



# Travel



# Snapchatters begin searching for Ramadan inspiration at least 3 weeks prior to the holiday

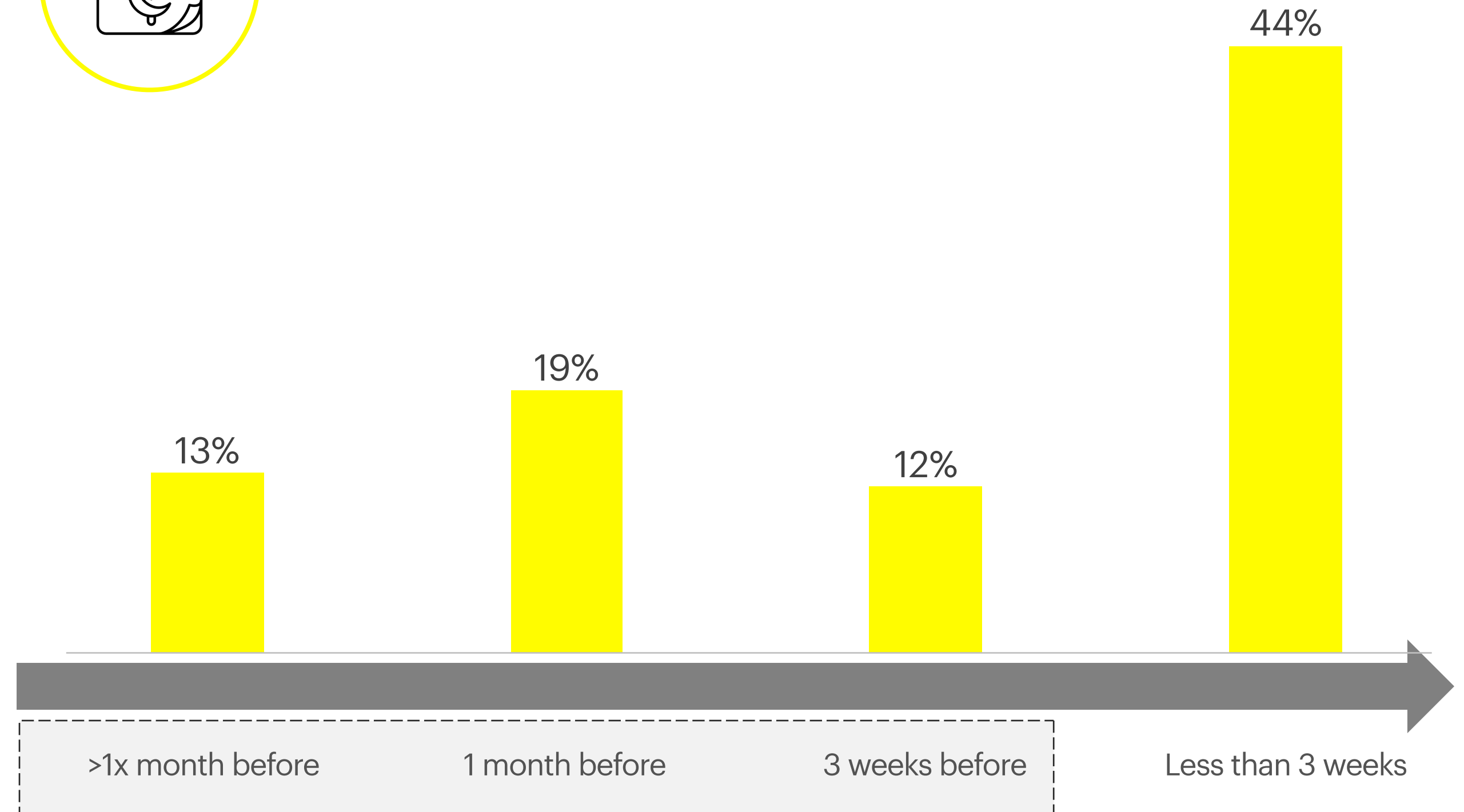
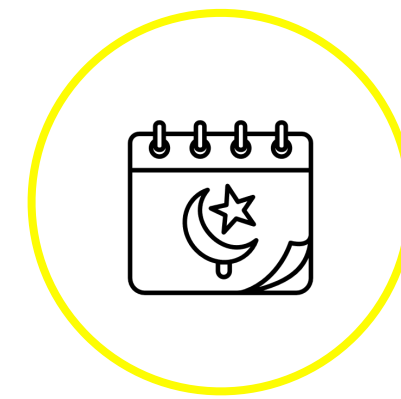


