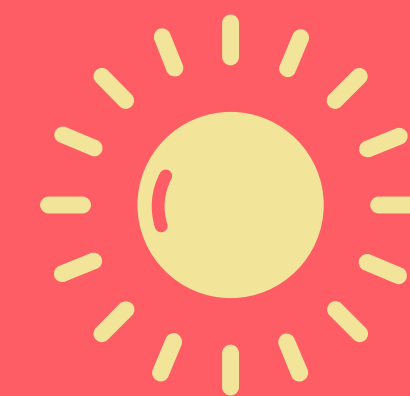


criteo.

US SPRING BREAK

Travel & Retail Trends Prior to the Getaway

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What to Prepare for in 2019







During winter, bookings for warmer cities rise.



## USA Spring Travel Insights

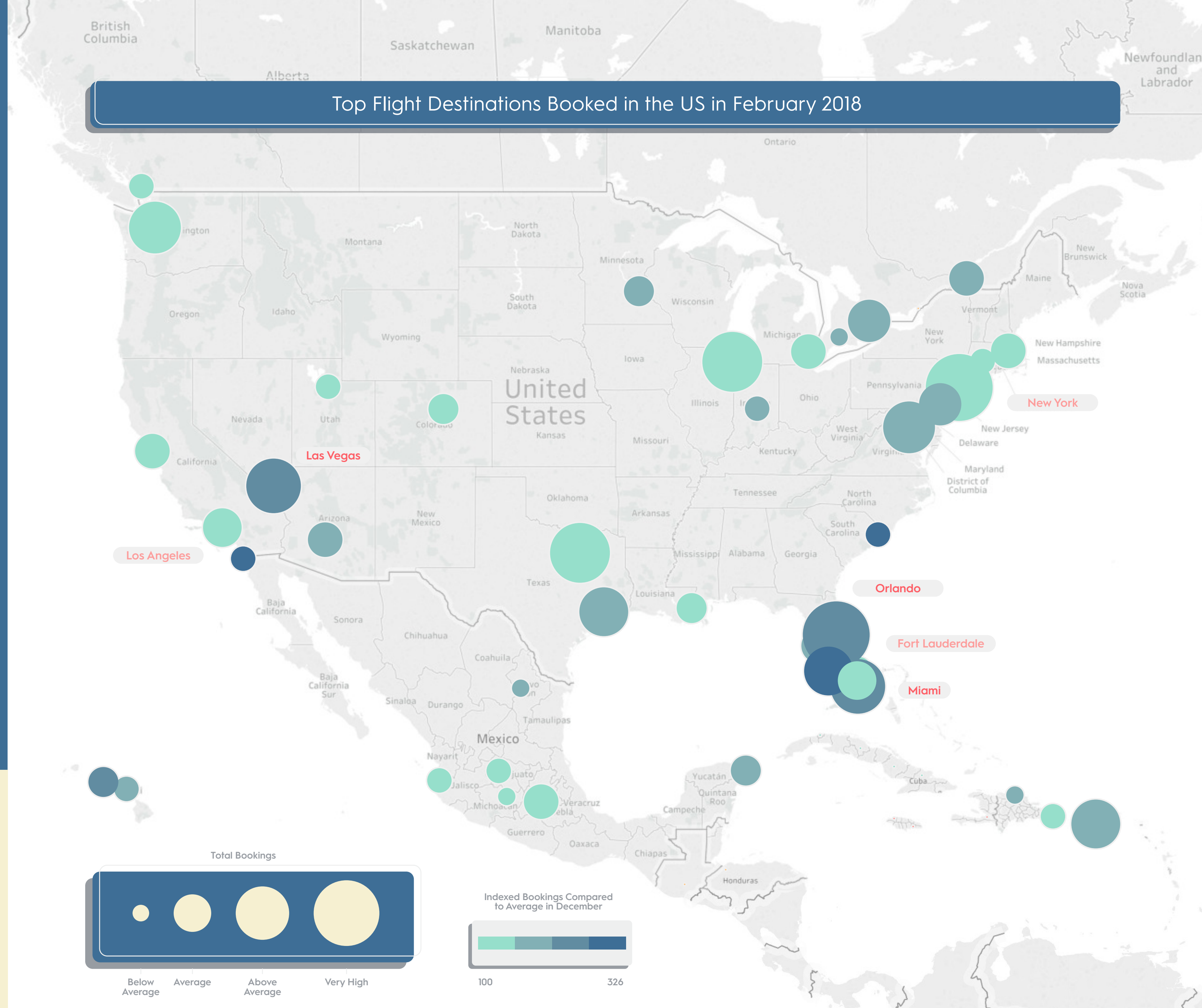
Southern destinations surge after New Year's Eve and particularly in February as travelers search for better weather – or book Spring Break holidays.

