

Ad-Venture Awaits: Nailing Advertising Campaigns for Unique Travel Groups

Dive deeper into the world of solo, multigenerational, bleisure, and honeymoon travelers. Uncover who they are, their media habits, and how they roam and connect with brands.



Forward

As we emerge from the shadows of the pandemic, the travel industry is undergoing significant transformation, presenting both challenges and opportunities. A renewed emphasis on health, safety, flexible bookings, and lenient cancellation policies is shaping the new landscape. Eco-conscious travelers increasingly prioritize destinations and accommodations committed to reducing their environmental footprint. The permanence of remote work has led to a rise in “bleisure,” where professionals seamlessly combine work with leisure in inspiring locations.

While each of these trends holds significance, advertisers must recognize that, above all, consumers are seeking personalized experiences. Those who tailor their messages to resonate with an audience that expects seamless connectivity, personalized experiences, and innovative solutions will emerge as winners.

The first step to creating these personalized messages is a thorough understanding of your audience. To assist you in this endeavor, we have identified and delved deep into understanding four key traveler groups: the solo traveler, the multigenerational family travelers, the “bleisure” traveler, and the honeymooners. In this guide, we uncover everything you need to know about these groups – who they are, the types of trips they take, and where they spend time online. Guided by this information, we also provide key solutions that you can employ to create authentic connections that drive action with these jetsetters. Let’s dive in.

Christina Homer Evra

VP of Planning & Insights at Digilant

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2024 Travel Trends

Global



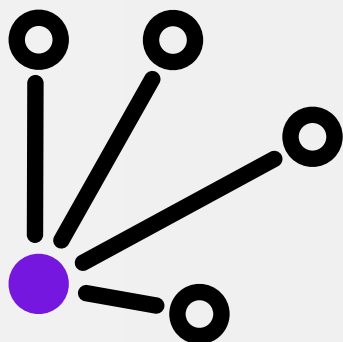
Projections indicate 2024 travel will generate \$926.74 billion globally.

64% of global travelers aim to cut other areas of their personal spending to prioritize leisure travel.

72% of consumers prefer to book travel, trips, and vacations online.

Global air travel is projecting a milestone year as 9.4 billion passengers set to the sky.

Domestic



78% of U.S. travelers, who've planned leisure trips this year, will travel domestically.

58 million of global travelers aim to cut other areas of their personal spending to prioritize leisure travel.

In the U.S., millennials travel more than any other generation (approximately 35 days per year), closely followed by Gen Zers (approximately 29 days per year).

In 2026, U.S. travelers will take 480M business trips, an increase from approximately 370M in 2022.

Domestic flight searches were up 25% for 2023 compared to 2022 while international flight searches increased 64%.

Four unique travelers



The solo traveler

[View profile →](#)



The multigen
family traveler

[View profile →](#)



The bleisure
traveler

[View profile →](#)



The honeymooner

[View profile →](#)

The solo traveler

The post-pandemic resurgence in travel has unveiled a particularly noteworthy trend: a remarkable surge in solo travel. According to Google Trends in 2021, searches for “solo travel” witnessed an astonishing growth of over 761%. This heightened interest persists, with nearly every facet of the travel industry experiencing the solo travel boom.

In a three-month span in 2022, 50% of nights booked on Airbnb were for solo travelers. Additionally, Kayak’s data indicates a 36% increase in searches for single-traveler flights for 2023 compared to 2022.

Whether driven by a quest for independence, a desire for challenge, or the aspiration to meet new people, it is evident that individuals are no longer waiting for friends and family to accompany them on their journeys. They’re taking the leap, solo.

Notable consumer habits among solo travelers

- Solo travelers account for 18% of global bookings.
- Global solo travel increased 43% in 2022.
- Approximately 54% of travelers considered escaping solo in 2023.
- Searches for single-traveler flights were 36% higher in 2023 than 2022.



The solo traveler

-  **Demo**
Female, 25+
-  **Education**
College-educated
-  **HHI**
\$150,000+



The Average

-  **Duration**
19 days
-  **Budget**
\$1,000 - \$2,000 per week
-  **Planning**
6 months prior to departure

Top priorities

-  **Adventure**
-  **Nature**
-  **Urban getaway**

Media habits

Top social media platforms



Top channels for brand discovery

- 01** Word-of-mouth recs from friends & family
- 02** Online retail websites
- 03** Search engines

Who is the solo traveler?

Gender: Female

Nearly **84%** of solo travelers are female (accounting for **11%** of the overall travel market).

Age: 47

The average age of solo travelers is **47** and 86% of solo travelers are over the age of 35.

Education: College degree

More than 84% of solo travelers hold a university or college degree.

Income: \$150,000

The average solo traveler earns \$150,000 per year.

Additional insight

Interest in solo travel transcends generational boundaries, with a unanimous desire evident across all age groups.

Statistics reveal the following percentages of interest in solo travel within each generation:

- 76%** of Gen Z
- 58%** of Millennials
- 73%** of Gen X
- 71%** of Baby Boomers

The average solo trip

Main motivation

See the world without waiting for others

Trip length

19 days

Budget

\$1,000-\$2,000 on average per week

Booking lead time

Solo travelers start researching 6 months before they plan to leave. Four months before their trip, nearly 25% will have a destination picked

Type of trip

Nearly half of solo travelers seek adventure or nature trips (47%), followed by an urban getaway (29%)

Accommodation

The majority of solo travelers prefer staying in hotels (65%), followed by Airbnbs (47%), and hostels (18%)

Top domestic destinations

- Los Angeles
- Anaheim
- Palm Springs
- Ann Arbor
- Chicago
- Kansas City
- Atlanta

Top international destinations

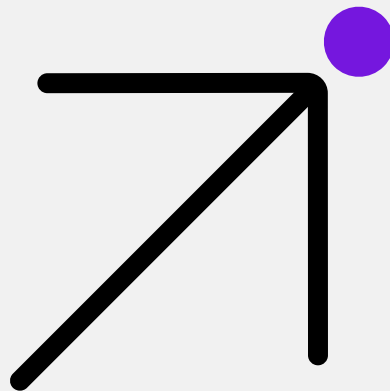
- Australia
- Japan
- Thailand
- South Korea

Top priorities

- 01 Cost
- 02 Flexibility
- 03 Experiencing local culture
- 04 Beautiful destination

Top concerns

- 01 Nerves or uneasiness
- 02 Safety
- 03 Limited options
- 04 Loneliness



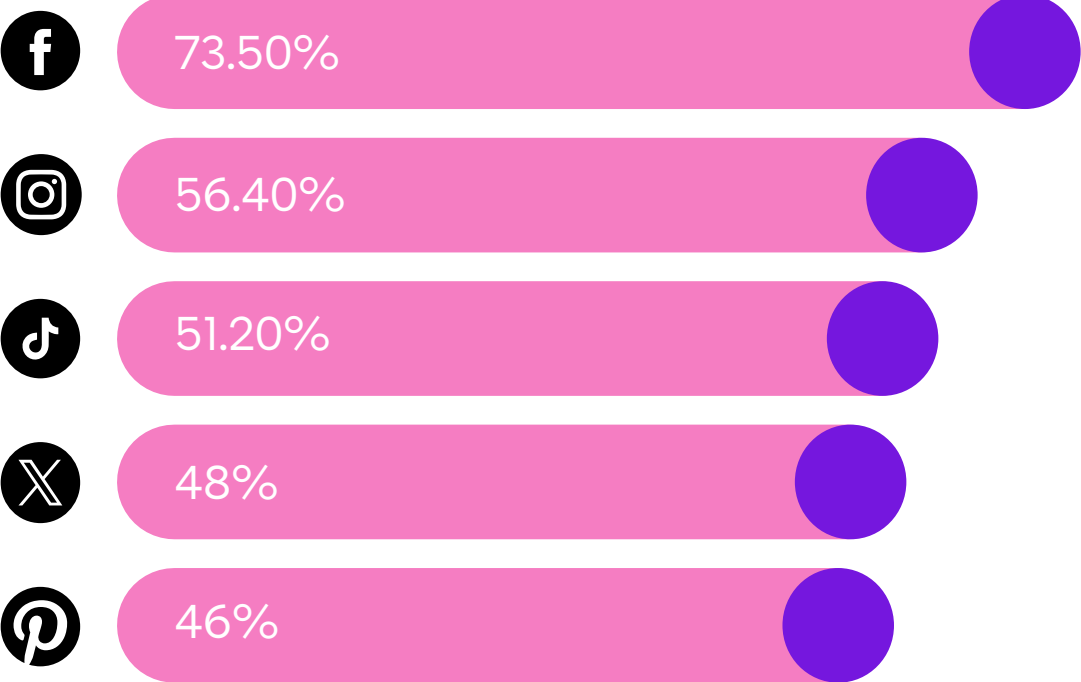
Solo traveler: Media habits



350%

increase in women pinning articles in “solo female travel” in 2023.

