HOW TRAVEL MARKETERS ARE ACTIVATING DIGITAL ADVERTISING IN 2021
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Executive Summary

Many industries were hit hard by COVID-19, causing marketers to test new solutions, innovate with new messaging, and do more with less.

However, with the distribution and administration of vaccines on the rise, many are forecasting the rebound in ad spending, with the prospect of real growth in 2022. In light of this, we surveyed 300 travel decision makers across Europe (EU), Asia-Pacific (APAC), North America (NA), and Middle East and Africa (MEA), to gain an understanding of how COVID-19 impacted budget, ad spend, allocation by channel, and how travel advertisers are thinking about the future of ad tech.

Most companies (56%) in our survey of senior travel industry decision makers agree that the online environment is favourable for “direct response” campaigns. Travellers are booking directly because of clearer cancellation or refund policies, coupled with their frustrating experiences navigating Online Travel Agency (OTA) reimbursements for cancelled trips during the pandemic.

Digital travel marketers are approaching investments with the aim of increasing agility, and making operations nimbler and more efficient. Direct response campaigns are an attractive proposition for brands spending cautiously and looking to drive sales.

Consumers are eager to travel, and with the increasingly widespread administration of COVID-19 vaccines, the hard hit travel, media, and entertainment industries are all expected to rebound in 2021. The upward swing is already under way, with a surge in domestic tourism in all regions, as newly vaccinated consumers exercise the option to travel within their own borders.
Key Findings

88% of companies have increased or kept their digital advertising strategy budget the same since COVID-19.

Over 56% agree “The online environment is favourable for direct response campaigns—an attractive proposition for brands spending cautiously and looking to drive sales.”

87% of the companies tightened spending on brand campaigns and increased spending on performance campaigns in 2020.

14% of companies agree that CTV gives “Marketers an unprecedented opportunity to reach new customers at a lower cost and with more control than they could ever expect from traditional broadcast television.”

62% of companies have a high or very high priority regarding readiness around the cookieless world.

84% for personalisation across channels.

68% of companies are optimistic and believe that budget or ad spend will go “back to” pre-COVID-19 levels.

84% of companies tightened spending on brand campaigns and increased spending on performance campaigns in 2020.
Chapter One

Ad Spend & Budget Allocation, by Channel

Identifying what works and what doesn't is more important than ever to ensure that dollars are spent effectively. Therefore, the onus on travel marketers is to identify and prioritise the optimal mix of media for their multi-channel campaigns.
Advertisers are aligning budgets with consumer travel behaviour to guarantee their presence wherever the traveller may be. Bernstein analysts at CNBC predict that in 2021, travel and hospitality firms are expected to spend a larger share of their digital ad budgets on search, rather than display. This trend has resulted in strong first quarter earnings for Alphabet’s Google, Facebook, Pinterest, Twitter and Amazon. According to their analysis, “Undercurrents supporting a strong digital ad year include an accelerating upgrade cycle from image to video, TV ad ripe for picking, and brand spend returning.”

For many travel organisations, video has shifted from an ancillary to a core advertising channel, as putting compelling visuals as a centre-piece to digital marketing strategies can be instrumental in inspiring travellers and distinguishing your brand from the competition. Video optimisation for mobile viewing is also key, given the reliance on smartphones and tablets for travel shopping and planning by so many consumers.

Spend on mobile advertising has also been scaling to meet demand. According to Digital Vidya, more than 78% of business travellers use a smartphone during the trip planning process, and around two thirds (67%) of travellers do online research before making any decision relating to travel.

One of the biggest areas of anticipated digital ad spend growth in the coming years will be programmatic. This growth is partly being driven by the increasing use of retargeting by travel and hospitality firms. Brands are also incorporating more of their own data into programmatic advertising strategies. Insights gathered from first-party data are informing travel advertisers on their best targeting options for programmatic buying.

In addition, with the programmatic media ecosystem operating on various levels of auction, bidding for connected TV (CTV) advertising takes place in a private marketplace (PMP), which sits just one level above the open exchange. This position favours marketers seeking targeted placement in an auction with fewer bidders, affording them a higher chance of offering a winning bid.

