

Travel Industry Outlook 2024: How Advertisers Can Capitalize on the Resiliency of Tourism

Though consumers are watching their spending, travel is still an area they are willing to spend, and even splurge. US consumers will spend 6% to 13% more on travel in 2024 compared with last year, per a May 2024 report by Deloitte. Undeterred by inflation and rising interest

rates, consumers will prioritize experiences like concerts and sporting events. In this infographic, we dig into consumers' travel motivations, spending trends, and shifting buying behavior to help advertisers better engage with this jet-setting audience.

2024 is already a strong year for travel

The big picture

Q1 2024 broke records in travel. The quarter saw an all-time high of 15.9 million Americans who traveled internationally, according to the Mastercard Economics Institute.

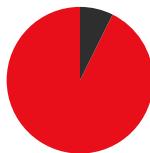
Nine of the last 10 record-setting spending days in the airline and global cruise industry were in 2024.

Global travel is also showing signs of a strong rebound post-pandemic.

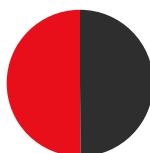
In Q1 2024, more than 285 million people from around the world traveled internationally, marking a 20% increase from the year prior, per a May 2024 finding by UN Tourism.

The organization expects this year's international arrivals to grow 2% above 2019 levels.

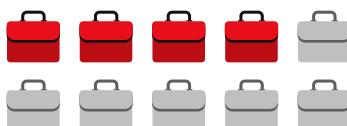
What we expect



About 91% of US consumers plan to travel domestically this year,



while 50% plan to go abroad, per a survey by Nationwide Travel Insurance.

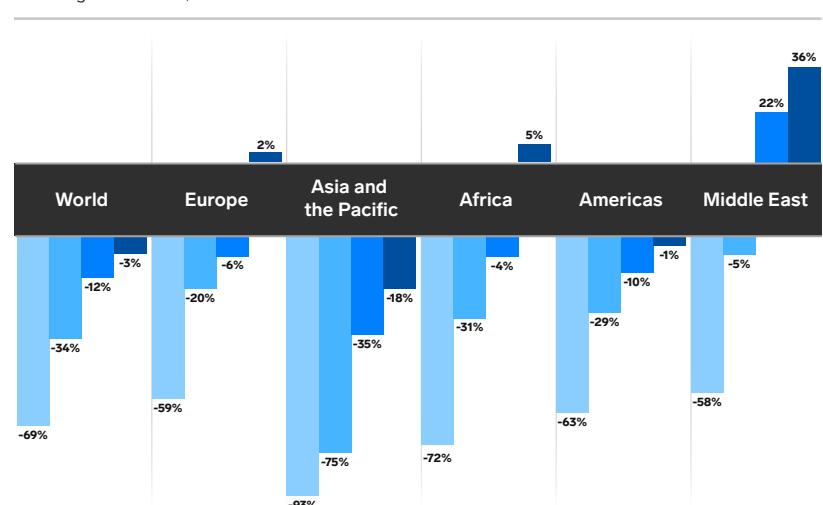


Four in 10 plan to travel more than they did last year.

International Tourist Arrivals

% change over 2019, 2021-2024

2021 2022 2023 2024



Did you know?

46% of US travelers said they are at least somewhat likely to **adjust their travel plans due to inflation**, per Forbes Advisor.

Among those who would make travel changes,

19%

would take fewer trips,

18%

would drive instead of flying, and

14%

would shorten the duration of their trips.

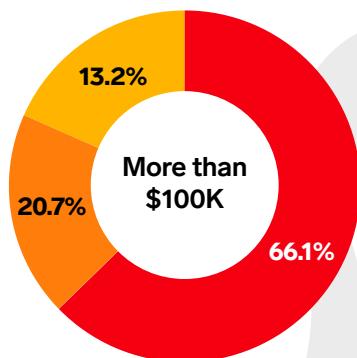
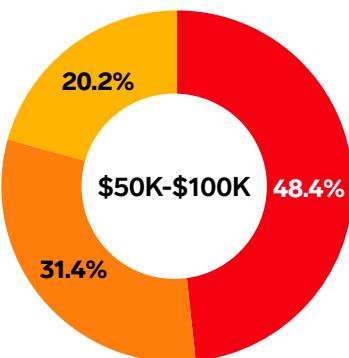
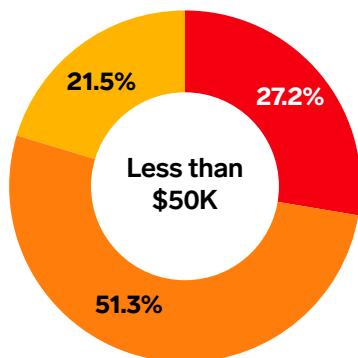
Consumers are prioritizing experiences

The big picture

Consumers are increasingly centering their plans around big events like the solar eclipse, the Olympics, and concert tours—no matter the cost.

