

Where to Next? Travel Sites Lead the Way

The global online travel market is expected to grow from \$475 B in 2022 to over 1 Trillion by 2030.

Source: Statista

How We Book Travel is Continuing to Evolve



70% of travelers say they are more likely to book accommodations if they know the property is planet-friendly.

Source: Booking.com

72% of mobile bookings happen within 48 hours of last-minute google searches that include the words "tonight" and "today".

Source: Travel Ecommerce Stats & Trends Report

68% of all sales in travel and tourism were made online in 2022.

Source: Statista

50% of US travelers opted for a personalized vacation rather than an all-inclusive, up from 40% a year ago.

Source: Simon-Kucher

83% of US adults would rather book online than use an in-person travel agent.

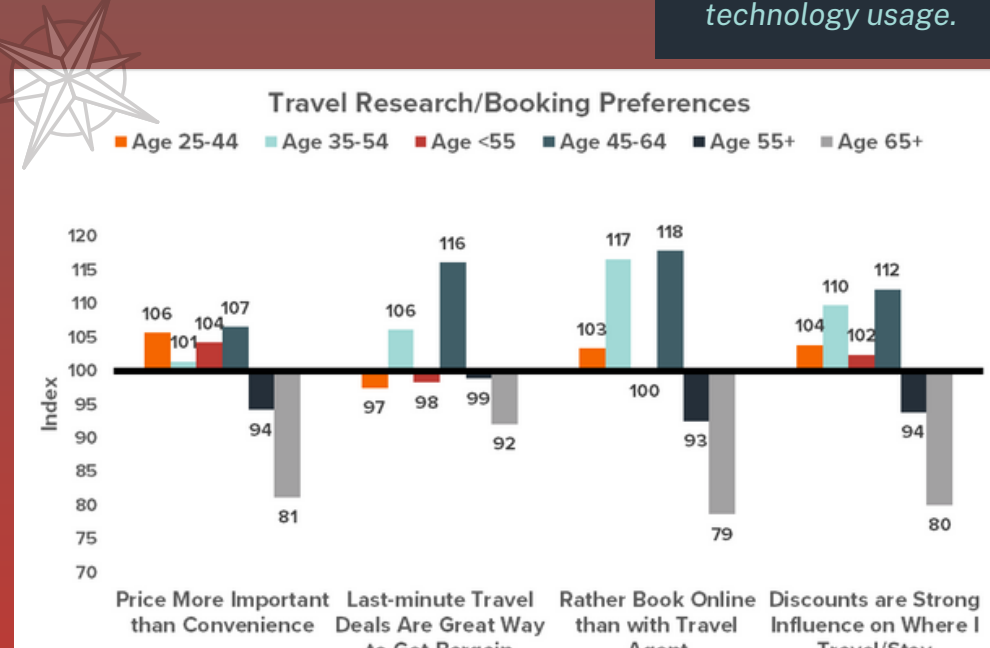
Source: Wanderlust

The Online Travel Industry

Type	Online Travel Agency (OTA)	Metasearch Engine	Home Sharing Platform	Travel Plan/Review
Description	Site for booking flights, hotels, car rentals, and vacation packages	Aggregates information from OTAs	Site for renting homes/rooms – a hotel alternative	Aggregates info, reviews, and recommendations
Examples	Booking.com Expedia	KAYAK Google Flights	Airbnb Vrbo	Tripadvisor Lonely Planet

*PRIZM Premier is one of the most widely adopted segmentation solutions available, providing rich insights for every household in the U.S. including demographic, lifestyle and media preferences, shopping behaviors and technology usage.

Based on data from Claritas' PRIZM Premier*, more mature audiences do not typically prefer on-line travel booking. However, vacation pricing and discounts are also less important in their travel purchase decisions.



