



REPORT

# Above and beyond

Maximizing ROI in Travel with Advanced  
Programmatic Advertising Strategies

# Welcome aboard



Demand for travel has remained strong in 2023, sustaining upward trends from 2022. [Delta](#) filed record profits in the second quarter of 2023. Meanwhile, [Air France-KLM](#) recorded its highest summer season operating profits ever. Several [cruise ship ports of call](#), like Juneau, Alaska, and Venice, are even starting to limit the crowds allowed to disembark. Clearly, people are on the move and eager to see the world again. Continued growth in the industry, however, will require solid strategies.

While 2022 was a year of recovery, 2023 was a year of innovation and reinvention. Artificial Intelligence offers several opportunities for greater efficiency, namely through better campaign targeting and more precise recommendations. Internal survey data compiled by RTB House and

presented in this report reiterates that personalization is key to more effective travel campaigns. In addition to personalized offers, visually striking creatives still play a vital role in winning over would-be travelers. However, knowing how to personalize while also shifting away from the third-party cookies presents one of the biggest challenges ahead.


Insights in this report shed light on the current trends in advertising in travel and hospitality and present findings from major markets on consumer sentiment. 2024 is gearing up to be another busy year, but not one without challenges. It's time to capitalize on buoyant demand by inspiring travelers and enhancing the booking journey.



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# Where Travel and Hospitality is right now



Travel demand has shown resilience in 2023 despite factors that would normally temper consumer sentiment. Higher fuel costs and other inflationary pressures have apparently not discouraged people from taking trips. Tourist arrivals? Up. Hotel searches? Up. Traveler sentiment is also up since 2022. Industry data shows shifts in consumer preferences and purchasing habits—notably trip frequency, amount of time planning, and the type of trips people are taking. More flexible office work policies have blurred the lines between work and leisure, making the “workation” more popular than before.

Data from the United Nations World Tourism Organization (UNWTO) suggests a marked upward trend in many of the metrics the body tracks. Together with the independent research firm TCI Research, the UNWTO found that traveler sentiment is up 37% compared to 2022. The metric aggregates opinions on destinations, accommodations, and tourism-related activities, as well as the willingness to book trips.

Meanwhile, accommodation marketing platform Sojern recorded a 24% YoY increase in hotel searches and bookings, and a 26% rise in short-term rental reservations, showing increasing demand for hotels and short-term rentals.



# United Nations World Tourism Organization, YoY:

**+37%**

Overall traveler sentiment

**+43%**

International tourist arrivals

**+31%**

Actual air reservations

**+24%**

Hotel searches and bookings

**+26%**

Short-term rental bookings

Sources: [UNWTO, TCI Research, Sojern](#)





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