

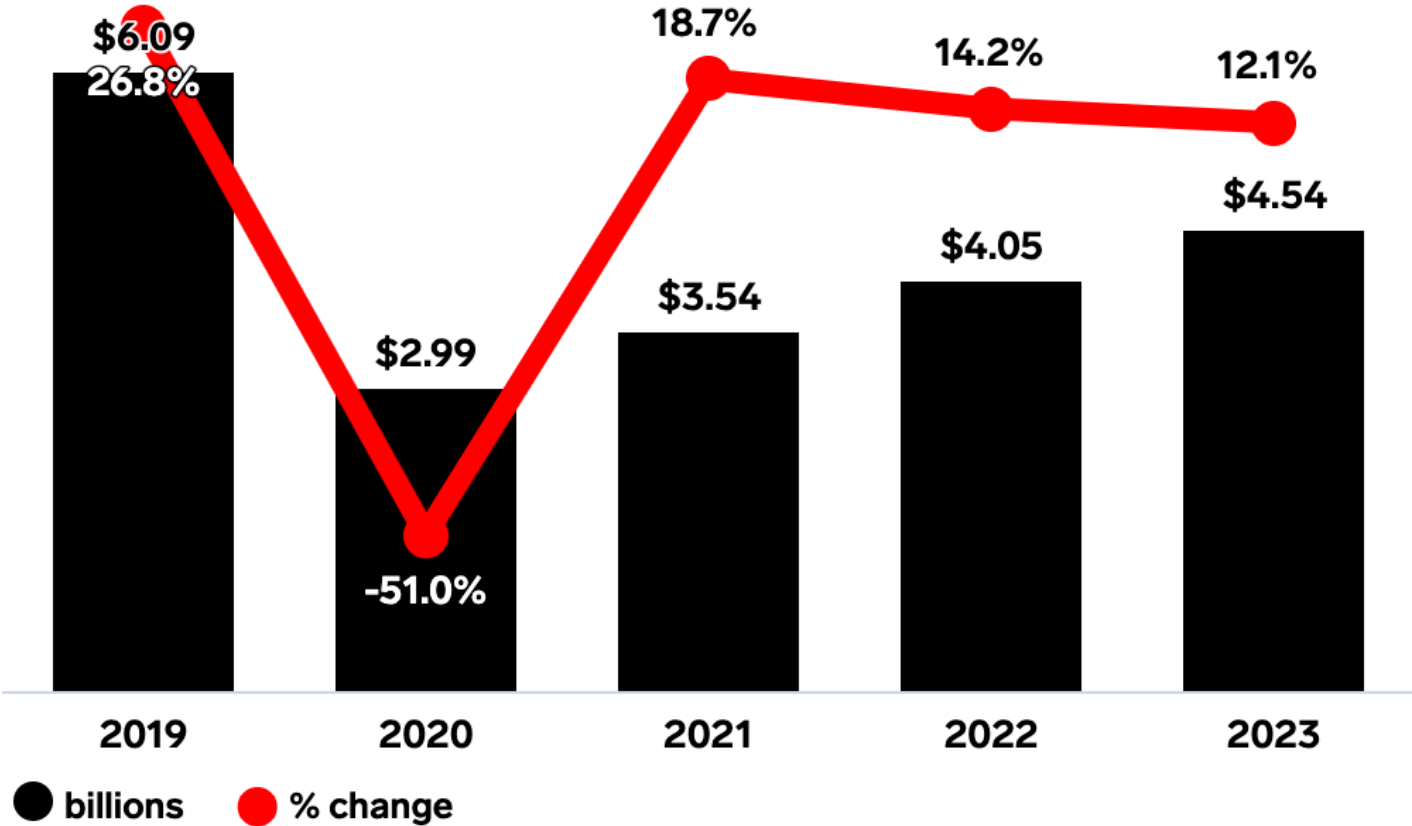
# Travel digital ad spend is rebounding in the US, but not to pre-pandemic levels just yet

Article

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In 2021, the US travel industry will spend **\$3.54 billion** on digital ads, up **18.7%** over last year's pandemic-induced low of **\$2.99 billion**. While outlays will still lag far behind 2019's **\$6.09 billion**, low ad spending does not necessarily mean low consumer confidence, as strong pent-up demand is reducing the industry's need to advertise.

## Travel Industry Digital Ad Spending US, 2019-2023



Source: eMarketer, June 2021

eMarketer | InsiderIntelligence.com

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