

When will travel (advertising) recover, do social platforms look too similar, and what will happen to WhatsApp?

AUDIO |

Jasmine Enberg

eMarketer senior analyst at Insider Intelligence Jasmine Enberg discusses when travel (and travel advertising) will recover and some good and not-so-good examples of how travel advertisers are running campaigns. She then talks about whether Twitter can make a space for healthy conversations, our expectations for WhatsApp, and the significance of social platforms ending the year looking more alike than ever.

Coronavirus Impact: When Adults in Select Countries Feel Comfortable Traveling, Oct 2020

% of respondents

	Q4 2020	Q1 2021	Q2 2021	Q3 2021
US	37%	35%	50%	58%
Canada	20%	22%	33%	59%
Brazil	42%	52%	47%	65%
Mexico	40%	46%	55%	65%
Germany	22%	22%	41%	57%
UK	22%	25%	52%	64%
France	32%	29%	43%	62%
Italy	25%	24%	44%	76%
China	47%	48%	50%	60%
Japan	32%	33%	39%	49%
Australia	35%	41%	47%	56%

Note: ages 25+

Source: Expedia Group Media Solutions, "Traveler Sentiment & Influences: 2020-2021," Dec 10, 2020

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