

✈ TRAVEL

Data Pack

Q1 2021

criteo.



Executive Summary

Welcome to the Travel Data Pack. Every quarter, we analyze data from our travel clients, including billions of dollars in transactions, and conduct a global survey of travelers to uncover the latest trends.

Here's what we learned about the state of travel in Q1 2021:

Worldwide air travel is still down, but some countries like the US and Japan are starting to recover, with domestic flights showing the most growth.

Hotel bookings worldwide are getting back on track, and vacation rentals is the first travel category to surpass 2020 performance.

Travelers are still worried about Covid-19, but it's not stopping them from booking short trips to see loved ones. That said, most travelers will stick to domestic trips for the next 12 months, divided almost equally between car travel and planes for their next trip.

Data and survey findings point to a travel renaissance in the Fall, with longer duration trips planned and more rentals booked.

Fully refundable tickets, continued social distancing, and sanitation measures will be key to earning customer trust and bookings moving forward.

See the supporting data and additional insights inside!



Agenda

- 1 Q1 2021 Trends by Travel Category
- 2 Travel Sentiment and Outlook
- 3 Mobile and App Usage
- 4 Recommendations



Air Travel

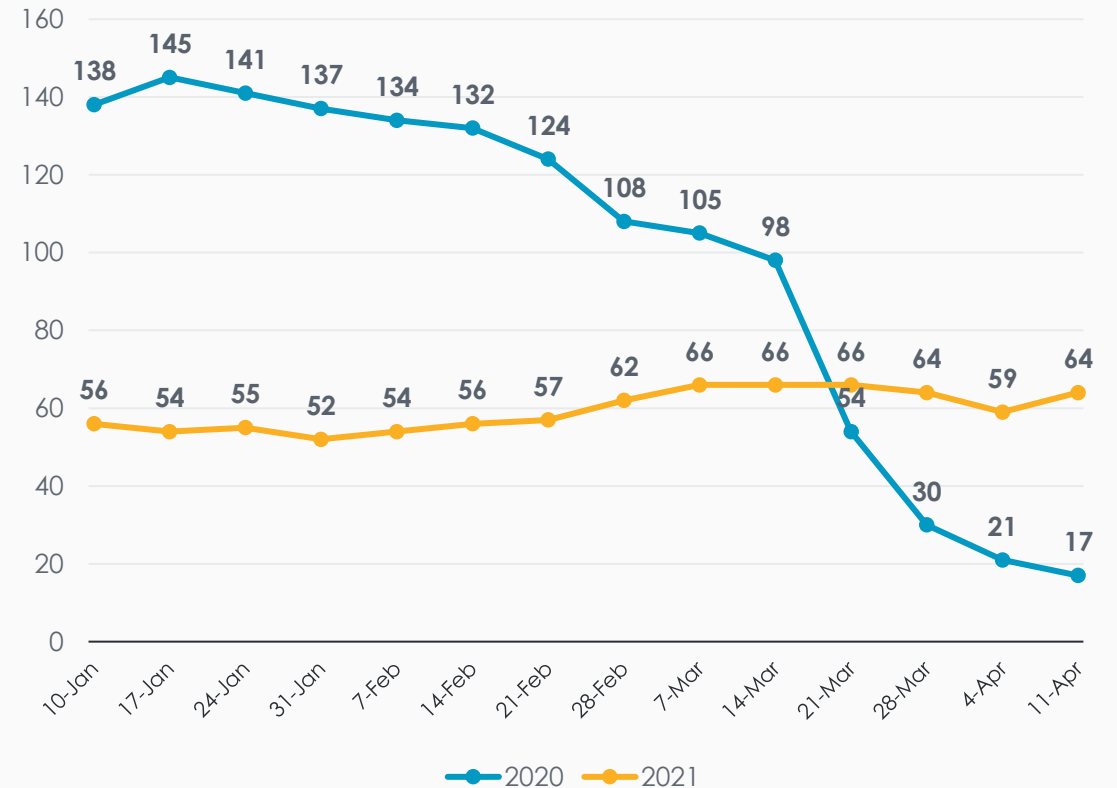
Q1 2021 Trends

Worldwide air travel remains down

In Q1 2020, air bookings dropped progressively as COVID-19 spread globally.

One year later, air bookings remain down 36% in April 2021, growing slowly from -48% earlier in January.

Indexed Weekly Air Bookings YoY



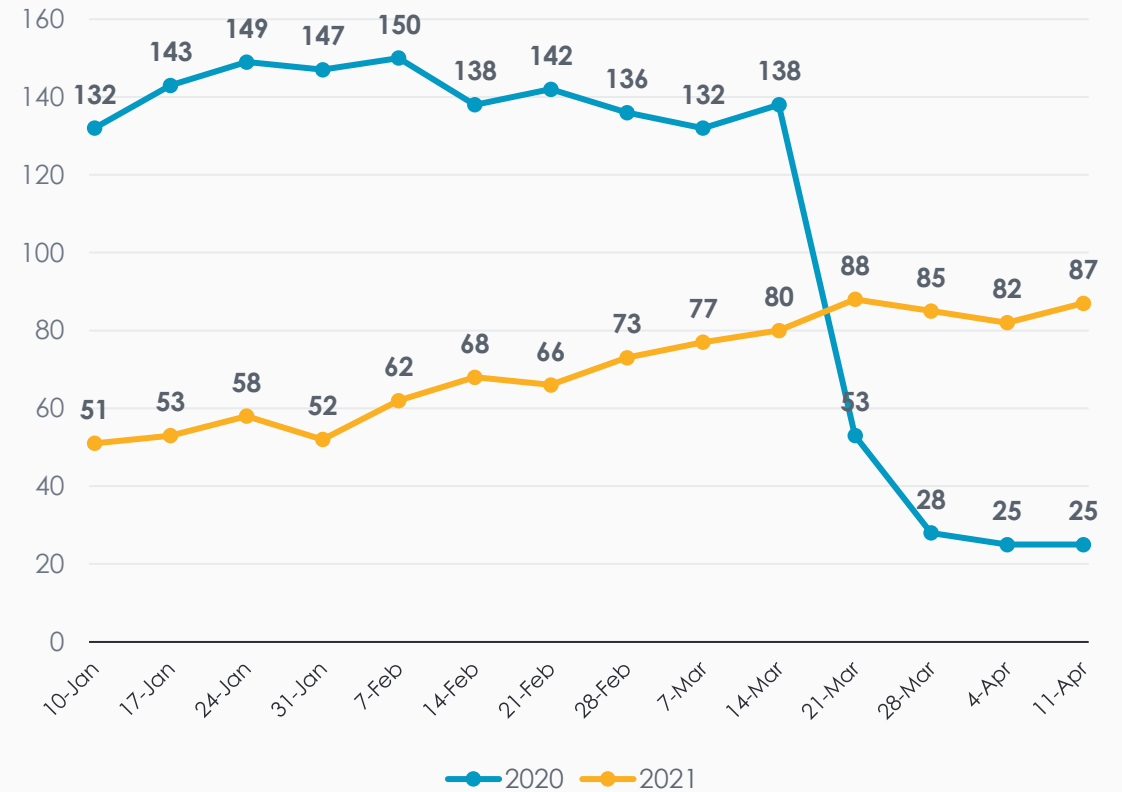
Source: Indexed bookings, worldwide, compared to average in December 2019. Same set of partners in the air category with stable sales tracking during the period.

