Taboola

TRAVEL

GLOBAL TRENDS IN NATIVE ADVERTISING

TABOOLA'S DATA- DRIVEN TO DISCOVERY

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Source: Taboola, Internal Data 2018

Travel Brands and the Current Discovery Landscape

Travel is one of the leading industries in digital advertising, with substantial growth predicted in ad spend in the coming years, according to eMarketer.

Taboola has seen similar trends—data from the Taboola network shows a **21.97% increase in travel-related impressions** from 2016 to 2017 from advertisers like TUI Group, Secret Escapes, Austria Tourism and more.

For the purposes of this report, travel marketers come from all types of businesses—including international airlines, vacation sites, travel products and more.

This report is packed with data to help travel marketers understand their competitive advantage and opportunities on the open web, based on over **8 billion impressions** and exactly **7,842,454 clicks**.

Data includes an assessment of market opportunity, and industry benchmarks on campaign insights and user behavior—opportunities that can be capitalized on through the use of tools like Taboola Backstage, Data Marketplace, Retargeting, Campaign Scheduler, Geotargeting tactics and more.

Throughout our report you'll see references to 'spend percentage,' indicating supply, and both click-through-rate 'CTR' and 'calibrated CTR,' indicating demand. 'Spend percentage' is the percentage of all spend promoting travel content on the open web, 'CTR' is the ratio of clicks to views on a specific content recommendation, and 'calibrated CTR' is the same ratio, though calculations are made to eliminate the effect of placement location.

Digital Ad Spending by Industry, 2016 to 2021
US, Billions and % of Total, Source: eMarketer

	2016	2017	2018	2019	2020	2021
Retail	$15.70	$18.18	$20.54	$23.10	$25.73	$28.30
—% of total	21.90%	21.90%	21.90%	21.90%	21.90%	21.90%
Automotive	$9.06	$10.66	$12.23	$13.96	$15.80	$17.45
—% of total	12.70%	12.80%	13.00%	13.20%	13.40%	13.50%
Financial services	$8.71	$10.11	$11.30	$12.60	$13.90	$15.12
—% of total	12.20%	12.20%	12.00%	11.90%	11.80%	11.70%
Telecom	$7.85	$9.01	$10.08	$11.23	$12.41	$13.57
—% of total	11.00%	10.90%	10.80%	10.70%	10.60%	10.50%
CPG	$6.21	$7.27	$8.31	$9.45	$10.65	$11.89
—% of total	8.70%	8.80%	8.90%	9.00%	9.10%	9.20%
Travel	$5.92	$6.78	$7.56	$8.40	$9.25	$10.08
—% of total	8.30%	8.20%	8.10%	8.00%	7.90%	7.80%
Computing products & consumer electronics	$5.42	$6.28	$7.10	$7.98	$8.89	$9.78
—% of total	7.60%	7.60%	7.60%	7.60%	7.60%	7.60%
Media	$4.21	$4.79	$5.41	$6.09	$6.79	$7.47
—% of total	5.90%	5.80%	5.80%	5.80%	5.80%	5.80%
Entertainment	$3.43	$4.05	$4.67	$5.35	$6.09	$6.85
—% of total	4.80%	4.90%	5.00%	5.10%	5.20%	5.30%
Healthcare & pharma	$2.01	$2.32	$2.67	$3.06	$3.47	$3.81
—% of total	2.80%	2.80%	2.90%	2.90%	3.00%	3.00%
Other	$3.08	$3.54	$3.89	$4.22	$4.56	$4.93
—% of total	4.30%	4.30%	4.20%	4.00%	3.90%	3.80%
Total	$71.60	$83.00	$93.75	$105.44	$117.53	$129.26

Worldwide Trends: Opportunity by Time of Year

Travel Content Supply vs. Demand by Month, Worldwide

Data from travel campaigns on the open web worldwide indicate a month over month (MoM) change in both brand and consumer behavior. Throughout the year, supply of travel content is highest between June and July—with a notable **31%** increase in campaign spend.

Supply trends don't always match consumer demand—travel marketers aren't taking advantage of high engagement between March and May, specifically in April, where there is less supply and high consumer demand, indicated by a CTR that's even higher than the CTR in June and July.

Test expanding your budget between March and May, and especially during April.

Discovery Market Opportunity by Time of Year for the Travel Vertical Worldwide, 2017
Month over Month Supply of Travel Content* vs. Consumer Demand**, 2017
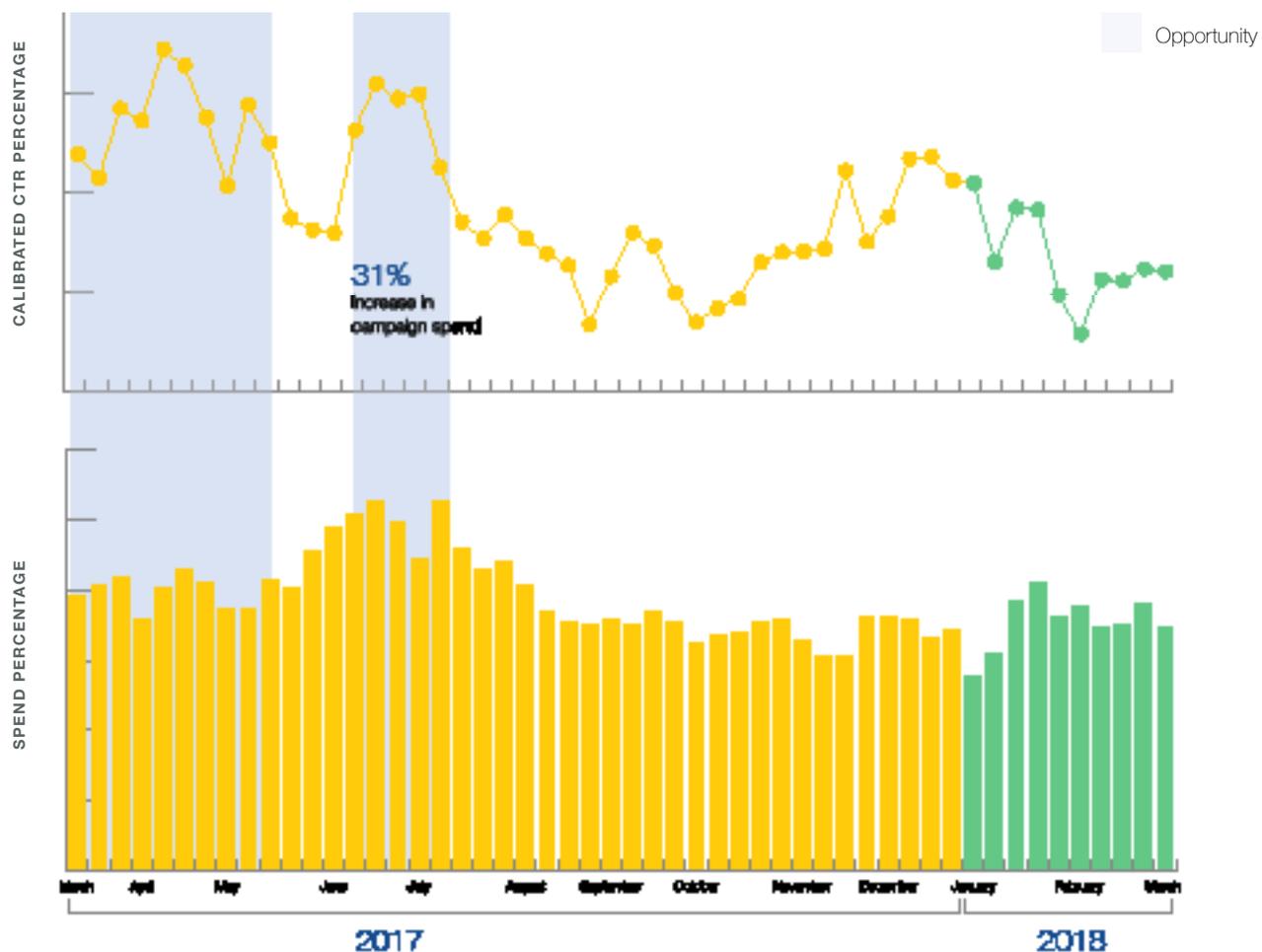
Opportunity

31%
Increase in campaign spend

2017   2018

*Supply is indicated by the percentage a market spends on travel content.
**Consumer demand is indicated by the average calibrated CTR for travel content.

