

REACHING THE NEXT GENERATION OF TRAVELERS: A MARKETER'S GUIDE TO NAVIGATING THE NEW DIGITAL ADVERTISING LANDSCAPE

Skift.

amazon ads



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ABOUT SKIFT

Skift is the largest industry intelligence platform providing media, insights, and marketing to key sectors of travel. Skift deciphers and defines trends for global CEOs and CMOs across the travel industry through a combination of news, research, conferences, and marketing services.

MASTHEAD

Head of Studio, SkiftX / Jeremy Kressmann
Content Director, SkiftX / Alison McCarthy
Writer / Chloe Olewitz
Designer / Beatrice Tagliaferri

Executive Summary

The travel industry is showing strong signs of not just recovery, but even of a surprising resurgence. By the end of 2021, consumers were searching for and planning trips with longer lead times in more distant destinations¹, demonstrating an increase in interest and travel bookings.

In the first few months of 2022, short-term rentals increased more than at any other point since March 2020. These trends are only expected to continue beyond the end of 2022; the value of the global travel industry is expected to reach \$5,297.78 billion by 2025.²

But that resurgence is unfolding against an entirely new landscape of traveler behavior. Popular and top-of-mind issues like sustainability, health, and wellness are guiding many consumers' travel decisions.³ Mobile usage skyrocketed during the pandemic and has since settled at increasingly high rates⁴. The popularity of streaming services is surpassing that of traditional linear TV as more consumers cut the cord.⁵

All of these new behaviors indicate a changing reality for travel advertisers, who must now contend with a fragmented landscape, an onslaught of new ad formats, and evolving consumer expectations to stay relevant.

In this report, Skift and Amazon Ads use recent research and exclusive interviews with industry leaders to explore the opportunities and challenges emerging in this shifting advertising landscape. The report provides valuable insights and best practices to help travel advertisers activate new audiences through non-traditional ad channels, including mobile, streaming TV, and audio.

Understanding changing consumer habits, evolving technologies, and expanding advertising opportunities will allow travel brands to make the most of the industry's upswing while successfully engaging today's modern travelers.



1 Kantar and Amazon Ads Quickfire Holiday Survey, US, 2021

2 "Global Hospitality Market Report 2021: Market is Expected to Reach \$5297.78 Billion in 2025 - Forecast to 2030, Research and Markets," Global, June 2021

3 "Travel's Theme for 2022? 'Go Big'," The New York Times, US, Feb 2022

4 "Nearly a third of all US media time will be on mobile this year," eMarketer, US, June 2021

5 "Streaming surpasses cable as top way to consume TV," Axios, US, Aug 2022

Executive Letter

The way we live, work, and play has changed in recent years, but it has also helped us rediscover what matters most. This focus is shaping how we spend our time and resources, as individuals and as brands. Travelers today are increasingly interested in the larger impact of their activities in areas like health, wellness, and the environment. And, as the world adapts to hybrid work models, consumers are reimagining how they spend leisure time, dine out, and vacation.

The travel industry is undergoing an evolution, for the better, but it requires innovation to stand out. Travel brands must adapt to new norms to ensure their messaging remains relevant to customers.

One of the ways Amazon strives to earn customer trust is by relentlessly innovating on their behalf. Prime has impacted the way people shop, Kindle has impacted the way people read, and Alexa has impacted how people interact with our homes. Amazon Ads began as a way to help shoppers discover products on Amazon. Today, Amazon Ads ranks best in its class for being an advertising industry leader.⁶

Zenith Business Intelligence predicts travel ad spend will grow twice as fast as the advertising spend as a whole through 2023. Even with all of this opportunity, travel advertisers may feel unprepared given the change in media consumption habits and consumer behavior in recent years. Our report, developed in partnership with Skift, *Reaching the Next Generation of Travelers: A Marketers' Guide to Navigating the New Digital Advertising Landscape*, addresses challenges currently facing travel advertisers and shares actionable advice to help identify opportunities and suggestions on how to engage new audiences in light of those obstacles.

We see this time of change as an opportunity to meet the moment with relevant ad experiences that build deep connections with audiences around the world.

Let's innovate together.

Lauren Noriega



Lauren Noriega

Head of Travel and Services, *Amazon Ads*

⁶ Advertiser Perceptions, Trust in Advertising Report, US, 1H 2022

4 in 5 Amazon shoppers
who plan to travel soon
visit Amazon weekly.



Visit
advertising.amazon.com
for more data and insights
that can help you reach
active travelers.

Source: Kantar Amazon Audience
Streaming Survey, Dec. 2021

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Introduction: Next-Gen Travelers and a Changing Media Landscape



The travel industry is surging back to life as consumers once again make plans to explore new destinations, experience new ideas and cultures, and reconnect with friends and family. But in the past three years, consumer behavior has changed in significant ways. In light of travelers' new habits and expectations, the industry will need to adapt its approach to engaging travelers based on these new habits both by necessity and by design. To succeed in this new climate, brands need to understand the impacts of changing consumer behavior, evolving technologies, and expanding advertising channels.

The Travel Industry Is Experiencing a Resurgence

It's no surprise that both expressions of traveler interest and actual **trips booked** increased from 2020 to 2021.⁷ As 2021 drew to a close, consumers had already started to search for and plan trips with longer lead times in farther-flung destinations, indicating not only enough confidence to inspire advanced planning but the resurgence of a certain adventurous spirit.⁸ These trends are projected to continue — by 2025, the

⁷ ["Reaching audiences who are seeking travel opportunities this winter,"](#) Amazon Ads, US, Dec 2021

⁸ Kantar and Amazon Ads Quickfire Holiday Survey, US, 2021

value of the global travel industry is expected to reach \$5,297.78 billion⁹, representing a compound annual growth rate of 6 percent.

