



# The 2019 Report on Facebook and Instagram Advertising for Travel

State of the Industry Perspectives from  
600+ Travel Marketers Around the World





# Introduction

With close to three billion monthly users across Facebook and Instagram—and the ability for travel marketers to offer visually engaging ads—it is fair to say there is a massive opportunity for travel marketers to reach and influence their target audiences. In fact, travelers spend 5X more time on Facebook than on travel-related apps, sites, and searches and 96 percent of travelers go to Instagram as they imagine all of the destinations they could visit.<sup>1</sup>

To understand how and why Facebook and Instagram are used to engage travelers, we surveyed more than 600 marketers in travel, across 46 countries—resulting in the most comprehensive research project of travel marketers ever completed.

## **In Sojern's 2019 Report on Facebook and Instagram Advertising for Travel, you will learn:**

- How much budget travel marketers are allocating to Facebook and Instagram compared to other channels
- Which ad formats are the most effective for which marketing objectives
- How Facebook's ad products are solving for key challenges faced by travel marketers across the path to purchase

<sup>1</sup>Facebook IQ, 2016



# The 2019 Report on Facebook and Instagram Advertising for Travel

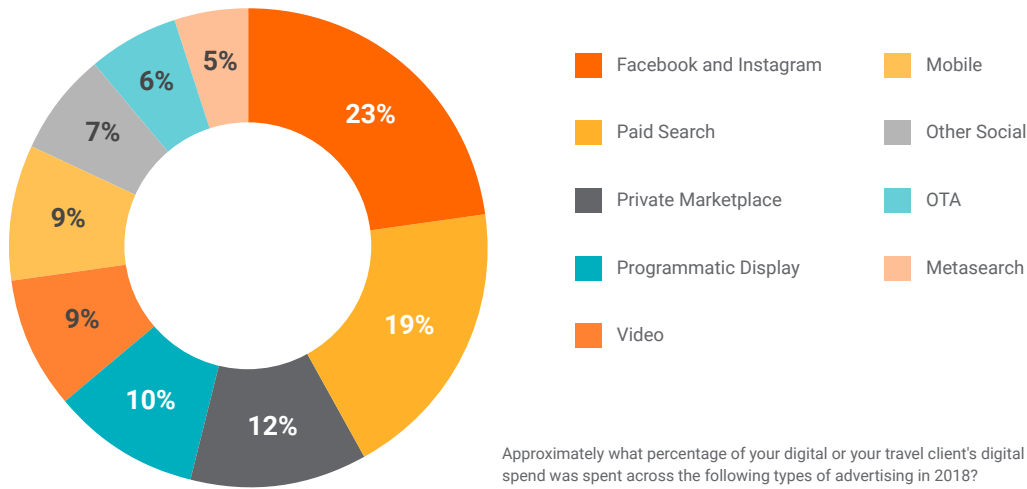
How Travel Marketers Allocate Spend Across Digital	4
The State of Travel Advertising Spend Across Facebook and Instagram	6
Facebook and Instagram Are Essential for Travel Marketers	12
The Facebook and Instagram Ad Formats Winning in 2019	20
Key Challenges for Travel Marketers	25
Getting the Most Out of Facebook Across the Path to Purchase	31
Executive Summary	41
About Sojern	44
Methodology	45



Chapter 1

# How Travel Marketers Allocate Spend Across Digital

## 2018 Digital Ad Spend by Digital Channel



Approximately what percentage of your digital or your travel client's digital advertising spend was spent across the following types of advertising in 2018?  
Source: Sojern, 2019

Globally, marketers allocated nearly half (47%) of their ad budgets to digital in 2018. But we wanted to dig deeper, to see how travel marketers spend their digital budgets. The results from our survey revealed that the largest piece of digital budgets are dedicated to Facebook and Instagram, with an additional 7 percent going towards other social platforms (such as Pinterest, Snapchat, and WhatsApp to name a few).\*

\*All respondents were asked the same questions and given the option of "other social" to describe all social platforms excluding Facebook and Instagram. We did not specify which social platforms "other social" included. Nor did we ask questions about specific social platforms, channels, or apps that may have higher regional relevance and adoption, like WhatsApp.



Chapter 2

# The State of Travel Advertising Spend Across Facebook and Instagram

To understand more about the impact of Facebook and Instagram in 2019, and see the nuances of how each region uses these social platforms, we asked respondents to share how they allocated spend.

**Social media advertising represents the largest portion of digital ad spend for all global marketers in 2018 at 30 percent (with 23 percent coming from Facebook and Instagram)—and that number will continue to grow.**

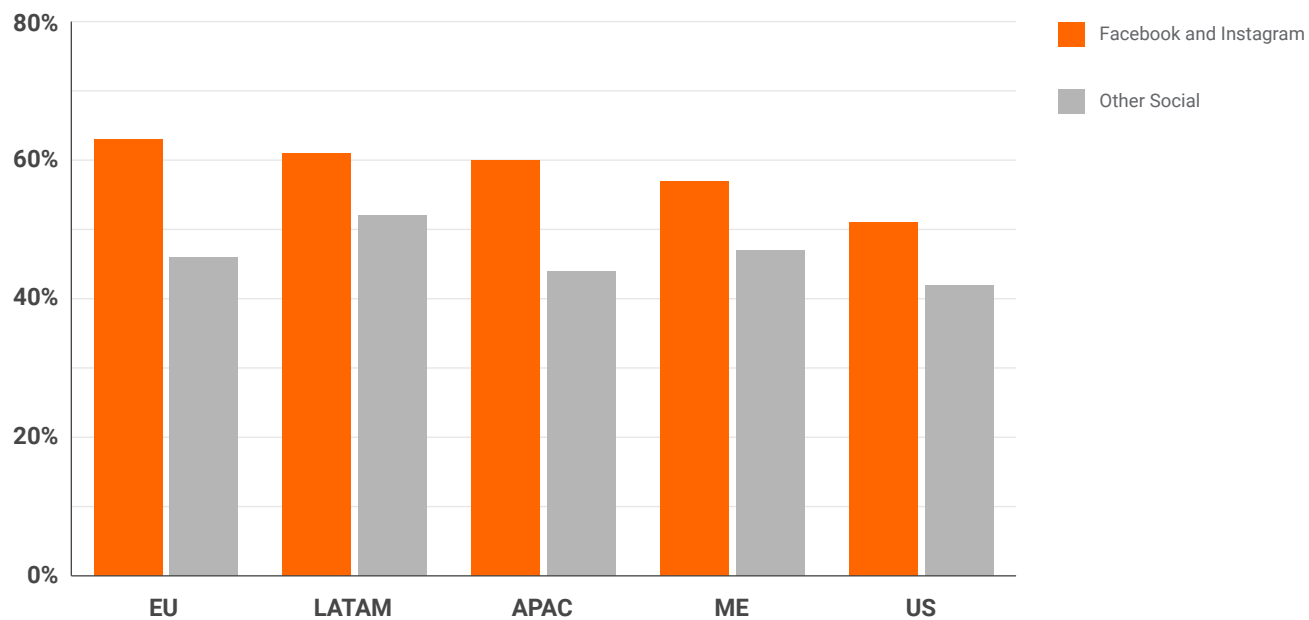
“We have definitely put more resources and funds into social media—Facebook and Instagram specifically, and we intend to use it even more in 2019. People travel because they want to have experiences. It is a social, visual, experiential undertaking, and social media really fits that.”



**Marina Suberlyak**

Head of Marketing, North America, Norwegian Airlines

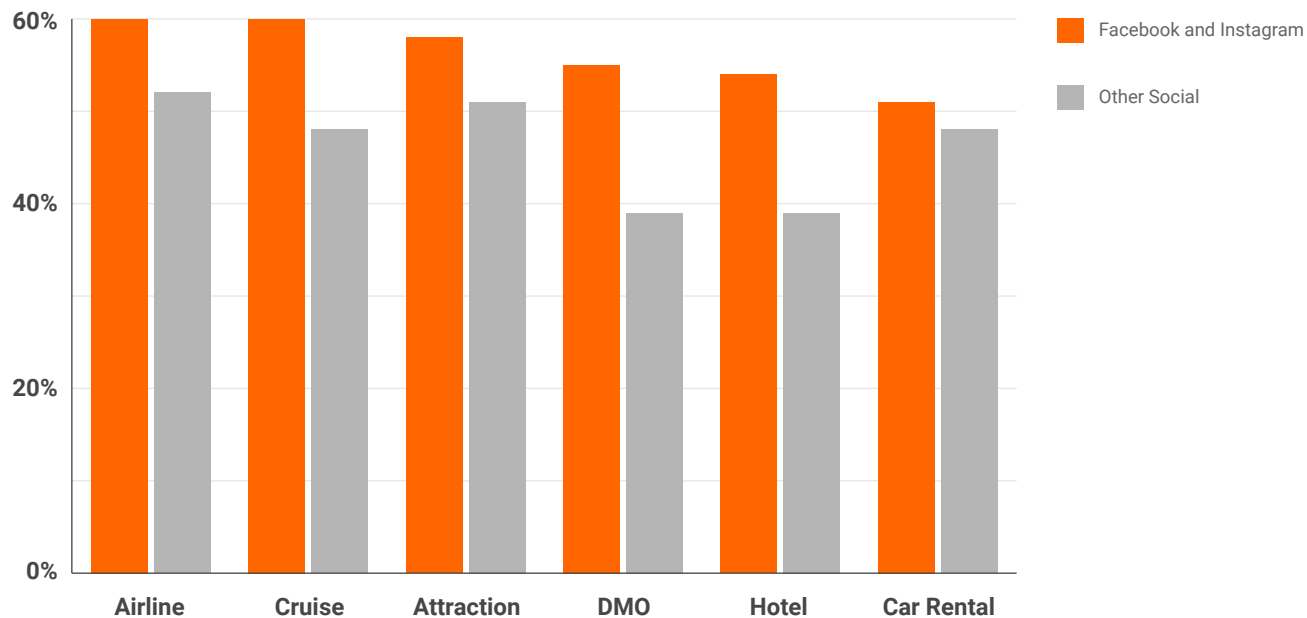
## 2019 Share of Social Ad Spend, by Region



