



Capture the Travel Boom with DOOH

Travel and tourism activity continue to surge, setting the stage for another high-demand season for airlines, hospitality, rental, and transit companies.

\$4.5 billion

projected to be spent on digital advertising by the US travel industry in 2023¹

79%

of Americans are planning to travel for leisure in the next six months²

80%

of US travelers plan on upgrading their travel accommodations this year leaning towards luxury³

90%

of insured travel was for international destinations, marking the first time international travel matched pre-pandemic levels.⁴

Source: ¹eMarketer 2022 ²U.S Travel Association, 3/03/2023, ³Forbes January 2023, ⁴Squarmouth Travel Insurance 2023



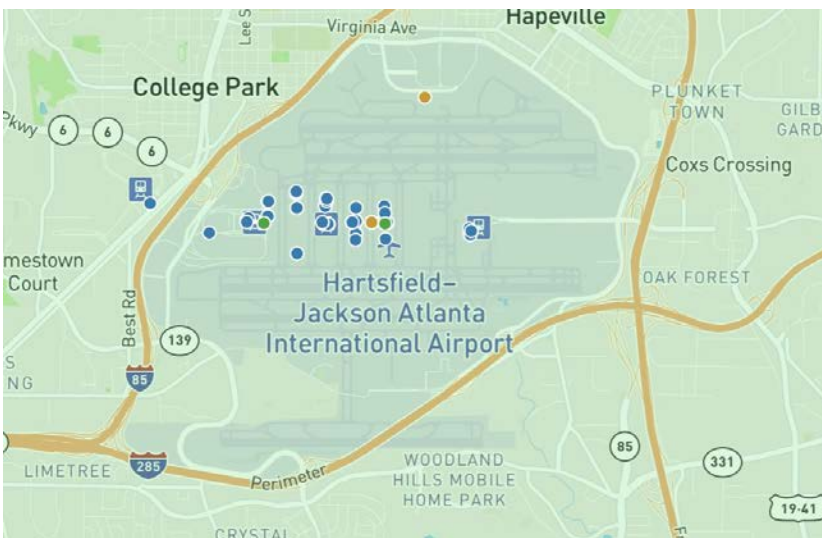
Leverage Advanced Targeting Capabilities

- Location at any level of granularity - from nationwide to city, DMA, zips, and hyperlocal points of interest
- Venue or asset categories
- 1st and 3rd party audiences
- Daypart against specific events

Air Inventory

Engage travelers with airport assets prominently placed in concourse areas, shops, restaurants and bars, gates, lounges, and baggage claim areas.

Sample map of Atlanta Hartsfield Jackson International Airport



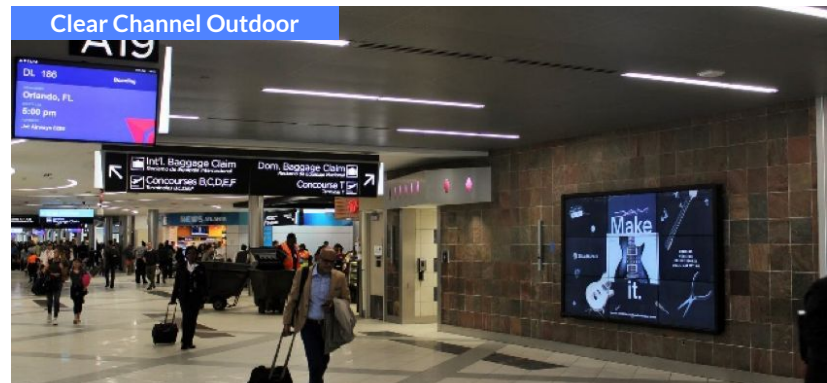
- Total Screens: 108
- Impressions (4-week): 27M

Publisher screens

Reach TV	
Intersection Air	
Clear Channel Outdoor	



Reach TV

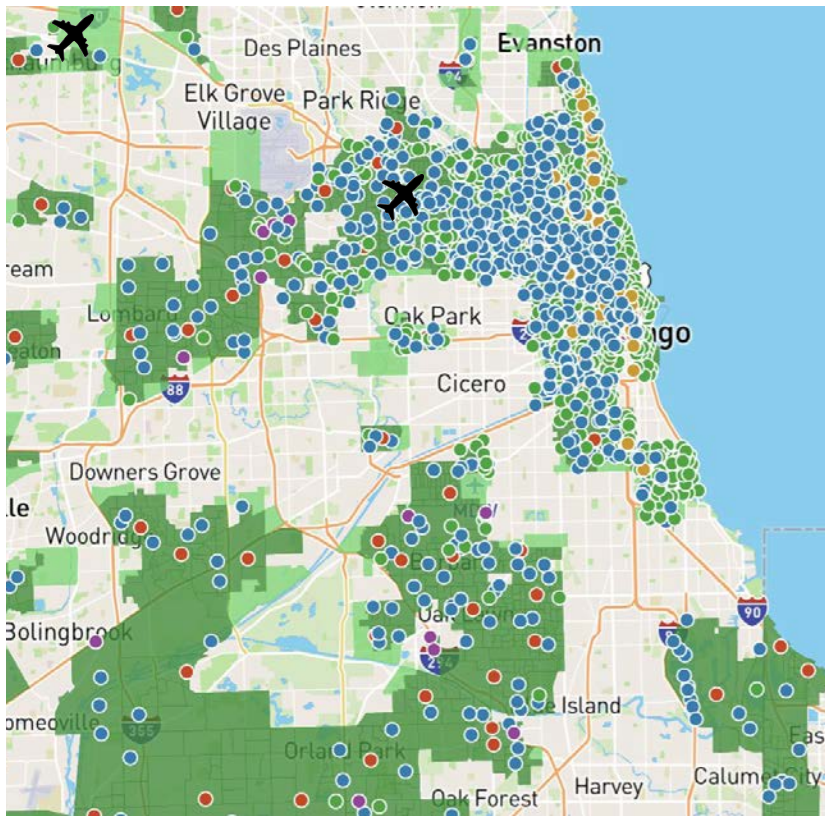


Clear Channel Outdoor

Moving Media & Transit





Leverage eye-catching placements on top of rideshare vehicles and taxis, as well as panels mounted on the rear of delivery vehicles, semi-trailers, and transit buses. Get in front of travelers at mass transit platforms and stations as they commute to the airport and to their destinations.

Target by city & audience segment: Sample map showing *moving media and transit* inventory in Chicago that have a high-index for a 'frequent traveler' audience



- Total Screens: 3,010
- Impressions (4-week): 1.2B

Publisher screens

Firefly	
Octopus	
Intersection Cities and Transit	
Clear Channel Outdoor	
ReachTV	

Legend

O'Hare & Midway Airports	
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