

The Modern Traveller

Their journey from influence to booking

When it comes to digital transformation, the travel industry are pioneers in this space with a rapid change in the way consumers purchase. With more than €282 billion in revenues projected by 2017*, the travel industry has been a source of innovation and perfectly positioned for the years to come.

Consumers are now more empowered. How have advertisers adapted to the fast pace of change, are they really in a position to impact the traveller's path to purchase?

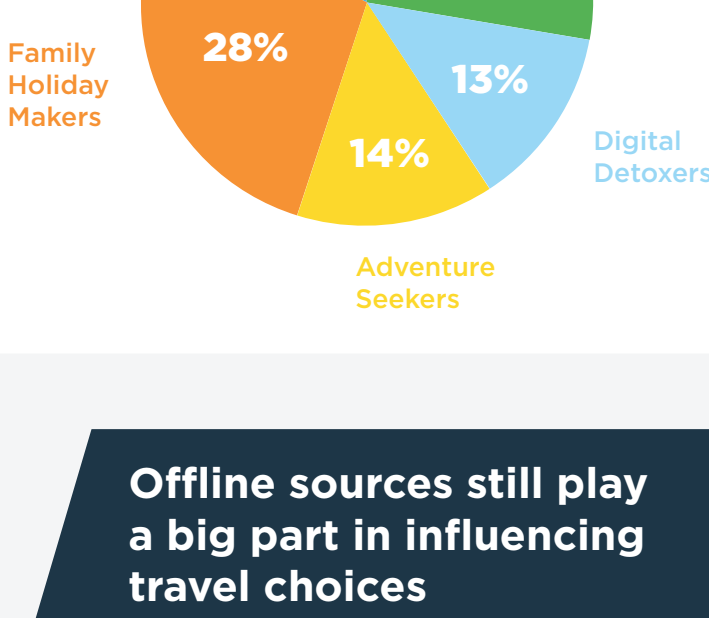
Xaxis has uncovered key insights from across the EMEA region and found 5 types of traveller personas to help advertisers reach and engage with each group effectively.



Who is the modern traveller?



5 types of traveller



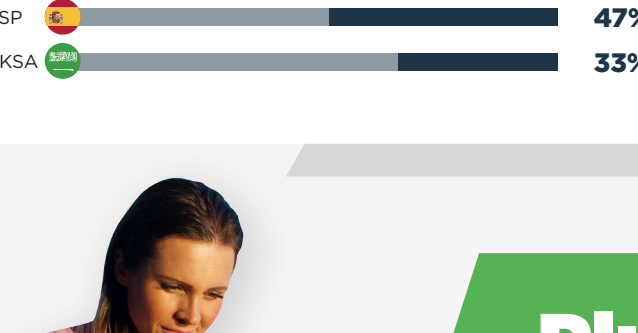
over **50%** of people in the region are travelling 2-3 times per year

70% researching and planning their travel online

Offline sources still play a big part in influencing travel choices

1/3 influenced by peers, family, and friends

Brits, Dutch and Germans are early planners



Key
 ■ Books more than 2 months in advance
 ■ Books less than 2 months in advance

3/4

say they are booking their travel online (travel app, tripadvisor or websites)

Plugged-In Travellers

They know what they want and are constantly connected

- Working professional
- Limited funds for travel
- Like to independently organise and plan

9/10 are researching online and most likely to use their device on holiday

13% more likely to independently plan their trips. Don't use 3rd parties or a travel agent

Top Tip

Always on, engage throughout the year with high impact rich media formats

Planners

3/4 book up to three months in advance

Digital Detoxers

Early planners who disconnect from digital during their holiday

- Single adults
- Enjoy food & wine
- Detailed planners

Nearly **1/4** plan over four months in advance and travel 2-4 times per year

90% disconnect from their devices during their holiday or break

Top Tip

Achieve cut through during the holiday planning phase with a combination of video & audio formats across all devices

Adventure Seekers

Unrestricted by time of the year for travel they like to hunt for deals and bargains

- More flexible with time and destinations
- Most frequent traveller group
- Active outdoor lovers seeking experiences

Most frequent traveller

15% are more likely than others to travel over 4x per year and nearly...

60% are likely to do outdoor activities during their holidays

63% get their inspiration from offline sources (friends and colleagues) but, still heavily reliant on online planning and research

Digital planners

3/4 search for online deals

75% book their trips online

Top Tip

Make a lasting impression by leveraging Light TV viewer segments to compliment video campaigns

Family Holiday Makers

Time poor families who like to travel in groups visiting friends and extended family

- Parents with school age children
- Lively holidaying with friends and extended family
- Travel period restricted by school and work schedules

41% book with less than a month in advance

3/4 book their travel online

68% via their desktops

Most likely to let someone else book their trips (travel agent, family member, friends)

Top Tip

Stand out with premium ad formats offering relevant content & offers

Old Schoolers

More traditional type of holiday planners

- Slightly older group of people
- Activities enjoyed during holiday includes reading, going to the beach, general relaxation
- Flexible with travel timings throughout the year

Over **50%** travel more than once a year

72% are influenced by offline sources (newspaper, TV, word of mouth, recommendations)

Higher TV consumption **22 hrs** per week

< 1/2 are researching travel options online

Top Tip

Join this group across their digital journey by using personalised and relevant content & offers