

Industry Overview: Travel

One Sheet

Travel

Market

US

Travel Advertising that Ignites Wanderlust

The travel industry is poised for a remarkable resurgence, offering programmatic advertisers a golden opportunity to engage travelers as they plan their next adventure. Our comprehensive targeting solutions cater to the dynamic needs of the travel market, seamlessly integrating convenience, innovation, and brand loyalty. Connect with potential travelers at every stage of their journey through expertly crafted travel segments that drive results.

Open New Paths

Identify travelers early and accurately to reach them in ways that align with their travel planning and booking journey.

Chart Your Course

Utilize precise market data to refine your travel strategy and effectively reach your target audience.

Expand Your Horizons

Discover and engage with customers similar to your best travelers, expanding your reach to find more high-value customers.

Inspire Travel Lovers

Connect with travel lovers passionate about exploring new destinations and experiences.

Enhance With Insights

Leverage data to tailor campaigns that align with the preferences and emerging trends of your audience.

Broaden Your Reach

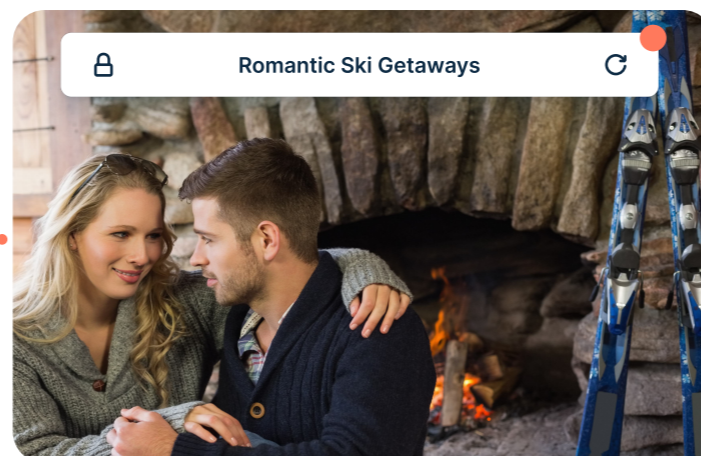
Reach travelers at critical moments by tapping into life-stage signals and diverse interests.

Reignite Your Passion!

Feed the flame of your love... for the slopes. Dependable snow, expertly groomed runs, the finest ski instruction and the ultimate in apres ski relaxation await you.

Indulge with our Black Diamond Service for a premium experience that includes luxury accommodations, top-tier dining, chair-lift priority and exclusive concierge attention.

[Learn more](#)



● Exclusive

● Dining

● Easy Check-in

● Luxury Accommodations

● Chair-lift

● Black Diamond

Semasio Solutions Aligned for the Travel Industry

Audiences

Target the Right Travelers

Identify and connect with a diverse range of travelers, from first-time explorers to seasoned globetrotters. Semasio Always-On Audiences help you reach consumers based on interests, behaviors, and preferences, ensuring your message resonates.

Contextual

Navigate with Context

Place your ads in the most relevant digital environments. With Semasio Contextual Targeting, your message appears alongside content that resonates with travelers, enhancing relevance and increasing chances of interaction.

Contextual^{PLUS}

Precision Mapping

Transform raw data into actionable marketing strategies. Contextual^{PLUS} leverages your zero- and first-party data to create bespoke audience segments, delivering personalized campaigns that drive higher engagement and conversion rates.

US Always-On Audience Travel & Tourism Segments

Budget Travel

- Budget-conscious Traveler
- Accommodation
- Hostel
- Airline
- Flight
- Cheap Holiday
- Price-sensitive
- Low-cost
- Traveling
- Vacation
- Backpacker
- Backpacking

City Trips & Sightseeing

- Destinations
- Getaways
- Holidays
- Weekends
- Flights
- Hotels
- Excursion
- Short Breaks
- Panoramic Buses
- Tour Guide
- Tourism
- Tourists

Food & Culinary Tours

- Bistro
- Foodie
- Gourmet
- Farm-to-table
- Local Cuisine
- Local Flavors
- Tasting Menu
- Wine Tasting
- Gastronomy
- Culinary
- Cooking Class

International Travel

- Long Haul
- Abroad
- Overseas
- Foreign Countries
- Airport
- Terminal
- Transport
- Car Rental
- Bus
- Ferry
- Passport
- Tourist & Transit Visa
- Customs

Luxury Travel

- Exclusive Resorts
- Five-Star Hotels
- Overwater Bungalow Holidays
- Pool Villas
- First-class
- Private Jet
- Helicopter Tours
- Cruises
- Safari
- Glamping
- Spa & Wellness Retreats

General Travel

- Honeymoons
- All-inclusive Holiday
- Adventure Travel
- Beach Travel
- Domestic Travel
- Rail Travel
- Frequent Travelers
- Amusement & Theme Parks
- Cultural & Historical Tours
- Wellness Tourism
- Wildlife & Nature Tours
- Wine Tourism
- Booking Flights
- Holiday Home

Prime Day

- Flight and Hotel Discounts
- Luggage Sales
- Travel
 - Deals
 - Essential Offers
 - Gear Discounts
- Vacation Package Sales

Hospitality Industry

- Hotels
- Resorts
- Restaurant
- Food & Beverage Service
- Hotel Management
- Housekeeping
- Guest Service
- Sustainability

Gravy Analytics Segments

Semasio Inc. > Contextual^{PLUS} > Gravy Analytics > Travel:

- | | | |
|---------------------------|-------------------------|--------------------------|
| • Pleasure Traveler | • Traveler-Budget Hotel | • Luxury Hotel |
| • Traveler-Midrange Hotel | • Luxury Traveler | • Frequent Air Travelers |
| • Budget Traveler | • Marriott | • Ride Share User |
| • Business Traveler | • Hilton | • Frequent Flyer |

Semasio Inc. > Contextual^{PLUS} > Gravy Analytics > Entertainment:

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|-------------------------|------------------------------|-----------------------------|
| • Theater Goer | • Visitors to Zoo & Aquarium | • Gambling Enthusiasts |
| • Concert Goer | • Museum Visitors | • Sports Betting Enthusiast |
| • Happy Hour Adventurer | | |

Custom segments available upon request.

Semasio is on a mission to power performance-driven advertising with expertise that lies at the intersection of data, semantic technology, AI and real-time programmatic targeting. We deliver a suite of solutions that enables marketers to effectively reach consumers now and in the future. Operating across 50 countries and delivering contextual targeting in over 30 languages, our capabilities have earned the trust of a diverse and global client base, including Fortune 500 companies, agencies, emerging brands and data partners.