



INTERNATIONAL TRAVEL INSIGHTS 2019



UNITED KINGDOM



INSIGHTS

Over the past decade UAE has seen a **growth of 1,794%** of UK travelers.

47% plan to take a beach holiday. All-inclusive packages perform better as tourists are looking to manage their own budgets.

In 2016, UK residents spent **GBP 43.8 Billion** on visits overseas, which was 12% more from 2015.

The UK tourists spending in the UAE is at **9%** of the total visitors.

In 2017, UK ranked 3rd in the number of tourists visiting Dubai which accounted to **1,265 Million people**.

133,706 UK tourists visited Oman, ranking them 5th in 2016.

83% book online, **17%** people book in store, **16%** book over the phone.



DIGITAL

ONLINE MEDIA

SKYSCANNER

| | |
|-----------------------|------------|
| Monthly Active Users: | 65 Million |
| Monthly Page Views: | 38 Million |
| Average Time Spent: | 5:33 |
| App Downloads: | 70 Million |
| Type: | Metasearch |

Skyscanner is a travel fare aggregator website and travel metasearch engine. The website is owned by Ctrip since November 2016, the largest travel company in China. The site is available in over 30 languages and is used by 65 million people per month. The news section of the website includes regular news from the travel and flight industry and travel tips for customers. Skyscanner has won various awards including a Queen's Award for Enterprise, Travolution Brand of the Year 2011 and Best Flight Comparison 2010 from Travolution.



ONLINE MEDIA

ESCAPISMMAGAZINE.COM

| | |
|----------------------------|----------------|
| Unique Visitors Per Month: | 124,094 |
| Page Views Per Month: | 966,000 |
| CTR Since Launch: | 0.29% |
| Dwell Time: | 3mins 42secs |
| Type: | Travel Website |

Escapismmagazine.com thinks travel should be about more than just packing, getting on a plane and making a beeline for the nearest sun lounger. Its readers must agree, because escapism is the largest travel magazine in the UK, with 101,700 copies distributed free throughout London every other month.

escapism

WANDERLUST.CO.UK

| | |
|---------------------|----------------|
| Unique Visitors: | 386,000 |
| Twitter Followers: | 88,200 |
| Facebook Followers: | 33,000 |
| Type: | Travel Website |

This version of the Wanderlust website was launched in 2017. Dig around and you'll find: a vast archive of expert articles; information to help you plan a trip in any country in the world; a Trip Finder function that searches trips from some of the world's best specialist and adventure tour companies; a Trip Wizard function to get a trip tailored to you; and much more!

Wanderlust
TRAVEL MAGAZINE

ONLINE MEDIA



UNRULY.COM

Unruly is a video marketplace which uses emotional data to deliver video advertising on brand-safe, premium sites, driving the most revenue for premium publishers. Unruly helps advertisers engage a global audience of 1.2 billion people on brand-safe, premium sites. Uniquely powered by emotional data, Unruly's platform supercharges campaign success.

UNRULY
A News Corp Company

TELEVISION



TELEVISION MEDIA



SKY ADSMART

Sky AdSmart is the revolutionary approach to TV advertising which levels the playing field, so businesses of all shapes and sizes can benefit from the advertising impact of TV. Sky AdSmart different ads can be shown to different households watching the same programme. This means brands and businesses can now advertise on national channels, but to relevant audiences. There are thousands of combinations to choose from when selecting the audience that sees your ad. Households can be selected based on factors such as age, location, etc. The data is derived from a combination of Sky's own customer data and information from consumer profiler experts such as Experian. This gives brands an ideal platform to reach their right target audience.

sky | ADSMART

PRINT

Unterhaltung

TRAVEL MAGAZINES

THE SUNDAY TIMES TRAVEL MAGAZINE

Circulation: 63,372
Frequency: Monthly

The magazine brings you the best writers, the best photography and the best, practical, in-depth travel information every month. Over 100 inspiration-filled pages, it is perfect if you are looking to plan your next big trip or weekend away, or you just enjoy reading about exciting destinations - there is something for everyone. It is the highest selling travel title in the UK.



TRAVEL TRADE GAZETTE (TTG)

Circulation: 17,158
Frequency: Monthly

TTG is the oldest weekly travel trade magazine in the world, printing every week since 1953. Today, TTG is the most respected and authoritative title in the market, combining industry news, analysis, comment and insight with business advice and educational features.



LIFESTYLE MEDIA

HARRODS MAGAZINE

Circulation: 117,776
Frequency: 10 Issues a year

Harrods magazine is an award-winning luxury magazine published by Harrods Media. It is the most stylish and glamorous magazine in UK and helps advertisers reach out to a niche audience. The magazine is an authority on the world of luxury and has a powerful influence on the buying decision of its readers and is sent to the top-spending Harrods customers. The magazine also features the desires of the high affluent traveler and hence it's a great way to engage with travelers from the UK.



LUXX - TRAVEL REPORT

Circulation: 350,000
Frequency: Once a year

The LUXX travel report is written in collaboration with lead contributors in the field. They provide in-depth authoritative coverage on topics including travel, property and luxury shopping. It takes a contemporary approach towards luxury travel, it is a direct response to the desires of a segment The Times' highly affluent and engaged audience.



LIFESTYLE MEDIA

ELLE

Circulation: 171,874
Frequency: Monthly

ELLE is the world's biggest-selling fashion magazine. It is the international authority on style. Launched in 1985, British ELLE's print publication, now edited by Anne-Marie Curtis, has unparalleled access to world-renowned designers, celebrities, models, photographers, writers, columnists and stylists. The magazine features articles related to high net travel and through Elle we are able reach high-net travelers across the UK.