Finally, with social media marketing having already replaced a large section of traditional communication, travel marketers in 2021 will be taking advantage of social media networking tools to promote their businesses at low cost and generate public interest. Emerging techniques like live streaming and interactive social commerce tools will be key investment areas.
## Trends in Digital Advertising Spend

### EU
48.5% of organisations are dedicating 26% - 49% of their overall marketing budget to digital advertising, with 27.7% dedicating roughly 50%.

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<thead>
<tr>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>0%-10%</td>
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<tr>
<td>11%-25%</td>
<td>19%</td>
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<td>26%-49%</td>
<td>49%</td>
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<tr>
<td>Roughly 50%</td>
<td>27%</td>
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<tr>
<td>51%-75%</td>
<td>2%</td>
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### APAC
In APAC, 44% of our respondents are currently dedicating 26% - 49% of their overall marketing budget to digital advertising spend, while 32% of organisations there are dedicating roughly 50% of their budgets to digital.

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<td>17%</td>
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<td>26%-49%</td>
<td>44%</td>
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<tr>
<td>Roughly 50%</td>
<td>32%</td>
</tr>
<tr>
<td>51%-75%</td>
<td>6%</td>
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</tbody>
</table>

### NA
In NA, 50% of our respondents are dedicating 26% -49% of their budget to digital advertising and 29% dedicating roughly 50%.

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<thead>
<tr>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>0%-10%</td>
<td>0%</td>
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<tr>
<td>11%-25%</td>
<td>18%</td>
</tr>
<tr>
<td>26%-49%</td>
<td>50%</td>
</tr>
<tr>
<td>Roughly 50%</td>
<td>29%</td>
</tr>
<tr>
<td>51%-75%</td>
<td>4%</td>
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### MEA
55% of respondents are dedicating 26% - 49% of their overall marketing budget to digital advertising, with 20% dedicating roughly 50%.

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<thead>
<tr>
<th>Percentage Range</th>
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<tr>
<td>0%-10%</td>
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<td>11%-25%</td>
<td>10%</td>
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<tr>
<td>26%-49%</td>
<td>55%</td>
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<tr>
<td>Roughly 50%</td>
<td>20%</td>
</tr>
<tr>
<td>51%-75%</td>
<td>15%</td>
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Assessments of Digital Advertising Performance

Developing unique content
With little or no change to their services that can be highlighted at present, it is difficult for some teams to come up with new ads.

Gathering and using customer insights
With organisations having to differentiate between simple browsing and potential customers, gathering actionable information about customer preferences has also become more difficult.

Communicating with remote teams
Video conferencing and digital platforms have to some extent enabled organisations to continue working despite pandemic restrictions. However, some are feeling the lack of face to face interaction and hands-on interventions with materials in a common creative work space.

Measuring advertising effectiveness
Some respondents are having issues with gauging the effectiveness of different advertising platforms. With consumers often conducting their own research and failing to click on branded links directly, there is also a lack of measurable direct data.

Improving personalisation in a highly competitive market
Given the large amount of content online, the attentiveness of potential customers is diminishing, making it difficult for organisations to enhance personalisation and overall digital service levels.

56% of respondents expressed themselves “satisfied” with their digital advertising performance, while 40% were “highly satisfied.”

Of those who expressed a level of dissatisfaction with their digital advertising performance, a number of pain points were identified.

How would you best describe your digital advertising performance?

<table>
<thead>
<tr>
<th>Highly satisfied</th>
<th>Needs improvement</th>
<th>Satisfied</th>
</tr>
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<tr>
<td>🌟🌟🌟🌟🌟</td>
<td>🌟🌟🌟🌟🌟🌟🌟🌟</td>
<td>🌟🌟🌟🌟🌟</td>
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<tr>
<td>40%</td>
<td>4%</td>
<td>56%</td>
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TOTAL RESPONDENTS: 300
Challenges to Performance Optimisation

From the survey, we identified fraud, cyber threats, a drop in demand, tight budgets, and the unpredictability of the current situation as the most common pain points that organisations currently face in terms of optimising their online advertising performance. Lack of insights into the key performance indicators, customers being unresponsive, and being unable to target with personalisation were other major obstacles.