Highlighting an opportunity for brands to offer ideas and engage consumers early

Inspiration before the start of Ramadan

# 44%

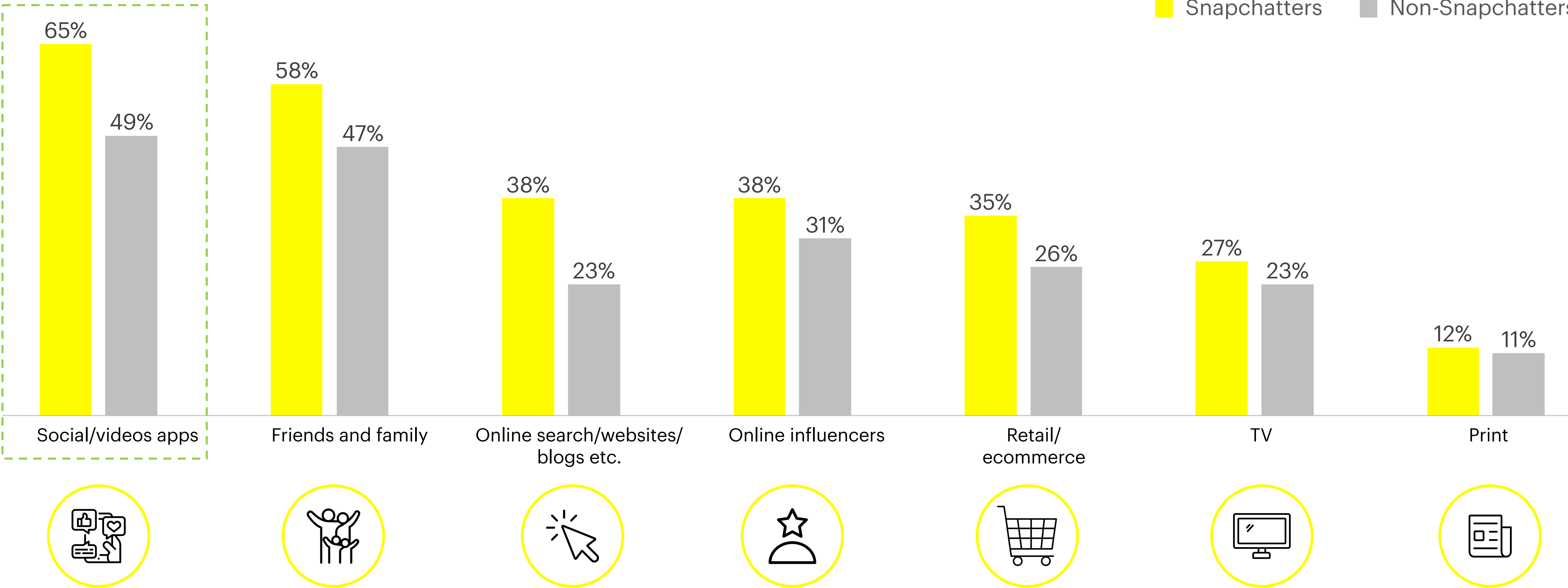
Snapchatters begin to look for inspiration 3 weeks or earlier before Ramadan



