



# 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.

**\$7.2 billion**

projected to be spent on digital advertising by the US travel industry in 2024 <sup>1</sup>

**40%**

of Americans plan to travel more in 2024 than in 2023 <sup>2</sup>

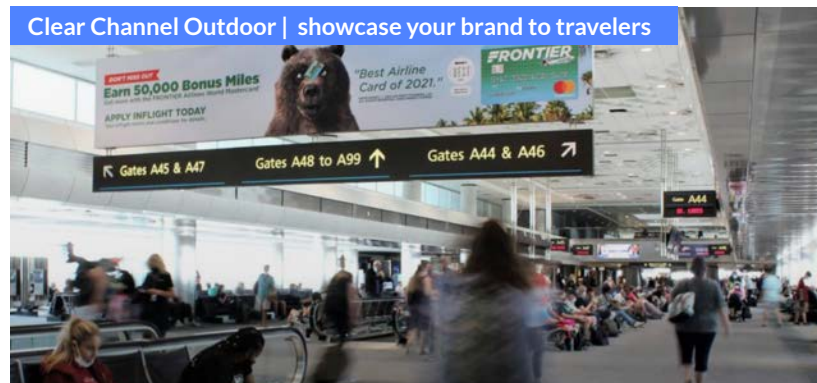
**58%**

of Americans plan to use points or travel rewards for travel expenses <sup>3</sup>

**4.7 billion**

passengers across the world are expected to fly in 2024 <sup>4</sup>

Source: <sup>1</sup> Statista, 2024, <sup>2</sup> Forbes, 2024, <sup>3</sup> IPX1031, 2023, <sup>4</sup> International Air Transportation Association, 2023



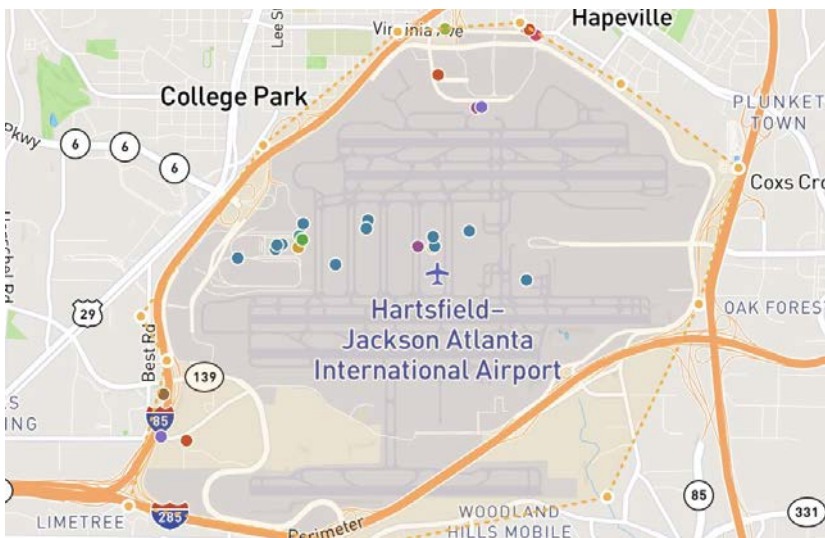
## Leverage Advanced Targeting Capabilities

- Screen 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.

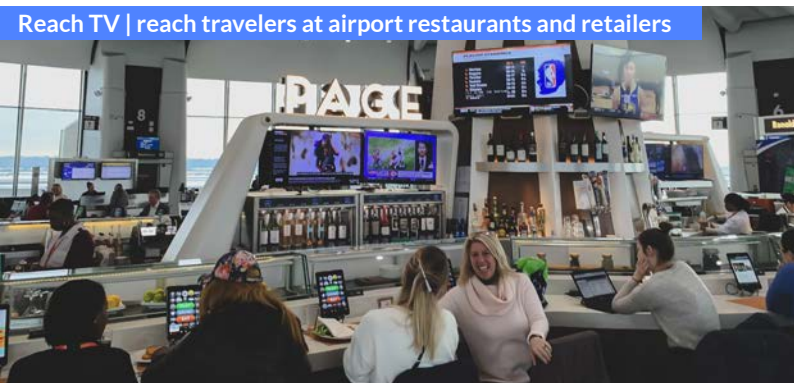
Sample map of showing **airport** inventory at Atlanta Hartsfield Jackson International Airport



- Total Screens: 148
- Impressions (4-week): 140M

### Publisher screens

Reach TV	<span style="color: blue;">●</span>
AMC Networks	<span style="color: green;">●</span>
Intersection Air	<span style="color: yellow;">●</span>
Atmosphere TV	<span style="color: red;">●</span>

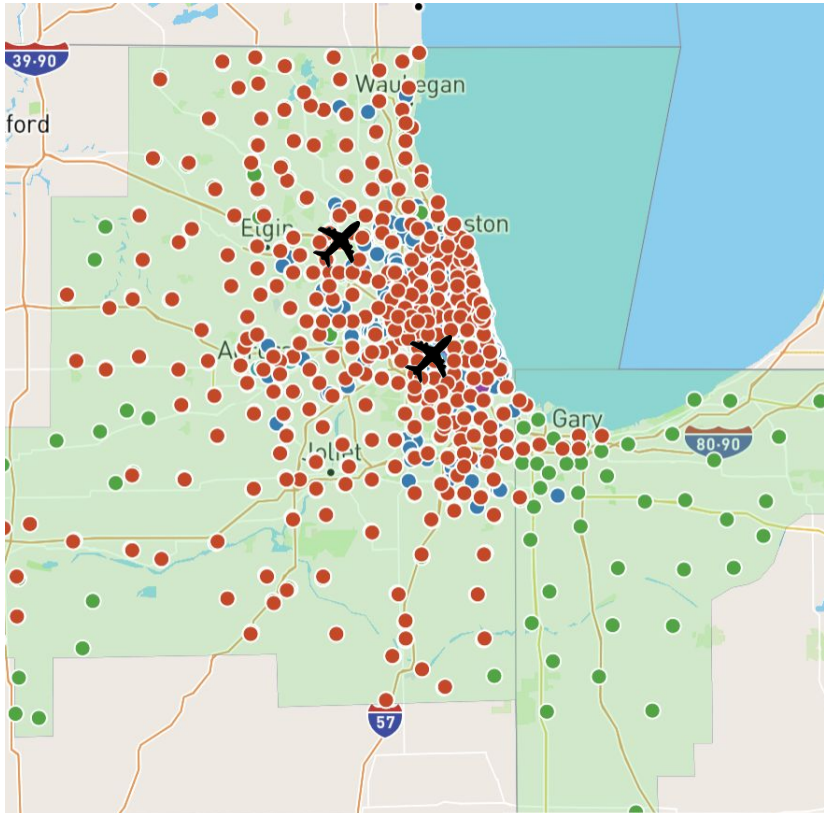




## Moving Media & Transit

Leverage eye-catching placements on top of rideshare vehicles and taxis. Get in front of travelers at mass transit platforms and stations as they commute to the airport and to their destinations.

Target by city: Sample map showing *moving media and transit* inventory in Chicago.



- Total Screens: 2,874
- Impressions (4-week): 785M

### Publisher screens

Uber	●
Firefly	●
Octopus	●
Intersection Cities and Transit	●
Smart City Media	●
Clear Channel Outdoor	●
AdStash	●

### Legend

O'Hare & Midway Airports	✈
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Firefly | reach tourists and locals in every neighborhood



Intersection | reach commuters planning their next trip

