

How travel companies (and ads) are changing, virtual living rooms, and streaming ads

Audio

On today's episode, we discuss how travel companies are changing their offerings to attract travelers, whether a la carte pricing is the way forward, and how travel ad spend is recovering.

We then talk about what people think of streaming ads, how the living room is becoming a virtual hub, and why Starbucks is doubling down on drive-thru. Tune in to the discussion with eMarketer director of forecasting Oscar Orozco and associate forecasting analyst at Insider Intelligence Zach Goldner.

Attitudes of US Travelers About Travel, Nov 2020

% of respondents

84% of travelers want the airport experience to be contactless

83% want socially distanced spaces to sit and relax in

70% think travel will be more stressful in the current climate

63% have been affected by a lack of cross-border business travel

Note: business and leisure travelers ages 18+

Source: Collinson, "The Return Journey," April 29, 2021

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