# Social/Video apps are the top source of Ramadan inspiration for Snapchatters



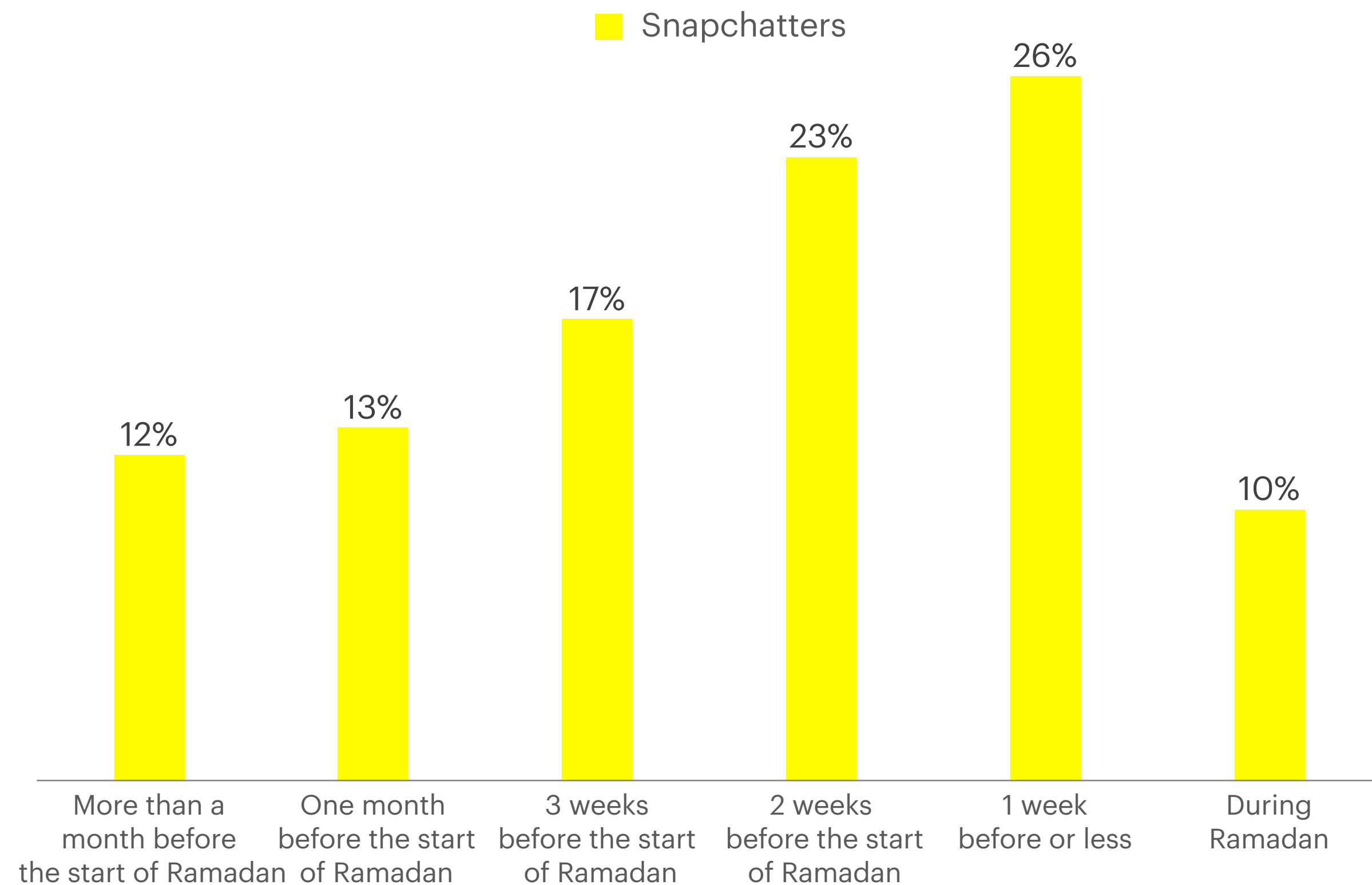
% of source of inspiration



