

FROM THE EXPERTS: TRAVEL & HOSPITALITY IN 2021

1 AD SPEND OUTLOOK

**\$3.74
BILLION**

U.S. DIGITAL AD SPEND

It's anticipated that the travel industry digital advertising spending in the US will reach \$3.74 billion, a 15% increase YoY. *Statista, 2020*

30%

U.S. AD SPEND FORECAST

Dentsu Aegis Network expects worldwide travel and transport ad sales to grow by nearly 30% this year, the highest out of all the industries it tracked. *eMarketer, 2021*

50/50

Unlike most industries, which lean heavily on mobile, travel is balanced between mobile and desktop/laptop spending. *eMarketer, 2020*

Travelers are increasingly turning to online travel sources to trip planning – 60% more than pre-pandemic. *Expedia Group, 2021*



2

AMERICANS ARE READY FOR A CHANGE OF PACE

49% of Americans plan to make up for lost time visiting with friends & family

31% of Americans can't wait to travel across the country again

23% of Americans plan to travel internationally for vacation after the pandemic

44% of say they experiencing cabin fever- bored & sick of being stuck in their home

32% of Americans say that after spending so much time locally, they want to visit a nearby city or town

16% of Americans are even looking forward to traveling for work again



The Harris Poll, 2021



Hotel occupancy rates are expected to rebound, getting closer to pre-COVID rates around 2022 with 61% occupancy. Comparing this to 66%, 44%, and 52% in 2019, 2020, and 2021, respectively. *Oxford Economics, AHLA*

7 in 10

will feel more confident traveling in the next 12 months with flexibility. *Expedia Group, 2021*

3 CHAMPIONS OF DIGITAL MEDIA

With 20+ years of digital media expertise and Centro's owned & operated technology, Basis we are here to help businesses navigate the increasingly complex digital media landscape. Here are just a few offerings to get started!

OMNI CHANNEL ACTIVATION

Activate all digital media campaigns across programmatic, site direct, search, social and CTV - all in one place. With over 35+ travel-specific PMP deals, access all digital channels and devices to effectively engage with your target audience within all stages of the buyer's journey.

ADVANCED TARGETING SOLUTIONS

Establish a data-driven approach to define the right behavioral elements, prospecting, contextual alignment, or retargeting to reach the right audience and reduce wasted ad spend.

CAMPAIGN REPORTING & OPTIMIZATION

Review and monitor real-time analytics across all campaigns and choose between bid multipliers, algorithmic optimization, or machine learning optimization to generate better outcomes.