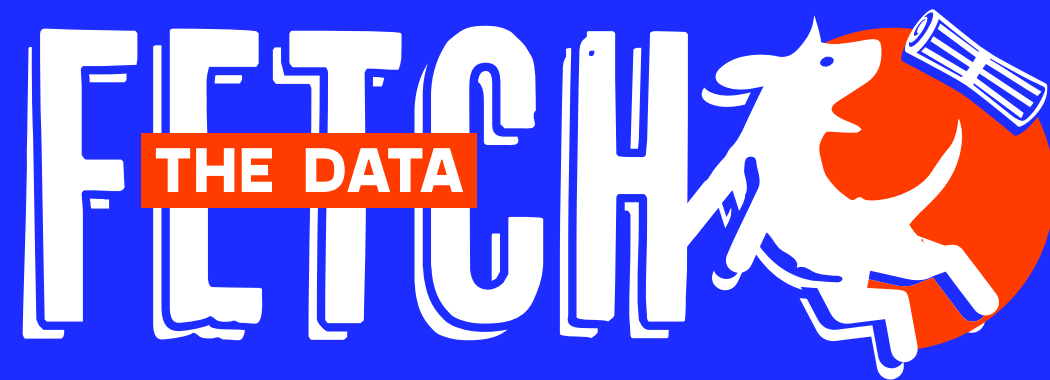


FROM ABO QITZ TO ALMAZA BAY

How Egyptians are spending their summer in 2020
through the lens of Instagram



A Monthly Uncovering & Mapping of Digital
Insights & Trends

September 2020 Edition

THE FROM ABO QIR TO ALMAZA BAY EDITION

SaHel, pronounced “Sa-hel”, is a long strip of resorts and beaches in Egypt’s North Coast turning every summer into one of the most popular summer destinations for locals.

**We asked ourselves what insights
can Instagram help us uncover into
differences and similarities
between different communities
across the strip?**



THE
FROM ABO QIR TO ALMAZA BAY
EDITION

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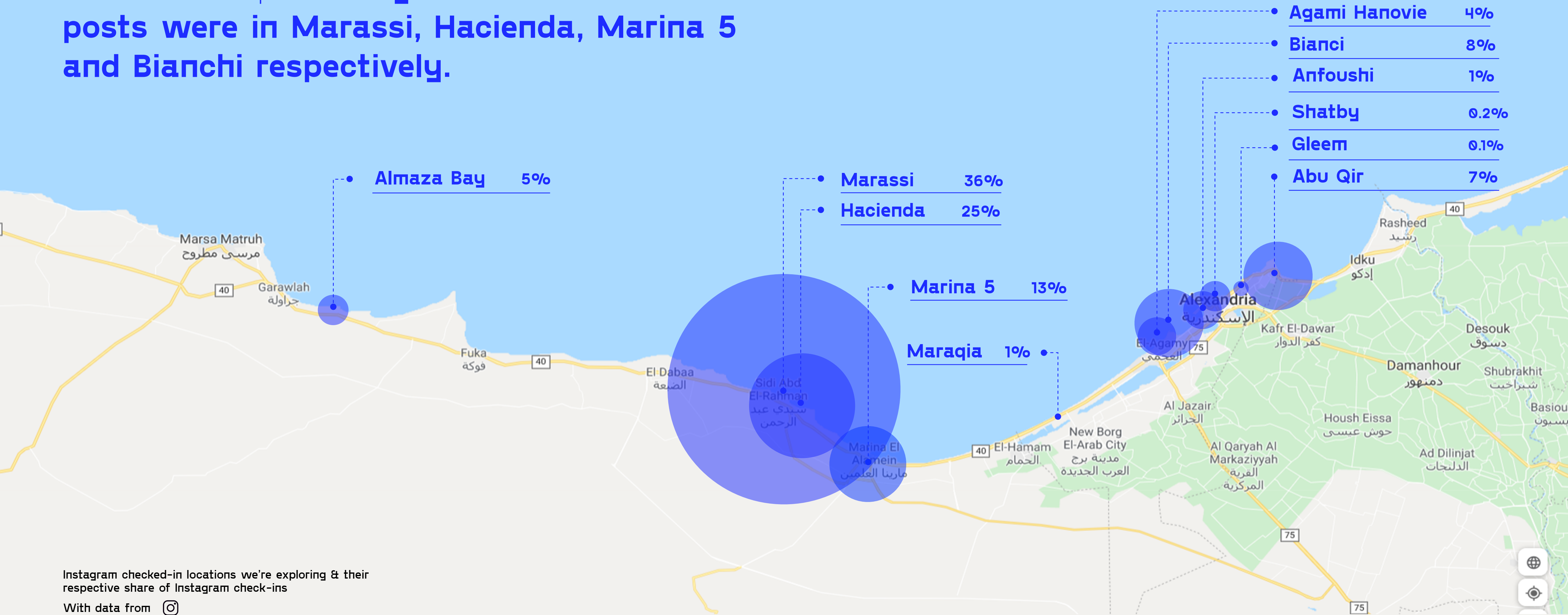
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Exploring Instagram check-ins in 2020 across the Sa7el strip. **The highest number of posts were in Marassi, Hacienda, Marina 5 and Bianchi respectively.**



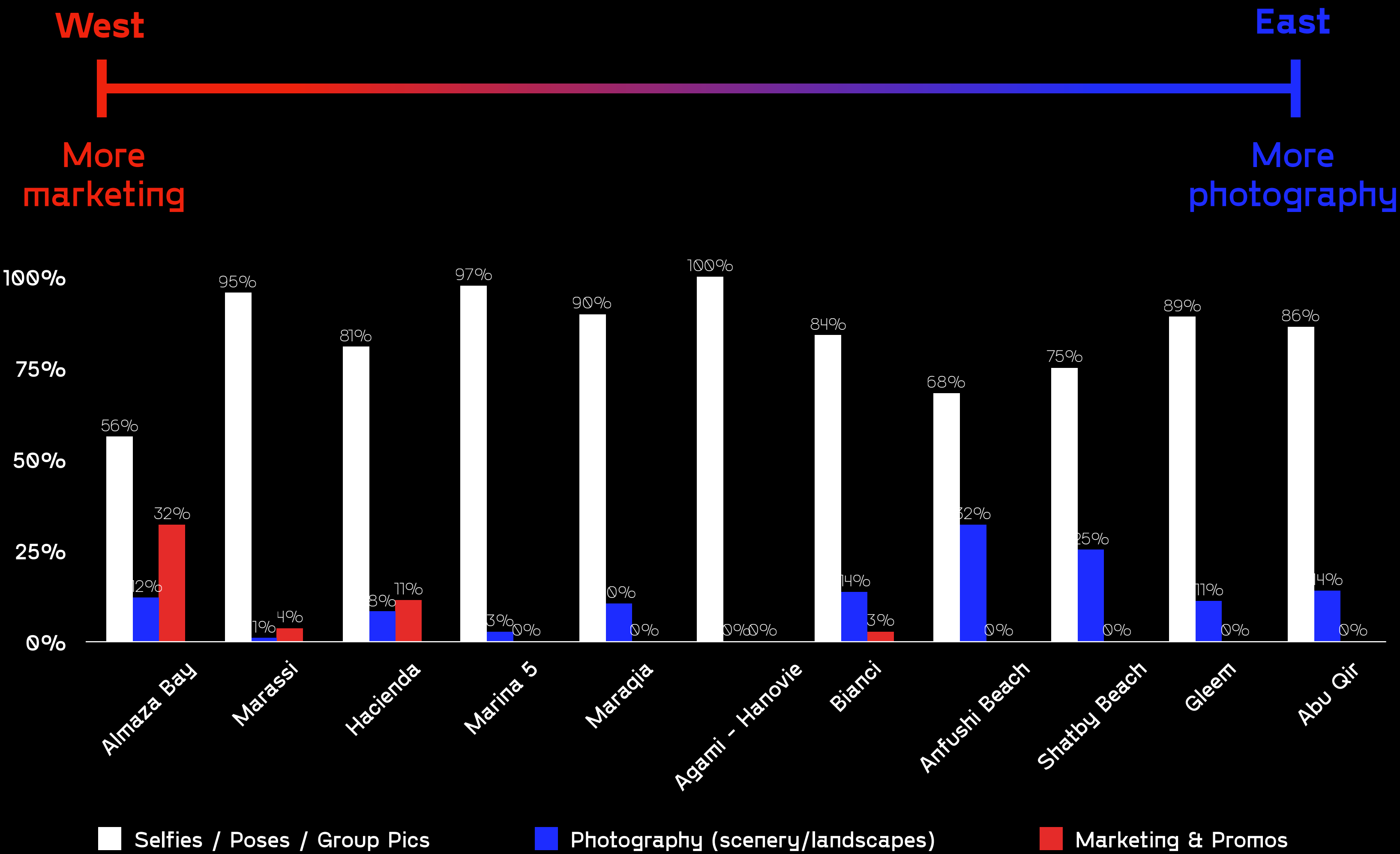
Instagram checked-in locations we're exploring & their respective share of Instagram check-ins