Globally, “Time spent on ads” was the most commonly used metric for measuring campaign success, cited by 23% of our respondents in Europe, 22% in APAC, 28% in NA, and 27% in MEA, and “Number of viewers” was also highly important for 25% of our respondents in Europe, 20% in APAC, 23% in NA, and 23% in MEA. However, when broken out by region, the categories shifted.

Success metrics: How do you measure campaign success? *Multiple Selection

<table>
<thead>
<tr>
<th>Metric</th>
<th>EU</th>
<th>APAC</th>
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<tr>
<td>Conversions/Return on Investment (ROI)</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>Viewers</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>Time spent on Ads</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Click through Rate</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Impressions</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>Viewers</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>Time spent on Ads</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Click through Rate</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Impressions</td>
<td>9%</td>
<td>14%</td>
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### Why Brand Advertising Remains Popular even in the Digital Age

13% (39 out of 300 respondents) answered that the majority of their budget is on branding -- or that their budget is evenly split between branding and performance.

Trust and loyalty were the most common reasons travel marketers invest more heavily in branding rather than performance campaigns. For them, loyalty is better when the focus is on branding. It is easier for customers to remember the organisation, and they are more attentive to advertising content when they see the brand name.

Generally, the focus on branding instils more trust. There is more awareness about the range of services that specific brands offer, and customers can make a swift decision about purchasing because they already trust the brand.

More generally, branding really helps in differentiation. As contextual marketing has become quite popular, customers see similar advertisements on a regular basis. Branding differentiates one name from the rest. This is especially relevant in the age of social media, in which word of mouth recommendations of specific brands by friends or influencers can carry more weight than direct advertising -- and online reputation scores measure how much people trust and like your brand.
Chapter Two

Connected TV (CTV) and Video

14% of the companies we surveyed agree that “Marketers have an unprecedented opportunity to reach new customers at a lower cost and with more control than they could ever expect from traditional broadcast television.”

“CTV, powered by traveller audience targeting, is a great option for brands trying to reach engaged travellers with video advertising,” said Dave Goulden, Sojern’s Vice President of Product. “Streaming services are becoming increasingly popular and, as more consumers cut-the-cord, CTV has become the industry’s answer to increasing brand awareness and driving consumer engagement.”

Technopedia defines Smart TV or CTV as TV that provides interactive features similar to those involved in Internet or Web services. This includes the ability to search for video or interact with the television beyond traditional means.

The CTV or streaming video format gives marketers options to experiment with interactive video, static displays, and animated features, as well as different calls-to-action. It also resonates well with Millennials and Generation Z, who don’t have such a strong attachment to conventional television.

And with short ads that allow the continued streaming of content, viewers often pay closer attention than they do with traditional video advertising methods. CTV advertising on streaming platforms is typically constrained to 15 to 30-second segments that occur at the times when users are most willing to experience the ad and keep watching their content — before the programme starts, or mid-way through the broadcast.

With users having to log in with universal credentials in order to use connected devices for streaming Over The Top (OTT) video content, CTV provides travel marketers with targeting opportunities based on geolocation, interests, language, and other factors. Incorporating CTV into programmatic advertising allows for more accurately targeted promotions, and provides real-time analysis to help travel marketers in optimising campaigns.
Despite these benefits, the level of uptake for CTV and video remains relatively low. In the EU, 78% of our respondents allocate 10% or less of their budget for CTV and video. In APAC, this figure is 43%, and in America, 74% of our respondents allocate 10% or less of their budget for CTV and video. In MEA, 45% of our respondents allocate 10% or less of their budget for CTV and video.

From the survey, we identified budget constraints, limited opportunities, a lower efficacy compared to other channels, and not enough ROI as the most common factors stopping organisations from spending more money on CTV and video. Other issues identified include lack of dynamism, poor preparedness, a lack of response from consumers, and the greater influence of social media marketing.

What percentage of your overall marketing budget is currently dedicated to CTV/Video?

