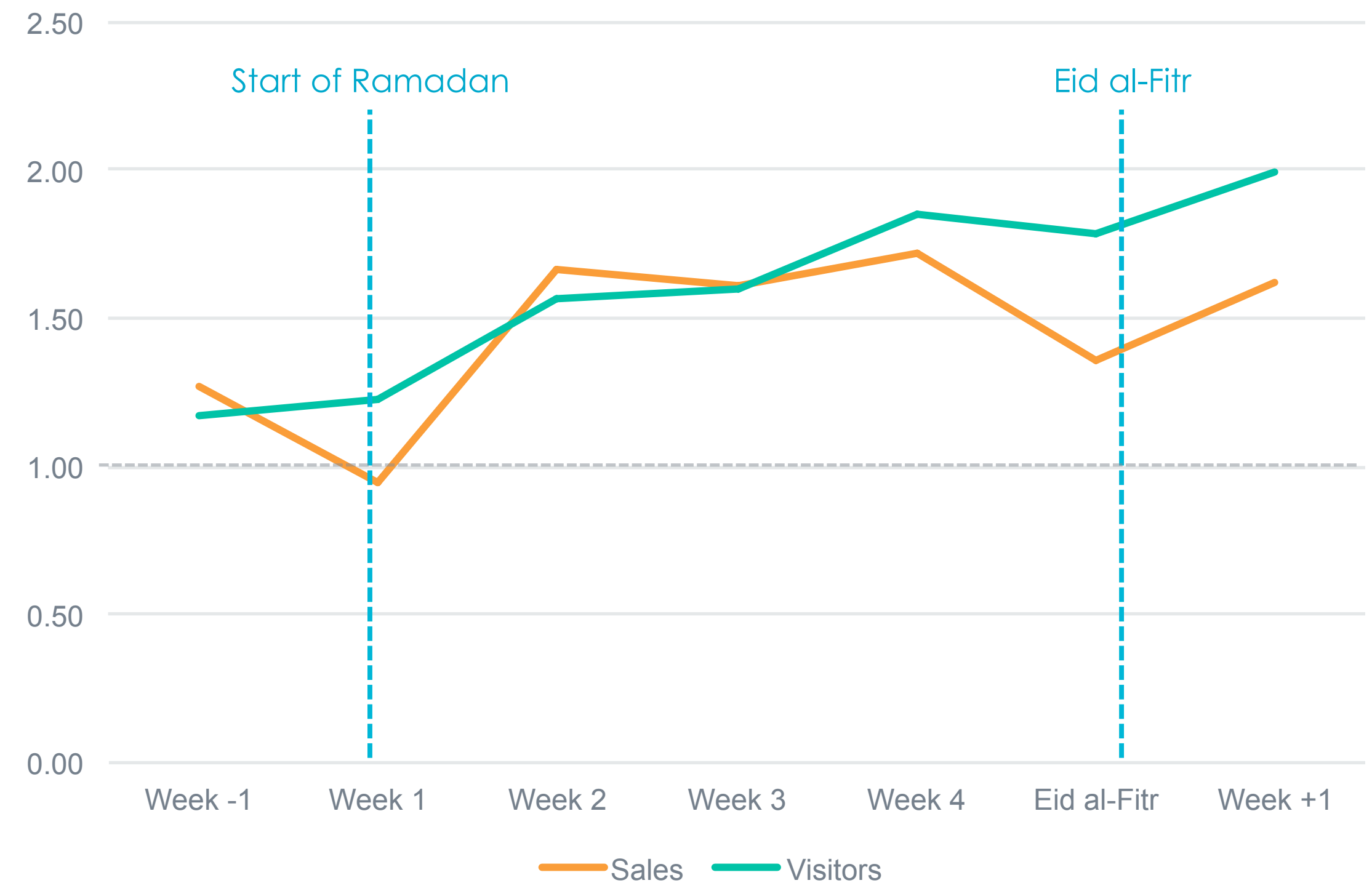
Travel sales are impacted by Ramadan and the rise in bookings start to happen during Ramadan weeks and peak in the days after Eid al-Fitr. It is also the time when people look to make bookings and travel for their summer holidays.

### +54% uplift in travel sales during Ramadan

Ramadan has a big impact on Travel bookings and a strong uplift in bookings is seen in the last two weeks before Eid al-Fitr.

