



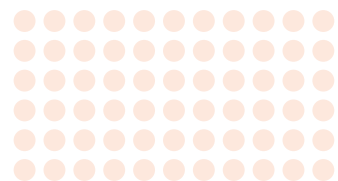
2017 INSIGHTS REPORT
TRAVEL






TRAVEL

Cleartrip's 2017 Travel Insights Report dives deep into dominant travel trends in the Gulf Cooperation Council markets. From booking behaviours to top travel destinations, the comprehensive report captures the travel path of the region's yearning travellers





As booking habits of travellers continue to evolve, market dynamics keep changing. Get a deep understanding of travel trends in different markets



LEAD TIME

Most travellers in GCC prefer to book their tickets within a week ahead of their trips



MOBILE BOOKINGS

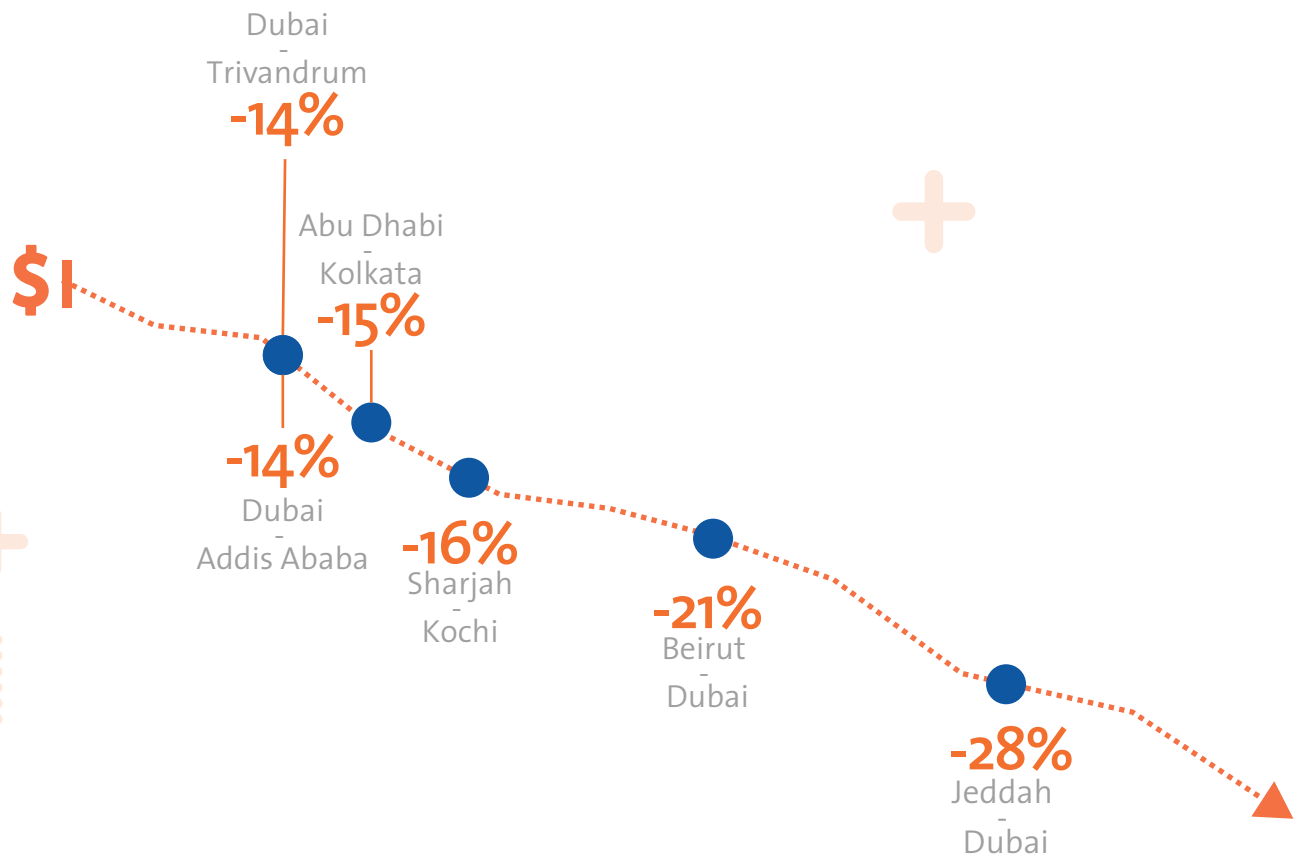
Mobile bookings in Saudi Arabia jumped up 116% in 2017



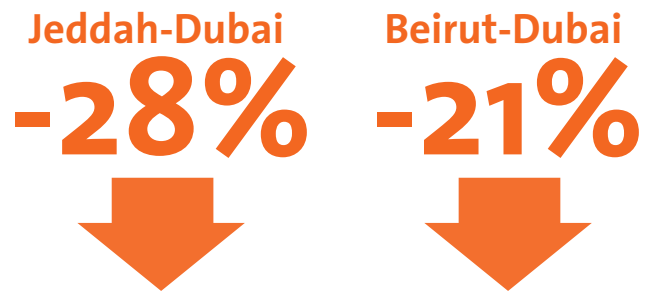
MARKET GROWTH

Online travel sector in Kuwait expanded at a year-on-year growth rate of 19% in 2017