# Shopping for Ramadan



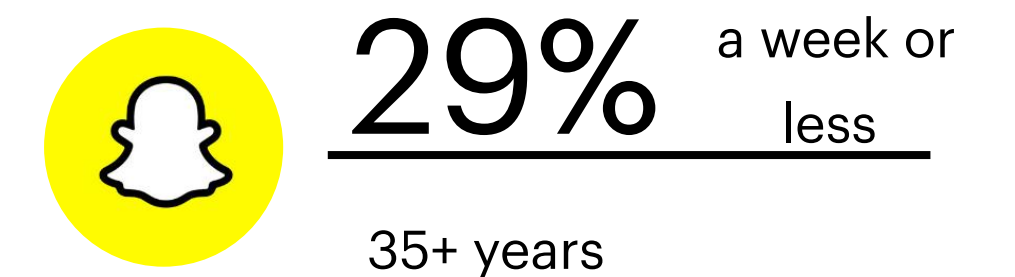
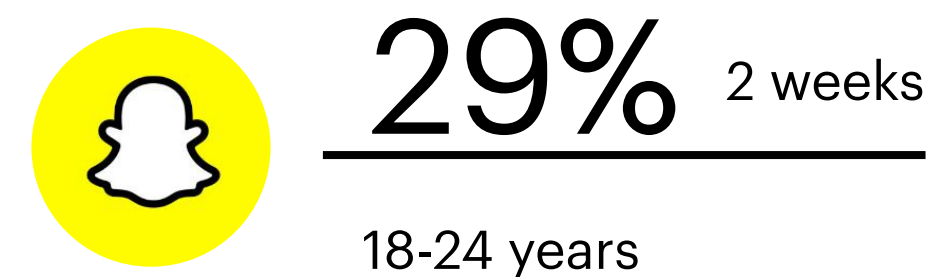
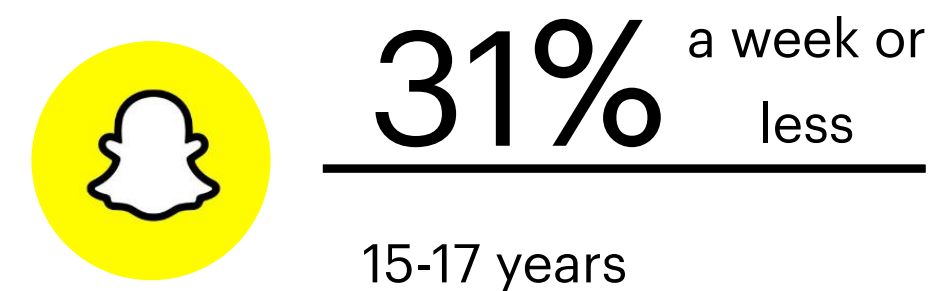
## Start shopping for Ramadan 2021