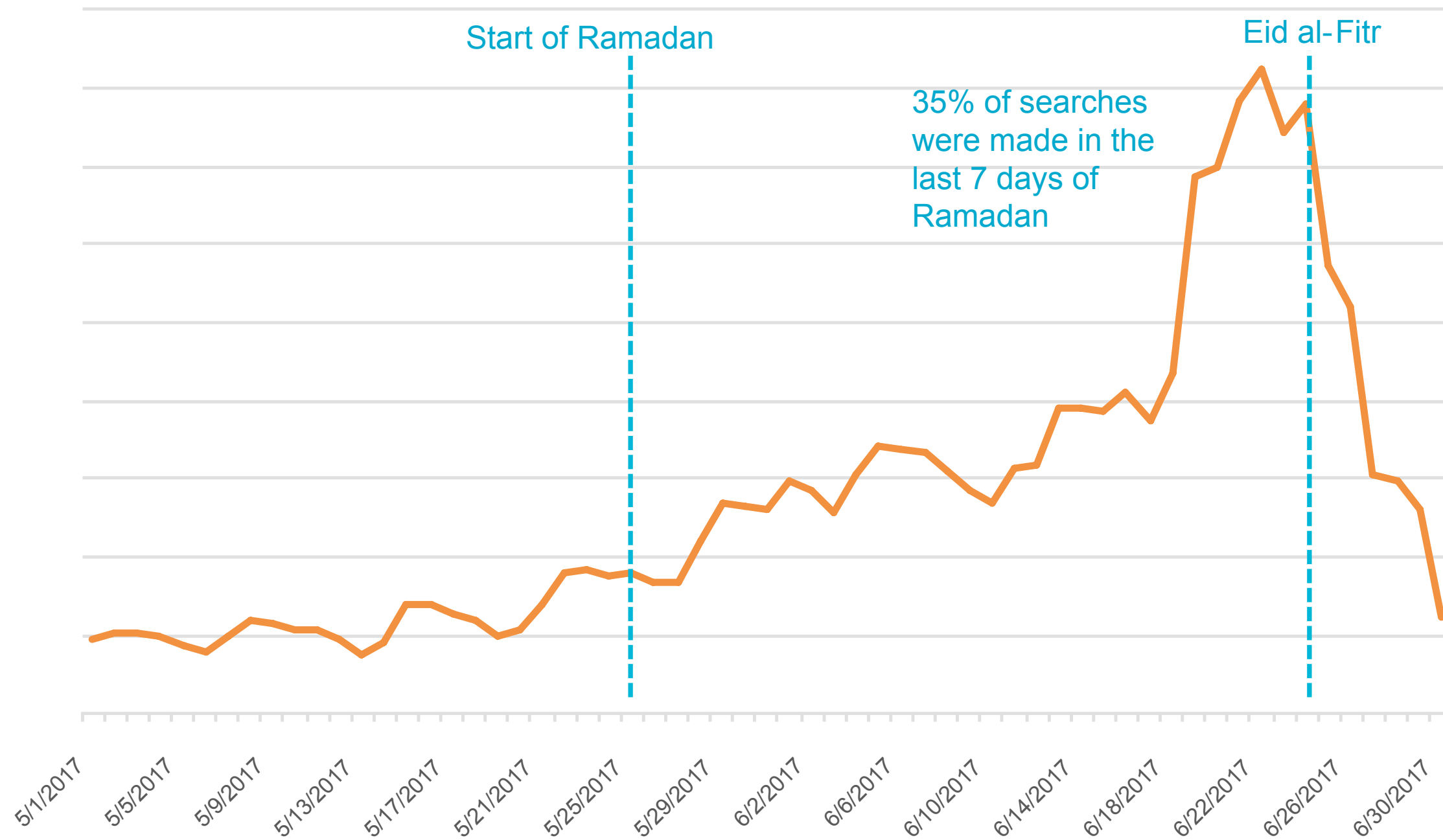
People in Turkey tend to book their trips not a long time in advance. The highest uplift in online travel sales is seen in the week before Eid al-Fitr. Weekly retail sales showed a maximum uplift of +72% in Turkey during Ramadan.

\*Travel Sales Index, Turkey



\*Indexed online weekly travel sales during Ramadan. Baseline equals average Index of 100 during Feb 10 – May 12, 2017

## Daily Searches for a departure during Ramadan



\*Trend showing online travel searches during Ramadan compared to the average during Feb 10 - May 12, 2017

## 35% of all searches for a departure were in the last week of Ramadan

People start searching for departures towards the end of Ramadan - 35% of the searches were made during the last week of Ramadan in 2017.

The trend confirms that many are looking to travel in the weeks following Ramadan but do not plan their trips a lot in advance.

## 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 9 million retail shopping transactions, and over 5.7 million travel sales bookings across desktop, smartphones and tablets from 59 major advertisers in Turkey.

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