**EU**
- 0%-10%: 78%
- 11%-25%: 14%
- 26%-49%: 4%
- Roughly 50%: 4%
- 51%-75%: 0%

**APAC**
- 0%-10%: 43%
- 11%-25%: 16%
- 26%-49%: 20%
- Roughly 50%: 16%
- 51%-75%: 4%

**NA**
- 0%-10%: 74%
- 11%-25%: 15%
- 26%-49%: 6%
- Roughly 50%: 5%
- 51%-75%: 0%

**MEA**
- 0%-10%: 45%
- 11%-25%: 20%
- 26%-49%: 10%
- Roughly 50%: 20%
- 51%-75%: 5%
Our respondents identified a number of CTV and video features or campaigns that had a positive impact on their business.

**Informative videos showing amenities, features and history**
Mentions about the history and the way a place is designed have been most successful videos for some. Others highlight the unique architecture of their buildings and provide elaborate details about the amenities available.

**Discount offers and promotions**
Campaigns about discount offers and short-time promotions help increase the audience size for some organisations.

**Health and safety to keep people safe and informed**
Campaigns highlight health and safety precautions taken by the staff of the organisation. There may be a special focus on specific features, such as a smooth check-in process that nonetheless observes all the needed precautionary measures.

**Embarking on a fun-filled adventure**
The theme of ‘fun is a choice’ has been a huge hit for one respondent. Video campaigns related to adventure travelling and the outdoors are also promoting experience and unique journeys.

**Repositioning brand messaging**
An ad campaign that delivers the message about the brand and how they are inviting to one and all has worked well with consumers of one respondent. For another, the impact of a video showing how customers can make the most of their time in the city and explore locations from the hotel has been good.
With support for third-party cookies rapidly diminishing and consumers more conscious than ever about matters of privacy and appropriate data governance, travel companies need to use information responsibly to create a more authentic and less intrusive online experience for guests.

Lack of access to third-party cookie data and the stringent penalties that non-compliance with strict regimes like GDPR can incur are requiring marketers to bring back ‘pre ad tech’ tactics in order to harness the limited information available in ways that can yield positive results for their campaigns.

Some advertising agencies for example are turning to research companies that interview users through in-person or online surveys. The results of these polls can yield data about sales and foot traffic, and how ads are boosting brand recognition or the organisation’s reach across various screens. Others are pursuing guaranteed deals for programmatic advertising, with agreed prices for previously negotiated inventory, and first-party targeting over a specific period of time.

With the acute privacy consciousness as well as the social and environmental awareness of future travellers, the “cookieless” environment will be a time to experiment and innovate for digital travel marketers.
Pending changes to third-party cookies by Big Tech players like Google, Facebook, and Apple have put marketers on notice. Perhaps surprisingly, almost half of our respondents across all regions think that this development will have a positive impact on their performance. 51% of respondents in the EU, 43% in APAC, 49% of respondent organisations in NA, and 50% in MEA share this view.

Several reasons were offered for why the "death" of the third-party cookie is not a priority or concern for our respondents’ digital marketing.

**Technology is good enough to provide the required customisation**
With a few collaboration efforts, some organisations have been able to achieve new ID management solutions.

**Data tracking abilities are now more advanced than third party cookies**
Organisations can also provide discounts and promotional offers for subscribing to regular newsletters and updates.

**More direct ways to reach your audiences**
A strong social media presence and customer service activities have been enough to drive these businesses forward.

**Optimising the experience by conducting extensive market research**
Tailored suggestions can be provided to customers based on their previous purchases.
Google’s pending changes to third-party cookies in Chrome put marketers on notice. How do you think it will impact your performance?

**NA**
- Significant negative impact: 3%
- Negative impact: 19%
- Neutral: 19%
- Positive impact: 49%
- Significant positive impact: 11%

**EU**
- Significant negative impact: 1%
- Negative impact: 23%
- Neutral: 23%
- Positive impact: 51%
- Significant positive impact: 2%

**APAC**
- Significant negative impact: 2%
- Negative impact: 12%
- Neutral: 32%
- Positive impact: 43%
- Significant positive impact: 10%

**MEA**
- Significant negative impact: 5%
- Negative impact: 10%
- Neutral: 30%
- Positive impact: 50%
- Significant positive impact: 5%

“We see great opportunity in the move away from third-party cookies. The cookieless techniques we are moving to provide consumers with greater control over privacy and marketers the ability to do highly effective people-based marketing versus the current device-based marketing that cookies require,” said Goulden. “First-party data is a brand’s strongest weapon in cookieless.