## Younger age group

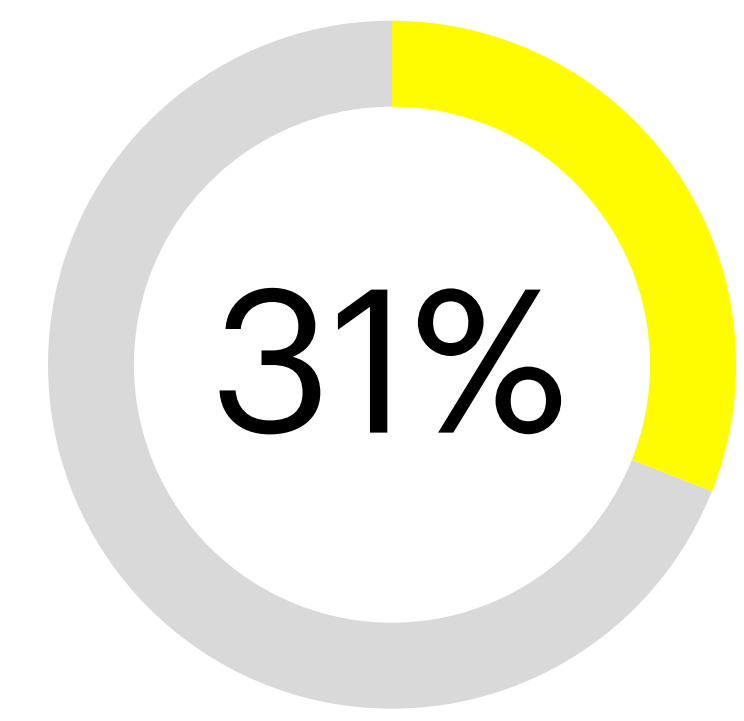
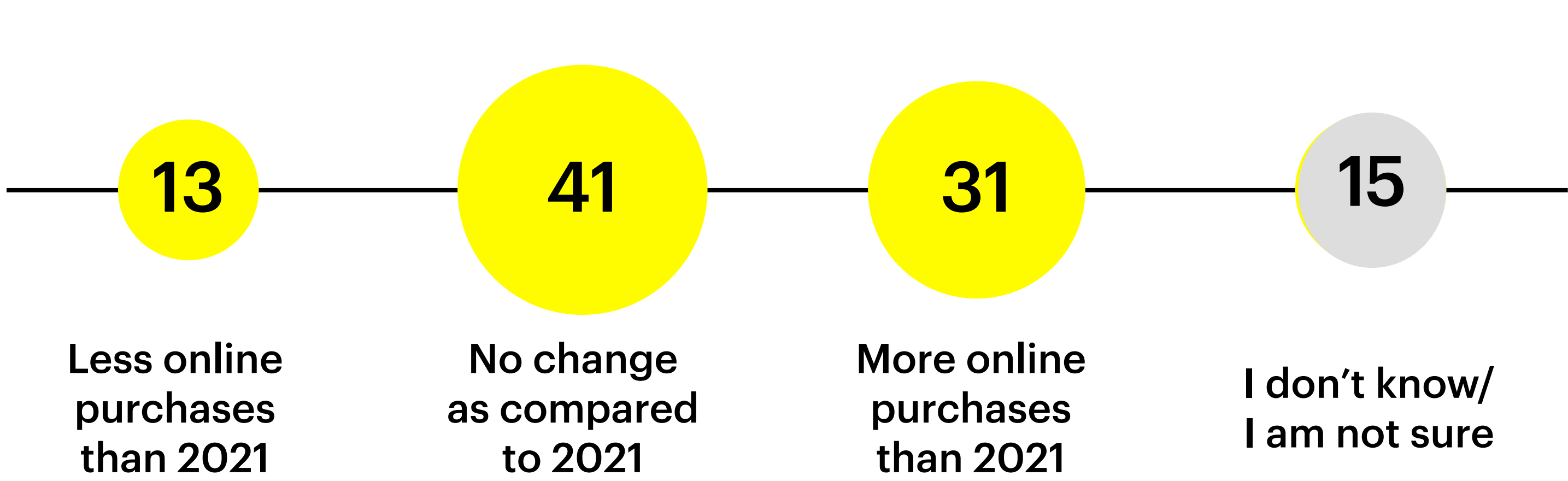
## Older age group

The majority of Snapchatters shop a week before Ramadan

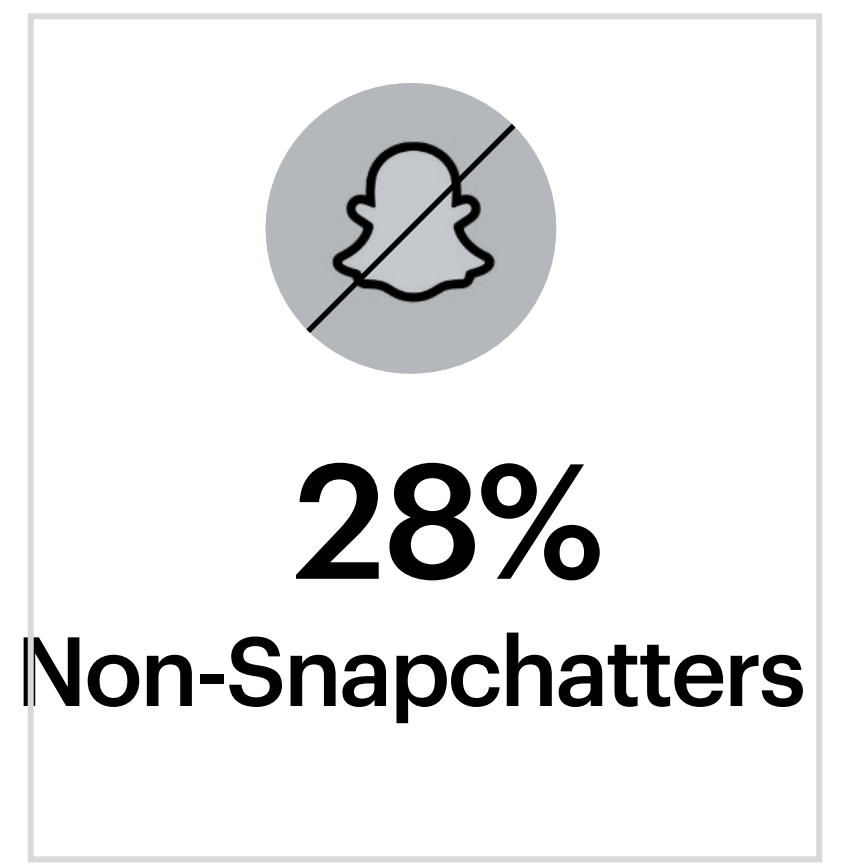
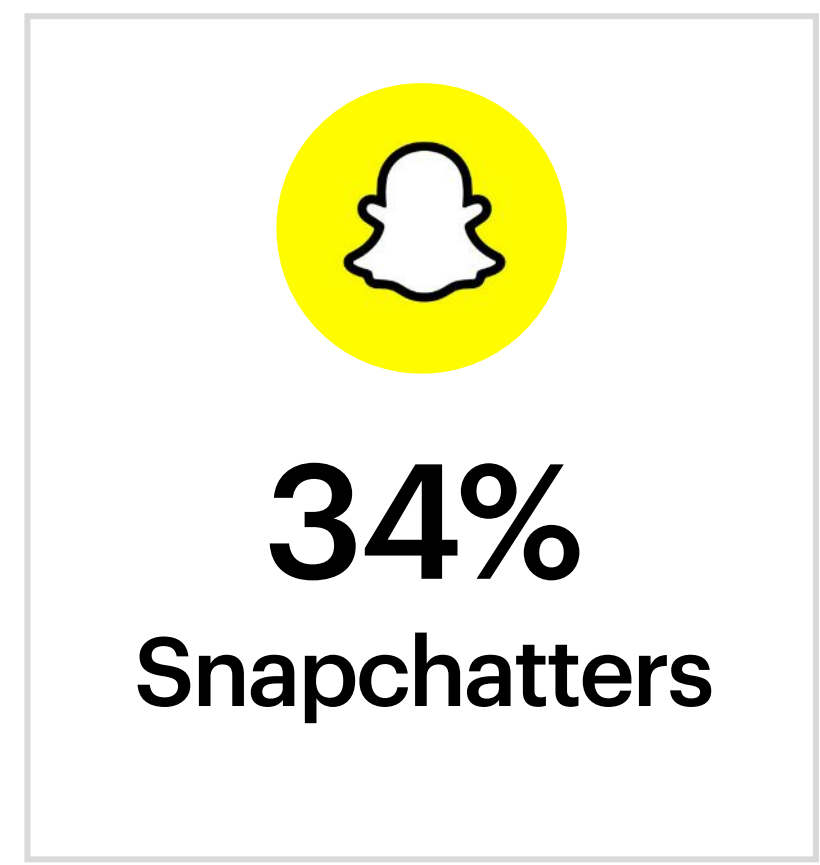
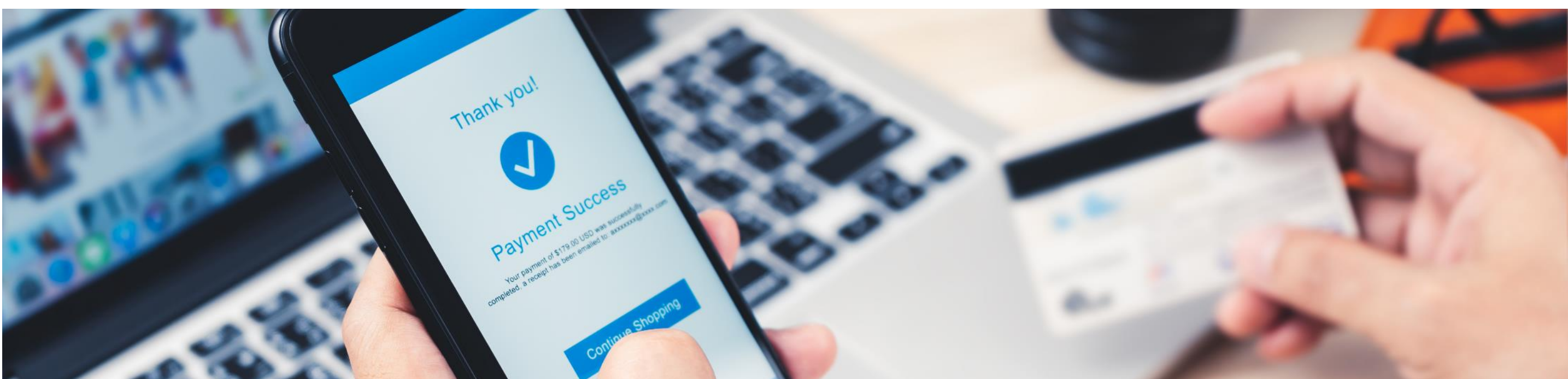