In 2022 alone, travel has increased by leaps and bounds. Short-term rentals increased more in the first few months of 2022 than at any point since the start of the pandemic, and some sources show that short-term rental bookings have already surpassed pre-pandemic levels. Fifty-eight percent of industry experts predict that travel will **fully rebound** before the end of the year.¹⁰

Traveler Habits, Preferences, and Behaviors Have Evolved

All that promise is unfolding around permanent and well-documented shifts in consumer behavior that began in early 2020 and have continued through more recent waves. Flight restrictions and border closures nudged travelers toward drivable domestic trips during the last two and a half years, but skyrocketing gas prices this past summer caused many consumers to rethink their plans, or influenced travelers to book more affordable accommodations to account for those increased costs.¹¹

Among adult Gen Z travelers, flight has already surged to become the most commonly planned method of travel, according to a 2022 Amazon Ads study. As they return to the skies, adult Gen Z travelers are predominantly funneling their eagerness to plan travel into relaxing beach vacations and getting lost in big cities, reflecting the broader trend of longer-haul trips facilitated by air travel. And in trademark Gen Z fashion, they reported the most important

9 "Global Hospitality Market Report 2021: Market is Expected to Reach \$5297.78 Billion in 2025 - Forecast to 2030," Research and Markets, Global, June 2021

10 United Nations World Tourism Organization (UNWTO), Global, Jan 2022

11 "US Road Trips Still a Go with Higher Gas Prices But Here's What Changes," Skift, US, Mar 2022

motivators that inform their purchase decisions are price and social proof.¹²

More broadly, modern consumers remain increasingly dedicated to global issues like sustainability. Two-thirds of travelers say they are willing to spend more to ensure their trips are eco-friendly and have as little negative **environmental impact** as possible.¹³ Other important considerations for travelers hitting the road include health and safety planning, wellness activities, family-friendly bookings, and opportunities to learn through educational content.¹⁴

"Travelers are increasingly interested in sustainability and seem devoted to making decisions that encourage sustainable travel," said Lauren Noriega, head of travel and services at Amazon Ads. "We're seeing it across all pillars of travel — brands are focused on reaching eco-friendly travelers and are looking to engage audiences that practice sustainable behaviors at home and while they travel. It also trickles down to the environmental, social, and economic decisions of travelers. This aligns with Amazon's own commitment to building a sustainable business for our customers and planet through programs like **The Climate Pledge**, which several travel and hospitality brands have recently joined."

Travel Advertisers Must Adapt to This New Reality

All of these new traveler behaviors mean that advertisers need to reimagine how they engage with potential customers and rethink typical traveler wants and needs. To complicate matters even further, travel advertisers are also faced with a more fragmented advertising landscape and new advertising formats that are becoming more important to pay attention to remain relevant.

12 Custom Amazon Adult Gen Z And Hospitality Study, US, 2022

13 "What Travelers Told Expedia About Eco-Friendly Trips and Overtourism," Skift, Global, Jan 2022

14 "Travel's Theme for 2022? 'Go Big.'" New York Times, Global, Feb 2022

For example, mobile usage is trending up from previous years (Americans spent almost an hour more on their mobile devices in 2021 than they did in 2019) and is a habit that is likely to continue.¹⁵ According to **eMarketer**, mobile accounted for one-third of time spent with any form of media in 2021. By the end of 2023, that share will climb to 35 percent.¹⁶

At the same time, the popularity of streaming services is already surpassing linear TV,¹⁷ offering advertisers new ways to share messages with the right audiences at the right time. And as how we consume media continues to shift and the landscape becomes more saturated with an abundance of content, consumers expect increasingly creative and innovative experiences that don't just capture their attention but also surprise and delight at every turn.

What You'll Find in This Report

This trend report will explore the new opportunities and challenges that come with this shifting advertising landscape for travel brands and provide three ways advertisers can reach new audiences through mobile, streaming TV, audio, and other non-traditional digital advertising channels.

It will incorporate research from two recent Amazon Ads surveys: "Streaming TV and the Amazon Traveler" and "Adult Gen Z and Hospitality," alongside insights from industry leaders such as Adam Ochman, Tripadvisor's Global Head of Marketing Solutions, Beth Kinerk, Avis Budget Group's Senior Vice President of Sales, Lauren Noriega, Amazon head of travel and services, and Megan Maginnis, Amazon Ads Senior Manager, Travel, who share actionable advice

to help advertisers identify business opportunities and engage new audiences.

By understanding the importance of mobile, grasping the power of streaming TV, and exploring other non-traditional channels, travel brands can maximize their efforts to make the most of the current travel resurgence and engage with the traveler of 2023 and beyond.



¹⁵ ["Nearly a third of all US media time will be on mobile this year,"](#) eMarketer & Insider Intelligence, Jun 2021

¹⁶ ["Nearly a third of all US media time will be on mobile this year,"](#) eMarketer & Insider Intelligence, Jun 2021

¹⁷ ["The Number Of Cord Cutters And Cord Nevers Has Tripled Since 2014",](#) Forbes, US, May 2021

1

Make the Most of Multi-Format Advertising Channels



One of the most critical shifts in consumer behavior is the way media, and in turn, advertising, is now consumed. Mobile device usage has grown steadily over the last two and a half years, and the reliance consumers developed on their smartphones has continued even as society returned to in-person events, gatherings, and professional meetings.¹⁸ **Nearly half** of American consumers spent between five and six hours on their phones every day in 2021 (not including time spent working).¹⁹ American consumers spend a third of their waking hours on

¹⁸ ["Share of time spent using the internet on mobile phones per day for users worldwide during 3rd quarter from 2013 to 2021,"](#) Statista, Global, May 2022

¹⁹ "How much time on average do you spend on your phone on a daily basis?," Statista, US, Jun 2022

mobile devices, according to App Annie's 2022 State of Mobile Report.

Mobile is on its way to becoming the **"first screen"** consumers turn to for all their travel needs, especially among younger adult generations.²⁰ Consumers today are more likely to complete their travel plans using smartphones and mobile devices than computers and laptops. Seventy percent of consumers use their phones to find fun travel activities and experiences, 66 percent use their phones to research destinations, and 58 percent use their phones to search for and select accommodations.²¹

²⁰ Digital Advertising in Travel 2021, Skift, Global, Jun 2021

²¹ Ad Colony Travel Survey, US, Jul 2021

Defining the Demand-Side Platform

Demand-side platforms (DSPs) are advertising technology systems that allow advertisers to run campaigns concurrently with multiple publishers. By automating the process of purchasing and managing ad inventory from within a single interface, DSPs make it easy for advertisers to navigate the complexities of the ad supply chain. Typically, advertisers can use DSPs to set budget parameters, control ad creative, activate audiences, report on results, and more.

“Understandably, mobile has seen a surge in usage over the past two years, and it has become a go-to screen for inspiring, booking, and experiencing travel among customers,” said Megan Maginnis, Senior Manager, Travel, at Amazon Ads. “As the industry continues to rebound, effective mobile advertising solutions and easy-to-use apps will become critical to customer experiences and future loyalty. From a mobile advertising perspective, developments in areas such as personalization, contactless experiences, and augmented reality will also play a key role in travel’s rebound.”

