



Summer Activities

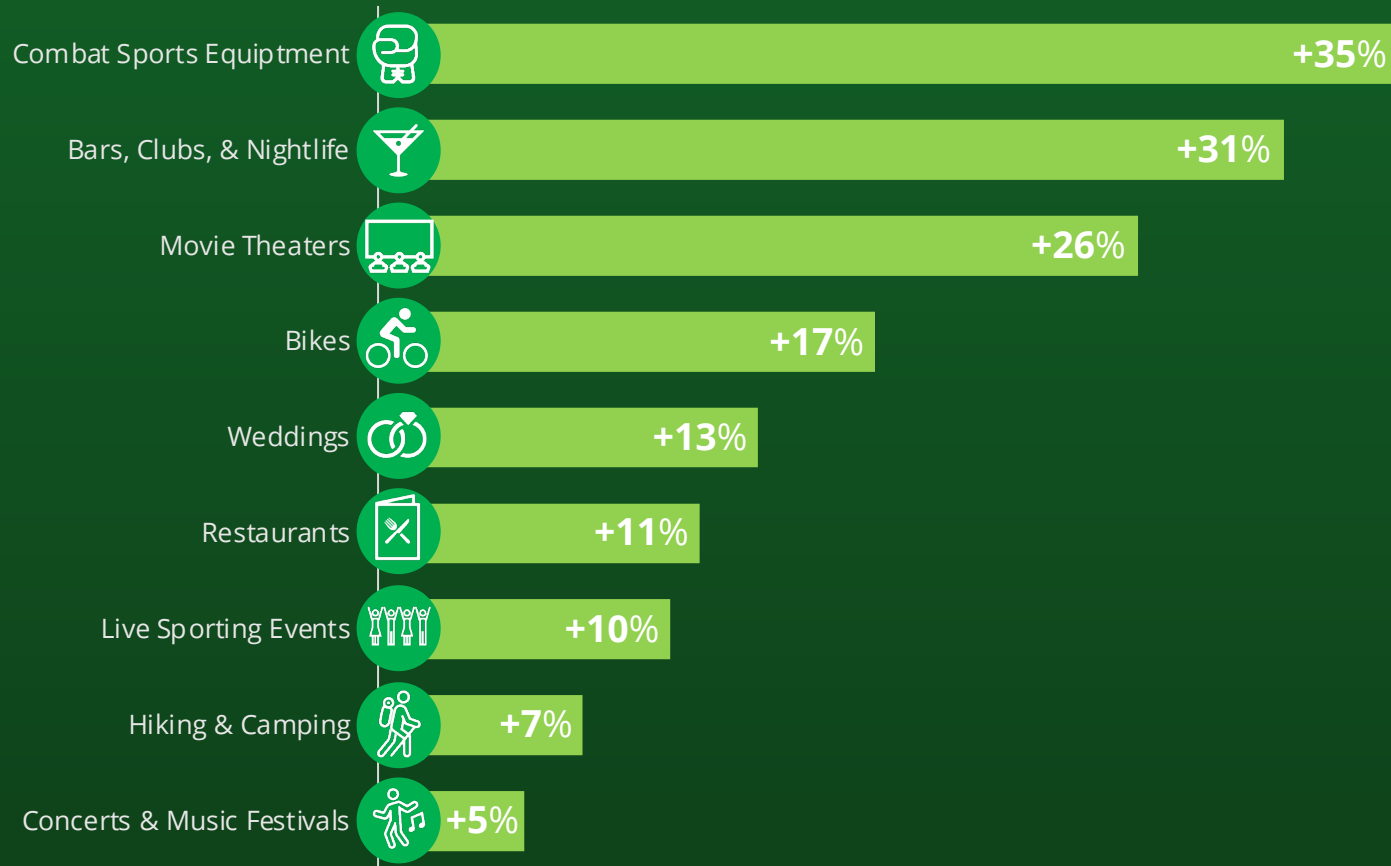
Geo: U.S.

Time Frame: May - June 2021

Indoor Activities Are Gaining Popularity, But They Won't Outpace Outdoor Interests

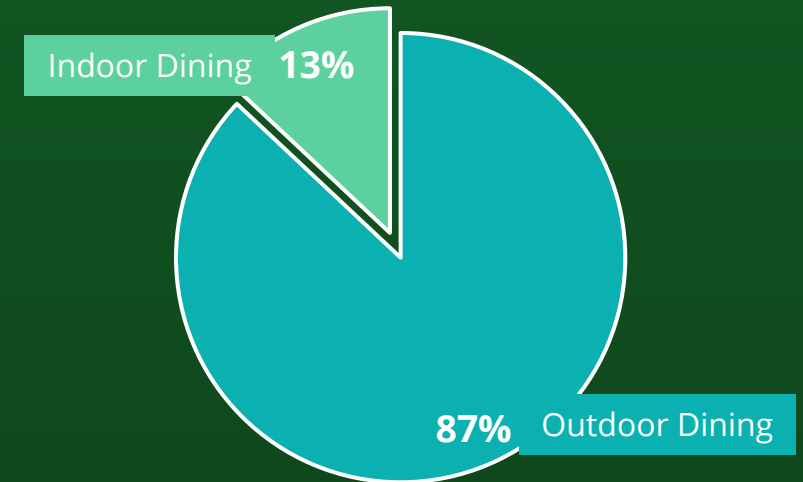
Online Engagement by the U.S. ShareThis Audience

Average Week-Over-Week Growth in Engagement (%):



Percent Share of Searches for Indoor Versus Outdoor Dining (%):

COVID-19 vaccinations have allowed for safer indoor dining, but most users are seeking outdoor dining this summer



Nature is Calling to Summer Travelers

Most Searched Destinations by a Summer Travel Audience

Americans are most looking for travel close to the U.S. this summer as international travel restrictions are sorted out. Destinations with plenty of nature and nearby beaches top the list.



National Parks
Especially Utah Parks: Bryce Canyon,
Zion, & Arches National Park



The Hawaiian Islands



Disney Theme Parks



Mexico



Beach Destinations
Especially Hilton Head Island and
the Caribbean



Online engagement is measured by searches | Geo: U.S. | Time frame: May - June 2021

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

- Arts & Entertainment > Events & Listings > Bars, Clubs, & Nightlife
- Arts & Entertainment > Events & Listings > Concerts & Music Festivals
- Arts & Entertainment > Events & Listings > Live Sporting Events
- Arts & Entertainment > Events & Listings > Movie Listings & Theater Showtimes
- Autos & Vehicles > Bicycles & Accessories
- Food & Drink > Restaurants
- Hobbies & Leisure > Outdoors > Hiking & Camping
- Hobbies & Leisure > Special Occasions > Weddings
- Sports > Sporting Goods > Combat Sports Equipment
- Travel > Cruises & Charters
- Travel > Tourist Destinations > Beaches & Islands
- Travel > Tourist Destinations > Theme Parks

Custom

Craft your own custom audiences using relevant privacy compliant signals, such as outdoor dining, national parks, and more.



Thank You