US Consumers Who Plan to Travel During the Summer, by Income
% of respondents in each group, April 2024

● Travelers ● Nontravelers ● Undecided



Total **48.3%**
Travelers

33.7%
Nontravelers

18.0%
Undecided

Note: n=2,127

Source: PYMNTS.com, "consumer Credit Economy Monitor: Summer Travel 2024," June 25, 2024

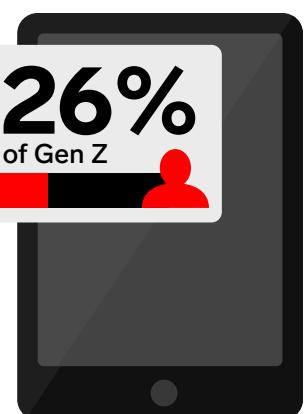


say they will **always prioritize summer travel, regardless of their finances**, per June 2024 data by Credit Karma.

Additionally,



say they've spent money they don't have on travel after being **influenced by others on social media**, the same report found.



What we expect

Major sporting, entertainment, and special events, such as Taylor Swift's Eras Tour and the US Open Tennis Championships, will continue boosting travel this year.



The average US traveler will spend



according to a January 2024 data by USA Today Blueprint,



Did you know?



US consumers are spending more on travel partly because they're prolonging their trips. They're spending **around one day extra**, relative to 2019 averages, per the Mastercard Economics Institute.

but likely **more** if expensive event tickets are involved.

Sports are fueling big travel

The big picture

Sports tourism is a



according to an April 2024 report by the Sports Events and Tourism Association.

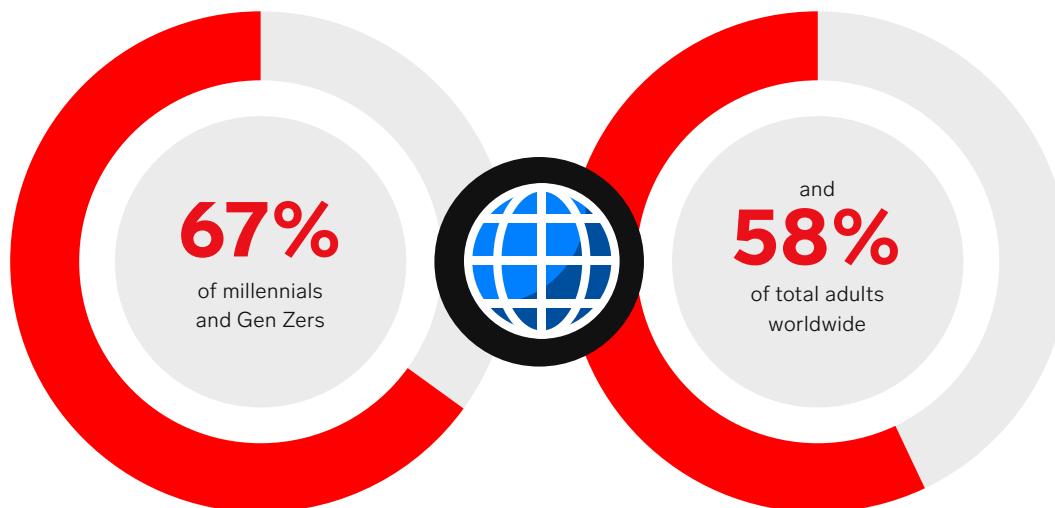
Last year, US travelers took



sports-related trips.

What we expect

Sports are attracting travelers from around the world.



