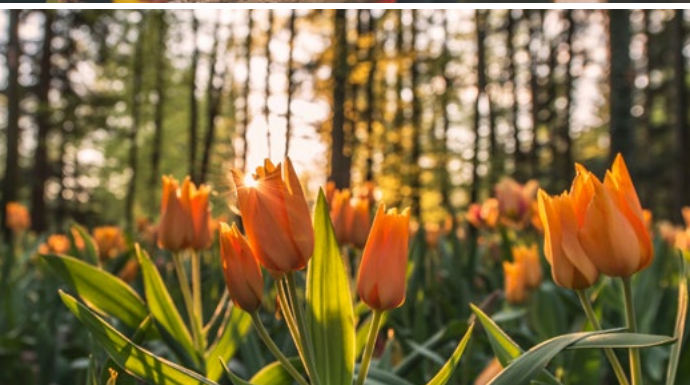




Sojern's Spring & Summer Travel Insights

Understanding & Marketing to the North American Traveler



Introduction

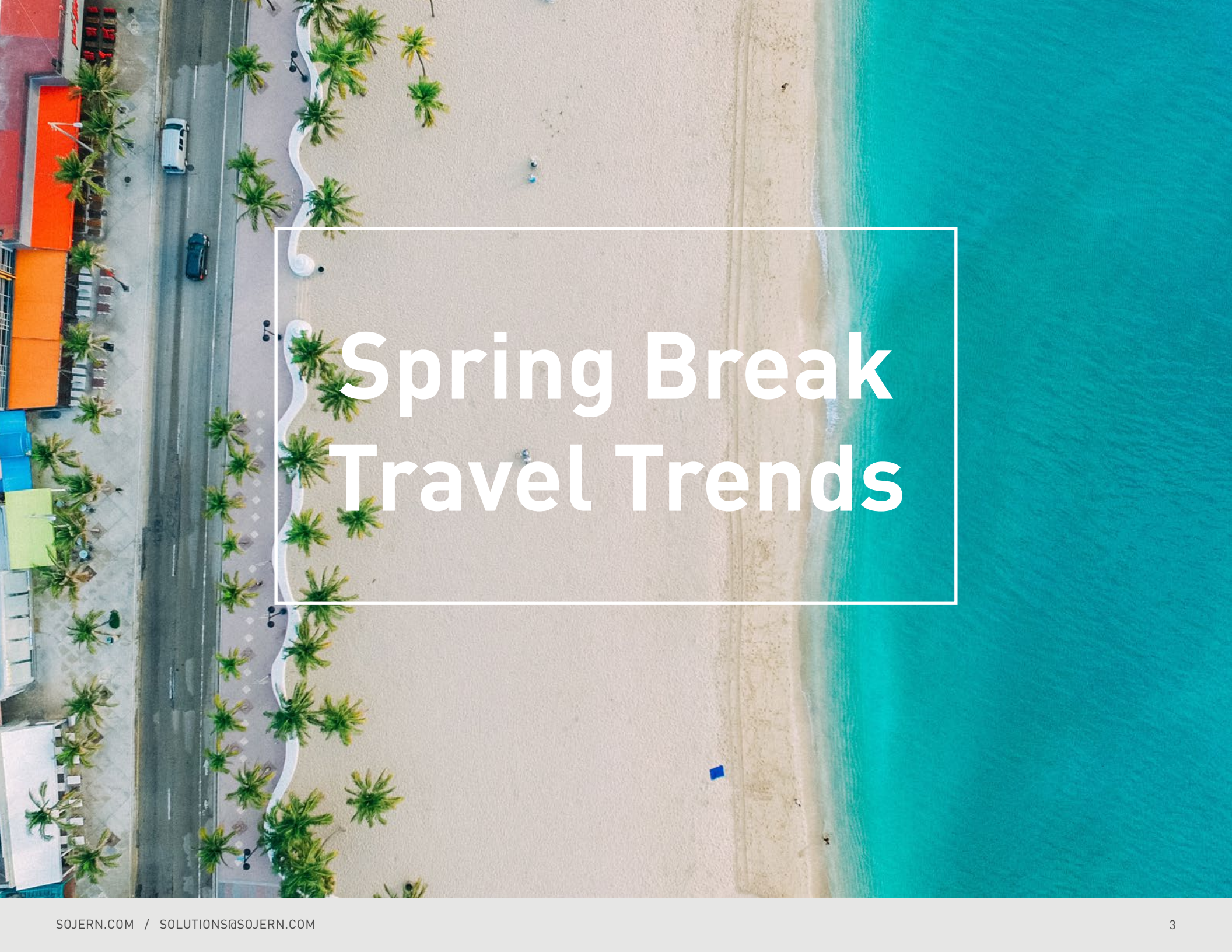
When the weather warms up, so too does travel. Starting early in the spring, 65.1 million Americans look to travel for Spring Break.¹

