

# Travel Booking Trends

in the Middle East, North Africa and South Asia

**51%**

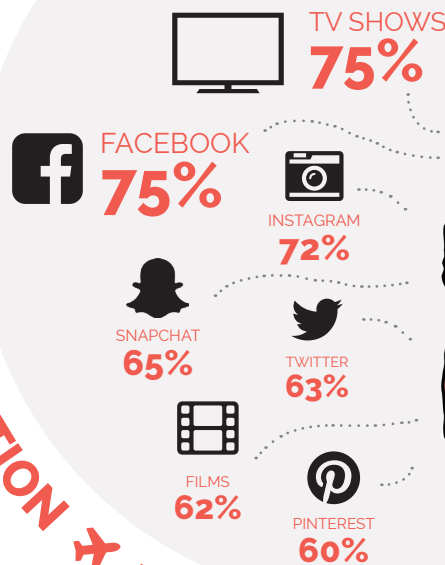
FOUND IT VERY APPEALING

## Virtual Reality

Virtual reality gives travelers the chance to 'try before you buy' as they experience and interact with a 3D world by putting on a head-mounted display.



## DESTINATION INSPIRATION



**31%**

FOUND IT VERY APPEALING

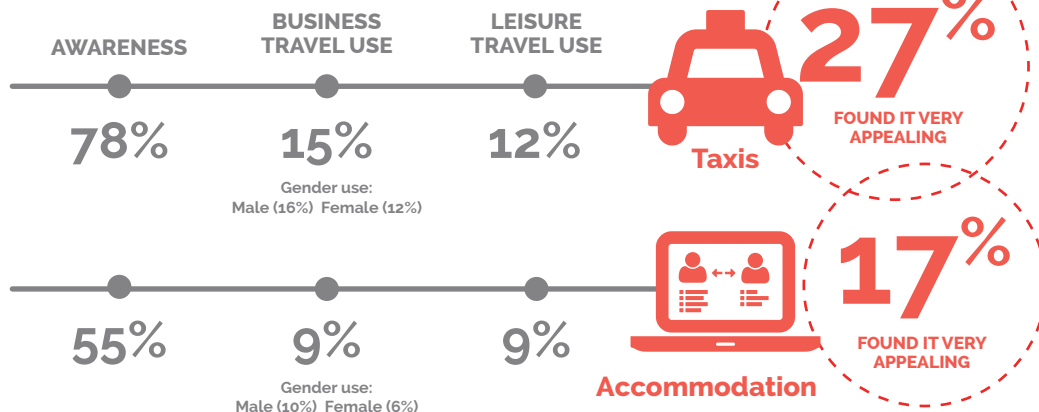
## Predictive itinerary planners

Travel planning services that use predictive technology to help travelers complete their travel itinerary based on big data from their own pre-defined preferences.



## Peer-to-peer services

Peer-to-peer services refers to individuals borrowing assets from other individuals through technology-based networks that facilitate transactions.



### RESPONDENT PROFILE

**10,008** respondents | **21** countries

Data collected between 11-21 February 2016. Data is broadly representative of the adult online population in the Middle East, North Africa and South Asia.

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