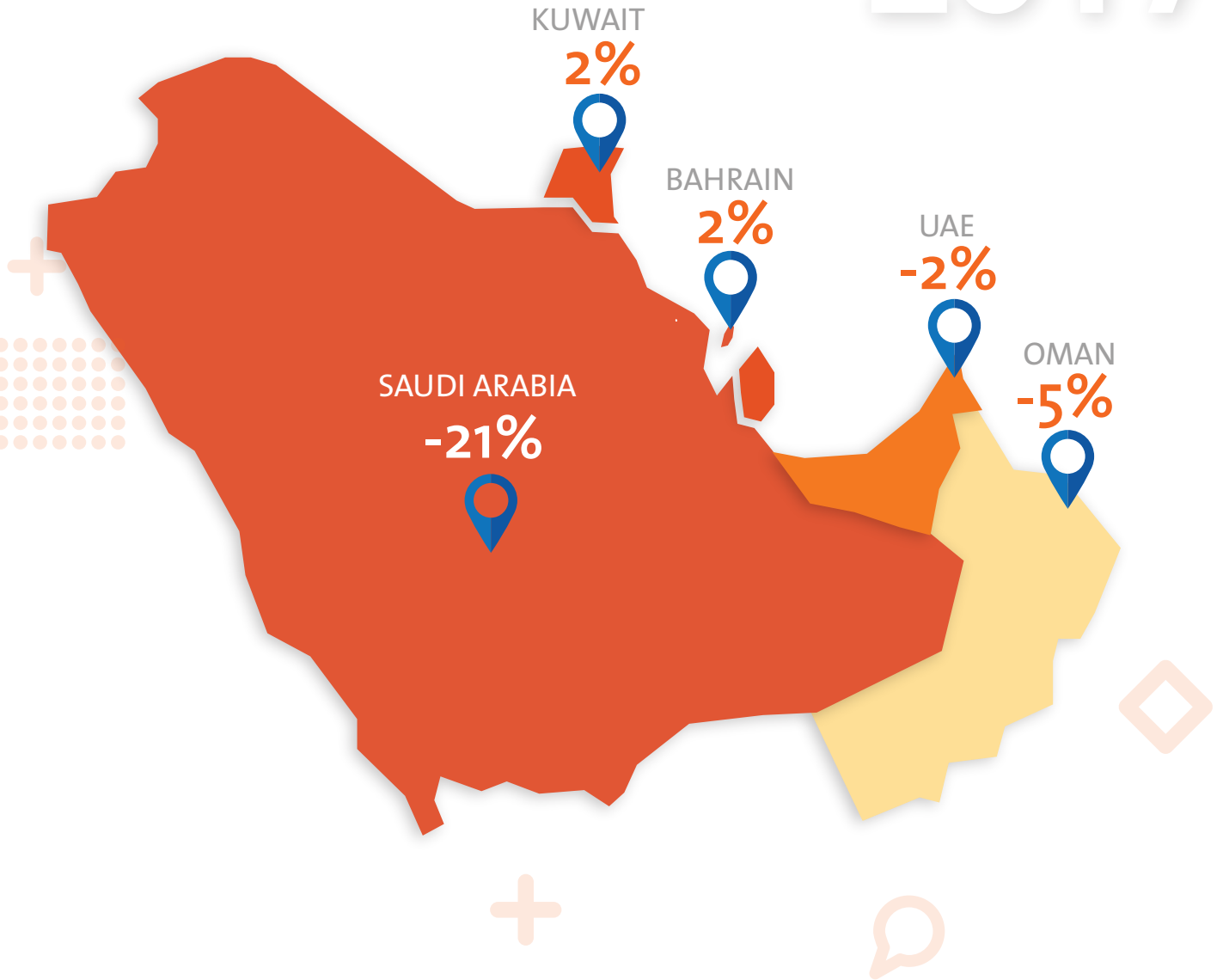
Ticket pricing varied between different origin and destination cities in 2017. Jeddah-Dubai marked the biggest decrease with a 28% drop in travel fares, followed by Beirut-Dubai that saw a price decline of 21% during the year