In the summer, travel continues to climb: 21% of US travelers report that they take trips for vacation or sightseeing. During the rest of the year, that number drops to a mere 12%.² And, planning for spring and summer travel starts earlier than you might think: **39% of Q1 searches are for Spring and Summer travel.**

Our Spring & Summer Travel Insights examine seasonal travel trends while offering expert advice on what you can do to ensure your marketing campaigns are ready to capture warm weather travelers.

Backed by our rich 350 million traveler audience profiles, billions of travel intent signals and insights from industry-leading travel marketers—you can be sure your brand is top of mind during spring and summer travel shopping.



An aerial photograph of a tropical beach scene. On the left, a paved road runs vertically, with a white van and a dark car visible. To the left of the road are buildings with bright orange and blue roofs, and a row of palm trees. To the right of the road is a wide, sandy beach. A white, wavy line of palm trees separates the road from the beach. The ocean is a vibrant turquoise color, meeting the sand at a gentle shoreline. The text "Spring Break Travel Trends" is overlaid in a large, white, sans-serif font, centered within a white rectangular border that spans across the middle of the image.

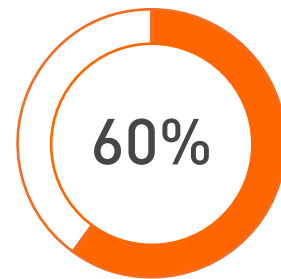
Spring Break Travel Trends



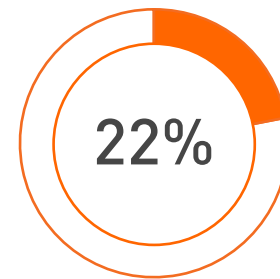
As soon as the snow thaws, travelers—up to 65 million—take flight and enjoy Spring Break getaways. Whether you're a tourist board, hotelier, airline, or any member of the travel industry, understanding Spring Break travel trends allows you to plan the most strategic campaigns and get travelers thinking about your brand before they book. Let's take the Caribbean—a classic Spring Break spot—as an example.

WHO'S TRAVELING?

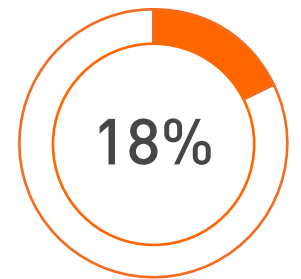
We looked at searches from the US to the Caribbean in order to see which locations pull a high percentage of families, couples, or solo travelers.



**of flights are
for a party of one
during Spring Break.**



**of Spring Break
searches are made up
from couples.**



**of Spring Break trips
to the Caribbean are
family travel.**

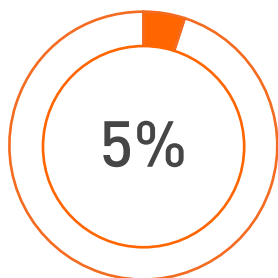
WHERE ARE THEY GOING?

