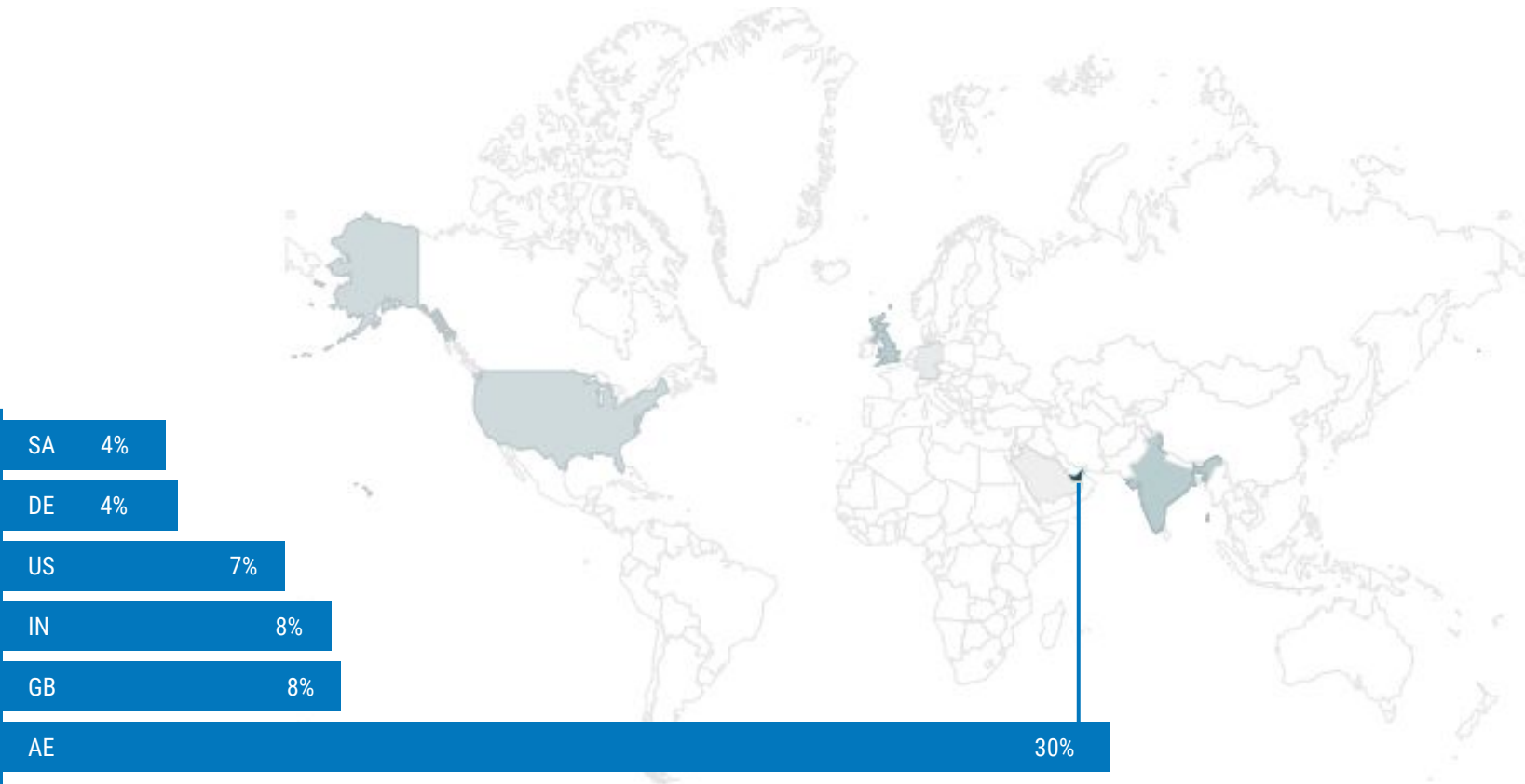


# Searching for Travel to the UAE

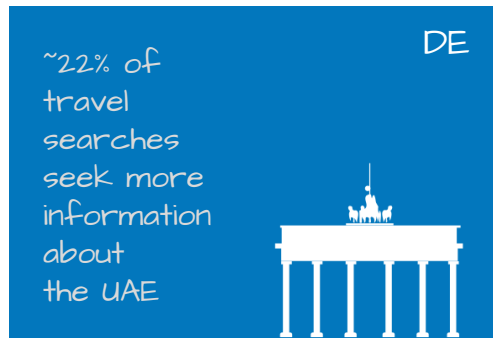
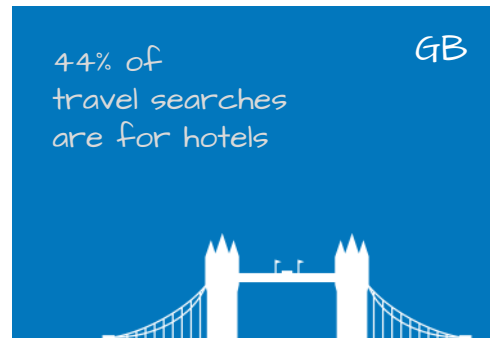
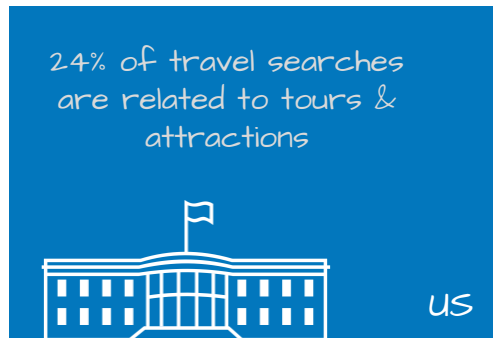
