

# Travel + Advertising



Mobile accounts for **37% of travelers shopping for flights** and **43% for accommodations**

**AFFLUENT MAGAZINE READERS ARE MOST LIKELY TO TRAVEL**

# 198<sub>B</sub>

Digital travel sales are expected to reach \$198B. More than 140M U.S. adults will research a trip online

**SOCIAL MEDIA'S ROLE IN THE TRAVEL JOURNEY CAN'T BE IGNORED**

# 55%

- 55% like social media pages related to trips they are planning
- 52% of FB users refer to a friend's travel photos to inspire their own travel plans

# 61%

Travel brands are now spending 61% of their marketing budgets on online channels. OTAs are allocating 73% of their spend to digital



During the travel research process, **76%** said they use their **desktop computer** for accommodations

**Mobile formats will push travel ad spend above \$10 billion by 2021**

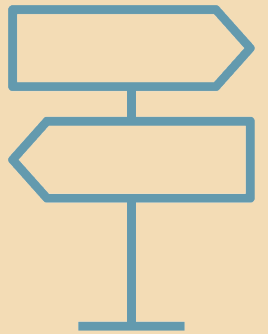


**MAGAZINES ARE**

# 2X

**AS LIKELY TO GENERATE TRAVEL PURCHASE CONSIDERATION**

**78% of travelers** say **travel ads** with informative content can be **influential**



Spending on digital video ads by travel companies will grow **49.5%** this year

**A WHOPPING**

# 83%

of Millennials would let travel brands track their digital patterns if it would provide a more **personalized experience**

Source: CMO, MPA 2018