ESCAPISM

Circulation: 105,000
Frequency: Monthly

Escapism is a free, monthly travel title that takes the reader on a vivid and inspirational trip through all aspects of global travel, with some of the best writing and photography around the world. In addition to travel guides and remarkable stories from all corners of the earth, the magazine also touches on the lifestyle and culture of travel.



LIFESTYLE MEDIA

LUXX MAGAZINE

Circulation: 350,000
Frequency: Quarterly

LUXX is an intelligent, informative and entertaining look at the good things in life. The magazine is about intelligent luxury: craftsmanship and good design purpose. It is about the best the world has to offer presented in a tone and light that everyone can enjoy. LUXX is about the life you lead or would like to lead. The magazine features stories related to affluent travel experiences and through LUXX we are able to reach high-net travelers across the UK.



THE TIMES - TRAVEL SECTION

Circulation: 435,061
Frequency: Daily

The Times - Travel Section inspires its readers with travel destinations. The newspaper covers topics such as how to travel on a budget, how to get into places that are normally closed to the public, and which places to visit if you want to be ahead of the travel masses.



LIFESTYLE MEDIA

SUNDAY TIMES - TRAVEL SECTION

Circulation: 750,916
Frequency: Weekly

The Sunday Times - Travel Section is the ultimate weekly guide to what's happening around the world featuring everything from high end luxury to the best deals across the UK. The Sunday Times readers spent a massive £3.6 billion on holidays and short breaks over the past year.



DAILY TELEGRAPH - TRAVEL SECTION

Circulation: 476,466
Frequency: Daily

The Daily Telegraph is an English-language daily newspaper. It has a wide network for distribution nationally and internationally. The magazine delivers trusted insights about travel ideas, hotels, photography and destinations to its readers. The paper is admired for the sheer quality of its writing.



GERMANY

**EUROPÄISCHE UNION
BUNDESREPUBLIK
DEUTSCHLAND**



REISEPASS



INSIGHTS

Germany is **7th on top source** markets for visitors travelling to Dubai in Q1 2018. There has been a **13% increase** with 194,000 German travelling as compared to the previous year.

The Germans book **83 days** prior to departure date.

German tourists ranked **4th** for tourist arrivals to Oman with 98,061 in 2016.

The Germans average duration of travel in 2017 to the UAE has been **13.1 days**.

The average German spends **137 Euro** per day.

40% trips are booked online and these trips total to EUR 25.9 billion & 60% offline trips total to **EUR 33.8 Billion**.

72.4% Germans travel internationally in a year.

Germans travel through out the year but there is an increase during the German school holiday season, which runs from **June till August**. Germans also travel during the Easter holiday week between **March to April** and Christmas New Year's holidays which is about a week long.



DIGITAL

ONLINE MEDIA

HOLIDAYCHECK.DE

Monthly Active Users: 5.6 Million
Monthly Page Views: 2.6 Million
Average Times Spent: 7:29
Type: OTA

It is an independent European market leader for hotel reviews with an online travel agency. At HolidayCheck the holiday maker can choose from the offers of more than 100 tour operators, compare, and book then evaluate. The website has its presence in Germany, Austria, Switzerland and Poland. It has a high credibility due to proofed user generated content. HolidayCheck is used by travel agencies, tour operators, hotels, airlines, DMO and travelers.



ONLINE MEDIA

EDREAMS

| | |
|------------------------------|--------------------|
| Monthly Active Users: | 14 Million |
| Monthly Page Views: | 2.6 Million |
| Average Times Spent: | 7.29 |
| TYPE: | OTA |

eDreams is an online travel agency that offers deals in regular and charter flights, low-cost airlines, hotels, car rental, dynamic packages, holiday packages and travel insurance. It then compares, combines, filters and re-sells this inventory to end consumers. In addition to its main product flights, eDreams also resells hotels, vacation packages, trains, and travel insurance. The company accesses its airline seat inventory through Global Distribution Systems (GDS) like Amadeus, Galileo, Sabre, and World span, as well as through direct integrations with the Airlines reservation systems.



GEO.DE

| | |
|------------------------------|---------------------|
| Monthly Active Users: | 1.98 Million |
| Monthly Page Views: | 2.50 Million |
| Average Times Spent: | 01.35t |
| TYPE: | |

Geo Saison is a travel magazine that combines the joy of traveling with the pleasure of reading. Geo Saison offers a variety of tourism and travel themes and destinations that are as wide as the world itself. Every issue contains travel information, recommendations, tips and advice.



REISEN.DE

| | |
|------------------------------|-----------------|
| Monthly Active Users: | 155.45 K |
| Monthly Page Views: | 6.73 |
| Average Times Spent: | 04.50 |
| TYPE: | |

The travel portal Reisen.de offers you a wide selection: Current travel offers, permanently cheap travel and comfortable vacation packages with all-inclusive service are our métier. Take a look at our pages and look forward to finding a cheap, just the right holiday for you from thousands of offers quickly and easily. The quickest way to get to your dream trip is to filter the selection right at the beginning.



A black and white photograph showing a stack of printed papers on the left and a roll of paper on the right. The papers are slightly blurred, while the roll is in sharp focus, showing its texture and the way it is wound. A red rectangular button with the word 'PRINT' in white capital letters is overlaid on the left side of the image.

PRINT

TRAVEL MAGAZINES

MERIAN

Circulation: 61,954
Frequency: Monthly
Language: German

Merian encourages wanderlust. Every month, this premium magazine features a country, a region, a city or an island. Its key themes include culture, culinary experiences, entertainment and activities for holiday makers.



REISEN EXCLUSIV

Circulation: 95,000
Frequency: 4 issues a year
Language: German

Reisen Exclusiv represents a target group that is outspokenly active and fond of travelling. It offers numerous features: travelogues from all over the world, comprehensive travel guides for download (retrievable on mobile), photo galleries, videos, podcasts and competitions. The website uses the audiovisual power of storytelling to inspire our users.



TRAVEL MAGAZINES

GEO SAISON

Circulation: 72,181
Frequency: Monthly
Language: German

Geo Saison is a travel magazine that combines the joy of traveling with the pleasure of reading. Geo Saison offers a variety of tourism and travel themes and destinations that are as wide as the world itself. Every issue contains travel information, recommendations, tips and advice.



TRAVEL TALK

Circulation: 21,200
Frequency: Weekly
Language: German

Travel Talk provides travel agents, mobile sales staff and online travel agencies with relevant and latest information for travel sales. The high reader loyalty offers direct access to sales staff in the travel and tourism industry who as crucial multipliers, stand for successful product marketing.



TRAVEL MAGAZINES

FVW

Circulation: 26,161
Frequency: Bi Weekly
Language: English

The tourism and business travel magazine, informs readers about the latest trends in the market and around the world. The FVW stands for serious and objective journalism with great depth of information and broad range of topics. The magazine is a must read for anyone who wants to know what is going on in the German travel industry.



ELLE TRAVEL

Circulation: 250,000
Frequency: Twice a year
Language: German

Elle Travel is a luxurious travel magazine which enables readers to take a stylish dip in the most beautiful places in the world. The supplement's 250,000 copies are distributed together with Elle and Elle decoration, pools the most exciting travel stories featured in Elle over the years, making it a must-have for all those yearning of far-away places.



LIFESTYLE MAGAZINES

ELLE GERMANY

Circulation: 119,419
Frequency: Monthly
Language: German

Elle is a fashion and lifestyle brand positioned in the luxury segment with an aesthetic, elegant high-end claim in every aspect of life: fashion, beauty, culture, travel, and lifestyle. The magazine engages with the beautiful things in life and has a clear claim to inspiring readers and users. The magazine features articles on luxury travel experiences and through the issue we can reach an audience of high net travelers in Germany.



VOGUE

Circulation: 107,059
Frequency: Monthly
Language: German

Month after month, Vogue presents the best from the international world of fashion with a unique journalistic and artistic quality and introduces new talents and trends. It gathers beauty experts and is the first to reveal the latest news in this field. All over the world, Vogue discovers new travel destinations and unique hideaways that are perfect for day dreaming and guarantee exceptional experiences. The magazine has content related to high net travel in Germany through this we are able to reach the luxury traveler.



INDIA



INSIGHTS

According to a recent report, India will account to **50 Million** outbound tourists by 2020.

UAE welcomed **2.6 Million** tourists from India in 2017, showing a growth rate of **12.8 percent** according to the data from UAE tourism development departments.

India is UAE's **No. 1** visitor source market with a year on year increase. **Q1 of 2018 saw a 7%** increase in Indian tourists visiting Dubai from the same period in the previous year.

Weekly there are more than **600+ flights** from India to Middle East.

Over the past decade, the value of the international Indian tourist market grew by **150%**.

Most Indian business travelers and those visiting friends & relatives, their trips include leisure and shopping components. Nearly half of all Indians who venture abroad do so to shop, with almost **75%** of them purchasing branded duty-free goods.

Destination weddings in India have increased over the years and the industry is scheduled to generate **\$50 Billion by 2021**.

Indians travel abroad after Diwali that usually falls in **October** and the trend continues till the end of the year. Families travel during the summer school holidays which is **April to June**.

9 Million Indian tourists are expected to travel to the GCC by 2021.

A black and white photograph of a man in a suit holding a smartphone. The man is wearing a dark suit jacket over a light-colored button-down shirt. He is holding a white smartphone with both hands, looking down at the screen. The phone is held in a way that its reflection is visible on a dark, reflective surface in the foreground. To the left of the man, there is a water bottle and a glass on a table. A red rectangular box is overlaid on the left side of the image, containing the word "DIGITAL" in white, bold, uppercase letters.

DIGITAL

ONLINE MEDIA

IXIGO.COM

Monthly Active Users: 14 Million
Monthly Page Views: 1,100 Million
Average Times Spent: 3:18
Type: Metasearch

Ixigo is a travel search engine based in India and a mobile travel application available on Android, iOS and Windows Phone. Ixigo is an infomediary that aggregates travel websites to compare information and deals. Ixigo books over 600 flights international daily of which 200+ flights are booked to the Middle East. There are over 700 hotel room nights booked per week on the platform.

ixigo
.com



ONLINE MEDIA

HOLIDAYIQ.COM

Total Visitors: 12 Million
Page Views: 1 Billion
Average Page Time: 2 mins 39 Sec
Type: OTA

India's leading desktop and mobile travel marketplace which helps book cheap flights, hotels and train tickets and get bests for consumers. It is the leading metasearch engine that helps consumers book tickets across every gamete of travel which empowers every traveler with trustworthy & personalized travel recommendations.

HolidayIQ





PRINT

TRAVEL MAGAZINES

TRAVEL+LEISURE

Circulation: 148,000
Frequency: Monthly

T+L magazine is the preeminent voice for the sophisticated, insatiable traveler, serving up expert intelligence and the most immersive, inspiring travel lifestyle content anywhere. It is distributed to AMEX card holders, Jet Airways First & Business Class passengers, 5 Star Hotels, airports, 2000+ key retail spaces & 80 key national book stores.



BUSINESS TRAVELLER

Circulation: 20,000
Frequency: Monthly

Each edition is packed with editorial on the latest news from airlines, airports, hotels and car rentals. It contains reviews travel products, including the latest gadgets, technology and accessories designed to make the traveler's life easier and more efficient. It contains information on destinations - where to stay, what to eat, what to see, and how to behave, all delivered by writers and journalists around the world.



TRAVEL MAGAZINES

NATIONAL GEOGRAPHIC TRAVELLER

Circulation: 110,000
Frequency: Monthly

National Geographic Traveller India is the Indian edition of the American travel magazine. This magazine focuses on real travel for real people. It is the most widely-read, multi-award-winning travel magazine and has inspired and captivated millions of readers with world-class photography and content. The magazine reaches out to a wide reader base which includes the upper and upper-middle class men and women around the age of 25 to 45 years.



CONDÉ NAST TRAVELLER

Circulation: 30,000
Frequency: Bi-Monthly

Condé Nast Traveller India is the Indian edition of the American travel magazine. It is globally regarded as the most authoritative and independent source on luxury travel and lifestyle. It reaches out to young and mature urban Indians from affluent societies.



TRAVEL MAGAZINES

TTJ (TRAVEL TRADE JOURNAL)

Circulation: 40,000
Frequency: Monthly

Travel Trade Journal (TTJ), established in 2010, changed the way travel news was treated in trade journals and raised the bar of trade publications in India. A monthly update on the happenings and news in the trade circuit, TTJ is a magazine with a difference. From the who's who of the Indian trade industry, to the new entrants in the travel fraternity, we cover all (agents, tour operators, hotels and resorts, airlines, airports, MoT, NTOs, states, international news, technology, and more). Every venture is significant enough to find place in our magazine. If you have news, we can be your mouthpiece, if you have opinion; we can spread it across to people. We bring you news, opinions and discussions without any bias or self-interest.

TTG INDIA

Circulation: 36,200
Frequency: Monthly

TTG India is tailored to India's burgeoning market, with a dedicated pulse on its travel trade and MICE industry. This publication in TTG's series of leading business resources titles delivers incisive editorials and geographically tailored intelligence analysis on India's domestic, inbound development to travel trade professionals across the country.



TRAVEL MAGAZINES

TRAVTALK

Circulation: 36,200
Frequency: Monthly

TravTalk is India's only colored fortnightly distributed Free of Charge. The publication is circulated to travel agents, tour operators, hoteliers, airlines personnel, and state tourism corporations, department of tourism offices, in India and overseas. The magazine has largest readership of over 400,000 and circulation done to the remotest corners of India. We bring out special issues of TravTalk for International exhibitions.



T3

Circulation: 25,000
Frequency: Monthly

The India travel & tourism market is one of the fastest growing markets in the world. Travel Trends Today (T3) keeps you abreast about the latest happenings in the Indian and global travel and tourism market. Serving the travel trade community over the last 34 years, T3 has set a benchmark in travel tourism publishing domain.



LIFESTYLE MAGAZINES

ELLE

Circulation: 50,000
Frequency: Monthly

Elle India is the Indian edition of French fashion and lifestyle magazine. It is a fashion and lifestyle guide for a modern Indian woman. It has built its name and reputation in India by localizing its content for the Indian readers. It reaches a large number of fashion conscious urban and semi-urban women in the age group of 30 to 50 years. The magazine has content related to high net travel in India through this we are able to reach the luxury traveler.



VOGUE

Circulation: 60,000
Frequency: Monthly

Each edition is packed with editorial on the latest news from airlines, airports, hotels and car rentals. Vogue India is the Indian edition of the American monthly fashion and lifestyle magazine. It is the ultimate style guide to everything its reader wants to know in the world of fashion, trends, beauty, people and lifestyle. Its content is a mix of local as well as international features making it a must have for every modern, fashionable Indian woman in the age group of 20 to 40 years. The magazine features articles on travel experiences related to high net travel in India.



RUSSIA



INSIGHTS

When choosing a destination Russians tend to look at the **price level first** and historic/cultural attractions next.

Russians mostly travel to beach destinations during the winter which falls between **October to January** and prefer to travel to city destinations from **June to September**.

Most GCC countries offer Russians visa on arrival. The number of Russian tourists travelling to the GCC in 2020 is expected to be **38 percent higher** than the arrival figures recorded for 2016.

Event tourism (events, trade fairs, exhibitions, conferences, etc) has grown in importance to Russian travelers.

Q1 of 2018 saw **106% increase** in Russians traveling to Dubai compared to Q1 of 2017 and Russia is the **4th highest** source market for Dubai Tourism.

Abu Dhabi saw an increase by **41%** while Ras Al-Khaimah saw an increase of **10%** of Russian guests in the first quarter of 2017 compared to the previous year.



DIGITAL

ONLINE MEDIA

AVIASALES.RU

Total Visits: 13,290,000
Page Views: 56,881,200
Average Time Spent: 4min 24sec
Type: Metasearch

Aviasales is the largest Russian travel metasearch engine allowing Russian consumers to find affordable flights and hotels at home and abroad. Since e-tickets finally made their way to the country, Russian consumers realized that they didn't need to go to an airline's corner shop to buy a flight ticket: a visit to aviasales.ru and a credit card in hand were all that was needed. Aviasales also allows searching for cheap hotel rooms via an aggregation of 30 hotel OTAs.



ONLINE MEDIA

TRAVEL.RU

| | |
|---------------------|------------|
| Annual Visitors: | 15,000,000 |
| Page Views: | 70,000 |
| Average Time Spent: | 2min 12sec |
| Type: | Metasearch |

Travel.ru was created in 1997. The website provides information on the latest travel trends around the world. The site contains a unique and the largest Russian-language library with information about countries, their culture and history, travel stories and much more.



