

Dubai Tourism Happy Tour co-op Campaign Report

15th of January-1st of November 2024

Campaign Objectives

- ✓ Increase Dubai itineraries and visitor numbers
- ✓ Promote the new association of brands
- ✓ Promote Dubai destination
- ✓ Raise awareness about Dubai
- ✓ The digital campaign run along with Happy Tour agency, as part of Dubai Tourism strategy to have co-op campaigns with local travel agencies
- ✓ The number of pax increased with 30% compared with the previous year without campaign
- ✓ Budget: approx. 22.000 euro

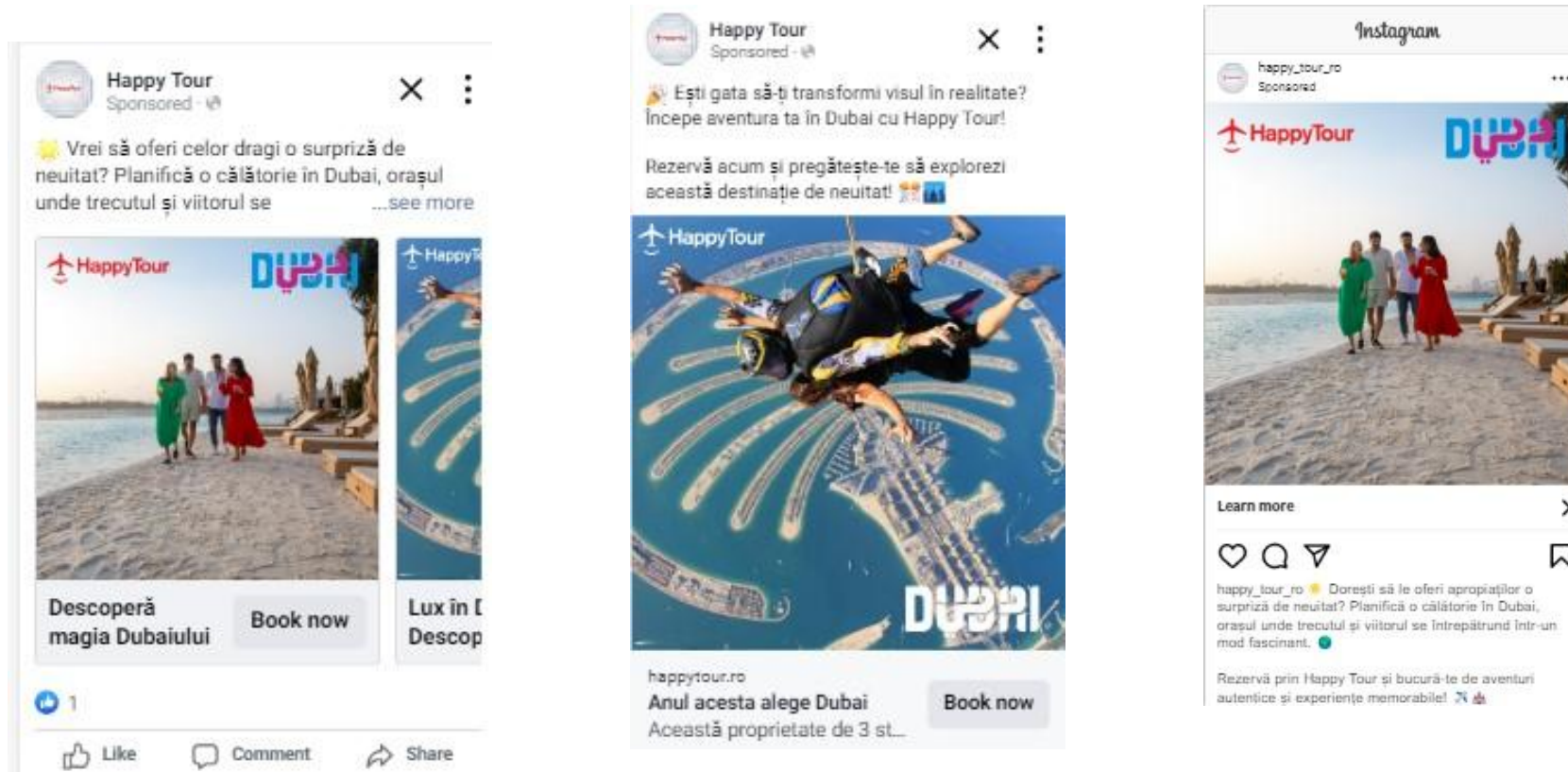
ONLINE MEDIA

- Social media ads (ads and boost posts, retargeting)
- Total costs: € 4,857.48



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- Total costs: € 4,857.48



ONLINE BOOST POSTS EXAMPLES



Boost unavailable



Un măștișor rezervat în martie: o vacanță în Dubai. Destin...

