

A 3-year growth boom in travel ad spend after 2020's plummet

Article

The US travel industry is well on its way to a full recovery from 2020's pandemic-driven nadir, and with this recovery has come a return to ad spending. Travel industry players upped their digital ad budgets by 42.7% last year, and we forecast a 22.5% boost for this year. Next year, travel will grow its outlays faster than any vertical we track.

Although it was precipitated by a dramatic fall, no other industry will produce growth akin to what we're projecting for travel through 2024. Every industry grew spending enormously last year—including travel—but most of the others are now coming back to earth. Overall national growth in digital ad spending is expected to be 17.8% this year and 14.2% next year. Travel will outperform those averages by healthy margins, and by more than any other cohort. Travel will lead the country in ad spending growth in 2024 as well.

Travel's share of national spending, however, will still be far less than it was before. The industry dramatically lost relevance in the digital ad spending market in 2020—accounting for just 2.0% of ad dollars, down from 4.6% in 2019. Its share of overall spend will marginally tick back up in the coming years, but it'll remain the smallest player of all the industries we track by far.

Nonetheless, travel's pace of increase will nearly lead the pack this year, before rising to the forefront next year. Only the retail industry is expected to increase its spending more quickly than travel in 2022. By next year, travel will be the only cohort growing its spend by at least 20.0%.

US Digital Ad Spending Growth, by Industry, 2022

% change

Retail

23.5%

Travel

22.5%

Telecom

20.8%

Entertainment

19.4%

Financial services

18.1%

Consumer packaged goods (CPG) and consumer products

Consumer packaged goods (CPG) and consumer products



Health and pharma



Computing products and consumer electronics



Media



Automobile



Other



Total



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms

Source: eMarketer, July 2022

[Read the full report.](#)

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US Travel Industry Digital Ad Spending 2022