ONLINE MEDIA

TOPHOTELS.RU

| | |
|----------------------------|--------------------|
| Total Visits: | 6,370,000 |
| Page Views: | 152,880,000 |
| Average Time Spent: | 24min 24sec |
| Language: | Russian |
| Type: | Metasearch |

TopHotels is an aggregator created to help tourists in the difficult matter of choosing a hotel for recreation. It is known that the discrepancy between the declared standards and the expectations of travelers completely spoils all the impressions of the holiday. Therefore, at the planning stage of the trip, when the selection of the hotel becomes a task of special importance, TopHotels is your reliable guide in the environment of numerous sites of hotel topics.



OSTROVOK.RU

| | |
|----------------------------|-------------------|
| Total Visits: | 3,010,000 |
| Page Views: | 30,671,900 |
| Average Time Spent: | 4min 30sec |
| Type: | OTA |

A Russian company with a global reach, with the largest local hotel-booking OTA in Eastern Europe. Awarded the best internet service by National Geographic Traveler Awards.



A stack of several folded newspapers is shown in a grayscale, high-contrast style. The papers are stacked and slightly offset, creating a sense of depth. The top edges of the pages are visible, showing the texture of the paper. A red rectangular box is overlaid on the left side of the stack, containing the word "PRINT" in white, bold, uppercase letters. The background is a plain, light gray gradient.

PRINT

TRAVEL MAGAZINES

PRIME TRAVELLER

Circulation: 45,000
Frequency: 9 times a Year
Language: English

Prime Traveller is a unique magazine, focusing on luxurious travel and lifestyle through the experience of famous and successful people. The magazine publishes plenty of travel and lifestyle stories as well as useful tips and an event calendar.



TTG RUSSIA

Circulation: 12,000
Frequency: Monthly
Language: Russian

TTG is a brand that is well-known and trusted by travel professionals throughout the world. TTG Russia is the preferred choice of travel professionals in Russia, in CIS and Baltic states and has been published since 1993. It is distributed to a tightly controlled circulation including travel agencies, tour operators, hotels, airline companies and NTO. TTG highlights the latest news of travel industry and tourism trends of Russian and international markets.



INFLIGHT MAGAZINES

AEROFLOT WORLD

Circulation: 90,000
Frequency: Monthly
Language: Russian

Aeroflot Magazine is a unique in-flight media project joining three airlines (Rossiya, Donavia and Vladivostok Avia) and three largest regions of Russia (North-Western Federal District, Krasnodar Territory and Primorsky Territory). The magazine consists of two parts: the federal part, common for all the three airlines, and the regional part, different for each region.



AEROFLOT STYLE

Circulation: 70,000
Frequency: Monthly
Language: Russian

Aeroflot Style magazine is a special fashion supplement to Aeroflot and Aeroflot Premium on-board publications. The magazine is addressed mainly to the female audience. It covers news, trends, reports and interviews with the main fashion newsmakers, young designers & style icons.



INFLIGHT MAGAZINES

AEROFLOT PREMIUM

Circulation: 25,000
Frequency: Monthly
Language: Russian

Aeroflot Premium is the monthly on-board title for Business Class passengers. It features portraits of prominent Russian politicians, entrepreneurs and art patrons, automotive news, accessories, jewelry, fashion and style, interior design, hotels and restaurants, trendy travel destinations and the international property market.



L'OFFICIEL VOYAGE

Circulation: 25,000
Frequency: 8 times a Year
Language: Russian

Using western terminology, Russian L'Officiel is the most “young and fresh” magazine among its competitors. The magazine writes not only about fashion but also lifestyle, interesting people who integrate fashion in their lives with other interests. It is an easy mix of haute couture and street style. The magazine has articles on travel and through this we can reach an audience of luxury travelers in Russia.



LIFESTYLE MAGAZINES

ELLE RUSSIA

Circulation: 220,000
Frequency: Monthly
Language: Russian

Elle Russia is the Russian edition of the leading French fashion and lifestyle magazine. The magazine focuses on fashion, beauty, health and entertainment and is one of the most read women's magazine in Russia. It is widely popular among women interested in the latest trends in the world of fashion in the country and abroad. The magazine features articles on luxury travel experiences related to high net travel through this we can reach an audience travelers in Russia.



VOGUE

Circulation: 120,000
Frequency: Monthly
Language: Russian

Vogue is a fashion and lifestyle magazine published in 23 different international editions by Condé Nast. The Russian edition was launched in 1998. It is the ultimate style guide to everything its reader wants to know in the world of fashion, trends, beauty, people and lifestyle. Its content is a mix of local as well as international features making it a must have for every fashionable women in the age group of 20 to 40 years. The magazine has articles on travel and through this we can reach an audience of luxury travelers in Russia.



LIFESTYLE MAGAZINES

KOMMERSANT STYLE - TRAVEL

Circulation: 75,000
Frequency: 3 Times a Year
Language: Russian

The “Kommersant Travel” supplement is a project, devoted not only to tourism, but also to lifestyle. As a matter of fact, traveling has become both the need and the lifestyle of the modern human. Every supplement issue covers a certain topic ranging from: traveling with gourmards in the world of gastronomical extravagance, the most interesting countries and automobile routes, sophisticated tourists recommendations on the best SPA-hotels and the like.



ROBB REPORT

Circulation: 22,000
Frequency: 11 issues per Year
Language: Russian

Robb Report is a luxury magazine designed especially for connoisseurs who have a passion for life and who demand exceptional quality. It is the most authoritative luxury magazine in Russia and is published in Russian. It brings the most high-end luxury resources and information to its readers. The magazine showcases luxury travel experiences related to high net travel and through magazine we can reach the high net travelers in Russia.



CHINA



INSIGHTS

258,000 Chinese tourists visited Dubai in the 1st quarter of 2018 accounting for a **12%** increase from the previous year.

