

Reaching the Travel Audience

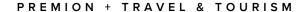
Travel intenders* + Streaming TV

5406

of **US Travel Intenders** are not watching Pay TV

Cord-Cutters: 31% Cord-Nevers: 23%





Travel Intenders* + Streaming TV

OF US TRAVEL INTENDERS WATCH AD-SUPPORTED OTT

38%



Stream series that no longer air on traditional networks

65%



Stream movies

31%



Stream series that are currently airing on traditional networks

25% ②

Stream documentaries/ Informational TV shows **50%**



Stream original series exclusive to service

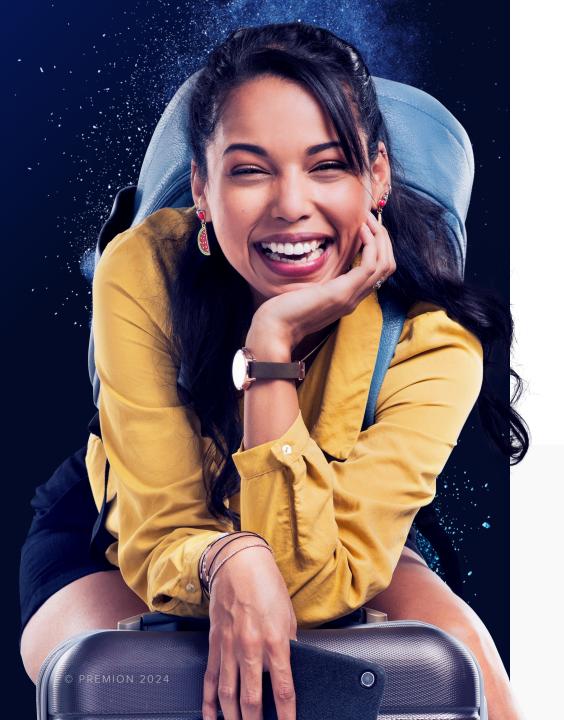
31%



Stream sports

Gender		HH Income		Employment		Mode of Travel		Travel Destination	
Male	49%	Avg.	\$129K	Full-Time	54%	Plane	52%	Domestic	88%
Female	51%	\$75K+	65%	Part-Time	13%	Train	4%	Abroad	69%
Age		\$100K+	52%	Children in HH		Car/Vehicle	48%		
Avg.	46	\$150K+	32%	1+	37%	Bus	4%		
18-34	31%	Residence		Education					
35-54	36%	Own	66%	College Grad	51%				
55+	33%	Rent	32%						









Premium Content



Precision Targeting



Attribution & Measurement



Transparent Reporting



Expansive Presence



Unparalleled Reach + Scale



Tag Certified Against Fraud + Tag Brand Safety Certified



Experience + Expertise



Arrivalist Destination attribution



PERFORMANCE BY Creative



NUMBER OF **Exposed Travelers**



CITY OF Departure



DESTINATION **Distance Traveled**



EXP. VS. NON-EXP. **Arrival Lift**



EXPOSED VISITOR **Time To Arrival**



EXPOSED VISITOR Day of Arrival



EXPOSED VISITOR Stay Lift



VISITOR **Overnight Stay Lift**



VISITOR Repeat Visit Lift



EXPOSURE TO ARRIVAL Day Count



Understand where your visitors are coming from, how far they've traveled, how long they stay, how often they repeat their visit and more. Our advanced destination attribution insights provide actionable, measurable visitor metrics that allow you to analyze OTT/CTV campaign effectiveness and make smarter marketing decisions for your destination, travel or tourism business.





PREMION

As the industry leader for premium Streaming TV Advertising, PREMION has enabled tens of thousands of advertisers to reach high-value local viewers in all 210 US DMAs. Backed by local CTV/OTT experts covering every corner of the US, PREMION understands unique local characteristics, viewer trends, and the power of local relevance that drives outcomes for advertisers.

premion.com

Let's Get Started.

Peter Jones

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