How do you anticipate your ad dollars will be allocated in 2019 across the following types of advertising? (Plan on spending more)  
Source: Sojern, 2019

63% of European travel marketers will increase the share of their spend on Facebook and Instagram in 2019—making EU the region with the highest anticipated growth.

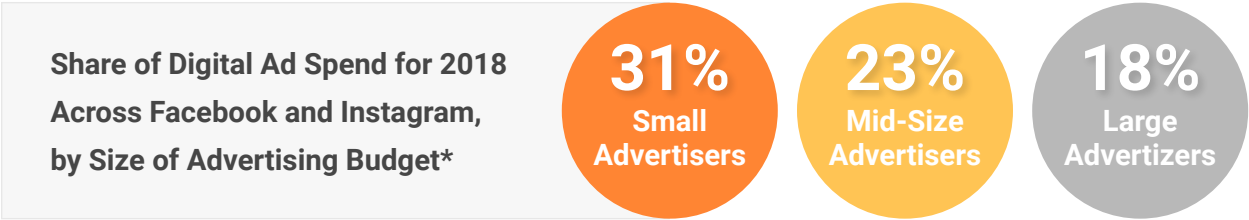
## 2019 Share of Social Ad Spend, by Vertical



How do you anticipate your ad dollars will be allocated in 2019 across the following types of advertising? (Plan on spending more)  
Source: Sojern, 2019

In 2019, more than half of all travel marketers will spend more on Facebook, regardless of vertical. Airline and Cruise verticals (60%) represent the highest percentage of marketers who plan to spend more this year.

# Share of Social Ad Spend, by Size of Advertising Budget



2019 Percentage Who Plan on Increasing Ad Spend Across Facebook and Instagram, by Size of Advertising Budget	Small Advertisers	44%
	Mid-Size Advertisers	54%
	Large Advertisers	64%

\*Small Advertisers - Annual advertising budget of less than \$50,000  
 Mid-Size Advertisers - Annual advertising budget between \$50,000 to \$1 million  
 Large Advertisers - Annual advertising budget of more than \$1 million

Though large advertisers only allocated 18 percent of their digital ad spend to Facebook and Instagram in 2018, close to two out of three large advertisers say they plan on spending more on the social platforms this year. In sharp contrast, a third of small advertisers' digital ad spend went to Facebook and Instagram in 2018, while 44 percent are planning to increase that spend. Small advertisers began exploring social earlier because they had a harder time competing in Search. All segments are now spending the biggest portion of their budgets on social, perhaps due to the fact that Facebook and Instagram released better ad formats and targeting capabilities. Marketers are now able to leverage the platform to achieve multiple marketing objectives such as branding, direct bookings, and loyalty engagement.

A photograph of three women wearing hijabs standing on a city street. They are looking at a smartphone held by one of the women. In the foreground, there are three pieces of luggage: a red suitcase, a green suitcase, and a black suitcase. The background shows a street with a tram and buildings.

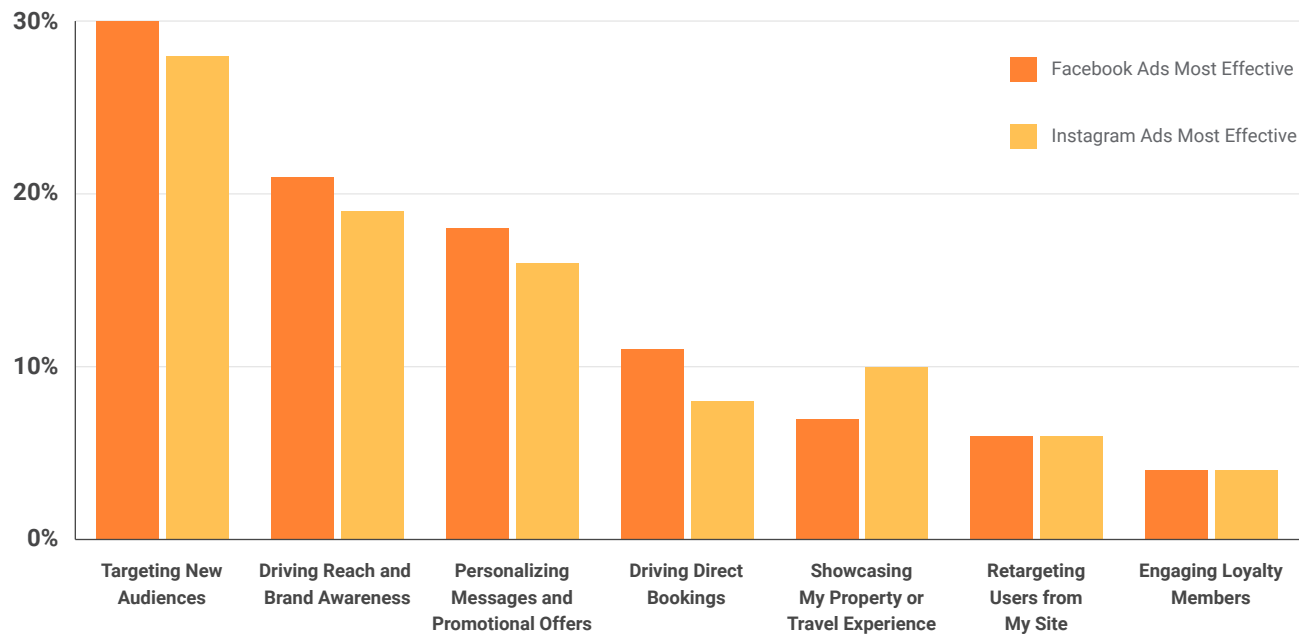
## Chapter 3

# Facebook and Instagram Are Essential for Travel Marketers

Facebook and Instagram have released several ad products over the years to help travel marketers across multiple objectives. In order to fully understand how travel marketers use these social channels, we asked about **the effectiveness of some of the most popular ad types found on Facebook and Instagram.**

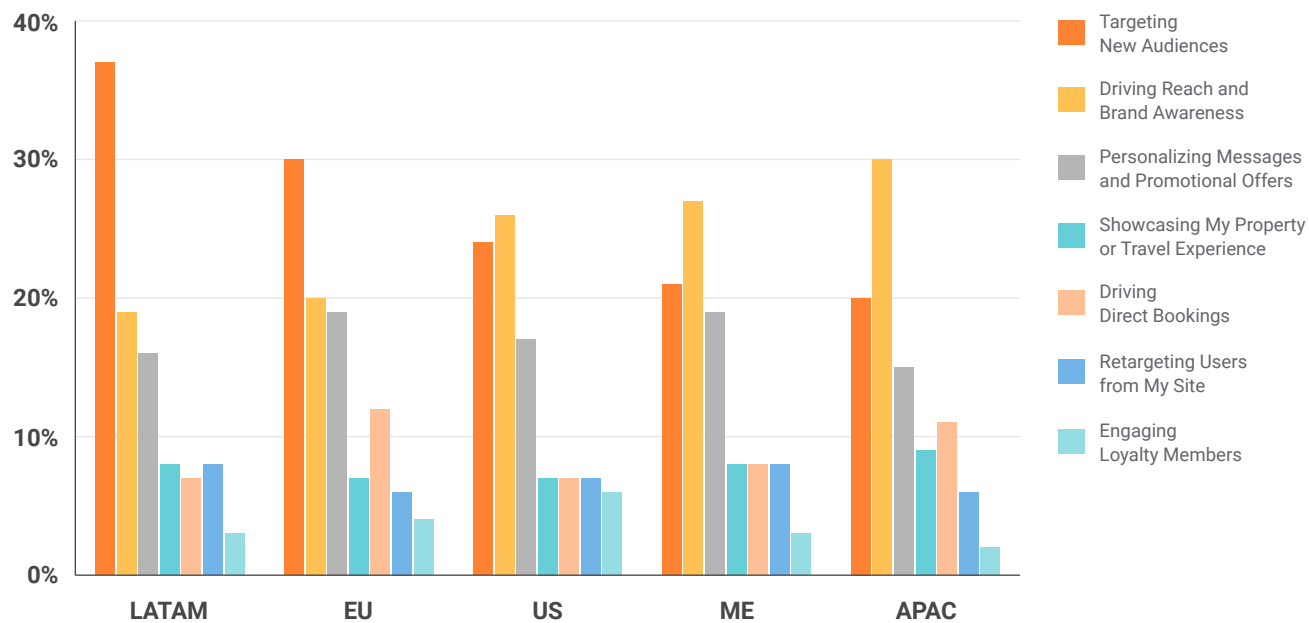
Based on our survey, gone are the days when Facebook and Instagram were perceived as only useful for branding. Our results indicate that these platforms are successfully used across multiple marketing objectives. Facebook and Instagram ads can be deployed across the buyer journey—helping to build awareness, consideration, and conversions for travel marketers. Our respondents rate them both as most effective for *targeting new audiences*, with Facebook seen as slightly better for driving reach, brand awareness, and personalization. Due to its visual nature, Instagram is perceived as better for showcasing a property or travel experience.