US air travel is recovering steadily

US air bookings dropped abruptly in March 2020, as travel restrictions increased.

One year later, air bookings in the US are seeing a steady increase, in step with rising vaccination and confidence levels.

Indexed Weekly Air Bookings YoY

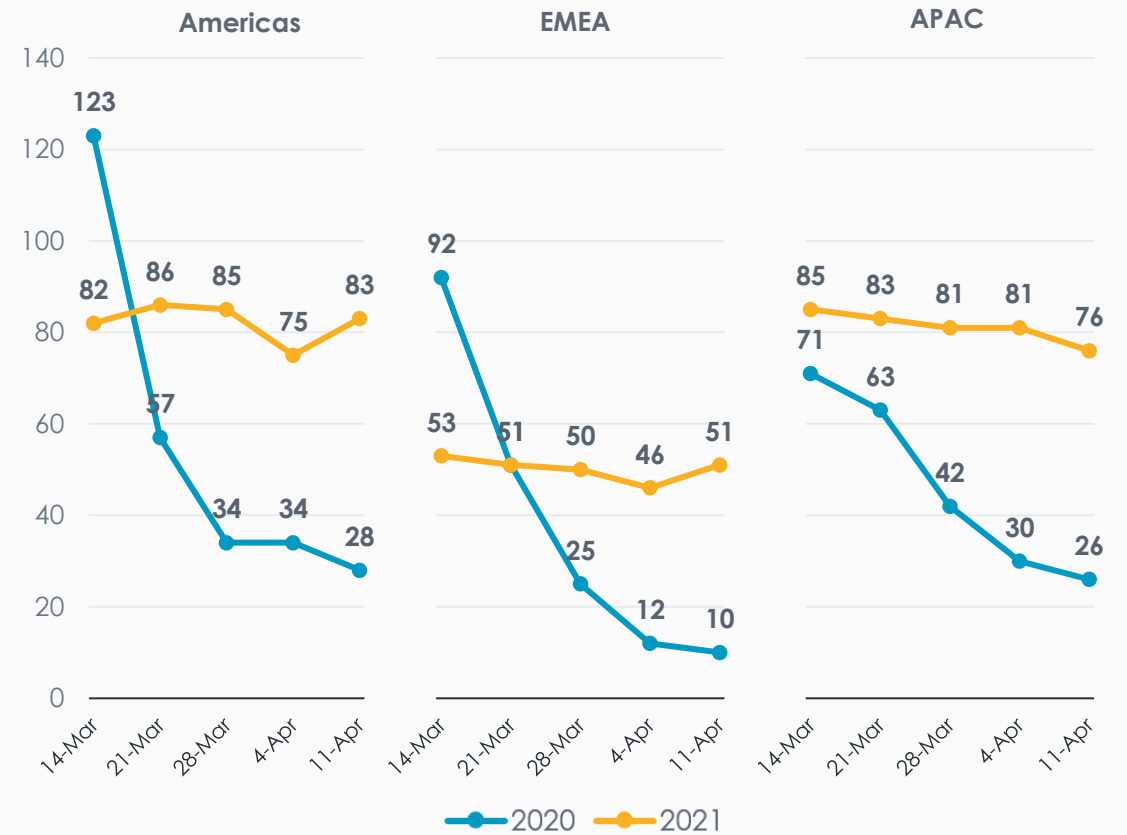


Source: Indexed US bookings, compared to average in December 2019. Same set of partners in the air category with stable sales tracking during the period.

Air travel recovery differs by global region

Air travel is improving quicker in the Americas and APAC than in EMEA, as COVID-19 still impacts the continent heavily, with a number of lockdowns remaining in place across Europe.

Indexed Weekly Air Bookings YoY



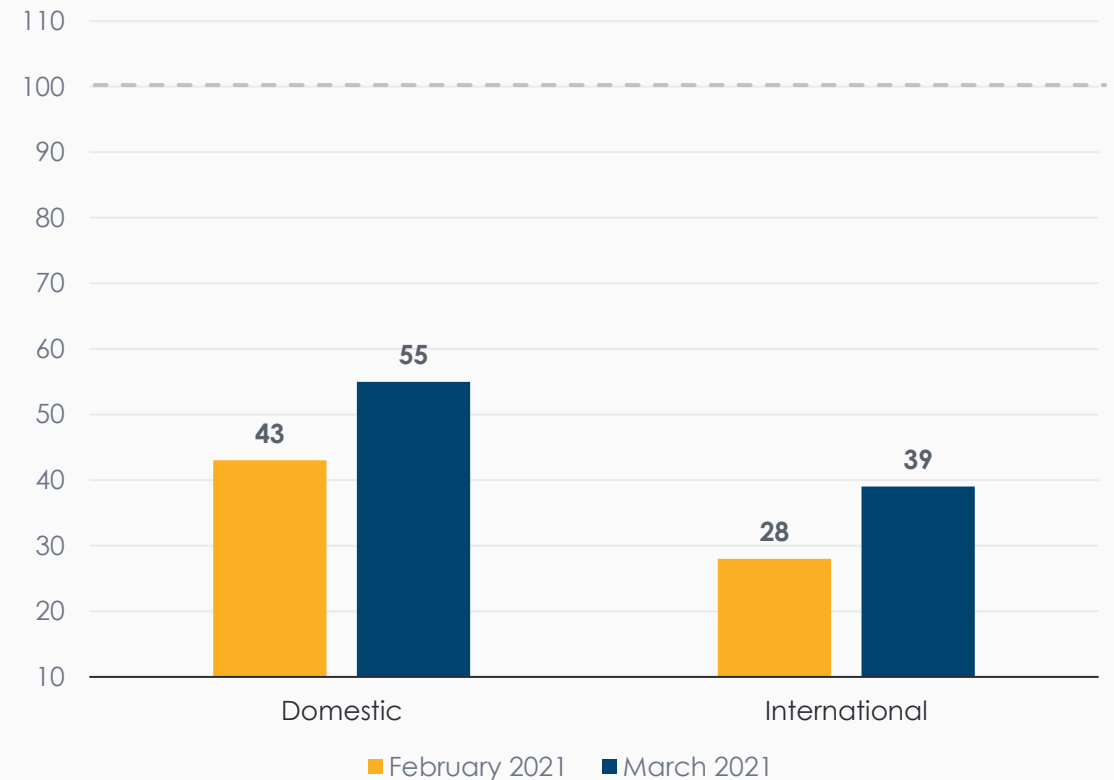
Source: Indexed bookings, compared to average in December 2019. Same set of Air players with stable sales tracking during the period.

Domestic flights are recovering more quickly

Domestic and international travels have both been deeply impacted year over year. International flights saw the biggest drop as travelers faced more restrictions and uncertainties.

As of March 2021, international flights are seeing a slow recovery, while domestic flights are recovering more rapidly.

2021 Domestic v. International Flights



Source: Index worldwide air bookings by destination compared to the same period in 2020. Same set of travel clients with stable tracking of bookings during the period.

