



Travel Vertical Guide

A Time to Be Meaningful

Ramadan looks a little different this year, and Snapchatters are looking for new ways to celebrate the holy month. Here are some insights to help brands develop meaningful connections this Ramadan.

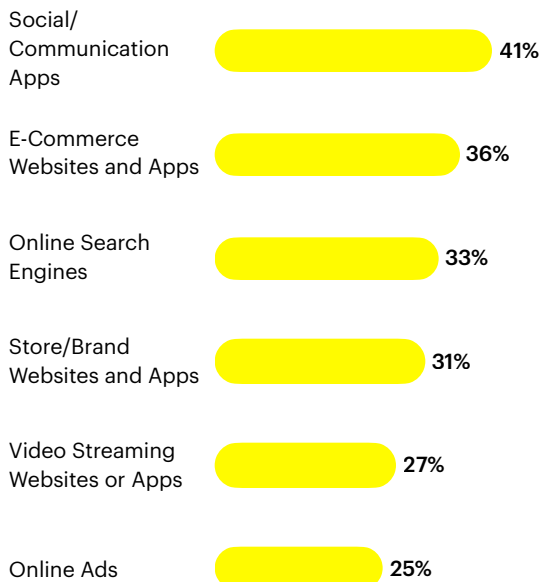
Vacation or travel related products are important to Snapchatters during Ramadan.

33%

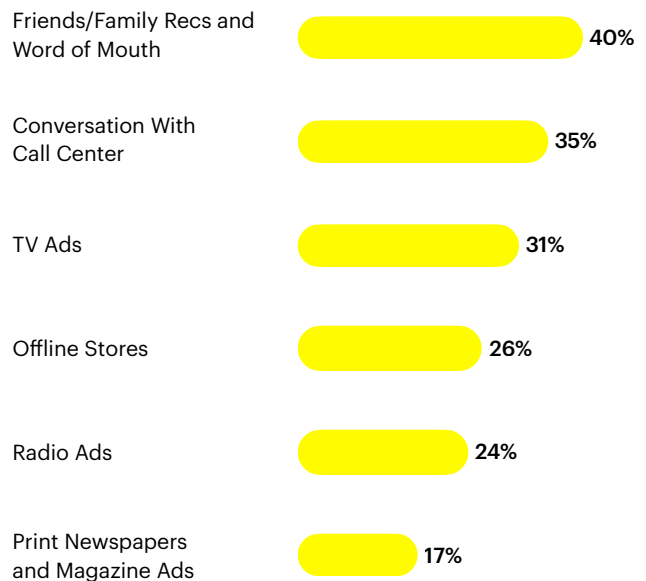
of Snapchatters purchased vacation or travel related products during Ramadan.¹

Social/communication apps and friends/family recommendations are important when purchasing vacation or travel related products during Ramadan.²

Online Sources



Offline Sources



¹Base: Snapchatters (n=800)

2020 Ipsos study commissioned by Snap Inc.; Q12. Thinking about the products you have purchased for or during the month of Ramadan this year, please choose all the product types you have bought.

²Base: Vacation or travel related products and services (n=118)

2020 Ipsos study commissioned by Snap Inc.; Q14A. And which one of these sources of information do you most rely on when making a purchase for or during Ramadan?