Source: Taboola, Internal Data 2018

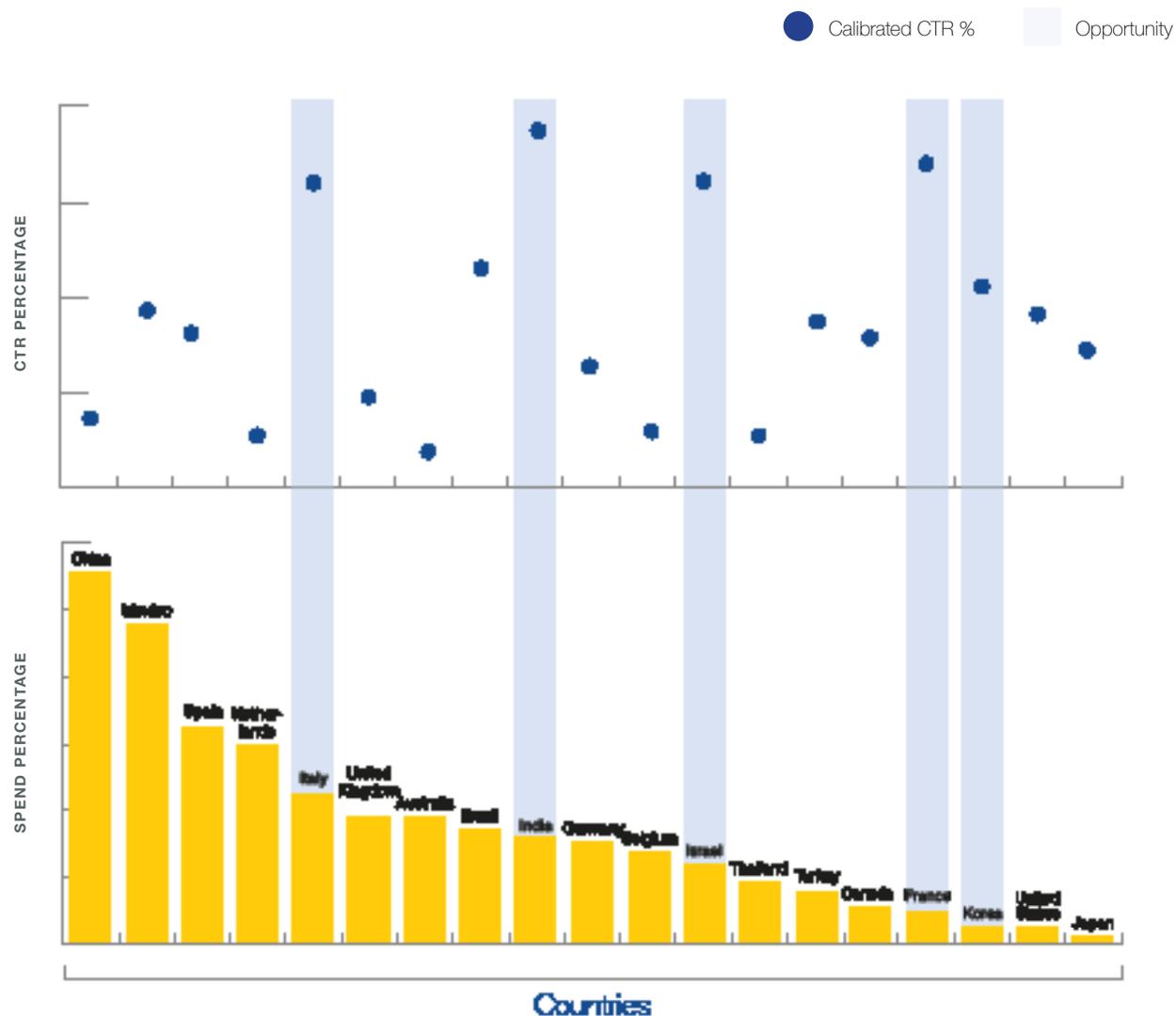# Worldwide Trends: Opportunity by Supply vs. Demand

Travel Content Supply vs. Consumer Demand by Country

Various countries have different market opportunity for discovery and native advertising. Market opportunity is defined here by the relationship between content supply and consumer demand for travel content in each country.

Countries with a low supply of travel content and a high demand have a large market opportunity, whereas the alternative scenario means travel marketers may face more competition in the market.

Discovery Market Opportunity for the Travel Vertical by Country, 2017

Supply* of Travel Content vs. Consumer Demand**, 2017

*Supply is indicated by the percentage a market spends on travel content.
**Consumer demand is indicated by the average calibrated CTR for travel content.

Source: Taboola, Internal Data 2018

Country-Specific Trends: Notable Market Opportunity

Notable Trends in Market Opportunity by Country

Average demand, indicated by CTR, for travel content was average of **0.09%**. Spain had the most demand for travel content in 2017, with an average CTR of **0.15%**.

Taboola data predicts great potential for travel content growth in India, France and Israel—the countries with the highest demand and relatively low supply. Currently, less than **4%** of discovery content in these countries is in the travel vertical, though all three boast CTRs similar to, or higher than the worldwide average at **0.09%**.

Travel advertisers looking to expand globally, should test campaigns in India, France and Israel.

Discovery Market Opportunity for the Travel Vertical by Country, 2017

Supply* of Travel Content vs. Consumer Demand**, 2017

● Calibrated CTR %

WORLD   INDIA   ISRAEL   FRANCE
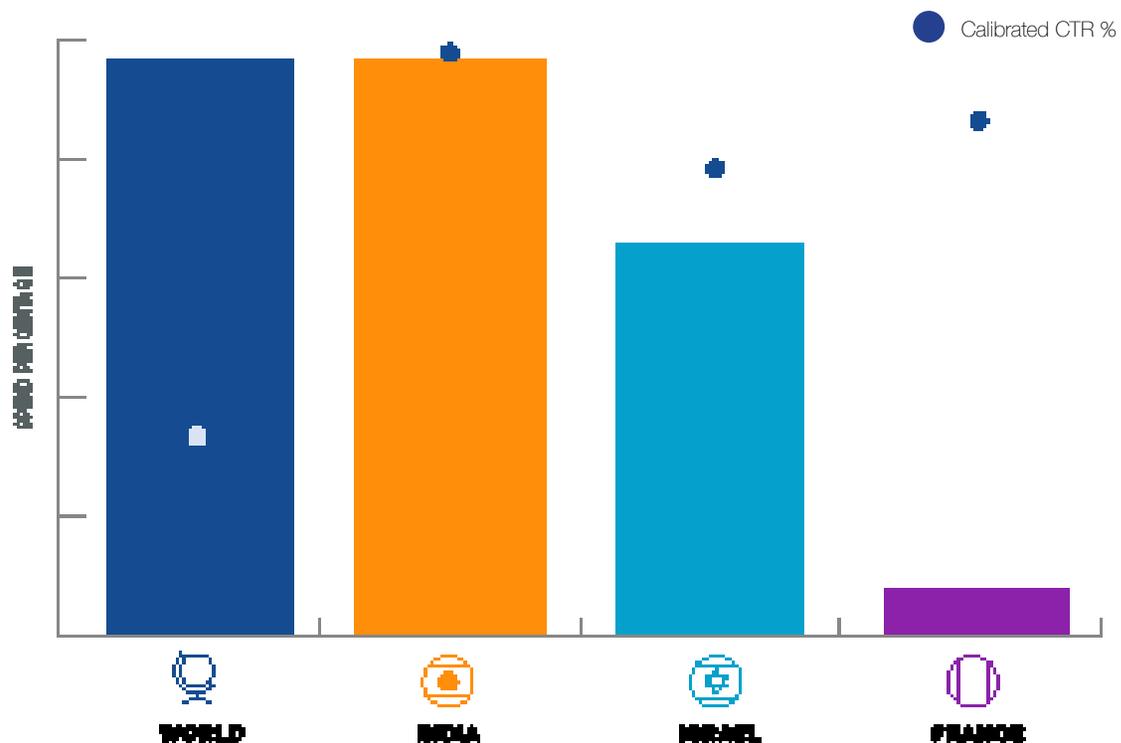
*Supply is indicated by the percentage a market spends on travel content.
**Consumer demand is indicated by the average calibrated CTR for travel content.

# Worldwide Trends: Top Video Characteristics by Viewability and Completion Rate

Video Characteristics by CTR, Worldwide

More and more advertisers are capitalizing on video, and adapting videos for a variety of channels. As of now, Taboola is running about 12 million videos a day—based on those that were a part of travel campaigns, we've identified some common characteristics of videos that performed best on the open web.