Air ticket prices are ticking up

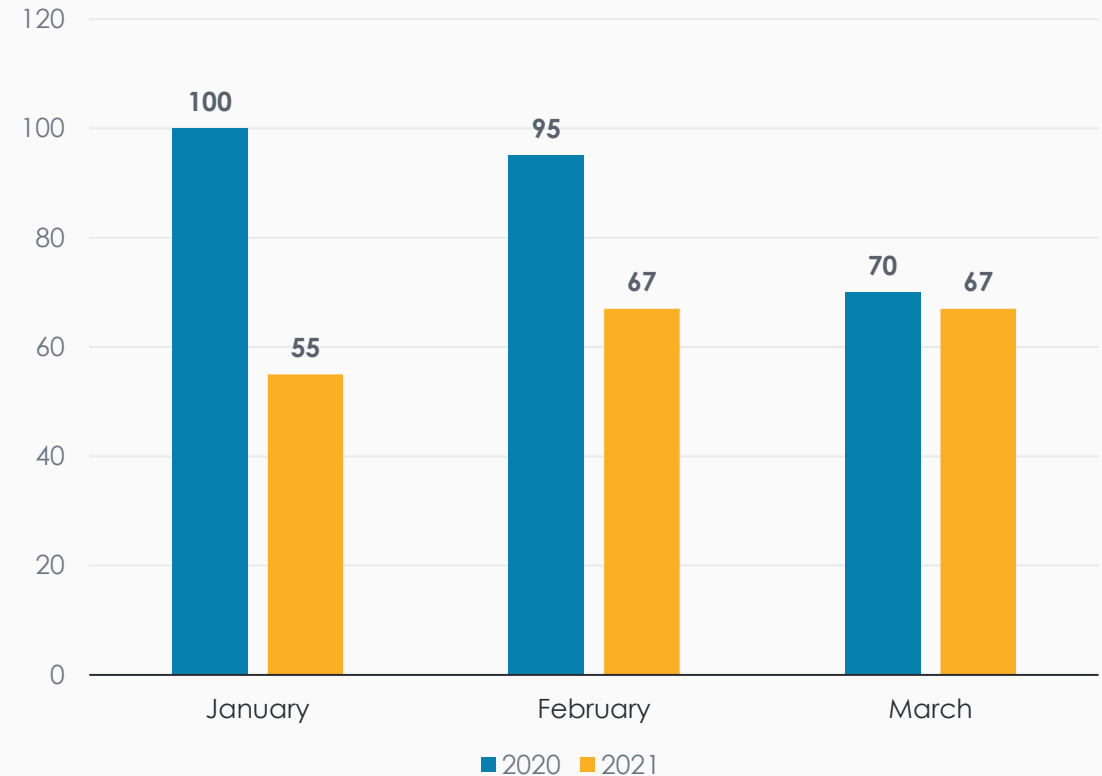
In Q1 2021, international travels decreased as COVID-19 was still spreading, impacting average booking values in air travel.

Travelers have also avoided high-ticket international flights and instead opted to stay closer to home.

In order to entice potential bookers, airlines made concessions in their pricing.

Booking values, however, have grown 22% from January to February in 2021 and remain flat February to March.

Average Booking Values YoY, Air



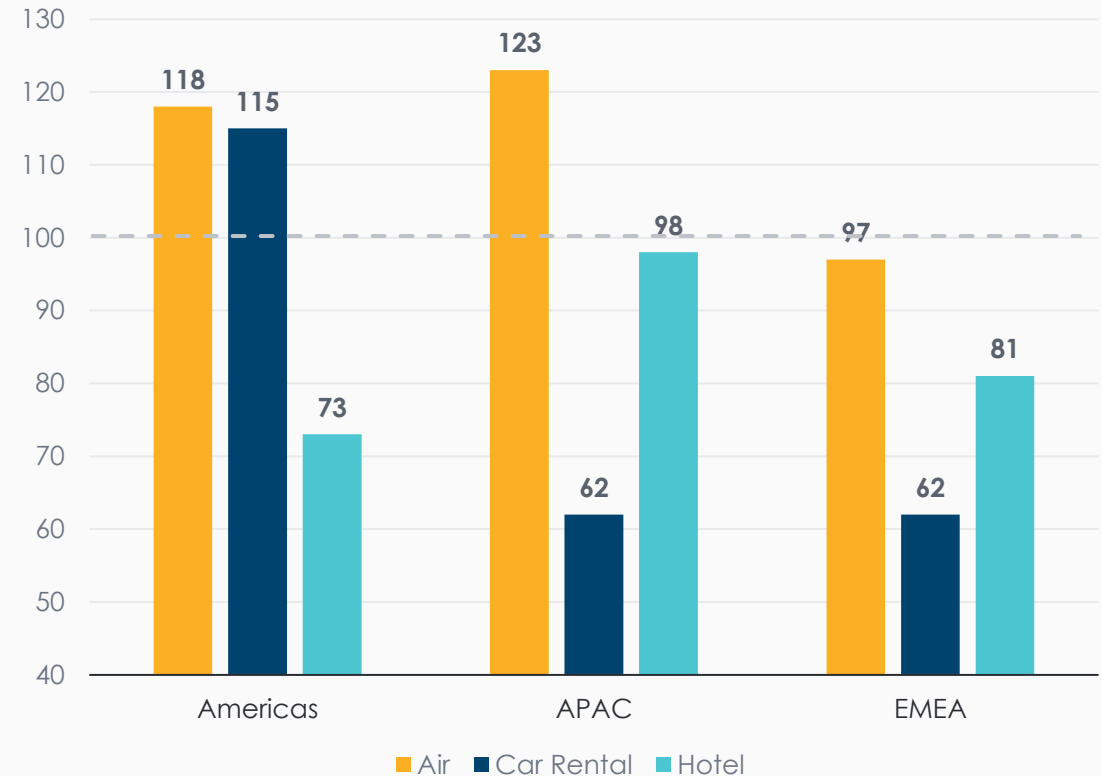
Source: Indexed booking values, worldwide, Compared to average in January 2020. Same set of air players with stable sales tracking during the period.

Flyers are booking with confidence

There are less people looking to travel compared to last year. However, air travelers in all regions are showing more decisiveness in their selection, with conversion rates hovering near pre-pandemic levels.

Hotels in the Americas and EMEA show a higher rate of searches prior to booking, compared to last year.

Conversion Rate % by Region & Travel Category



Source: Indexed worldwide conversion rate % compared to average from January 6th to March 15th, 2020. Same set of Travel Clients with stable sales tracking during the period. Conversion Rate = $\text{SUM}(\text{BUYERS})/\text{SUM}(\text{Visitors})$