The link from Dubai to Beijing, Guangzhou, Shanghai, Shenzhen as well as Hong Kong are connected by a total of more than **100 weekly flights**.

Abu Dhabi to attract **600,000** Chinese tourists by 2020.

Trends show that **60%** of Chinese tourists are starting to book DIY tours as opposed to **40%** who book packaged tours.

The data shows that almost **15,000** Chinese Muslims visit Makkah and Madinah in Saudi Arabia and that number is predicted to increase as the Muslim population in China is slated to grow and account for 2.1% of the country's total population by 2030.

Chinese travelers are more likely to book their trips last-minute. More than half of travelers from China book just **four weeks** before their departure.

Chinese tourist normally travel during Chinese New Year which falls in February and during **Chinese Golden Week** which is in the 1st week of October. There is also an increase in number of trips during December.



DIGITAL

ONLINE MEDIA

CTRIP.COM

Monthly Active Users: 150 Million
App Downloads: 2.3 Million
Type: OTA

Ctrip.com was founded in 1999 in Shanghai, China. The company is a leading provider of travel services including accommodation reservation, transportation ticketing, packaged tours and corporate travel management. Ctrip leads the market in area of air tickets, hotels, vacation, amusement and cruise. Through integrating resources, Ctrip has established a one-stop platform.



ONLINE MEDIA

QUNAR.COM

| | |
|---------------------------|--------------|
| PC Daily Active Users: | 1.2 Million |
| App Monthly Active Users: | 150 Million |
| App Downloads: | 1.57 Million |
| Type: | OTA |

Qunar is a travel booking service controlled by Baidu. It is one of the leading visited travel websites in China. The website offers one stop service: search, booking, sharing and multi-dimensional communication. Qunar gives a full coverage of travelers and optimizes resources to accurately target segment audience.



ONLINE MEDIA

WECHAT

| | |
|-----------------------|--------------|
| Monthly Active Users: | 938 Million |
| Daily Active Users: | 800 Million |
| Daily Page Views: | 3:18 |
| Type: | Social Media |

WeChat is a social media application developed by Tencent. It was first released in 2011 and by 2016 it was one of the largest stand alone messaging apps by monthly active users. WeChat has 938 million monthly active users. It's the all-in-one communications app for free text, voice & video calls, moments, photo sharing, games and more.



A black and white photograph of a printing press. In the foreground, a stack of paper is visible, with a black metal component of the press resting on it. The background is blurred, showing more of the printing machinery. A red rectangular button with the word "PRINT" in white capital letters is overlaid on the left side of the image.

PRINT

TRAVEL MAGAZINES

TRAVEL WEEKLY CHINA

Circulation: 12,000
Frequency: Monthly
Language: Chinese

Travel Weekly China is a travel and trade publication focusing on China's tourism industry. The magazine keeps its readers up-to-date with groundbreaking stories on cruises, hotels, aviation, destinations, national tourism organizations, business travel, technology innovation and MICE. The magazine is distributed at all major travel industry tradeshows across China and 80% of the readers are middle to high level travel agents.



CONDE NAST TRAVELLER

Circulation: 200,000
Frequency: Monthly
Language: Chinese

CNT China is the Chinese edition of the American travel magazine. It is globally regarded as the most authoritative and independent source on luxury travel and lifestyle. The magazine reaches out to both the young and the mature urban population from affluent societies.



TRAVEL MAGAZINES

TTG CHINA

Circulation: 14,500
Frequency: Monthly
Language: Chinese

TTG China is a leading professional travel magazine for Chinese speaking travel agents and travel professionals in the greater China region. It was established in 1974 and reaches industry's suppliers like; hotels; airlines; car rental companies, cruises and tourism organizations. It is well sought after brand name and is published in simplified Chinese. The magazine is an ideal medium to penetrate the lucrative travel & tourism market in China.



TTG ASIA LUXURY

Circulation: 1,479
Frequency: Twice a year
Language: Chinese

TTG Asia Luxury travel magazine which is features updates and market reports on various Asian Luxury Travel markets. The magazine has a bonus of 70,000+ e-copies globally and bonus circulation at major tradeshow including ILTM Asia, ILTM Japan, ITB Berlin, IT&CM China and CTW China and more.



TRAVEL MAGAZINES

CHINA TRAVEL AGENT

Circulation: 35,000
Frequency: Monthly
Language: Simplified Chinese

Endeavoured to be a commercial travel magazine and provide travel agents in China with professional and latest industry trends, travel-related dynamic information and services. The magazine also introduces its readers to rising travel destinations, hotels, vacation resorts, cruises, transportation ways and new itinerary products.



WORLD TRAVELLER MAGAZINE

Circulation: 815,160
Frequency: Monthly
Language: Simplified Chinese

First published in 2000, World Traveller is a 208-page monthly travel magazine. In every 12 issues World Traveller features travel destinations, pictures and 1,500,000 words in well-received columns including World Travel Feature, History, World Heritage, European Towns, Away from Home, People, Discover China and Great Driving. World Traveller is distributed across China with a strong readership in major cities. Over the years World Traveller has built a loyal readership.



LIFESTYLE MAGAZINES

ELLE CHINA

Circulation: 1,010,000
Frequency: Monthly
Language: Chinese

The Chinese edition of this French magazine was launched in 1988 and appeals to lucrative market of educated women aged 20 to 34 years. It focuses on maintaining a sense of fun and femininity in its content. The reader of the magazine is a focused career-oriented woman, who earns a higher than average income. The magazine features articles on luxury travel experiences and through this we can reach a high net traveler in China.