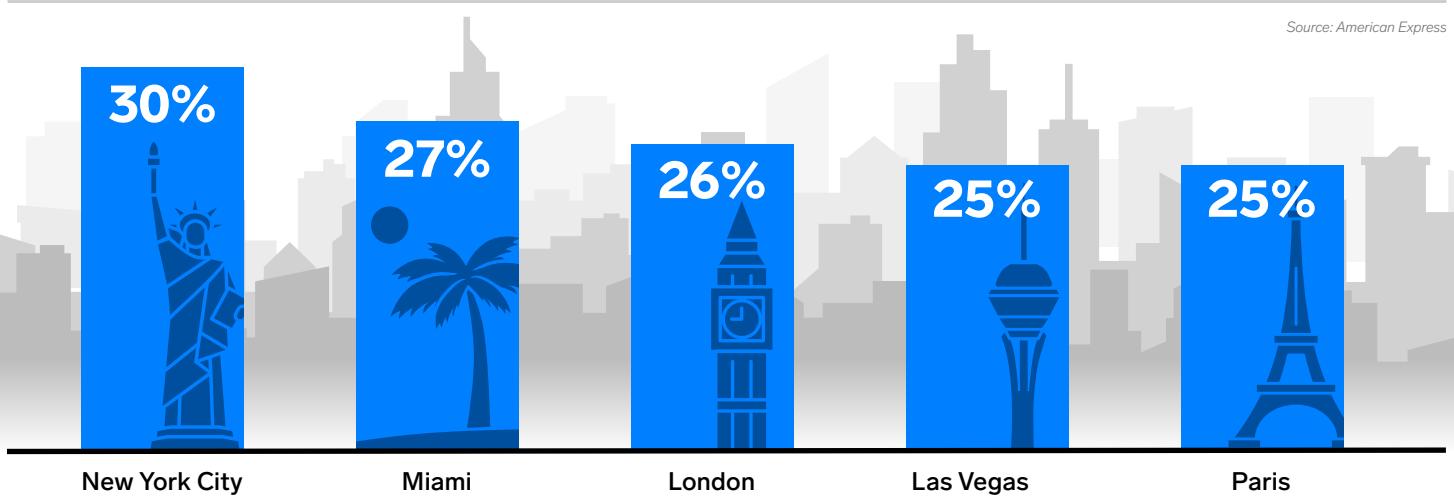
are interested in traveling for sporting events this year, according to February 2024 data by American Express.



Top Cities for Sports Travel Summer 2024

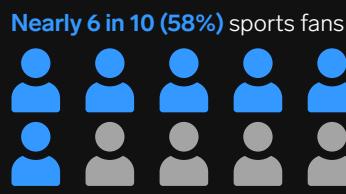
% of population, worldwide

Source: American Express



Did you know?

Sports fans are craving more immersive experiences.



want the same access to statistics, analysis, and replays at live sporting events as they do when viewing sports events from home, per a June 2023 report by Deloitte.

Digital out-of-home (DOOH) advertisers can capitalize on these interactive opportunities with adjacent content, interstitials, or relevant contextual messaging.

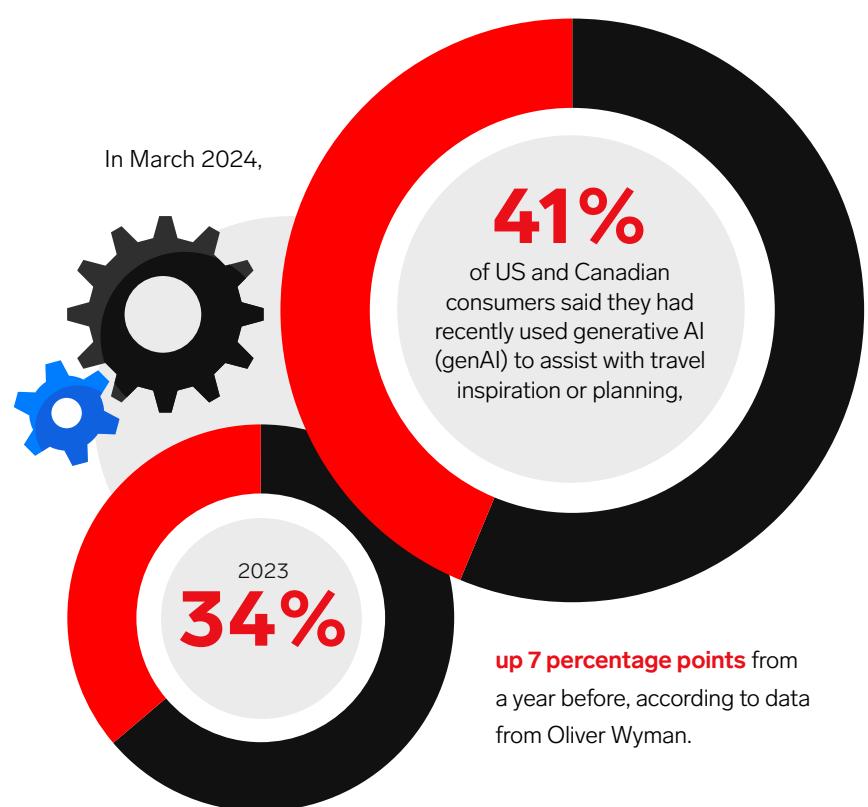
AI is making its impact on travelers and travel providers