### Where Facebook and Instagram Are Most Effective for Travel Marketers



Where is Facebook or Instagram advertising most effective in your marketing strategy?  
 Source: Sojern, 2019

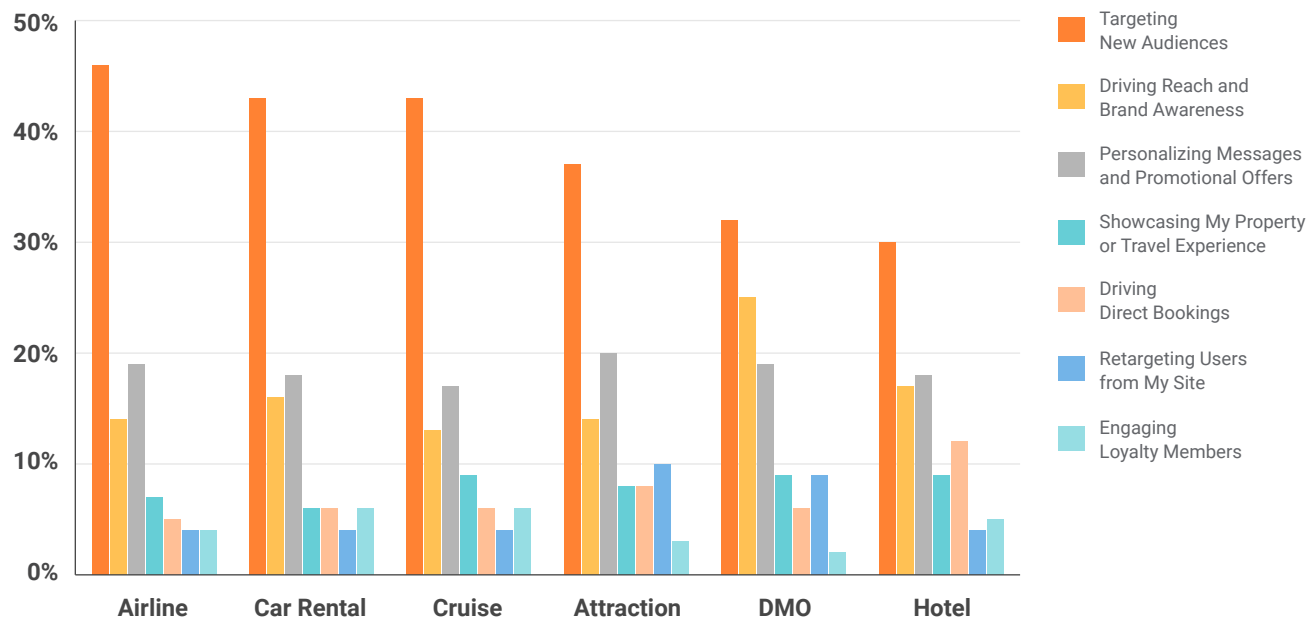
## Where Travel Marketers Find Facebook Most Effective, by Region



Where is Facebook advertising most effective in your marketing strategy?  
Source: Sojern, 2019

On average one in three Asia Pacific (APAC) travel marketers cite Facebook as most effective for *driving reach and brand awareness*—with the majority coming from Australia (35%) and least from Indonesia (21%).

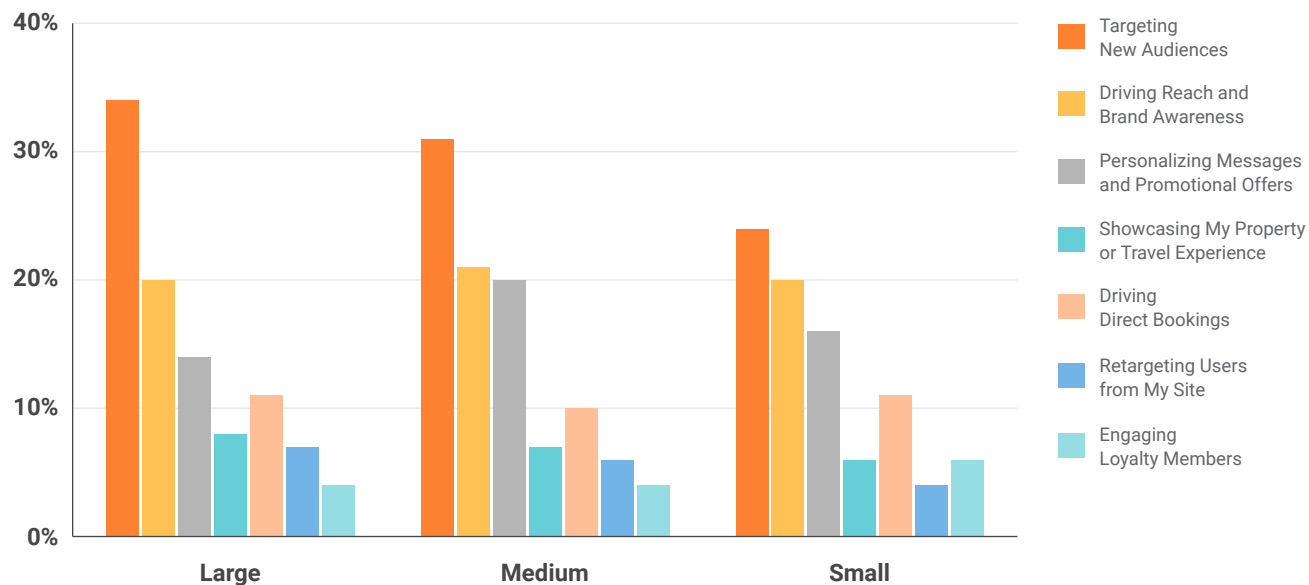
## Where Travel Marketers Find Facebook Most Effective, by Vertical



Where is Facebook advertising most effective in your marketing strategy?  
Source: Sojern, 2019

Every vertical ranks *targeting new audiences* as the most effective use for Facebook. Airline marketers are most likely to use Facebook for targeting new audiences (46%), while Hotel marketers rank the effectiveness for new audiences lowest at 31%.

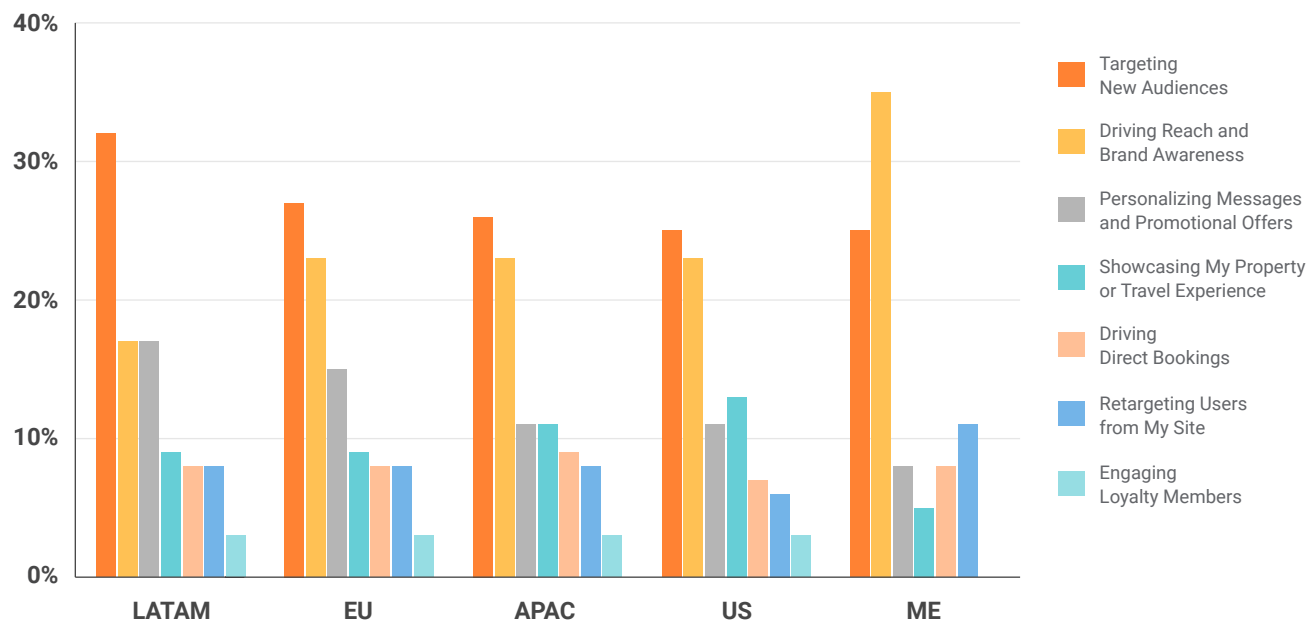
## Where Travel Marketers Find Facebook Most Effective, by Size of Advertising Budget



Where is Facebook advertising most effective in your marketing strategy?  
Source: Sojern, 2019

The larger the advertiser, the more they cite Facebook for being effective for *targeting new audiences*, with 37% for large advertisers versus 24% for small advertisers.

