



About

Spain Tourism campaign was designed to highlight Spain as a culturally rich and Muslim-friendly travel destination for audiences in the Middle East. The campaign focused on showcasing experiences that align with the values and interests of Muslim travelers—from exploring Spain's deep Islamic heritage and architectural wonders to enjoying halal-friendly dining, family-oriented activities, and welcoming hospitality. By combining inspiring storytelling with practical travel insights, the campaign positioned Spain as a perfect blend of history, culture, and comfort for Muslim tourists seeking meaningful travel experiences.

Campaign Objective

Promote Spain as a top Muslim-friendly destination and increase travel interest among Middle Eastern audiences.

Target Audience

Muslim families, Halal-conscious travelers, Cultural explorers, Young couples, Middle Eastern tourists, History enthusiasts, Luxury travelers, and Adventure seekers.

Markets

Middle East.

Solution

- Launched Social Media Posts to guarantee higher user engagement mainly using Facebook, Snapchat and Instagram social media platforms to target Layalina users.
- Published Editorial Articles on Layalina website to raise awareness around Spain Tourism.
- Launched Display Ads across Layalina website.
- Published a dedicated section for Spain tourism on Layalina and Sa2eh websites.
- Pushed a newsletter for Spain tourism to Layalina email subscribers.
- Featured a promotional video on Sa2eh's Snapchat Show to further boost awareness.

Results

Editorial Articles

50.4K+ **42.6K+**

Views

Unique Users

Advertising Campaign

185K+

Impressions

Snapchat Show

185K+

Views



Source:

- <https://www.spain.info/gcc/ar/>
- Google Analytics
- Ad Manager 360

Designed with ❤️ by Tawi Media group