Hotel

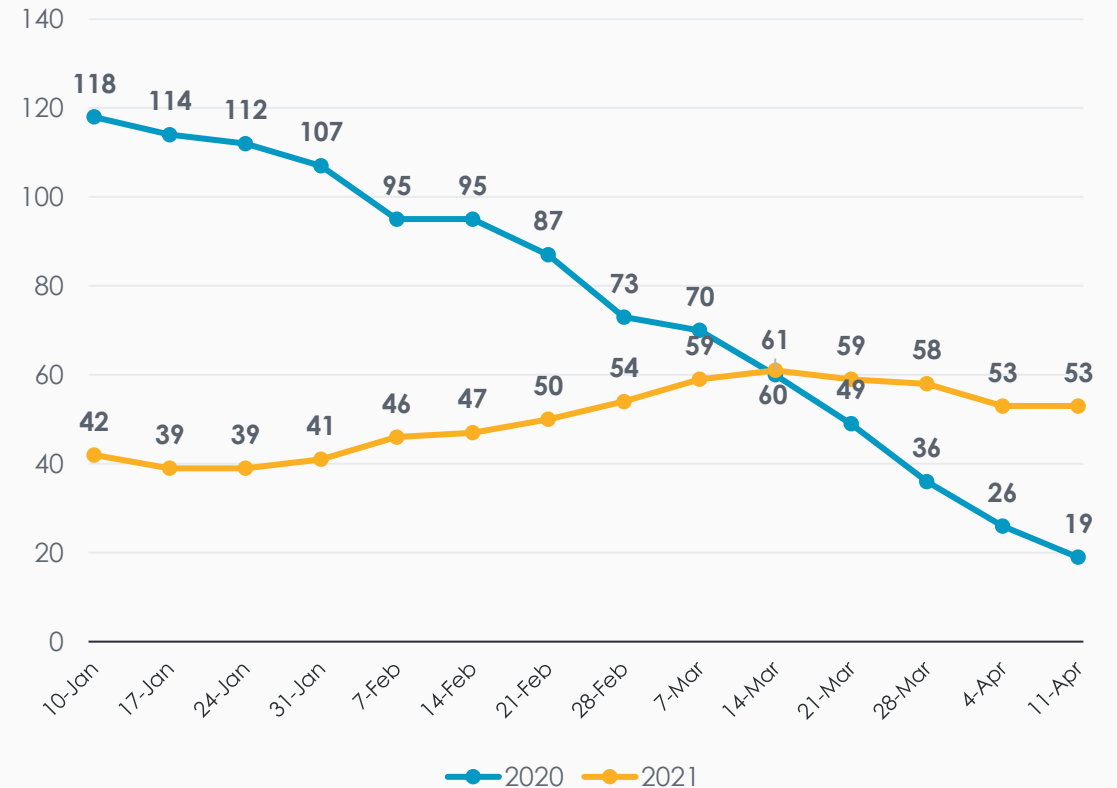
Q1 2021 Trends

Worldwide hotel bookings are getting back on track

Hotel bookings dropped throughout Q1 last year, globally.

In Q1 2021, hotel bookings surpassed 2020 levels near mid-March, as vaccine distribution increased in a number of countries.

Indexed Weekly Hotel Bookings YoY



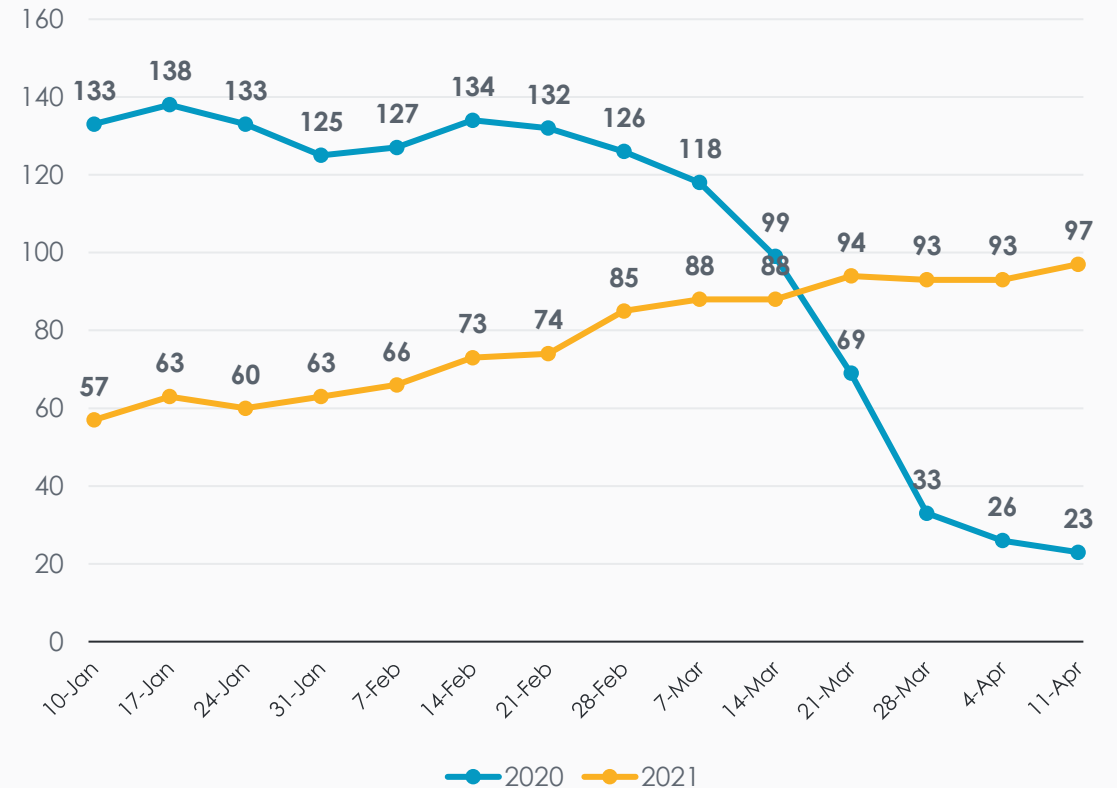
Source: Indexed worldwide bookings, Compared to average in December 2019. Same set of partners in the hotel category with stable sales tracking during the period.

US hotel rooms are filling up again

In the US, bookings dropped dramatically in March 2020.

After over a year in lockdowns, bookings for hotels in the US are up in March, just in time for Spring. The trend in Q1 suggests a strong desire to reconnect and/or getaway.