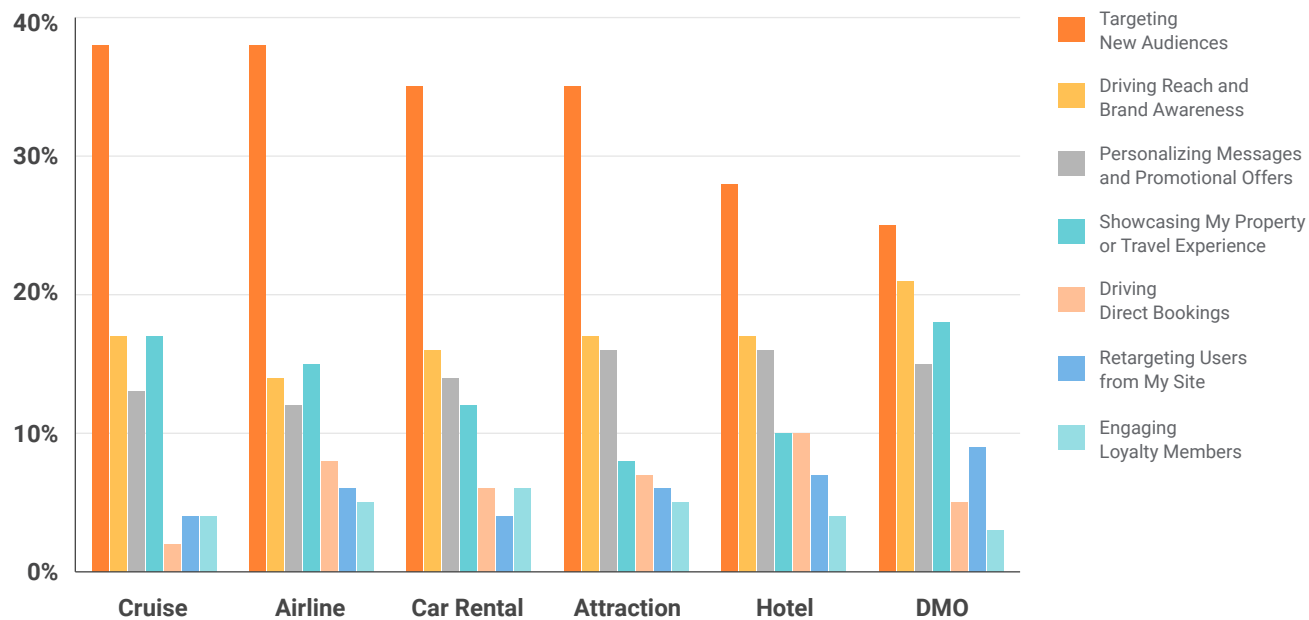
## Where Travel Marketers Find Instagram Most Effective, by Region



Where is Instagram advertising most effective in your marketing strategy?  
Source: Sojern, 2019

All regions consistently rank Instagram most effective for *targeting new audiences* and *driving reach and brand awareness*, with Latin America (LATAM) leading the former at 32% and the Middle East (ME) leading the latter at 35%.

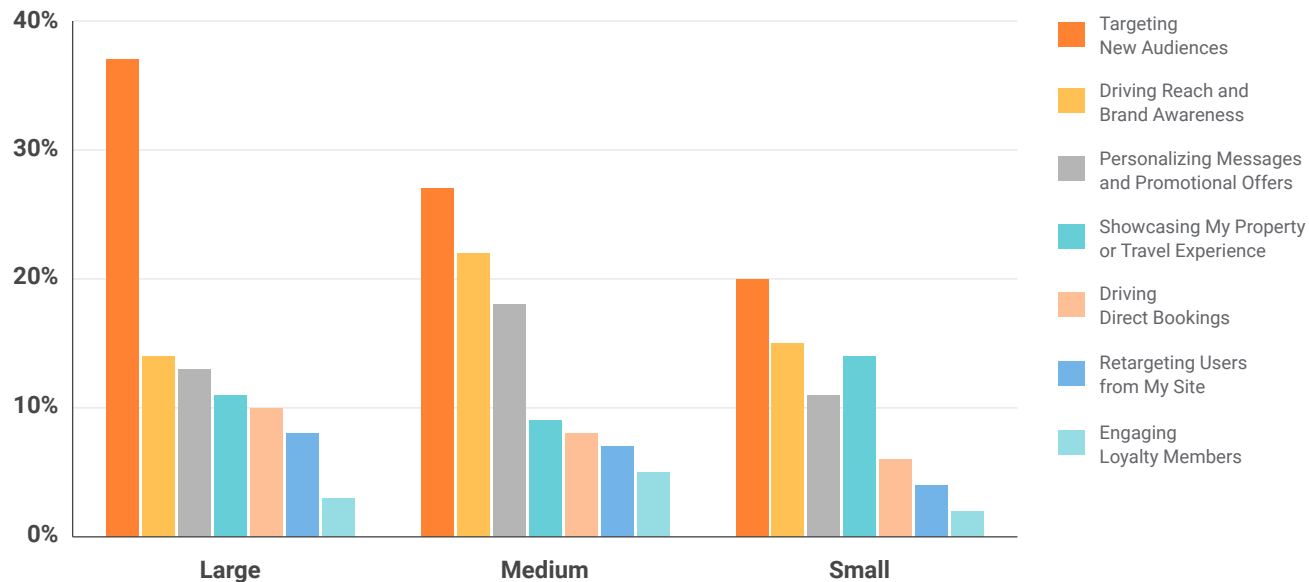
## Where Travel Marketers Find Instagram Most Effective, by Vertical



Where is Instagram advertising most effective in your marketing strategy?  
Source: Sojern, 2019

Across all verticals, Instagram is rated most effective for *targeting new audiences*—with the highest percentage coming from the Airline and Cruise verticals, both at 38%.

## Where Travel Marketers Find Instagram Most Effective, by Size of Advertising Budget



Where is Instagram advertising most effective in your marketing strategy?  
Source: Sojern, 2019

For small advertisers, Instagram is seen as effective for many reasons; whereas, more than one out of three (37%) large advertisers rate it as effective for *targeting new audiences*.



## Chapter 4

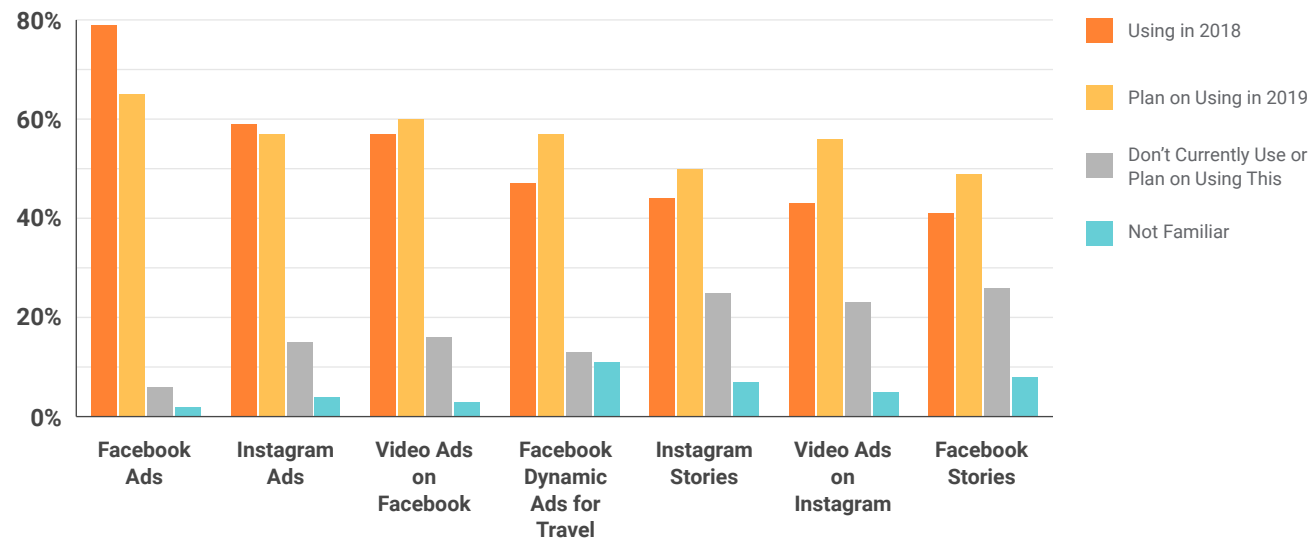
# Facebook and Instagram Ad Formats Winning in 2019

As new formats become available, many marketers plan to increase usage of Video Ads, Facebook Dynamic Ads for Travel, and Facebook Stories. Our survey dove into the formats travel marketers anticipate using in 2019.