With data from

Start • • End
JAN 2020 • • AUG 2020

Selfies dominate throughout, while scenery/landscape photography was more prevalent in the east.

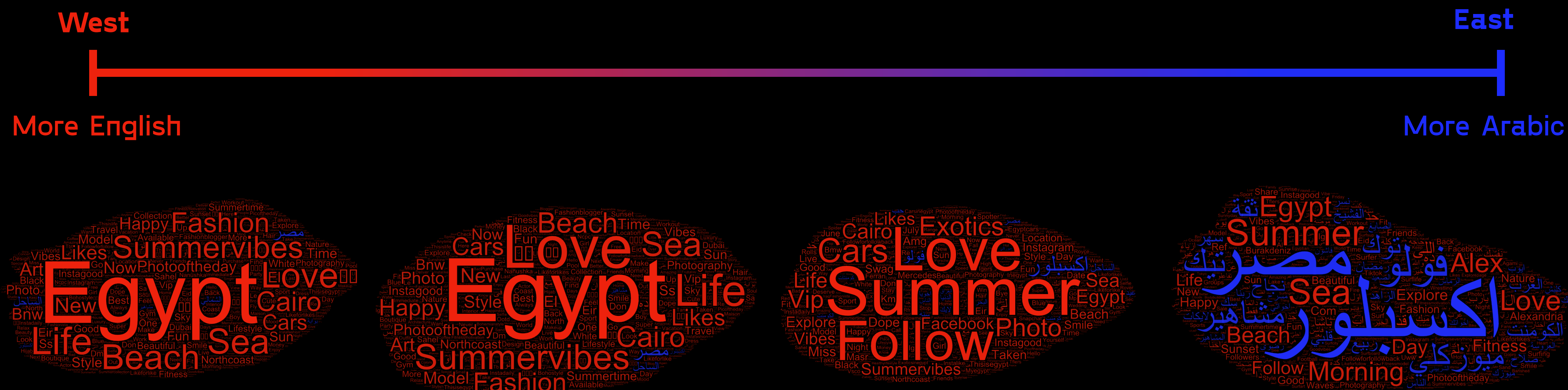
Type of content posted across the Sa7el strip



It appears that selfies/poses/group pictures are the most prominent type of content posted across the strip. Photography (pictures of waves, sunset on the sea, food, etc.) was the second most popular type of post, interesting to see it's share being significantly higher for compounds on the east. Marketing and promotions on the other hand were almost nonexistent for areas closer to Alexandria (with the exception of Bianci) and can be seen in places like Hacienda, Marassi and especially Almaza Bay.

While you can hardly find any Arabic posts in Almaza Bay, a good mix of Arabic and English is seen the further east you go

Type of content posted across the Sa7el strip



Moving more towards the east we see a decrease in English being used in captions, something that stands out quite a bit. Marina 5 does not particular point towards a specific theme yet their love of cars in terms like cars, exotics is noted. The Agamy area seems to be the most diverse; we can note the ‘vacationing’ terms like summer and **ميوڤزگلى**, **اكسىلار**, but also see fitness, tiktok, morning, sun and beauty.

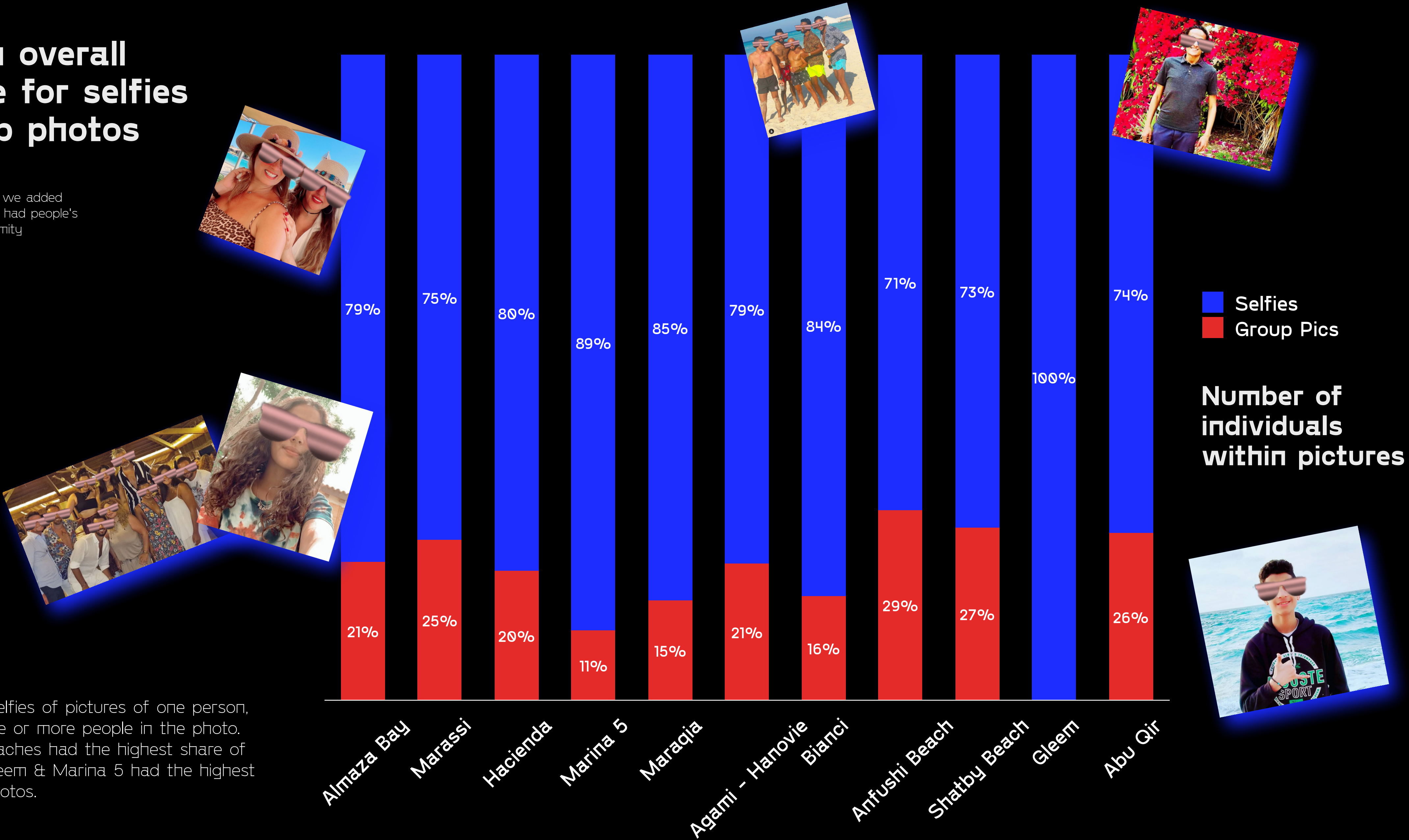
Sa7el-goers love...

