Travel during Ramadan

46% of travellers plan trips less than a week ahead

>50% of trips during Ramadan are over 12 days long

75% of MENA travellers prefer travelling within the region

Inbound Trip Planning

The largest number of inbound travellers book their trips 2-6 DAYS BEFORE EID

Outbound Trip Planning

Travellers out of Saudi Arabia, Bahrain, Qatar, UAE, Kuwait & Oman book their Eid trips further in advance than their trips at other times of the year

Family travel During Ramadan

We see a large spike in family travel bookings during Eid, compared the rest of Ramadan UP TO 133% increase

source: ADARA Internal Data
Travellers Stay Longer

People travel for longer during Eid al Fitr. We see the largest increase in trips in the 8 to 11 day bracket.

- Bahrain: +70%
- Qatar: +64%
- UAE: +50%

And we see fewer people taking shorter 2 to 4 day trips.

Inbound Travellers to UAE & KSA

Travellers into UAE and Saudi Arabia spend more on their hotel stays during Ramadan & Eid than they do during the rest of summer.

Outbound Traveller Breakdown - UAE

Family travel increases by 43% during Eid.
Couple travel increases by 5% during Eid.

Inbound Traveller Breakdown - UAE

Family travel increases by 28% during Eid.
Couple travel decreases by 7% during Eid.

Outbound Duration - UAE

8 to 11 day trips see the largest growth during Eid, increasing by 50%.