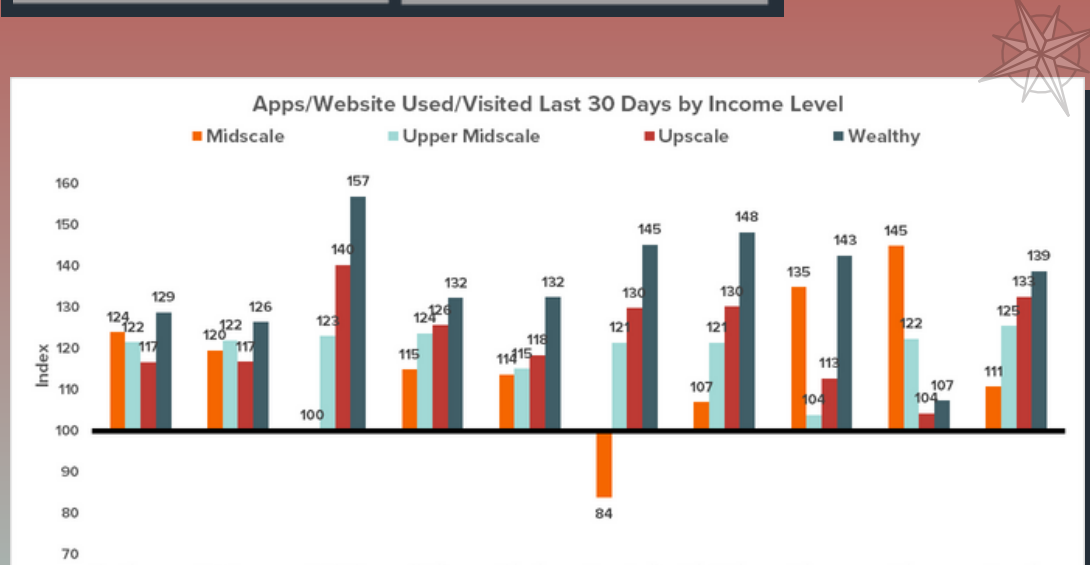
PRO TIP: With 55+ and 65+ indexing well below average and the category 45-64 indexing the highest, those who are 45-55 are clearly the sweet spot. This age group typically has more disposable income and vacation time, making them key prospects.

Top U.S. Online Travel Companies

Booking Holdings
(includes Booking.com, Priceline, Agoda, Kayak and more)

Airbnb
Trip.com

2nd City Startups is just one of PRIZM Premier's syndicated audiences. As avid travelers who typically take multiple trips per year, they ranked higher than any other segment for having visited most of these sites in the last 30 days.



PRO TIP: Those in the audience segment, Second City Startups, clearly like to use online booking sites to "shop around". However they also complete this action by actually purchasing online. Special offers, discounts and vacation packages will go a long way in attracting their business.

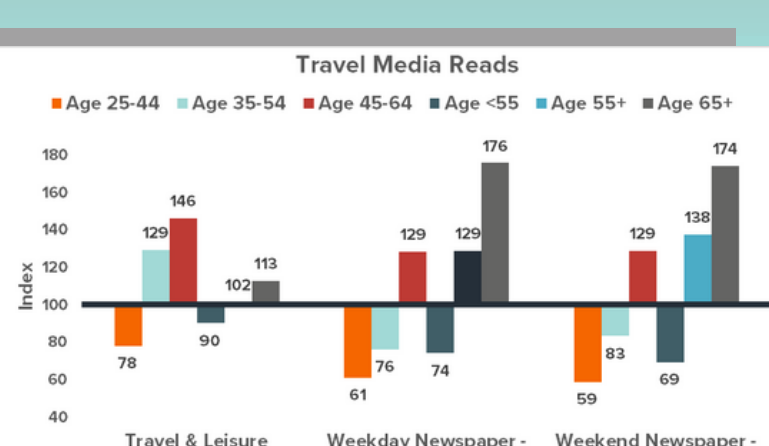
SECOND CITY START-UPS

- Cultural Mix
- Upper Midscale
- College Graduate
- Age 25-44, Mostly w/ Kids
- Flies Frontier Airlines
- Prefers Spa & Theme Park Vacations
- Stays at La Quinta Hotels

The Power of Gray

Older, wealthy, & typically less "tech savvy", PRIZM Premier segment, Gray Power, indexed well over average (and higher than any other 65+ audience segment) for using many travel sites. They were also 3X more likely to read newspaper travel sections and 2X more likely to read "Travel & Leisure".

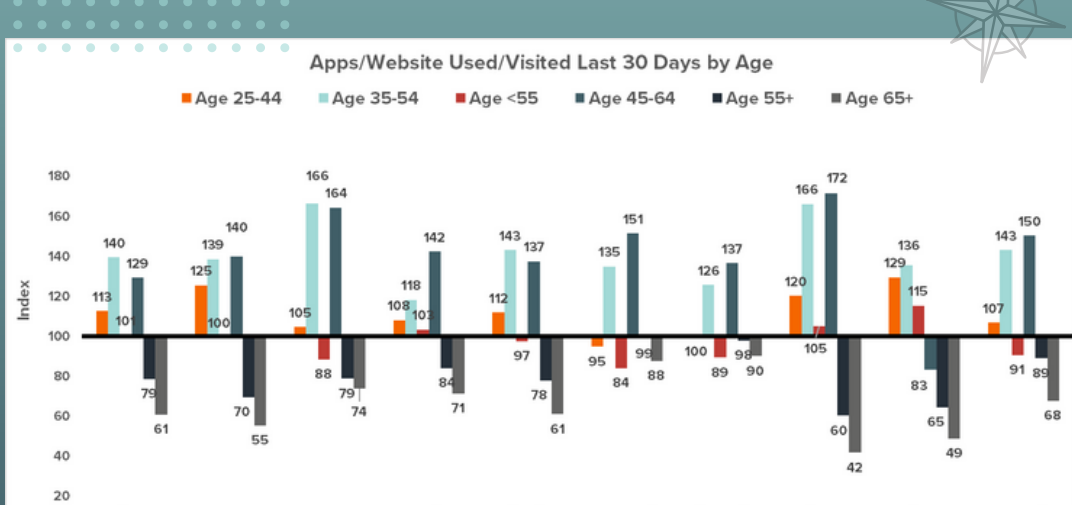
PRO TIP: Often taking as many as 10 or more domestic trips a year, Gray Power is an important target audience segment. Advertising within traditional print sites as well as within travel digital media, should yield large benefits.