Preferred social media platforms

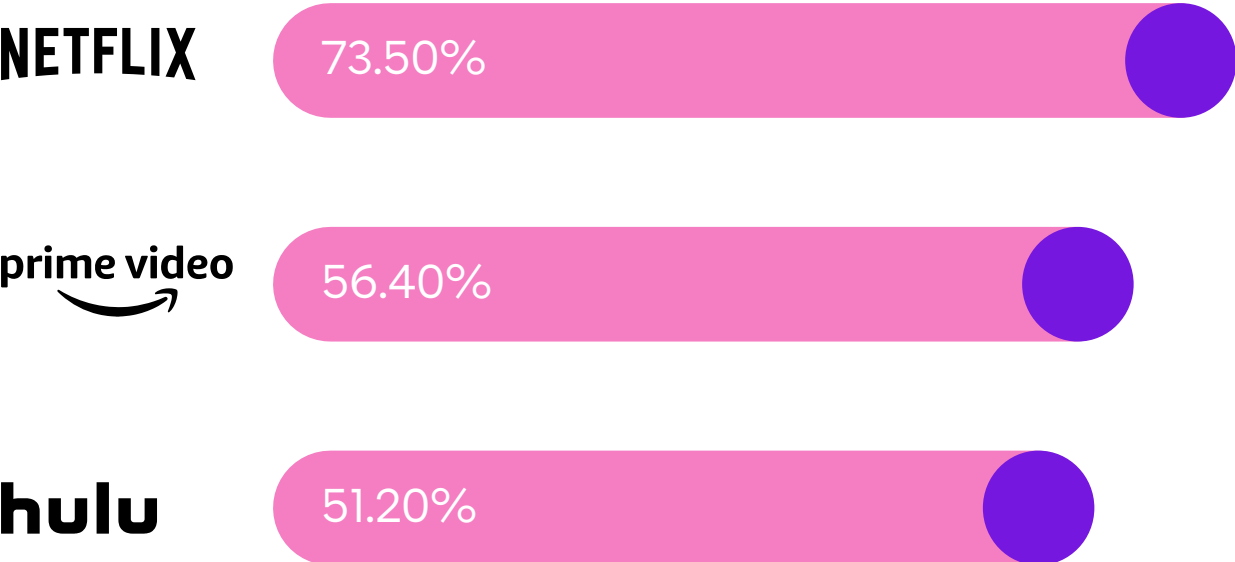


Percentage of solo travelers who use social media on a regular basis



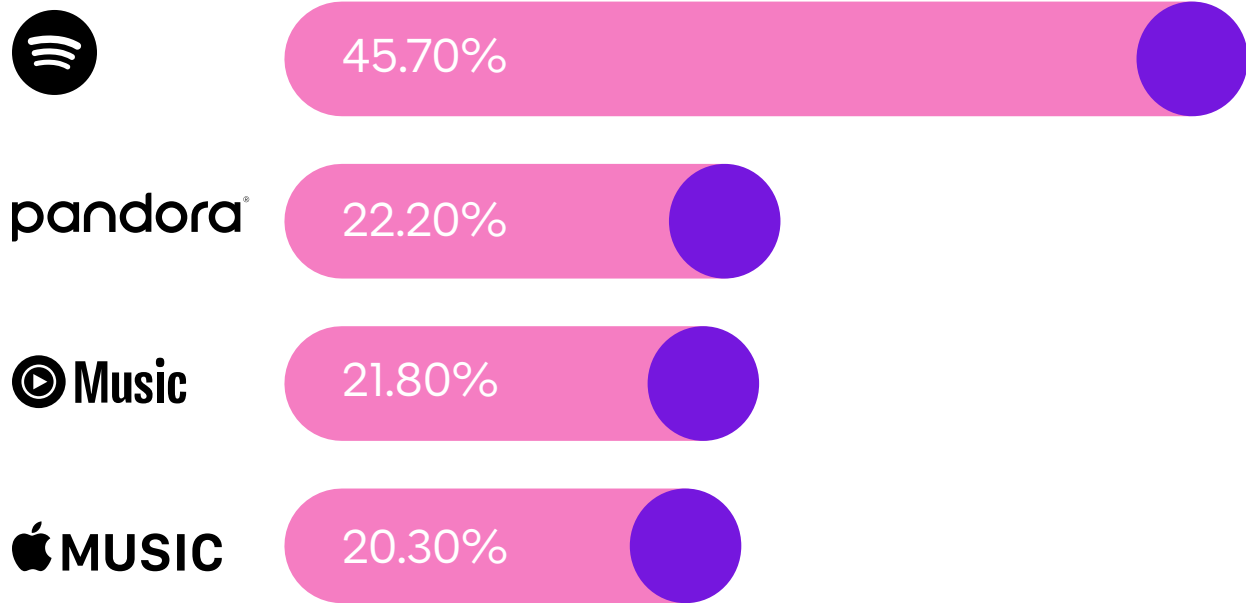
Solo travelers are 19% more likely to use their tablet while watching TV.

Preferred advanced TV platforms



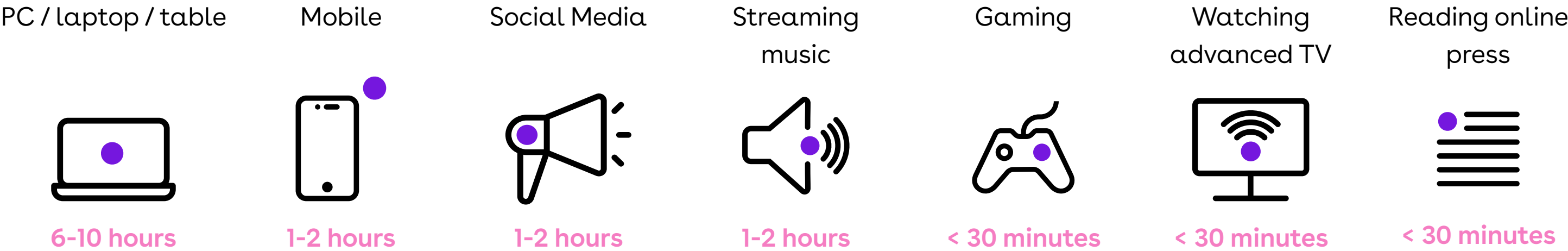
Percentage of solo travelers who use respective TV streaming

Preferred music streaming services



Percentage of solo travelers who use respective music streaming platforms

Average daily time spent on digital channels



Solo traveler: Brand discovery

Top sources for brand discovery

01

Word-of-mouth recommendations from friends and family

02

Online retail websites → **46%** of solo travelers make their hotel booking by mobile.

03

Search engines

04

Ads seen on TV

05

Ads seen on social media → **34.2%** of solo travelers use social media to find inspiration for things, such as places to visit.

Most used travel apps and websites

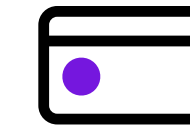


Key tactics advertisers can use to reach the solo traveler



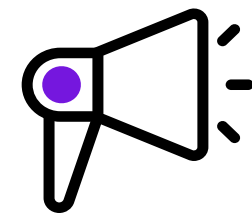
Mobile

Connect with on-the-go solo travelers through targeted mobile-specific ad placements. Leverage mobile advertising platforms and apps to deliver relevant content and promotions directly to users' smartphones, ensuring visibility during their travel planning and exploration.



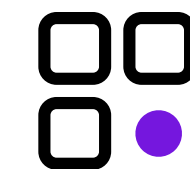
Credit card data

Maximize brand recall by tapping into credit card data of travelers who have either recently booked a trip to your location or have a history of such bookings. Develop personalized marketing campaigns targeting this specific audience, offering exclusive deals, loyalty rewards, or special perks to incentivize their choice of your destination or services. Utilize data-driven strategies to tailor your messaging and promotions based on their travel preferences and behavior.



Social media

Harness the power of social media to engage solo travelers during various stages of their journey. Create compelling and shareable content that resonates with the solo travel community, utilizing hashtags and trends to increase visibility. Additionally, consider collaborating with popular travel influencers on platforms like Facebook, Instagram, TikTok, and Pinterest to showcase your destination or services.