*% change as compared to 2016

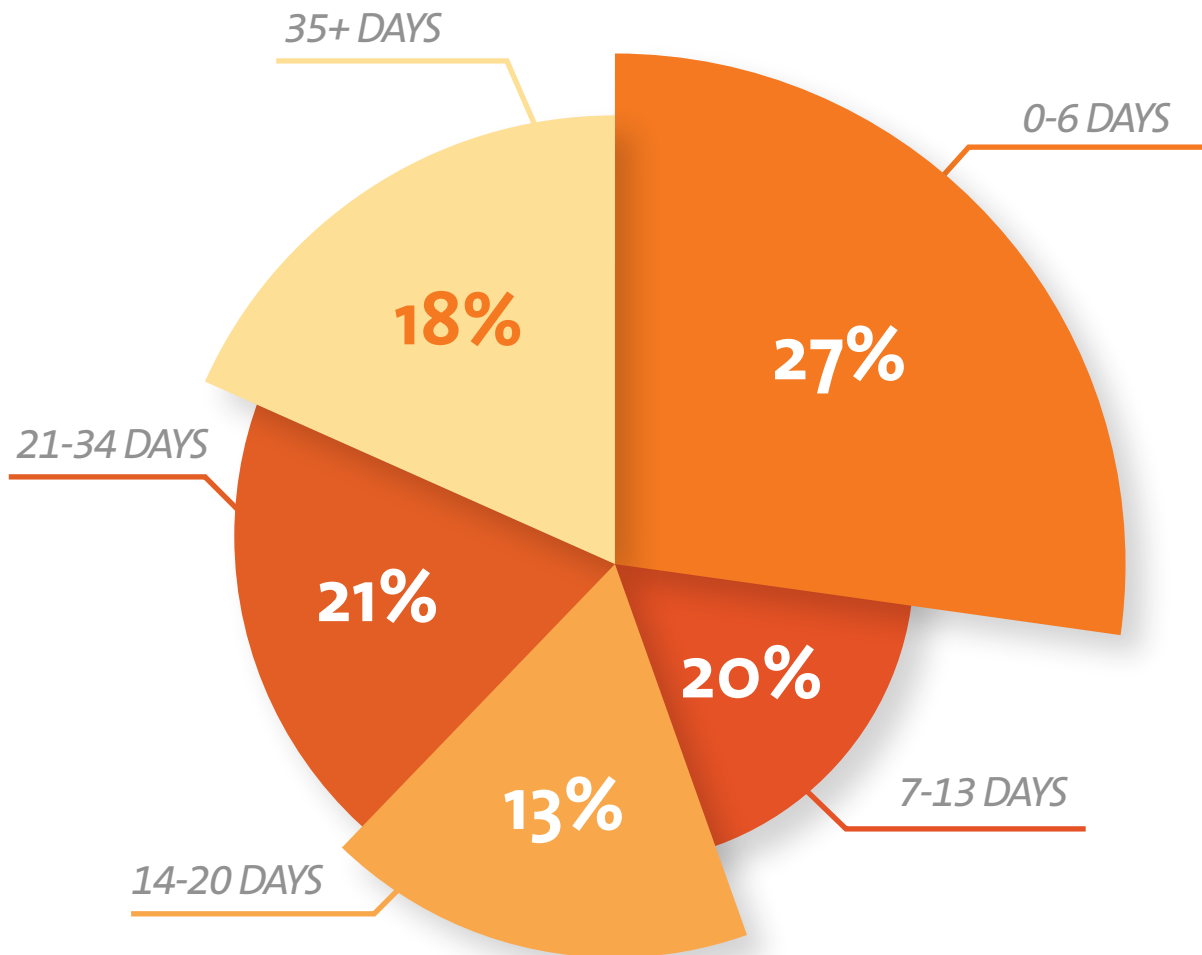


AVERAGE TICKET PRICE 2017



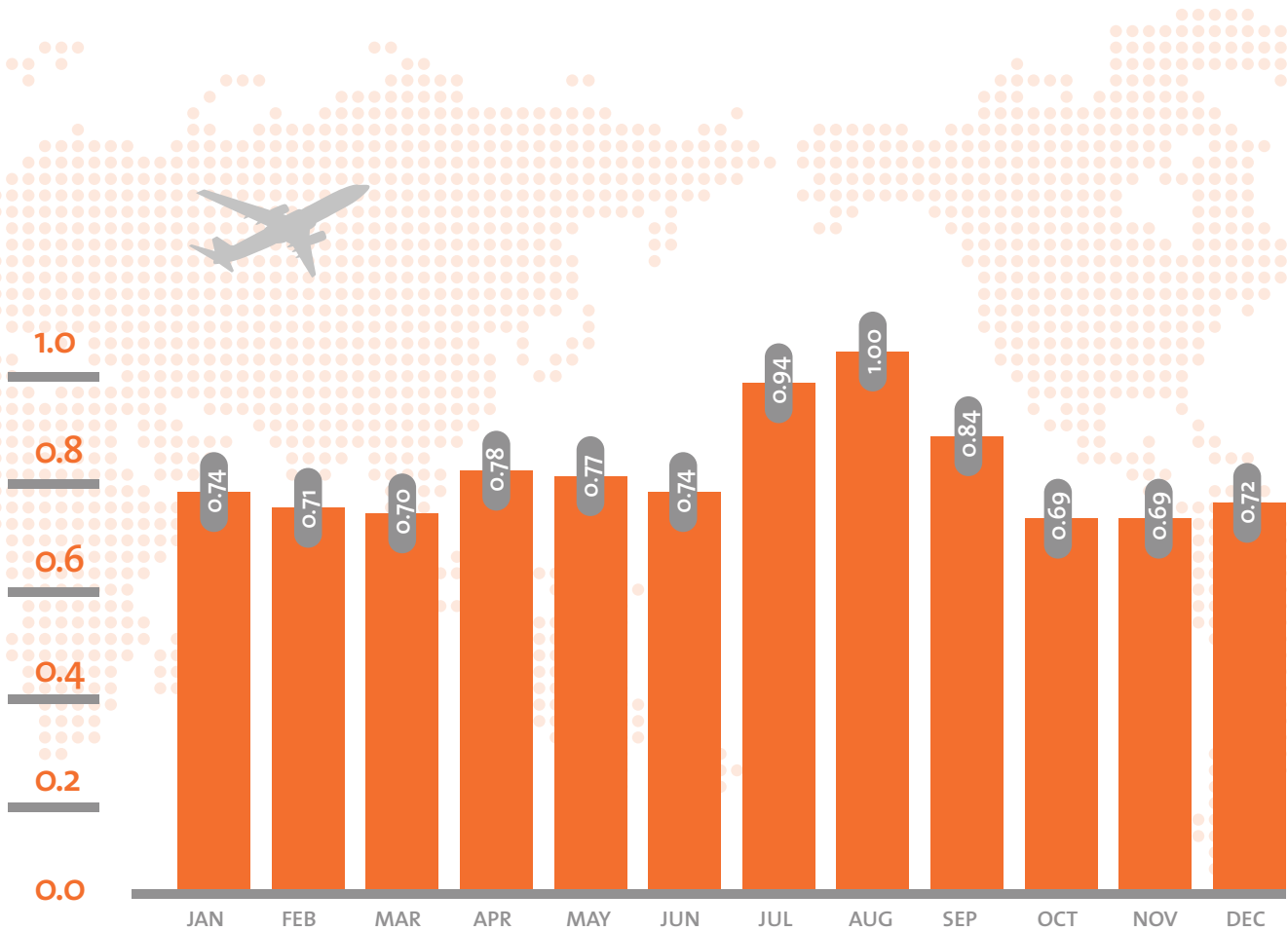
Different markets in the GCC region witnessed airfare fluctuations in 2017 with average prices dropping 21% in Saudi Arabia and 5% in Oman, as compared to 2016

*% change as compared to 2016



How long are the trips booked on Cleartrip?

