

Dubai Tourism partners with Snapchat and uses augmented reality to transport travellers to Dubai

23 Jun 2020, Dubai, UAE

Snapchat campaign makes strong impact on virtual travellers from France and the UK

Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) teamed up with Snapchat recently to remind travellers that sunny days are ahead in Dubai and that it will return as a popular go-to destination for international visitors once COVID-19 travel restrictions are eased.

As part of Dubai Tourism's '#Till We Meet Again' campaign, four augmented reality (AR) Snapchat Lenses were developed to transport users in the UK and France to Dubai to experience well-known destinations including the Burj Khalifa, the Dubai Frame, Al Seef, and Madinat Jumeirah. This initiative was launched to spread positivity among those staying home amidst COVID-19.

More than 9.2 million people in the UK and France used the Dubai Tourism Lenses to virtually visit local landmarks. The campaign, which ran over a two-week period, had strong engagement with Snapchatters in the UK and France, exceeding time-spent expectations by more than 180%, before sharing it with friends and family on Snapchat.

A post-campaign brand study assessed users' interest in considering Dubai as a travel destination once borders reopen and travel becomes possible. The findings from the study showed that more than 30 per cent of Snapchatters in the UK and France were positive about visiting Dubai once COVID-19 travel restrictions are eased, while their overall ad awareness greatly exceeded campaign expectations.

"Dubai Tourism is delighted with the success of this creative partnership with Snapchat, which has helped sustain global interest and consideration for Dubai by reinforcing its position as a safe must-visit destination. Not only has this campaign spread positivity and happiness among travellers, it has also given them real motivation to plan for their next holiday to Dubai once the COVID-19 travel restrictions are eventually lifted," said Issam Kazim, CEO of Dubai Corporation for Tourism and Commerce Marketing.

Farimah Moeini, Travel, Retail and e-Commerce Lead of Snap Inc., Middle East, added: "As a brand, Dubai Tourism has long embraced Snapchat and the opportunities that AR offers them to connect with their target audiences. In fact, Dubai Tourism was quick to mobilise to launch a campaign during lockdown and thanks to this partnership, Snapchatters in France and the UK have been able to experience and be inspired by Dubai's beautiful locations despite global travel restrictions. As we look forward to life post-lockdown, we expect Dubai Tourism's innovative approach to reach travellers will support their overall business goals and attract new travellers to the region."