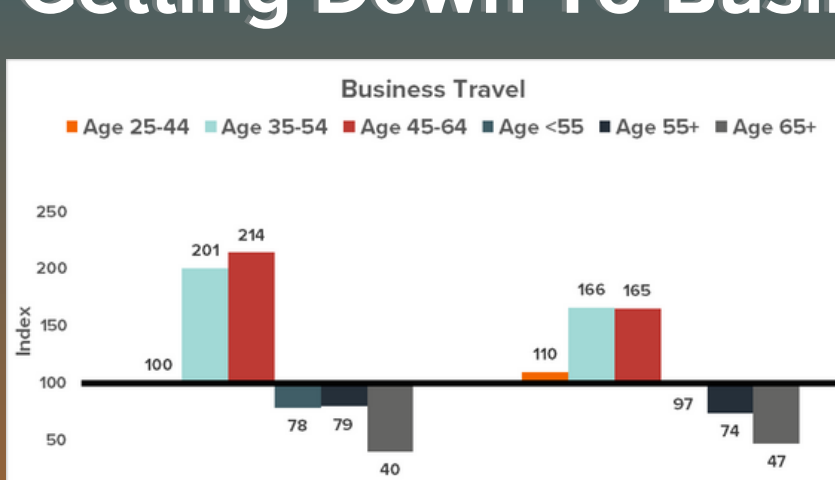
Interestingly, the audience segment, Gray Power, was also 37% more likely than other segments to have booked online in the last 30 days. Don't discount the "power of gray".

GRAY POWER

- Suburban
- Wealthy
- College Graduate Plus
- Age 65+, w/out Kids
- Flies Southwest and JetBlue
- Prefers Golf/Tennis Vacations
- Stays at Westin Hotels



Getting Down To Business

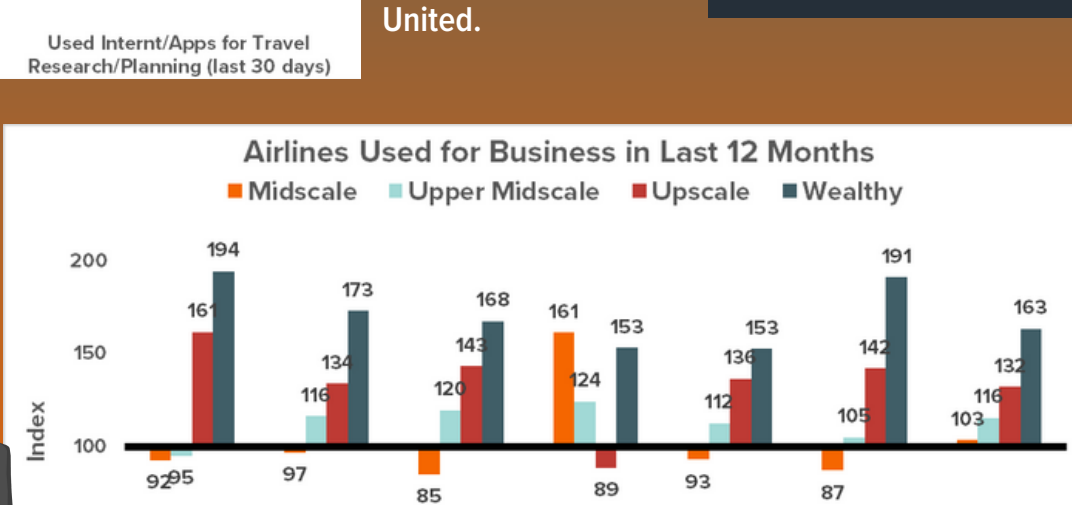


Networked Neighbors ranked highest for business travel purchasing decisions and research, and were 3X more likely to have gone on 5-9 business trips using Alaska Airlines, American, and/or United.

Networked Neighbors

- Suburban
- Wealthy
- College Graduate Plus
- Age 35-54, Mostly w/ Kids
- Flies Alaskan and American
- Prefers Ski Vacations
- Stays at Westin Hotels

PRO TIP: Business travel is often based on convenience and airline points. Emphasizing your abilities to easily show and handle both will go a long way to attracting additional prospects.



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