



## SPONSOR INFORMATION GUIDE

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## **About Islamic.Travel:**

IslamicTravel is a meeting place for travelers and travel agents, allowing travelers to find trips and locations that accommodate their Muslim values. Our website is the only existing website that allows Travel Industry members to connect directly to the Muslim community at no cost. Member Agents are able to upload, edit, and publish deals for flights, vacations, Hajj & Umrah (religious pilgrimage) packages at their own convenience - 24/7. Our site will serve as a marketing tool for agents to achieve a larger customer base. The information provided by agents allows travelers to conveniently search for trips that suit their preferences and adhere to their values. Our vision is to fill this void in this niche market.

## **Why Advertise with us?**

- **Reach a niche market with over a billion possible visitors!**
  - 23% of the world's current population - approximately 1.6 billion people - belong to the Muslim faith. A requirement of the religion is to make a "Hajj pilgrimage" to Makkah, Saudi Arabia at least once in their lifetime - if capable of doing so. One of the major functions of our website is to connect potential Hajj travelers to their local Hajj approved agencies.
- **Directed Advertising**
  - Our platform uses GeoIP technology that detects the location of a visitor, and shows ads that are associated with the region. This way, you can ensure your advertising is viewed by the right people.
- **The Muslim travel industry in 2011 accounted for 12.3% of all global tourism, with a dollar value of \$126.1 billion (source: Crescent Rating)**
  - These numbers exclude the Hajj and Umrah (religious) pilgrimages.
  - These numbers are expected to rise to \$192 billion by 2020
- **More internet penetration by major Muslim markets than the rest of the world**
  - Populations in major Muslim markets, such as the Middle East, are penetrating the internet faster than the world average. As more people turn to the internet for information, take advantage of the opportunity to market to a niche clientele that you may not have been able to access before.

- Seven in ten people use online resources to book their travel itineraries
  - And the numbers are increasing! More and more people are turning to the internet for information on travel deals. Our website will give visitors the perfect balance by allowing them to deal directly with the travel agencies with any inquiries regarding the packages.
- We have an onboard Search Engine Optimizer
  - We have staff dedicated to SEO, and will ensure our website ranks high in search results with the help of fresh content - converting to more viewers for your ads to help you increase your revenue.
- Experienced social networking gurus on staff
  - One of the focal points of our company is to increase awareness through social networking, including Facebook, Twitter, Pinterest, & Instagram. Our advertising campaigns on these platforms will engage visitors and increase repeat traffic that will really help you reach more potential clients through advertising on our website.

## **Ways to advertise**

- Ad banners
  - Get noticed by advertising on our website. Refer to the banner guide to see the options available.
- Last minute deals
  - This is a cost effective way to get rid of your inventory. Our homepage features a banner dedicated to last minute deals. Choose to advertise for as little as one day.
- Native Advertising - the newest and most efficient form of web marketing
  - Sponsor content on our website to build trust and engage would-be customers by reaching the growing community of Muslims. These ads appear as editorials or blog entries on our website and are used in combination with social media platforms to make the pages go viral. According to research by IPG Media Lab, 32% of respondents said they were more likely to share native ads on their own social media accounts compared to 19% of respondents who said they would likely share their ad banners. Our in-house marketing personnel will assist you through the process of creating sponsored content.