While all Caribbean destinations offer lots of sun and surf, they attract different types of travelers:

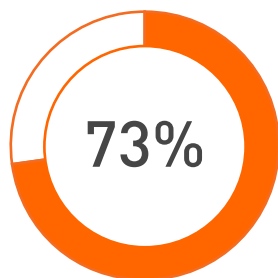
- The most romantic destinations—those that are the most popular with couples—include Aruba, Sint Maarten, and St. Lucia; each see nearly a third of flights coming from couples.
- Families flock to the Cayman Islands and The Bahamas—parties of three or more make up one quarter of flight searches for both destinations.
- 78% of flights for Trinidad and Tobago and 85% of flights for Haiti are searched for by solo travelers.

HOW LONG ARE THEY STAYING?

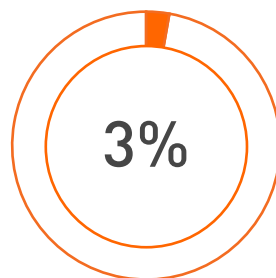
The most popular duration for a Spring Break getaway is roughly a week—which lines up with Spring Break schedules for school-aged children and those in college. It's no surprise that families lead the charge for week long travel:



of families
look for trips of 0-3
days do the same.



of families
are looking for trips
of 4-7 days.



of families
are looking to stay
12 or more days.

SPIKE IN SPRING SEARCHES

Looking to market to Spring Break travelers? Insights like these can help you plan your upselling or package efforts. **For instance, consider targeting family and solo travelers differently: ads for family packages should promote extended stays or week-long getaways, whereas ads for solo travelers should focus on shorter stays.**

Beyond content, it's also important to know when you should run your Spring Break campaigns. There's a significant surge in spring searches in Q1, including:

21%

YoY increase in Spring Break
travel searches in February.³

39%

of Q1 searches are for spring
and summer travel.⁴

Take advantage of spring and summer travel surges by launching your campaigns in early Q1.



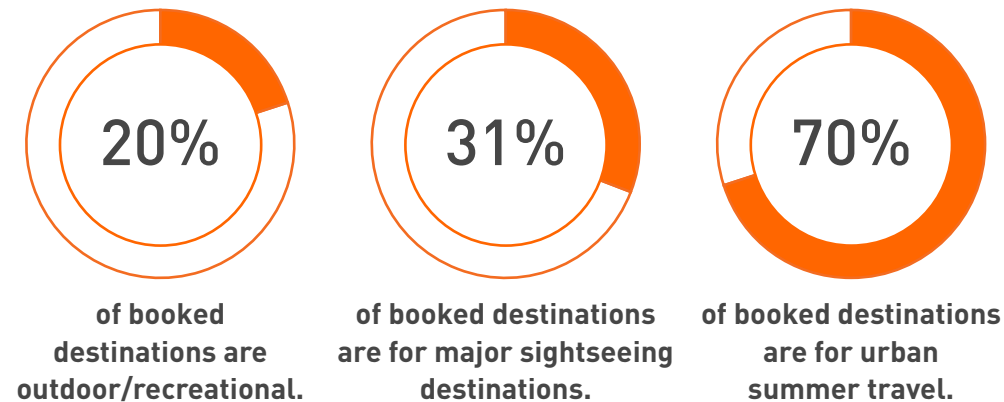


Summer Travel Trends

Summer Travel Trends

With warmer temperatures and kids out of school, summer is an ideal time for travel. Based on our hotel search data, big cities like New York City and Chicago dominate summer hotel bookings. But summer vacationers are also looking to get away from it all and head outdoors. More than 50% are booking hotels in destinations known for sightseeing and outdoor/recreational activities.

SUMMER 2016 TRAVEL FUN FACTS



SUMMER SEARCH TRENDS

Here are a few top destinations, preferred travel times, and summer search trends coming out of our [Global Travel Insights Report](#):

- Las Vegas, Miami, New York City, Orlando, and Los Angeles top the short-haul destinations searched for last summer.
- London, Paris, and Rome were international summer search hot spots.
- 12% of short-haul summer searches were for travel of 12 days or more.
- 44% of long-haul searches were for 12 days or more.





