



While travel remains extremely important to each generation, expectations have changed!

Younger and more adventurous, the new ethical traveler seeks culture and diverse experiences

1 in 2

young Americans go on a leisure trip more than once a year!



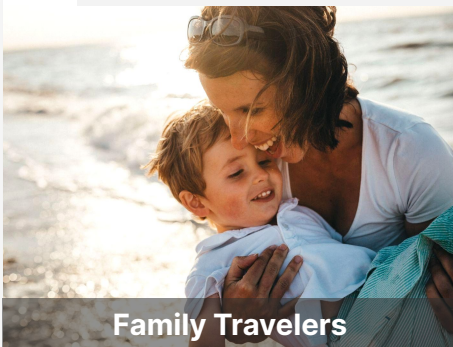
Young travelers without kids

- ✓ Are looking for **personalized recommendations**
- ✓ Cares about **environmental impact**
- ✓ Favor travels in the **developed world**

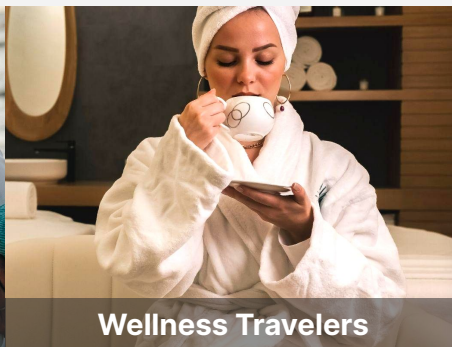
GWI study data

Get more insights on how travel consumers think, shop and where to find them online!

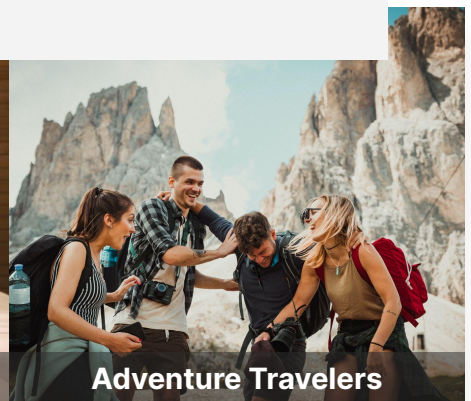
[Book a meeting](#)



Family Travelers



Wellness Travelers



Adventure Travelers

We help you connect with travelers

Contextual Targeting

Influence travelers throughout their journey by targeting their real-time interests.

e.g. Theme Parks

PMP Activation

Unlock the power of custom PMPs to reach travelers at scale towards your criteria and expected performance.

e.g. Travel PMP for CTV

Creative Personalization

Easily deliver personalized ad experiences based on real-time data triggers.

e.g. Weather Targeting

Interactive Formats

Tell a story that will resonate with users and drive meaningful actions directly within the ad.

e.g. Story Ads

Let our team help you drive the most value among travelers

From strategic recommendations to daily optimizations and post campaign analysis, our team makes sure your travel campaigns reach their final destination and exceed their goals.

It's time to get started.

[Reach out today](#)