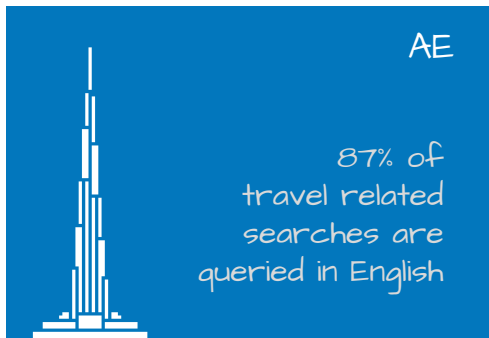
September 2015



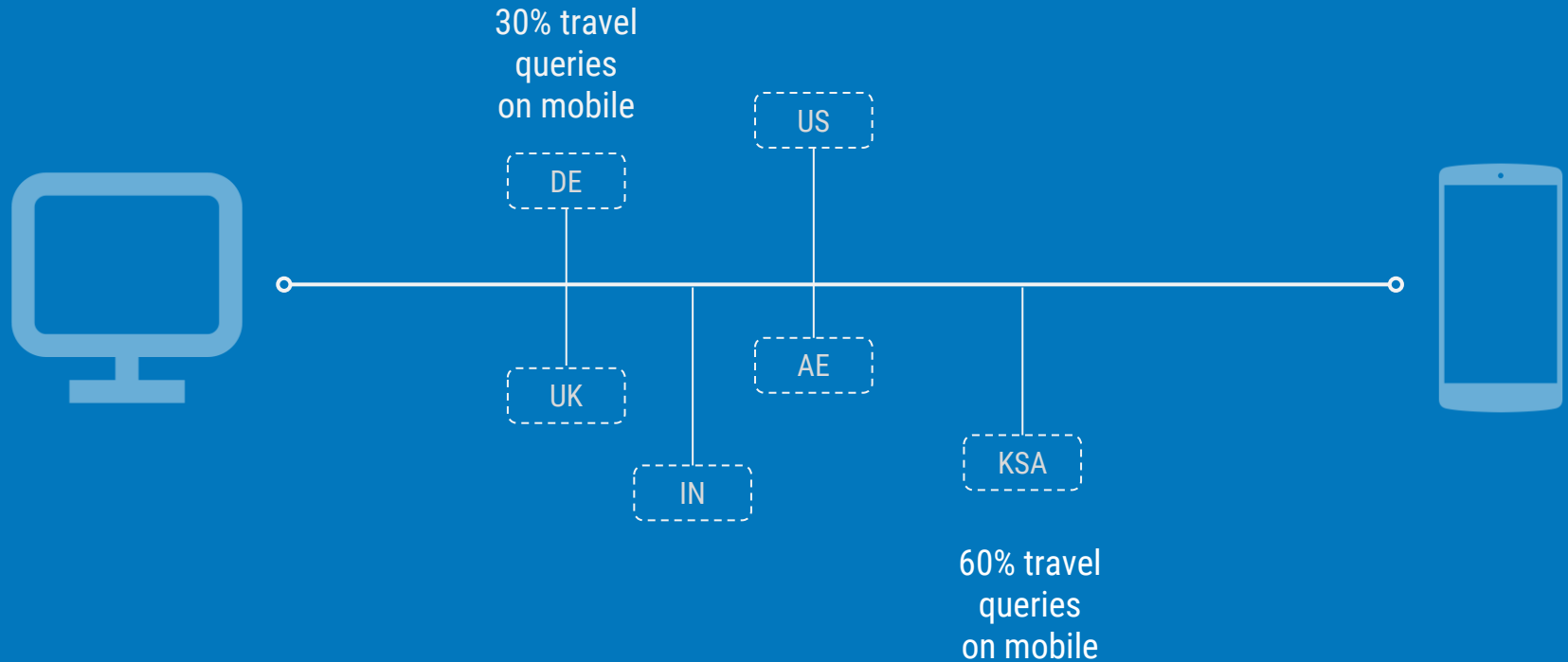
# 6 markets account for >60% of travel-related queries for UAE