Indexed Weekly Hotel Bookings YoY

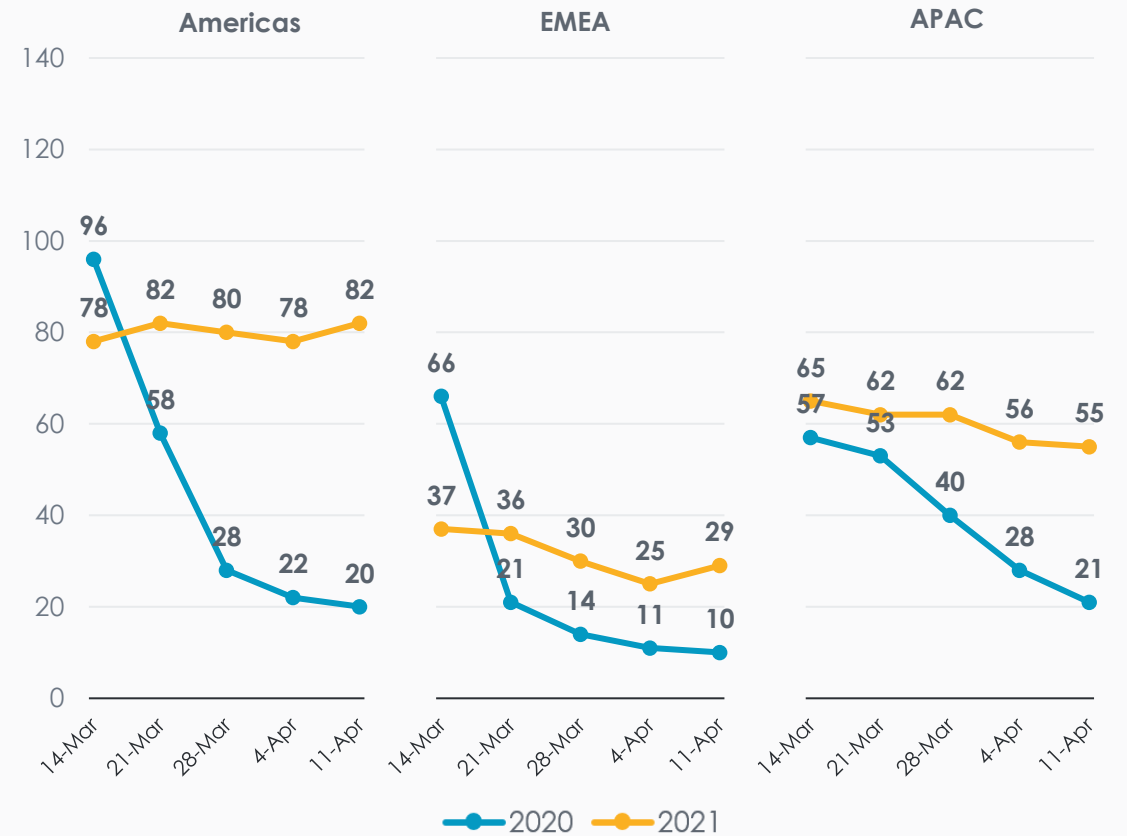


Source: Indexed US hotel bookings, Compared to average in December 2019. Same set of partners in the hotel category with stable sales tracking during the period.

Hotel recovery differs by global region

The latest lockdowns in Europe at the end of Q1 2021 have negatively impacted the trend, while hotels are improving quickly in the Americas, particularly in the United States.

Indexed Weekly Hotel Bookings YoY



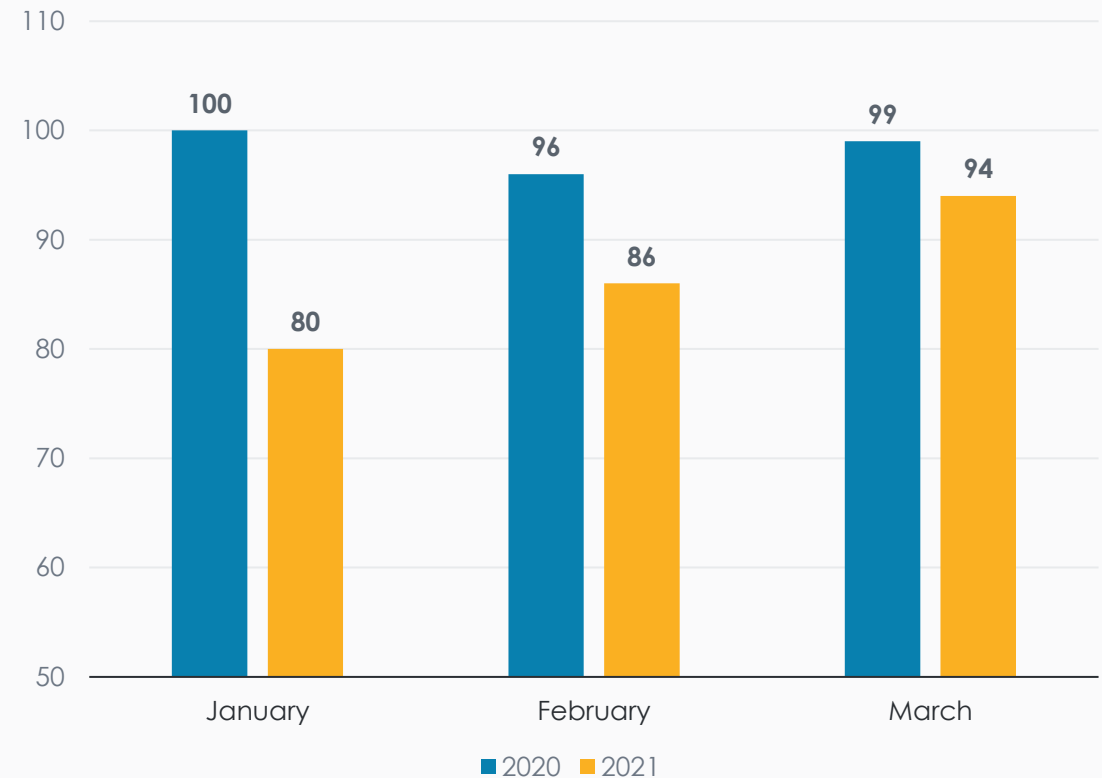
Source: Indexed bookings, compared to average in December 2019. Same set of Hotel players with stable sales tracking during the period.

Hotel rooms are seeing increased demand

Average booking values saw steady growth in Q1 2021, with March almost at 2020 levels.

This trend reflects greater demand for hotel rooms, and slightly longer average stays.

Average Booking Values YoY, Hotel



Source: Indexed worldwide booking values, Compared to Average in January 2020. Same set of Hotel Partners with stable sales tracking during the period.