SUMMER EVENTS DRIVING TRAVEL

With music festivals looking to draw a whopping 32 million people next year, it's safe to say that North Americans go where the music is. We saw upticks in travel all over the US, including to the Governor's Ball in New York City. Music lovers from Chicago, Miami, and San Francisco flocked to NYC for the festival this year, for example.

Copa America was also a big draw this past summer. It was the first time the US hosted the tournament, and we saw people from all over North and South America flock to cities hosting tournaments, like Seattle, San Francisco, and Orlando. Suffice it to say, **summer events are big drivers in the travel industry, and warrant travel marketers attention and strategic ad spend.**

This summer, events like the Lunar Eclipse in August 2017 will drive travelers from all over the world to Wyoming and nearby states—their clear skies and high altitudes promise some of the best views of this once-in-a-lifetime event.⁵ Sporting events like the Gold Cup, PGA, and Open Championship are also sure to draw travelers. And insofar as summer is always the time for music festivals, we're sure to see continued travel to cities hosting fests.

TURNING INSIGHTS INTO ACTION

Though events can drive travel, people are location and brand agnostic when they start planning holidays. In fact, travel industry analyst and advisor Henry Harteveldt notes that one in five travel planners don't actually know where they want to go when they start searching for a vacation destination.⁶ So use insights about which events drive North American travel, as well as general summer travel trends to prepare strategic campaigns—and launch those campaigns early. Knowing what drives North American travel allows travel marketers to prepare strategic campaigns to capture as many summer travelers as possible.

With so much indecision in the air, getting your brand and ads placed early in the planning phase is crucial for a successful start to the year.

Conclusion

USE A MULTI-PLATFORM STRATEGY

In order to drive awareness of your brand and break through indecisiveness, it's important to create strategic, targeted marketing campaigns.

Consider using video to get their attention. **106M of YouTube's unique users are travelers—3 in 5 of those watching travel videos use them to “narrow down their brand, destination or activity choices.”**⁷

But don't stop with video. Use a multi-platform strategy to drive real results for capturing travelers early—prospecting and retargeting users with Facebook, YouTube, native ads, mobile, display, and more.

HARNESS THE POWER OF DATA

Sojern's real advertising power comes from the data—and knowing what to do with it to find, understand, and reach a user when they are most likely to convert.

Through our exclusive Google DoubleClick partnership, our clients get access to new ad formats and inventory—and we're able to layer on our powerful audience data and insights to help you reach the right people at the right time, across the entire travel planning journey.

EARLY BIRD GETS THE WORM

Year after year, travel marketers see a surge in spring and summer travel searches during January and throughout the first quarter. **Historically, there are more travel searches in Q1 than Q2.**

Q1, then, is the ideal time to launch your spring and summer campaigns.

Get ready for the spring and summer travel search surge by connecting with your Sojern representative to plan the best mix of platforms, formats, and devices.

Notes

- 1 TSA. March, 2016. “TSA prepared for million of spring breakers.”
- 2 United States Department of Transportation. “National Household Travel Survey Summer Travel Quick Facts.”
- 3 Google Trends, February 2015, United States.
- 4 Sojern Insights, November 2016.
- 5 Travel and Leisure, August 2016, “Make Your Plans Now for 2017's Solar Eclipse.”
- 6 Sojern Blog, 21 June 2016, “4 Ways to Tackle your Travel Marketing Objectives.”
- 7 MediaPost, September 2016, “Programmatic Video Moves the Needle for Travel.”



Sojern is the travel industry's leading performance marketing engine. Through Sojern's Traveler Platform and billions of traveler intent data signals across online and mobile channels, we put more heads in beds, travelers in seats, and tourists in towns for our clients worldwide.

www.sojern.com

Sojern's reports are based on the rigorous analysis of more than a billion traveler intent data points, obtained through Sojern's unique partnerships with some of the world's most renowned travel brands. The insights available through this analysis enable brands to deliver the right messages to the right traveler at the right time through display, video, mobile, and social advertising. For more travel insights, see our resource center at www.sojern.com/knowledge-base/.