

By 2020, almost 90% of mobile display ads will transact programmatically, travel ads included. Targeting your ideal traveler, at the right time, in the right setting is key. Finding a programmatic partner that can help you reach your goals makes all of this much easier and increases your ROI. To make sure you are all set for the 2019 summer travel season we analyzed consumer travel trends* to give you the insight you need to drive programmatic success.

The Different Types of Travelers



The Dominant Force

Baby Boomers

- 4-5 trips a year
- Spend **20-50%** more than average travelers on trips
 - Willing to take longer trips with upgraded accommodations
- They are a unique group as they plan their trips further in advance
- They travel to:
 - Internationally: Europe
 - Domestically: CA and FL



The Last Minute Travelers

Millennials

- About 4 trips a year
- Looking for authentic experiences, "travel transformation"
- How they choose a destination:
 - **63%** Weather
 - **50%** Local history & culture
 - **46%** Nature and Wildlife

DigiTip
Avoid generic beach pictures. Utilize dynamic creative optimization to showcase unique offerings exclusive to your destination.



Traveling for the #Gram

GenZ

- 3 trips a year
- They want to travel to unique, picturesque places that they can share on social media
 - **40%** Prioritize choosing a destination that is "Instagrammable"
 - **51% Want to travel somewhere their friends have never been**

Where Trip Planning Begins

How and When Travelers Book



Last minute trips as well as day and weekend trips are on the rise.

Mobile searches for "day/weekend trips" grew over **100%** in the past two years.



60% of consumers would consider an impulse trip on a good hotel or flight deal.

Bookings generally made:

13 days in advance **5** days in advance (on mobile)

- Search Engine (47.52%)
- Social Media (29.70%)
- Watch Videos (22.77%)

Overall improvement of travel sites has significantly decreased the number of websites travelers visit prior to booking.

2015 - 38 sites before booking
2019 - 4.4 sites before booking

As a result, the amount of time before booking has decreased.

People are searching for activities to do in that moment. They are making spontaneous choices while traveling. Reservations for tours and short activities (1-3 hours) tend to be booked at the destination.

DigiTip
Tailor your market efforts to people actively seeking out things to do. Use keyword targeting to reach people searching relevant travel terms such as the ones below.

In the past two years there has been:

- ↑ **6x growth** in search for "things to do/activities" and "near me"
- ↑ **500% increase** in searches for "events/attractions near me"

DigiTip
Incorporate location based targeting into your media buying to ensure that people searching for events "near me" see your ads and content.

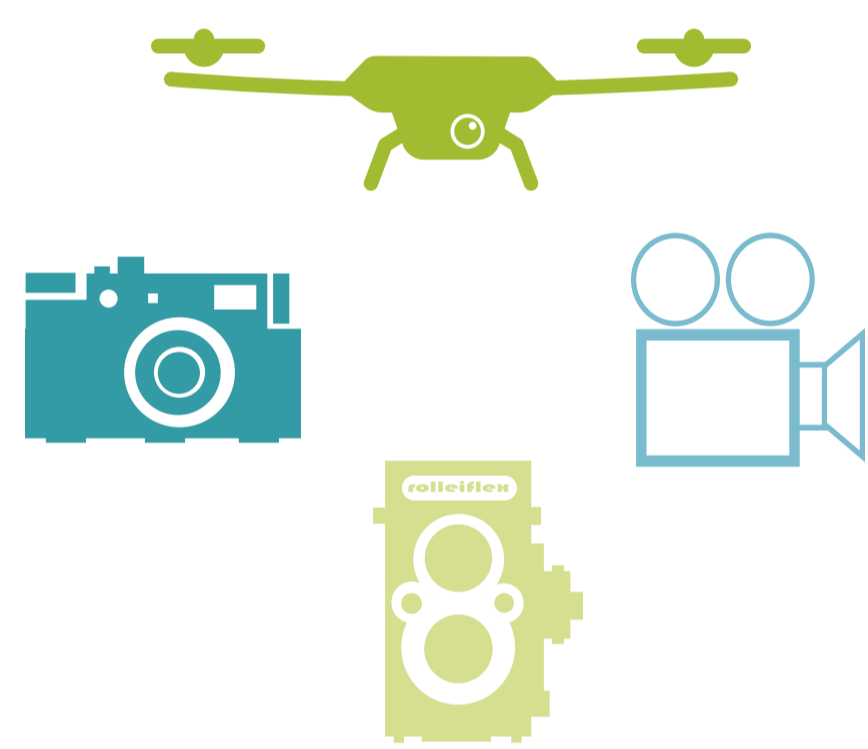
The Impact of Social Media on Travel



#Travel

has over **379 million** posts on Instagram

Consumers rank Instagram as one of the **most influential platforms** for advertising because of the visual aspect.



28% of travelers admitted that they must book an attractive property to get a photo worthy of sharing on their social media accounts.

97% of millennial have posted photos or videos from their trips on social media. Instagram does provide inspiration for travel, but **Facebook is still the preferred network for sharing travel posts.**



The Rise of Artificial Intelligence and Chatbots

As Artificial intelligence and digital assistants become more common in everyday life, consumers are now interested in seeing this incorporated into their travel search.

Last year, Instagram rolled out action buttons on business profiles. Now, consumers can directly book, reserve and get tickets all while on the app.

Millennials & Gen Z

- 1/3 Would be comfortable allowing a computer to plan a trip based on data from their travel history.
- Personalized notifications and offers based on consumer data is very influential to get them to book.

The Power of Programmatic: Next Steps



DigiTip
Travelers are starting to prioritize travel apps that have AI capabilities. Utilize App Targeting to find travelers who have downloaded these apps and target them across multiple-devices.

81% Of business travelers have used a mobile voice assistant for flight check-in, flight status, etc.

- Optimize your creative.** Images are essential to the travel industry, so utilizing dynamic creatives, that target consumers at their specific point in the cycle - as opposed to generic ads - will help gain their attention and push them to the purchasing point.
- Start using mobile.** People are always on their phones, especially while traveling. People prefer booking on mobile, but only 17% of travel brands are investing in this. Consider expanding your mobile presence to better align with consumers' preferences, thus increasing the chance they book with your company.
- Use your voice,** either artificial or real. Travelers expect to be able to chat with a travel brand at every stage of the trip. This reflects the need that our society has to constantly be connected. Ensuring that you either have the personnel or technology to accommodate these needs is essential as a travel brand.

Travel companies spending on digital ads will increase by **14.3%** this year.

Make sure you are all set for the 2019 summer travel season by ensuring your programmatic plans are reaching their full potential. **Interested in learning how Digilant can help with your next programmatic media buy? Visit us at digilant.com/contact.**

*Sources: CMO, WordStream, Phocuswire, Treksoft, Thinkwithgoogle, Lodging Magazine, Hotel Marketing, Wearesocial, Mdg Advertising, Mediapost, Inc., Econsultancy, Wearmarketing, Webintravel, GBTA