# Shopping for Ramadan – 2022 v. 2021



Spends increase on **Online** purchases in 2020 Vs 2021



2021 Kantar research, Ramadan- KSA, commissioned by Snap Inc. Q: Which of the following do you think best describes your plans for online purchases in the upcoming Ramadan (Ramadan 2022) as compared to 2021?

Q: Which of the following do you think best describes your online purchases in Ramadan 2020 (during the lockdown due to COVID) as compared to 2021?

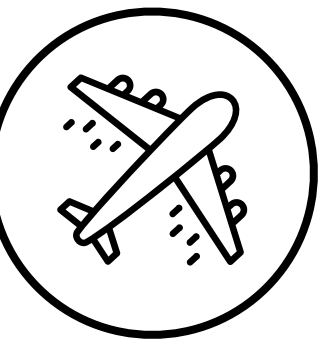
Total : 1,031 | Snapchatters: 503 | Non-Snapchatters: 528



Owing to the pandemic, shopping for travel was limited only to 11% of the consumers

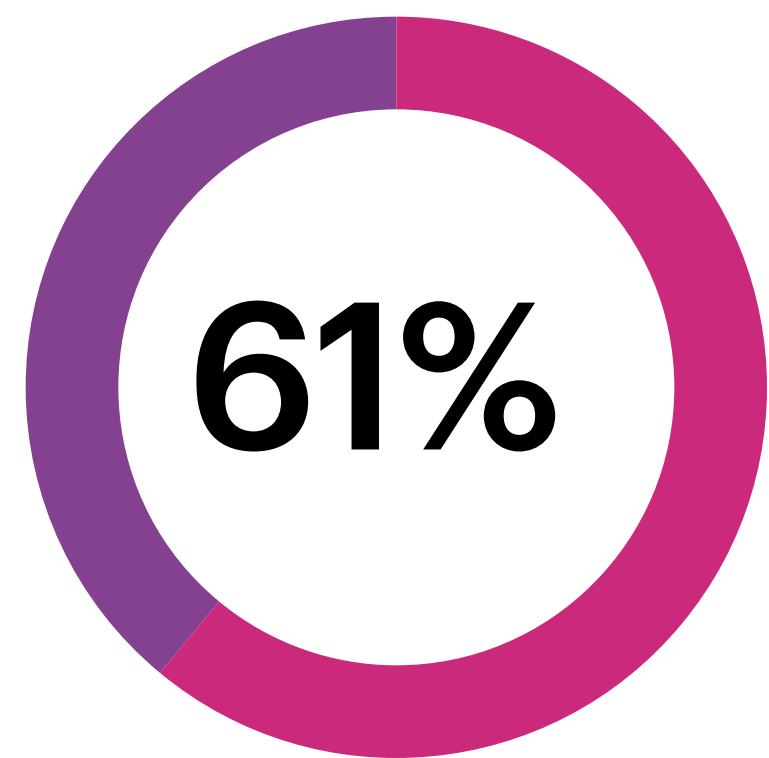
11%

Shop for Travel (Domestic / International - train/flight/ bus etc.)

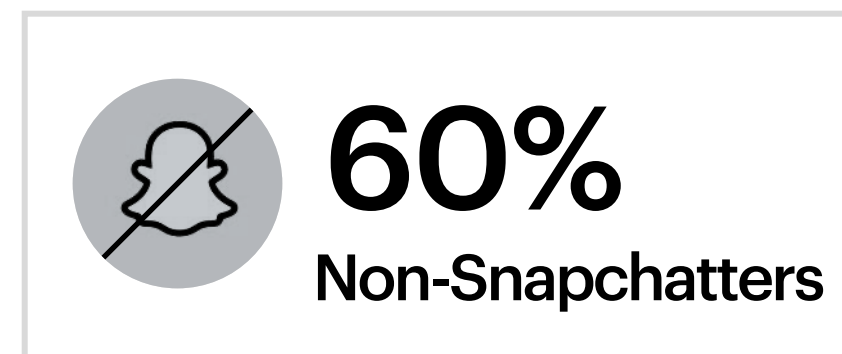
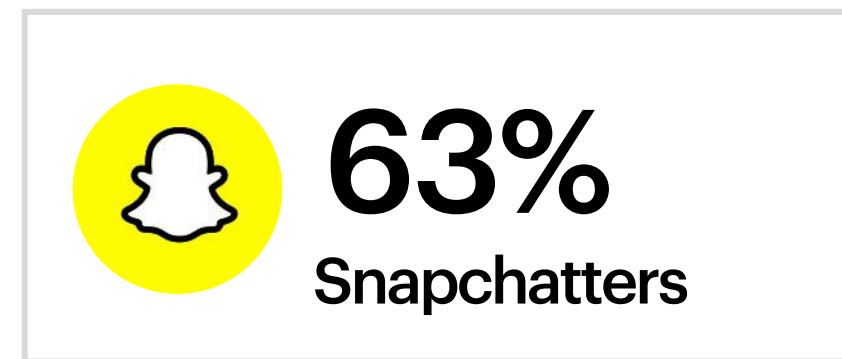