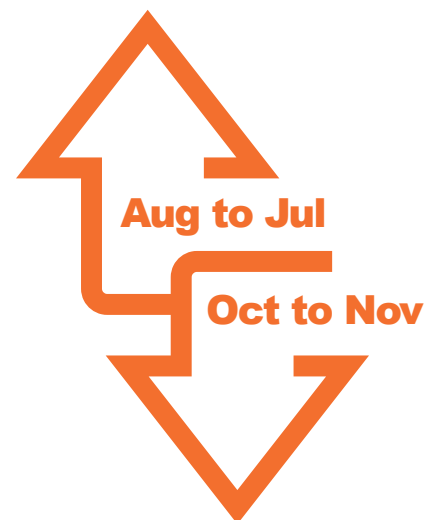
An average trip duration of up to 6 days represented 27% of all trips made in 2017, while 18% of trips booked on Cleartrip lasted for 35 days and more



Which is the best time to travel?

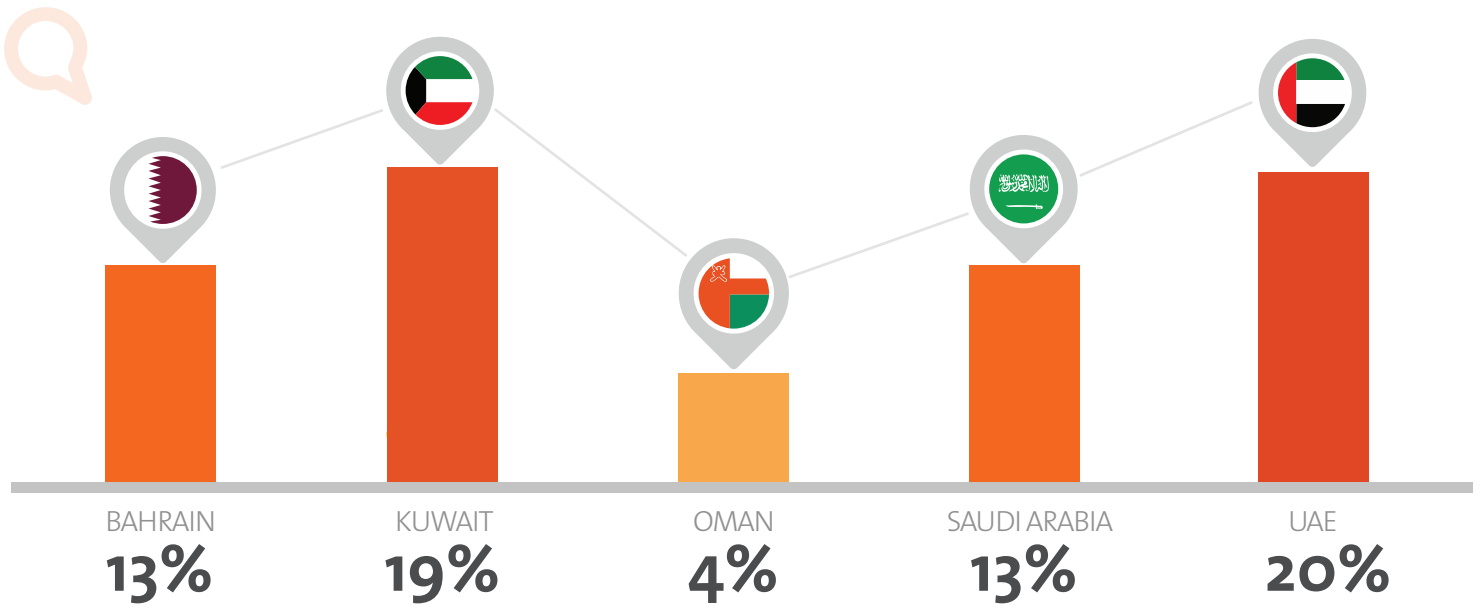
With summer holidays, travel peaked in August, followed by July in 2017, while October and November recorded the least number of trips

*Numbers represent travel relative to the highest point on the chart for the given time period.





WHO LOVES A DEAL?



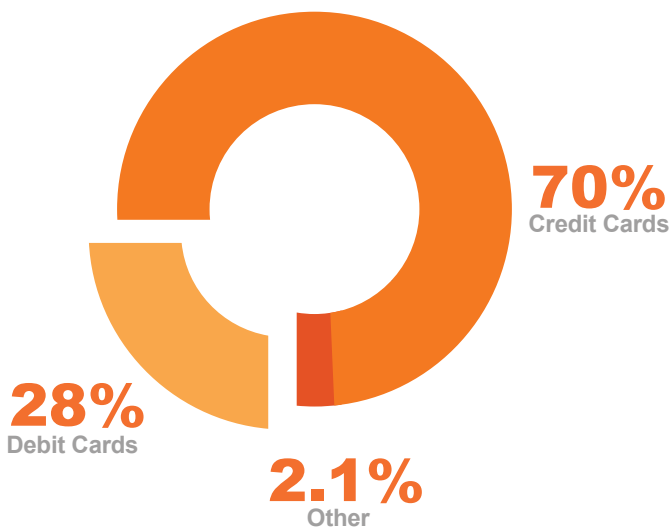
Do travellers in the region crave deals?