Travel advertisers will need to adjust their strategies to reach travelers in authentic ways across a variety of devices and channels. When it comes to mobile advertising, demand-side platforms (or DSPs) are an important tool to help successfully increase visibility and brand awareness among mobile-first consumers.

As with all types of advertising, mobile ads need to be relevant to the audiences they reach. Relevance is particularly important in the mobile advertising space because of all the options at consumers’

fingertips. If an ad is irrelevant or unhelpful, consumers can tap their way into another window or app that does meet their needs without a second thought. But managing relevance at scale is virtually impossible without programmatic advertising tools.

That’s where DSPs come in. Working with a DSP makes it easy for travel advertisers to leverage the power of programmatic ad tech, ensuring ads are shown to the right audiences at the right time.

The way that customers engage with and consume media is changing faster than at any other time in history, so the ability of advertisers to effectively reach, message, and measure across multiple channels is difficult to plan against. Maginnis agreed that understanding the consumer journey in a fragmented landscape is one of the biggest challenges Amazon Ads marketing customers face.

Meet Audiences Where They’re Already Engaging

With [Amazon DSP](#), brands can programmatically buy ads to reach new and existing audiences both on Amazon and across other media properties. Amazon’s exclusive insights and shopping signals could help empower hospitality brands to make more informed decisions.

“Only Amazon DSP enables us to reach Amazon’s proprietary first-party audience segments. ... It also gives us access to supply that is not accessible with other DSPs, such as placements on Amazon.com.”

- Beth Kinerk, Senior Vice President, Sales, *Avis Budget Group*

Q&A

How Avis Designs Audience Strategies That Help Drive Rental Bookings With Amazon DSP

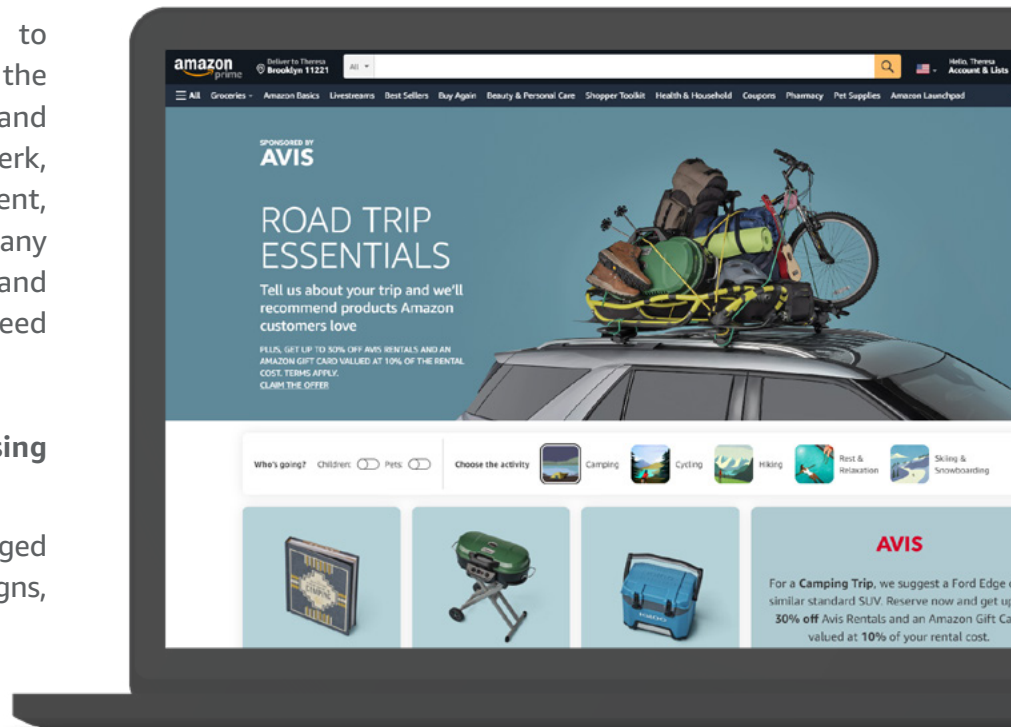
Avis collaborated with Amazon Ads to deliver a multi-channel campaign in the U.S. that would help increase bookings and drive revenue. Skift spoke to Beth Kinerk, Avis Budget Group's Senior Vice President, Sales, about how the mobility company is making the most of Amazon DSP and emerging ad channels to meet and exceed their business goals throughout 2022.

Walk us through the experience of using the Amazon DSP for this campaign.

Beth Kinerk: At Avis, we have leveraged Amazon DSP for a variety of campaigns, each with an audience strategy designed to help drive rental bookings. As travel preferences have changed over the last two years, we have revised our audience and channel strategies to drive reservations to the most appropriate channel. We did this by activating Amazon Ads and Avis' respective first-party audiences.

What were your initial campaign goals?

Kinerk: Our primary goal was to drive revenue and return on ad spend (ROAS) by offering U.S.-based Amazon customers a discounted Avis rental car when booking through their Amazon account. Customers earn 10 percent of the rental price back in an Amazon Gift Card and up to an additional 30 percent discount off Avis base rates.



What Amazon Ad solutions factored into this campaign?

Kinerk: As travel restrictions eased, we also began to experiment with upper-funnel and mid-funnel media, like our custom **Road Trip Essentials** program, for example, to drive further reach and awareness of the value of the Avis promotion for Amazon customers. As we move into the end of the year, we'll begin testing additional Amazon Ads products, such as streaming TV and audio, to build a 360-degree media approach.

What unique benefits did you unlock by using Amazon DSP?

Kinerk: Only Amazon DSP gives us access to Amazon's proprietary first-party audiences. Given this promotion is for Amazon customers, it's important to ensure we're reaching this audience with the help of Amazon DSP. Amazon DSP also gives us access to an ad supply that is not accessible elsewhere, such as placements on Amazon.com. Amazon DSP holistically allows us to reach Amazon audiences both on and off Amazon, which helps keep Avis top of mind for Amazon customers and drives incremental reach and conversion.

What lessons did you learn from using Amazon DSP for this campaign?

Kinerk: Our Amazon DSP campaigns helped us to successfully exceed our reservation and cost per acquisition (CPA) goals. As we moved into 2022, we recognized the opportunity to add new products to these campaigns, such as streaming TV and audio, to drive incremental reach and to help us reach relevant audiences across devices and screens.