Most notably, and similar to common static image trends, there's nothing more engaging than people, especially smiling people. Winter scenes have been more engaging than summer scenes, though, and if you are focusing on sunshine, be sure to include natural scenes. Visuals of islands and beaches where sand is visible are effective.

Finally, keep it active. Bicycles, physical fitness shots, dancing and water sports all performed extremely well when compared to cooking and singing.

Video Characteristics by Viewability and Completion Rate for the Travel Vertical Worldwide, 2017
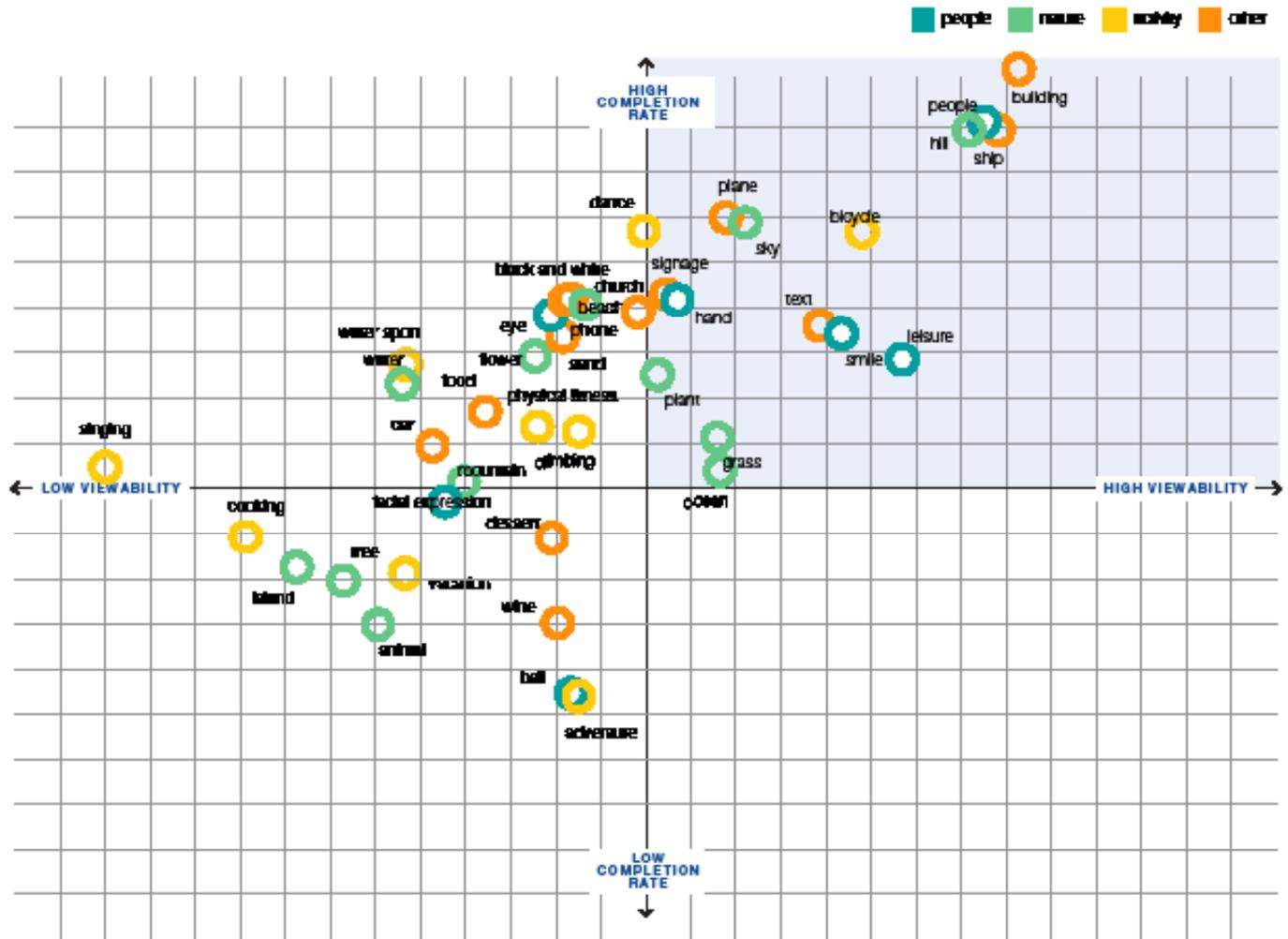
Worldwide Trends: Competitive Review of Common KPIs

Purchase, Lead Generation and Pageview Goals

Travel marketers differ when it comes to their main key performance indicators (KPIs) or goals for native advertising campaigns. Campaigns range from the top of the funnel to the bottom, and on a high level, look for three types of actions—website visits, form fills for lead generation, and purchases.

Travel marketers are choosing to use the open web top of the funnel strategy. **57%** have identified lead generation as their main goal. As a next step, **32%** are nurturing leads with page views and later retargeting their potential buyers until their decision to purchase.

Focus on the upper funnel early on, and later retarget consumers who've engaged.

Supply* of Content by KPI for the Travel Vertical Worldwide, 2017
Purchase, Lead Generation, Website Visits
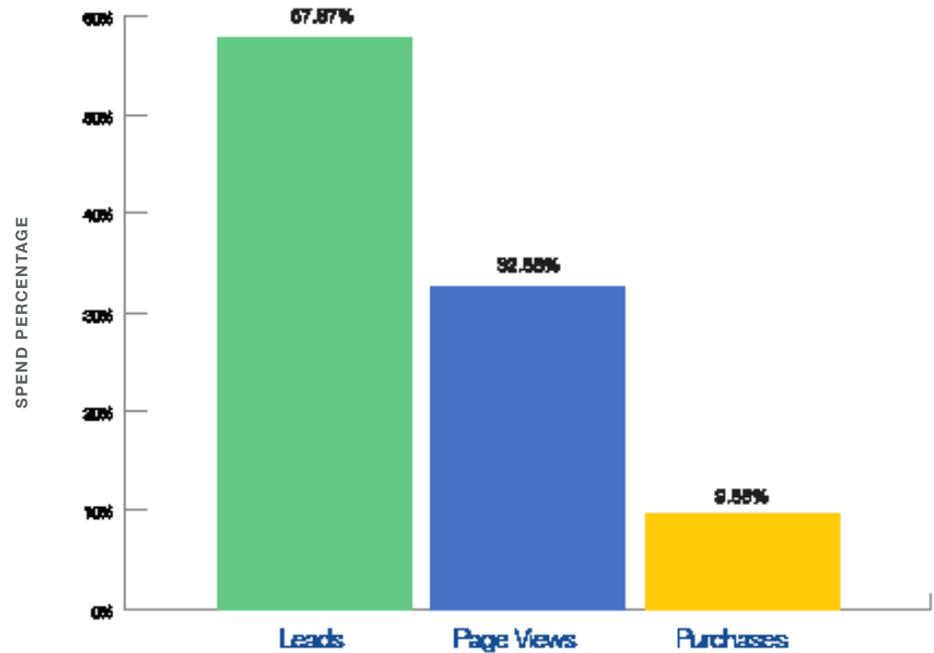
*Supply is indicated by the percentage a market spends on travel content.

CAMPAIGN INSIGHTS

Worldwide Trends: Opportunity by Device Performance

Travel Content Supply vs. Demand by Desktop, Mobile and Tablet Devices, Worldwide

Across all device types—desktop, mobile and tablet—supply of travel content is the highest on desktop devices as opposed to mobile and tablet devices, but mobile campaigns are showing the highest potential for engagement.

Consumers worldwide are most likely to engage with travel content on mobile devices, which is in line with eMarketer's prediction* that travel bookings would increase via mobile.

*Source: eMarketer

Consider testing tablet and mobile device targeting.