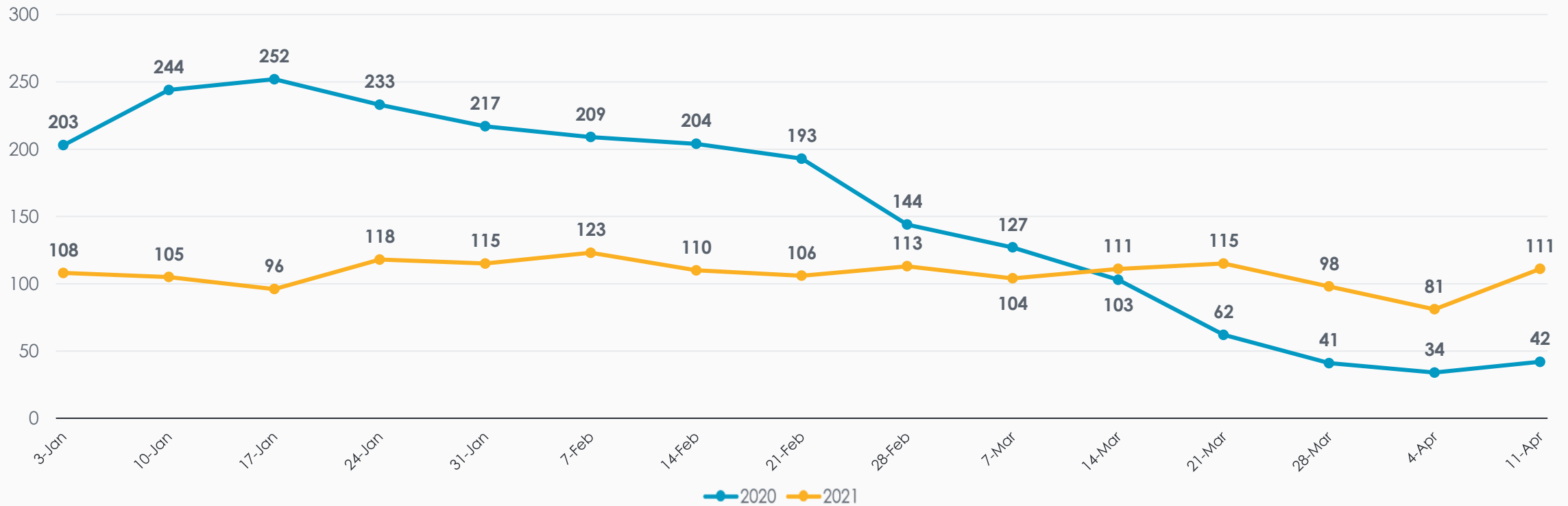


Vacation Rentals

Q1 2021 Trends

Vacation rentals are the first travel category to surpass 2020 performance

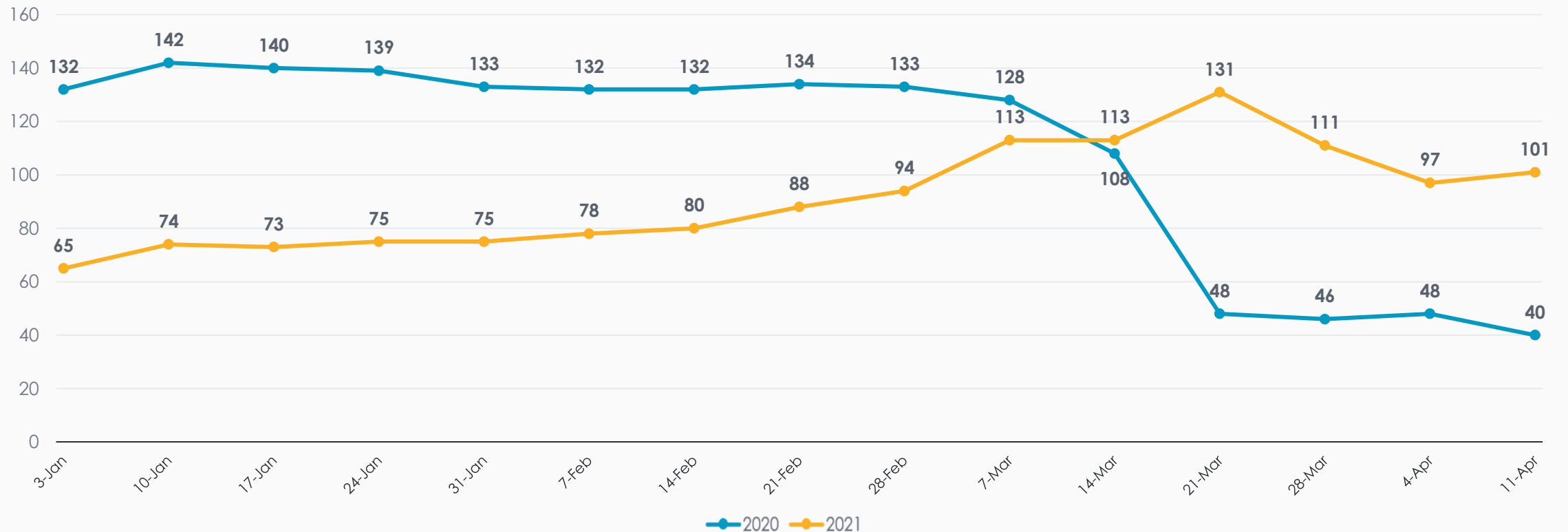
Indexed Daily Bookings YoY, Vacation Rentals



Source: Indexed Daily Bookings, compared to Average in December 2019. Same set of Travel Clients with stable bookings tracking during the period.

US vacation rentals grew significantly throughout Q1 2021

Indexed Daily Bookings YoY, Vacation Rentals



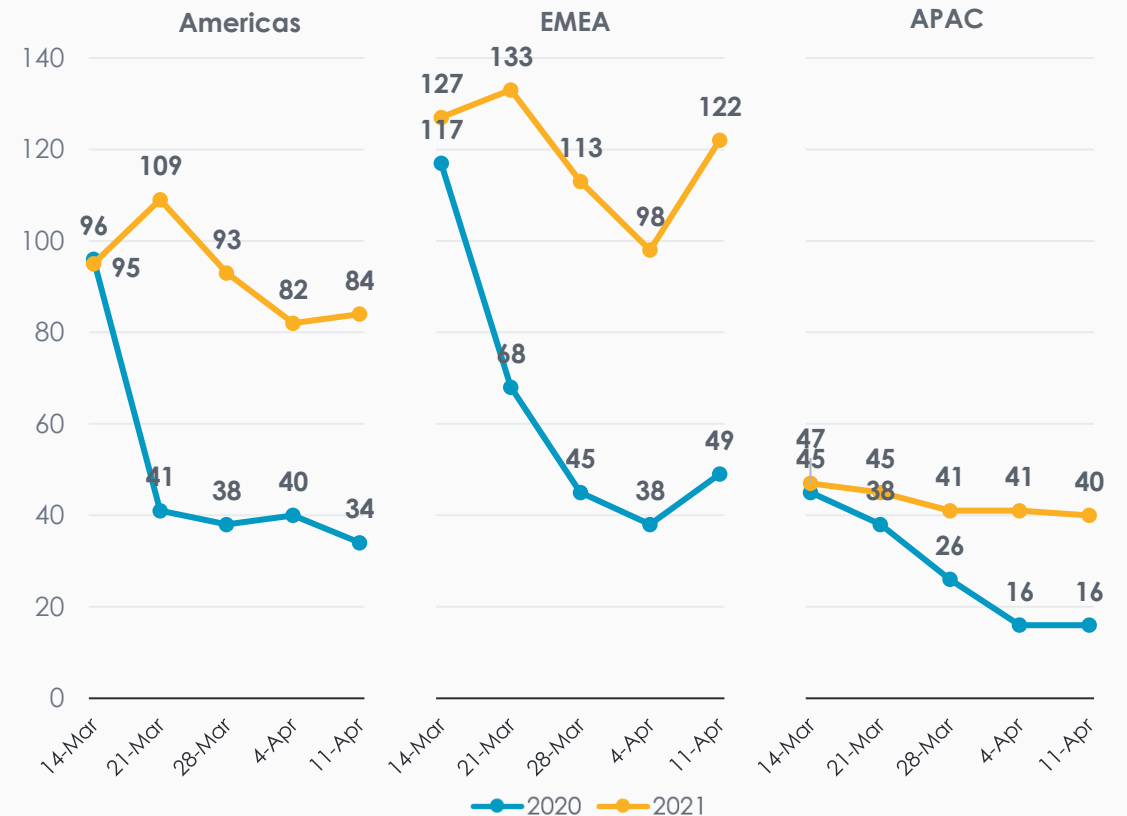
Source: Indexed Daily Bookings, compared to Average in December 2019. Same set of Travel Clients with stable bookings tracking during the period.

Vacation rentals are recovering more quickly in EMEA

Europe is leading the recovery in vacation rentals, as domestic and 'workation' getaways are seen as suitable travel opportunities.

APAC remains close to March 2020 lows, with improvements suspended in recent weeks.