Travel PMP

Engage solo travelers through private exchanges on distinguished travel platforms like Expedia, TripAdvisor, and Booking.com. Secure a prominent presence on these premium sites to capture the attention of potential solo adventurers.



Solo traveler: Media plan

Travel PMPs

Reach solo travelers across premium websites as they browse, search, and price compare during initial travel planning.

Competitive conquering

Utilize keyword and behavioral targeting to reach those who are looking to visit or book with competitor hotels, flights, and attractions.

Credit card data

Reach solo travelers across premium websites as they browse, search, and price compare during initial travel planning.

Paid search broad match

Utilize keyword and behavioral targeting to reach those who are looking to visit or book with competitor hotels, flights, and attractions.

Social

Reach solo travelers across premium websites as they browse, search, and price compare during initial travel planning.

Subscription data

Utilize keyword and behavioral targeting to reach those who are looking to visit or book with competitor hotels, flights, and attractions.

> 6 months

- 6 months

- 5 months

- 4 months

- 3 months

- 2 months

- 1 month

Trip

Post Trip

32%

of travelers start planning

23%

of travelers know their destination

19 days

Average trip length

38%

of solo travelers say they'll do it again

The multigenerational family traveler

Family means something different for everyone which is why we coined these travelers the Multigen Family. Within this diverse group, 46% are planning trips with people beyond parents and in-laws and 44% are traveling with non-relatives.

Despite challenges posed by inflation and the cost of living, 85% of U.S. families are committed to a family vacation in the coming year.

Given the prioritization of budget, road trips and destinations accessible by car are gaining popularity, along with a surge in interest in all-inclusive resorts. Opting for such resorts allows families to be less constrained by budget concerns once they reach their destination.

Regardless of the economic circumstances, families are adept at finding ways to foster bonding moments, provide new experiences for their children, and create unforgettable memories during their travels.

Notable consumer habits among solo travelers

- Family travel makes up **30%** of global outbound tourism trips.
- In the next twelve months, **85%** of families are very likely to travel with their children.
- Approximately **52%** of parents are willing to use a **travel advisor** or have already used one, a sharp increase from 17% last year.
- A notable **27%** say that they will be looking for travel options **closer to home**.



The multigen family traveler



Planner
Millenials



HHI
\$100,000+



The average trip



Duration
4 days



Budget
\$4,580 per trip



Planning
2-3 months prior to departure

Top priorities



Beach



Road-trips



Visiting family

Media habits

Top social media platforms



Top channels for brand discovery

01

Word-of-mouth recs from friends & family

02

Ads seen on TV

03

Online retail websites

Who is the multigen family traveler?

Beyond the immediate family

Nearly half, **47%**, of family travelers are planning a multigenerational trip.

Income: \$100,000+

Households with an annual income of \$100,000+ are most likely (81%) to take a summer vacation compared to 65% of those who make \$50,000-\$99,999, and 54% who earn less than \$50,000.

Age: Millenials

Millennials are the most likely to take a family trip at 44%, followed by Generation X (39%), and Baby Boomers (32%).

Additional insight

To align with the school year calendar, **80% of families** take their vacation during the summer months.

The Average Multigen Family Trip

Main motivation

Have my children discover new places and experiences

Trip length

4 days

Timing

Summer is the preferred time for a trip (66%), followed by spring break (46%)

Budget

A family of four in the U.S. will spend **\$4,580** on average for one family vacation each year

Booking lead time

28% book 4-6 months prior to departure, 35% book 2-3 months prior to departurt

Type of Trip

Beach vacations (66%), city vacations (65%), visiting family & friends (61%)

Transportation

Family travelers opt for road trips, as 41% prefer to drive to their destination, followed by flying at 36%

Acommodation

Hotels (84%), vacation rentals (47%), and resorts (45%)

Top domestic destinations

- California
- Florida
- New York
- Hawaii

Top international destinations

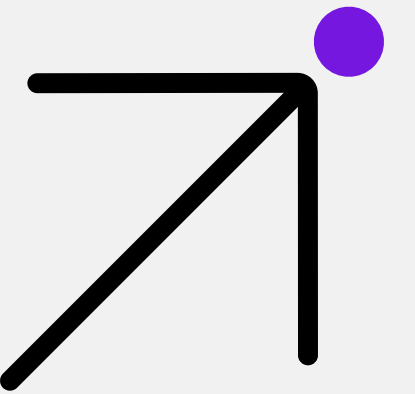
- Australia
- Japan
- Thailand
- South Korea

Top priorities

- 01 Cancellation policy
- 02 Travel insurance offerings
- 03 Best value
- 04 Cleanliness & hygiene