2

Reach New Audiences Through Streaming TV



For most consumers, at least some of the time they spend on mobile and their other devices is spent watching streaming video content.²² In 2022, streaming surpassed broadcast and cable television as the primary way Americans consume video content.²³ Between 2014 and 2021, the number of cord-cutters (consumers who abandoned cable subscriptions for streaming services) more than tripled, rising from 15.6 million to 50.4 viewers.²⁴

²² [“How mobile users spend their time on their smartphones in 2022,”](#) eMarketer, US, Apr 2022

²³ [“U.S. Streaming Tops Cable TV Viewing for First Time, Nielsen Says,”](#) Variety, U.S., Aug 2021

²⁴ [“The Number Of Cord Cutters And Cord Nevers Has Tripled Since 2014,”](#) Forbes, U.S., May 2021

It's important to understand that, according to Nielsen, one of the reasons many consumers opt for streaming subscriptions over linear TV is price.²⁵ Many streaming services offer less expensive or even free subscription packages, which they can support by selling airtime to advertisers. Streaming TV advertising, often referred to as “over-the-top” or “OTT” advertising, is becoming an increasingly important channel.

²⁵ [“Playback Time: Which Consumer Attitudes Will Shape the Streaming Wars?”](#) Nielsen, U.S., Feb 2020

Defining OTT Advertising

Over-the-top (OTT) advertising is the process of showing viewers ads within their streaming content. OTT content is any content delivered directly to viewers over the internet via a streaming video service or app, and is typically accessed on a TV. Binging your favorite show on Amazon Freevee, streaming a live event on Twitch, or tuning into a network broadcast app through Fire TV are all examples of OTT content, and the ads delivered during those viewing experiences are all OTT ads.

"It's an incredibly exciting time for streaming TV," said Maginnis. "And we believe the trends in streaming TV are just getting started."

At Amazon, we're committed to providing value through our streaming TV offering and content, including Freevee and Thursday Night Football on Prime Video and Twitch because we know that's what our customers want and love. Travel also goes hand-in-hand with entertainment."

According to an Amazon Ads study, "nearly 90 percent of travelers reported that they are reachable through streaming TV advertising, and we found through this study that these viewers are not only more engaged in active travel planning, but they also have strong intent to travel and significant buying power.²⁶ If brands are seeking to inspire travel among both existing and new customers, streaming TV is a fantastic way to reach this audience."



As the cord-cutting trend continues, consumers are settling into either watching streaming content on their mobile devices or using their smartphones while simultaneously watching streaming video on a second screen. Seventy-eight percent of streaming viewers reported that they search the internet or browse social media to find out more about the content they're watching.²⁷

How Streaming TV Can Benefit Travel Advertisers

For travel advertisers, streaming TV viewing habits present an exciting opportunity. Not only are these viewers a captive audience, but many have also actively opted into an ad-supported viewing experience. In that context, consumers aren't just tolerant of the ads that interrupt their favorite programming — they expect them.

In a 2021 research study, Amazon Ads surveyed consumers who visited Amazon at least once a month and intended to travel within the next twelve months. Here, we look at insights from that study within the context of the top five benefits of streaming TV advertising.

^{26, 27} Kantar and Amazon Audience Streaming Survey, U.S., Dec 2021

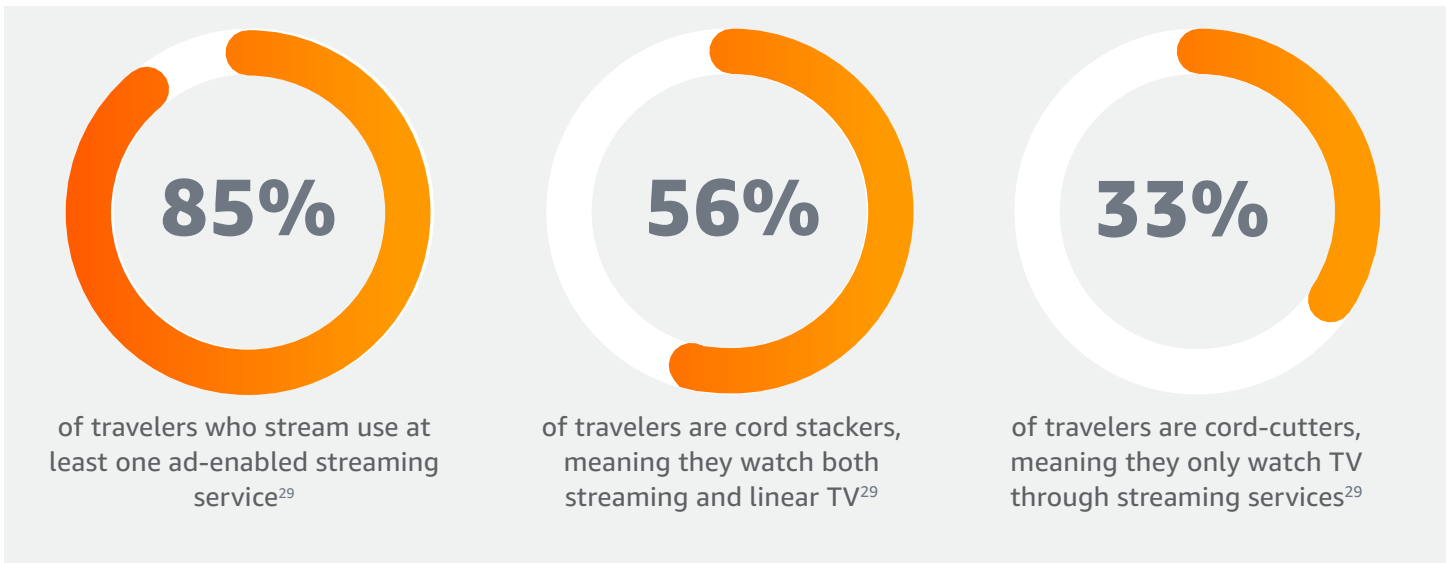
1. Expanded Reach

According to the survey, most of today's consumers consume at least some (if not all) of their television content through streaming services. Only 11 percent of travelers are non-streamers who watch all of their content on linear television. That means a whopping 89 percent of travelers are reachable through streaming TV advertising.²⁸