LOTS OF PICTURES OF THEMSELVES
& THEY LIKE TO WEAR WHITE ON
BLUE/BLACK



There's an overall preference for selfies over group photos

Disclaimer:
Respecting people's privacy, we added sunglasses to any post that had people's faces to ensure their anonymity



Overall, 80% were selfies of pictures of one person, with 20% having one or more people in the photo. Anfushi & Shatby Beaches had the highest share of group photos and Gleem & Marina 5 had the highest share of individual photos.

More Instagram photos are being taken on the beach than anywhere else in the North Coast!

(Text color refers to it's respective color in the chart)



People loved posing on the beach, while working out, on swings, quadbikes or around boats. We noted many people posing with the 'Shaka' gesture 🙌

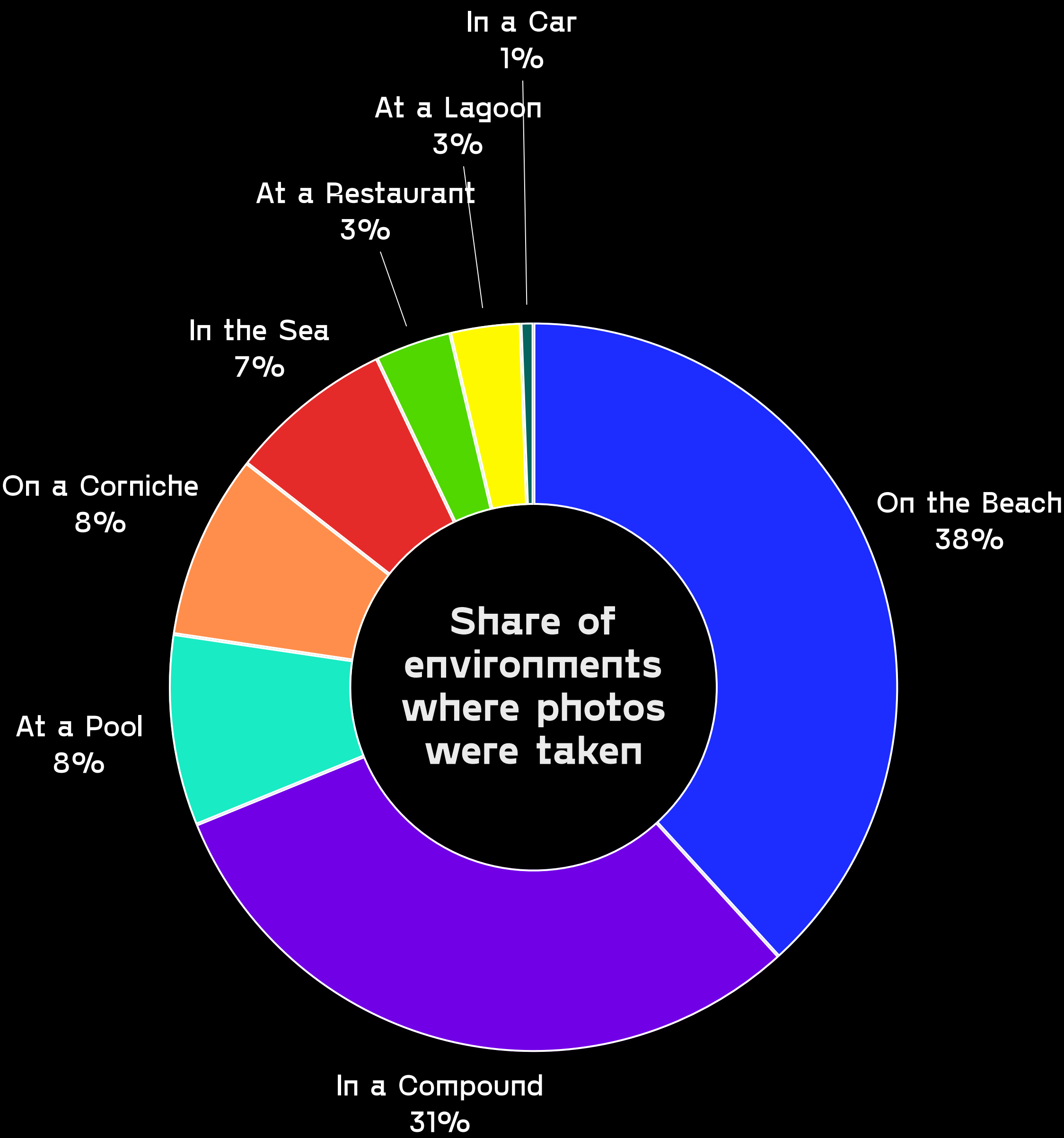
From streets and parking lots to greenery/gardens (public and private) and balconies. Compounds with additional facilities like gyms, cabanas and playgrounds also had lots of check-ins.

Sa7el-goers seem to be split between pictures in the pool and by the pool, it's more of a 50/50 split

Pictures at a Corniche were primarily in the city of Alexandria where the sea view made for some excellent Instagram-able moments

