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Holiday Travel

2025

Season's Greetings

The holiday season isn't just the most wonderful time of the year, it's also the busiest. In 2024, **nearly 79.9 million** Americans traveled 50+ miles during Thanksgiving week, setting a new record — a **2.3% increase** over 2023.

Most of these journeys were by **car (71.7 million)**, while **5.84 million flew** and **2.3 million** used other modes like train, bus, or cruise. International air bookings surged **23%** due to falling prices and renewed interest in global getaways.

According to AAA, most travelers still book in **September or October**, but **summer** is the ideal time to lock in plans. Why?

✈️ Nonstop flights book quickly

🎁 Gifting experiences than presents

📋 People are tackling their bucket list with different locations

By launching holiday campaigns early, advertisers can better anticipate consumer travel behaviors, optimize ad placements, and secure premium media inventory before demand peaks.

Thanksgiving 2024: Key Travel Statistics

Approximately **79.9 million Americans** traveled 50 miles or more during the Thanksgiving period (Nov. 26–Dec. 2), the highest number yet recorded

TSA identified the **three busiest screening days** as **Tuesday Nov 26**, **Wednesday Nov 27**, and **Sunday Dec 1**, with more than **2.8–3 million** screenings per day

2024 was Merry & Bright

The majority of U.S. households planned to spend **less than $5,000** on holiday travel, with around **33% spending over $1,000**, and **47% spending over $500**, marking a noticeable increase over previous years.

At the same time, **25% of travelers** allocated **more than $5,000** for vacation-specific travel.

Holiday road trips remained dominant, with **49% of travelers** going to see **family**, while only **26%** took trips primarily for **vacation** purposes.
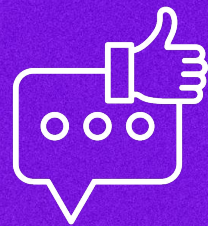
How many days do you plan to be away for your holiday travel?

44%

30%

26%

- 3 or less days
- 4-6 days
- 7 or more days
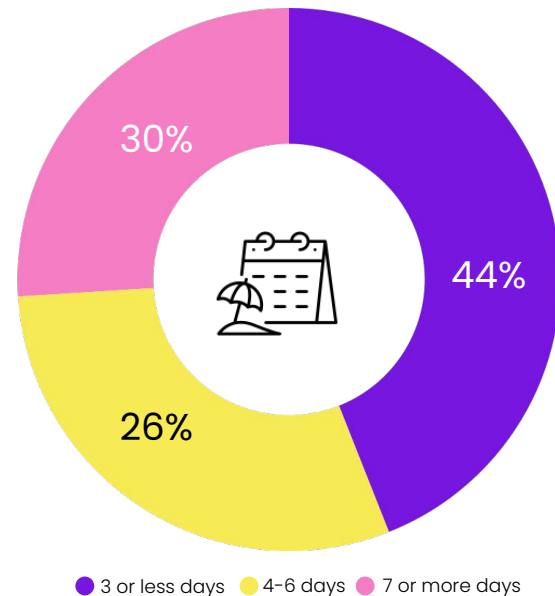
Source, Deloitte 2024 Holiday Travel Report

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Strategic Recommendations

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Suggested Timeframe

01

August & September

Heavy up ads across all channels to reach users while they are looking to book their travel.

02

October to Beginning November

Lean into high impact ads, and top-performing channels.

03

Mid November to Christmas

Continue to run conversion tactics, with a heavy focus on retargeting.

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4 Strategic Recommendations To Reach Travelers

1	2	3	4
Leverage Smart Data	Omnichannel Approach	Engaging Creative Formats	Measure Campaign Success

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1 Leverage smart data to find travelers throughout their journey

To target your audience efficiently and effectively, Digilant utilizes smart data from various sources, such as:

- Purchase / transactional data
- Booking data (hotel & flights)
- Contextual data
- Location data

Key Partners

BOOKING HOLDINGS

FOURSQUARE

⊙ stirista

expedia group

✳ Attain

Azira

2 Reach your audience across all channels

To effectively engage travelers from the planning stages of their trip through to their actual travel, adopting an omnichannel approach is the most effective strategy. This method ensures that you reach travelers at every step of their journey.

Key channels to level-up omnichannel campaigns

Digital Out-Of-Home (DOOH)

Advanced Audio / Podcasts

Social

Mobile Heavy

3 Leverage Engaging Creative Formats

During busy, crowded periods, utilizing high-impact, engaging creative formats can significantly enhance viewability and engagement across all devices.

Examples of such creative formats include:

- Quizzes
- Interactive map & directions
- Weather triggered ads
- Coupon/offer download

View Demo

View Demo

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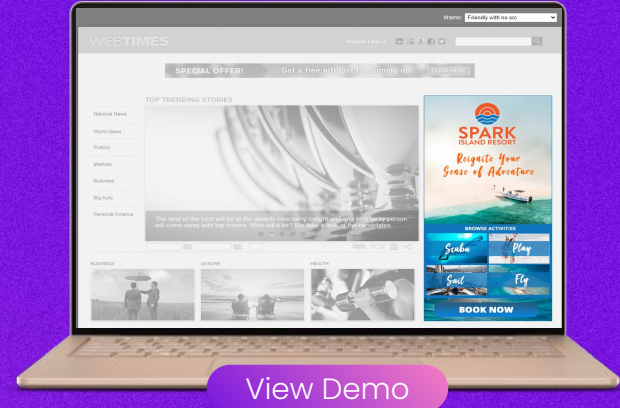
4 Measure Campaign Success

Tracking campaign success is crucial for advertisers to evaluate ROI, particularly during critical periods.

We can help advertisers track omnichannel performance using the following:

- Brand Lift Study*
- Foot Traffic Study*
- Sales Lift*
- Media Mix Effectiveness*

*(*Pending feasibility)*

Thank you!

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