The big picture

Consumers are using AI-powered tools to help

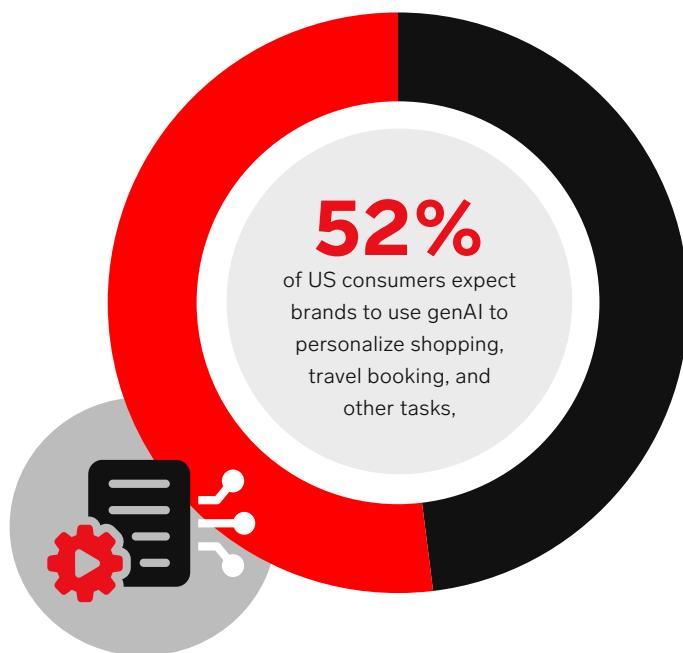
-  create itineraries,
-  find accommodation,
-  and compare pricing.

In March 2024,



What we expect

AI assistance is becoming the baseline.



according to an April 2024 report by Adobe.

Integrating the technology is widening the upper funnel, too.



the same Adobe report found.

Did you know?

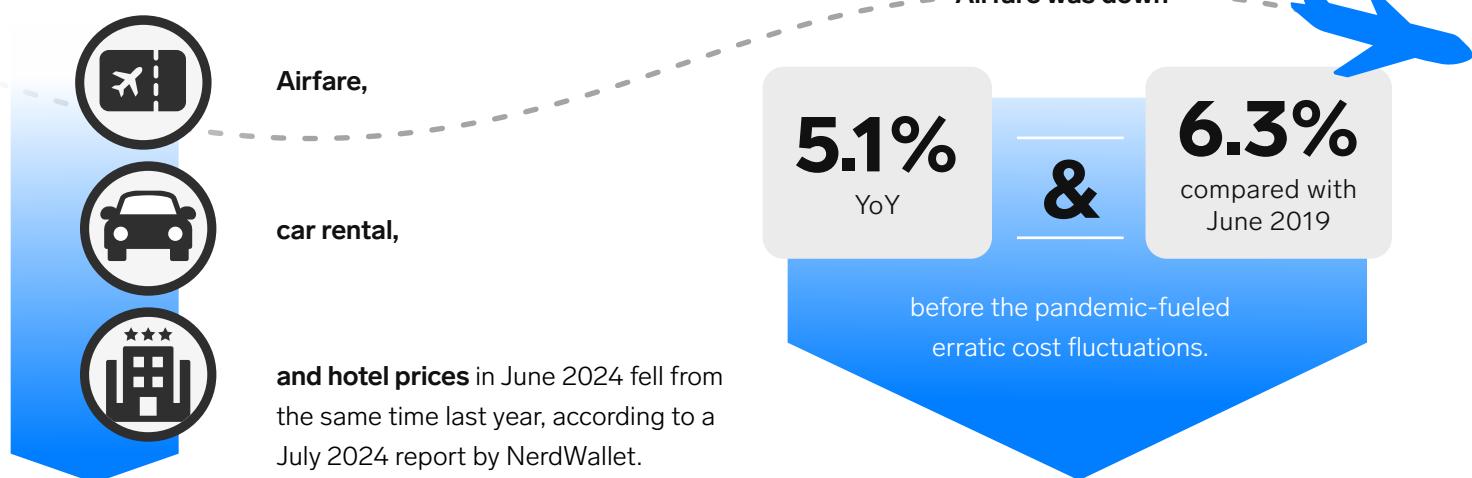


95%
of travel industry workers

believe new AI tools will enhance the customer journey at least somewhat positively, per an April 2024 report by Skift Research.