March 3, 2024, 9:06 AM

ID: 791840989647303

Interactions

570 reactions

0 comments

3 shares

Overview

Performance

Feed preview

Performance

Overview

Reach ⓘ

7,007

Impressions ⓘ

9,505

Interactions ⓘ

565

Link clicks ⓘ

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ONLINE MEDIA

**Happy Tour**
Sponsored · 



Noi propunem, voi decideți: Când ajungeți în Dubai faceți și o incursiune în LegoLand


-  Atracții și spectacole tematice LEGO
-  15.000 de modele de Lego, realizate din 60 de milioane de cărămizi lego
-  fabrica Lego și magazinul cu cea mai mare selecție de jocuri lego din Orientul Mijlociu



Ati fost?



 211 2 comments 2 shares


 Like  Comment  Share





Boost unavailable  

Dubai e glamour, e impunător, Dubai e shopping, e exotic, ...
February 12, 2024, 6:32 PM
ID: 779910917506977

Interactions

 1,142 reactions

 18 comments

 17 shares

Overview Performance Feed preview

Performance

Overview			
Reach ⓘ	Impressions ⓘ	Interactions ⓘ	Link clicks ⓘ
14,402	24,131	1,159	23

ONLINE EXAMPLES



O lume de minuni florale te așteaptă la Dubai Miracle Gard...

September 2, 2024, 4:40 PM

ID: 908846904613377

Interactions

1,777 reactions

36 comments

140 shares

Overview

Performance

Feed preview

Performance

Overview

Reach ⓘ	Impressions ⓘ	Interactions ⓘ	Link clicks ⓘ
17,934	20,979	1,909	2



Bucură-te de o plimbare relaxantă pe cămilă prin uimit...

September 21, 2024, 4:45 PM

ID: 922257436605657

Interactions

25 reactions

3 comments

4 shares

Overview

Performance

Feed preview

Performance

Overview

Reach ⓘ	Impressions ⓘ	Interactions ⓘ	Link clicks ⓘ
1,145	1,213	9	--

ONLINE EXAMPLES

<div><div>HT</div><div><div>Happy Tour</div><div>Mon 9/2/2024 4:40 pm EET</div></div></div> <div><p>O lume de minuni florale te așteaptă la Dubai Miracle Garden! 🌸 Este cea mai mare grădină naturală de flori din lume și locul ideal unde te poți pierde printre...</p><div></div><div></div></div>	<div><div>HT</div><div><div>Happy Tour</div><div>Thu 2/22/2024 7:40 pm EET</div></div></div> <div><p>Dubai e mai mult decât o destinație, este o lume... și deja te așteaptă să-ți faci rezervarea de vacanță. Safari în deșert, mic dejun sau cină pe dune, plimbare cu cămila,...</p><div></div><div></div></div>	<div><div>HT</div><div><div>Happy Tour</div><div>Mon 2/12/2024 6:32 pm EET</div></div></div> <div><p>Dubai e glamour, e impunător, Dubai e shopping, e exotic, e nou, e istoric. Dubai te îndeamnă să-l iubești și să te (re)îndrăgostești. Dubai se potrivește perfect pentr...</p><div></div><div></div></div>
<div><div>Total Engagements</div><div>2,501</div></div>	<div><div>Total Engagements</div><div>2,110</div></div>	<div><div>Total Engagements</div><div>2,033</div></div>
<div><div>Reactions</div><div>1,777</div></div>	<div><div>Reactions</div><div>1,387</div></div>	<div><div>Reactions</div><div>1,144</div></div>
<div><div>Comments</div><div>36</div></div>	<div><div>Comments</div><div>14</div></div>	<div><div>Comments</div><div>18</div></div>
<div><div>Shares</div><div>140</div></div>	<div><div>Shares</div><div>14</div></div>	<div><div>Shares</div><div>17</div></div>
<div><div>Post Link Clicks</div><div>2</div></div>	<div><div>Post Link Clicks</div><div>20</div></div>	<div><div>Post Link Clicks</div><div>23</div></div>
<div><div>Other Post Clicks</div><div>546</div></div>	<div><div>Other Post Clicks</div><div>675</div></div>	<div><div>Other Post Clicks</div><div>831</div></div>
<div><div>Boosted</div><div></div><div></div></div>	<div><div>Boosted</div><div></div><div></div></div>	<div><div>Boosted</div><div></div><div></div></div>