Cleartrip data shows 20% of travellers in the UAE prefer promotions and deals

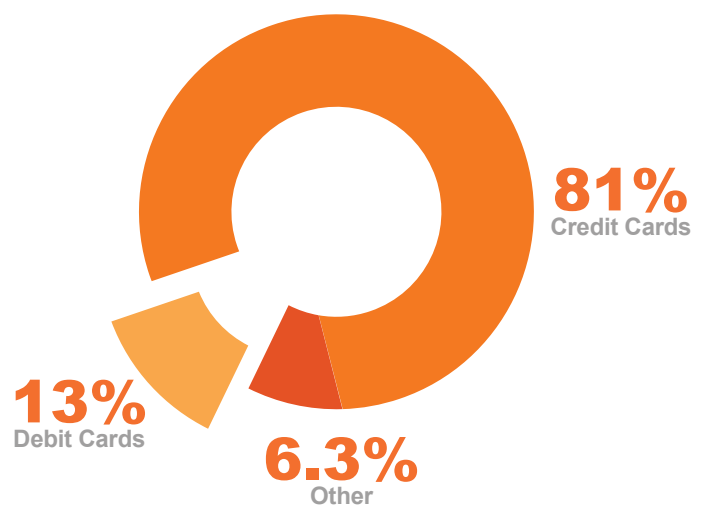


PREFERRED PAYMENT METHOD

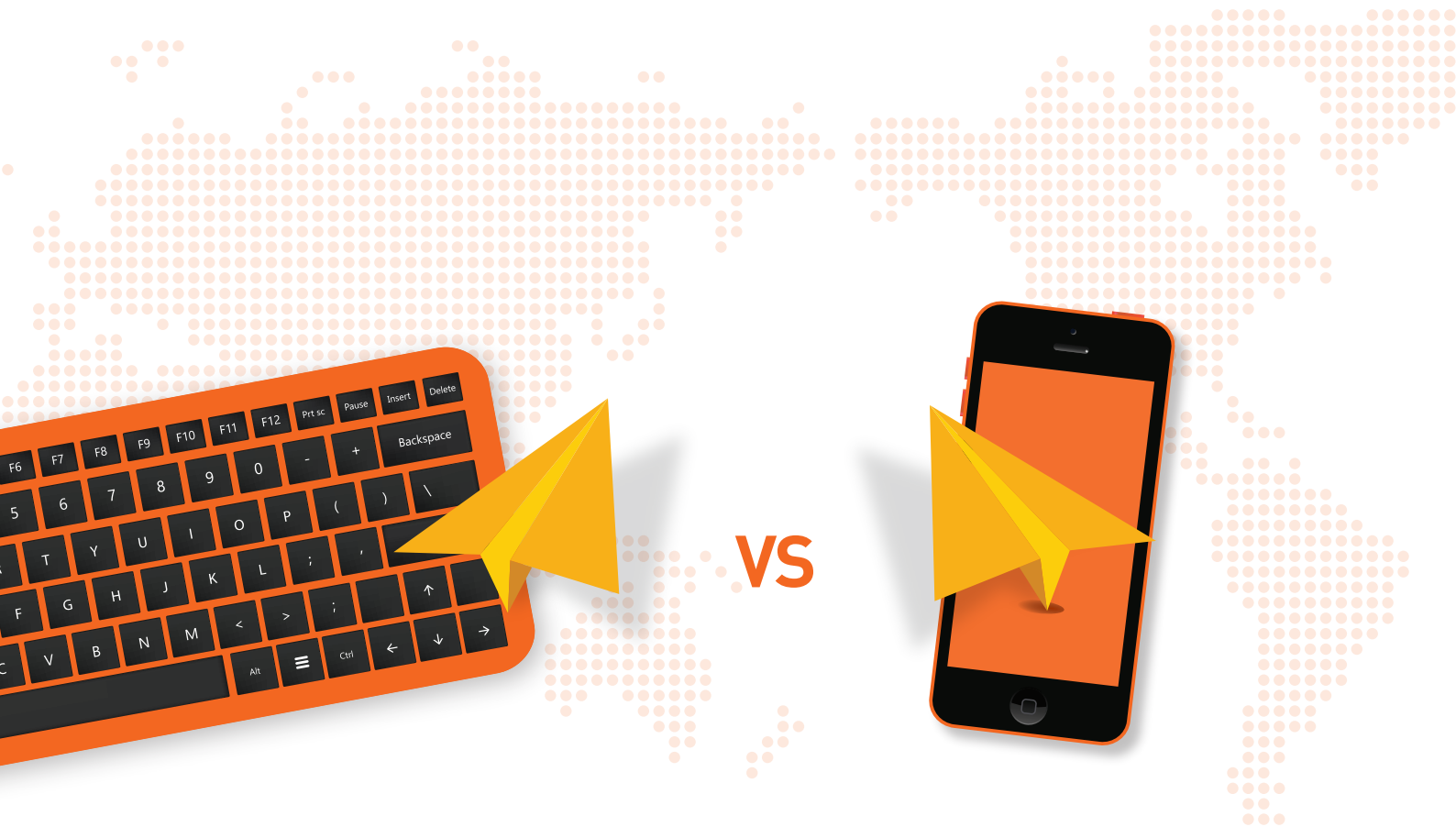
SAUDI ARABIA



UAE



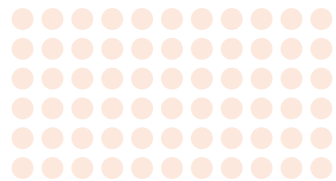
Credit cards top payment methods of choice for the region's travellers. But new trends are emerging as debit cards become a popular option for online payments in Saudi Arabia

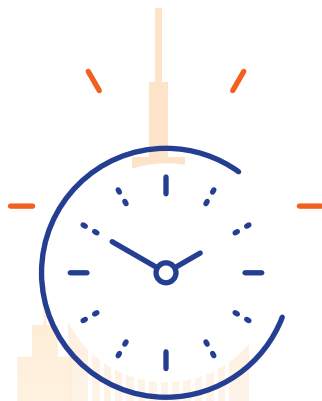


VS

DEVICE AFFINITY

While it is true that desktop is still the most popular platform for travellers to make their bookings, mobile is increasingly becoming the device of choice for travellers in the region, where smartphone penetration is higher than the global average





LAST MINUTE FLIGHT BOOKING *ZERO DAY RUSH* GCC

	1 Day	2 - 7 Days	8 - 14 Days	15 - 21 Days	22 - 28 Days	29 - 56 Days	57+ Days
Desktop	11%	30%	14%	9%	7%	15%	14%
Mobile	15%	33%	14%	8%	6%	13%	11%



How far in advance do travellers in the GCC book their trips?

