

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.

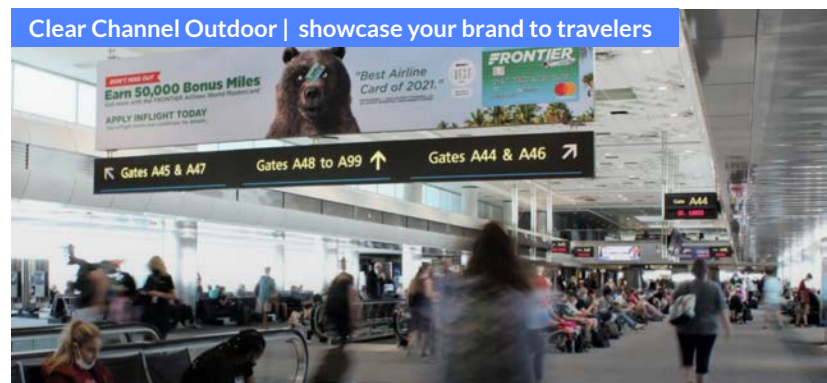
80% of Americans plan to travel at least once in 2025¹

\$7.2 billion Was spent on digital advertising by the US travel industry in 2024²

\$1.35 trillion will be spent on travel by US consumers in 2025³

5.2 billion passengers across the world are expected to fly in 2025⁴

Source: ¹ MMGY Travel, 2024, ² Statista, 2024, ³ US Travel Association, 2025, ⁴ International Air Transportation Association, 2024



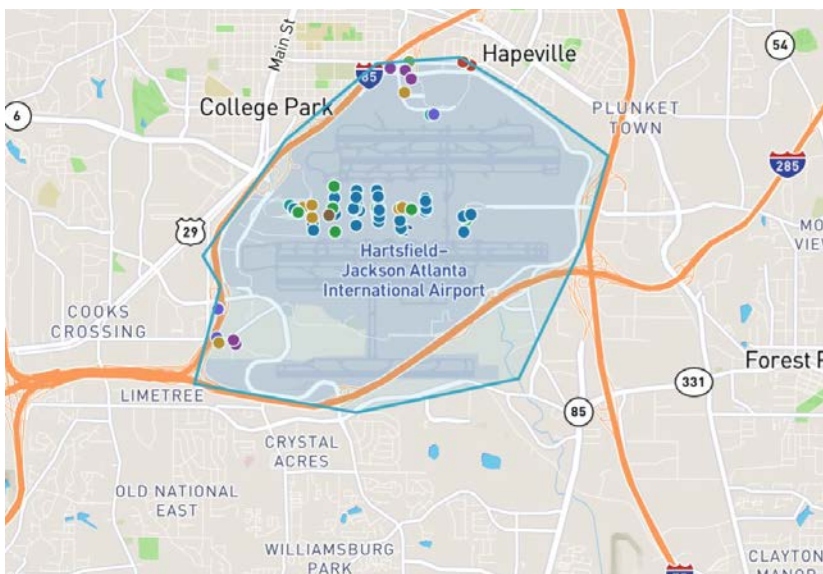
Leverage Advanced Targeting Capabilities

- 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: **195**
- Impressions (4-week): **262M**

Publisher screens

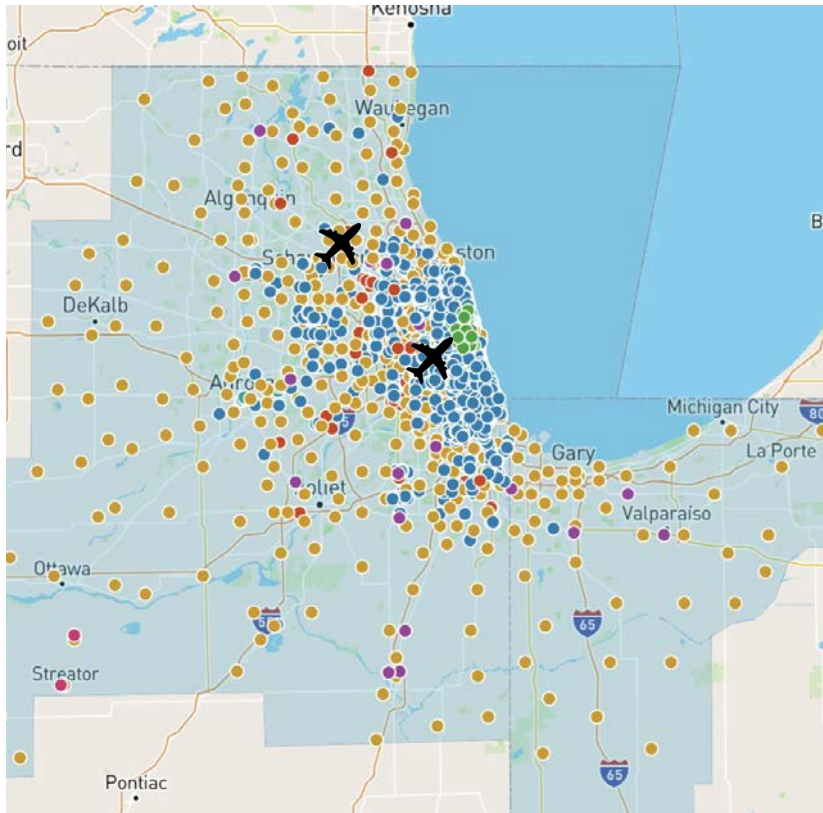
Reach TV	
AMC Networks	
Atmosphere TV	
Clear Channel Outdoor	
NRS	



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: 3,317**
- **Impressions (4-week): 1.2B**

Publisher screens

Firefly	
Intersection Cities and Transit	
Octopus	
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

