

The PREMION Advantage

**Travel + Tourism
& The OTT Audience**



How are **travel advertisers** effectively leveraging streaming TV advertising?

This guide dives into travel & tourism advertising,
the OTT opportunity & **The PREMION Advantage**



Market Opportunity

The U.S. travel rebound is in full swing as vaccinated Americans are ready and eager to travel.

Summer travel searches and bookings are surging and more than three-quarters of Americans (77%) plan to take a trip this summer and two-thirds already have a summer trip either planned out (36%) or booked (30%), according to a May 2021 Harris Poll survey.¹ The study also revealed that, of the Americans who have either planned or booked summer travel plans, more than half (53%) will be traveling for the very first time since the start of the pandemic.

2021 is also shaping up to be a year of more extensive trips. Whether by car, train, domestic or international flight, travelers are going the distance and heading to beaches, cities, and even on cruises, according to a March 2021 Accenture TripAdvisor survey.² The report finds that 70% of

respondents said that their next trip would be domestic (more than three hours' journey), one in five (19%) are opting for international, and just 12% for a staycation (a trip within a three-hour drive).

As such, a travel and tourism marketing blitz is underway to win over travel enthusiasts — from New York City's \$30 million ad campaign³ to states like Connecticut⁴ and Georgia⁵ that have each rolled out their respective campaigns to boost local tourism. Furthermore, worldwide travel and transport advertising spend is soaring and expected to grow by nearly 30% this year — the highest of all industries tracked, according to Dentsu Aegis Network.⁶

As travel and leisure brands ramp up their marketing campaigns in a major way, many are turning their attention to the significant opportunity to reach the spiraling and highly engaged streaming TV audience with CTV (connected TV) and OTT (over-the-top) advertising.

¹The Harris Poll: Optimism Returns for the Summer Travel Season, May 2021

²Accenture, TripAdvisor: The Future of Travel, March 2021

³Marketing Brew, New York City Earmarks \$30 Million for Tourism Campaign, April 2021

⁴ctvisit.com, Governor Lamont Announces Launch of "Say Yes to Connecticut" Summer Tourism Campaign, May 2021

⁵Georgia.org, Gov. Kemp: Explore Georgia Launches Marketing Campaign and Travel Guide To Support Tourism Recovery, May 2021

⁶Dentsu Aegis Network: Global Ad Spend Forecasts, Total Media Ad Spending Growth, by Industry, January 2021

Why OTT?

With 106M connected TV households⁷ and over 230M OTT video service users,⁸ OTT has become a vital piece of a healthy media mix for brands and advertisers on both a national and local level. Locally, CTV ad spend is forecasted to reach over \$1.1B in 2021,⁹ and nationally, that number soars to \$13.4B.¹⁰ For the travel and tourism vertical, connected TV ad spend is forecasted to reach \$16.9M in 2021, (+92% from 2020)¹¹ – signaling a strong industry comeback and focus on the powerful advertiser opportunities with OTT.

Connected TV Ad Spend for the Travel Vertical is forecasted to reach \$16.9M in 2021, +92% from 2020.

Source: IAB Video Ad Spend Outlook for 2021

Consumers have embraced ad-supported OTT offerings in a major way. According to IAS, 88% of US consumers have access to a CTV device and 91% of those users watch some form of ad-supported streaming video content.¹² Streaming adoption has catapulted OTT viewership; from 2019 to 2020 there was a massive 157% increase in viewing hours year-over-year.¹³

OTT/CTV advertising provides travel and tourism brands with an ideal blend of digital marketing capabilities and the quality viewing experience of television. Advertisers are reaching the most engaged audience, as the chance of a viewer navigating away from an ad served on a self-selected show is low. And since OTT ads are non-skippable, the video completion rate typically averages 95% or higher. Furthermore, the addressability in CTV and OTT allows advertisers to tailor messages and target viewers by location, such as zip codes, dayparts, and even by consumer behaviors and interests.



⁷ eMarketer, Connected TV households, February 2021

⁸ eMarketer, OTT Video Service Users, February 2021

⁹ BIA Advisory Services, June 2021

¹⁰ eMarketer, Connected TV Ad Spending, 2021-2025, March 2021

¹¹ IAB Video Ad Spend Outlook for 2021

¹² IAS, Press Play: CTV and Ads, October 2020

¹³ Conviva, Conviva's Q4 2020 State of Streaming Report

The Travel & Tourism Audience and OTT

MRI-Simmons, July 2021 Cord Evolution Study


85%

 of Travel Enthusiasts
are OTT Viewers

75%

 of Travel Enthusiasts have
watched ad-supported OTT
in the past 12-months

83%

 of ad-supported OTT viewers
say they love doing their own
research on a location before
going on vacation