A brand’s past customers are usually the best performing audience they will target. Increasingly, it’s important to use digital channels like social, video, and display to reach customers as email open rates rapidly shrink and valuable younger travelers shun email altogether in favor of social and video channels.”
Chapter Four

Future Outlook

There are indications that 2021 will be a year of recovery for the advertising industry. According to a recent Sojern and Skift report, *6 Digital Advertising Trends To Accelerate Travel’s COVID-19 Recovery*, domestic travel is spearheading this resurgence, as people travel shorter distances and holiday closer to home. With health and safety concerns high on the list of consumer priorities, remote destinations that enable social distancing have become increasingly appealing. And as the recovery continues, booking lead times are steadily increasing.

In conjunction with consistent and reliable health and safety messaging, advertisers will need to maintain compassionate and empathetic communication with consumers that can inspire travellers to be hopeful and help them dream of — and then plan for — better days ahead. Organisations that will gain most from this atmosphere of increasing optimism are those capable of adopting a consumer-first approach that starts with understanding travellers at a granular level, anticipating their needs, and understanding the reasons for their travel.

Changes in media behaviours will mean a shift in investments due to an increase in social, search, and non-linear video. Factors driving this trend are a growth in connected audiences for formats like live streaming, who are exercising opportunities to make immediate purchases. Among the future trends in advertising technology, Artificial Intelligence (AI) and Machine Learning (ML) will figure highly, with many AI and ML deployments focusing on personalisation. Technologies like this could enhance the way that travel marketers connect with their audience, and accelerate the return of this sector to active growth.

At the operational level, as organisations in the travel and hospitality sector begin opening up again, we will likely see the emergence of a hybrid model combining Work From Home (WFH) with a few days each week in the office. Greater numbers of remote employees will encourage more business travel, as people visit their offices, extend their official trips to include leisure travel, and/or work remotely from exotic locations. Recent studies seem to confirm this. While some meetings will remain virtual, a report from American Express and American Express Global Business Travel says 69% of “decision makers” believe remote work could lead to more business travel.
4.1 Future Trends in Advertising Technology (Ad Tech)

Machine Learning (ML) and Artificial Intelligence (AI) top the list of ad tech options that our respondents plan to increase their usage the most in 2021 and 2022. This was confirmed by 36% of our respondents in the EU, 31% in APAC, 41% of respondents in NA, and 35% in MEA.

Which types of ad tech do you plan to increase the usage on THE MOST in 2021/22? Select the best option:

**EU**
- Machine Learning (ML)/Artificial Intelligence (AI): 35%
- Virtual reality: 27%
- Interactive video: 16%
- Augmented reality: 13%
- Blockchain: 9%

**APAC**
- Machine Learning (ML)/Artificial Intelligence (AI): 31%
- Virtual reality: 22%
- Interactive video: 18%
- Augmented reality: 14%
- Blockchain: 14%
Challenges to AI & ML Implementation For Personalisation

84% (252 out of 300 respondents) rated AI and ML for personalisation as high priority or very high priority across channels in their company.

Enthusiasm aside, our respondents cited a number of challenges to AI and ML implementation for personalisation. Technical issues include the higher costs of maintaining records and working on them on a regular basis, technology risks, and constant spending on technology upgrades. Organisations also complained of having to maintain a flexible budget to improvise on the AI and ML metrics and include them in core strategies.

Others are delaying implementation, concentrating on increasing sales through traditional marketing techniques as their main priority. Some have existing loyalty and affiliate marketing programmes that have been working well for the business, or are concerned that too much personalisation will seem intrusive to customers.
4.3 Projections for A Return To Pre-COVID-19 Levels

Of our survey respondents who believe that budget and spend levels will eventually return to pre-COVID-19 levels, out of 216 respondents, 81 (37.5%) said that this will occur prior to 2025. 97 (44.9%) said that this will occur between 2025 and 2030, while 38 (17.6%) said after 2030.