# How Travel Marketers Are Using and Anticipate Using Facebook and Instagram Ads

The increase in advertising through video on social platforms may not come as a surprise to many travel marketers, especially with **Facebook's continued effort** to add new features for Stories across their entire platform (Facebook, Instagram, Messenger, and WhatsApp). Facebook's Chief Product Officer, Chris Cox, has shared that "the Stories format is on a path to surpass feeds as the primary way people share things with their friends sometime next year."

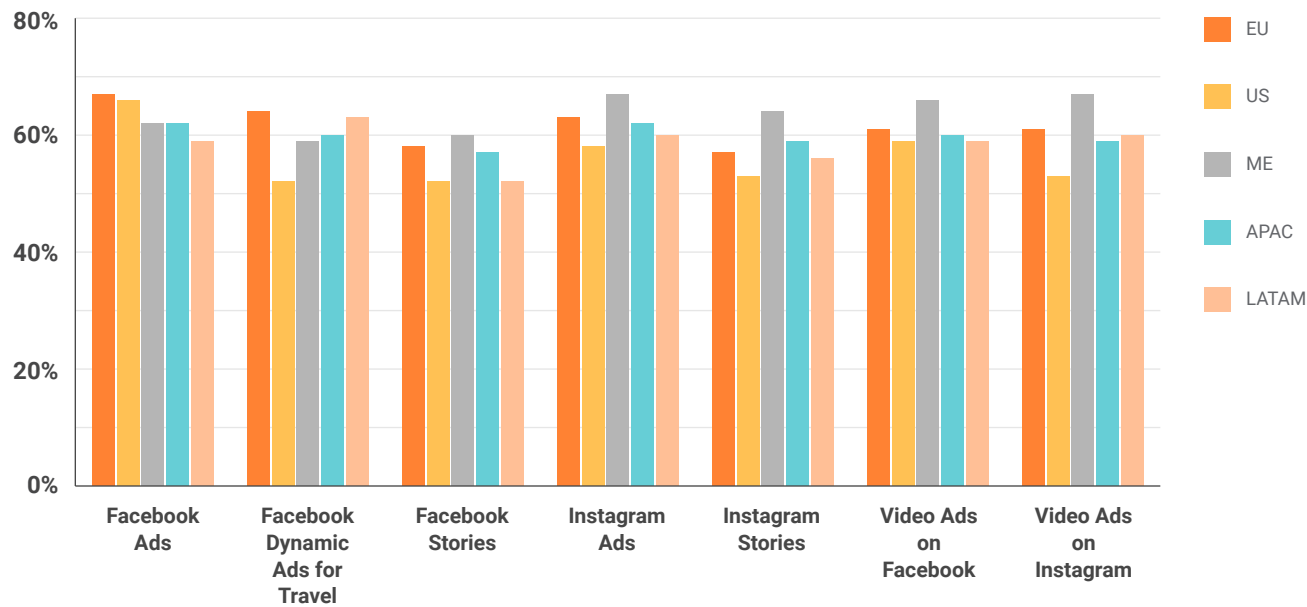
## How Travel Marketers Are Using and Anticipate Using Facebook and Instagram Ads



Which types of social advertising are you currently using in 2018 and/or considering using in 2019?  
 Which types of digital video advertising are you currently using in 2018 and/or considering using in 2019?  
 Source: Sojern, 2019

Because videos so easily tell the story of travel, 60% plan to use Facebook videos in 2019, an increase from the 57% who already used them in 2018. However, we see greater growth with Instagram videos—56% plan to use Instagram videos in 2019, increased from the 43% who report using them in 2018.

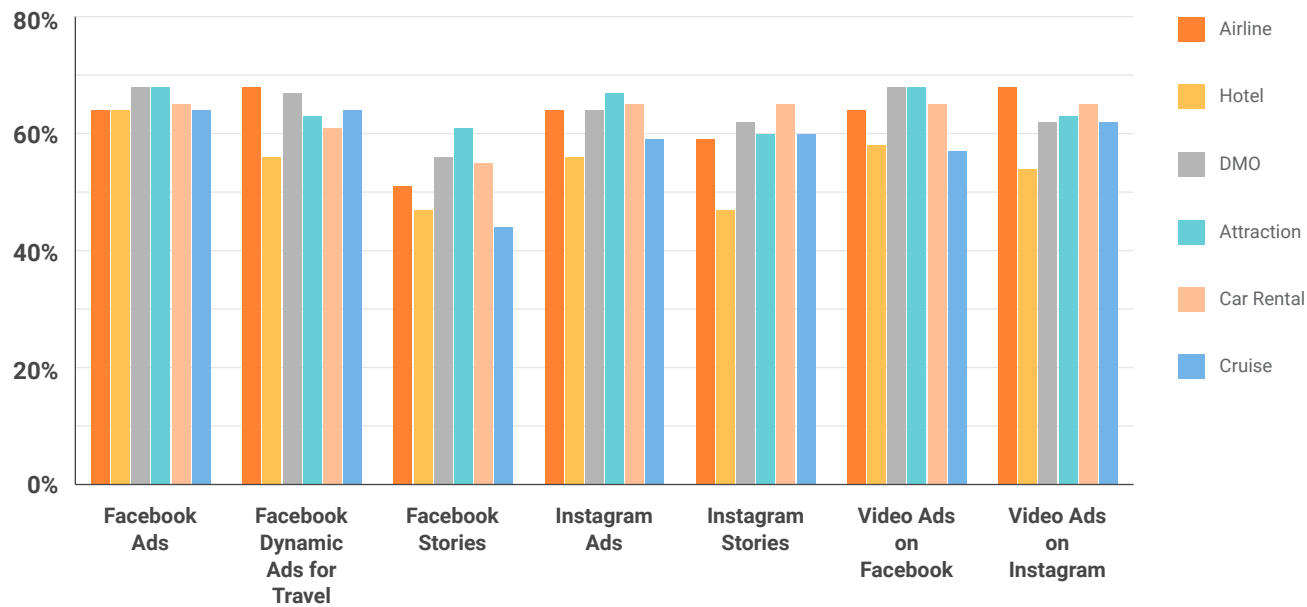
## 2019 Social Ads, by Region



Which types of social advertising are you currently using in 2018 and/or considering using in 2019? (plan on using in 2019)  
 Which types of digital video advertising are you currently using in 2018 and/or considering using in 2019? (plan on using in 2019)  
 Source: Sojern, 2019

In 2018, 79% of ad spend was allocated to Facebook Ads, and that number will continue to rise, with 65% of travel marketers reporting they plan to spend more on Facebook Ads in 2019. Today's travel marketers are becoming more savvy when it comes to travel-specific ads—with 57% planning to use Facebook Dynamic Ads for Travel in 2019.

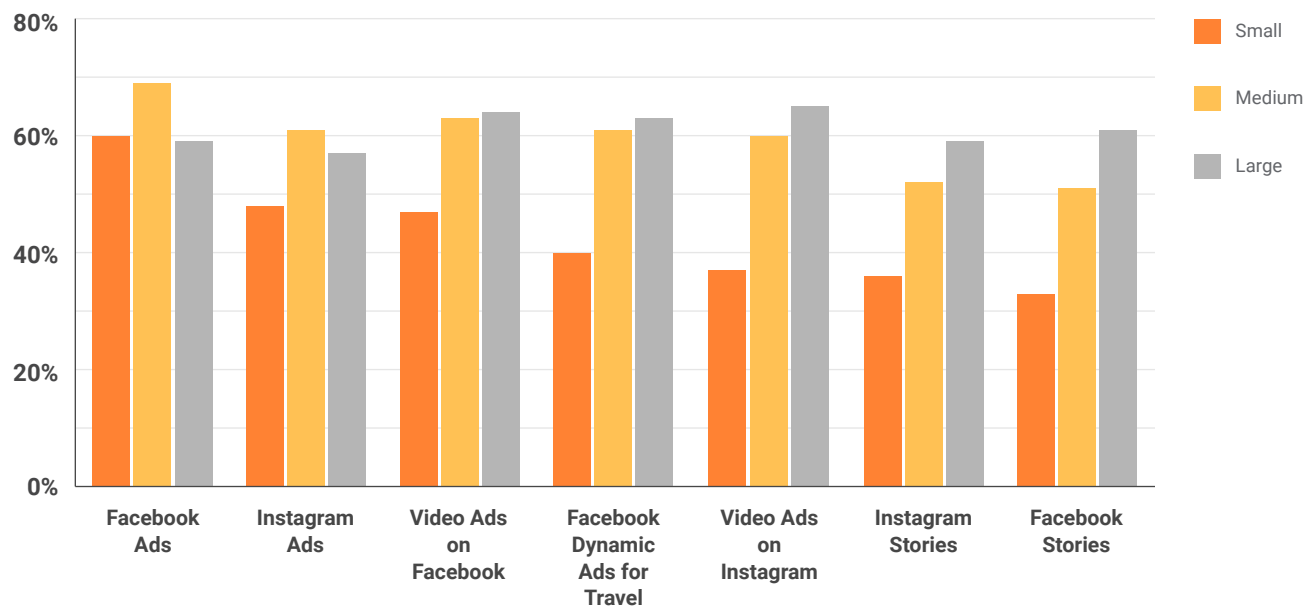
## 2019 Social Ads, by Vertical



Airlines are the top vertical (68%) planning to use Facebook Dynamic Ads for Travel in 2019. Destination Marketing Organizations (DMOs) are close behind—67% plan to do the same.