VOGUE

Circulation: 1,600,000
Frequency: Monthly
Language: Chinese

Vogue China is the Chinese edition of Vogue magazine and was launched in 2005. The magazine carries a mixture of local and international content. The readers of the magazine are mature, independent and well educated, often belonging to the social elite group of women in the age group of 25 to 20 years. The magazine features articles on luxury travel and through this we can reach an audience of affluent travelers in China.



MICE MAGAZINES

M&C CHINA

Circulation: 35,000
Frequency: Bi-Month
Language: Simplified Chinese

The newly launched M&C China, formerly known as Events China, will focus on practical strategies for executing flawless meetings, conventions, and incentive programs. The magazine has high visibility premium position opportunities include gatefolds, covers, and featured editorial adjacency.



TTG CHINA

Circulation: 14,000
Frequency: Monthly
Language: Simplified Chinese/English

TTG China is dedicated to the unique dynamics of travel trade industry in the Greater China market. Delivered in simplified Chinese, this leading industry business resource is highly regarded by the region's travel trade professional for its incisive editorial and geographically tailored intelligence analysis on domestic, inbound and outbound developments.



MICE MAGAZINES

TTG BT MICE

Circulation: 18,980
Frequency: Bi-Month
Language: Simplified Chinese/English

TTG BT MICE China is the market's leading resource for domestic and international business travel and MICE development relevant to China. Delivered in simplified Chinese, TTG-BT MICE China is a key read by Corporate Travel and MICE professional across diverse industries throughout China.



UNITED STATES OF AMERICA



INSIGHTS

The Americans with **post-graduate degrees** are reported to travel internationally at a higher rate than the rest of the population who travel once or twice a year.

The average American prefer beach or touring holidays and travel **2-3 times a year**.

US travelers travel internationally from **10 to 15 days**.

Statistics in 2017 have shown that the average spending by these tourists per trip has increased by **3%** from the previous year amounting to **\$2100**.

US citizens traveling to Middle East in 2017 is **2,306,334**. Compared to first quarter of 2017, US citizen traveling to Dubai in the first quarter of 2018 saw a rise by **2%**.

The United States of America is **Dubai's 8th top source market** for tourists.

Majority of US travelers book their holidays **30 - 90 days** before date of departure.

46% of travels in the US book their hotel stay on the day of travel and a significant majority of them book these stays on mobile or following a mobile search.

A black and white photograph of a person's hands holding a newspaper. The person is wearing a dark, heavy jacket. The background is a blurred newspaper printing plant with various machinery and conveyor belts. A red rectangular box with the word "PRINT" in white capital letters is overlaid on the left side of the image.

PRINT

LIFESTYLE MAGAZINES

WSJ

Circulation: 2,277,000
Frequency: Daily

WSJ is the magazine of the Wall Street Journal. It features profiles of tastemakers in the world of fashion, business, design and culture, as well as travel destinations and food trends. The magazine features articles on luxury travel experiences and by which we can reach the business travelers in United States.



OFF DUTY

Circulation: 1.2 Million
Frequency: Weekly - Sunday

Off Duty is its reader's weekend lifestyle concierge, offering insight, service and advice on five unique pillars: Style & Fashion, Design & Decorating, Adventures & Travel, Eating & Drinking, Gear & Gadgets. The magazine features articles on luxury travel experiences and by which we can reach the business travelers in United States.



LIFESTYLE MAGAZINES

GLOBAL TRAVELER

Circulation: 111,517
Frequency: Monthly

Global Traveler is the only monthly, ABC-audited magazine written exclusively for frequent business and luxury travelers. The readers of the magazine know the best in travel - from the finest premium cabins on airlines around the world to the most luxurious 5-star hotels.





SOUTH-EAST ASIA

CHINA

INDIA

INDONESIA

INDIAN OCEAN

PACIFIC OCEAN

HIMALAYAS

Philippine Sea

PHILIPPINES

FEDERATED STATES OF MICRONESIA

PAPUA NEW GUINEA

SOLOMON ISLANDS

JAVA TRENCH

Ashmore and Cartier Islands (AUSTL.)

Coral Sea

Coral Sea Islands (AUSTL.)

British Indian Ocean Territory (U.K.)

MALDIVES

LANKA

Malaysia

Brunei

PALAU

Equator

Challenger Deep (world's greatest ocean depth, -10928 m)

Minami-tori-shima (JAPAN)

MARIANA TRENCH

NANPO SHOTO

RYUKYU ISLANDS (JAPAN)

Taiwan

Hong Kong S.A.R. Macau S.A.R.

Guangzhou

Kunming

Chongqing

Lhasa

Thimphu

Kathmandu

New Delhi

Hyderabad

Kabul

Wuhan

Hangzhou

Nanchang

Ningbo

Fuzhou

Xiamen

Taipei

Keelung

Luzon

Seray

Da Nang

Phnom Penh

Ho Chi Minh City

Palikir

Melekeok

Daravo

Zamboanga

Cebu

Manila

South China Sea

PARAGEL ISLANDS

Hainan Dao

Guangzhou

Nanning

Shantou

Shanghai

Yantai

Qingdao

Jinan

Zibo

Taiyuan

Lanzhou

Chengde

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INSIGHTS

Indonesia has high number of searches for Mecca in January to prepare for the Muslims pilgrimage.

01

Philippines rank **14th** on the list of most visited travelers to Dubai with **103,000** tourists visiting in Q1 of 2018.

03

02

Dubai is a one of the major airport and a popular stop along the pilgrimage root.

04

In Malaysia, religious destination especially Mecca are on the minds of travelers as the New Year begins. **January-March** is the peak time for search each year.



PRINT

TRAVEL MAGAZINES

TRAVEL WEEKLY ASIA

Circulation: 11,100
Frequency: Monthly

Launched in 2002, Travel Weekly Asia continues to be the resource that industry professionals turn to for the latest market intelligence in the dynamic world of travel. The magazine features stories that serve as a marketing resource for the travel agents and a reference for decision-making.