FACEBOOK & INSTAGRAM PAID PERFORMANCE

Facebook & Instagram Paid Performance ☆

Activity from Jan 1, 2024 - Oct 31, 2024 (EET)

1/1/2024 – 10/31/2024 vs 3/2/2023 – 12/31/2023

...

Share

Filters

Ad Accounts & Campaigns

Happy Tour (106 Campaigns selected)

Clear All

Overview	Ad Accounts	Campaigns	Ads			
<div><div>Paid Campaigns</div><div>Compare your Facebook and Instagram paid campaigns against each other.</div></div>						
Campaign	Total Spend ↕	Impressions ↕	Engagements ↕	Clicks ↕	Web Conversions ↕	Video Views ↕
Reporting Period	€10,034.32	2,433,222	116,667	86,101	132	51,058
Jan 1, 2024 – Oct 31, 2024	↗ 102.9%	↗ 54.8%	↗ 135.2%	↗ 45.6%	↘ 8.3%	↗ 94,451.9%
Compare to	€4,945.04	1,571,704	49,602	59,131	144	54
Mar 2, 2023 – Dec 31, 2023						
[f] [WV] Engagement FB - Dubai 2024	€2,167.36	44,448	15,756	1,676	0	14,585
[f] [WV] Leads - Disneyland 2024	€1,182.11	307,332	4,749	10,910	22	0
[f] [WV] Retargeting Dubai 2024	€953.03	180,372	2,713	5,897	21	0
[f] [WV] Leads - Dinsey 2024	€946.16	450,478	4,631	10,865	29	0
[f] [WV] Retargeting Disneyland 2024	€618.83	137,669	2,255	5,125	9	0
[f] [WV] Leads - Dubai – reloaded	€578.22	104,421	1,264	3,164	5	0
[f] [WV] Leads - Disney ofertă bilete	€371.54	107,980	2,053	4,236	4	0
[f] [WV] Engagement FB - Dubai 2024	€275.25	142,871	10,336	13,201	0	0
[i] [WV] Engagement IG - Dubai - 2024	€257.15	75,313	6,704	102	0	0
[i] [WV] Leads - Disneyland 2024	€255.20	60,253	600	635	3	9
[f] [WV] Disney - leads	€248.15	54,254	941	2,004	15	0
[f] [WV] Engagement FB - Disney 2024	€208.58	148,659	25,062	12,606	1	17,194