Consumers will seek deals and rewards

The big picture

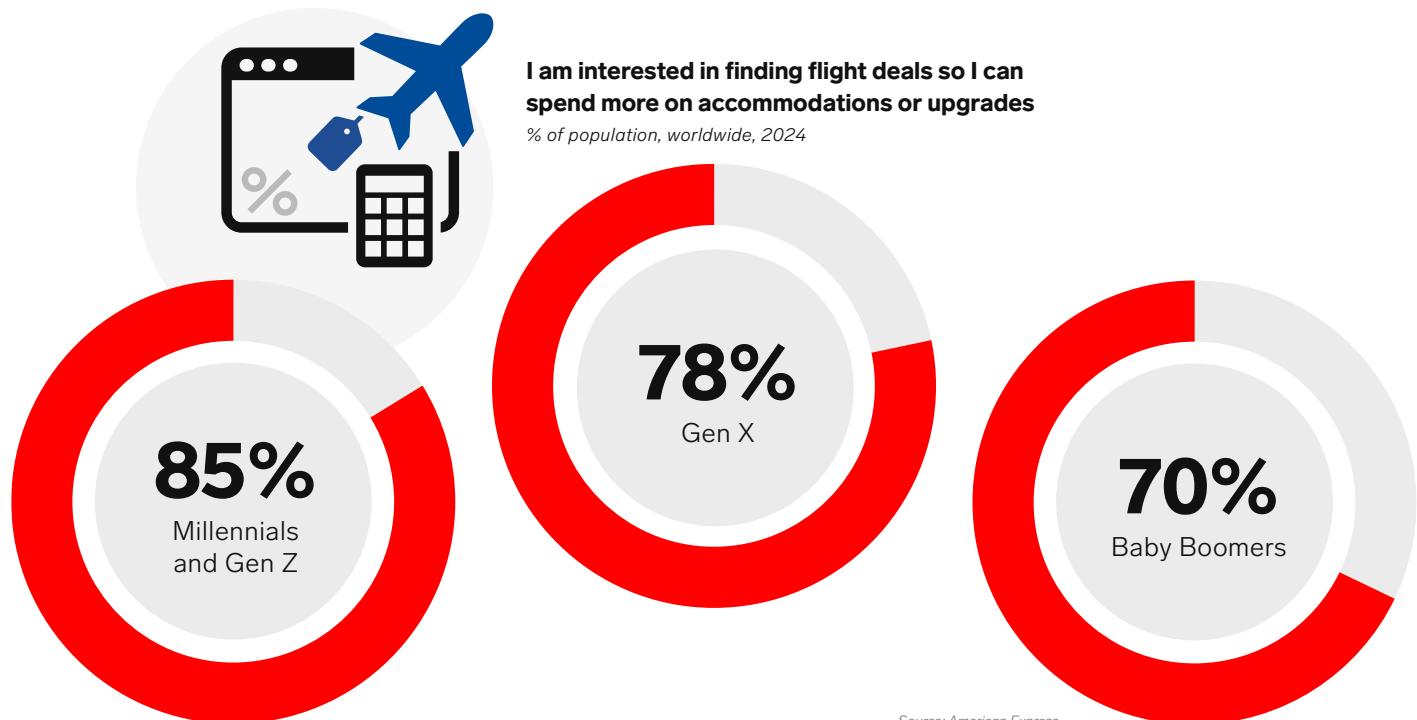


What we expect

Despite decreasing travel prices, consumers will still look for cost savings.

This year, **89%** adults worldwide plan on using "travel hacks,"

such as flying during off-peak times or using credit card points, according to American Express.



Did you know?

One in five travel loyalty program providers agree



that demonstrating the value of rewards is a major challenge, per a Q1 2024 report by arrivia.

Travel advertisers are spending more on digital

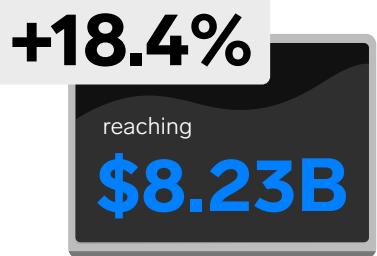
The big picture

For the fourth consecutive year,



travel advertisers will increase their digital advertising spend faster than any other industry we track.

This year, digital ad spend in the travel industry will grow

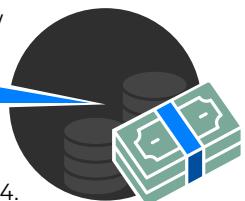


according to our December 2023 forecast.