DESTINASIAN

Circulation: 32,357
Frequency: Bi-Monthly

Established in 2001, DestinAsian is a leading luxury travel and lifestyle magazine in the Asia-Pacific region. Its aim for each issue is to present an engaging editorial mix and stunning travel photography in a fresh, new light. In addition to award-winning feature stories, the magazine offers a regular line-up of sections that keep tabs on the latest developments and most tantalizing holiday ideas around Asia and the world. DestinAsian is the ultimate resource for discerning individuals who share passion for travel and travelling in style.



TRAVEL MAGAZINES

TRAVEL+LEISURE SOUTHEAST ASIA

Circulation: 60,000
Frequency: Monthly

Travel+Leisure Southeast Asia is the guide to luxury travel, in both print and digital forms. The most widely distributed international edition of the world's leading travel and lifestyle magazine, Travel+Leisure Southeast Asia is sold in a dozen countries around the region. The success of the print edition of Travel+Leisure Southeast Asia are its editorial quality, offering timely and informative travel advice; a sophisticated layout and design for today's modern audience; and an unparalleled level of reader engagement. These same principles extend to an engaging platform for various digital media.





MICE

PRINT



ATTITUDE

POSITIVE MIND, POSITIVE VIBE, POSITIVE LIFE



FEAR DOESN'T SHUT YOU DOWN, IT WAKES YOU UP

Organic Coffee



CAFE CULTURE
TAKE LIFE ONE SIP AT A TIME

KEEP YOURSELF OCCUPIED

•BACKPACKER•

FOLLOW YOUR DREAM AND MAKE IT HAPPEN

•EXPEDITION•
•UNPLUGGED•
•FREE SPIRIT•



EXPLORATION

COMMUNICATION

Connect and stay in touch with everyone everywhere

•DO MORE OF WHAT MAKES YOU HAPPY•

MARKETING

STAY POSITIVE, WORK HARD, MAKE IT HAPPEN

ECONOMY OF THE EUROPEAN UNION
FACT ABOUT CHINESE MARKETS

54

MICE MAGAZINES

M&IT UK

Circulation: 24,609
Frequency: Bi-Monthly
Market: UK

Meetings & Incentive Travel (M&IT) reaches a carefully targeted audience of corporate, association and intermediary event organizers throughout the UK. Unlike other meetings magazines, the printed copy of M&IT is not sent free of charge to suppliers and advertisers other than voucher copies, ensuring the highest quality buyer penetration.



AMI

Circulation: 10,900
Frequency: Bi-Monthly
Market: USA

Association Meeting International (AMI) magazine is uniquely targeted to reach secretary general of both international and European associations as well as professional conference organizers, association management companies and corporate meeting planners who stage large international events.



MICE MAGAZINES

CONVENTIONSOURCE.COM

Circulation: 10,900
Frequency: Annually
Market: Global

ConventionSource.com is a directory of the best convention venues worldwide. It is published annually on the 1st of January in a print and digital format. It is a proven source of new business for world class venues throughout the year and is distributed to international associations as well as professional conference organizers, association management companies and corporate meeting planners. Advertisers can promote their venue as a featured location on the website for one full month. The 2017 Convention Source also features a knowledge hub allows venues to list their expertise of industry specific conventions and conferences.



M&IT INDIA

Circulation: 9,000
Frequency: Quarterly
Market: India

Meetings & Incentive Travel India has a carefully researched database of more than 9,000 corporate, association and intermediary event organizers throughout India. The India meetings and events market is growing dramatically, according to latest market research, with 51 percent of respondents to a recent survey reporting an increase in the number of events they have organized in the last 12 months and 73 percent predicting the number of events they organize to increase in the coming year.



MICE MAGAZINES

BIZ TRAVEL

Circulation: 30,873
Frequency: Bi-Monthly
Market: Germany

BizTravel is the informative trade journal for business travel and MICE. Relevant best practice examples and a very broad and profound range of topics make it a reliable source of information for corporate travel management and frequent travelers. Being the only trade publication in the segment, the magazine primarily addresses small to medium-sized companies, which account for nearly 80% of the total German business travel volume, i.e. 38 Billion Euro.



TRADE FAIRS INTERNATIONAL

Circulation: 1.3 Million
Frequency: Monthly
Language: German/English

The globalized fair industry is the market of Trade Fairs International (TFI), the modern and bilingual fair magazine (in German and English, the language of business). TFI informs trade exhibitors and visitors as well as stand constructors and their suppliers of the dynamic developments in the fair industry.



MICE MAGAZINES

SUCCESSFUL MEETINGS

Circulation: 50,000
Frequency: Monthly
Market: USA

Successful Meetings is the leading multi-platform brand for multitasking meeting planners representing a variety of industries and job titles, delivering clear and easy-to-implement how-to strategies, creative solutions, and sourcing services. Its data, digital, events, and print products serve a vital sector of the meeting-planning market place that industry associations and other media companies are unable to reach.



BIZ EVENTS ASIA

Circulation: 10,000
Frequency: Quarterly
Market: Southeast Asia

Biz Events Asia keeps readers informed on the latest activity in the business events sector with in-depth industry analysis and destination information. The Asia Pacific region is a firm favourite with MICE planners due to the variety of offerings and perceived value for money.



MICE MAGAZINES

SUCCESSFUL MEETINGS

Circulation: 50,000
Frequency: Monthly
Market: UK

Successful Meetings is the leading multi-platform brand for multitasking meeting planners representing a variety of industries and job titles, delivering clear and easy-to-implement how-to strategize, creative solutions, and sourcing services.