Indexed Weekly Booking YoY, Vacation Rentals

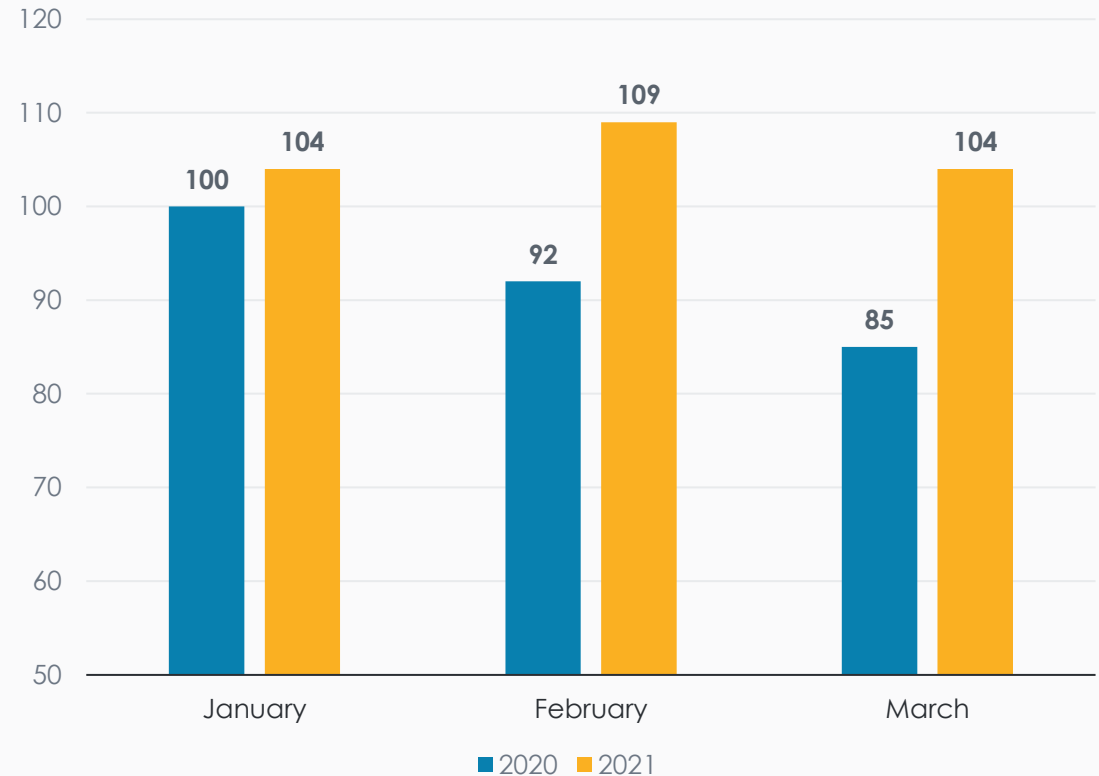


Source: Indexed bookings, compared to average in December 2019. Same set of Vacation Rentals players with stable sales tracking during the period.

Longer, safer stay perception of rentals keeps average booking values above 2020 levels

Average booking values have remained consistently higher than last year. Travelers continue to book rentals, which provide the best long-term options and social distancing.

Average Booking Values YoY, Vacation Rentals



Source: Indexed worldwide booking values, Compared to Average in January 2020. Same set of Travel Clients with stable sales tracking during the period.

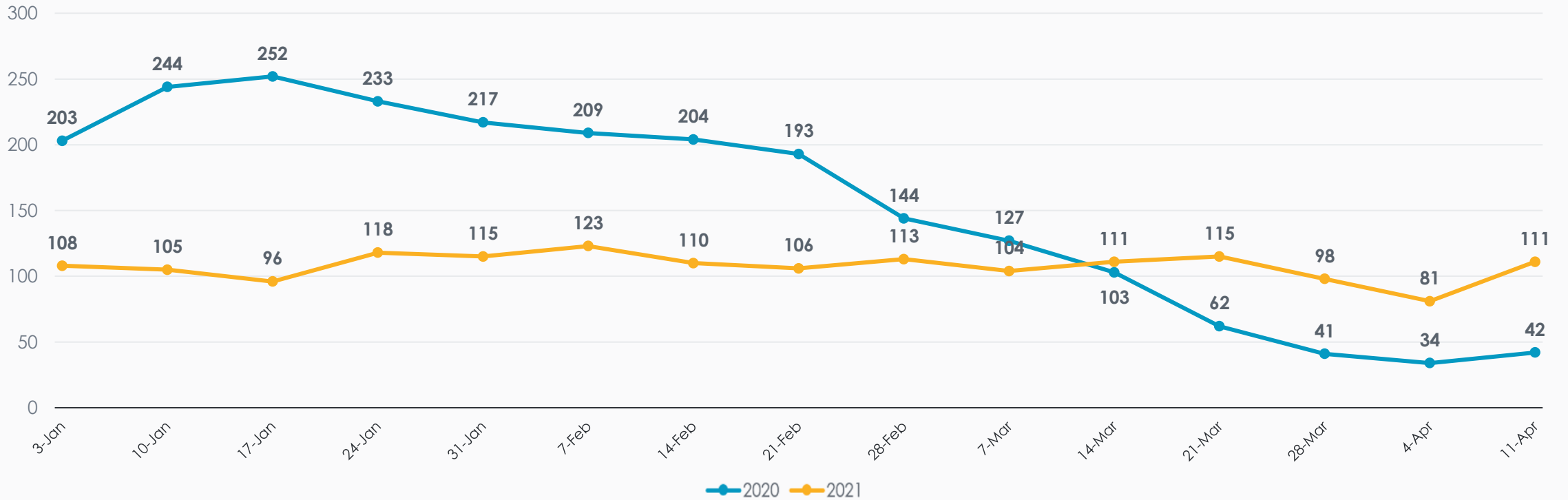


Car Rentals

Q1 2021 Trends

Worldwide car rentals are holding steady

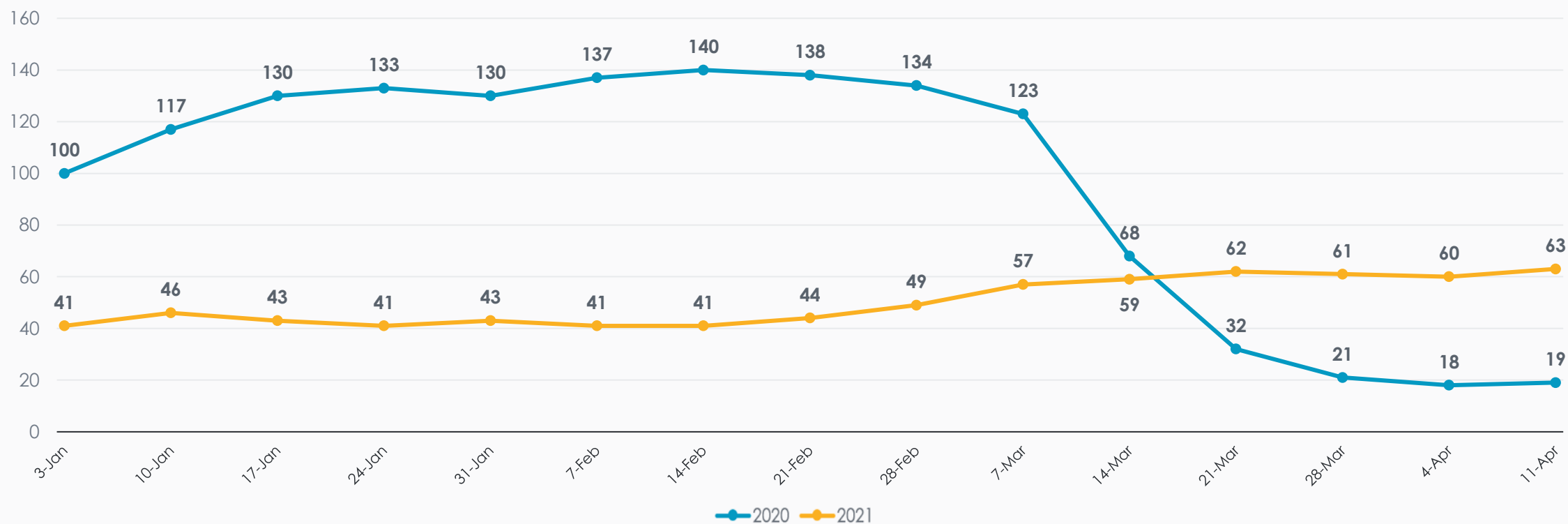
Indexed Daily Bookings YoY, Car Rentals



Source: Indexed daily bookings, worldwide, compared to average in December 1-28 2019. Same set of travel clients with stable bookings tracking during the period.

