



# Travel Category Insights

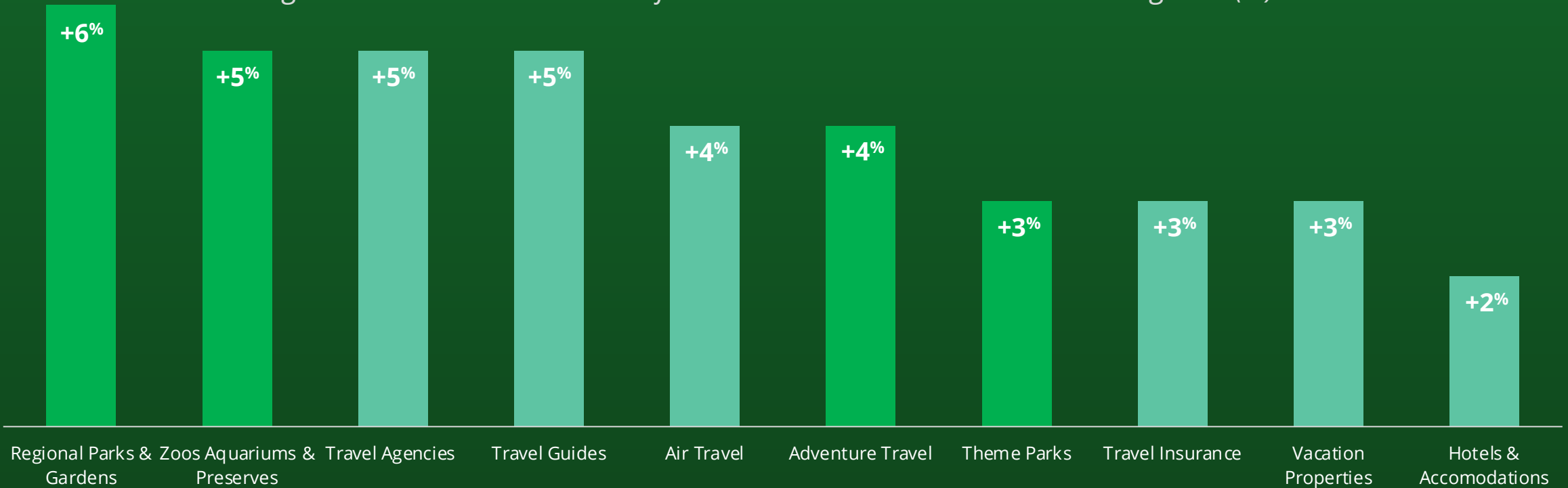
Geo: Global

Time Frame: January - April 2021

# Global Travel is Focused on the Future

Online Engagement by an Audience Engaging With Travel

*Average Week-Over-Week Growth of **Current Travel** and **Future Travel** Categories (%):*



The fastest growing travel categories globally reflect local travel (like parks) followed by future planning (like travel guides). This indicates that people are currently planning for travel in later months more often than they are traveling now, and their current travel is close to home. The prevalence of interest in travel agencies might suggest older and likely vaccinated travelers.



Online engagement is measured by searches, clicks, and shares | Geo: Global | Time frame: January - April 2021

# The US is Driving Air Travel Increases

Online Engagement by an Audience Engaging With Travel

*Fastest Growing Travel Categories by Average Week-Over-Week Growth (%):*

US & CANADA

+8%

Air Travel

+8%

Adventure Travel

+7%

Travel Agencies

EUROPE

+10%

Regional Parks  
& Gardens

+8%

Theme Parks

+7%

Travel Guides  
& Travelogues

ASIA

+15%

Agritourism

+14%

Theme Parks

+12%

Regional Parks  
& Gardens

Apart from theme park excitement, European and Asian travelers are enjoying local economy boosting travel and planning future trips, while the U.S. is busy booking flights and travel outside of local comfort zones.