However, travel will account for only

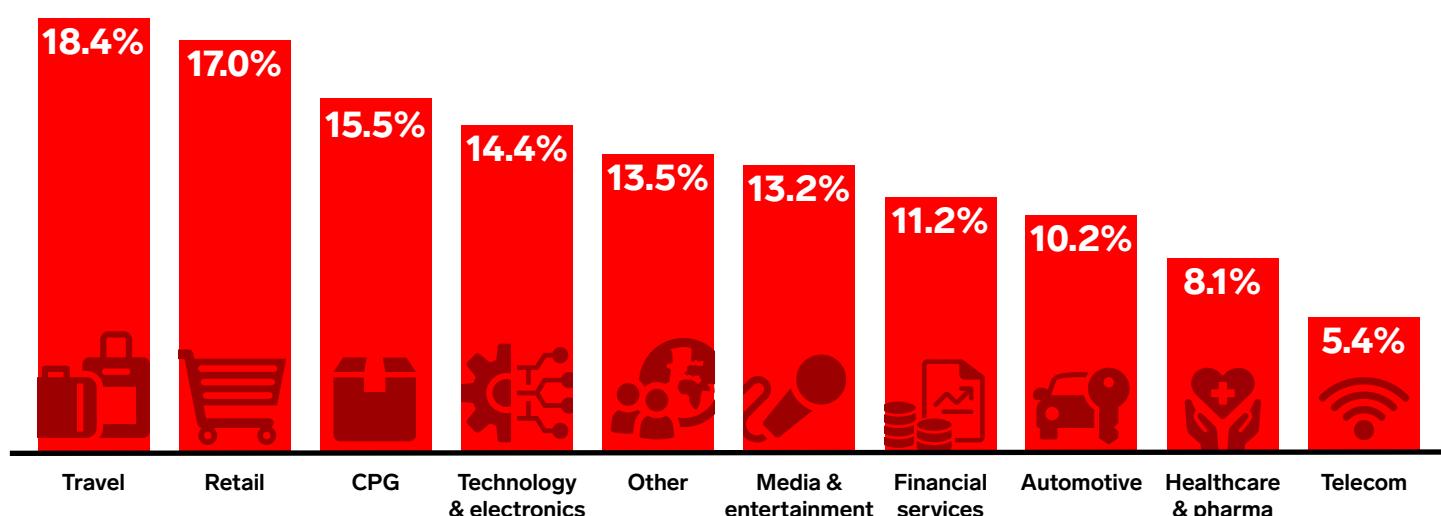
2.7%

of total digital ad spend in 2024.



Digital Ad Spending Growth, by Industry

% change, US, 2024



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices on all formats mentioned; numbers may not add up to total due to rounding

Source: EMARKETER Forecast, December 2023

What we expect



Travel advertising is still recovering from its collapse in 2020.

Strong consumer travel and a return to profitability for airlines, hotels, and cruise lines have enabled them to reinvest in advertising.

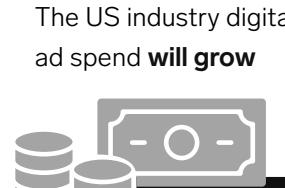
The US industry digital ad spend will grow

9.6%

next year, reaching

\$9.02B,

per our forecast.



Did you know?

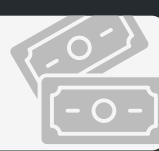


Accommodation providers, including hotels, resorts, and vacation rentals, are the **biggest digital ad spenders**.

This subcategory will account for

41.6%
of spending

in the overall travel industry.