# Each market has unique travel needs

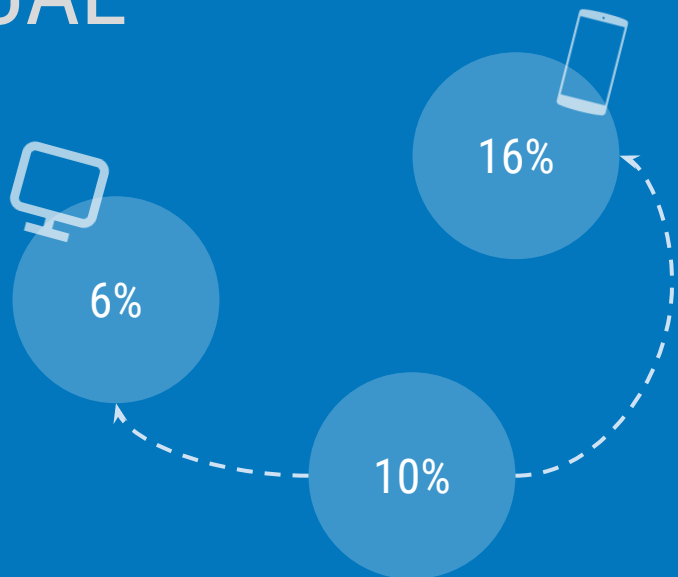


# Are you present on the right device?



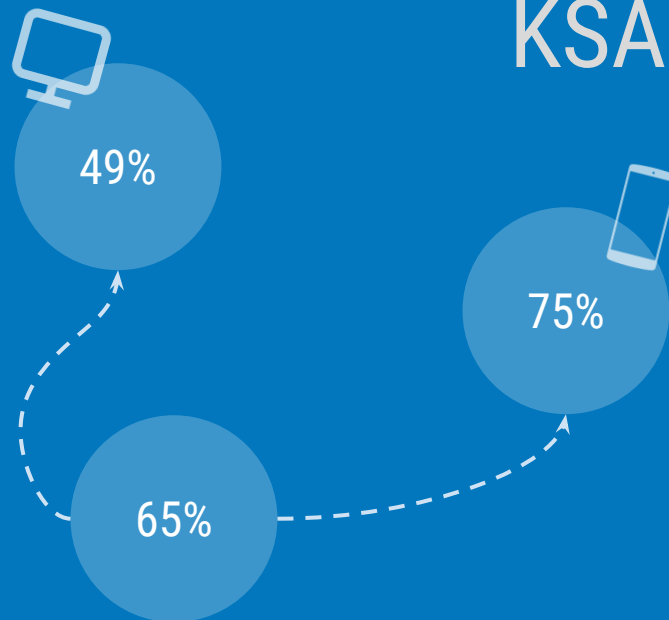
# Are you speaking the right language?