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<thead>
<tr>
<th>Year</th>
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<tbody>
<tr>
<td>2025</td>
<td>37.5%</td>
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<tr>
<td>2025-2030</td>
<td>44.9%</td>
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<tr>
<td>&gt;2030</td>
<td>17.6%</td>
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4.4 Incentives for Future Investment

There are marked differences in regional emphasis between respondents, in terms of the travel patterns or economic benchmarks that they are watching out for in order to feel confident in investing more marketing and advertising dollars.

**Europe**

Visible signs which are leading respondents to give momentum to their investments include the opening of smaller stores, restaurants, and other public places, and the reopening of international borders, which will allow people to travel without major restrictions. However, organisations noted that the job market needs to pick up.

**North America**

A strong vaccine drive across the country will bring investment confidence back, and the easy movement of domestic passengers will boost performance. The opening of international borders will serve as a good sign for many.

**APAC**

Spending on luxury services and items has reduced drastically since the pandemic. Respondents are closely monitoring all the government policies and regulations to help develop their strategies and operations. If favourable, these measures may stimulate better revenue generation and a steady inflow and movement of people into the countries of the region. More bookings, either direct or through affiliates, are what would drive some organisations to increase their advertising budget. These respondents are watching the demand trends closely, so that they can increase their budgets appropriately.

**MEA**

Respondents in this region are watching the inflow of customers from countries they typically see visitors from, but that are under lockdown now. The restoration of access to public places is something that some respondents have been counting on, as such organisations will need to be eligible to accommodate larger crowds in close proximity.
Key Suggestions

01
Building loyalty, trust, and awareness of product offerings through brand promotion are the principal motivators driving companies to invest in promoting brand over performance.

02
Options for effective targeting, personalisation, and integration with programmatic are key features of CTV and video campaigns that are helping travel companies to educate consumers and convey brand messaging.

03
Travel marketers feel prepared for the Cookieless World, with many having advanced data tracking capabilities and alternative methods of direct outreach to consumers.

04
COVID-19 vaccination roll out, and increasing public confidence leading to rises in domestic travel and revenge tourism are indicators that travel brands are looking out for before increasing advertising budget.
Conclusions Drawn On Challenges, Opportunities, & Trends

Finally, we asked our respondents for any last thoughts they might have on challenges, opportunities, or the next big thing for travel advertisers. Featured responses included the following:

- **There is a bright future for digital tools like robotics and AI in advertising especially in delivering a personalised advertising experience for the travel industry.**
  - Sofitel Dubai The Palm

- **Safety and hygiene protocols will be the next big thing for travel advertisers along with operations and management.**
  - Jumeirah Hotels and Resorts

- **Travel advertisers should seek collaboration with non-core participants like insurance companies etc. to make travel more secure.**
  - Hilton Worldwide

- **Content is the most important part of advertising now. The more disruptive the content is the better it would be to attract potential customers.**
  - Travel Oregon

- **Group travel, for instance with the extended family or with friends will be lower in the next couple of years, because of the social distancing methods. Business travellers, family and couple travellers will increase.**
  - Vail Resorts, Inc

- **There are challenges when it comes to increasing the demand. Hotels will have to reiterate their brand value to consumers through carefully selected marketing campaign themes.**
  - Marina Bay Sands

- **The challenges are definitely related to the pandemic and the financial crisis it has caused. Negative effects on the GDP and the employment status of individuals will affect the demand for the travel and hospitality sector.**
  - Melco Resorts & Entertainment
We need to believe in the vaccine and plan advertising campaigns that instil the necessity of getting vaccinated within the campaigns.

– Asian Trails –

It is going to be difficult to choose a specific demographic that we can target in the future.

– Universal Studios Singapore –

Travel advertisers have to concentrate on maintaining a positive relationship with clients on social media. They need to be very attentive about any concerns that are raised on social media platforms, solving issues promptly.