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Activity from Jan 1, 2024 - Oct 31, 2024 (EET)						
1/1/2024 – 10/31/2024 vs 3/2/2023 – 12/31/2023						
...						
Share						
Filters						
Clear All						
Ad Accounts & Campaigns						
Happy Tour (106 Campaigns selected)						
Overview	Ad Accounts	Campaigns		Ads		
[WV] Disney - leads	€248.15	54,254	941	2,004	15	0
[WV] Engagement FB - Disney 2024	€208.58	148,659	25,062	12,606	1	17,194
[WV] Retargeting Dubai 2024	€207.18	46,522	325	373	5	0
[WV] Leads Dubai 2024	€178.56	28,674	462	1,046	0	0
[WV] Retargeting Disneyland 2024	€177.77	44,833	495	507	6	35
[WV] Leads - Ofertă Disney	€172.81	59,900	913	2,249	4	0
[WV] Engagement IG - Disney 2024	€167.06	84,157	12,626	80	0	5,791
[WV] Engagement FB - Disney 2024	€112.02	51,979	4,338	74	0	209
[WV] Leads - Disney ofertă bilete	€103.75	22,215	228	242	3	0
[WV] Leads - Dinsey 2024	€102.67	26,617	147	148	1	0
[WV] Leads - Dubai – reloaded	€98.40	18,579	173	165	1	26
[WV] Traffic - Disneyland 2024	€80.55	62,853	1,973	4,469	0	0
[WV] Leads - Disneyland 2024 – Copy	€71.76	16,467	218	539	0	0
[WV] Leads - Ofertă Disney	€65.20	15,465	175	191	3	0
[WV] Leads - Dubai 2024	€64.86	12,065	284	637	0	0
[WV] Leads Dubai 2024	€64.14	16,379	146	164	0	0
[WV] Retargeting Disneyland 2024 – Copy	€47.95	10,083	149	344	0	0
[WV] Engagement IG - Disney 2024	€43.84	25,254	9,303	2,074	0	7,959
[WV] Disney - leads	€40.94	8,316	58	52	0	0

FACEBOOK & INSTAGRAM PAID PERFORMANCE

Facebook & Instagram Paid Performance ☆						
Activity from Jan 1, 2024 - Oct 31, 2024 (EET)						
1/1/2024 – 10/31/2024 vs 3/2/2023 – 12/31/2023 ... Share Filters						
Ad Accounts & Campaigns						
Happy Tour (106 Campaigns selected) Clear All						
Overview	Ad Accounts	Campaigns		Ads		
[WV] Engagement IG - Disney 2024	€43.84	25,254	9,303	2,074	0	7,959
[WV] Disney - leads	€40.94	8,316	58	52	0	0
[WV] Traffic - Dubai	€38.85	20,819	977	1,721	0	0
[WV] Engagement FB - Dubai 2024	€31.44	8,707	996	14	0	0
[WV] Leads - Ofertă Disney – Copy	€21.82	7,461	120	288	0	0
[WV] Retargeting Disneyland 2024 – Copy	€15.38	2,530	27	15	0	12
[WV] Leads - Disneyland 2024 – Copy	€14.31	2,712	18	19	0	1
[WV] Leads - Dubai 2024	€9.04	2,297	37	37	0	1
[WV] Leads Disney - Lifetime + Broad	€8.46	1,673	32	65	0	0
[WV] Engagement FB - Disney 2024	€6.85	3,175	3,170	0	0	3,170
[WV] Leads - Ofertă Disney – Copy	€6.69	1,357	14	17	0	0
[WV] Leads - Disney ofertă bilete – 2	€4.98	918	17	32	0	0
[WV] Engagement IG - Disney 2024	€3.80	2,076	2,064	0	0	2,064
[WV] Traffic - Disneyland 2024	€2.72	1,796	68	68	0	2
[WV] Leads Disney - Lifetime + Broad	€2.12	468	13	15	0	0
[WV] Leads - Disney ofertă bilete – 2	€1.65	216	3	3	0	0
[WV] Leads - Ofertă Disney	€1.52	265	4	3	0	0
[WV] Leads - Dinsey 2024	€1.32	442	8	8	0	0
[WV] Leads - Disneyland 2024	€1.18	5,636	1	1	0	0