Data shows a majority of bookings occurred within a week prior to travel dates



“Customers that book less than 7 days in advance - 2 in 5”





LAST MINUTE FLIGHT BOOKING **ZERO DAY RUSH** KSA

	1 Day	2 - 7 Days	8 - 14 Days	15 - 21 Days	22 - 28 Days	29 - 56 Days	57+ Days
Desktop	12%	33%	15%	9%	6%	13%	11%
Mobile	18%	39%	15%	8%	5%	9%	6%

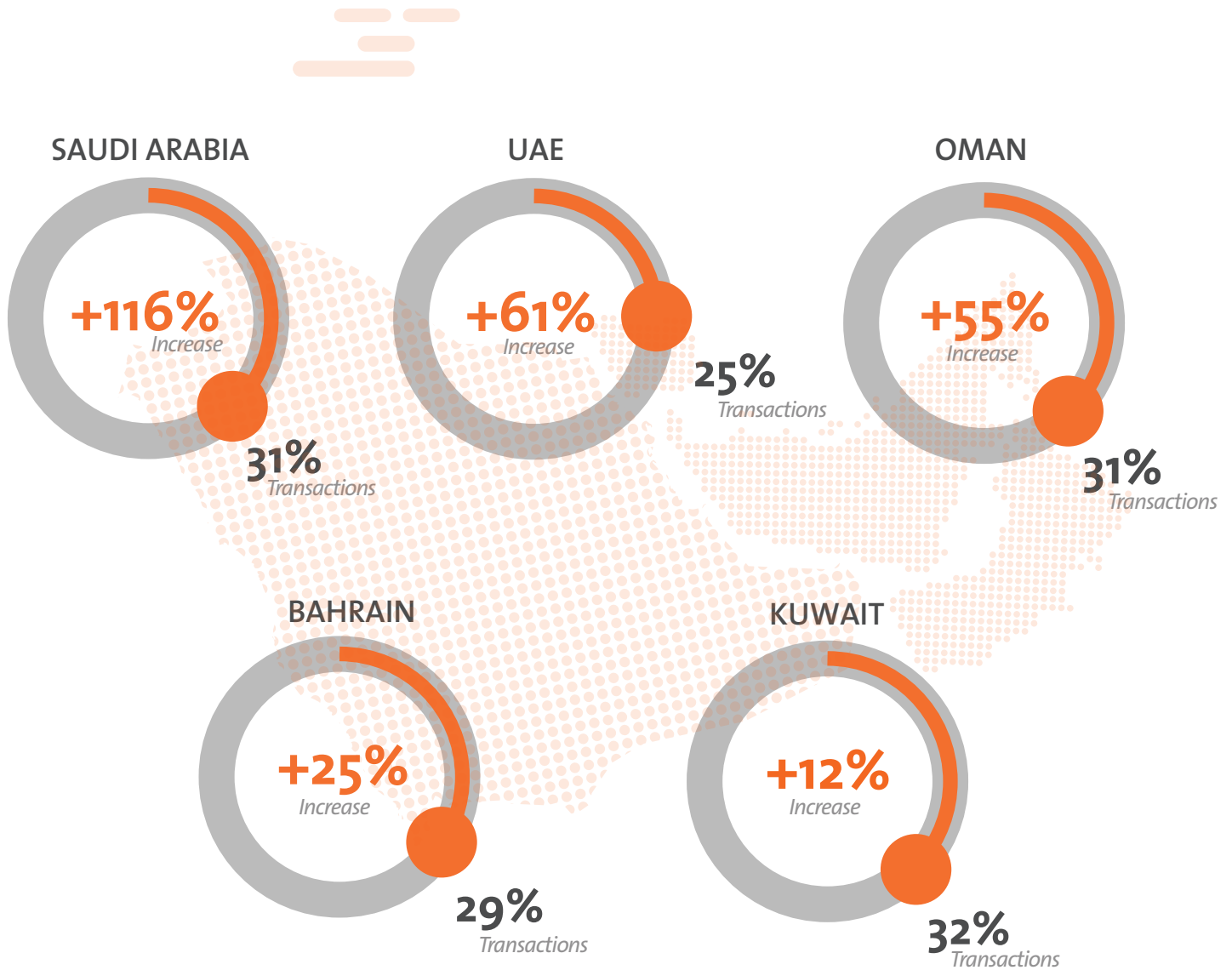


Are Saudis fond of last-minute booking?

More than 57% of travel bookings via mobile devices in the Kingdom took place within seven days before departure