Device Performance for the Travel Vertical Worldwide, 2017
Supply* of Travel Content vs. Consumer Demand** by Device, 2017
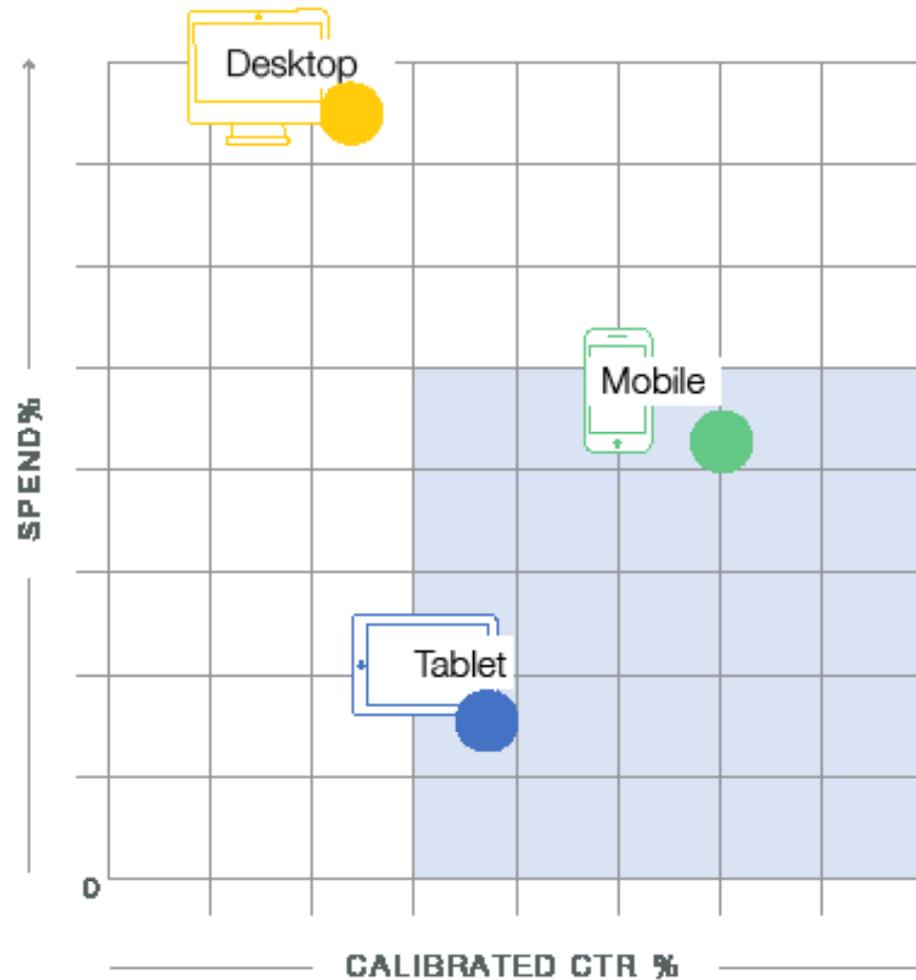
SPEND %

CALIBRATED CTR %

Supply is indicated by the percentage a market spends on travel content.
**Consumer demand is indicated by the average calibrated CTR for travel content.

Source: Taboola, Internal Data 2018

CAMPAIGN INSIGHTS

Country-Specific Trends: Device Performance

Desktop, Mobile and Tablet Device Performance, by Country

These country-specific trends provide a benchmark for travel advertisers looking to allocate spend by device in specific countries.

For example, a travel advertiser in the UK running desktop or mobile campaign should test tablet devices, as they're high in demand and low in supply.

Or, a travel advertiser in Germany running a campaign on desktop devices should consider testing mobile devices, as the demand is similar to desktop and the supply is less competitive.

● Calibrated CTR %

▢ Opportunity

Australia

BENCHMARK CTR

0.09%

SPEN▢ %

Desktop   Mobile   Tablet

Belgium

BENCHMARK CTR

0.10%

SPEN▢ %

Desktop   Mobile   Tablet

Brazil

BENCHMARK CTR

0.08%

SPEN▢ %

Desktop   Mobile   Tablet

Canada

BENCHMARK CTR

0.07%

SPEN▢ %

Desktop   Mobile   Tablet

China

BENCHMARK CTR

0.10%

SPEN▢ %

Desktop   Mobile   Tablet

France

BENCHMARK CTR

0.09%

SPEN▢ %

Desktop   Mobile   Tablet

Germany

BENCHMARK CTR

0.12%

SPEN▢ %

Desktop   Mobile   Tablet

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Calibrated CTR %   Opportunity

India
BENCHMARK CTR
0.11%

Desktop | Mobile | Tablet

Israel
BENCHMARK CTR
0.10%

Desktop | Mobile | Tablet

Italy
BENCHMARK CTR
0.13%

Desktop | Mobile | Tablet

Japan
BENCHMARK CTR
0.06%

Desktop | Mobile | Tablet

Korea
BENCHMARK CTR
0.06%

Desktop | Mobile | Tablet

Mexico
BENCHMARK CTR
0.14%

Desktop | Mobile | Tablet

Netherlands
BENCHMARK CTR
0.10%

Desktop | Mobile | Tablet

Spain
BENCHMARK CTR
0.15%

Desktop | Mobile | Tablet

Thailand
BENCHMARK CTR
0.09%

Desktop | Mobile | Tablet

Turkey
BENCHMARK CTR
0.06%

Desktop | Mobile | Tablet

United Kingdom
BENCHMARK CTR
0.07%

Desktop | Mobile | Tablet

United States
BENCHMARK CTR
0.09%

Desktop | Mobile | Tablet

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Worldwide Trends: Opportunity by Post-Click Content Type

Travel Content Supply vs. Demand by Photo, Text and Video Campaigns, Worldwide

Sponsoring articles like branded blog posts and media coverage is a well-known tactic for travel marketers running native advertising campaigns on the open web, but it's not the only effective option—leading consumers to pages containing photo galleries and videos also performs well.

A worldwide comparison of supply vs. demand of travel content by post-click content type shows that while supply of text articles is high, marketers should also promote more photo galleries to succeed.

Consider testing photo galleries to inspire your audience in your next sponsored content campaign.

Discovery Content Type Performance for the Travel Vertical Worldwide, 2017

Supply* of Travel Content vs. Consumer Demand** by Content Type, 2017
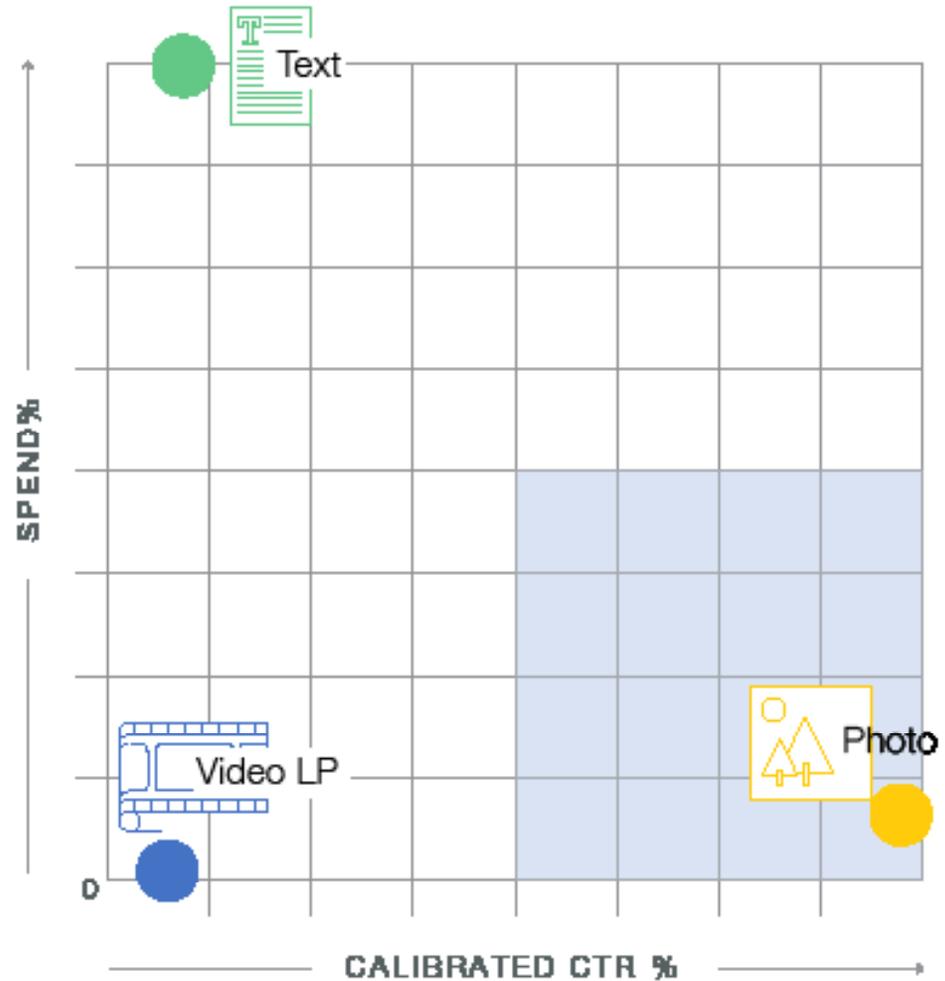
Text

SPEND %

Video LP

Photo

CALIBRATED CTR %

*Supply is indicated by the percentage a market spends on travel content.
**Consumer demand is indicated by the average calibrated CTR for travel content.