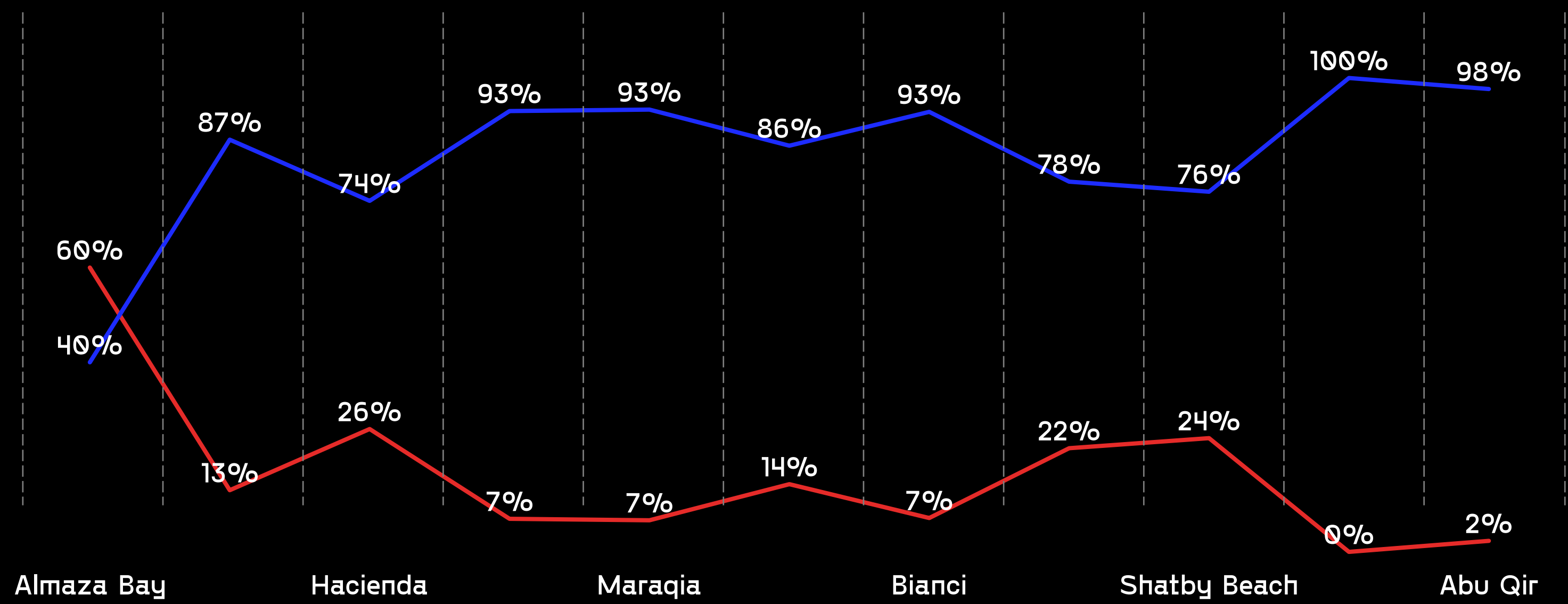
In the sea, on boats/Falukas, or enjoying watersports like kite/windsurfing

Mostly random restaurants/cafes, the highest identified being Pier 88



Women appear to be more expressive in Almaza Bay compared to everywhere else

Gender distribution of pictures that were posted



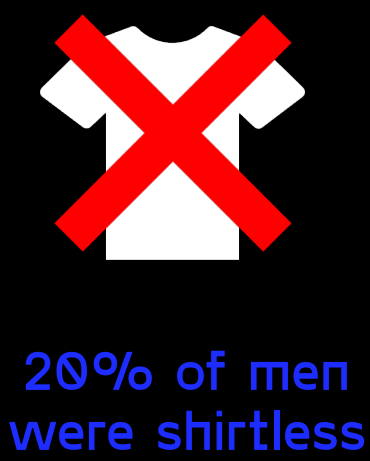
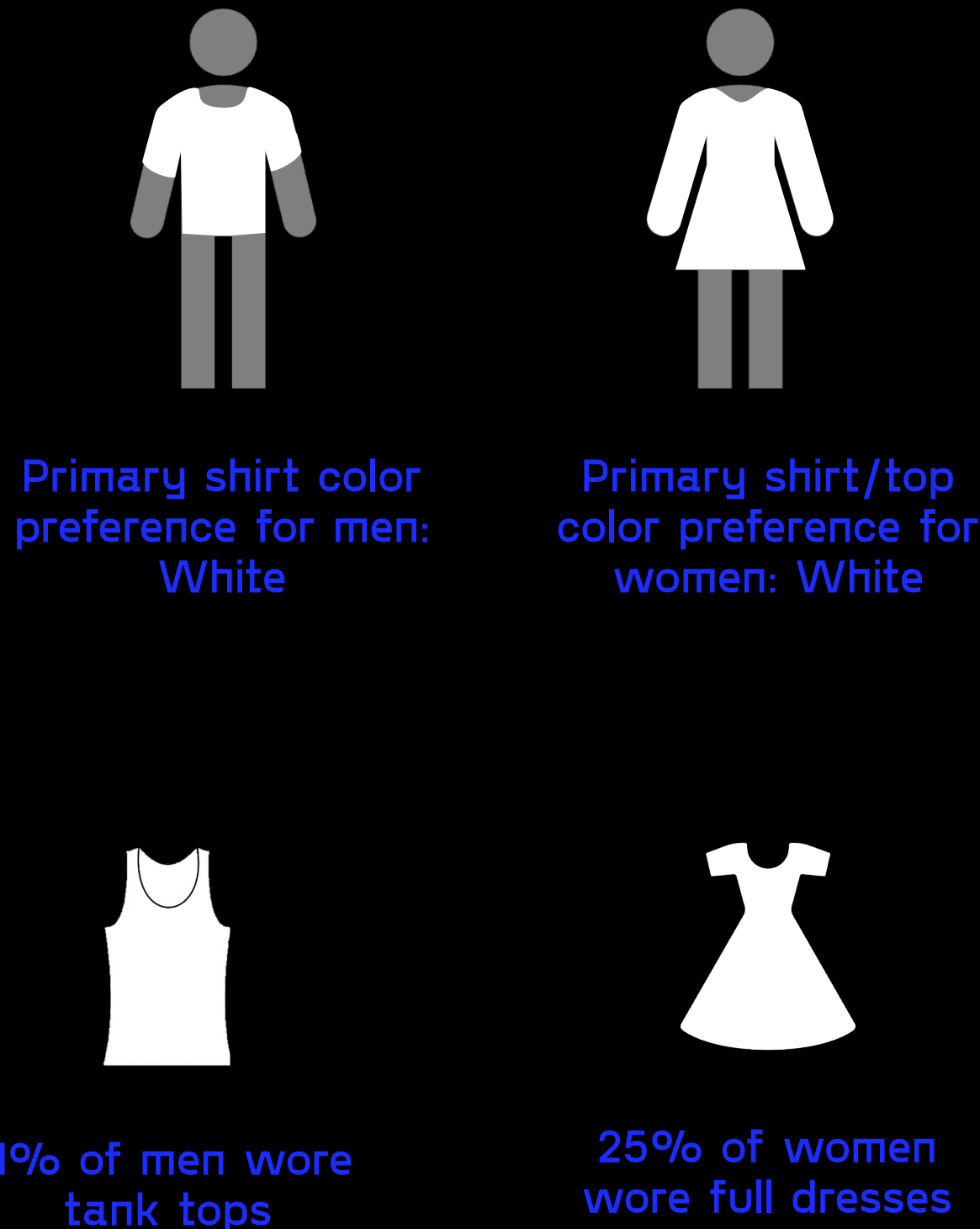
No distinctive pattern was noted in gender distribution other than the low number of women in pictures and the overwhelmingly high number of men taking selfies. Interestingly, there were more women than men in Almaza Bay. On the other hand Gleem and Abu Qir had virtually no women in posts.

Considering these are public Instagram posts, and Egyptian society being conservative, the reality of the demographic split could be somewhat different.