– Panda Hotel –

Customers want to get a seamless experience each time they make a purchase. Optimisation of the website and customer service quality are things that cannot be taken lightly. Marketers can share their feedback on these aspects of the business.

– Six Senses Hotels Resorts Spas –

There needs to be discipline in investments this year. Too much aggression can lead to false moves which can collapse the efficiency of certain advertisement campaigns.

– Allegroitalia Hotel & Condo –

For travel advertising, there will be more focus on affiliate marketing. I would say that the increase in travel bloggers should be useful for our advertising purposes.

– Shangri-La Hotels and Resorts –

It would be nice to believe that organizations are working towards sustainability and travel advertisers are strategizing on adding it to their campaigns in the future.

– Starhotels –

Views are important in advertisement and the better the content, the better the chances of lead generation. Keep it disruptive is what I would say.

– Mount Juliet Estate & Golf Club –

Competition will increase once things start getting back to normal. It’s important to be prepared for that.

– Europapark –

I would suggest not to over invest in technology but time in creating multiple strategies according to potential situations that we could face in the future.

– Cheval Blanc –
A survey has been carried out with senior decision makers in APAC (99), EMEA (101), NA (80) and UAE (20), who own the Marketing/Advertising budget for a hotel, attraction, or tourism brand (e.g. Head of Marketing, VP Marketing, Hotel General Manager, Hotel / Attraction Owner, Marketing Director, Media Director, Digital Director, VP Digital, Revenue Manager, Director of eCommerce).

### REGION

- **27%** America
- **7%** UAE
- **33%** EMEA
- **33%** APAC

### JOB SENIORITY

- **36%** GM/VP
- **57%** Director/Head
- **7%** C-Level

### TRAVEL SECTOR

- **21%** Attractions
- **72%** Hotel
- **7%** Tourism
Most respondents (72%) work in the Hotel sector. 21% work in Attractions, while 7% are in Tourism. Most of the organisations (41%) have an Annual Budgeting Revenue of between US $50,000 and $249,999. 25% have an Annual Budgeting Revenue of between US $250,000 and $449,999.

**JOB ROLE**

![Job Role Pie Chart]

- 30% Marketing
- 18% Others
- 14% Revenue
- 11% Digital Marketing
- 9% Digital
- 8% eCommerce
- 5% Media
- 4% C-Suite/Executive
- 1% Performance Marketing

**ANNUAL BUDGETING REVENUE**

- 41% $50,000 USD – $249,999 USD
- 25% $250,000 USD – $499,999 USD
- 12% $500,000 USD – $999,999 USD
- 10% $1 Million – $9.99 Million USD
- 11% $10 Million or more USD
ABOUT DIGITAL TRAVEL APAC

Worldwide Business Research (WBR) started the Digital Marketing conversation in 1999—before anyone else—and we've led the discussion ever since. Since then, we've been fortunate to collaborate with thousands of travel brands - from massive Fortune 500 institutions to small, scrappy startups - to deliver tangible and lasting growth to over 10,000 travel leaders. And they keep coming back.

We help travel leaders improve their business performance through the sharing of real-world case studies, unique interactive formats and facilitated networking. The Digital Travel community is an unbeatable place for airlines, hotels, OTAs, Metasearch and Tourism Boards to network with their peers and for solution providers to share thought leadership and support the digital travel ecosystem.

ABOUT WBR INSIGHTS

We use research-based content to drive conversations, share insights and deliver results. Connect with our audience of high-level decision-makers in Europe and Asia from industries including: Retail & eCommerce, Supply Chain & Procurement, Finance, as well as many more. From whitepapers focused on your priorities, to benchmarking reports, infographics and webinars, we can help you to inform and educate your readers and reach your marketing goals at the same time.

For more information, please contact us at gwbrinfo@wbresearch.com

ABOUT SOJERN

Sojern is a leading digital marketing platform built for travel marketers. Powered by artificial intelligence and traveler intent data, Sojern activates multi-channel marketing solutions to drive direct demand. 10,000 hotels, attractions, tourism boards, and travel marketers rely on Sojern annually to engage and convert travellers around the world.