



FULL-FUNNEL ADVERTISING SOLUTIONS FOR DMOS

# Engage your target audience and drive bookings for your destination during each stage of the traveler path to purchase



67%

of travelers influenced by ads see them while looking for travel **inspiration**.

**Impactful advertising influences travelers looking for inspiration.** The most influential ads feature:

- Beautiful imagery (52%).
- Interesting experiences (41%).
- Inspirational content (38%).



68%

of travelers that visit destination websites use them during the **planning phase**.

Advertising on OTAs encourages travelers researching their trip to discover your destination:

89% of travelers who visit an OTA go on to visit another travel site.



59%

of travelers consider multiple options before making a **destination decision**.

Advertising can influence destination decisions differently across markets:

Over 80% of travelers from Mexico and 62% of travelers from the U.K. are undecided on their destination initially.

Read our report on advertising solutions for the traveler journey.

DOWNLOAD NOW



# Discover effective destination advertising opportunities based on your goals

Our full-funnel suite of advertising solutions can help you connect your brand with travelers who are looking for inspiration for their travel destination, planning their stay, or are ready to book their trip across our 200+ branded sites.



Inspiration

## Media Studio

Create unique media experiences that inspire your target audiences to discover your brand with:

- Co-branded marketing initiatives.
- Inspirational social campaigns and videos.

## Advanced TV & YouTube

Capture travelers' imagination with visual ads that unlock the potential of TV with the precision of digital advertising.



Planning

## Native advertising

Influence traveler choices in the planning phase with high performing ads designed in response to traveler behavior.

## Co-op campaigns

Unite with complementary travel brands to jointly target travelers with high-impact campaigns.



Booking

## Destination experience gallery

Showcase your destination at the booking stage with:

- Ads that appear within hotel search results.
- An image gallery of what your destination has to offer.

We'll help you stand out to your target audience at the perfect moment.

GET STARTED