# A higher number of consumers use Mobile for Travel purchases during Ramadan

Ramadan 2021

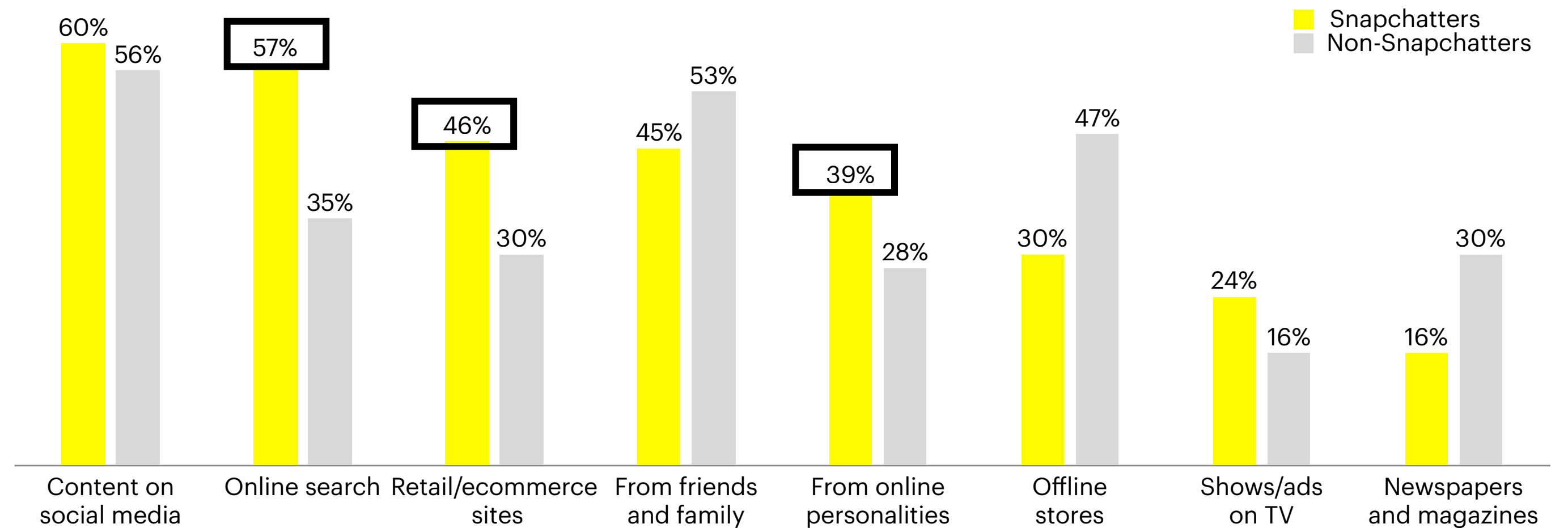


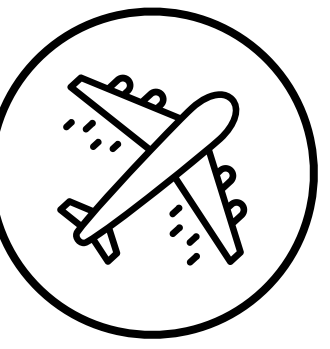
Travel purchases are through mobile / tablet apps



## Content on Social Media rates the highest when relying on source of information for purchases

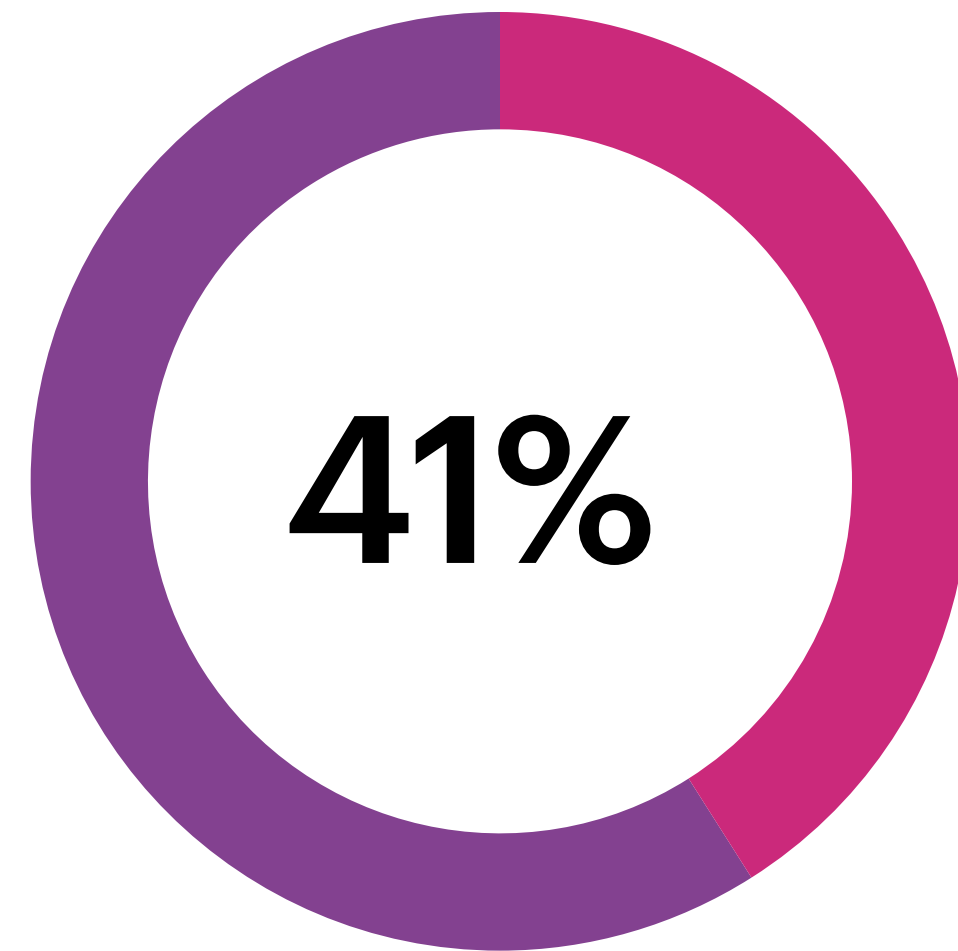
Source you rely on when purchasing Travel (Domestic / International - train/flight/bus, etc.) products





# Consumers will spend more in Ramadan 2022 on Travel purchases – More amongst Snapchatters

Ramadan 2022 vs. 2021



will spend more in  
Ramadan 2022