Source: Taboola, Internal Data 2018

CAMPAIGN INSIGHTS
Country-Specific Trends: Opportunity by Post-Click Content Type
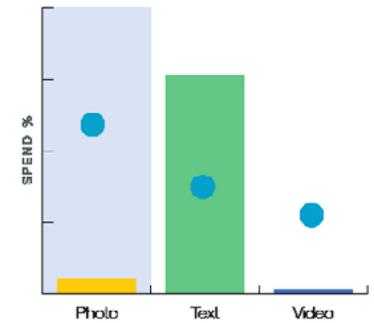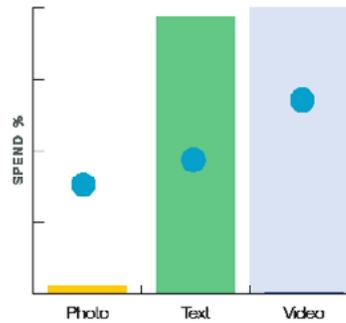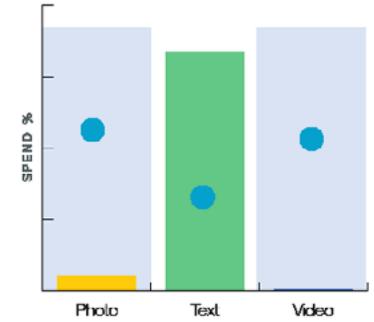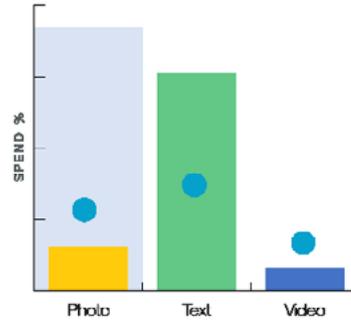
Photo, Text and Video Campaign Performance, by Country

These country-specific trends provide a benchmark for advertisers looking to allocate spend by post-click content type in specific countries.

For example, a travel advertiser in the United States running to a travel article should consider testing photo galleries in their sponsored content campaigns as the demand is the highest and supply is very low.

Or, a travel advertiser in Spain running an article post-click should test driving to a video, as the demand is very high and the supply is very low.

- ● Calibrated CTR %
- ▢ Opportunity

Australia
BENCHMARK CTR
0.09%

Belgium
BENCHMARK CTR
0.10%

Brazil
BENCHMARK CTR
0.08%

Canada
BENCHMARK CTR
0.07%

China
BENCHMARK CTR
0.10%

France
BENCHMARK CTR
0.09%

Germany
BENCHMARK CTR
0.12%

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Calibrated CTR %   **Opportunity**

India
BENCHMARK CTR
0.11%

SPEND %
Photo | Text | Video

Israel
BENCHMARK CTR
0.10%

SPEND %
Photo | Text | Video

Italy
BENCHMARK CTR
0.13%

SPEND %
Photo | Text

Japan
BENCHMARK CTR
0.06%

SPEND %
Photo | Text

Korea
BENCHMARK CTR
0.06%

SPEND %
Photo | Text

Mexico
BENCHMARK CTR
0.14%

SPEND %
Photo | Text

Netherlands
BENCHMARK CTR
0.10%

SPEND %
Photo | Text | Video

Spain
BENCHMARK CTR
0.15%

SPEND %
Photo | Text | Video

Thailand
BENCHMARK CTR
0.09%

SPEND %
Photo | Text

Turkey
BENCHMARK CTR
0.06%

SPEND %
Photo | Text

United Kingdom
BENCHMARK CTR
0.07%

SPEND %
Photo | Text | Video

United States
BENCHMARK CTR
0.09%

SPEND %
Photo | Text | Video

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CAMPAIGN INSIGHTS

Worldwide Trends: Image Performance

Image Performance by Engagement, Worldwide

The performance of a discovery campaign, indicated here by consumer engagement, or CTR, often hinges on the images a travel advertiser chooses for his or her creatives. Based on data from Taboola Trends, here are the types of images that receive the highest CTR.

Distance (FACE SIZE)
+65%   than Close Up

Color (IMAGE COLOR)
+61%   than B/W

No Text (TEXT)
+42%   than With Text

No Food (FOOD)
+47%   than Food

Photograph (IMAGE TYPE)
+19%   than Graphic

Animals (ANIMALS)
+9%   than No Animals

Person (SUBJECT)
+6%   than No Person

Indoor (LOCATION)
+3%   than Outdoor

Man (GENDER)
+2%   than Woman

Data from Taboola Trends (trends.taboola.com)

Source: Taboola, Internal Data 2018

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Country-Specific Trends: Image Performance by Country

Image Performance by Country

Performance by image type often deviates from worldwide trends when broken down by country. For travel advertisers targeting specific geographies, the best performing campaigns implement the following best practices.

Worldwide Trends:
Top Travel Keyword Performance

Performance for the World's Top Travel Keywords, Worldwide

Headlines are another extremely important aspect of campaign performance for all native advertisers. The chart indicates performance for the most popular keywords worldwide.

Naturally for this type of content, we're seeing location specific words and especially dynamic keyword insertions in the high opportunity list.

Dynamic keyword insertions are keywords that are automatically replaced with dynamic values (city, region, country, platform and dayofweek). These appear on the list in this form: {Redioncapitalized}.

Strong Engagement Keywords
(Keywords with high demand)

Jet

Private

Rates

May

{REGIONCAPITALIZED}

Surprise

Hotel

You

Photos

Live

Strong Competition Keywords
(Keywords with low demand)

Card

Green

Trip

Free

Destinations

Out

Check

One

Find

Get

Opportunity Keywords
(Keywords with low supply and high demand)

Malta

Sailing

Load

Seat

Loophole

Babies

Before

Hill

Stations

Thought

Country-Specific Trends: Travel Keyword Opportunity in the Americas

These tables indicate the top ten opportunity keywords for travel brands in the Americas for each country.*

Opportunity keywords are in low supply and high demand.

United States
Load
Seat
Loophole
Class
World
Who
Island
Finally
Pairing
Suites

Canada
You
Amazing
Canada
Visit
See
Wanderlust
Travel
Have
Offer
You're

CAMPAIGN INSIGHTS

Country-Specific Trends: Travel Keyword Opportunity in EMEA

These tables indicate the top ten opportunity keywords for travel brands in EMEA for each country.

Opportunity keywords are in low supply and high demand.

United Kingdom

Pool

France

Lines

Berlin

Shouldn't

Say

Phrases

Palms

Sunshine

Waiting

France

Top

Flights

For

Low

{COUNTRYCAPITALIZED}

Ridiculously

Prices

Cities

Suites

World's

Germany

Highways

Roads

Retirement

Cities

Expensive

Tours

Trips

Cruise

Ocean

Liners

Belgium

Exotic

Liners

Tours

Trips

Cruise

Expensive

Can

For

Watch

After

Italy

Have

Recently

Dangerous

Incredible

Countries

Entitled

Travel

Flights

Secret

You're

Netherlands

Retirement

Drone

Photos

What

The

Destinations

Greatest

Shots

Aerial

You've

Spain

Secret

Destinations

Tourist

Cruise

For

You

Safest

Ridiculously

Low

{COUNTRYCAPITALIZED}

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Country-Specific Trends: Travel Keyword Opportunity in APAC

These tables indicate the top ten opportunity keywords for travel brands in APAC for each country.

*Opportunity keywords are in low supply and high demand.

