

# Travel trends

## Travel is back but not without its challenges.

After a long break due to the pandemic, travel has a promising year ahead but the ongoing price rises and labor shortages can bring some pressure on consumers ... and on travel marketers.

**Challenging times also bring opportunities.** As the travel industry adapts to the changing landscape, there will be new and innovative solutions to connect with consumers online, like on the open web.

Explore our infographic to learn how the open web can enhance your travel marketing strategy.



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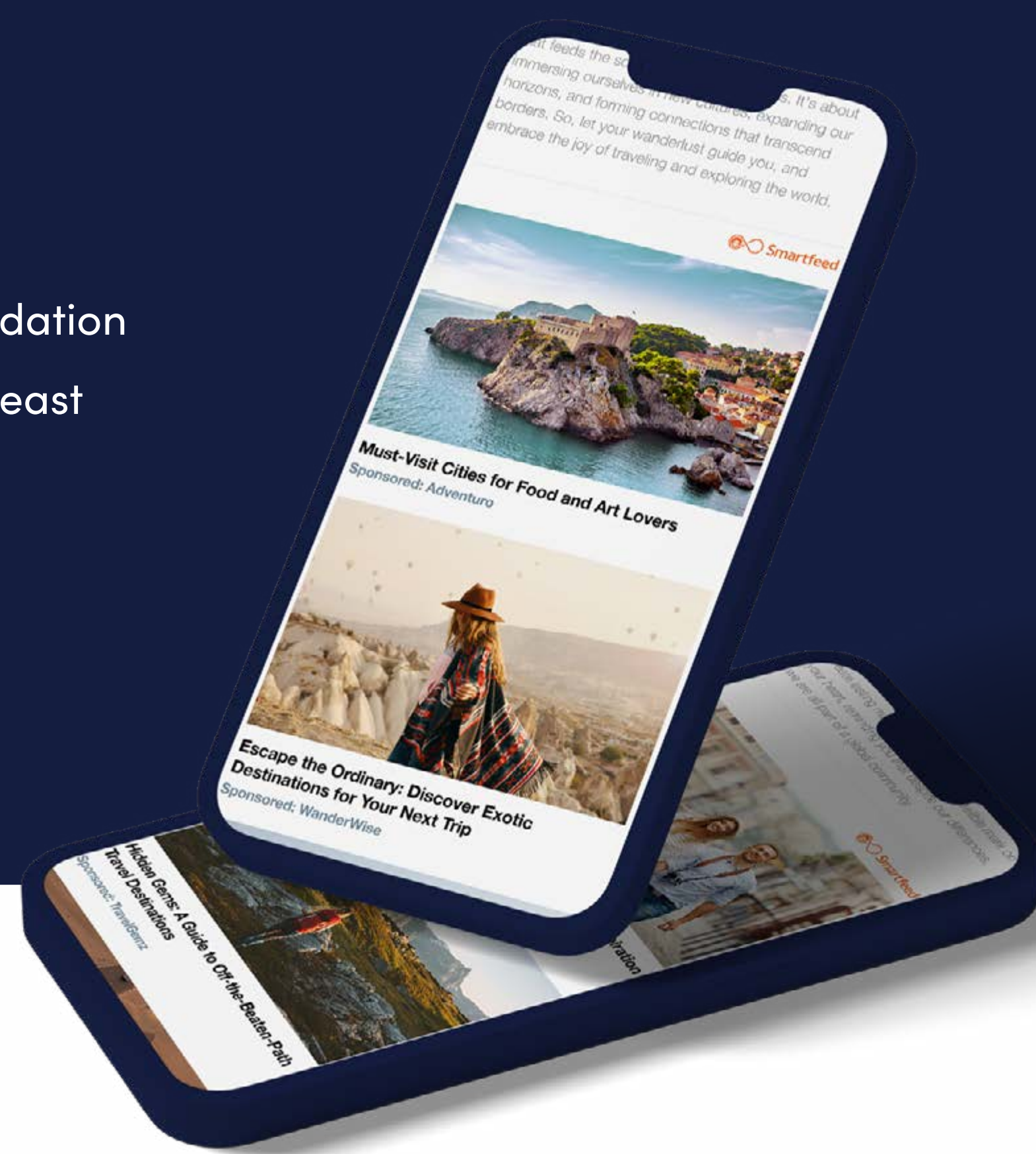
of consumers intend to take a vacation abroad while 90% plan to take a trip domestically in the next year.

Source: GWI 2022

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of travelers say they book accommodation or transport for longer vacations at least 3-6 months in advance.

Source: GWI 2022



Sponsored by **TravelGemz**

**Where Should You Go On Vacation Next?**  
The world is reopening, which means it's time to stop simply dreaming of travel and start exploring again.

[Read More](#)

## Start connecting.

If you want consumers to consider your brand in their next vacation, it's time to start connecting your brand with them now!



**1/4 of travelers** say they use consumer review sites to research/plan their vacations.

Source: GWI 2022



**20% expected growth YoY** in digital ad spending for travel companies, according to eMarketer.



Travel enthusiasts are just as likely to learn about a new brand via **the open web (31%)** vs. social media (32%).

Source: GWI 2022



**63% of consumers** prefer to see contextually relevant ads.

Source: Undercover Context, IAS



**CNN is the top news service** that travel enthusiasts engage with online for articles, videos, and news stories.

Source: GWI 2022

## Outbrain

is a leading advertising platform for the open web, giving travel marketers a single access point to one-third of the world's online population, across thousands of diverse publisher topics. With more than 15 years of experience building up our contextual technology, Outbrain's serving technology uses a diverse range of proprietary data, via predictive modeling, to deliver the most relevant content to users when they are more likely to engage.

The world's leading travel brands **trust Outbrain.**

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