Which types of social advertising are you currently using in 2018 and/or considering using in 2019? (plan on using in 2019)  
 Which types of digital video advertising are you currently using in 2018 and/or considering using in 2019? (plan on using in 2019)  
 Source: Sojern, 2019

## 2019 Social Ads, by Size of Advertising Budget



Which types of social advertising are you currently using in 2018 and/or considering using in 2019? (plan on using in 2019)  
 Which types of digital video advertising are you currently using in 2018 and/or considering using in 2019? (plan on using in 2019)  
 Source: Sojern, 2019

Small advertisers appear less likely to experiment with Facebook and Instagram Stories—of those who plan to use social ads in 2019, only 33% plan to use Facebook Stories and 36% plan to use Instagram Stories.



## Chapter 5

# Key Challenges for Travel Marketers

Representing the largest platform in the world in terms of logged in users, Facebook is unique in its ability to target people across devices and platforms with a full funnel approach. Over the past couple of years, Facebook focused on releasing ad products with features and functionality specifically tailored to travel marketers.

46%

**Personalized ads and offers in real-time**

45%

**Achieving ROI and profitability targets for advertising investments**

45%

**Keeping up with the fast-paced advertising and technology landscape**

45%

**Targeting travelers during a specific point along their path to purchase**

As digital ad budgets grow, so do the number of advertising channels, platforms, and tools marketers need to master—creating massive opportunity, but increased complexity. Layer on top expiring inventory, multiple distribution channels, and travelers demanding tailored messaging and experiences, and the task of marketing effectively to travelers could seem insurmountable. Globally, our travel marketer respondents cited multiple challenges.

To solve for these challenges many travel marketers, particularly those with large ad budgets, are turning to a Facebook Marketing Partner (FMP) to help them leverage Facebook more effectively. FMPs offer a variety of capabilities from campaign management and optimization, to measurement and creative services. As the Facebook ecosystem becomes more competitive with an increasing number of advertisers, engaging users with the right message at the right time becomes a bigger feat.

“As a vertical FMP, we build a platform that works only for travel brands because travel has very different problems. They are dealing with seasonality. They are dealing with expiring rates and availability. It is a very different path to purchase when you compare to eCommerce, for example. We build products that address these particular challenges, and our AI-powered Marketing Assistant, Marvin, helps clients test and learn what works for their brand.”

**Adphorus**

**Volkan Çağsal**

CEO and Founder, Adphorus

# Personalized Ads and Offers in Real-Time

Facebook's capabilities for each stage of the traveler path to purchase empowers marketers to drive real business results, whether they're focused on targeting new customers, building brand awareness, driving direct bookings, or engaging loyalty program members.

Because Facebook is people-based versus cookie-based, it provides excellent opportunities to deliver personalized messaging, and FMPs support marketers with the technology to do this at scale across multiple customer touch points. FMPs have sophisticated automation and optimization features to make campaign creation, audience segmentation, and campaign management much more efficient. Many FMPs also offer creative solutions which help advertisers build and deliver personalized creatives at scale.

With better visibility into a traveler's behavior, marketers can deliver the right message at the right time regardless of channel or device—ultimately optimizing their advertising efforts, delivering better customer experiences, and increasing ROI.

"Air France has been the first airline to use Facebook's new marketing solution, Flight Ads for Prospecting, with a first test on the US market. This solution allows us to target a broad audience with personalized ads, showing the users relevant flight routes with automated prices based on Facebook's data. Within this 2 weeks test, results show a decrease of the cost per search by 66%."

**AIRFRANCE** 

# Achieving ROI and Profitability Targets

Without real-time visibility into a traveler's buying behavior, brands will continually be challenged to deliver effective and personalized advertising to efficiently increase their Return On Investment (ROI).

As the travel industry and the accompanying complexities for marketers continue to grow, Facebook is investing more in the travel vertical with products such as Dynamic Ads for Travel (DAT). DAT provides better opportunities to increase ROI via upselling and cross-selling by showing relevant ads to users, such as upgrading their fare class or adding spa treatments to a hotel booking. DAT also allows travel marketers to manage and increase ROI by ensuring ads are only shown to travelers leading up to their specified departure or check-in date—avoiding unnecessary ad spend.

“Facebook is important because of the size and scale—you just can't beat their audience. And because consumers are on the platform to think about and aspire to travel, you have to be there.”



**Brent Bouldin,**  
Vice President of  
Marketing, Media and  
Customer Acquisition,  
Choice Hotels International

# Keeping Up with the Fast-Paced Advertising and Technology Landscape

While most, if not all, social platforms continue to adapt their advertising solutions to fit the needs of travel marketers—Facebook and Instagram have been very focused on the travel vertical, launching new advertising opportunities for travel marketers every year. However, the speed at which Facebook consistently rolls out new features and products, or makes changes to existing products, can make it challenging to decide which ad formats will be most effective.

This is why Facebook supports a network of Facebook Marketing Partners. FMPs build solutions on top of the Facebook platform to offer more customized and specialized marketing services. They help marketers keep up with these Facebook changes, and offer a range of perks including priority access to Facebook products, earlier insights into what will drive performance, as well as technical support.

# Test, Learn, Optimize, Scale

To truly use Facebook's platform to its full potential, travel marketers must continually test and learn to determine what works for their brand, in each market, on each channel, and at each stage of the funnel. To avoid making assumptions that could negatively affect campaign performance, marketers should take a data-driven approach and validate their assumptions through scientific analysis of what works and what doesn't: including creative messaging, images, CTAs, and headlines.

But that can be a time intensive process, one that many travel marketers cannot afford to do on their own. This is where FMPs can help—offering more sophisticated A/B testing platforms and optimization engines.

Adphorus, a travel-specific FMP, built its AI-powered marketing assistant, Marvin, precisely to solve for these challenges, optimizing performance, automatically managing bids, and allocating budgets—ensuring that all marketing efforts are data-driven. Marketers simply define their objectives, and Marvin optimizes for highest performance, tracking campaigns and generating insights to inform future strategies.

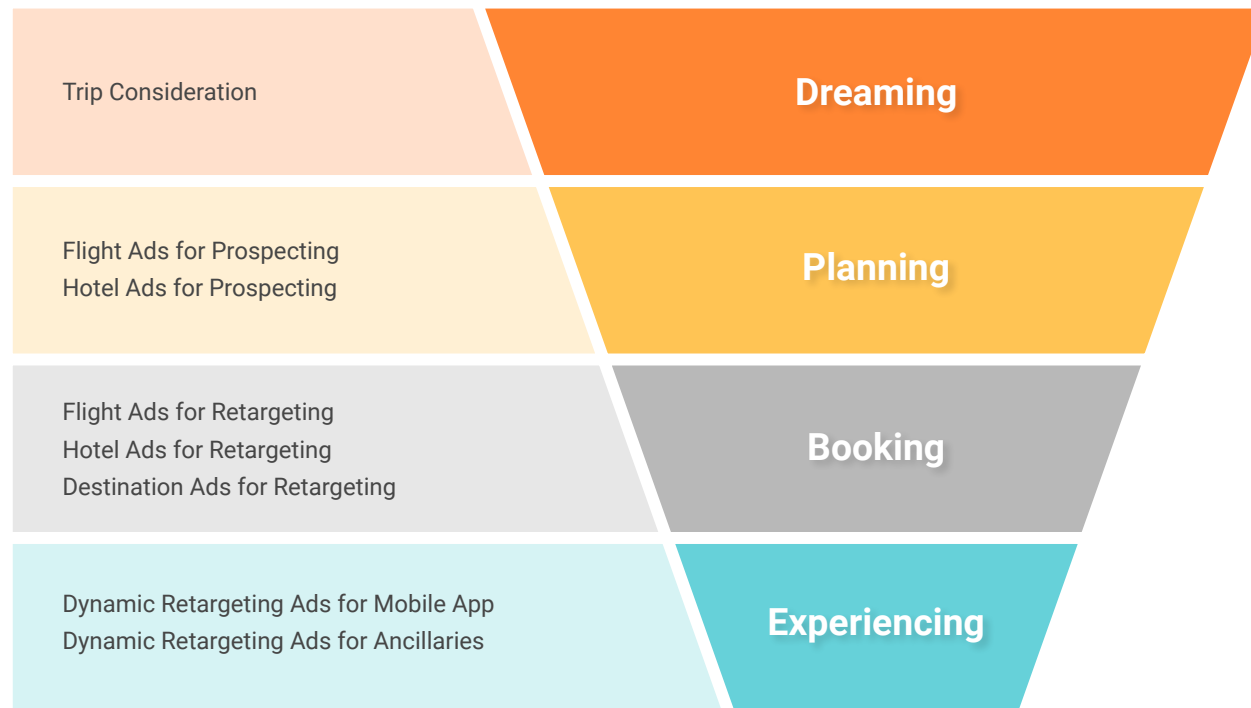
One of Marvin's newest capabilities, automated Bid Multipliers, further frees marketers from this time-intensive process, allowing them to delegate all bidding decisions to Marvin. This gives marketers a competitive advantage, as handing off this process to AI allows them to optimize and scale—fast.