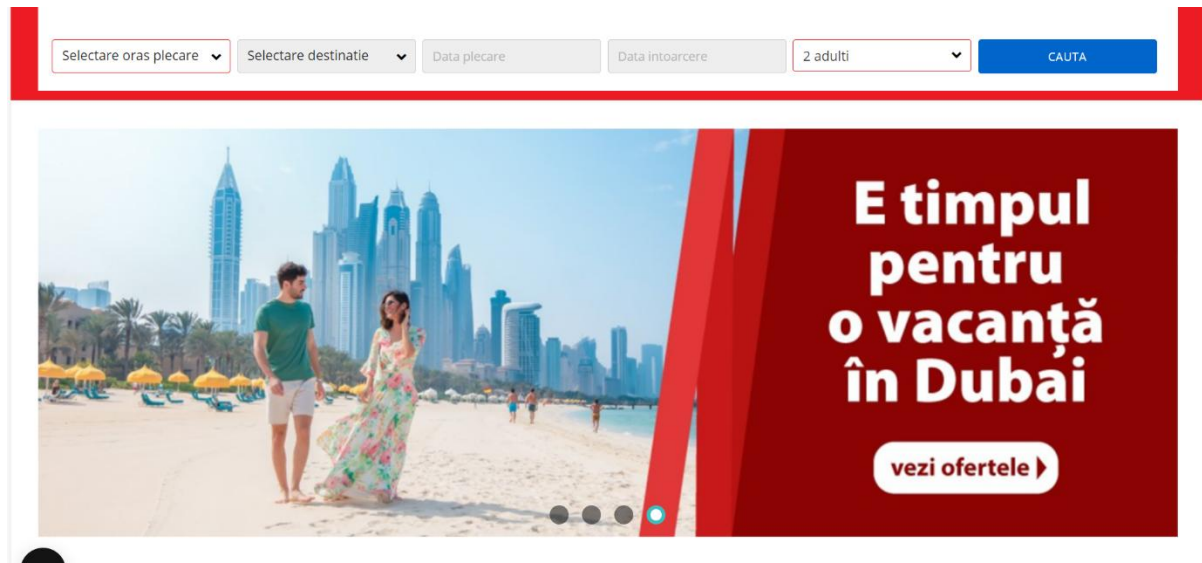
FACEBOOK & INSTAGRAM PAID PERFORMANCE

Facebook & Instagram Paid Performance ☆		1/1/2024 – 10/31/2024 vs 3/2/2023 – 12/31/2023					
Activity from Jan 1, 2024 - Oct 31, 2024 (EET)							
Ad Accounts & Campaigns							
Happy Tour (106 Campaigns selected)							
Overview	Ad Accounts	Campaigns		Ads			
[WV] Leads - Disneyland 2024	€1.18	5,636	1	1	0	0	
[WV] Leads - Dinsey 2024	€0.59	4,955	9	9	0	0	
[WV] Leads - Disney ofertă bilete	€0.15	45	0	0	0	0	
[WV] Leads - Ofertă Disney – Copy	€0.14	110	1	1	0	0	
[WV] Traffic - Dubai	€0.14	68	6	6	0	0	
[WV] Leads - Disneyland 2024 – Copy	€0.09	246	0	0	0	0	
[WV] Traffic - Dubai	€0.01	64	1	1	0	0	
[WV] Leads - Ofertă Disney	€0.01	36	0	0	0	0	
[WV] Traffic - Dubai	€0.01	231	1	1	0	0	
[WV] Leads - Disney ofertă bilete	€0.01	36	2	1	0	0	
[WV] Leads - Dubai 2023	€0.00	0	0	0	0	0	
[WV] - RTG - Dubai 2023	€0.00	0	0	0	0	0	
[WV] Traffic - Disneyland 2024	€0.00	230	1	1	0	0	
[WV] Traffic - Disneyland 2024	€0.00	120	0	0	0	0	
[WV] Leads Disney - Lifetime + Broad	€0.00	122	0	0	0	0	
[WV] Leads - Ofertă Disney – Copy	€0.00	3	0	0	0	0	
[WV] Leads - Dubai 2023	€0.00	0	0	0	0	0	

OFFLINE MEDIA

WEBSITE BANNERS

Main banner, the whole year, in header. Also, “Happy Tour recommends” tab with Dubai, kept all year, exception summer months.



Website data. Almost 40% of the session were for Dubai during high season (Jan-April, Sept-Nov)

Happy Tour recomandă



Grecia



Vacante Exotice



Dubai 2024

Oferte incepand de la 650 €

Page title

Page title: Agentie de Turism - Happy Tour
Full page URL: www.happytour.ro/

Page title: Oferte Disneyland: Vacanta, Sejur & Excursii | Happy Tour
Full page URL: www.happytour.ro/disney/

Page title: (not set)
Full page URL: www.happytour.ro/checkout

Page title: Oferte Dubai: Vancanta, Sejur & Excursii | Happy Tour
Full page URL: www.happytour.ro/charters/Dubai-1657-7701

Page title: (not set)
Full page URL: www.happytour.ro/contact

Page title: (not set)
Full page URL: www.happytour.ro/myaccount

Page title: (not set)
Full page URL: www.happytour.ro/myaccount/login

COMMUNICATION B2C

NEWSLETTER



12 dedicated newsletters and another 4 with offers, Dubai being emphasized among others.