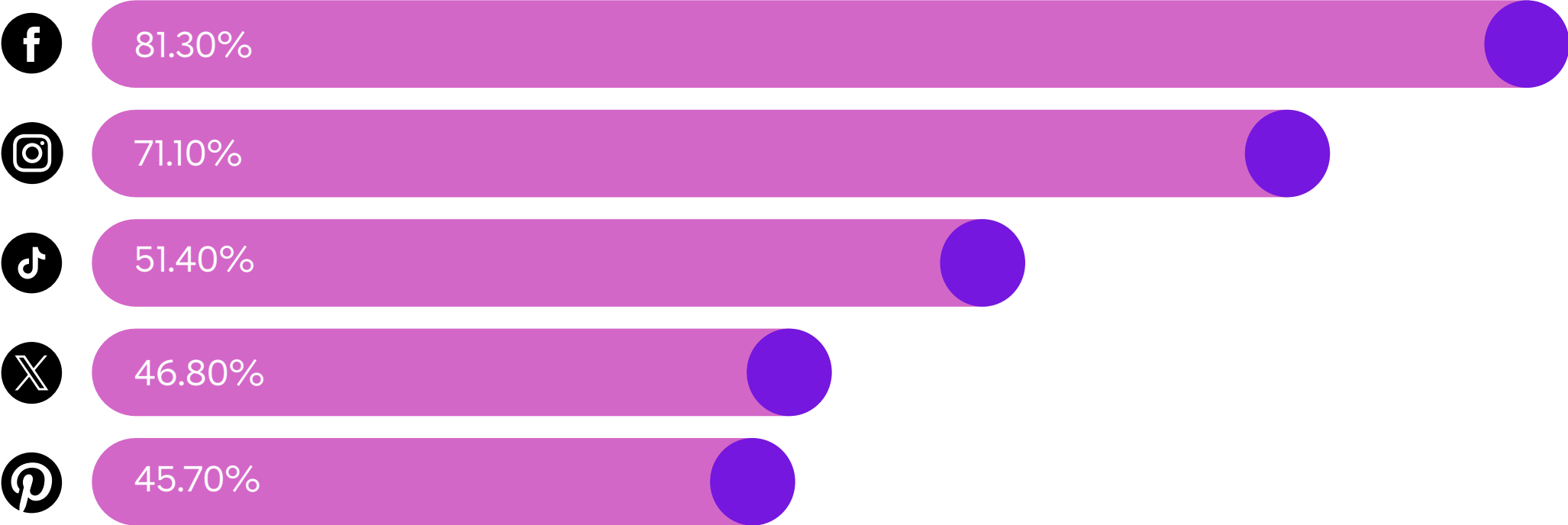
Top concerns

- 01 Affordability
- 02 Potential cancellations
- 03 Timing of school breaks



Multigen family traveler: Media habits

Preferred social media platforms

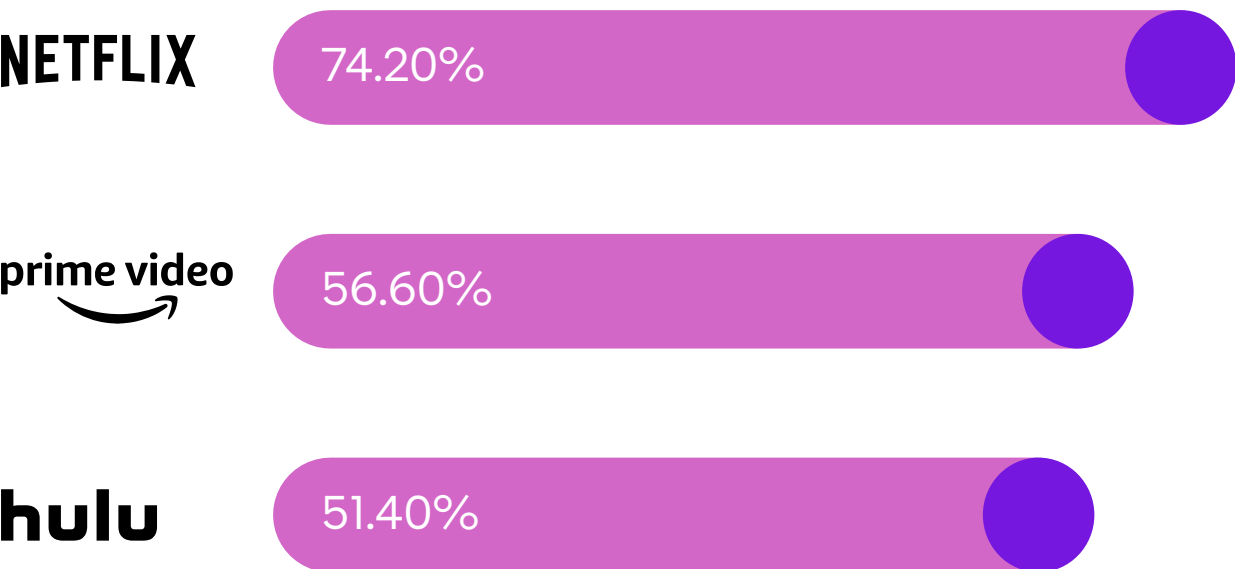


Percentage of multigen family travelers who use social media on a regular basis



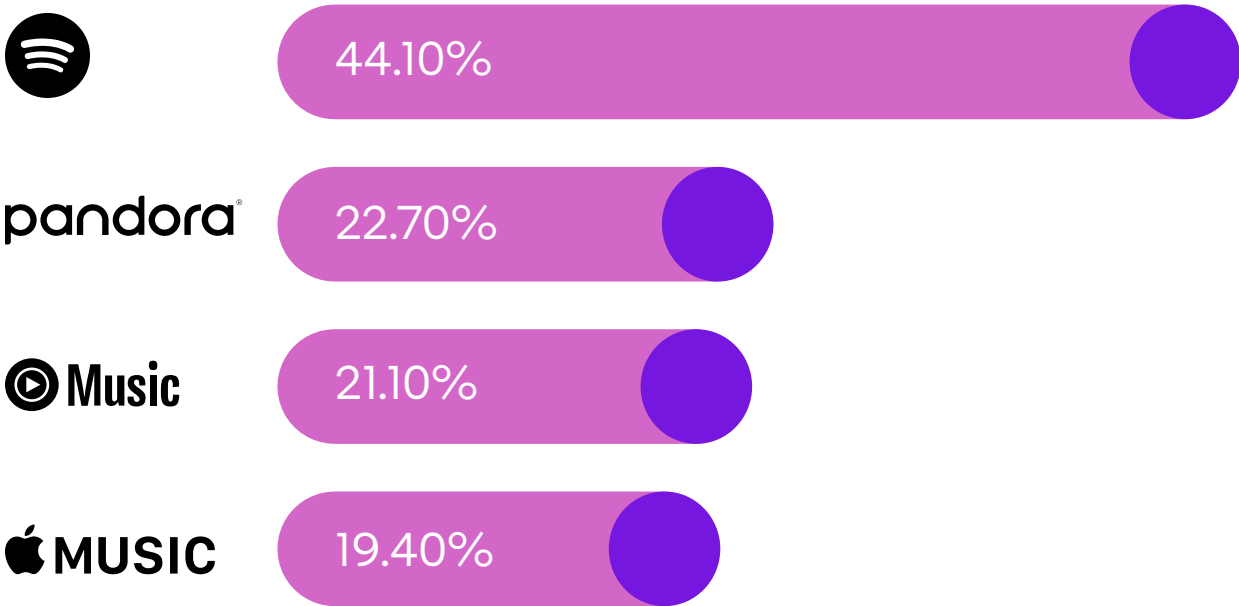
18% more likely to be using their tablet while watching TV

Preferred Advanced TV Platforms



Percentage of multigen family travelers who use respective TV streaming platforms

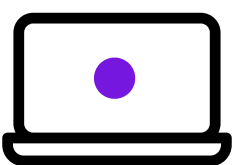
Preferred music streaming services



Percentage of multigen family travelers who use respective music streaming platforms

Average Daily Time Spent on Digital Channels

PC / laptop / tablet



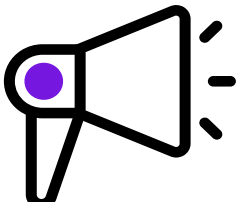
6-10 hours

Mobile



1-2 hours

Social Mmdia



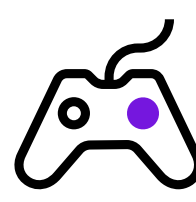
1-2 hours

Streaming music



1-2 hours

Gaming



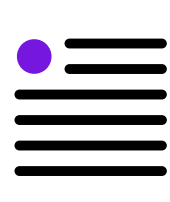
< 30 minutes

Watching advanced TV



< 30 minutes

Reading online press



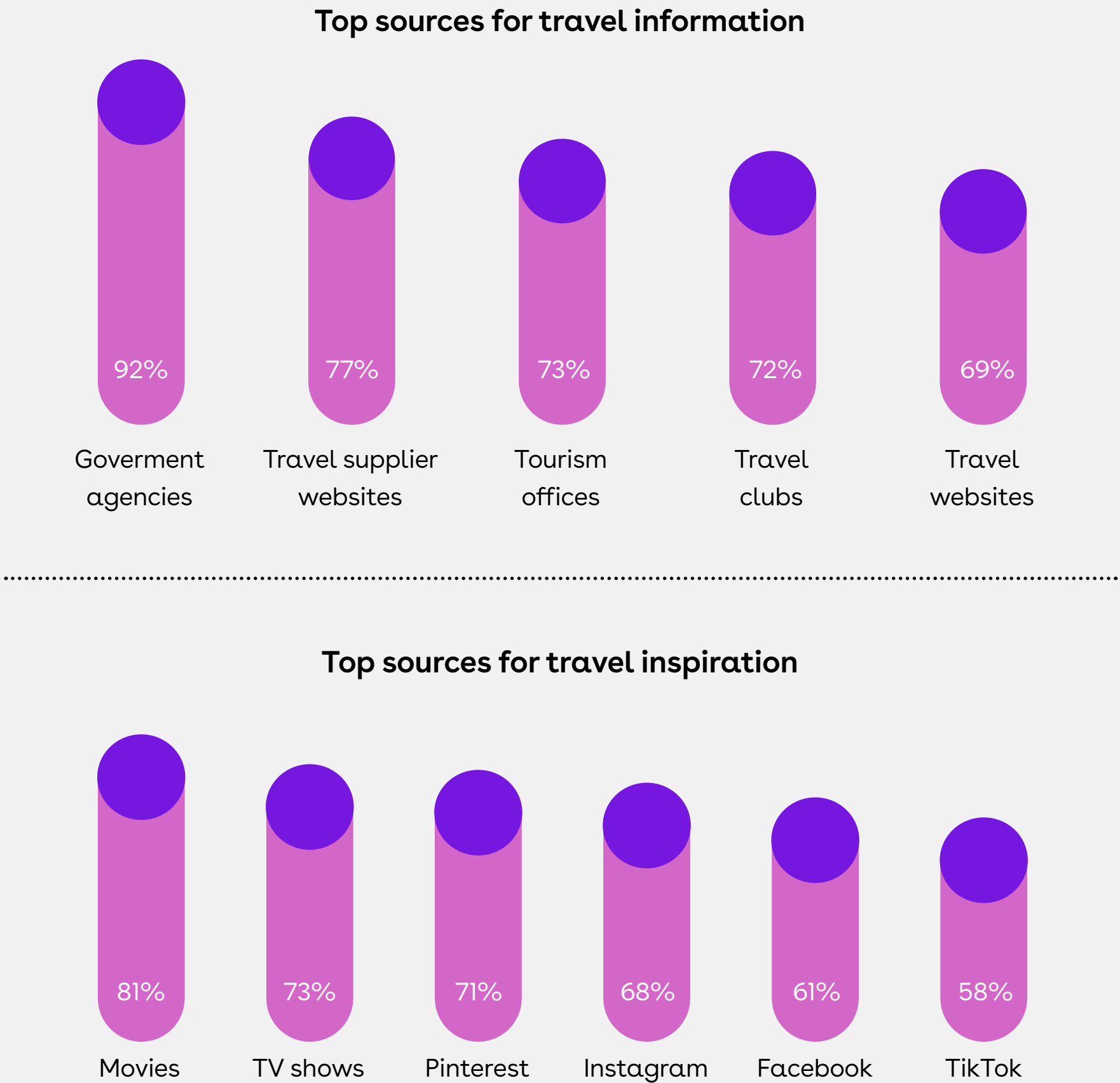
< 30 minutes

Multigen family traveler:

Brand discovery

Top sources for brand discovery

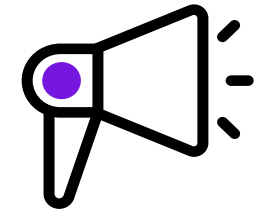
- 01 Word-of-mouth recommendations from friends and family
- 02 Ads seen on TV
- 03 Online retail websites
- 04 Search engines
- 05 Ads seen on social media



Most used travel apps and websites

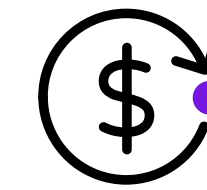


Key tactics advertisers can use to reach the multigen family traveler



Social media

Target family members across generations as they explore travel inspiration on popular social platforms such as TikTok and Instagram. Craft engaging content that resonates with diverse age groups, capturing the attention of families seeking travel ideas and inspiration. By curating visually appealing and relatable content, your brand can become a go-to source for travel inspiration, fostering a sense of connection with potential travelers.