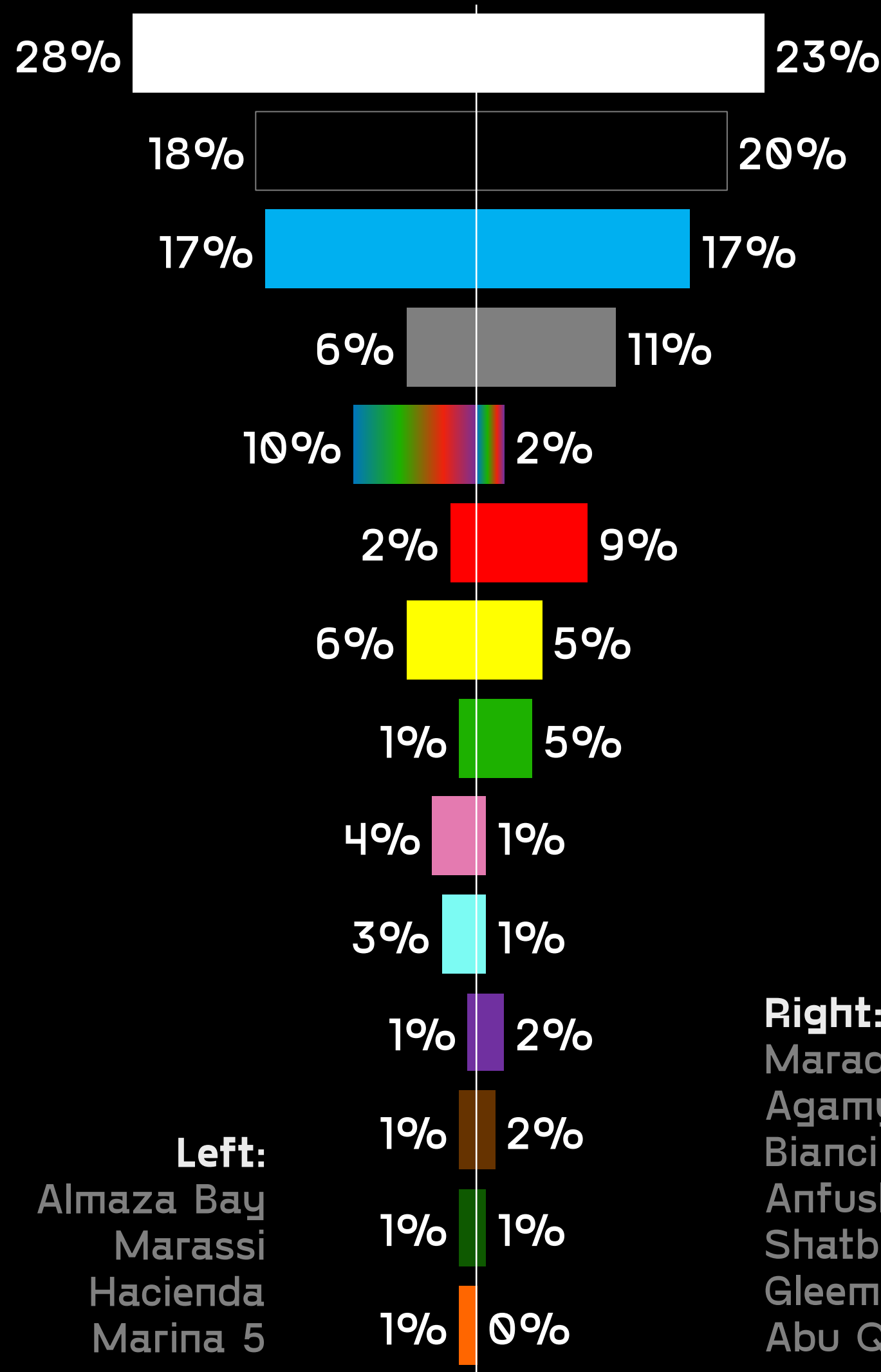
Source: Genders identified within Instagram location check-ins in 11 areas across the Sa7el 'strip'. Jan-2020 – 24-Aug-2020. Netbase. Analysis by Kairo

Whether boys or girls,
t-shirts or dresses,
white dominates!



Overall; 20% of men were shirtless in pictures, 4% wore tank tops. While women's primary attire of choice was a shirt, 25% of them wore full dresses. The primary preference for a shirt was white, followed by black, blue and grey. The left side of the strip was seen to wear more colorful, white, pink and turquoise. The right side was seen to wear more grey, red, green and purple.

Color palette of shirts/jumpers/tank tops



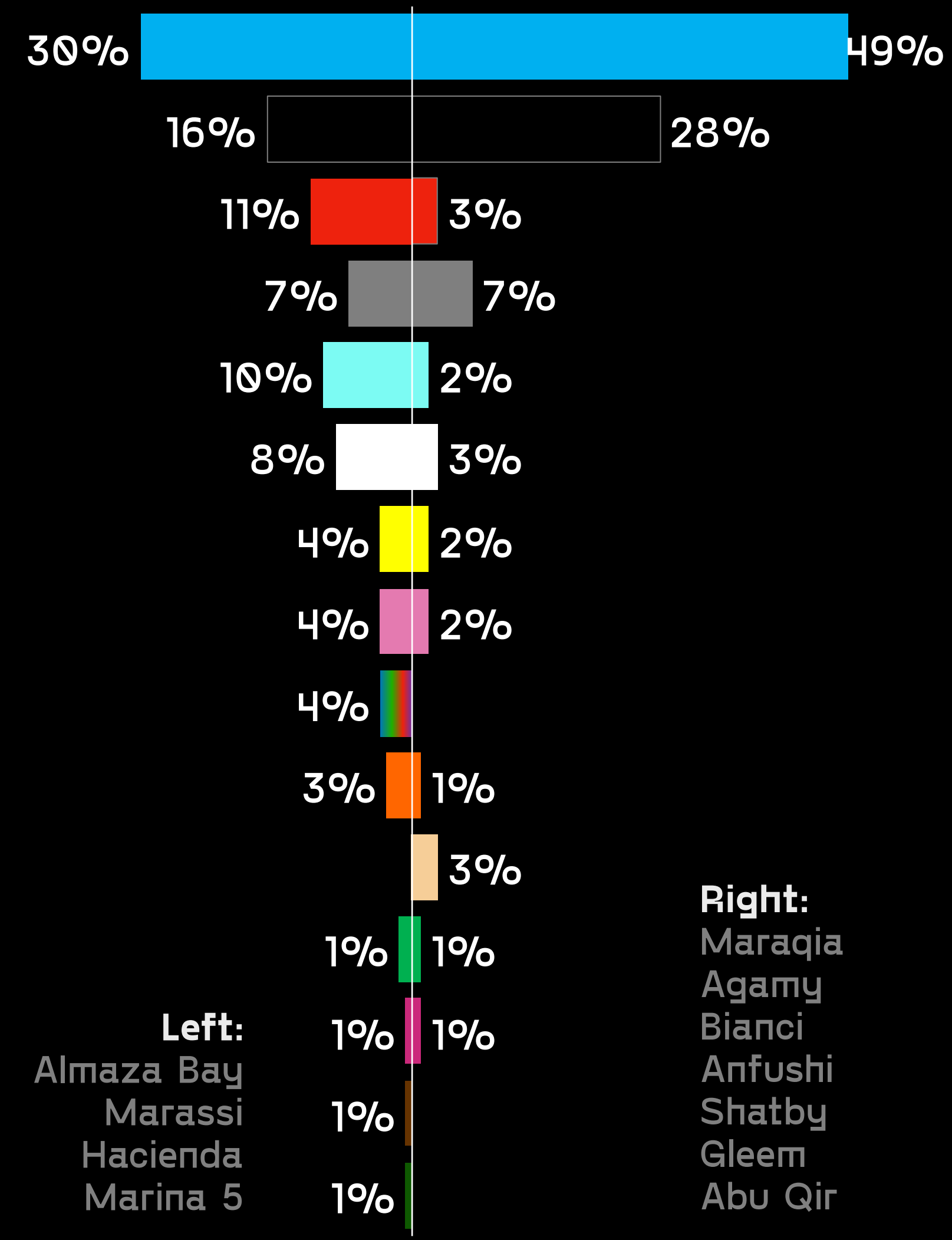
Left:
Almaza Bay
Marassi
Hacienda
Marina 5

Right:
Maraqia
Agamy
Bianci
Anfushi
Shatby
Gleem
Abu Qir

When it comes to swim trunks and skirts, men prefer blue, women love black



Color palette of shirts/jumpers/tank tops



The primary preference for shorts, jeans, swimsuits and skirts were blue, black, red, grey and turquoise. 44% of all men wore swim trunks in posts and their primary color preference was blue and turquoise for swim trunks in particular, 13% of them chose to wear 'ripped' style jeans and shorts. Women preferred both black and blue, they also mainly wore pants and shorts. The left side of the strip was seen to generally prefer colorful shorts/swimtrunks/pants, while the right side preferred blue (pushed by a high portion of jeans and jean shorts) and black.