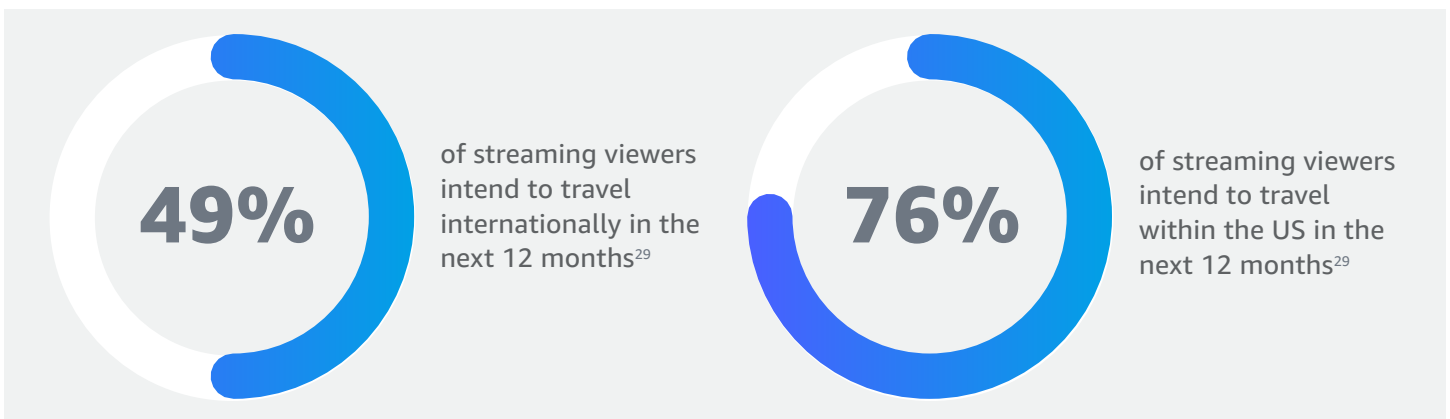
28 Kantar and Amazon Audience Streaming Survey, U.S, Dec 2021

29 Twitch Internal Data, Global, Jan-Dec 2021



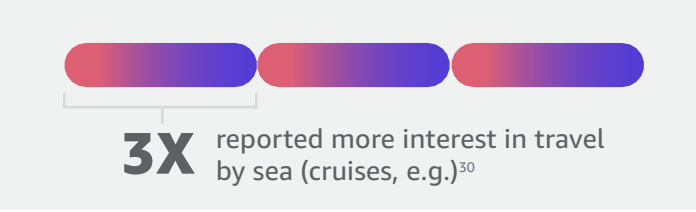
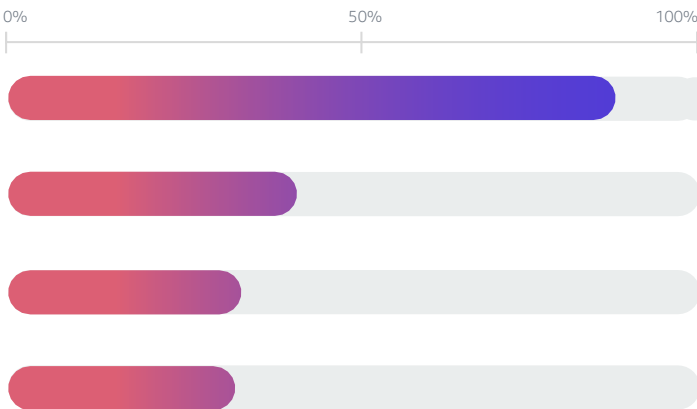
2. Intention to Travel

There's also considerable overlap between streaming audiences and travelers. According to the same Amazon Ads study, more than half of streaming TV viewers reported that they plan to travel before the year's end.



3. Increased Engagement

We also found that compared to consumers who only watch linear television, consumers who stream reported to be much more engaged in active travel planning. That interest extends across multiple travel styles, types, and activities.

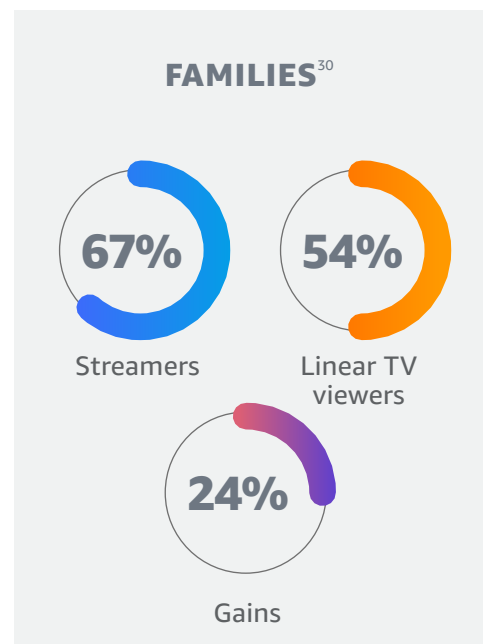
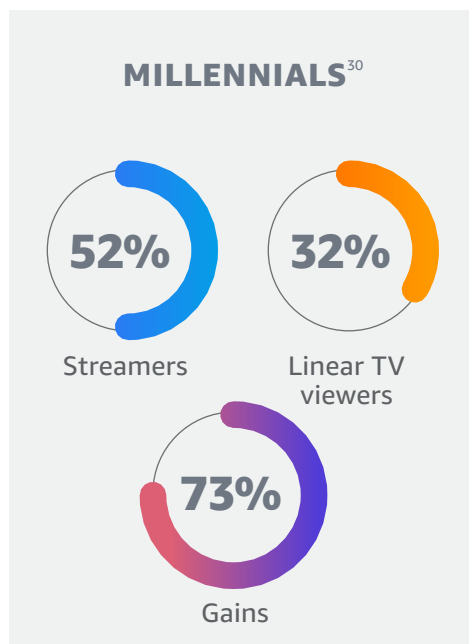
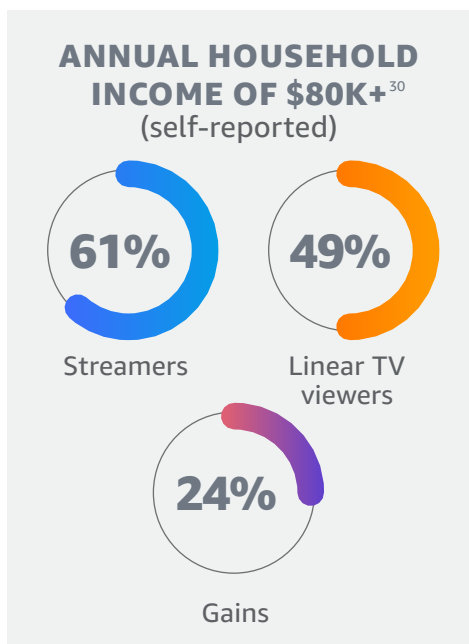


- +88%** reported more interest in theme park visits³⁰
- +41%** reported more interest in air travel (flights, e.g.)³⁰
- +36%** reported more interest in visits to nature (national parks, e.g.)³⁰
- +34%** reported more interest in beach holidays³⁰

4. Purchasing Power

On average, audiences that watch at least some of their television content through streaming services reported to occupy a higher income bracket with more expendable income and increased buying power compared to consumers who exclusively watch linear TV.