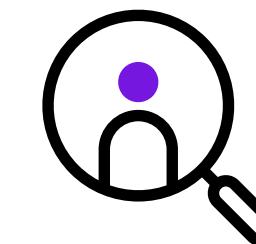
Paid search broad match

Utilize Broad Match, the keyword match type that broadens your reach to the widest audience. This allows your ads to appear when users search any word in your key phrase, in any order, as they seek travel information. With a strategic use of keywords, you can maximize the impact of your paid search efforts, attracting a diverse set of users interested in travel.



Advanced TV

Movies and TV serve as proven sources of inspiration for family trip destinations. Align your content with popular movies and TV shows to connect with consumers when the idea of jet-setting is at the forefront of their minds.



Dynamic creative optimization

Recognize the impact each family member has on vacation choices. Implement Dynamic Creative Optimization (DCO) to utilize in-the-moment viewer data for personalized creative content tailored to specific consumers. Craft dynamic and engaging visuals that cater to the diverse preferences within families, ensuring your travel offerings are personalized and appealing to each member.

Multigen family traveler: Media plan

Advanced TV

Ads played within popular movies and TV shows - especially filmed or based in appealing destinations - are a great way to inspire families to "set jet" to your destination for their next trip.

Social media

Target family members across generations as they explore travel inspiration on popular social platforms such as TikTok and Instagram.

Dynamic creative optimization

Utilize DCO to tailor ad creative and messaging toward different family members as they continue to research and plan for their trip.

Social

Geo-target paid and organic social posts to reach travelers while they are scrolling on platforms throughout their trip.

> 6 months

- 6 months

- 5 months

- 4 months

- 3 months

- 2 months

- 1 month

Trip

28%

book 4-6 months
prior to departure

35%

book 2-3 months
prior to departure

4 days

Average trip length

The bleisure traveler

As the name suggests, bleisure travelers add a leisure trip to the beginning, middle, or end of a work-related journey. With more people embracing flexible work arrangements, this trend is revolutionizing business travel; 89% plan to include personal vacation time in their business travel this year.

While leisure travel returned to pre-pandemic levels in summer 2022, business travel, including bleisure, lags slightly in recovery. Organizations now more closely scrutinize the cost benefits of these trips versus traveler safety and virtual alternatives.

Despite these considerations, the undeniable value of in-person meetings is evident, with a projected **25% increase in revenue** when meeting face-to-face rather than virtually.

As organizations strive to balance tight budgets with the necessity for travel, the priorities of bleisure travelers will look different. Blending the workplace with relaxation, will place a greater focus on amenities and location and traditional booking patterns (weekdays) will become a thing of the past.

Notable consumer habits among bleisure travelers

- In the U.S., 1.3 million people travel for work purposes everyday.
- Projections indicate global business travel spending will amount to nearly **\$1.4 trillion** in 2023. By 2027, this figure is projected to reach around \$1.8 trillion.
- Americans go on over 400 million long-distance work trips annually.
- In 2021, business travel accounted for 20% of the total global travel and tourism expenditure.
- 40% of hotel guests are business travelers.



The bleisure traveler



Demo

Male, 35-54



Education

College-educated



HHI

\$82,000+



The average trip



Duration

4 days



Budget

\$990 per trip



Planning

13 days prior to departure

Top priorities



Convenience



Flexible cancellations & changes



Online booking

Media habits

Top Social Media Platforms



Top Channels for Brand Discovery

01

Search engines

02

Online retail websites

03

Ads seen on TV

Who is the bleisure traveler?

Gender: Male

More than **63%** of business travelers are male.

Age: 35-54

Nearly half of business travelers are between the ages of 35 and 54.

Education: College degree

Approximately 67% of corporate travelers have a bachelor's degree.

Income: \$82,000

Nearly 67% of corporate travelers have an average household income of \$82,000.

Additional insight

Smaller Companies Leading the Charge in Business Travel

While only 23% of larger firms have seen their travel budgets return to pre-pandemic levels, a notable 32% of smaller companies have achieved this milestone.

Moreover, among companies with annual revenue under \$1 billion, a significant **68%** anticipate an increase in travel budgets in the coming year. In contrast, only 41% of companies with revenues exceeding \$16 billion share this expectation.

Most Frequent Business Travelers

- Sales Representative
- Retail Buyer
- Event Planners
- Consultant
- Travel Nurse

The average bleisure trip

Main motivation

Sales visits, leadership meetings, client-based projects, increase attendance at live events

Trip length

Average business trips are 3.8 days, however, over 40% of are extended for leisure purposes

Budget

The average domestic business trip is **\$990**, whereas the average cost of an international business trip is around \$2,525

Booking lead time

13 days before departure

Booking

More than **80%** of travelers say it's essential to book trips fully online

Cost breakdown

Accommodation makes up **34%** of the average business trip cost, while airfare makes up 27%, meals 20%, and car rental 19%.

Transportation

Personal cars are used for **81%** of business trips. However, when they don't have their own car, ridehailing companies make up **70.5%** of all ground transportation receipts for business trips

Top domestic destinations

- Las Vegas
- New York City
- Washington DC
- Chicago
- Los Angeles
- Orlando
- Hawaiian Islands
- Atlanta
- San Diego
- Dallas
- Phoenix
- Miami

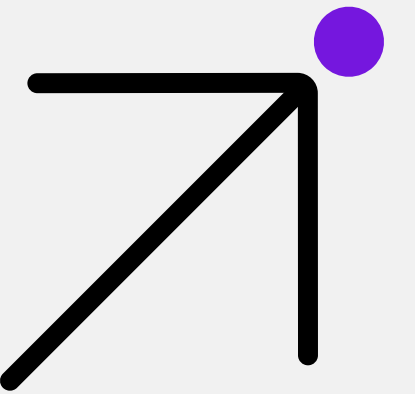
More than 75% of business trips are less than 250 miles away from the point of origin

Top international destinations

- Paris
- London

Top Priorities

- 01 Integrated technology
- 02 Sustainable options
- 03 Cost savings (secondary markets)
- 04 Loyalty programs



Top Concerns

- 01 Higher travel prices
- 02 Flight delayed or limited inventory
- 03 Reduced travel budgets