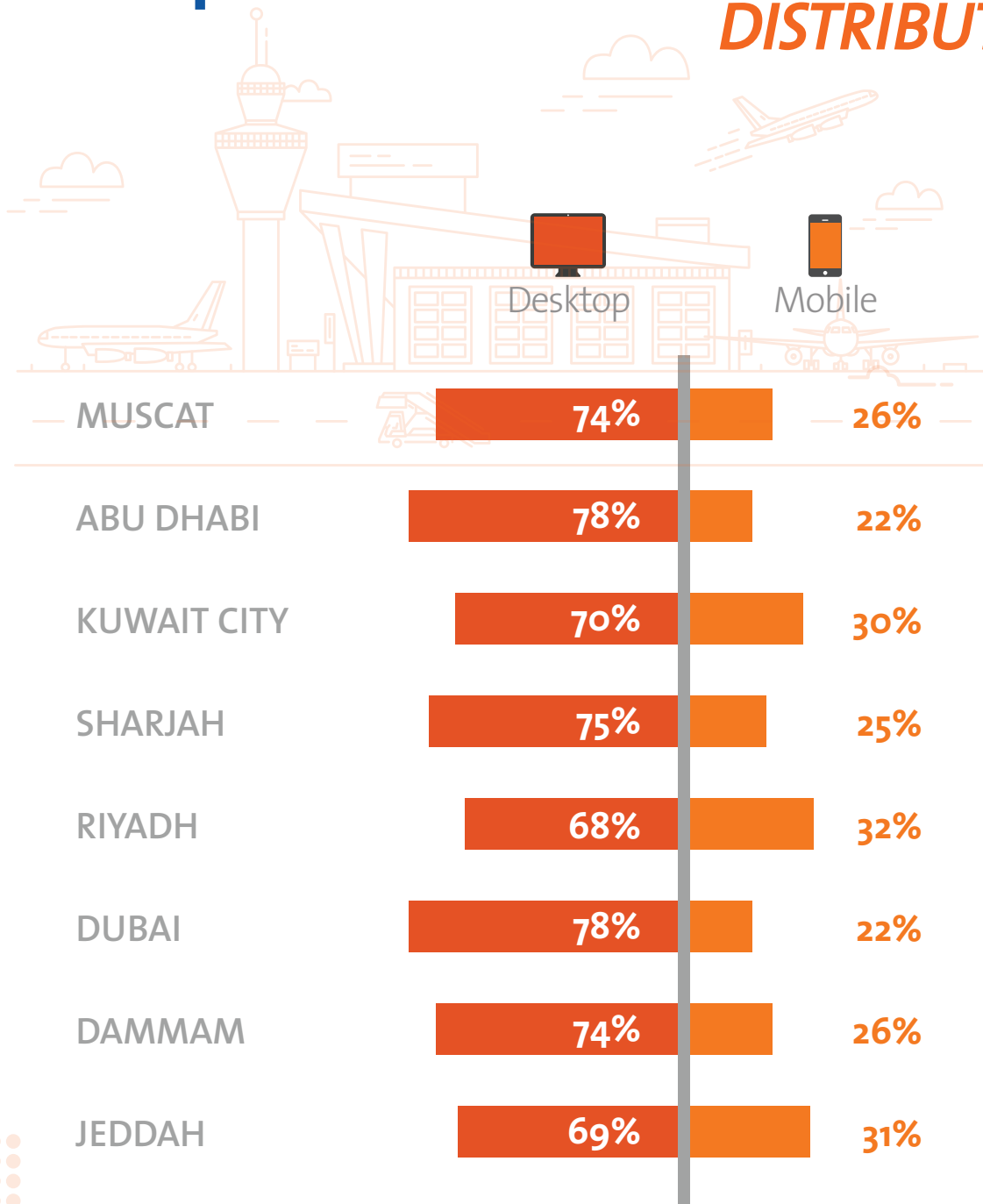


“Customers that book less than 7 days in advance - 2 in 5”



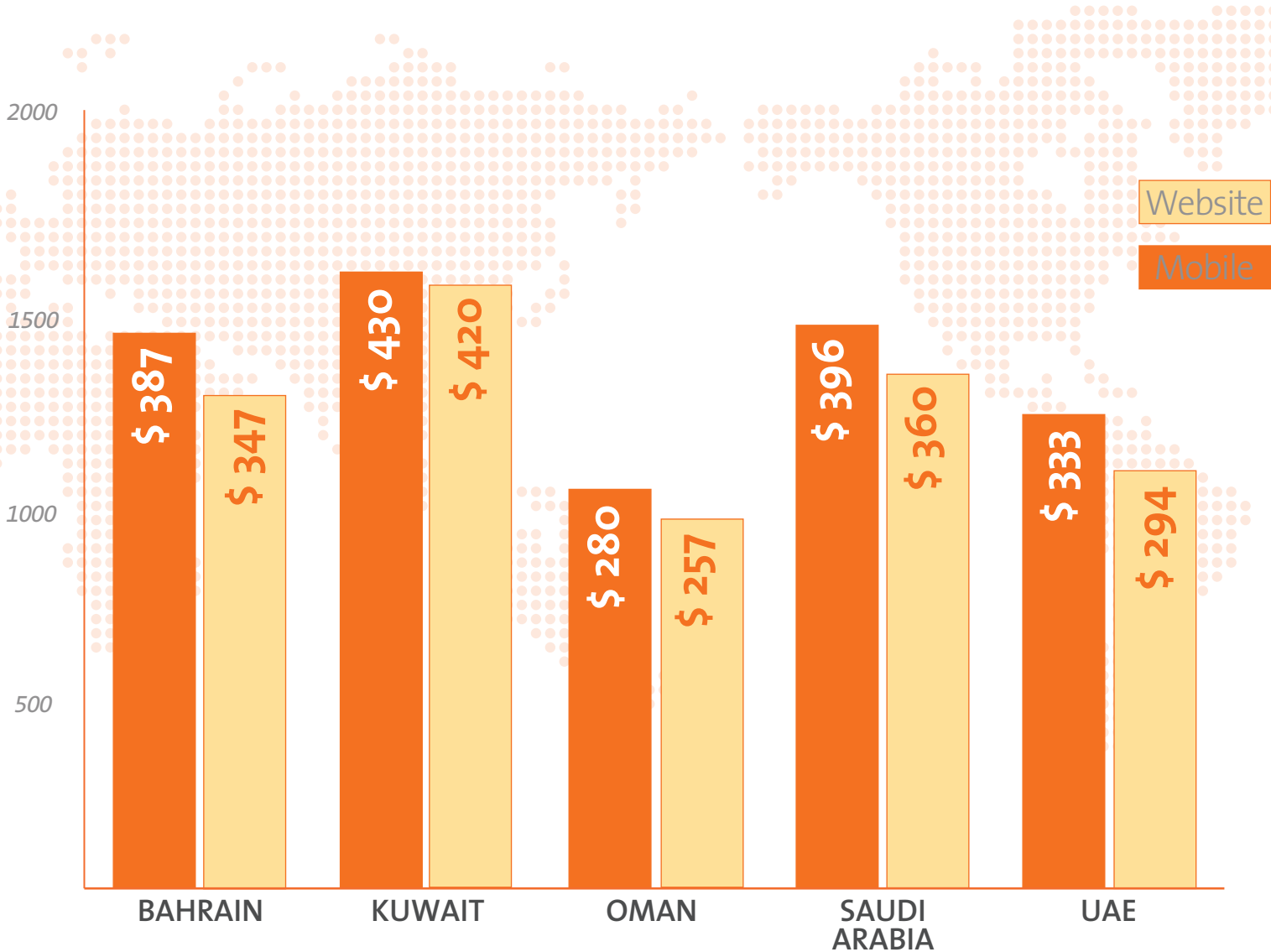
Transactions made on mobile devices have been on the rise in the region with Saudi Arabia marking a 116% increase in 2017 whilst Kuwait grew by only 12%