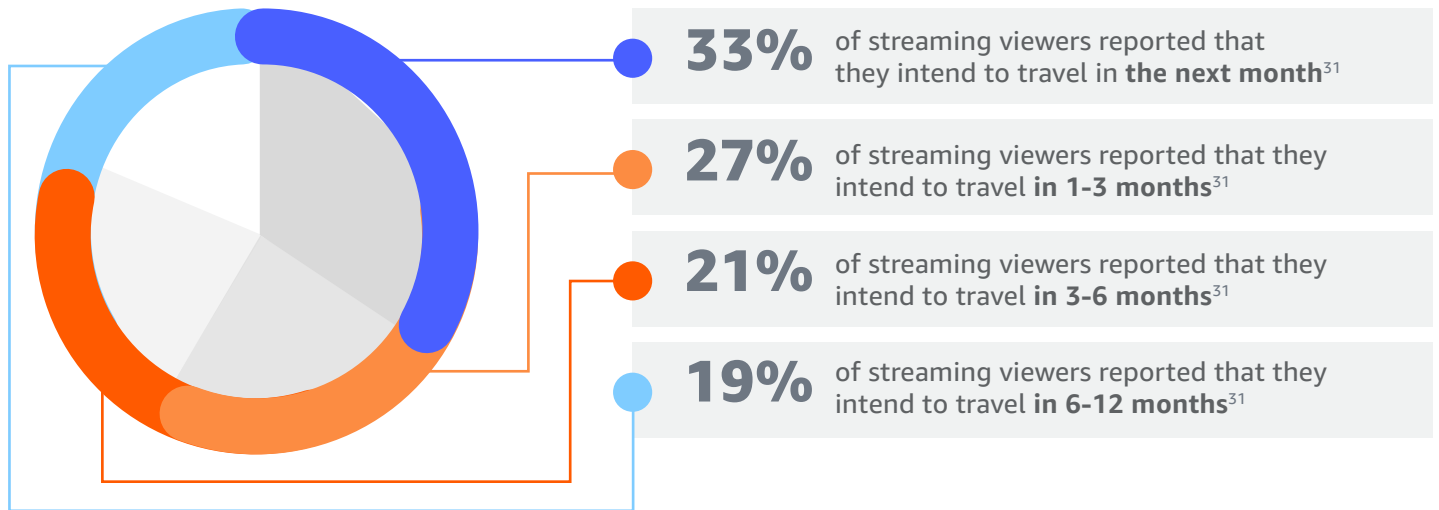
³⁰ Kantar and Amazon Audience Streaming Survey, U.S, Dec 2021



5. High Urgency

Although lead times have increased overall in the travel industry, our study found that travelers who stream said they are more likely to plan last minute or shorter notice trips. As many as 70 percent of travelers are planning multiple trips at once.³¹

³¹ Kantar and Amazon Audience Streaming Survey, U.S, Dec 2021



How-to Connect With Viewers Through Streaming TV Ads

With [Amazon streaming TV ads](#), travel brands can reach and connect with unique audiences at scale across premium streaming TV content including Amazon Freevee, Twitch, live sports on Prime Video, top TV network and broadcast apps, and the News app on Fire TV. This helps keep brands top of mind for customers by showing up alongside audiences' favorite movies, TV shows, news, and live sports.

RECALL

87%

of streamers remember seeing an ad within the past three months.³¹

ENGAGEMENT

64%

of travelers are likely to scan an on-screen QR code.³¹

FOLLOW UP

72%

of travelers are likely to use voice control or a remote to follow up about an ad.³¹

“Our survey found that Amazon customers who stream are much more engaged in active travel planning than those who only watch linear TV. We also find that travelers tend to be much more engaged with the OTT ad experience compared to other channels in general.”

- **Megan Maginnis**, Senior Manager, Travel, Amazon Ads

twitch 101:

Why Travel Brands Should Pay Attention

Twitch is the live streaming service and global community for content spanning gaming, entertainment, music, sports, and more. Millions of people come together live every day to chat, interact, and make their own entertainment together

Twitch has more than 31 Million avg. daily visitors to than 31 Million avg. daily visitors³²

Twitch's global community of creators stream live content in 35 languages³³

Twitch Ads offers premium media products, native site integrations, brand partnerships, and sponsorships that stand out in a crowded advertising landscape. The Brand Partnership Studio, made up of an in-house team of strategists, producers, and gaming experts, can help brands connect authentically with the Twitch community

Twitch and Adult Gen Z: A Powerful Combination for Travel Advertisers

The Twitch community comes together every day to explore shared passions, including travel. Gaming — whether streaming gameplay or watching gaming livestreams — is an especially popular activity for adult Gen Z Twitch community members and is a powerful medium for travel advertisers looking to reach this engaged audience.

The connection is strong when it comes to Twitch users and travel. According to a poll from the Twitch community, 75 percent of adult Gen Z Twitch users are currently planning a personal vacation. Twitch adult Gen Z travelers also spend more time than the general population watching online streaming, playing on game consoles, engaging on social media, and listening to music streaming services.³³

CASE STUDY

Tourism New Zealand and Twitch brought the thrill of travel to the world of gamers

Tourism New Zealand wanted to allow potential travelers to experience the country while international borders were closed, and inspire Australians to consider visiting New Zealand in the future. Tourism New Zealand created a world-first gamified walkthrough of a country — PLAY NZ — and teamed up with Twitch to share the experience with Australians.

What better way to show off a gamified tour of a country than on the favored home for gamers? The campaign kicked

³² Twitch Internal Data, Global, Jan-Dec 2021

³³ Custom Amazon Adult Gen Z And Hospitality Study, US, 2022

off with a press conference streamed live on Twitch featuring Tourism New Zealand's General Manager, Andrew Waddel.

"Now more than ever, people are craving play," Waddel said. "PLAY NZ brings the future of open world gaming to reality, creating a lifelike experience for all virtual travelers." Tourism New Zealand and Twitch streamer Loserfruit kicked off a series of livestreams featuring the PLAY NZ experience. Streamers Naysy and Rudeism joined the action, playing through the game and chatting with their viewers about New Zealand as a destination, and inviting people to follow along in their PLAY NZ escapades during livestreams.