A close-up, slightly blurred photograph of a person's hands. One hand is on a laptop keyboard, and the other is holding a credit card. The background is dark and out of focus.

Chapter 6

# Getting the Most Out of Facebook Across the Path to Purchase

**Our survey showed that 45% of travel marketers rank targeting travelers during a specific point along their path to purchase as a main challenge. The solution? Executing a full-funnel strategy on Facebook.**



# Dreaming Stage

In the dreaming stage, or upper funnel, social media is an influential channel for inspiration, as travelers often search hashtags, follow travel influencers, or scroll through their friends' Feeds and Stories.

**Trip Consideration** is an upper funnel solution that targets the dreamers who have not yet selected a destination. With Trip Consideration, marketers can prioritize ad delivery to users who have shown travel intent—driving new traffic and growing retargeting audiences. To entice and inspire travelers, marketers use videos, photos of destinations, deals and promotions, or brand creatives.

## TIP

Use striking imagery and video to help cut through the noise and build brand awareness. Facebook offers many different ad formats, including Carousel Ads, Canvas Ads, Stories, and Video to bring a brand's story to life. But, keep in mind that each format is unique, and user behavior varies across placements, devices, and platforms. We recommend following best practices for each format to help capture a user's attention as they scroll through their Feed or Stories.

## Creating Engaging Video Ads at Scale

With over half of all travel marketers planning to use social video in 2019 and hundreds of hours of video viewed<sup>2</sup> on Facebook everyday, it's safe to say marketers see the high value of using video to attract and inspire travelers. However, producing quality videos optimized for this vertical creative format at scale represents a significant challenge.

In response, a handful of companies built solutions that enable marketers to create videos more easily—like Adphorus' Video Lab. By using a brand's own still images, Video Lab can easily create a variety of video assets expertly optimized for delivery in Facebook and Instagram Stories formats, including:

- **Live Video:** adds animation to a single image
- **Live Multi Photo:** adds animation to multiple images
- **Live Multimedia:** turns multiple videos and/or images into a single video
- **InstaRich Photo:** creates a unique, split-screen video experience, specially designed for Instagram
- **InstaRich Multimedia:** creates a multi-dimensional video with multiple images on videos, specially designed for Instagram

<sup>2</sup>Facebook IQ, 2018

## Planning Stage

Nearly all travelers search across a number of different websites, with hundreds of touchpoints throughout their path to purchase. By the time a traveler starts their search, they have already **limited their consideration set** to an average of 2.5 brands. That is why it is important to find and re-engage travelers based on their preferences and the intent they have shown through previous searches and online activity. Thanks to its vast network of users and family of apps, Facebook is able to detect travel intent at a destination level and put ads in front of a relevant audience.

Previously, travel marketers were making educated guesses when it came to prospecting, with interest and behavior targeting. **Dynamic Ads for Prospecting** enables marketers to reach travelers who are planning a trip and have demonstrated intent to a specific destination. It automates prospecting by delivering dynamic ads to new, high-value users, ultimately resulting in lower conversion costs.

Currently, Facebook's dynamic prospecting solution is available for flights and hotels.

### TIP

For airlines, OTAs, and metasearch companies, dynamic prospecting means the ability to target new travelers with relevant content, by matching destination intent with the corresponding route information in their existing Flight Catalogs. And similarly for hotels, it allows for more targeted prospecting with ads personalized with information from their hotel catalogs.

Marketers often waste time and budget on first experimenting with upper funnel campaign targeting. Facebook's Trip Consideration and Dynamic Prospecting solutions offer a fast-track to effective prospecting, by leveraging Facebook's wide web of intent data instead of speculating on the characteristics of prospect travelers.

# Booking Stage

At the booking stage, travelers are ready to purchase and marketers want their ads to deliver a direct response. At this essential point, it is important for travel marketers to avoid losing out on a booking, and this is where **Facebook's Dynamic Ads for Travel** solution comes in—ensuring that ads are relevant to the traveler, while minimizing ad spend waste for the marketer.

DAT allows travel marketers to present bespoke creatives and messaging in real-time based on a traveler's known trip intent signals—capturing a traveler's attention and triggering conversions. By presenting personalized ads with real-time pricing and availability, brands remain top of mind for a traveler during their search, and encourages a traveler to book with highly relevant offers.

With DAT, marketers can also retarget website visitors based on the activity the user did on their website, customizing the ad based on the website event. Marketers can then direct travelers to customized landing pages with pre-filled search parameters or trip details that make it even easier for travelers to book.

## TIP

Make sure ads are only shown to users leading up to their departure or check-in date, and set rules to closely define the traveler and how far in advance to target. This avoids mistakenly serving ads to someone in August who took their trip in April.

## Experiencing Stage

The experience stage is the perfect opportunity for ancillary spend. Travel marketers can advertise their products and services post-conversion and cross-sell, with complimentary or upgraded services based on a traveler's preferences and previous search behavior.

Facebook's DAT can be very effective for engaging travelers while in-destination as well—allowing travel marketers to efficiently cross-sell, upsell, and promote their loyalty programs. Marketers can set up rules for automatically upselling and cross-selling after the user's initial purchase, helping drive higher revenue per traveler.

### TIP

If someone books a hotel room, target messages for room upgrades or spa packages. For flights, seat upgrades or meal selections before check-in work well. In the case of attractions, marketers can target travelers based on their destination intent—giving them options of activities during their stay.

# Succeeding with Facebook Across the Path to Purchase

## How Fairmont Increased Mobile-Driven Revenue by 55%

Sojern and Adphorus implemented and fully managed DAT on Fairmont's behalf, setting bids and budgets, leveraging historical insights to create audience segments, managing A/B tests, and refining strategies daily via the Adphorus platform.

As a result, Fairmont reached the right users at the right time. And rather than look at DAT in isolation, Sojern was able to analyze the overlap of users who clicked on a DAT ad with the company's own rich traveler profile set, so the Fairmont team could understand the broader competitive landscape, identify where they were losing out on bookings, and make more informed marketing decisions.

Using these rich and real-time insights were key—as midway through the campaign, the team observed nearly 80 percent of the initial impressions occurred in the mobile environment, while a majority of the bookings took place on the traveler's desktop (~84%). Because of this, the decision was made to target mobile users with more tailored messaging and offers—which subsequently led to a 44 percent reduction in mobile Cost Per Booking (CPB) and a 55 percent increase in mobile driven revenues.

## Langham Hospitality Group Attains More Bookings with DAT

Langham Hospitality Group was able to reach more high-end travelers across four continents through their prospecting and retargeting campaigns on Facebook. By launching DAT, they were able to drive more bookings, **overachieving their ROI target by 140 percent.**

## Increasing Bookings Across Desktop and Mobile

By delivering a higher level of personalization to travelers with Facebook DAT on the Adphorus platform, MakeMyTrip, India's leading OTA, **observed 20X growth** in mobile bookings and 2X growth in website bookings.

## Air France Dramatically Reduces Booking Costs

Air France, a trailblazer when it comes to travel marketing on Facebook, ran DAT in 15 markets. After observing success with the solution, they scaled the campaigns worldwide, reaching two million people globally and reducing their cost per booking by **over 50 percent**.

## Celebrity Cruises Drives 23X ROI Through a Full Funnel Strategy

By executing coordinated initiatives at each stage of the funnel, Celebrity Cruises effectively told their story and inspired the right travelers to consider booking a cruise. They observed over one million video views with their brand awareness campaign, driving thousands of unique visitors to the Revolution landing page on their website. Their acquisition campaign then successfully turned these visitors into bookings, ultimately **resulting in 23X ROI**.



# Executive Summary

The growth in ad dollars flowing into Facebook's platform is still accelerating, reaching nearly \$33 billion in 2018. Why? Because the combination of Facebook's massive global scale and ability to target ads to niche segments makes it appealing to all industries. As Facebook and Instagram continue to launch advertising products to help travel marketers address their specific needs, expect travel marketers to invest in the platform to reach and influence their audiences.