Personal style of the Instagram Sa7el-goers

White Shirt



Black Shirt



Blue Shirt



Personal style of the Instagram Sa7el-goers

Red Pants/Shorts



Black Pants/Shorts

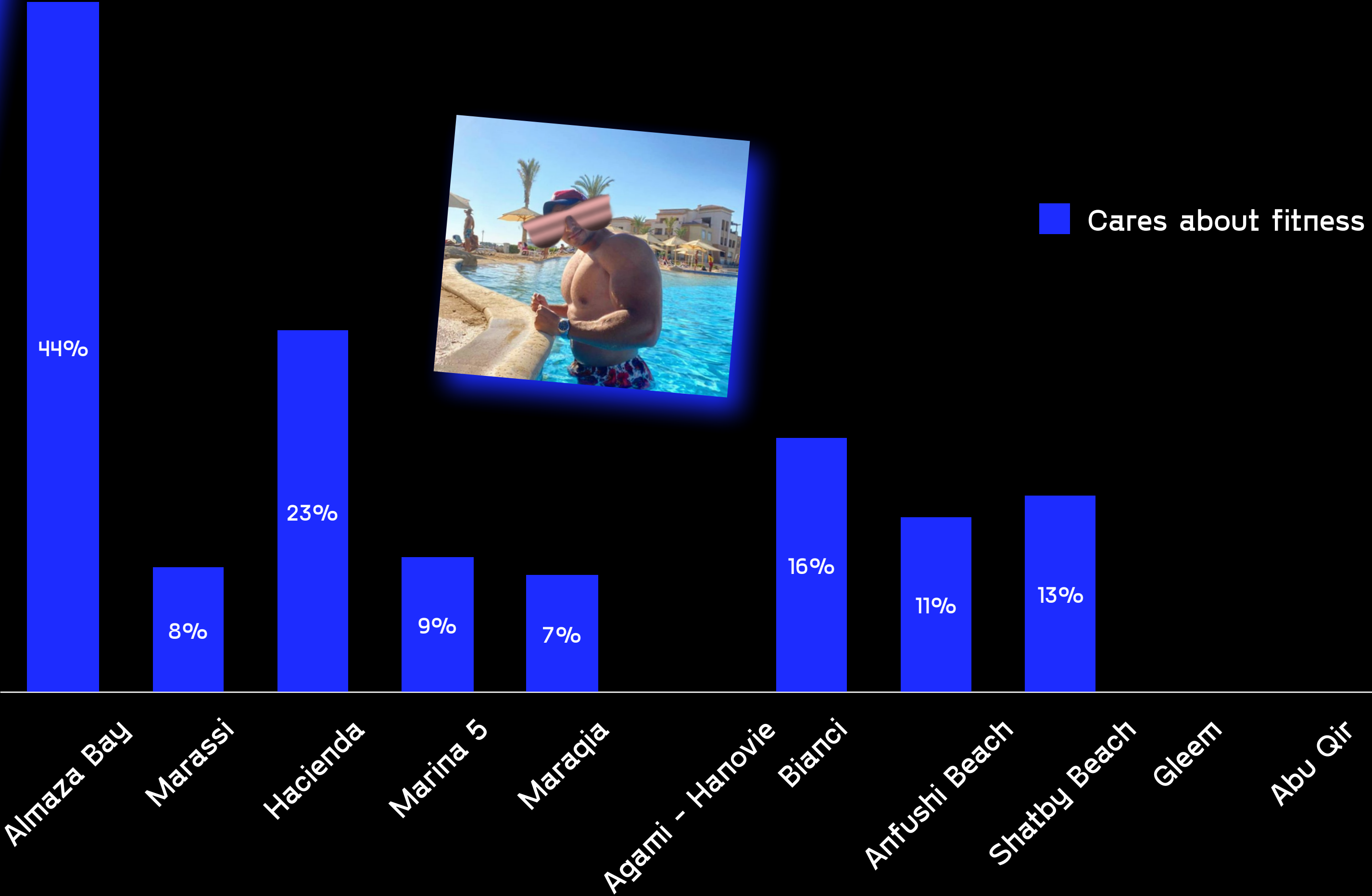
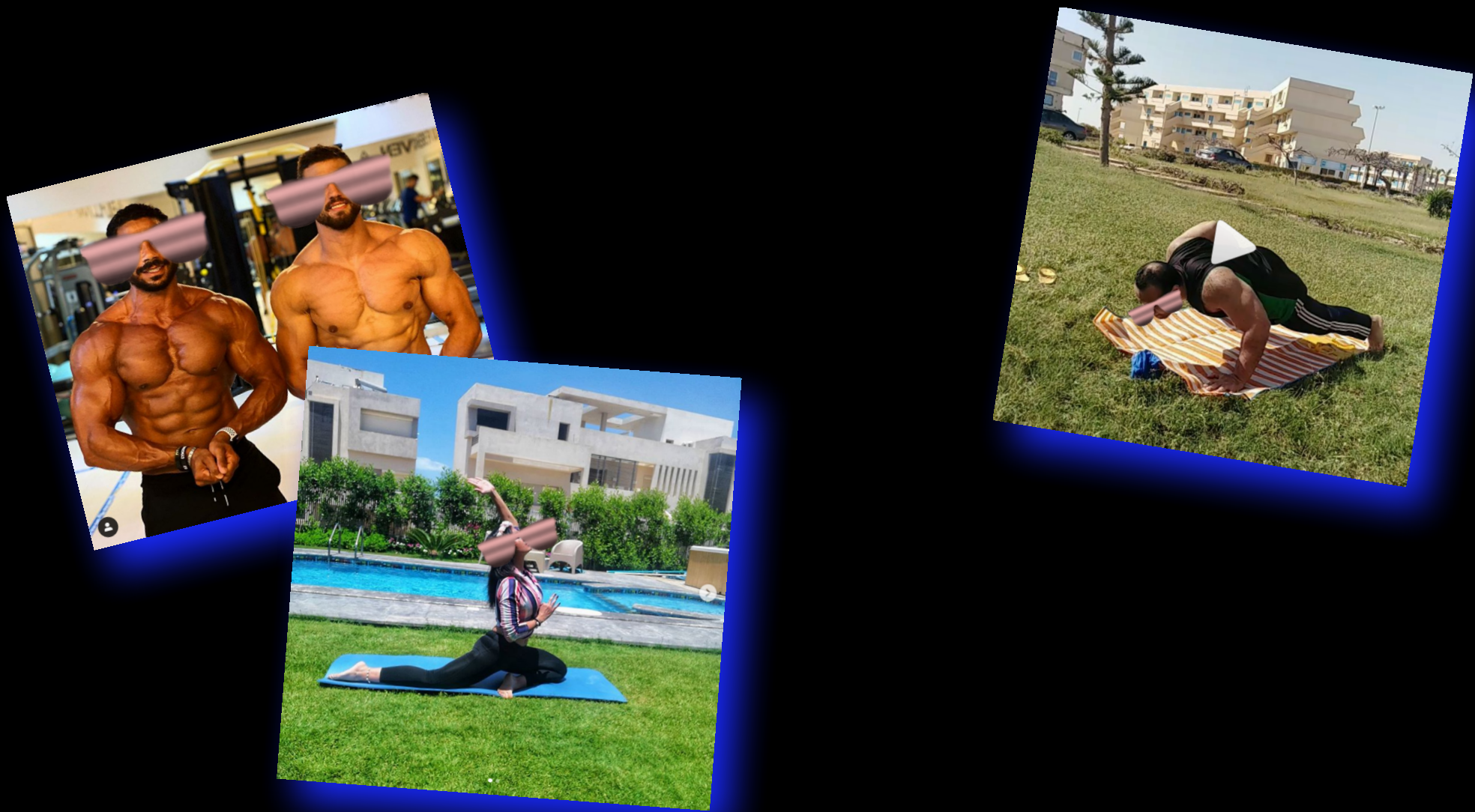


