Press Contacts
Summer Shi
Adobe
(86) 10 58657703
sshi@adobe.com

Candy Kwok / Ann Wai
Newell Public Relations
(852) 2117 5026 / 2117 5017
candyk@newell.com / annw@newell.com

FOR IMMEDIATE RELEASE

Adobe Analytics found out airfares will be cheaper in the first week of November

Hong Kong – 28 October 2019 — Adobe (Nasdaq: ADBE) has found that the first week of November promises the most in savings for airfares, with rates increasing by up to 14 percent a week in the lead up to Thanksgiving (28 November).

Using Adobe Analytics, Adobe analysed over 1 trillion visits to websites, including many of the world's leading travel sites from 2018 to 2019. Besides the findings mentioned above, Adobe also expects flight tickets to be five percent cheaper for the peak Thanksgiving period this year.

Data from Adobe Analytics also suggests that holding off until December to book Christmas flights may also mean savings. Price of flight tickets will decrease by 13 percent in the first week of December. However, prices will jump back up about 8 percent the week prior to the holiday.

For Hong Kong travellers trying to decide on whether they should travel for Thanksgiving or Christmas, the former one looks to be the cheaper option, according to the analysis. Travellers will find that booking flights anytime during the year is much cheaper for Thanksgiving than it is for Christmas. In fact, ticket prices for the week leading up to Christmas are nearly 17 percent more expensive than the week leading up to Thanksgiving.

"Adobe Analytics can help better forecast outcomes, and proves that getting from data to insight doesn't need to be difficult. Our AI and machine learning algorithms put hidden opportunities and answers into the hands of everyone who needs it within an organization," said Vivek Pandya, managing analyst, Adobe Digital Insights.

For more information on Adobe Analytics, visit here.

About Adobe
Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/hk_en/.

###