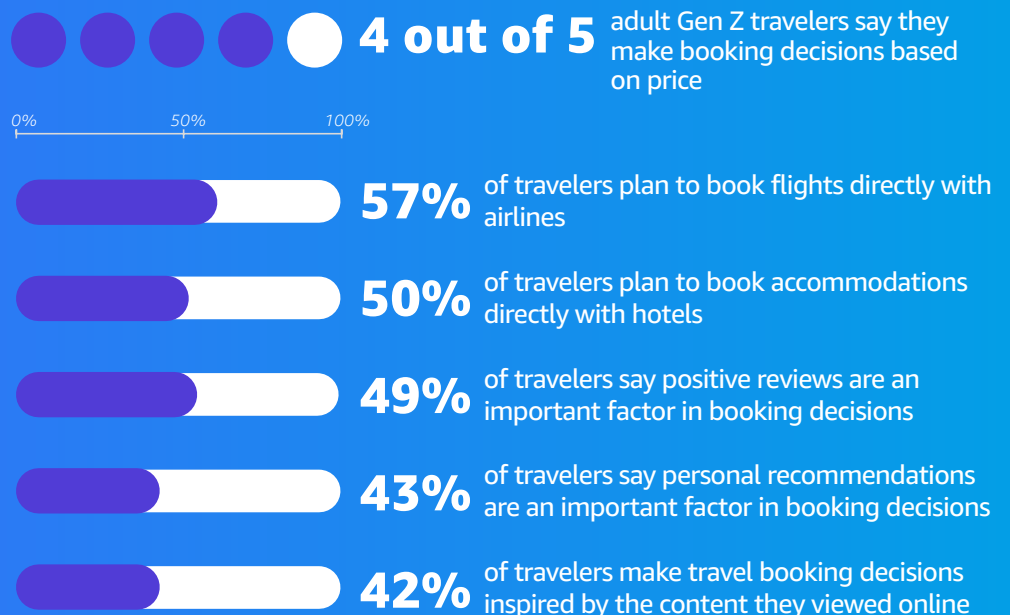
The streamers traversed lush forests, soared over the scenic landscape, climbed mountains, and explored waterfalls and hidden caves. PLAY

NZ also incentivized social sharing and drove community engagement by dropping surprise gifted subs (subscriptions) to viewers of Naysy and Rudeism.

Tourism New Zealand's PLAY NZ campaign shows that the influence of Twitch streamers and the reach of the streaming service extends to helping audiences discover new places. "As people increasingly head online for entertainment, inspiration, and play — much like tourists traveling abroad for the same — Twitch, with its massive, ready audience and innovative engagement tools, promises terrific returns for brands looking to broaden their reach," Waddel said.

Adult Gen Z Travelers: Why and Where They Book

Gen Z travelers (adults between 18 and 25) have unique decision-making habits that travel advertisers may want to consider keeping in mind. Here are some important stats from a recent survey conducted by Amazon Ads.



3

Reach New Audiences Through Streaming TV



As consumer behavior continues to shift, ad formats are sure to evolve in kind. Sponsored display ads are no longer the only advertising opportunity in the game. Travel advertisers may want to consider flexing their creative muscles and thinking outside the box to reach consumers across a diversified mix of channels.

"I'm constantly impressed with the travel industry and how partners are thinking creatively and differently to stand out," said Noriega. "Innovations born out of disruption will impact and improve the way customers fly, sleep, eat, and experience the world in the years ahead, and travel advertisers are well-positioned to help define that change."

She explained how she's seeing Amazon Ads customers integrate with Alexa to develop interactive travel itineraries and launch immersive experiences through voice. Others are sponsoring **on-box ad campaigns** to surprise customers and inspire them to book their next trip. Some brands

What It Might Look Like for a Travel Brand:

Using on-box ad placements, a Caribbean destination could reach North American travelers during the busy holiday shopping season. Tropical imagery would help transport consumers' imaginations and inspire them to book travel to a sunny locale where they can escape the winter weather.

are developing and distributing exclusive content through unexpected channels like Prime Video and Amazon Live. "These are all ways travel partners can stand out, and our team is here to help ideate and think big around these concepts," she said.

Integrating with Alexa to Offer Educational Moments and Joyful interactions

Tripadvisor, Abu Dhabi, and Visit Orlando: Voice-Activated Travel Inspiration

When engagement levels dropped during the pandemic, **Tripadvisor** set out to create aspirational customer experiences that would keep travelers engaged while they were stuck at home. A **Visit Orlando** activation introduced U.S.-based travelers to the city's hottest sites, such as neighborhoods to visit, can't-miss restaurants, and more. The **Abu Dhabi** campaign used Tripadvisor insights to customize the experience across 18 global regions, offering detailed, interactive itineraries that would appeal to consumers based on their geographical region.

By engaging consumers' imaginations while they were stuck at home, Tripadvisor both boosted their metrics and ensured that their partners were top of mind for travelers once borders reopened and travel picked up again.

What It Might Look Like for a Travel Brand:

Audio integrations could help a luxury hotel brand transport potential guests through immersive experiences. Travelers considering booking accommodations can use the audio integration to learn more about the property itself, fine dining opportunities, spa and wellness services, and the activities and sights available in the surrounding area.



Q&A

How TripAdvisor Drove Engagement of Abu Dhabi and Visit Orlando With Help from Amazon Ads

Tripadvisor partnered with Visit Orlando and Abu Dhabi to create a fully immersive audio tourism experience using Amazon's Alexa voice technology. The Alexa skill utilized Tripadvisor's community-powered content to help inspire and drive tourism demand. The experience highlighted undiscovered activities throughout the destinations, including nature spots, landmarks, cultural locations, and award-winning restaurants.

To access the Tripadvisor-powered experience on an Alexa-enabled device, customers in the U.S. could say, "Alexa, launch Visit Orlando," or, for those in the 18 global regions where the Abu Dhabi campaign ran, "Alexa, explore Abu Dhabi." Customers were then able to ask Alexa several questions to learn more about specific points of interest. To promote these Alexa skills, Tripadvisor ran audio ads on the Amazon Music ad-supported tier prompting customers to engage with the experience.

Skift spoke to Adam Ochman, TripAdvisor's head of marketing solutions, about the decision to launch an experimental campaign, advice for travel brands considering audio integrations, and the importance of diversifying your channel mix.

How did you decide to use Alexa experiences to promote Abu Dhabi and Visit Orlando?