*% change as compared to 2016



Bookings from mobile devices were the highest in Riyadh at 32% closely followed by Jeddah at 31%

AVERAGE FARE PER BOOKING



Kuwait recorded the highest average fare per booking in 2017 and Oman had lowest in the region





TOP DESTINATIONS

Home to a large population of travellers with a desire to explore new places, taste new flavours, and learn new cultures, the GCC witnessed marked differences in trending destinations in 2017

THE MOST TRENDING DESTINATIONS



TOP 5 DESTINATIONS

INDIA

Kochi
Mumbai
Kozhikode
Trivandrum
New Delhi

REST OF THE WORLD

Dubai
Sharjah
Manila
Abu Dhabi
Cairo



TOP FAMILY TRAVEL DESTINATIONS



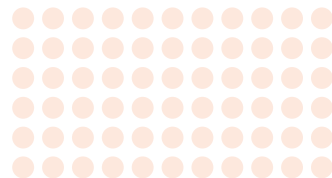
*Based on itineraries that include a toddler or child

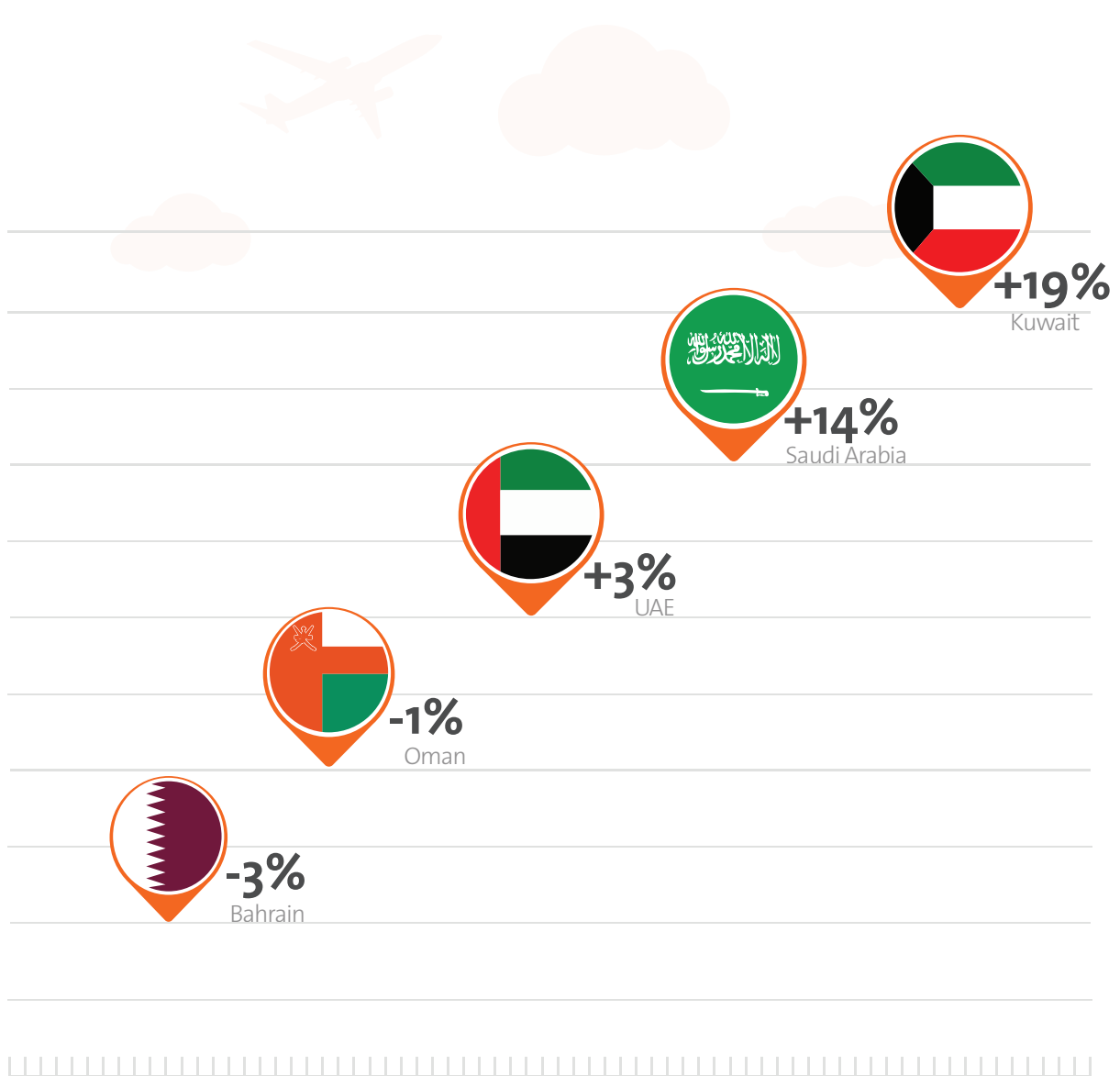




ECONOMICS

All signs are showing that Saudi Arabia will continue to see very strong growth for airlines in the next five years with solid capacity growth facilitated by local airlines and new entrants in the market





How has the year 2017 been for the region's air travel industry?

Kuwait's travel market saw the biggest growth of 19% followed by Saudi Arabia which jumped up by 14%

*% change as compared to 2016. Market data growth estimates are from internal aggregated sources





THANK YOU!

LOOK FORWARD TO OUR H1 2018 INSIGHTS REPORT

PUBLISHING IN AUGUST 2018



Special thanks to:

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