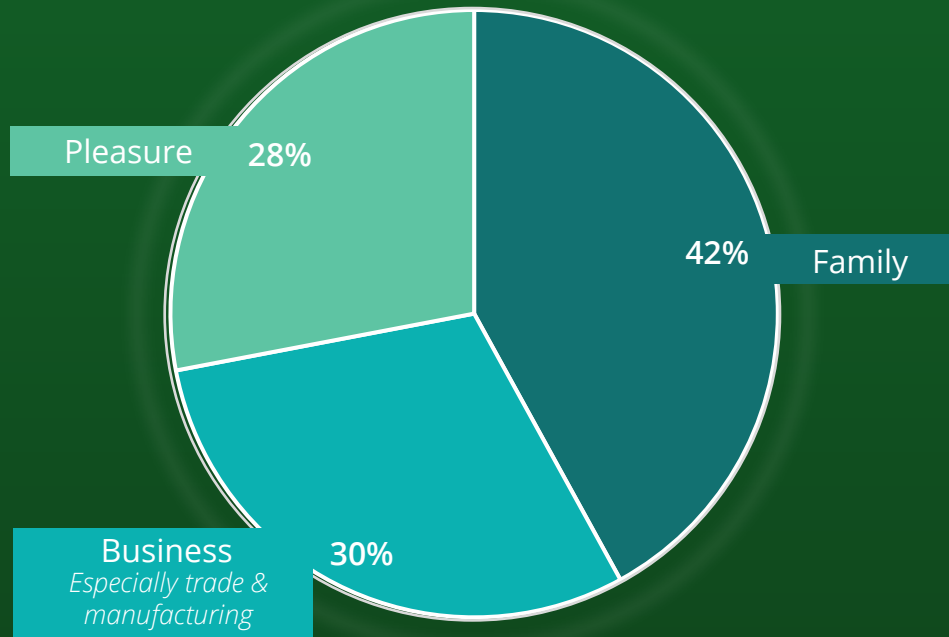


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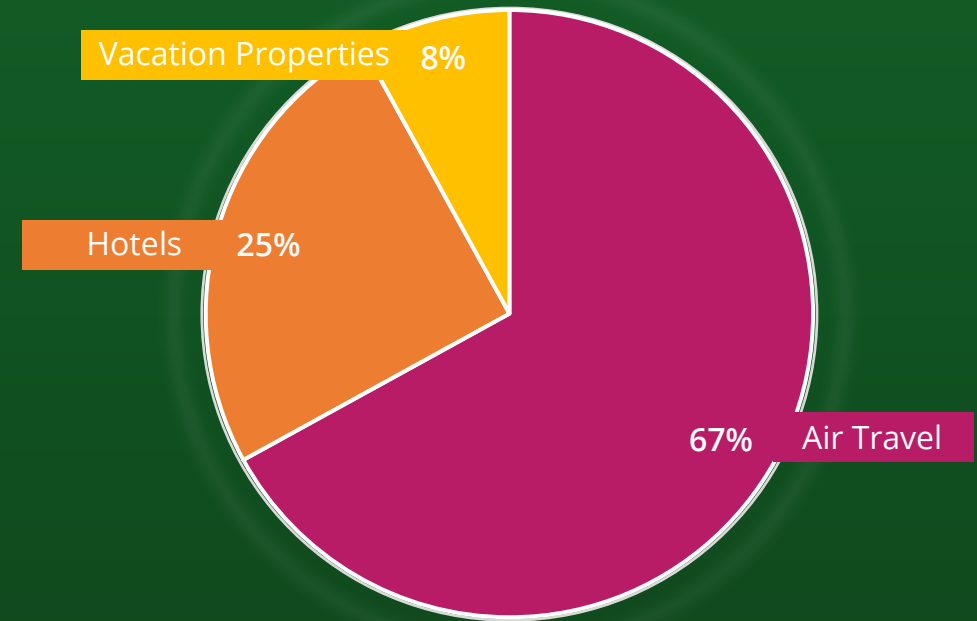
# Family Comes First

Share of Travel Planning Activity by a Travel Audience

*Travel Purpose Shares of Engagement (%)*



*Travel Booking Shares of Engagement (%)*



Family comes up most often as a motivator for travel now, and the gap between air travel and lodgings in booking engagement also alludes to trips to visit family, where someone might stay in a family home rather than booking a hotel or vacation rental.

