

REACHING LEISURE TRAVELERS IN 2023

Pack your bags!
The summer trips we've been dreaming up all year are just around the corner.

It's clear there's still a universal interest in travel, as the uptick in post-pandemic travel we saw in 2022 hasn't slowed down. As of February, US travel spending totaled **\$93 billion**, 5% higher than 2019 levels and 9% higher than 2022 levels.

With this increase in travel, there are clear patterns in priorities, habits, and preferences among consumers. Here's a peak into what the current travel landscape looks like:

- Consumers feel comfortable booking trips far in advance.
- Because travelers missed out during the pandemic, they are ready to spend big bucks for quality experiences. Even thrifty travelers are willing to stretch their budgets for their desired trips.
- Travel is quickly becoming a priority for younger audiences, as **84%** of Gen Z and Millennials surveyed chose to take a dream vacation over purchasing a new luxury item.
- There is a renewed emphasis on sustainability when booking travel. Whether choosing where to travel, which activities to participate in, transportation options, or accommodations, **69%** of consumers are actively seeking sustainable travel options.

The digital age opened the door for advertisers to reach travelers as they search for inspiration on social media, research via travel blogs, book online, and much more. With new trips booked every minute, advertisers have ample opportunity to reach their intended audience leading up to summer and beyond. Over the next few pages, we've outlined key trends and tactical recommendations to help you reach travelers in the coming months.

Key Stats for US Travelers in 2023

TRAVEL PREFERENCES

FREE CANCELLATION



38%
of consumers consider free cancellation and re-booking options as the most important factors when booking a trip (the highest of all factors).

Source: GWI - How to connect with consumers at every stage of the travel purchase journey

WELLNESS



42%
of travelers want to go on a break that focuses on their mental and physical health.

Source: HospitalityNet - Booking.com Travel Predictions 2023.

HOW WILL THEY TRAVEL?

FLYING



74%
of American travelers plan to fly domestically by August 2023.

Source: Travel Agent Central - Stats: 62% of Americans Planning to Spend More on Travel in 2023

BOOK IN ADVANCE



61%
of people intend on planning their vacations further in advance.

Source: HospitalityNet - Booking.com Travel Predictions 2023.

CREDIT CARDS



51%
of travelers use credit cards to pay for leisure trips and vacations.

Source: Forbes Advisor - [Survey] 49% of Consumers Plan to Travel More in 2023

TRENDS

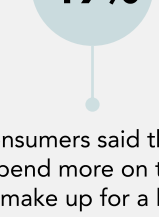
ELEVATED EXPERIENCE



80%
of survey respondents between the ages of 18 and 34 are willing to pay to upgrade their experience.

Source: Forbes Advisor - Here's What To Expect From 2023 Travel: Trends And Predictions

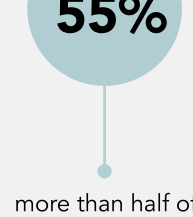
SPLURGE



49%
of consumers said they will likely spend more on their next trip to make up for a lost time.

Source: Forbes Advisor - Here's What To Expect From 2023 Travel: Trends And Predictions

TRAVEL IS PRIORITY

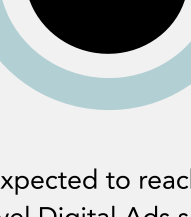


55%
more than half of Americans plan to prioritize leisure travel this year.

Source: Media Radar - Travel Report FY 2022

TRAVEL ADVERTISING

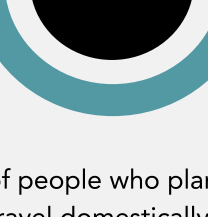
AD SPEND



\$4.54B
is expected to reach Travel Digital Ads spend in 2023.

Source: Statista - Travel industry digital advertising spending in the United States from 2019 to 2023

ADVANCED TV



80%
of people who plan to travel domestically or abroad within the next 12 months watch ad-supported OTT.

Source: Premion - Why Travel Marketers are Flying High on CTV Advertising

SOCIAL MEDIA



60%
of Gen Zs say social media influences their decision about where to travel.

Source: GWI - How to connect with consumers at every stage of the travel purchase journey

Digilant's Advanced Travel Digital Advertising Solution



DYNAMIC CREATIVE OPTIMIZATION

Utilize DCO to create in-the-moment, personalized ads based on data about the viewer.



DYNAMIC SEGMENTATION

Develop custom segments based on observed behaviors (like visiting travel booking sites but not yet completing their booking) to reach the most qualified travelers.



AUTOMATIC CONTENT RECOGNITION

Expand linear reach by capturing audiences exposed to your or your competitor's TV ads across any device.



TRANSACTIONAL DATA

Build custom 3rd party data segments based on transaction history and credit card purchases relevant to travel, such as flight bookings, hotel stays, rental car reservations, and more.



LOCATION TARGETING

Create custom location-based audiences by setting a specific radius that can be targeted on display or mobile devices. Target travelers who are currently or have previously traveled to a specific destination.



CRM TARGETING

Onboard first-party CRM data to target and customize ads to known travelers.



SITE RETARGETING

Use pixel-based retargeting to reach consumers who have previously visited or engaged with our website, researched booking, and/or requested information as they continue their travel planning.



BEHAVIORAL TARGETING

Leverage web search, purchase history, mobile app ownership, and web visit data to create and deliver brand messaging to consumers who have shown the most interest in your brand.



PRIVATE MARKETPLACE

Partner directly with travel publishers to get access to inventory before it becomes available in the open marketplace.



APP OWNERSHIP

Tap into verified, deterministic mobile audiences classified along dimensions of life stage, interest and activity, and intent based on app ownership behaviors.

TOP CHANNELS

- Advanced TV
- Display
- Social to Display
- Advanced Audio
- Influencer
- Search
- Video
- High Impact
- Native
- Social

PARTNERS



Let's talk!

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Digilant is an omnichannel media partner built to take companies from now to next. We execute omnichannel strategies that are data-driven, actionable, and effective. Part of ISPD, Digilant is made up of 100+ data-driven media minds and advertising technologists spread across the US. By combining big ideas with exceptional scale, we are well-equipped to champion consumer insights, campaign analysis, and media initiatives that propel brands and agencies forward.