76%

 of those likely to travel
abroad in the next 12 months
watch ad-supported OTT

75%

 of those likely to travel in the
U.S. in the next 12 months
watch ad-supported OTT

Travel Intender

 Ad-Supported OTT Viewer likely
to travel in the next 12 months¹⁴

MRI-Simmons, July 2021 Cord Evolution Study

 Male
51%

 Female
49%

 18-34 **36%**
35-54 **35%**
55+ **29%**
44
Avg. Age

\$104K
Avg. HH Income

41%
Children in HH

69%
Own Residence

34%
College Grad

62%
Employed

52%
Married

The ability to target audiences by location and interests makes streaming TV advertising even more compelling for travel marketers. For example, a state park looking to boost visitation could target viewers in surrounding DMAs, an airline serving the Bahamas could reach viewers with an interest in island getaways, or a family resort could promote their latest vacation packages to households with children.

The OTT advantage for travel advertisers doesn't end with audience alignment. With OTT/CTV attribution, a travel brand can measure how many viewers visited a website or even made a booking after viewing an ad. Furthermore, with advanced destination attribution, travel marketers can now understand where their visitors are coming from, how far they traveled, how long they stayed, how often they repeat their visit, and more. OTT/CTV attribution is incredibly powerful for proving the efficacy of campaign spending.

Campaign reporting and audience insights, website and location attribution, and dynamic advertising provide a plethora of options for brands to strategize and strengthen their advertising campaigns. Thus, the digital foundation of OTT is proving to be an essential piece of full-funnel marketing and advertising plans.

“Now, through our latest partnership with **Arrivalist**, we're combining the power of CTV with advanced destination attribution to drive measurable outcomes for travel & tourism advertisers.”


Arrivalist®

¹⁴ MRI-Simmons, July 2021 Cord Evolution Study

Why Choose PREMION?



TAG Certified
Against Fraud



2021 Tech Leadership Award Winner
Best OTT & Streaming Technology



2020 Cynopsis Adtech Award Winner
Outstanding Local Advertising Solution

Travel marketers need a trusted streaming TV advertising partner that can execute locally in reaching the right consumers at the household level, track conversions, and reduce wasted impressions. Premion is a proven partner in driving measurable outcomes for many travel brands and we've successfully executed a multitude of campaigns for hundreds of travel and tourism brands.

Now, through our latest partnership with **Arrivalist**, we're combining the power of CTV with advanced destination attribution to provide actionable, measurable visitor metrics that allow travel advertisers to analyze media effectiveness and make smarter marketing decisions for their destination, travel, or tourism business.

178
Clients

337
Campaigns

417M
Impressions

262%
Campaign Growth

Data reflects PREMION activity Jan 1, 2018 - June 15, 2021

Sub-Categories

- Airlines/Trains/Buses
- Convention & Visitor Bureaus
- Hotels/Motels/Resorts
- Tourist Attractions

Measurement Opportunities

- **Arrivalist** Destination Attribution
- Website Attribution
- Linear Reach Extension

Targeting Strategies

- Interest: Luxury, Outdoor, Travel
- Custom Segments

PREMION + Arrivalist
provides **advanced attribution insights**
for destination, travel & tourism locations.



PREMION + ARRIVALIST DESTINATION REPORTING INSIGHTS



NUMBER OF
Exposed Travelers



EXPOSED VS. NON-EXP.
Arrival Lift



DESTINATION
Distance Traveled



PERFORMANCE BY
Creative



CITY OF
Departure



EXPOSED VISITOR
Day of Arrival



EXPOSURE TO ARRIVAL
Day Count



EXPOSED VISITOR
Stay Lift



VISITOR
Overnight Stay Lift



EXPOSED VISITOR
Time to Arrival



VISITOR
Repeat Visit Lift

PREMION

ONE SOLUTION. EVERY ADVANTAGE.

CHOOSING A QUALITY OTT PROVIDER

TOP 10 ADVERTISER CHECKLIST

10 Essential Questions Every Buyer Should Ask Before Advertising on CTV/OTT

- ☒ How do you source your inventory?
- ☒ Do you ever source inventory through Open Exchanges?
- ☒ Does your inventory reach both cable/satellite subscribers and cord-cutters?
- ☒ What are your tactics to ensure a brand-safe and fraud-free environment?
- ☒ What types of audience and geo-targeting do you offer?
- ☒ Does your reporting include measurement of reach and frequency?
- ☒ Do you provide full network-level reporting transparency?
- ☒ Will you share an comprehensive list of providers where inventory can run?
- ☒ Do you measure incremental reach against linear broadcast TV audiences?
- ☒ What types of attribution do you offer?