Bleisure traveler: Media habits

Preferred social media platforms

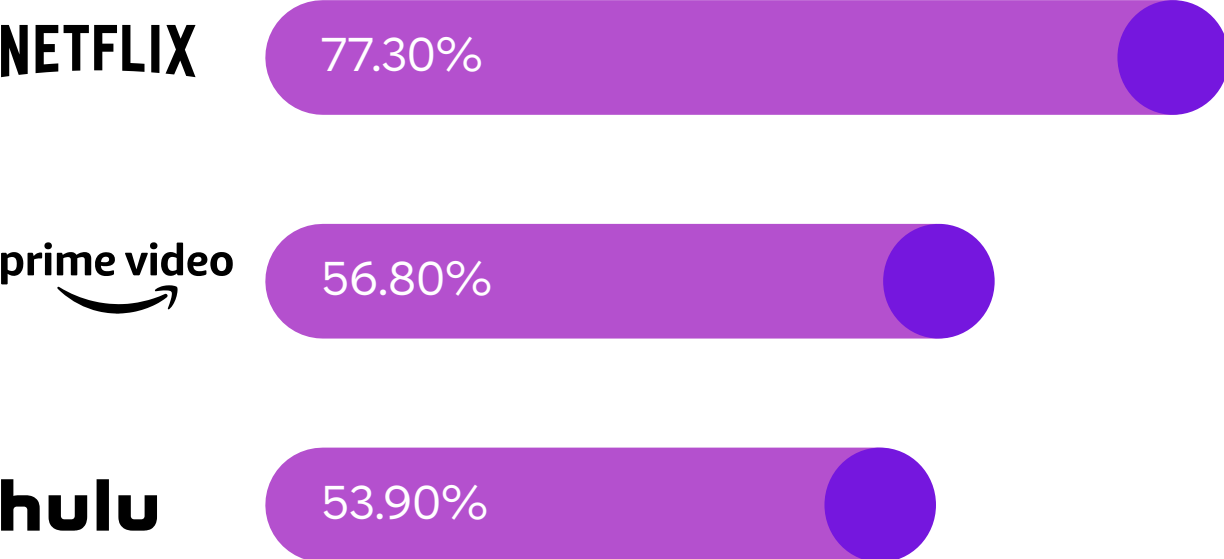


Percentage of bleisure travelers who use social media on a regular basis



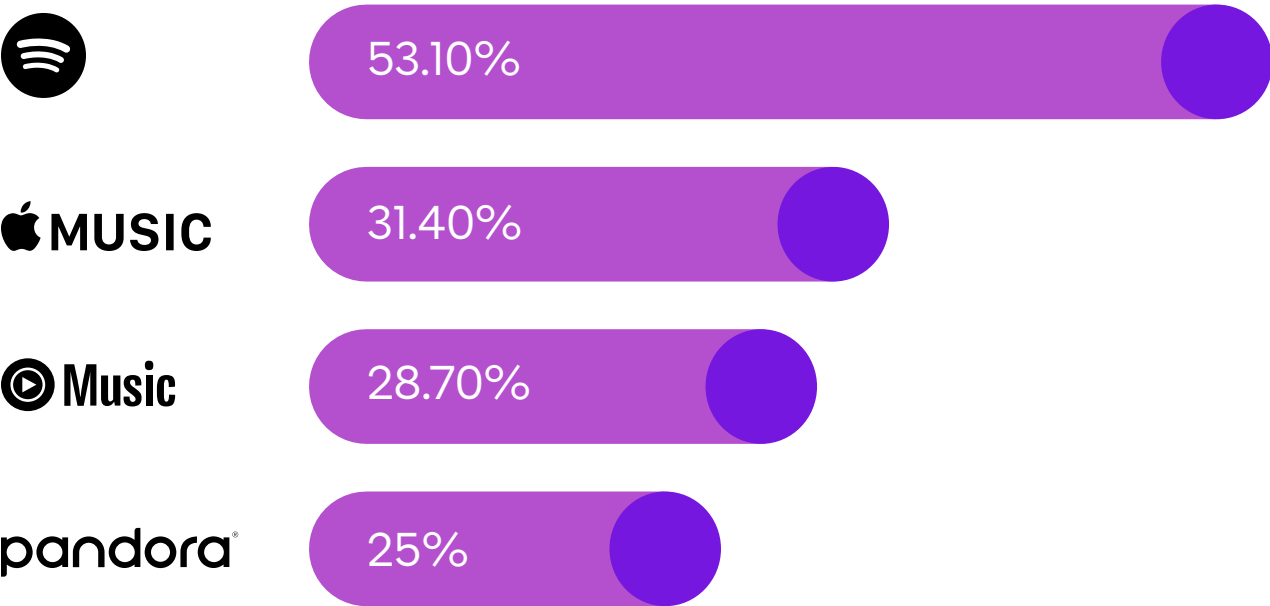
39% more likely to be using their laptop while watching TV

Preferred advanced TV platforms



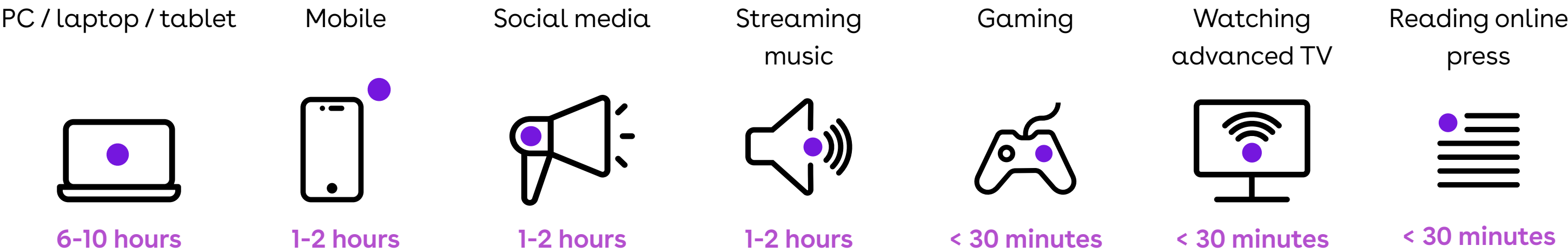
Percentage of bleisure travelers who use respective TV streaming platforms

Preferred music streaming services



Percentage of bleisure travelers who use respective music streaming platforms

Average daily time spent on digital channels

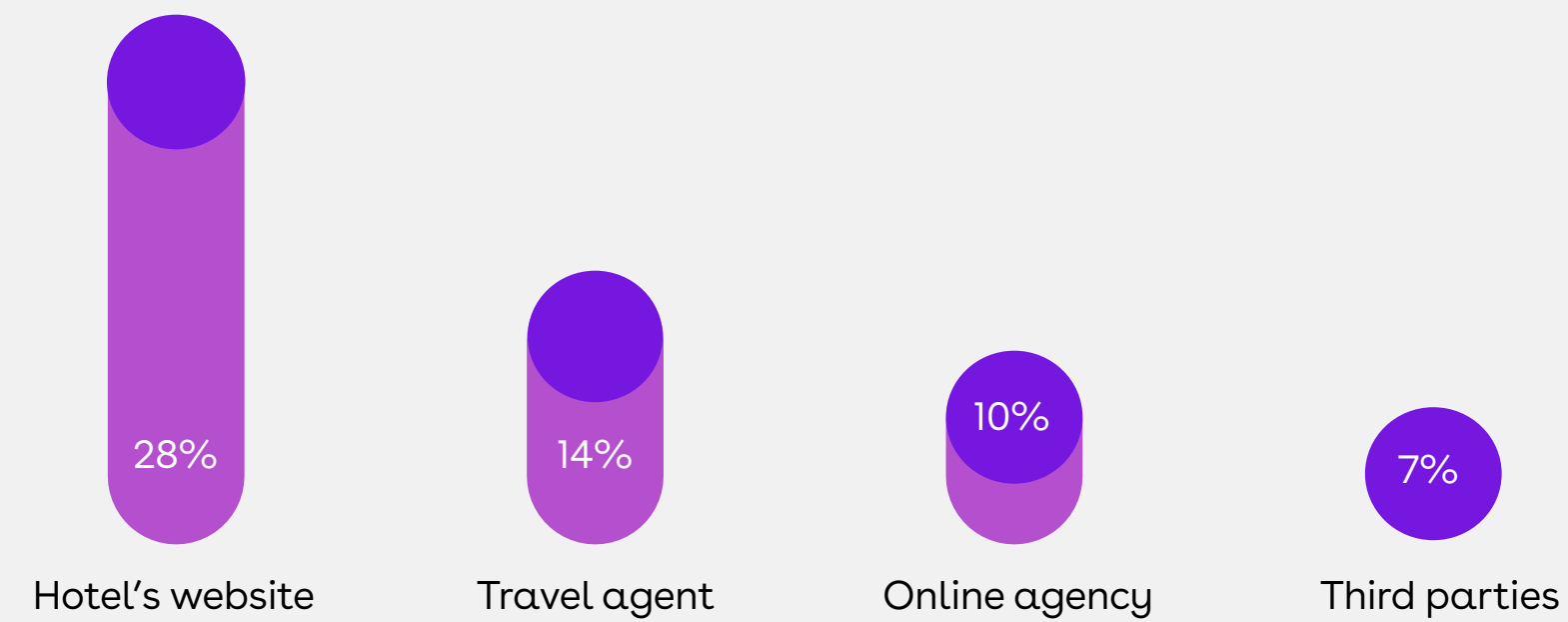


Bleisure Traveler: Brand Discovery

Top sources for brand discovery

- 01 Search engines
- 02 Online retail websites
- 03 Ads seen on TV
- 04 Word-of-mouth recommendations from friend or family members
- 05 Ads seen on social media

Top sources for travel information



Bleisure travelers prioritize convenience above all

74%

"agree" or "strongly agree" that the channel they used to book the hotel for their last business trip influenced which hotel they chose.