It's no surprise that bookings for warmer cities heat up in the cold of February, compared to the December average:

|              |              |              |              |             |
|--------------|--------------|--------------|--------------|-------------|
| Honolulu     | Miami        | Orlando      | Tijuana      | Cancun      |
| <b>+122%</b> | <b>+123%</b> | <b>+114%</b> | <b>+193%</b> | <b>+70%</b> |

### METHODOLOGY

- Data is drawn from 21 U.S. Air Booking providers, based on over 6.2 million flight tickets booked in Q1 2018.
- Color corresponds to the average index values in February. Darker shades indicate a higher growth of bookings in February.
- Size corresponds to the number of flights booked during the period.
- Top cities for reference: Miami, Orlando, New York, Los Angeles, Las Vegas, Chicago, Dallas, and Seattle.





# Warmer destinations top travel bookings in February.



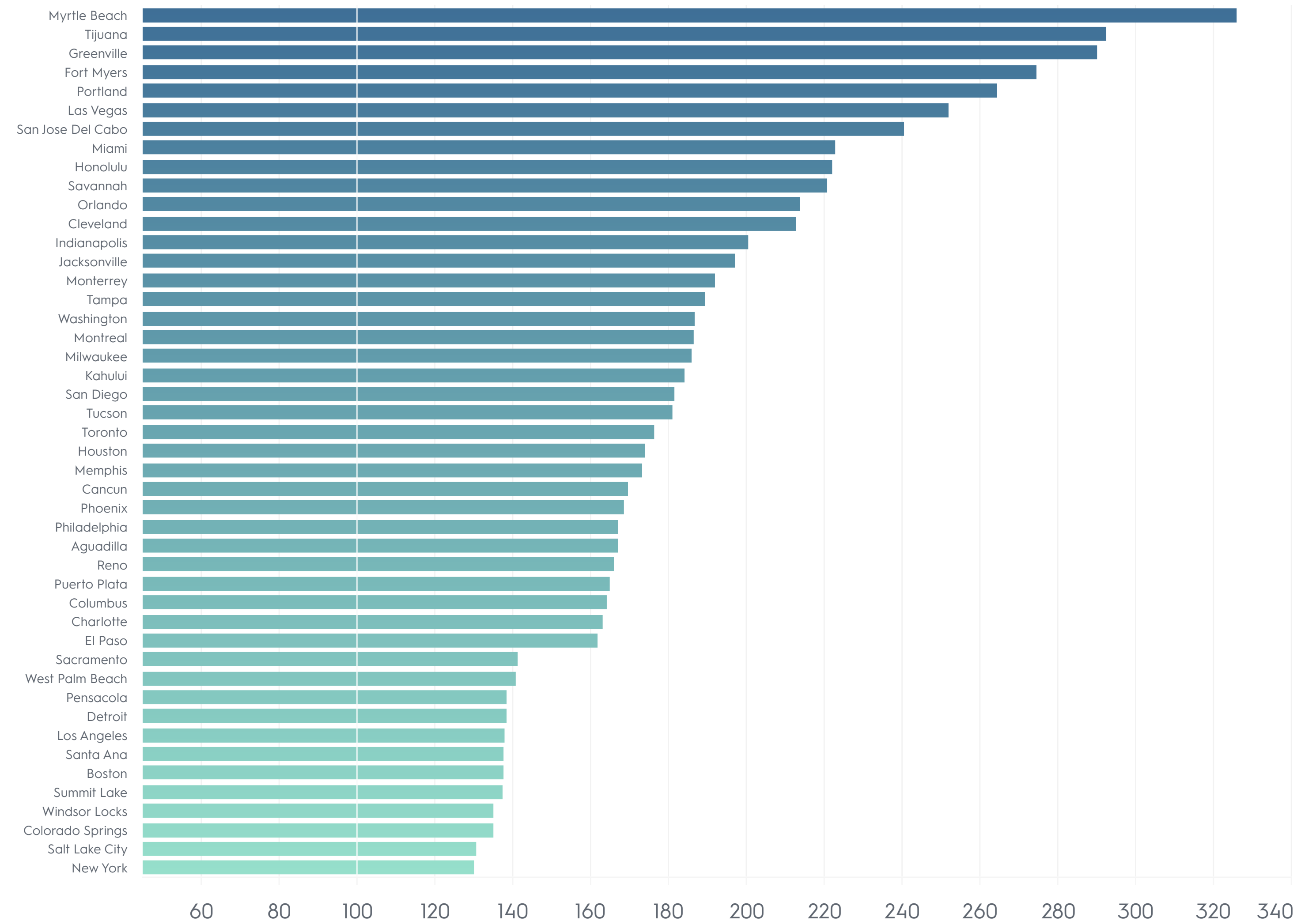
## Travelers flock to places made to unwind.

