

A romantic scene of a couple camping at night. They are sitting on the ground, illuminated by the warm glow of a campfire. The man is pointing towards a bright star in the dark, starry sky. The woman is looking up at the sky with a smile. The background shows a dark, rocky landscape under a deep blue night sky filled with stars. A tent is partially visible on the right side of the frame.

Travel & Tourism

PREMION 

Reaching the Travel Audience

Travel intenders* + Streaming TV

54%

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

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







PREMION + TRAVEL & TOURISM


Travel Intenders*

+ Streaming TV

89% OF US TRAVEL INTENDERS WATCH AD-SUPPORTED OTT

38%  Stream series that no longer air on traditional networks

31%  Stream series that are currently airing on traditional networks

50%  Stream original series exclusive to service

65%  Stream movies

25%  Stream documentaries/ Informational TV shows

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%						

*MRI-Simmons, 2024 March Cord Evolution, ad-supported OTT viewers who are planning to travel domestic or abroad in the next 12 months; © MRI-Simmons 2024. The data herein derives from a confidential, proprietary syndicated product owned by GfK US MRI, LLC



Why **PREMION** for Travel

A complete end-to-end CTV/OTT advertising solution



Premium Content



Precision Targeting



Attribution & Measurement

ARRIVALIST



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.

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