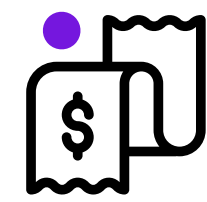
80%

of business travelers say it's essential to book trips fully online.

Most used travel apps and websites

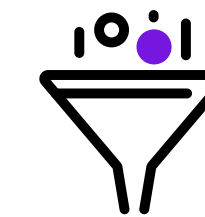


Key tactics advertisers can use to reach bleisure traveler



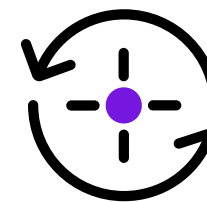
Purchase history

Encourage brand loyalty with travelers who have previously booked travel with your brand. This ensures your brand remains top of mind, increasing the likelihood of them rebooking with your company for their upcoming trips. Craft personalized marketing campaigns that acknowledge their past engagements, offering exclusive deals, loyalty rewards, personalized offers, or special perks to reinforce their connection with your brand.



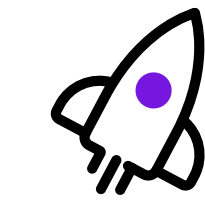
Account based marketing

Connect with leading meeting planner companies and business travel agencies directly by implementing IP address targeting. This focused approach enables you to reach these specific organizations and craft personalized marketing campaigns tailored to their unique needs and preferences.



Site retargeting

Leverage pixel-based retargeting to re-engage consumers who have previously visited or interacted with your website during their travel planning journey. This strategy allows you to reconnect with individuals who have shown interest in your offerings, whether by researching bookings or requesting information.



Competitor conquering

Target and engage individuals actively seeking to visit or book at competitor hotels, flights, and attractions. By integrating both keyword and behavioral competitive conquering, your marketing strategy can effectively intercept potential customers during their search and decision-making process.

Bleisure traveler: Media plan

Location-based targeting

Create custom location-based audiences using a specific radius to target travelers who are currently or have previously traveled to specific locations, events, or conferences.

Site retargeting

Remember: convenience is everything for business travelers so staying top-of-mind and making booking as seamless as possible is key. Remind and reconnect with individuals who have shown interest in your offerings, whether by researching bookings or requesting information.

Purchase data

Craft personalized marketing campaigns that acknowledge past purchases with exclusive deals, loyalty rewards, personalized offers, or special perks to reinforce their connection with your brand.

Email marketing

Through a consistent and value-driven email approach, stay top of mind, making your brand the go-to choice for business travelers' future journeys. Personalize email messages based on preferences and past bookings. Consider loyalty programs or exclusive perks to encourage repeat business.

-2 months

-1 month

-3 weeks

-2 weeks

-1 week

Start of business trip

Leisure trip
extension

1 week post trip

2 weeks post trip

Most business
trips are booked
13 days before
departure

4 days

Average trip length

The honeymooner

Traditional honeymoons to luxurious and exotic destinations are giving way to couples prioritizing more personalized and experiential trips. Social media, a driving force in many travel trends, is largely responsible for this shift. With a desire for unique and Instagram-worthy moments, couples increasingly value authenticity and adventure over conventional luxury.

Economic factors have also played a significant role in reshaping honeymoon priorities. Many couples now seek budget-friendly alternatives that do not compromise the quality of their experience. Road trips and off-the-beaten-path destinations have surged in popularity, providing couples with the freedom to explore and create lasting memories without breaking the bank.

The honeymoon is evolving beyond a mere post-wedding getaway for many couples. As they embark on this new chapter of their lives, the focus

is on fostering meaningful connections, creating shared experiences, and crafting a honeymoon that reflects their unique personalities and values. Travel companies that can highlight these attributes and offerings in their advertisements will gain a significant advantage over the competition.

Notable consumer habits among honeymooners

- Every year, more than \$12 billion is spent on the honeymoon industry.
- Nearly all newlyweds, 99%, take a honeymoon.
- The average couple will spend **three times** more on their honeymoon than a regular vacation.



The honeymooner

-  **Planners**
Female, 25-34
-  **Education**
College-educated
-  **HHI**
\$110,000+



The average trip

-  **Duration**
8 days
-  **Budget**
\$4,466 per trip
-  **Planning**
4 months prior to departure

Top priorities

-  **One-of-a-kind experiences**
-  **Beach vacations**
-  **All inclusive**

Media habits

Top Social Media Platforms



Top Channels for Brand Discovery

- 01** Ads seen on social media
- 02** Word-of-mouth recommendations from friends & family
- 03** Online retail websites

Who is the honeymooner?

Gender: Females book

Nearly 85% of honeymoons are booked by the bride.

Age: 25-34

Approximately 39% of honeymooners are between the ages of 25-34.

Education: College degree

Of couples who have a destination wedding, 70% have a college degree.

Income: \$150,000

Of couples who have a destination wedding, 70% have an average household income of \$110,000.

Additional insight

The majority, 99%, of newlyweds in the United States take a honeymoon. Interestingly, more couples opt for a foreign destination, 60%, rather than domestic.

The average honeymoon

Main motivation

One-of-a-kind experiences and indulgence

Trip length

8 days

Budget

\$4,466 (3x more than what a couple would typically spend on a vacation)

Honeymoon timing

Two-thirds of honeymoons occur between May and October (coinciding with “peak wedding season”)

Booking lead time

Honeymoons are typically booked 4 months prior to departure

Type of trip

Adventure, beach, camping, city, cruise

Acommodation

Family travelers opt for road trips, as 41% prefer to drive to their destination, followed by flying at 36%

Top domestic destinations

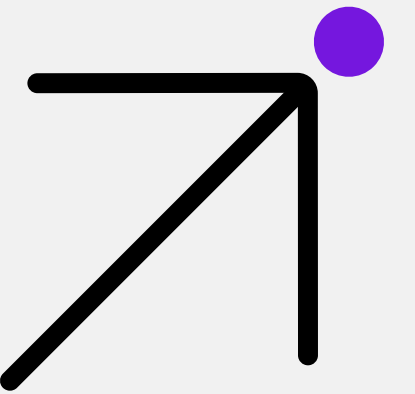
- Florida
- Hawaii
- California
- Nevada

Top international destinations

- Australia
- Japan
- Thailand
- South Korea

Top priorities

- 01 Personalization
- 02 Tailor-made itineraries
- 03 Location



Top concerns

- 01 Budget
- 02 Timing (weather in tropical locations)
- 03 Picking the best location and accomodation