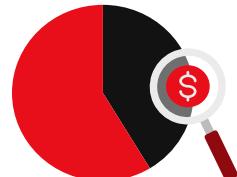


Travel advertisers still favor search—but keep an eye on video

The big picture

While search ad spend is set to capture

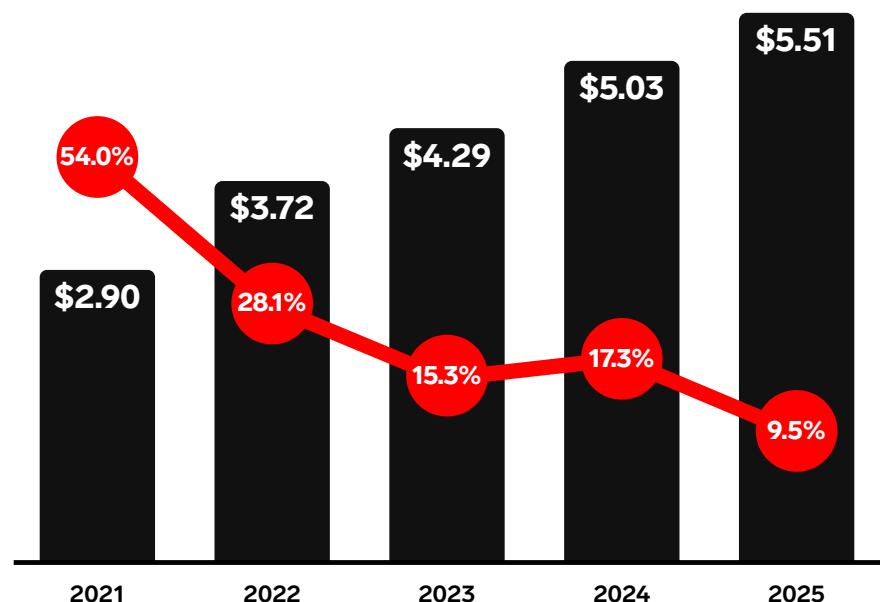
61.1%
of travel digital
ad spend this year,



driven by the industry's responsiveness to consumer interest, advertisers should not overlook the benefits of an omnichannel strategy. Balancing search with video ads and other channels increases engagement.

Travel Industry Search Ad Spending
US, 2021-2025

● billions ● % change



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices on all formats mentioned; numbers may not add up to total due to rounding

Source: EMARKETER Forecast, December 2023

What we expect



Video is a burgeoning ad opportunity that may help travelers spark inspiration.



Video is the **fastest-growing format for travel ads,**

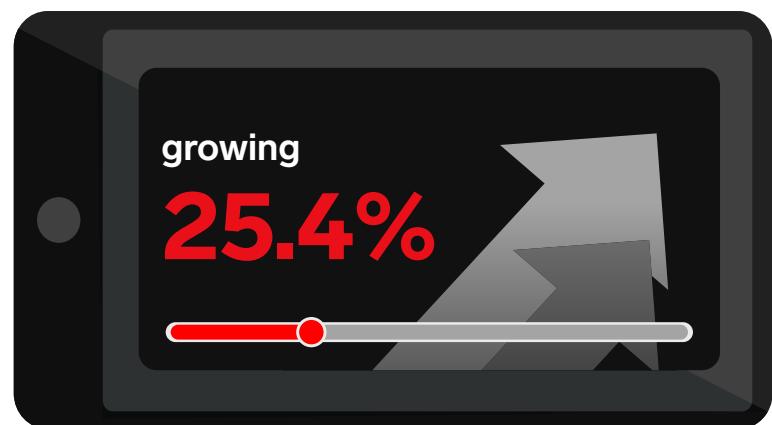
Did you know?

Video formats across streaming platforms and social networks are bolstering growth in programmatic ad spend.

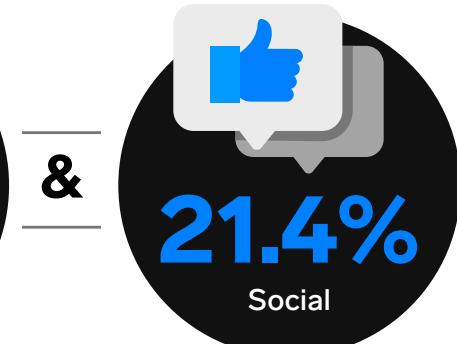


More than 9 in 10 (91.3%) digital display ad dollars

will go toward programmatic this year, per our June 2024 forecast, as advertisers turn to the format for its flexibility in spending cadence and channel mix.



and outpacing other channels such as



according to our forecast.

An advertisers travel checklist

1

Highlight excitement.

More than three-quarters (77%) of consumers worldwide care more about the right travel experience



than the cost of the trip, according to American Express. Brands should hone their creative and messaging on unique sights and stays.

2

Keep a calendar.

Keep an eye out for events attracting tourists and align your audience targeting accordingly.



Restaurant sales
within 2.5 miles



of the Taylor Swift concerts last year gained an incremental **+68%** in business, per the Mastercard Economics Institute.

3

Invest in tech.

Work with product development teams to create enhanced experiences for consumers who want help with travel planning.



Consider integrating AI-powered tools such as **chatbots, language translators, or personalize recommendations**.

4

Offer a loyalty program.

More than half (55%) of adults worldwide say brands should offer points and rewards systems to keep them coming back,



according to November 2023 data by Econsultancy and Marigold. Other incentives, such as exclusive products or discounts and access to contests will give your loyalty strategy a boost.

5

Leverage video.