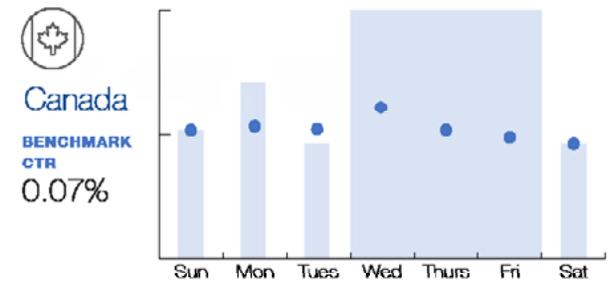| Australia	India	Japan	Thailand
Cottages	Surprisingly	Beautiful	Beautiful
Shocks	Around	World	Dangerous
Five	Pinterest	You	Rushing
Culture	Place	Eligible	You're
Pay	Deal	These	Countries
Registration	Parks	{REGIONCAPITALIZED}	Travel
Journey	America	Beaches	Safest
Centre	For		Crazy
Red	Offers		Going
Wonders	Hotel		Who

USER INSIGHTS

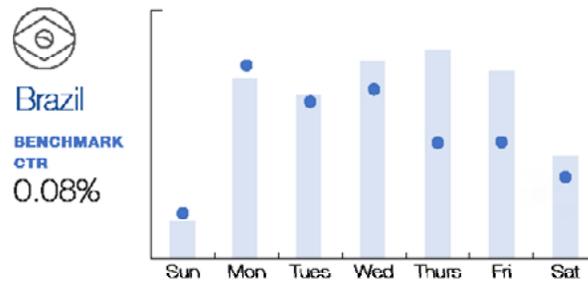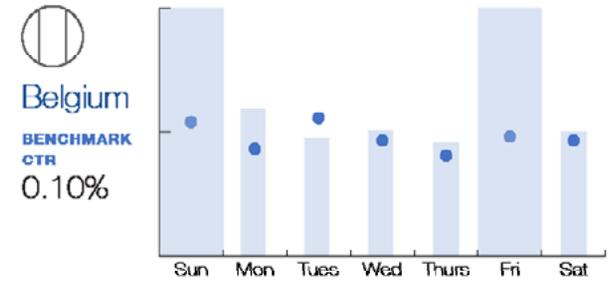# Worldwide Trends: Opportunity by Day of Week

Travel Content Supply vs. Demand by Day of Week, Worldwide

Recent data shows which day of the week the open web has the highest supply of travel content, and which days represent the most consumer demand, indicated by engagement.

Supply of travel content is high on Saturdays, whereas the highest consumer demand occurs on Friday. Wednesdays and Fridays are the days with highest demand and lowest competition.

Consider testing additional campaigns on Wednesdays and Fridays.

Day of Week Performance for the Travel Vertical Worldwide, 2017

Supply* of Travel Content vs. Consumer Demand** by Day of Week, 2017
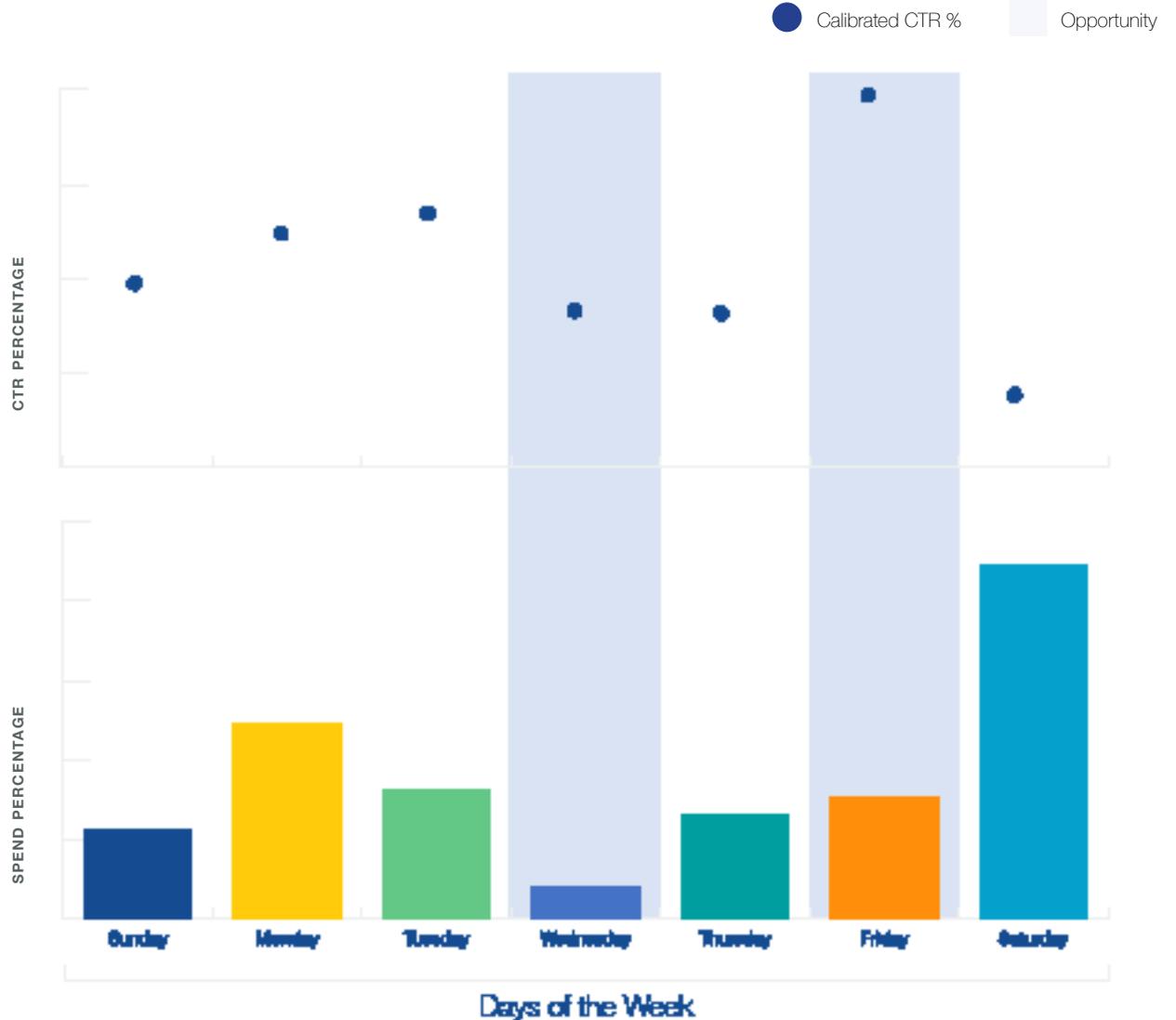
● Calibrated CTR %   ▢ Opportunity

CTR PERCENTAGE

SPEND PERCENTAGE

Days of the Week

Sunday   Monday   Tuesday   Wednesday   Thursday   Friday   Saturday

Supply is indicated by the percentage a market spends on travel content.
**Consumer demand is indicated by the average calibrated CTR for travel content.
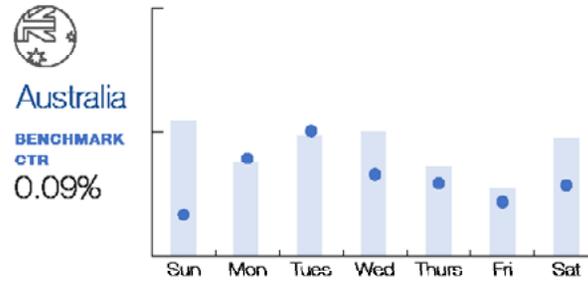
Source: Taboola, Internal Data 2018

Taboola

Country-Specific Trends: Opportunity by Day of Week

Travel Content Supply vs. Demand by Day of Week, by Country

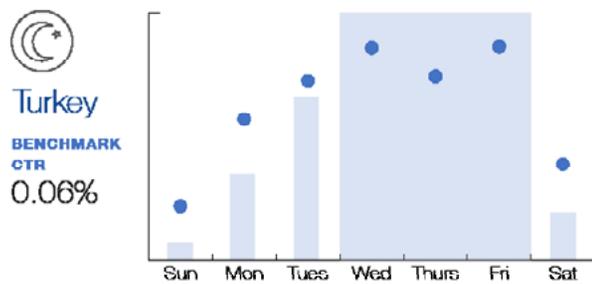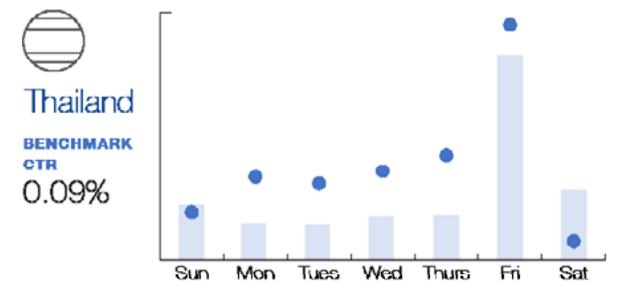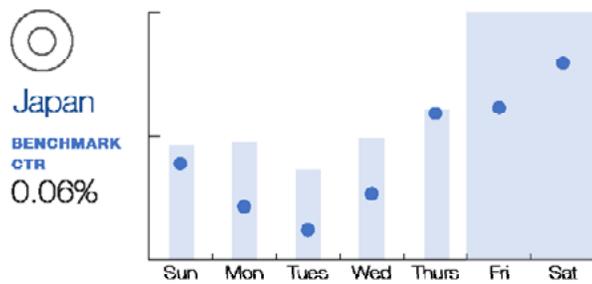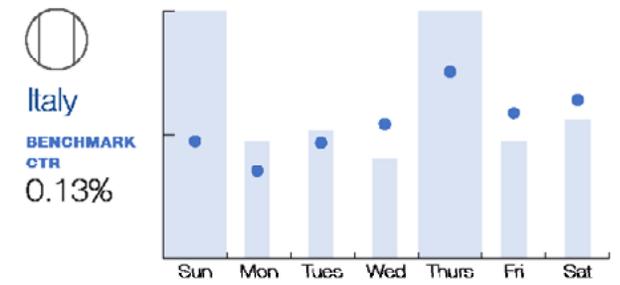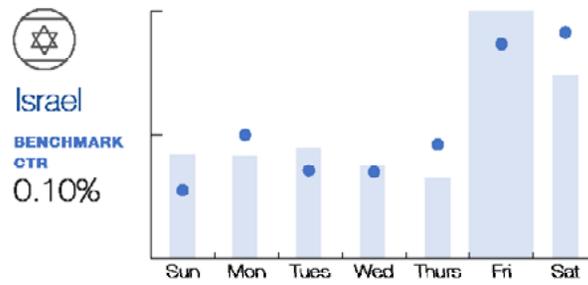In France, Sundays are the day with the highest potential, as demand for travel content is very high and supply is very low.