Honeymooner: Media habits

Preferred social media platforms

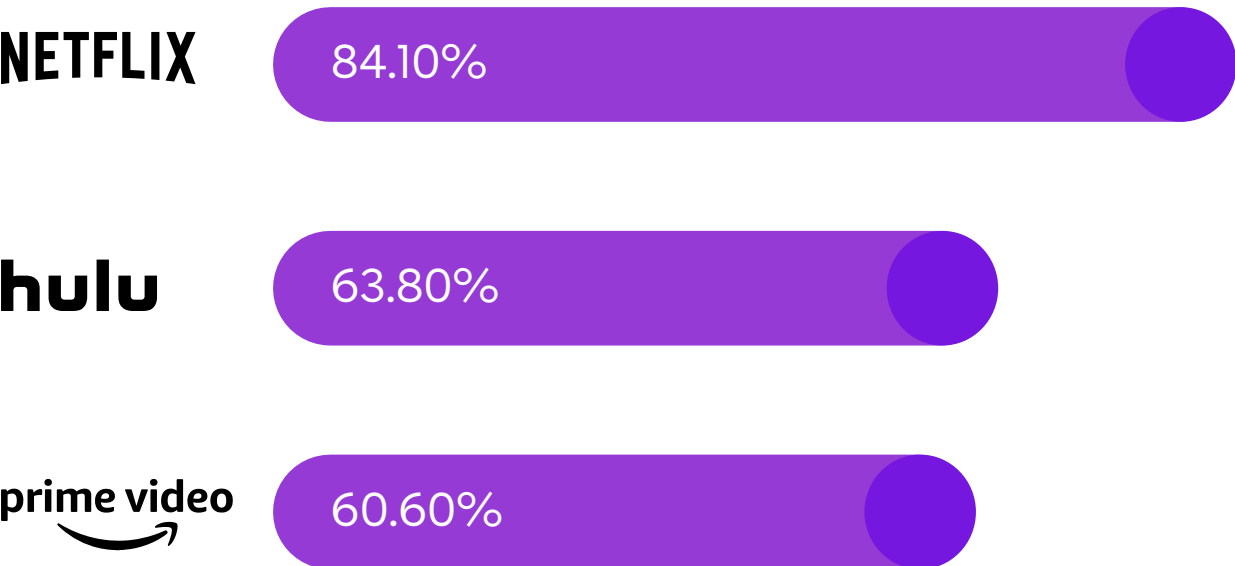


Percentage of honeymooners who use social media on a regular basis



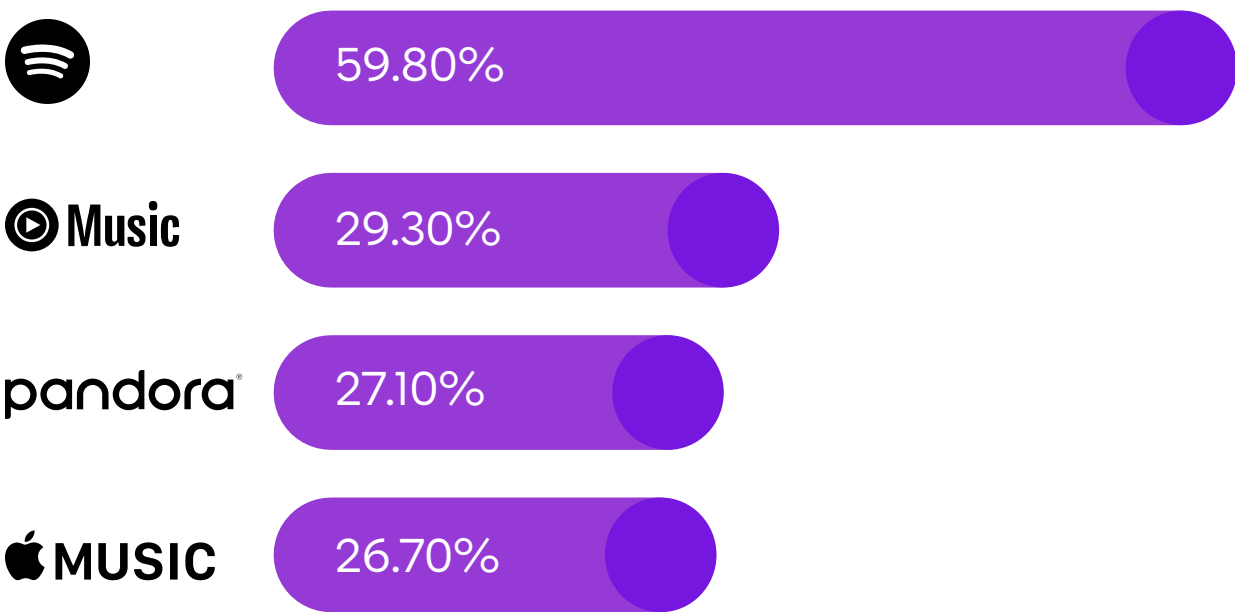
15% more likely to be using their phone while watching TV

Preferred advanced TV platforms



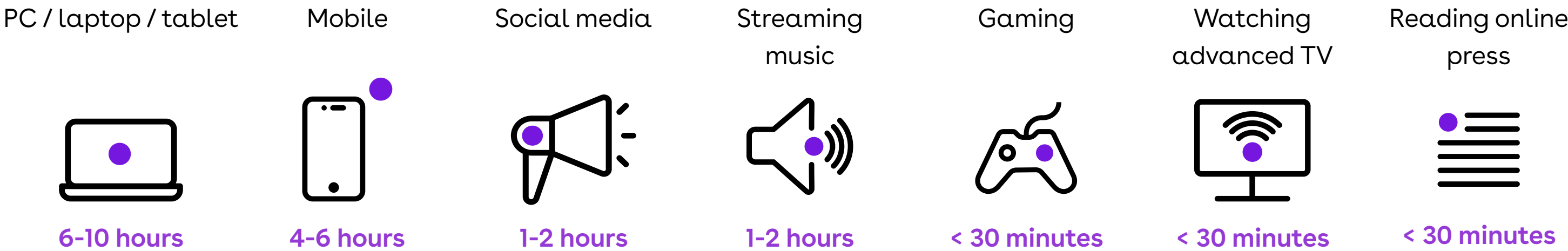
Percentage of honeymooners who use respective TV streaming platforms

Preferred music streaming services



Percentage of honeymooners who use respective music streaming platforms

Average daily time spent on digital channels



Honeymooner: Brand discovery

Top sources for brand discovery

01 Word-of-mouth recommendations from friend or family members

02 Ads seen on social media → **20%** of couples use social media to find a honeymoon destination

03 Online retail websites

04 Search engines

05 Ads seen on TV

Top Sources for Travel Inspiration

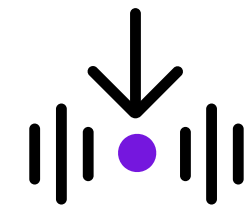
- 01.** Travel company website
- 02.** Instagram
- 03.** TikTok
- 04.** Youtube
- 05.** Facebook

90%
more likely to discover brands through ads and sponsored content on podcasts.

Most used travel apps and websites

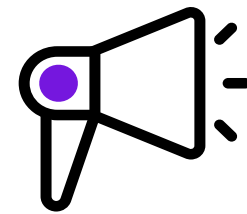


Key tactics advertisers can use to reach the honeymooner



Advanced audio

Honeymooners are 90% more likely to discover brands through podcast ads, making it an especially powerful tactic. Target honeymooners as they stream their favorite music and podcasts with either pre-recorded or host-read ads. Brands can select from wedding-specific content to other niche genres that partially appeal to key honeymoon demographics and audiences, ensuring the content remains especially relevant.



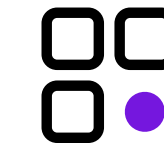
Instagram & Pinterest

Align ads with wedding and honeymoon content as honeymooners search for inspiration on social platforms like Instagram and Pinterest. Craft visually appealing content that resonates with their aspirations and encourages them to explore your destination or services.



High impact connected TV ads

Many honeymooners browse their phone while streaming their favorite TV shows. Capture their attention with creative CTV ads, such as QR codes, to increase impact. These ads encourage them to take action and learn more about your brand.



Travel PMP

Hone in on the all-inclusive honeymooners with “package searchers” across Expedia’s premium e-commerce travel sites. Tailor your approach to capture the attention of this specific audience, offering enticing package deals, exclusive perks, and personalized experiences that align with their honeymoon aspirations. Leveraging data-driven insights, craft campaigns that not only showcase the allure of your destination but also cater to the unique needs and desires of those actively planning their romantic getaways.



Purchase data

Entice in-market couples using credit card data that reveals they are actively booking and making purchases for their wedding. Develop personalized marketing campaigns targeting this specific audience, offering exclusive deals, loyalty rewards, or special perks to incentivize their choice of your destination or services. Utilize data-driven strategies to tailor your messaging and promotions based on their travel preferences and behavior.

Honeymooner: Media plan

Travel PMPs

Target all-inclusive honeymooners with “package searchers” across premium e-commerce travel sites such as Expedia or Kayak.

Paid social

Align ads with wedding and honeymoon content as honeymooners search for inspiration on social platforms.

Credit card data

Reach couples who have either booked their wedding or aspects of their honeymoon, like flights but not accommodation, for example. Use captivating and personalized ads encouraging them to book with your brand during their getaway.

Word-of-mouth recommendations

Chances are, honeymooners have friends or family who will be planning their own trips in the future. Consider how you can craft optimal experiences both during the trip and afterward to maintain a positive brand reputation and connotation among your guests.

> 6 months

- 6 months

- 5 months

- 4 months

- 3 months

- 2 months

- 1 month

Wedding

Honeymoon

Most couples book their honeymoon **4 months prior to the wedding**

Couples most often wait **about a week after their wedding** to leave for the honeymoon

8 days
Average trip length

About Digilant

Digilant is a media strategy and buying partner that connects the dots between audiences, channels, and data. Backed by the global expertise of ISPD, we empower advertisers to forge deeper connections with their audiences through access to technology and intelligence. Founded in 2008 in Boston, Digilant brings together over 100 experts in media, strategy, commerce, social, search, and more to create meaningful business impact for clients.

Visit us at www.digilant.com to learn more.