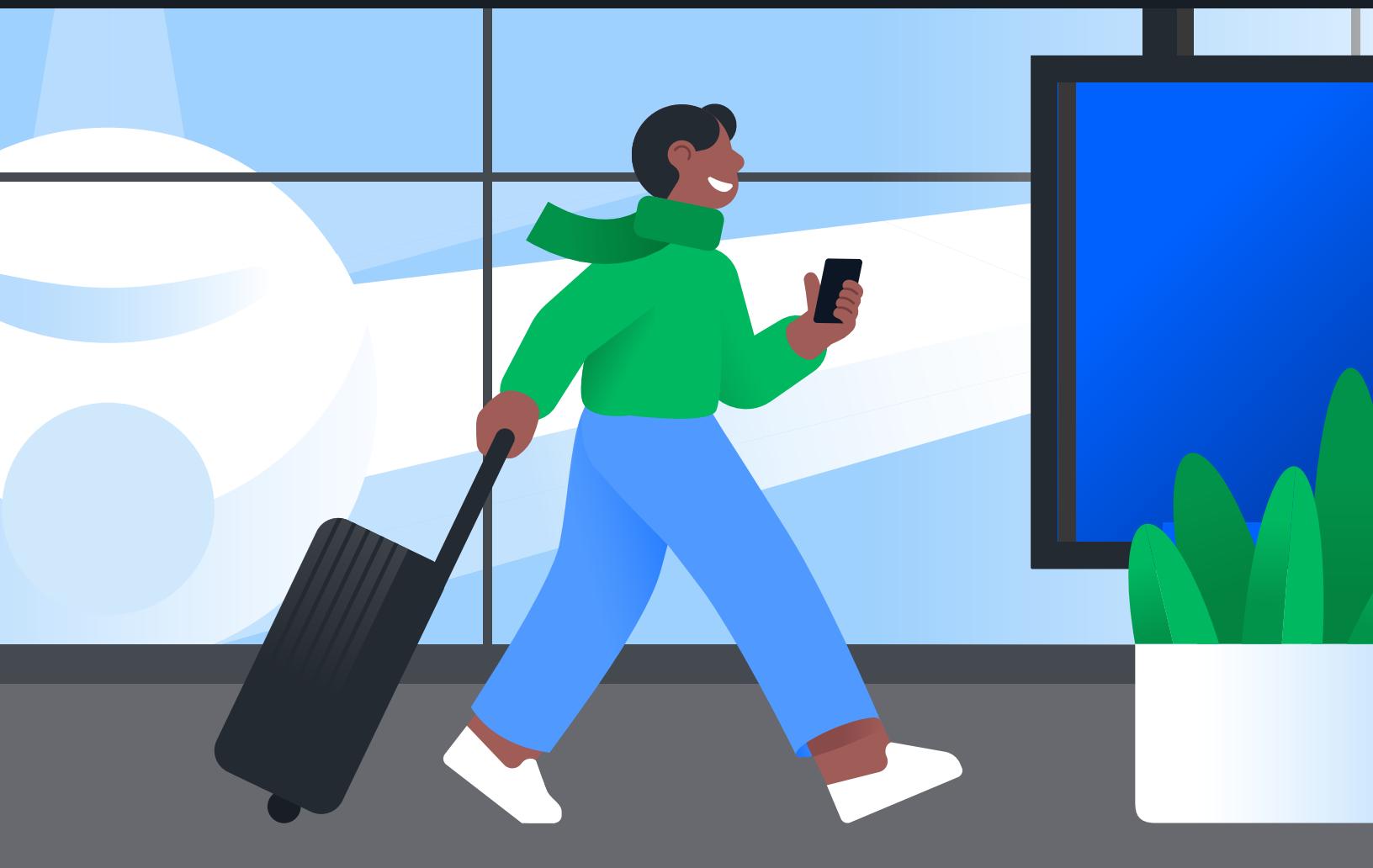
Lean into visually oriented ad formats, such as video, to stir consumers' interest in unique travel experiences



ranging from natural wonders to culinary quests.

A person sees 6,000-10,000 ads daily.

A person *planning a trip* takes 71 days to lock in travel plans.



There are plenty of opportunities for travel brands to make an impression. Engage your ideal travel at every step, from inspiration to booking, using StackAdapt's precise targeting and measurement solutions.

Turn those 71 days into a seamless journey.

[Learn More](#)

Sources and Methodology

This EMARKETER Snapshot features data, research, and interviews conducted between June 2024 and July 2024.

Contributors and Production

The Snapshot was compiled by members of EM Studio, EMARKETER's in-house research and creative studio composed of analysts, designers, content marketers, and video producers.

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