

# TRAVEL

## TRENDS IN TRAVEL

- Americans are returning to travel in greater numbers with the key travel demo tending to be a younger and higher income group.
- 57% of travelers indicated they intend to take a road trip vs flying and 84% of those travelers intend to stay in paid lodging with the remainder staying with friends and family.
- Travelers under the age of 35 are an important target, as they are the demographic that is most trusting of airlines and most likely to fly.
- Nearly nine in ten parents (88%) are likely to travel with their children in the next 12 months.
- 30% of people plan to travel closer to home or take a shorter vacation when the economy tightens, but they are still vacationing.
- There is a renewed sense of urgency to travel coming out of the pandemic, with 65% of consumers reporting they intend to 'go big' on upcoming vacations.

Sources: Deloitte, Statista, Family Travel Association, McKinsey & Co, CNBC

## TARGETING TO CONSIDER

Display, native, audio and video assets can be used to execute this targeting.

- **Audience and Demo Targeting:** Target ads to consumers that have shown a behavior or interest in travel. Reach people that have done searches for family travel, vacations, cruises, hotels, recreation, airlines, outdoor destinations & road trips, campgrounds and may other travel options.
- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content about travel or insert native articles next to relevant travel related content.
- **Geofence-Conquest-Device Match-Look Back Targeting:** Geofence competitors, hotels or events targeting devices seen there via GPS location data. Target devices that match direct mail or email lists.
- **Streaming Television (OTT/CTV) and Streaming Audio:** Create brand awareness with :15 and :30 video and audio messages targeting audiences based on shows, videos, podcasts, and music they consume.
- **Social Media:** Create display and video messaging on social media to reach desired audiences on YouTube, TikTok, Facebook, Instagram, LinkedIn, and Waze App.
- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad.