

It's Not Plane or Simple

How to Use Audience Segmentation, Multichannel Marketing, Campaign Measurement and Even AI to Drive Success

Exploring 2024 Travel Trends

2024 will see greater demand for **experiences & adventures** and a rise in **solo travel**.
(Avadhani and Selinger)

Domestic travel still represents the bulk of the market, accounting for **75%** of overall global travel.
(Oxford Economics)

Resort brands are increasingly catering to consumers seeking **RV travel**.
(Conde Nast)

Traveling for **events** (sports, concerts, etc) are driving travel trends.
(Mastercard)

Travelers are extending their trips by about **1 day** compared to pre-COVID.
(Mastercard)

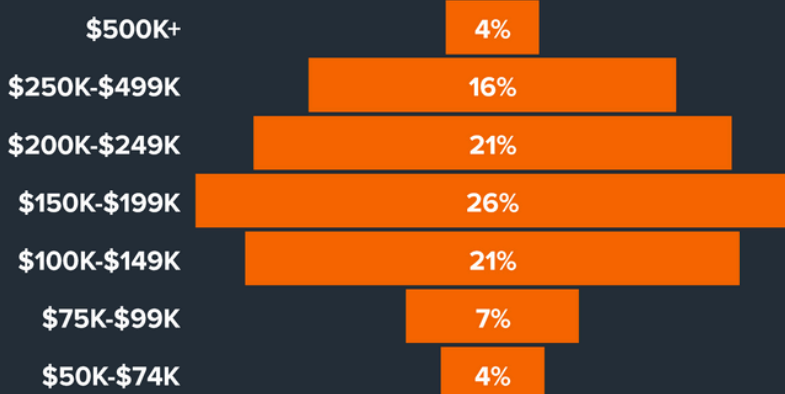
How Do You Capitalize on These Trends?

Family Vacationers

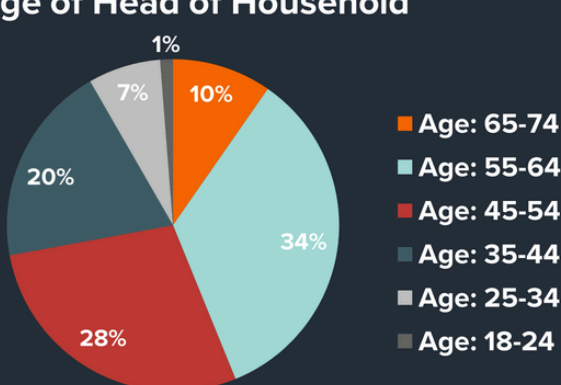
Let's explore one travel segment that we will call the "**Family Vacationers**".

We took the top four audience segments within Claritas PRIZM® Premier that indexed highest for planning a family vacation within the next 12 months and developed this profile.

Household Income



Age of Head of Household



Reads Conde Nast Traveler, Runner's World and The Economist



Visited Hawaii, Europe and/or Washington D.C. in Last Year

Willing to Pay More for a Flight on Favorite Airline

Planning to Take a Ski Vacation in Next Year

Preferred Airlines for Personal Travel Are United and Alaska Airlines

Streams using Apple+, YouTube TV and/or ESPN+

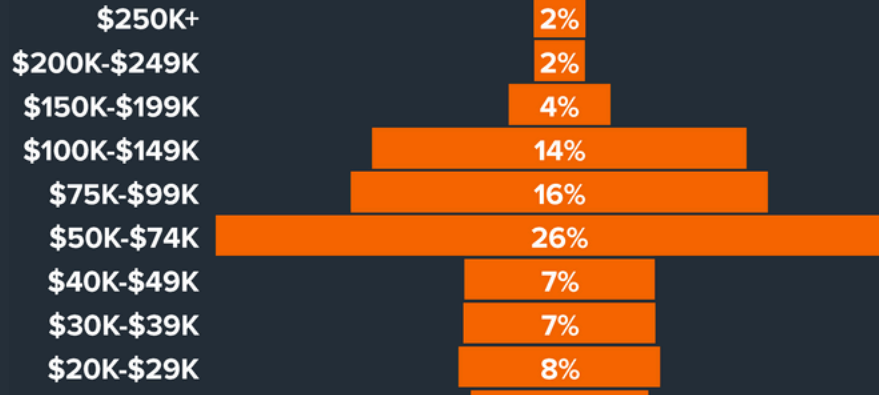
Preferred Hotels are Marriott and The Westin

Pro Tip: Advertising on preferred streaming channels like Apple+, YouTube TV, and ESPN+, and offering bundled packages with their favorite airlines, could be a strategic approach to attracting more customers who are willing to pay a premium for these combined services.

Cruisers

Similarly, we then looked at the top four segments that are planning a cruise vacation. This presented challenges since the age range was quite varied, with several of the top segments listed as over 65, several were also under 55 and one was even listed in the 25-44 age range.

Household Income



Reads Kiplinger's Personal Finance and Newspapers' Business/Finance



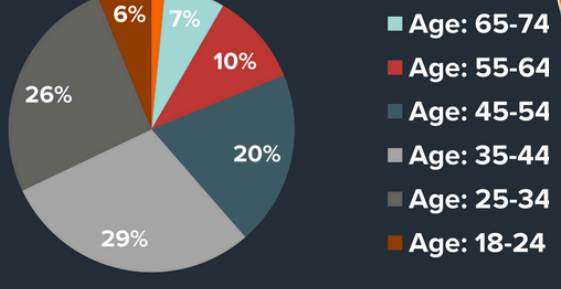
Visited Alaska and/or Hawaii in Last Year

Has Used Royal Caribbean Cruise Line in Last Year

Planning to Take a Golf or Tennis Vacation and/or Cruise in Next Year

Preferred Airline for Personal Travel is Southwest Airlines

Age of Head of Household



Has Cable TV or Xfinity Stream

Preferred Hotels are Hampton Inn and Doubletree

Pro Tip: Artificial Intelligence (AI) can significantly enhance marketing efforts within the travel industry by enabling highly customized audience reach and creative optimization. For instance, consider the diverse audience segments within the 'Cruisers' category. Individuals in their 60s and 70s will have distinct characteristics, behaviors, and preferences compared to those in their 20s and 30s. AI can help identify these nuances and tailor messaging and outreach strategies accordingly, resulting in more effective and targeted campaigns.

Claritas + AI

Insight-Driven Audience, Creative, Message and Media Optimization

Claritas' Integrated Marketing Optimization provides dynamic, real-time customer experiences that involve connecting with specific audiences and delivering tailored messages across a wide array of digital channels and formats - from audio and display to email and CTV/OTT video. The AI optimization loop consistently **fine-tunes messaging, channels, formats, and even audience selection** throughout a campaign, ensuring optimal results. With our integrated marketing optimization platform, you get the **right message to the right person at the right time**.