Adam Ochman: We came to Amazon Ads during a time when people needed it most. Many people



weren't able to travel during the pandemic, and everybody was trying to figure out how to experience a moment of travel when they actually couldn't experience anything. We had an opportunity to reach people, and we wanted to give them something to look forward to. We created these Alexa experiences to help people explore a destination from home, and it worked quite well. People were really engaged with the experience.

Tell us more about your campaign results and how you measured success.

Ochman: Success was off the charts and we couldn't have been happier. We ran a research study along with the Abu Dhabi campaign: Over two-thirds of those who engaged with the experience were more

likely to visit Abu Dhabi in the future, showing that consideration and visitation definitely increased from that engagement with the Alexa skill.

What did you learn about what makes a campaign like this successful?

Ochman: It's 100 percent the content journey and the story that we're trying to tell. Making sure that we nailed that was paramount because if we lost somebody at the first question, we'd never get them back. For us, the importance of testing is making sure the content journey is the focus — literally putting the user first.

We're sitting on a ton of information, points of interest, and data, which is where a lot of our partners come to us for guidance. We use the information that's at our disposal to help guide us in partnership with clients like Abu Dhabi and Visit Orlando, and ask questions such as, "What's important for the client?" "What are we seeing pop?" "And how are we merging those two strategies to get the best points of interest?"

Then it's a matter of beating up the experience a little bit. Even if it's internal among our team, we're scripting, experimenting, changing, and amending. In this case, it allowed us to test before we launched. Nothing was set in stone, and we had a bit of fluidity at our back.

What advice would you give travel advertisers in determining if voice integrations are a fit for their brand?

Ochman: It was such a great fit for us because we are providing so much guidance to so many people across the world every single day. You can't force-fit the journey because consumers will sniff it out in a second. Voice shined for us in a big way because we were providing a valuable service to a user. So two lines of advice: First, try anything, because what do you have to lose? You can test, learn, fail, learn, and succeed. Second, make sure that the content

experience and the user journey are paramount. If you can't offer that up, it's not worth embarking on.

Why is having a diversified channel mix so important for travel advertisers?

Ochman: Everybody has a unique content and consumption journey, and so it's all about reaching them where they are, how they're consuming content, why they're consuming content, and what gets their thumbs to stop or their ears to open. What, where, and how you consume is different from what I consume. Having a diversified channel mix allows advertisers to make sure that they're talking to and guiding the consumer wherever they are.

Stand Out From the Crowd with Custom Creative Experiences

The Brand Innovation Lab with Amazon Ads can help hospitality brands stand out to audiences in various ways through innovative and tailored campaigns. Creative ads help gain audiences' attention and imaginations through a variety of placements, including premium on-site display, Fire TV placements, customized destination pages, on-box advertising, and multichannel campaigns.

"We encourage travel brands to take a holistic approach when advertising with Amazon Ads. This means activating strategies from awareness to conversion to loyalty and includes channels such as audio, mobile, out-of-home, experiential, and programmatic display."

- **Lauren Noriega**, Head of travel and services, Amazon Ads

Conclusion

The travel industry's resurgence shows no signs of slowing.³⁴ Making the most of the industry's rebound, though, will require advertisers to pay keen attention to the ways both traveler behavior and the advertising landscape have evolved over the past three years. The way consumers engage with media — and, in turn, ads — has changed considerably,³⁵ as has the way travelers use technology to discover, plan, and book upcoming trips.

Here are three key takeaways from this report:

➔ **Methods of Media Consumption Have Changed**

Consumers have overwhelmingly moved to mobile as their screen of choice. Ad tech tools like DSPs can help travel brands meet their audiences where they are and take their mobile advertising efforts further.

Amazon DSP empowers brands to programmatically buy ads to reach new and existing audiences on Amazon, as well as across their media buy.

➔ **Streaming TV Viewers Shouldn't Be Overlooked**

Streaming TV is quickly becoming viewers' top choice for video content, and the streaming TV viewing audience represents higher engagement, increased urgency, and clearer intentions to make travel plans.

Amazon Streaming TV ads help keep brands top of mind by running placements in streaming content on Amazon Freevee, Twitch, live sports on Prime Video, top TV network and broadcast apps, and the News app on Fire TV.

➔ **A Diversified Channel Mix Unlocks Creative Ad Solutions**

Travel advertisers may want to think outside the box to maximize their advertising efforts in this new landscape. When sponsored display ads don't cut it, it's time to get creative with new ad formats and channels.

Amazon Ads Custom Advertising solutions help brands stand out through innovative and tailored campaigns that capture audiences' attention and imaginations.

These three trends outline the new reality that travel advertisers will face in the years to come. Understanding this new landscape is important for travel and hospitality companies that want to make the most of the industry's current and projected upward trend. Delighting today's travelers requires innovative and creative ad experiences that, powered by the right advertising technology tools, can identify and then satisfy the needs of engaged global audiences.

³⁴ ["New Research: 5 Signs of Travel's Continued Recovery,"](#) Skift, U.S., Mar 2022

³⁵ ["Digital Advertising In Travel 2021,"](#) Skift, U.S., Jun 2021

About Skift

Skift is the largest intelligence platform in travel, providing media, insights, and marketing to key sectors of the industry. Through daily news, research, podcasts, and our Skift Global Forum conferences, Skift deciphers and defines the trends that matter to the marketers, strategists, and technologists shaping the industry.

SkiftX is Skift's in-house content marketing studio, working collaboratively with partners like Adobe, Airbnb, Hyatt, Lyft, Mastercard, and many more on custom projects to engage the world's largest audience of travel influencers and decision-makers.

Visit skiftx.com to learn more or email skiftx@skift.com.

The Skift logo is rendered in a bold, black, sans-serif font. The word "Skift" is written in a single line, with a period at the end.

About Amazon Ads

Amazon Ads helps brands design ad experiences that delight customers and deliver meaningful results. With hundreds of millions of active customer accounts worldwide, and first-party insights based on shopping, streaming and browsing signals, brands can craft relevant campaigns that enhance customer experiences.

Solutions on Amazon.com, services like Twitch, Amazon Freevee, Alexa, Amazon Music, and collaborations with third-party publishers and exchanges make Amazon Ads the ultimate amplifier for brands to reach the right audiences in the right places, both on and off Amazon.

The Amazon Ads logo features the word "amazon" in a lowercase, sans-serif font, with the iconic Amazon smile arrow underneath it. The word "ads" is written in a similar lowercase, sans-serif font to the right of "amazon".