

HOLIDAY PLAYBOOK

Deck the Halls with GroundTruth's Travel & Tourism Advertising Strategies

With consumers taking time off during the holidays or wanting to escape the winter cold, strategically targeting potential travelers can help boost demand to specific destinations or interest in travel packages.

In this playbook, we'll highlight:

- Relevant traveler trends
- Benefits of an omnichannel approach
- Top strategies that will help you connect with potential travelers

Overview

The holidays are a time when many across the U.S. prepare to take vacation, travel, and create unforgettable memories. In fact, Forbes found that an estimated 115 million Americans traveled during the 2023 holiday season¹.

Discover how you can stand out in this valuable market and use GroundTruth's tactics and platform to attract your ideal audience while driving real business results within the travel & tourism vertical.



Holiday Insights: Tourists & Travelers

GroundTruth captures relevant travel insights during the holiday season, allowing you to delve into audience specifics and explore demographic and categorical breakdowns from our first-party data. What are some of the most noteworthy observations related to merry travelers?

Top Indexing Audience Groups who Travel During the Holiday Season²



Mall Shoppers



Foodies



Frequent Travelers

Top Indexing Category Locations for Travelers During the Holiday Season²



Airports



Car Rentals



Hotels

GroundTruth Audience Targeting

GroundTruth’s first-party Behavioral and Location Audiences are built on consumer visitation patterns and demographic data, allowing you to target audiences more likely to embark on holiday travel adventures.

Sample of Behavioral Audiences

- Rental Car Visitors
- Travel Accommodations Visitors
- Frequent Travelers
- Hotel & Motel Visitors

Sample of Location Categories

- Airports
- Bus Stations
- Car Rentals
- Hotels



Did you know?

During the holiday months, both in-state and out-of-state travel and tourism saw the highest peak of foot traffic on Saturdays. Furthermore, the age group most likely to travel during the holidays was individuals aged 65+².

Leverage these insights to effectively target potential holiday travelers.



Suggested Holiday Strategies for Travel & Tourism



Proximity Targeting

Reach potential travelers by geofencing around points of interest related to travel such as airports, train stations, and car rentals.

This real-time location tactic allows you to drive more visits to your location.



Weather Triggering

Weather plays a large role in influencing consumers to travel. Especially during the holiday season, people may want to escape to warmer climates.

Related weather triggers may include:

- Rain Probability
- Temperature
- Snow
- Wind



Retargeting

Target potential travelers based on locations they frequented in the past. If travelers displayed foot traffic at airports or bus stations in the past, they may be thinking about traveling again in the future.

Reach audiences across:

- Mobile
- Desktop
- CTV/OTT



Custom Audiences

Create tailored segments for potential travelers by layering visitation data, behavioral attributes, demographic details, first-party data, third-party data, and/or CRM data.

Target custom audiences like:

- Luxury Travelers

Creative Spotlight

■ QR Codes

Advertising on CTV/OTT is extremely effective for the travel and tourism vertical to showcase vacation destinations in high quality. QR codes allow travelers to easily scan for more information.

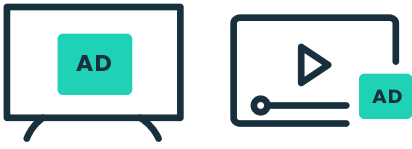
■ Dynamic Creative

Leverage engaging creative to captivate potential travelers' attention and stand out from competitive destinations.



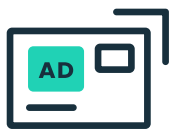
An Omnichannel Approach

Increase brand awareness and drive holiday visits, bookings, and conversions with a multi-channel strategy.



CTV | OTT

Leverage content level targeting to reach households with specific interests, such as travel and outdoor activities.



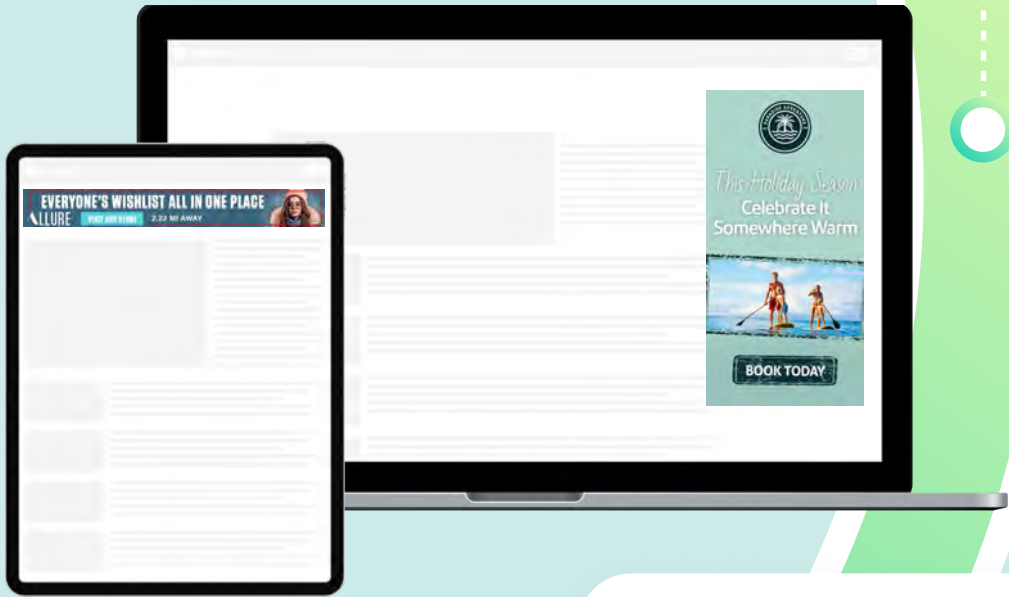
Direct Mail

Personalize your messaging and offer holiday-themed specials to capture the attention of travelers.



Desktop | Tablet

Retarget and emphasize your message across multiple devices.



Digital Out-of-Home (DOOH)

DOOH is a great channel to utilize when attracting potential tourists and travelers, as they are likely to view ad placements in busy tourist destinations.



More Options

Extend your advertising with print, linear TV, and full-page magazine ads with Addy, a division of GroundTruth.



Mobile

Reach people during multiple touchpoints along their journey as they travel throughout the holidays.



Success Story Spotlight

The Martin County Office of Tourism partnered with GroundTruth to boost local tourism by driving more visits to the county. With a comprehensive omnichannel strategy, this campaign effectively engaged prospective travelers across mobile, desktop, and connected TV (CTV) devices.

Real-World Solutions

- **Audience Targeting:** Targeted audiences based on a mix of visitation and demographic information, such as Outdoor Enthusiasts, Beach Lovers, Budget Hotel Visitors, and more. Layered in additional audience targeting based on past visitation to specific locations such as Beaches.
- **Location Targeting:** Connected with travelers and residents across the south and northeast regions of the U.S.
- **Weather Triggering:** Provided contextually relevant, tailored, and timely messaging to potential travelers based on the local weather.



Results



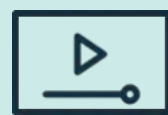
1K+

Visits driven by
GroundTruth media



0.42%

Average Click-Through Rate



94%

Video Completion Rate
on CTV ads

About GroundTruth

GroundTruth is a media platform that drives in-store visits and other real business results.

¹. Forbes, ². GroundTruth Visitation Data



@groundtruthco



Real-world behavior. Real business results.

groundtruth.com