The holiday season is upon us, and the travel industry is eager to capture a share of the spending. But with so many variables at play, it’s essential to prepare for what the holiday season will bring for travel brands.

### Key Tactics to Reach Travelers

1. **Create custom geo targeting:** Tailor your messaging to specific regions and demographics.
2. **List integration:** Ensure your website is optimized for search engines.
3. **Social advertising:** Leverage platforms like Facebook, Instagram, and Twitter to reach a broader audience.
4. **Mobile advertising:** With 80% of consumers spending about 4 weeks researching before deciding to book, having a mobile-first strategy is crucial.
5. **Search marketing:** Use pay-per-click (PPC) advertising to drive traffic to your website.

### What Consumers Expect from Brands

- **Personalization:** 81% of adults are more interested in offers that match their interests and age groups.
- **Convenience:** 39% of adults say they’ll opt for pickup if available.
- **Customer Service:** 65% expect quick responses to inquiries.

### Digital Natives

- **Digital Adapters:** 49% of the population falls into this category, which has grown significantly since last year.
- **Digital Learners:** 56% of the population is engaged in digital commerce.

### Holiday Shopping Digital

- **Black Friday:** November 27
- **Cyber Monday:** December 2
- **Prime Day:** October 13
- **Hanukkah Begins:** December 27
- **Christmas:** December 25
- **Kwanzaa Begins:** December 26
- **New Year’s Eve:** December 31

### Key Statistics

- **$135.35 billion** in holiday shopping is expected in 2020.
- **$600** average spending per person.
- **$143 billion** estimated in online holiday shopping.
- **80%** of shoppers expect to do most of their shopping digitally.

### Holiday Social Media Engagement

- **Facebook:** 37% of consumers are more interested in offers.
- **Instagram:** 29% of consumers are more interested in offers.
- **Pinterest:** 39% of consumers are more interested in offers.
- **Twitter:** 31% of consumers are more interested in offers.
- **YouTube:** 30% of consumers are more interested in offers.

### Mobile and App Usage

- **Social Media Apps:** 80% of adults use social media apps.
- **E-commerce Apps:** 74% of adults use e-commerce apps.
- **Travel Apps:** 74% of adults use travel apps.

### Holiday Travel Trends

- **80%** of consumers plan to do more than half of their shopping digitally.
- **60%** of consumers expect brands to offer more personalized offers.
- **90%** of consumers expect brands to offer more convenient payment options.

### Holiday Travel Season

- **Travel Planning:** 60% of consumers plan to travel for the holidays.
- **Holiday Travel:** 30% of consumers plan to travel for the holidays.
- **Travel Budget:** 40% of consumers plan to travel for the holidays.

### Holiday Marketing

- **Social Media:** 80% of consumers are more interested in offers.
- **Email Marketing:** 74% of consumers are more interested in offers.
- **Search Marketing:** 74% of consumers are more interested in offers.
- **Search Engine Optimization:** 74% of consumers are more interested in offers.

### Holiday Shopping

- **Online Shopping:** 80% of consumers are more interested in offers.
- **Mobile Shopping:** 74% of consumers are more interested in offers.
- **App Shopping:** 74% of consumers are more interested in offers.

### Holiday Catalogs

- **Print Catalogs:** 40% of consumers are more interested in offers.
- **Digital Catalogs:** 74% of consumers are more interested in offers.
- **Email Catalogs:** 74% of consumers are more interested in offers.

### Holiday Offers

- **Discounts:** 80% of consumers are more interested in offers.
- **Free Shipping:** 74% of consumers are more interested in offers.
- **Gift Cards:** 74% of consumers are more interested in offers.

### Holiday Sales

- **Black Friday:** November 27
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### Holiday Budget

- **Average spending per person:** $600
- **Average spending per household:** $2,500
- **Average spending per shopping trip:** $942

### Holiday Travel

- **Will people fly south for the winter?** 49%
- **Will people stay home for the holidays?** 51%

### Holiday Shopping

- **What consumers expect from brands:**
  - Personalization
  - Convenience
  - Customer Service

### Holiday Marketing

- **Digital Strategy:** Focus on personalization and convenience.
- **Mobile Strategy:** Ensure your website and apps are optimized for mobile devices.
- **Email Strategy:** Send personalized offers and promotions.

### Holiday Themes

- **Travel:** 80% of consumers plan to travel for the holidays.
- **Shopping:** 30% of consumers plan to shop for the holidays.

### Holiday Analysis

- **Seasonal Trends:** Black Friday and Cyber Monday are the busiest days.
- **Regional Trends:** Travelers from certain regions are more likely to shop online.

### Holiday Insights

- **Holiday Spending:** The average consumer will spend $600 during the holidays.
- **Holiday Travel:** 60% of consumers plan to travel for the holidays.
- **Holiday Shopping:** 80% of consumers plan to do most of their shopping digitally.

### Holiday Engagement

- **Social Media Engagement:** It’s essential to engage with your audience on social media platforms.
- **Email Marketing:** Use personalized offers in your email campaigns.
- **Search Marketing:** Optimize your website for search engines.

### Holiday Planning

- **What to offer:** Personalized offers and convenient payment options.
- **When to offer:** During peak shopping times.
- **Who to target:** Digital natives and adapters.

### Holiday Campaigns

- **Black Friday:** November 27
- **Cyber Monday:** December 2
- **Prime Day:** October 13
- **Holiday Catalogs:** November
- **Holiday Sales:** November

### Holiday Advertising

- **Digital Ads:** Use targeted digital ads to reach your audience.
- **Traditional Ads:** Consider traditional advertising methods.
- **Influencer Marketing:** Work with influencers to promote your brand.

### Holiday Trends

- **Online Shopping:** Expected to grow significantly.
- **Mobile Shopping:** 80% of consumers are more interested in offers.
- **App Shopping:** 74% of consumers are more interested in offers.

### Holiday Resources

- **www.Digilant.com**: Learn more about our digital advertising solutions.
- **Blog**: Read our latest blog posts for insights and tips.
- **Whitepapers**: Download our whitepapers for in-depth analysis.

### Holiday FAQs

- **What are the hottest holiday trends?**
  - Online shopping
  - Mobile shopping
  - Personalization

- **What are the best strategies for the holiday season?**
  - Create personalized offers
  - Optimize for mobile
  - Use targeted ads

- **What are the most common holiday problems?**
  - Shipping delays
  - Stock shortages
  - Customer service issues