Japan stands out, as Fridays and Saturdays are the days with the highest potential—the demand is high and the supply is less competitive.

● Calibrated CTR %

Spend %

Opportunity

Australia
BENCHMARK CTR
0.09%

Belgium
BENCHMARK CTR
0.10%

Brazil
BENCHMARK CTR
0.08%

Canada
BENCHMARK CTR
0.07%

China
BENCHMARK CTR
0.10%

France
BENCHMARK CTR
0.09%

Germany
BENCHMARK CTR
0.12%

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India
BENCHMARK CTR
0.11%

Israel
BENCHMARK CTR
0.10%

Italy
BENCHMARK CTR
0.13%

Japan
BENCHMARK CTR
0.06%

Korea
BENCHMARK CTR
0.06%

Mexico
BENCHMARK CTR
0.14%

Netherlands
BENCHMARK CTR
0.10%

Spain
BENCHMARK CTR
0.15%

Thailand
BENCHMARK CTR
0.09%

Turkey
BENCHMARK CTR
0.06%

United Kingdom
BENCHMARK CTR
0.07%

United States
BENCHMARK CTR
0.09%

USER INSIGHTS

Worldwide Trends: Opportunity by Time of Day

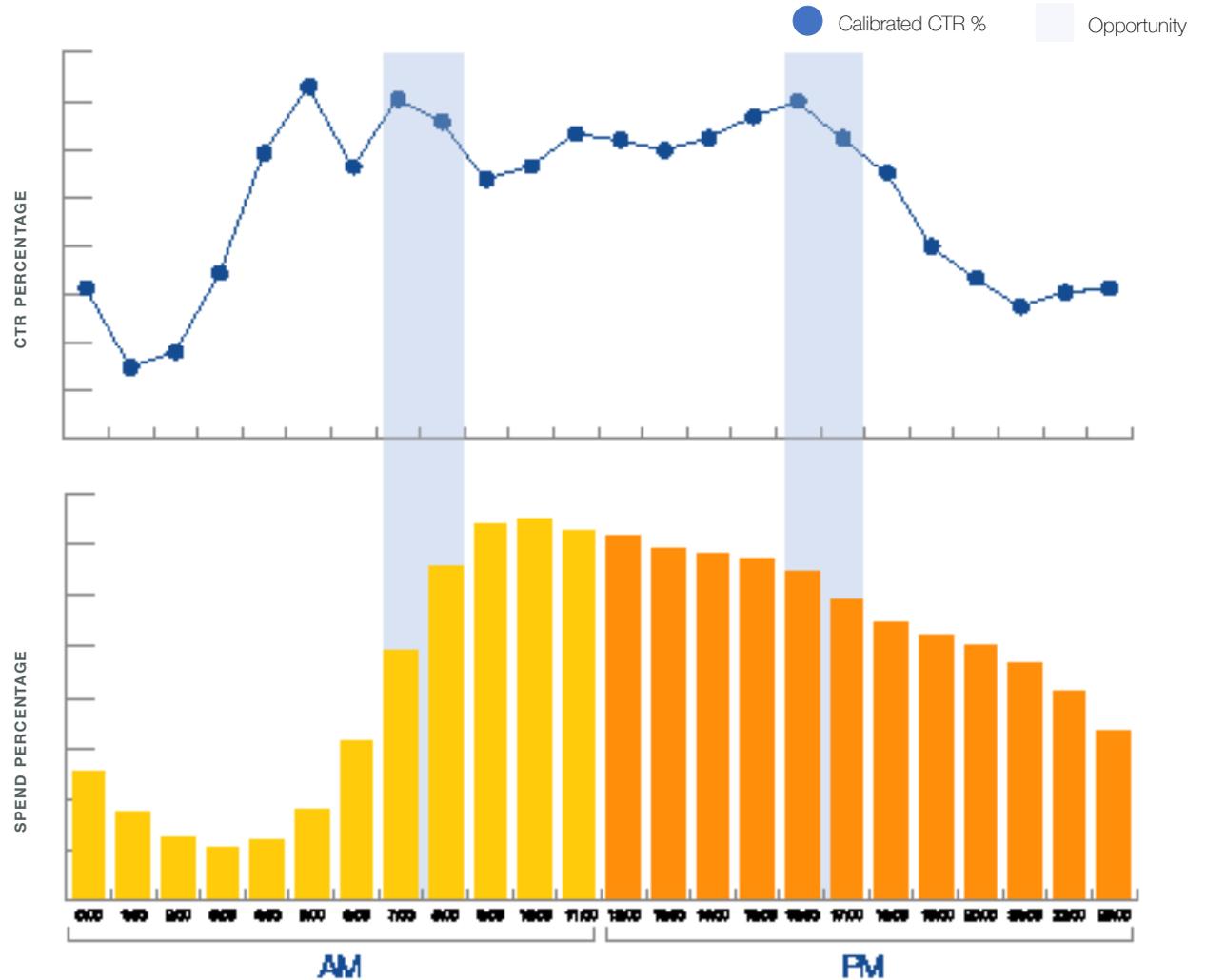## Travel Content Supply vs. Demand by Time of Day, Worldwide

Recent data shows which time of day the open web has the highest supply of travel content, and which times represent the most consumer demand, indicated by engagement.

Supply of travel content is high between 9AM and 3PM local time, whereas the highest consumer demand starts earlier and ends later, occurring between 7AM and 5PM local time.

Consider testing a new campaign targeting early morning hours and later in the afternoon.