Blue Pants/Shorts



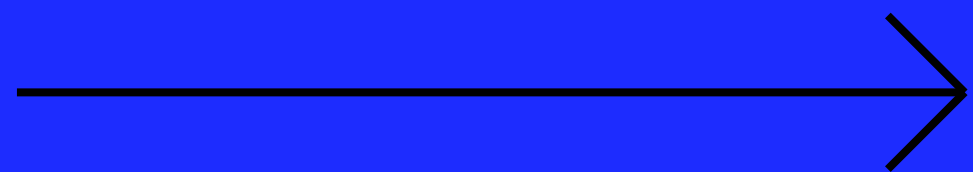
If you're going to Almaza, make sure to hit the gym first.

Share of individuals demonstrating how “fit” they are.
Subjectively based on analyst observations



Subjectively speaking; an average of 12% of people were seen as fitness-enthusiasts and gym-goers across the Sa7el strip. The distribution is quite interesting with nearly half of Almaza Bay being “subjectively” seen to be training/work out, distantly followed by Hacienda, Bianci and Shatby

Sa7el-goers have a
TENDENCY TO TAKE PICTURES OF
THE SEA, BOATS & MOTHER NATURE

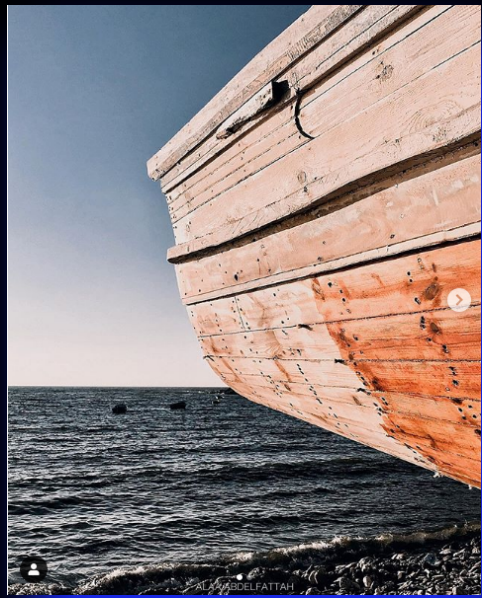
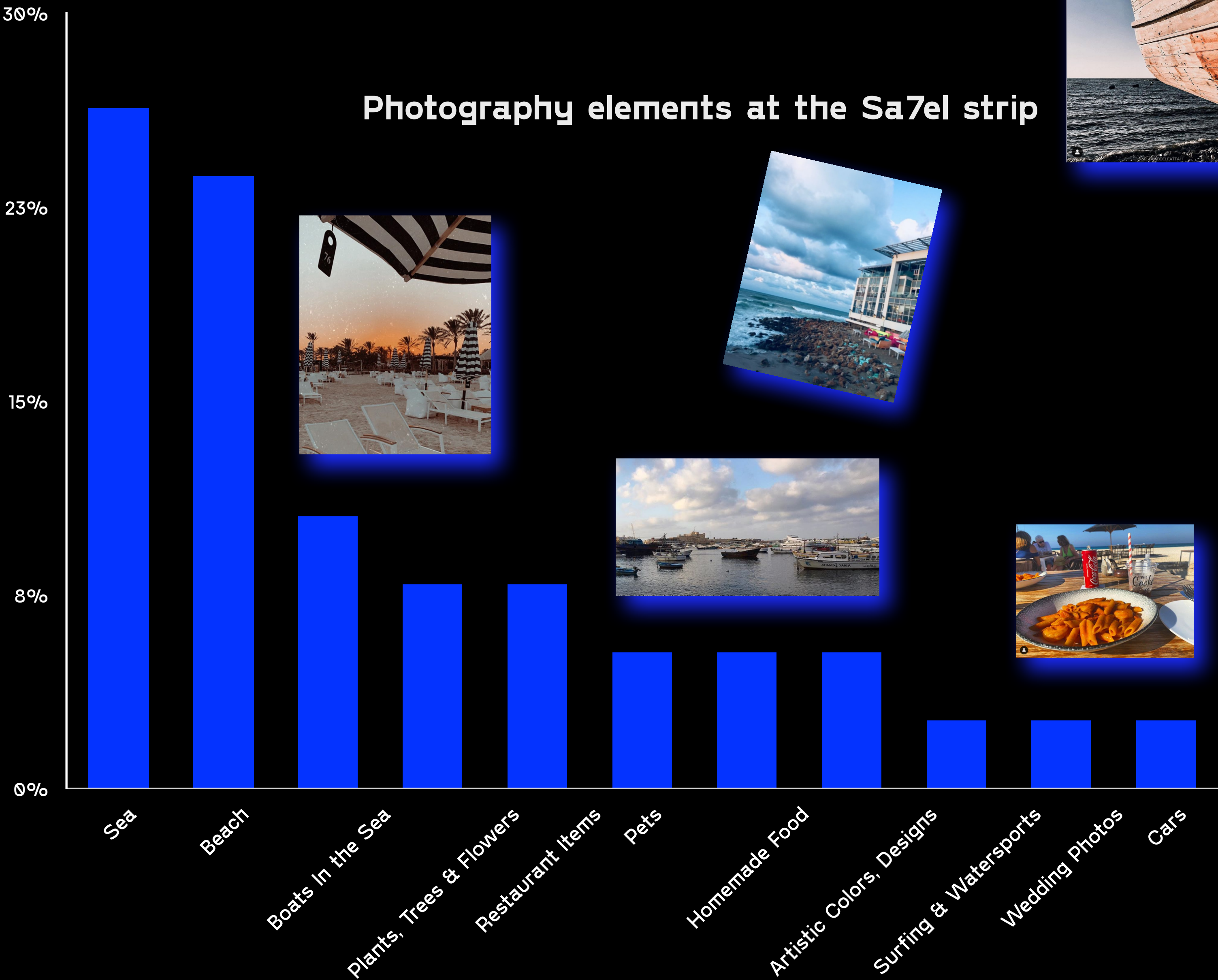


Sa7el-goers seem to have an artistic side to them!



Sea and beach pictures overshadowed all others as they accounted for 50% of all photography-related pictures, people seem keen to take their best shots there; wide angle, professional camera, Instagram-filtered pictures were all present.

Next in line was the popular sight of boats docked at Anfushi Bay, this was a very popular shot for many enthusiasts as well. Food-related pictures were found to be split between food bloggers/restaurant pics with people talking about their experiences at high end restaurants (like Pier 88 & the Cookery at Almaza Bay) & other homemade food shots mostly being taken on the balcony



**Most brands marketed artistic items From
interior designers to paintings and
handmade accessories**

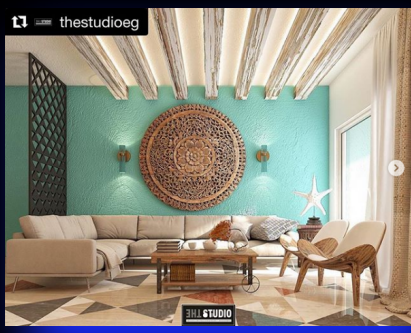
IT SEEMS THE SAFEL STRIP IS THE
PERFECT MARKET



A wide spectrum of brands were capitalizing on these locations



What brands were marketing & promoting



Interior Designer 40%

Boutique Clothes 10%	Handmade Accessories 5%	Events Management 5%	Healing Studio 5%
	Home Dental Service 5%	Photographer 5%	Freediving 5%
	Paintings 5%	Fitness Training 5%	Art D'Egypte Event 5%
			Alcoholic Beverages 5%

As expected, we see interior designers posting the highest compared to other brands. Posts of boutique clothes were also noted both in locations that have 'popup shops' like Marassi, and in other areas like Almaza Bay (ordering via Instagram). These boutique sellers would also use Almaza Bay and Marassi for photoshoots of their products probably due to the scenery there (maintained greenery, etc..)

It is also interesting to note from our sample how diverse brand prevalence is the North Coast; clothing, accessories, dentistry, freediving, paintings and artistic events, alcoholic beverages, etc. yet the majority of brands were art-related

Nevertheless, Sa7el-goers love their brands
FROM NIKE TO FENDI, YOU'LL
FIND THEM ALL!



A wide spectrum of brands were capitalizing on these locations



The highest identified brands were Nike, iPhone and Polo. Everything from Nike shoes/shirts/training pants to people holding iPhones in photos to showing off a fresh new Polo shirt. The left side of the strip would have significantly more iPhones identified within pictures, followed by American Eagle which was the second most dominant brand. While the right side clearly shows their love for Nike, Adidas, Puma and other related brands in addition to Tommy Hilfiger also being the brand of choice for many.

Wordcloud showing all identified brands



As they say, “There’s no Corona in Sa7el”

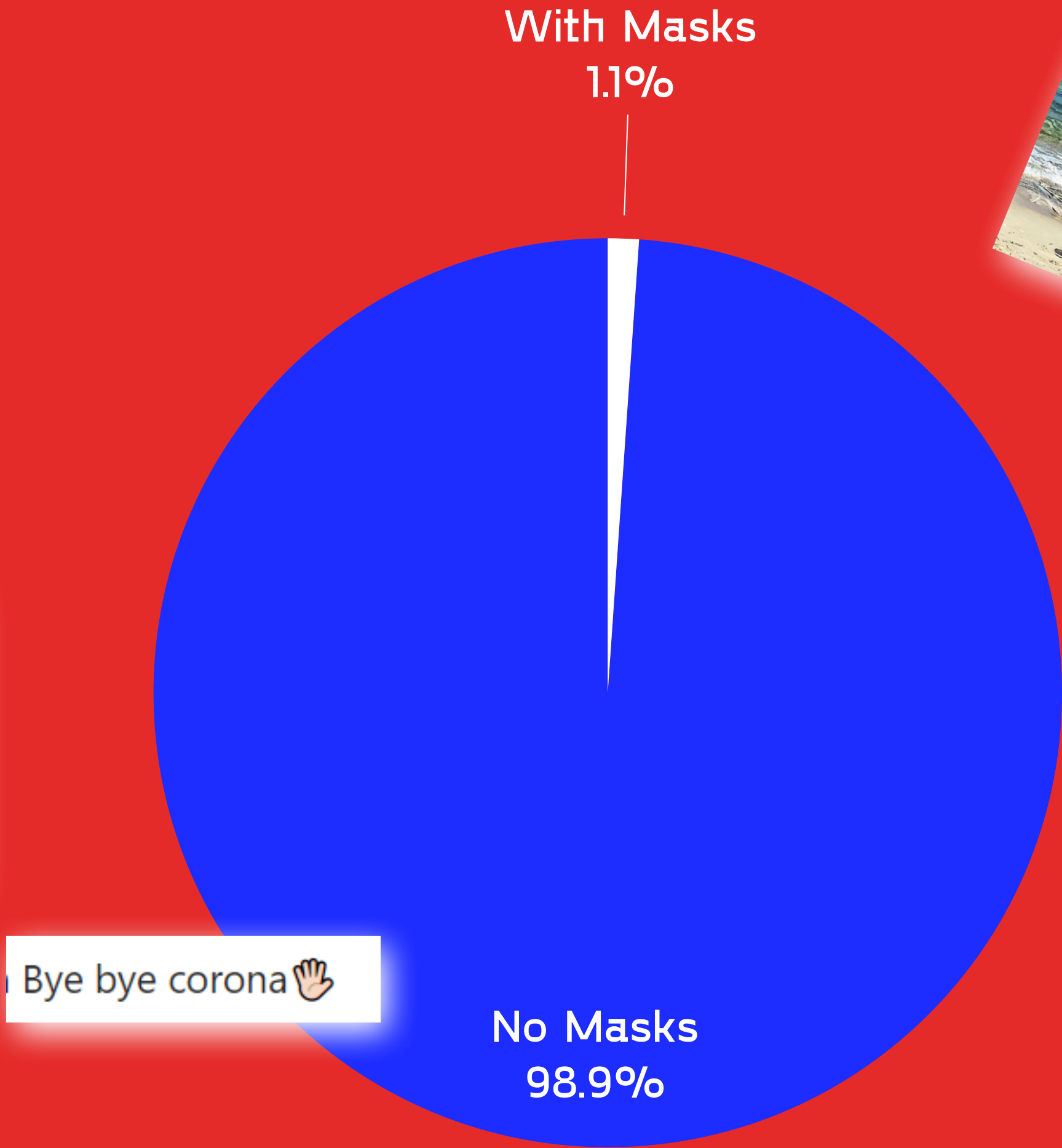


Less than 1% of pictures had people wearing facemasks, even if we include those wearing them as chin-masks, applying a mask as an Instagram filters, we still wont break the 1% mark. Those wearing facemasks were taking pictures of themselves, no group picture included a facemask.

On the other hand We took note of some posts mentioning not wearing a mask, or who thought about taking a picture with one but decided not to, and finally are those who chose to make fun of wearing a mask and heading to the “corona-free sa7el”



Share of people wearing facemasks vs no facemask

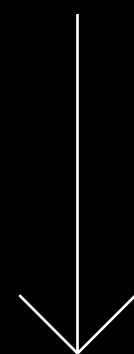


Bye bye corona 🖐️



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