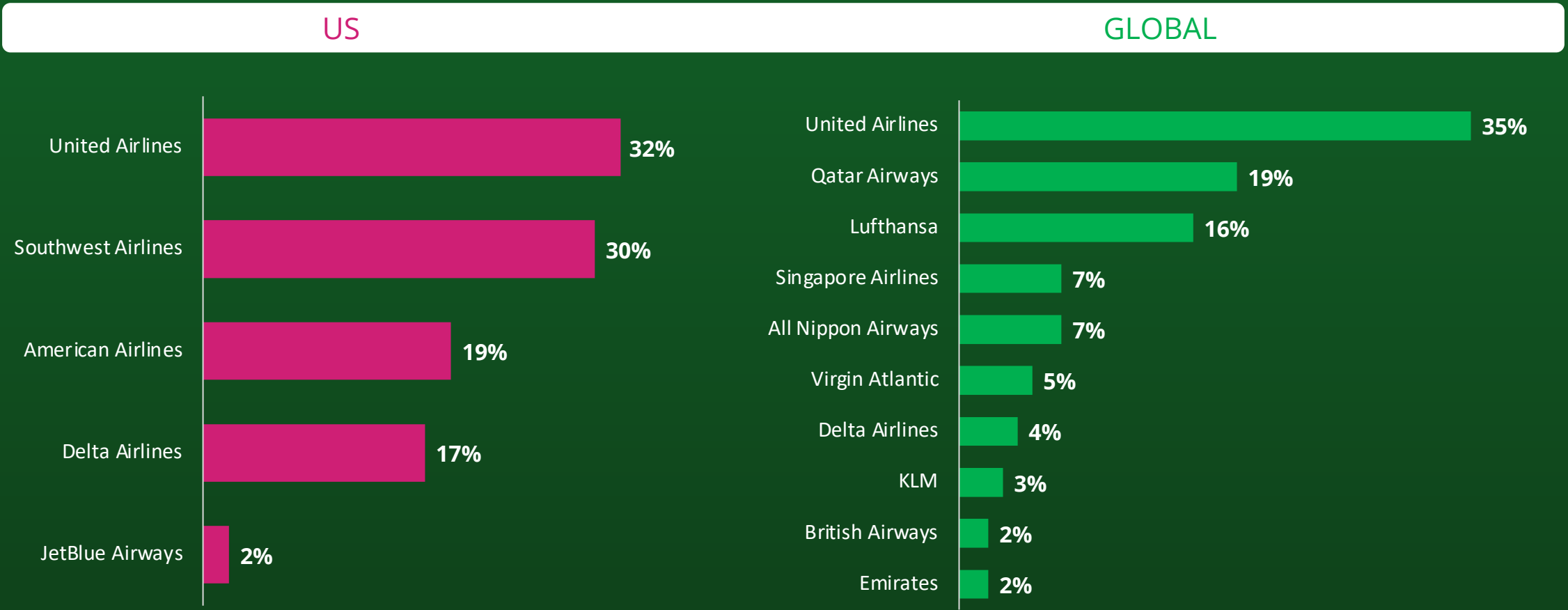


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# United's Engagement Suggests Americans Are Booking More Flights