Time of Day Performance for the Travel Vertical Worldwide, 2017

● Calibrated CTR %   ▢ Opportunity

CTR PERCENTAGE

SPEND PERCENTAGE

AM

PM

Supply is indicated by the percentage a market spends on travel content.
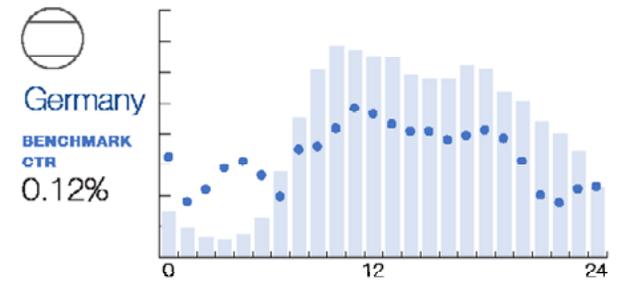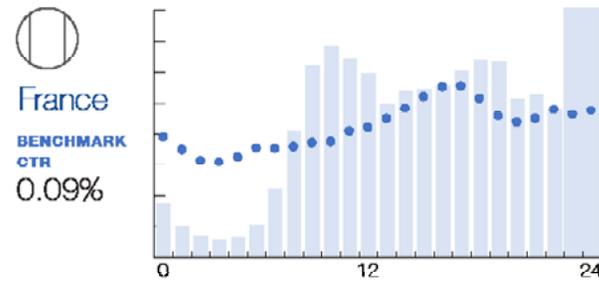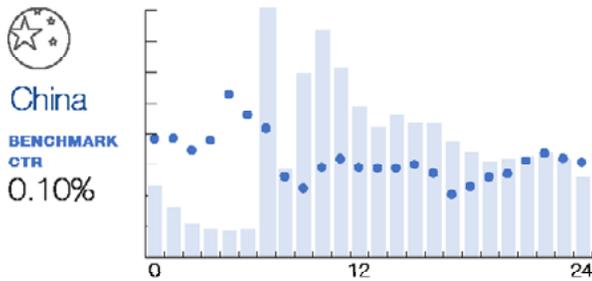**Consumer demand is indicated by the average calibrated CTR for travel content.*
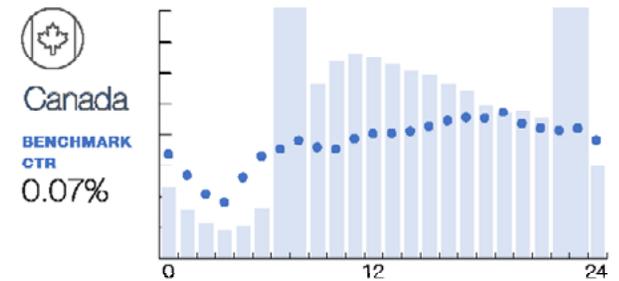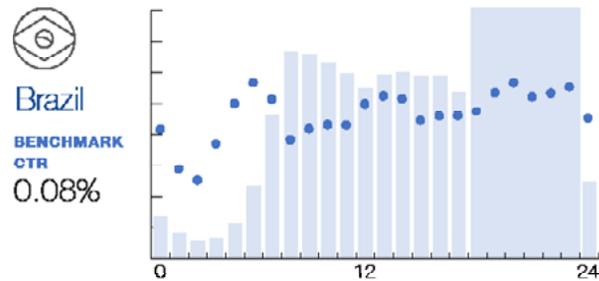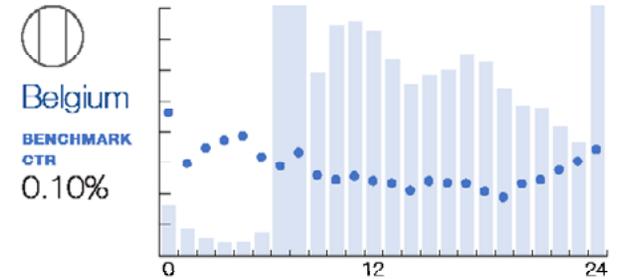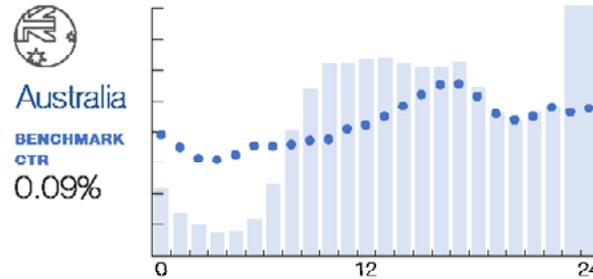
Country-Specific Trends: Opportunity by Time of Day

Travel Content Supply vs. Demand by Time of Day, Worldwide

Various countries see more engagement with travel content during work hours, and some before and after work. Either way, take into consideration the gap between the demand for travel content and the supply to identify the times of day with highest potential by region.

For example, in India, travel content seems to be high in demand and low in supply in the late afternoon, but in the United States, early mornings have the highest in potential.

● Calibrated CTR %   Spend %   Opportunity

Australia
BENCHMARK CTR
0.09%

Belgium
BENCHMARK CTR
0.10%

Brazil
BENCHMARK CTR
0.08%

Canada
BENCHMARK CTR
0.07%

China
BENCHMARK CTR
0.10%

France
BENCHMARK CTR
0.09%

Germany
BENCHMARK CTR
0.12%

India
BENCHMARK CTR
0.11%

Israel
BENCHMARK CTR
0.10%

Italy
BENCHMARK CTR
0.13%

Japan
BENCHMARK CTR
0.06%

Korea
BENCHMARK CTR
0.06%

Mexico
BENCHMARK CTR
0.14%

Netherlands
BENCHMARK CTR
0.10%

Spain
BENCHMARK CTR
0.15%

Thailand
BENCHMARK CTR
0.09%

Turkey
BENCHMARK CTR
0.06%

United Kingdom
BENCHMARK CTR
0.07%

United States
BENCHMARK CTR
0.09%

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Country-Specific Trends: Digital Touchpoints vs. Engagement by Country

Travel Content Impressions vs. CTR, by Country

China deviates from the patterns we see worldwide, as users from China are being exposed to the most travel content.

Mexico, the Netherlands and Spain are next in line in regards to being exposed to travel content.

Digital Touchpoints vs Engagement for the Travel Vertical Worldwide, 2017

● CTR %
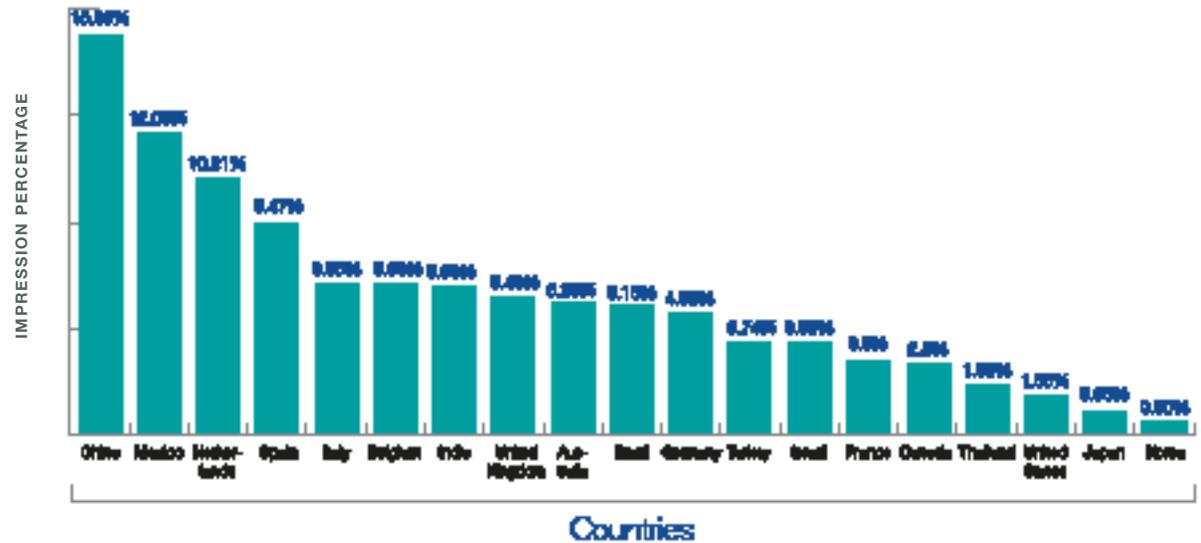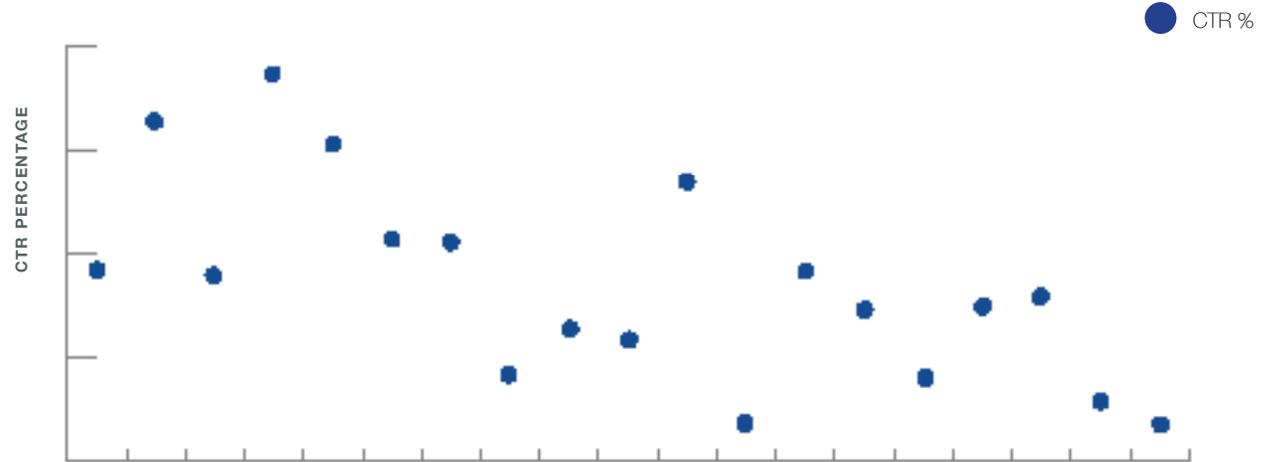
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