Some destinations may not be the most popular in overall sales but are particular favorites to purchase tickets to in February.

Many cities that top the list are well-known for their warmer temperatures and vacation-worthy offerings like beaches, entertainment, and swimming in pools, lakes, or oceans.

Source: Indexed monthly flight bookings in February 2018 in the United States, compared to average in December 2017.

Top Trending Cities Booked in February, Compared to Average in December





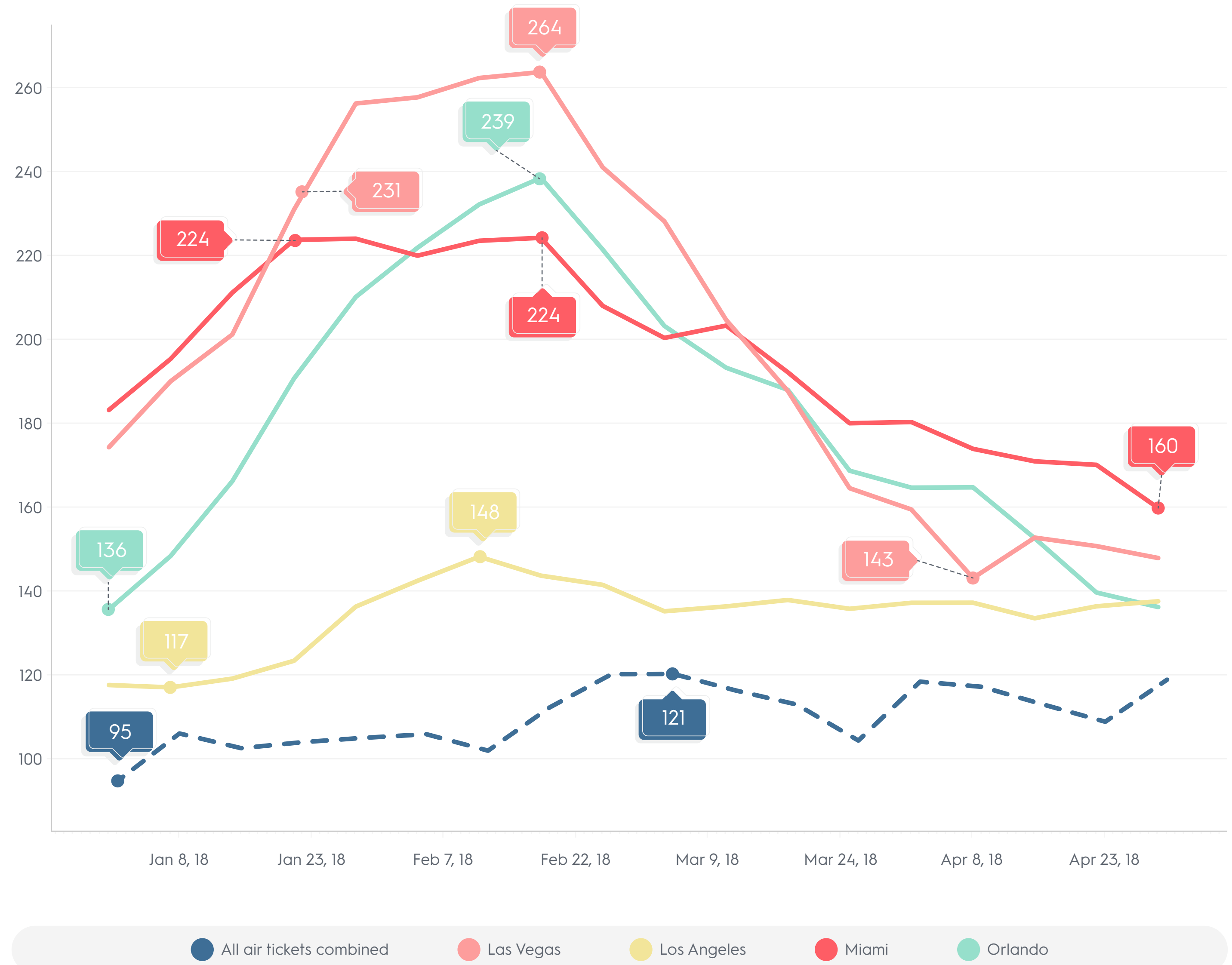
# Spring breakers book as early as January.

## Students may plan sooner than parents.

- Most U.S. colleges have spring breaks in March.
- Compared to overall US travel trends, travel to certain destinations is significantly higher at the top of the year.
- Bookings to Las Vegas and Miami see a quick uptick in early January.
- Planning trips to these two big party cities starts early, more than doubling by the third week of January. Sales stay high, with increases of 156% for Las Vegas and 120% for Miami, for over a month through the third week in February.
- More family-friendly spring break destinations, like Los Angeles and Orlando, see a slower rise in bookings.

Source: Index values use moving average and are compared to average in December. Criteo data of total flight bookings from United States clients from January to May 2018.

Indexed Weekly Bookings, compared to average in December





## Hotel bookings rise high with Air.



### Many travelers book flights and hotels at the same time.

- Travelers booking flights at this time are also booking hotels.
- The surges and peaks occur within a week of each other.
- Spring break's major destinations make booking accommodations a priority.
- Limited supply and high demand means consumers are looking to secure their stay.
- Travelers book hotels up until the last minute, with the peak reaching a 30% increase in mid-March.

Source: Criteo data of total Hotels/Resorts and Air bookings from United States clients in the first quarter of 2018. Indexed weekly sales are compared to the average in December 2017.

Indexed Weekly Bookings for Hotels/Resorts vs Air Bookings







# Spring travel bookings help boost retail spend.

## Travelers look to pack the right items.

- We've already seen increases in travel bookings in the first few weeks of 2019 that were similar to 2018.
- January is when people start shopping for the spring season, so travel plans can contribute to more sales of apparel and accessories.
- Overall, we saw a 16% average increase in January for summer products.
- Every traveler's search for sun and fun should be accompanied by the right attire, including shorts, skirts, and swimwear.

Don't forget to finish the look with a pair of sunglasses! There was a **55%** surge of sales in January.



Source: Indexed sales during the last week of January, compared to average in December, United States.

## Clothing - Peak Indexed Sales in January 2019