Online Engagement by an Audience Engaging With Travel

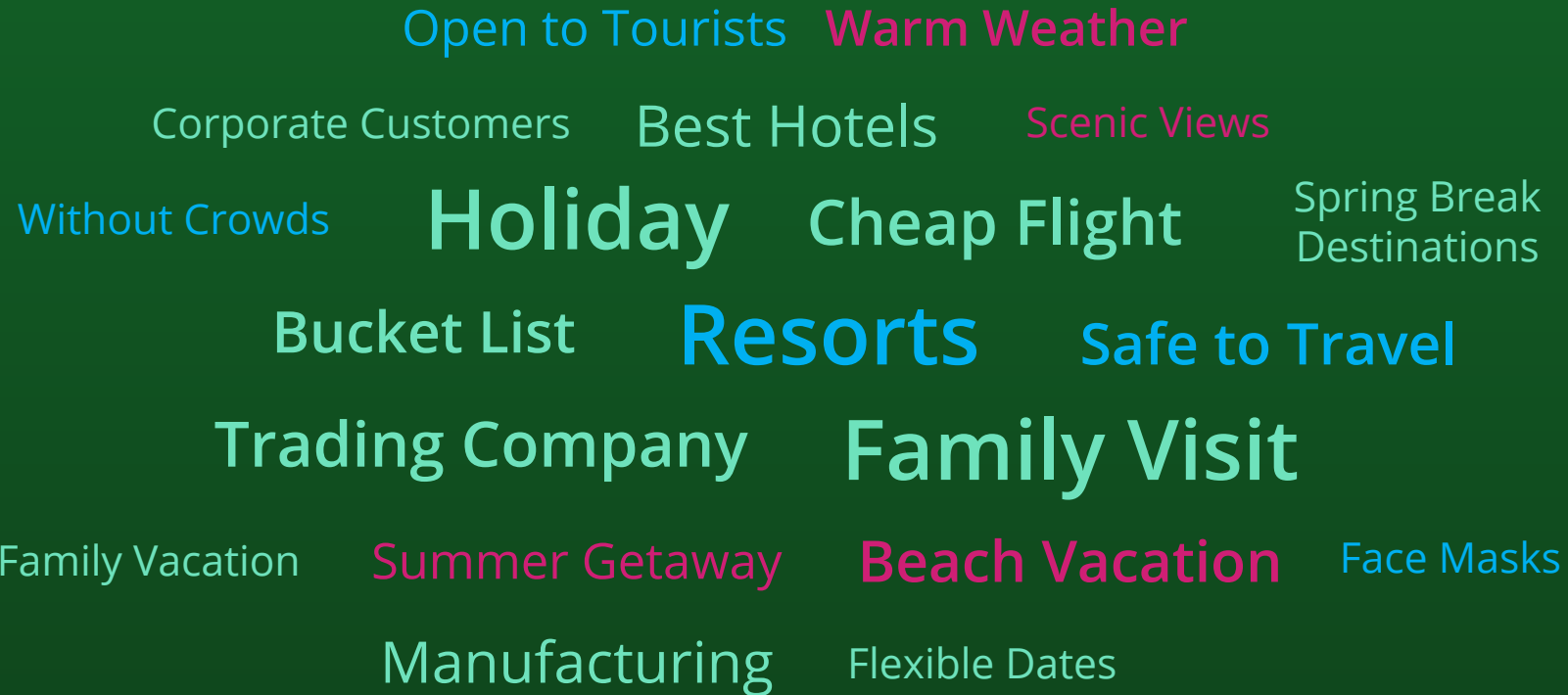
*Share of Online Searches (%):*



Online engagement is measured by searches | Geo: Global | Time frame: January - April 2021

# Top Keywords Reflect Continued Caution and Wishes for Warm Weather Destinations

Most Searched Keywords by an Audience Engaging With Travel



Online engagement is measured by searches, clicks, and shares | Geo: Global | Time frame: January - April 2021

# Key Takeaways

Insights from Observing Current Behaviors of a Travel Audience



The growth in future travel planning, ahead of current travel behaviors, leads us to believe there will be a travel boom in the summer and fall months



Family comes first for most people planning 2021 travel



Americans are planning more travel than the rest of the world, likely because of the higher percentage of people who have been vaccinated against COVID-19



Warm weather and the outdoors are on the top of travel wish lists, alongside COVID precautions



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# Audiences to Activate

Tap into ShareThis audiences to create a well-rounded and holistic campaign. Consider the following segments in your activation strategy:

## Relevant Categories

- Finance > Insurance > Travel Insurance
- Real Estate > Timeshares & Vacation Properties
- Travel > Air Travel
- Travel > Hotels & Accommodations
- Travel > Specialty Travel > Adventure Travel
- Travel > Tourist Destinations > Regional Parks & Gardens
- Travel > Tourist Destinations > Theme Parks
- Travel > Tourist Destinations > Zoos Aquariums Preserves
- Travel > Travel Agencies & Services
- Travel > Travel Guides & Travelogues

## Custom

Craft your own custom audiences using relevant privacy compliant signals, such as resort travel.