## Marketers Embrace Full Funnel Advertising on Facebook and Instagram

One of the key trends we see in our 2019 Report on Facebook and Instagram Advertising for Travel is the use of both Facebook and Instagram across the funnel. Marketers are no longer using social media for only brand awareness. Today's marketers use Instagram Stories in the upper funnel to introduce new followers to their destination, while lower in the funnel, they use bespoke messaging on Facebook to drive bookings with Facebook Dynamic Ads for Travel.

## Facebook and Instagram Are Key for Both Targeting and Keeping New Audiences

On a global scale, both Facebook (30%) and Instagram (28%) are seen as most effective for targeting new audiences. However, when we look at how each region is using Facebook and Instagram, slight differences begin to appear. For example, in most of APAC and ME, travel marketers rate Facebook and Instagram more effective at driving reach and brand awareness versus targeting new audiences; whereas, travel marketers in the United Kingdom and Mexico rate the platforms almost 25 percent more effective at targeting new audiences over driving reach and brand awareness.

Facebook and Instagram travel solutions offer marketers a holistic solution. The upper funnel products add a layer of optimization to Facebook's traditional targeting options. They enable marketers to show relevant ads at scale to travelers in any stage of the planning process.

As Facebook expands their ad capabilities, and more and more travel marketers adopt a full funnel strategy across Facebook and Instagram, we predict that the nuances of effectiveness will continually change. However, one thing will always remain—by embracing all that Facebook has to offer, travel marketers will be able to inspire and engage with travelers throughout their path to purchase.

**Looking to increase your efficiency while improving the performance of your ads across Facebook and Instagram?**

**[www.sojern.com/contact](http://www.sojern.com/contact)**

## About Sojern

Sojern is built on more than a decade of expertise analyzing the complete traveler path to purchase. The company drives travelers from dream to destination by activating multi-channel branding and performance solutions on the Sojern Traveler Platform for more than 8,500 customers around the globe.

Recognized as a Deloitte Technology Fast 500 company six years in a row, Sojern is headquartered in San Francisco, with teams based in Berlin, Dubai, Dublin, Hong Kong, Istanbul, London, Mexico City, New York, Omaha, Paris, Singapore, and Sydney.

# Methodology

Sojern's State of the Travel Industry survey was fielded online in November 2018. More than 600 global travel marketers completed the survey. Respondents were sourced from Sojern's database of travel marketers and agencies as well as a third party sample. Respondents were sent an email invitation to participate in the survey and were screened to ensure they were advertising decision makers for travel brands.

The survey research was fielded and hosted by Research Now and covered travel marketers budget allocation, advertising planning and allocation, use of data to make marketing decisions, ad strategy effectiveness, attribution, and return on ad spend, as well as current and future trends. In addition, Sojern conducted one on one interviews with select travel advertisers across sectors and regions.

## Survey Respondent Profile

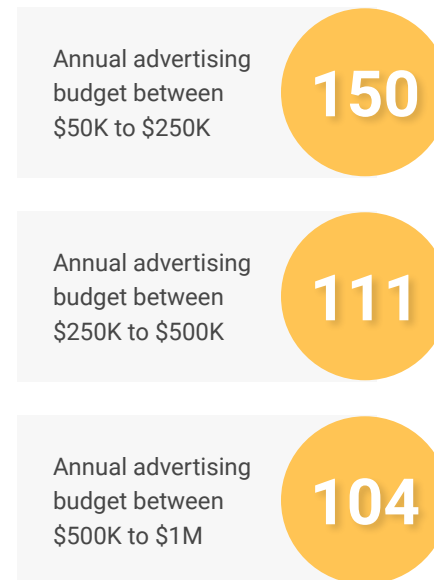


## Annual Advertising Spending

### Small Advertisers



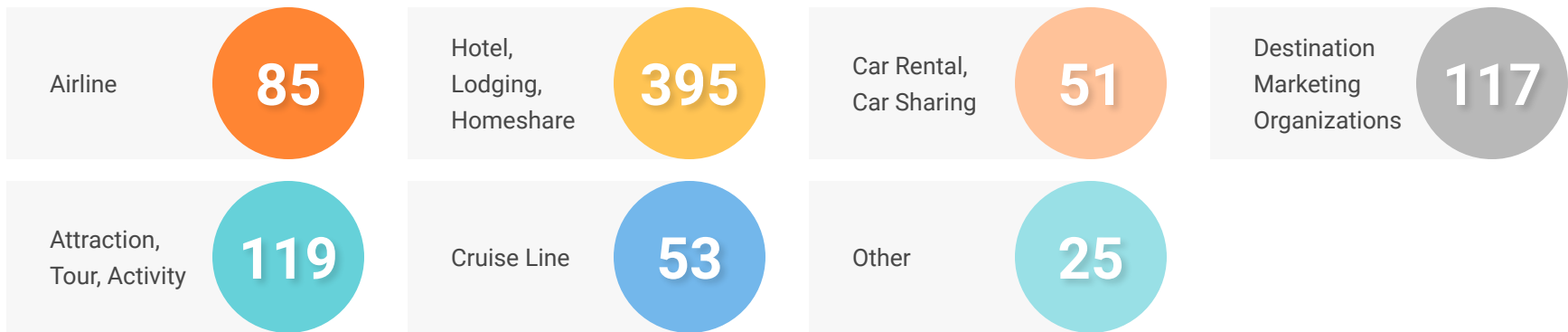
### Mid-Size Advertisers



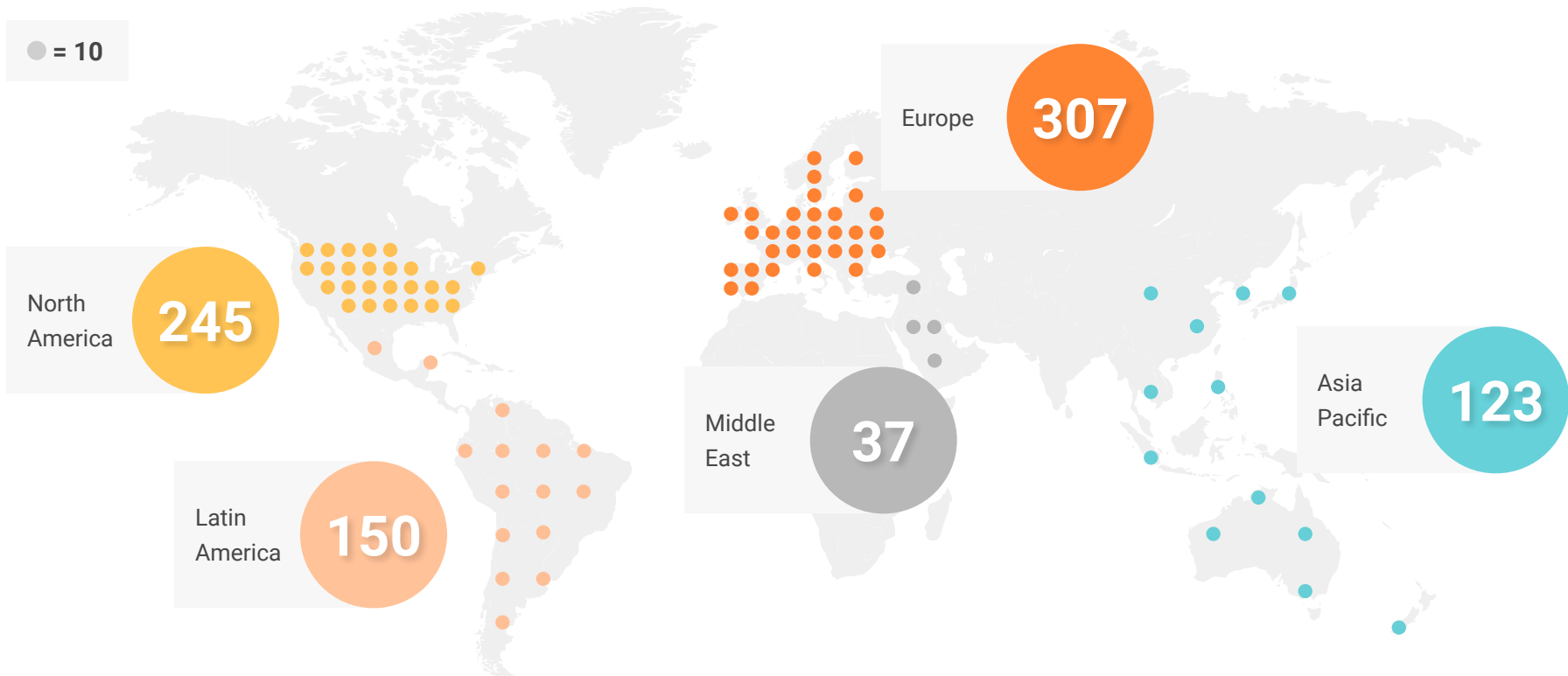
### Large Advertisers



## Travel Vertical



## Regions of Advertising Responsibility





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