Our data base is about 95.000 users.

The average opening rate is 20,81%, with 0,58% click and 2.77% CTRO.



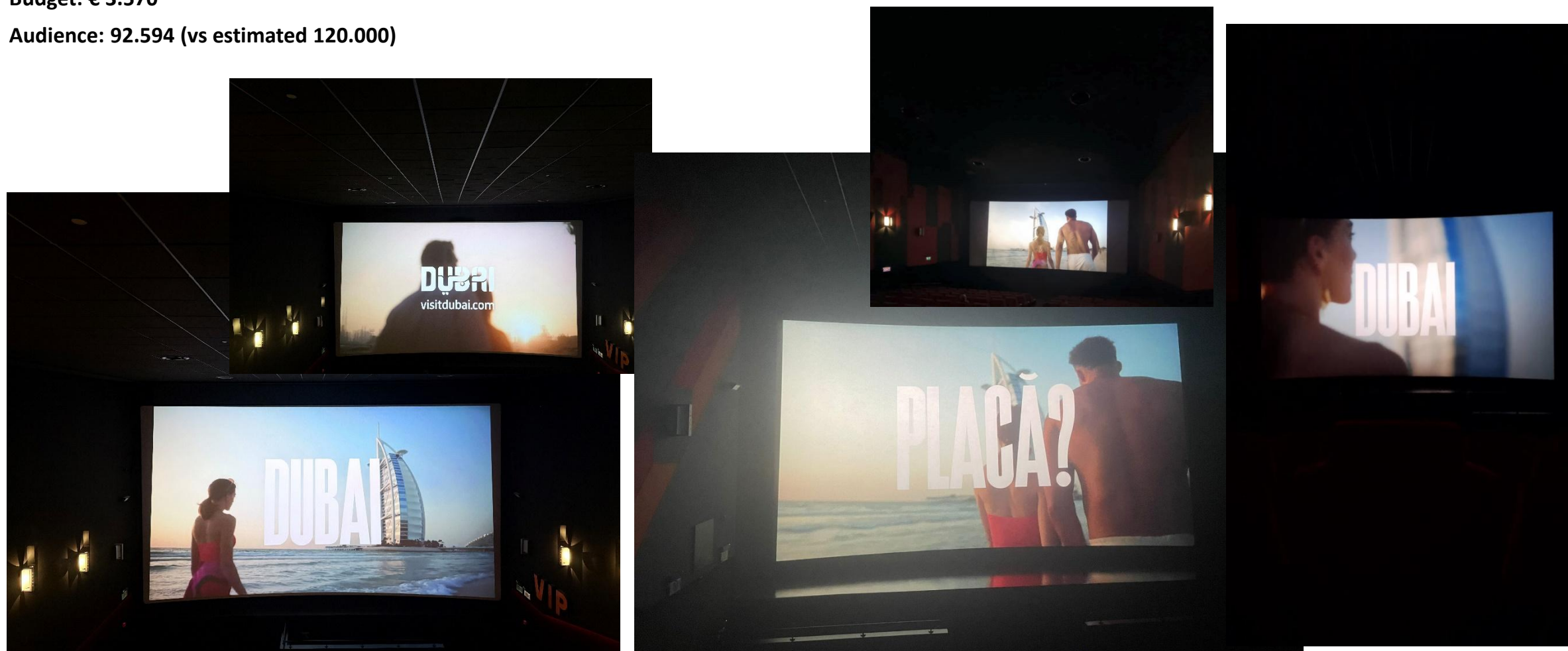
Dubai Movie spots in the cinema

We had in December 2024 our spot running in cinemas all over the country (28)

Movie: the blockbuster Gladiator and Conclave

Budget: € 3.570

Audience: 92.594 (vs estimated 120.000)



Outdoor – directional boards

We had one month bonus for the directional boards (for 2 locations in the north part of the city-Baneasa airport), which were kept on until 1st of February.

Estimated reach: approx. 250.000 people/month