## UAE



عربي

## KSA



عربي

# Are you speaking the right language?

UAE



6%



16%



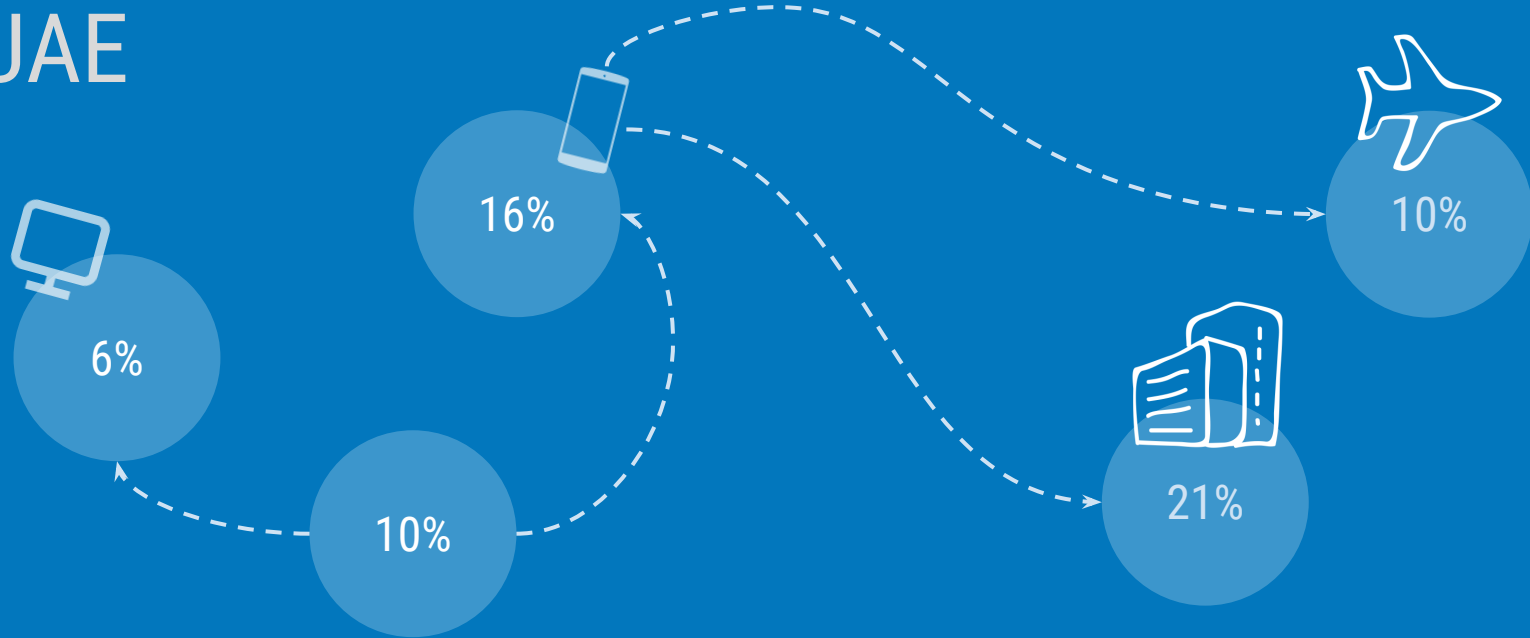
10%



21%

10%

عربی



## Are you speaking the right language?



THE GCC USES MOBILE DEVICES FOR THE FIRST PHASE OF SEARCH - GENERIC TERMS - CHOOSING A LANGUAGE THEY ARE RELATIVELY MORE COMFORTABLE WITH - ARABIC

DESKTOPS ARE USED MORE AS TRAVELERS START TO SEARCH FOR SPECIFIC BRAND TERMS, COMPARING OFFERS AND MAKING RESERVATIONS, MOSTLY USING ENGLISH



# Are you communicating at the **right time**?

Late night  
mobile searches  
peak on Sundays



Top search time  
of the week



Tuesdays between  
9:00 and 10:00 PM



Tuesdays  
between 2:00 PM  
and 4:00 PM



India

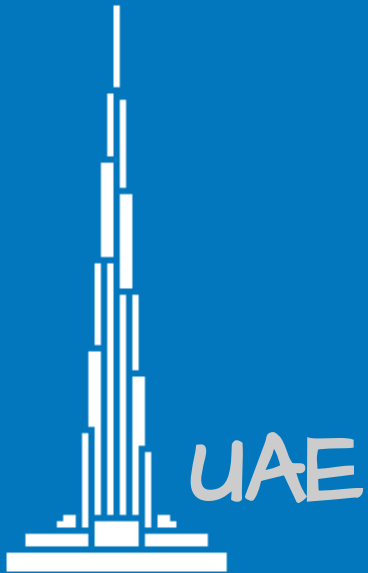


Desktop search decrease by ~20%;  
slight increase in mobile on Sundays



# Are you communicating at the right time?

Late night mobile searches peak on Saturdays



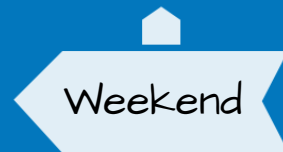
Top search time of the week



Fridays  
between  
2:00 and 4:00 PM



Sundays  
between  
11:00 AM and 1:00 PM



Desktop search decreases by >50%  
Mobile up by 10-15%, especially on Saturdays

# Are you communicating at the **right time**?

Late night  
mobile searches  
peak on Sundays



Top search time  
of the week

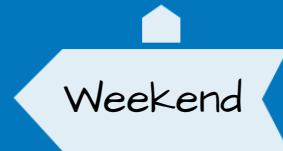


Saturdays between  
3:00  
and 5:00 PM



Tuesdays  
between 11:00 AM  
and 1:00 PM

USA



Desktop search drops by >25% over the weekend  
Mobile searches increase by ~20% on Fridays and Saturdays

## Are you already **known** in the market?

83% of airline queries  
from Germany to UAE  
contain a brand term

46% of hotel queries  
from Germany for UAE  
are generic in nature



91% of airline queries  
from Saudi Arabia to UAE  
contain a brand term

85% of hotel queries  
from Saudi Arabia for UAE  
contain a brand term



Device



Language



Time



Awareness