US car rentals are recovering slowly

Indexed Daily Bookings YoY, Car Rentals

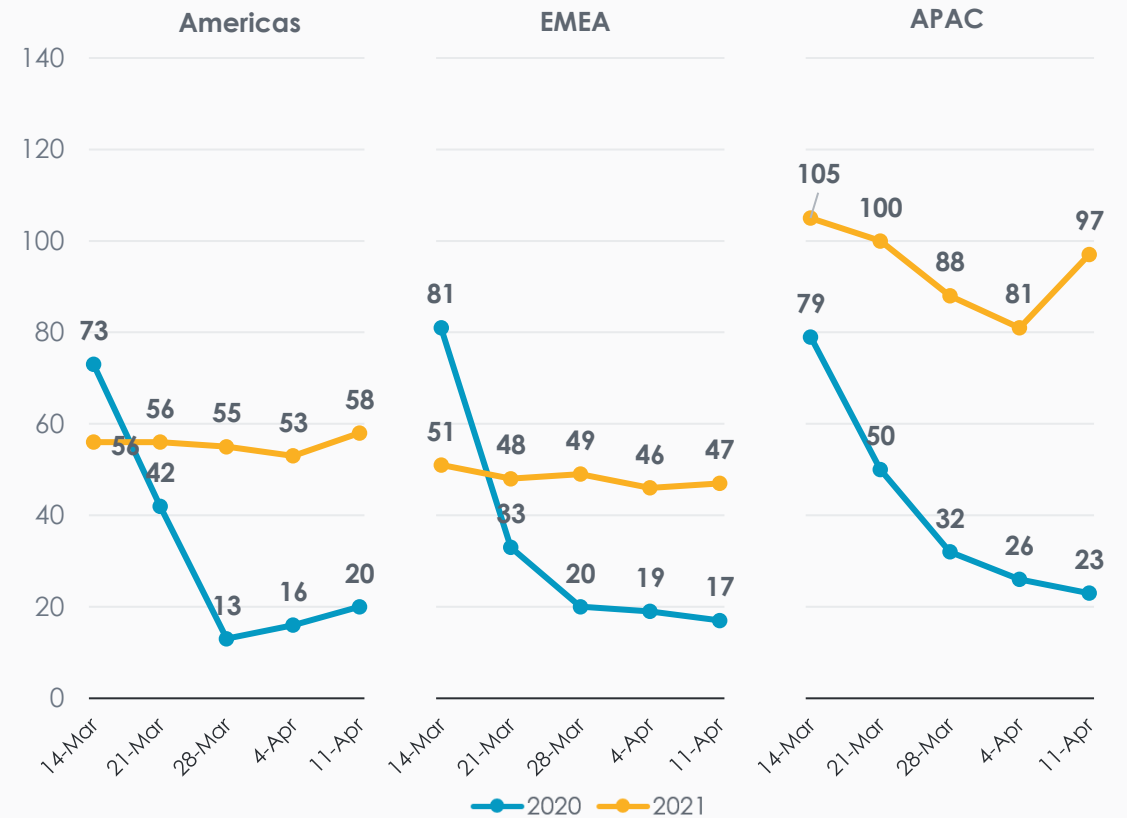


Source: Indexed daily bookings, worldwide, compared to average in December 1-28 2019. Same set of travel clients with stable bookings tracking during the period.

APAC sees the quickest recovery of car rentals

While EMEA and the Americas have seen a very similar impact of COVID-19 on car rentals, APAC demonstrates an early recovery for this travel sub-category.

Indexed Weekly Booking YoY, Car Rentals



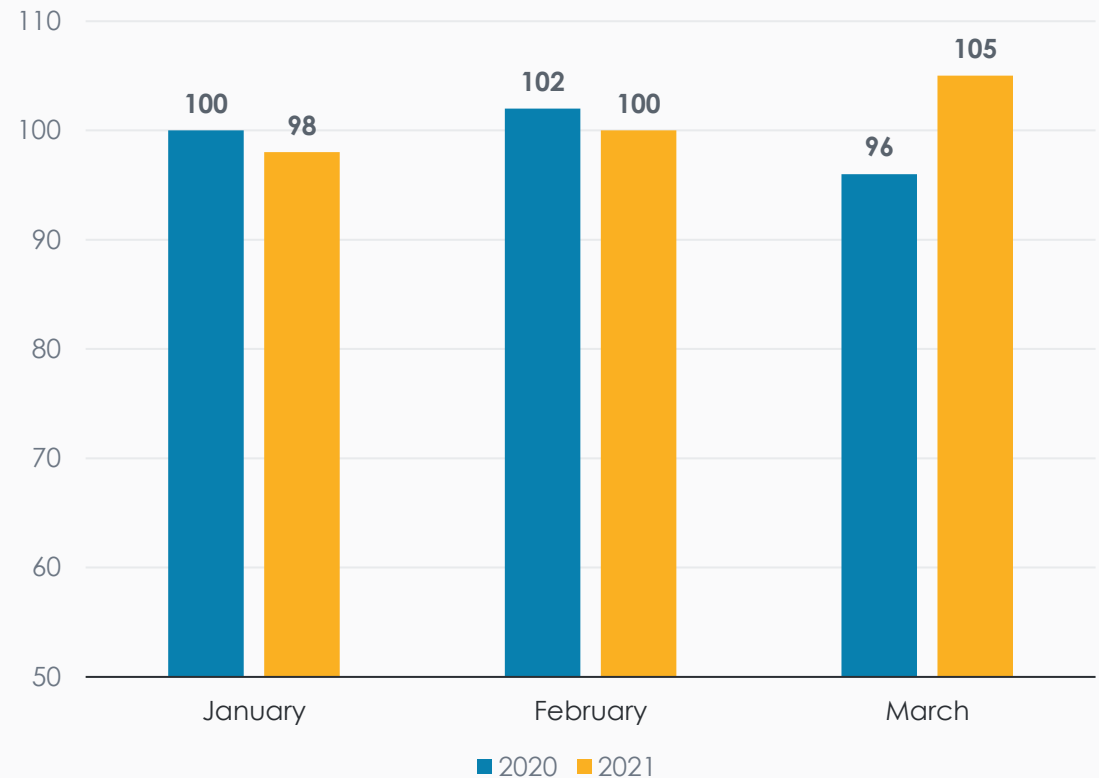
Source: Indexed bookings, compared to average in December 2019. Same set of Car Rentals players with stable sales tracking during the period.

Demand has stayed steady, as many look to drive instead of fly

Month-over-month and year-over-year, average bookings for car rentals have remained consistent worldwide.

Shortages in availability have been felt by many travelers as they search for transportation methods outside of air for their getaways.

Average Booking Values YoY, Car Rentals



Source: Indexed worldwide booking values, Compared to average in January 2020. Same set of travel clients with stable sales tracking during the period.



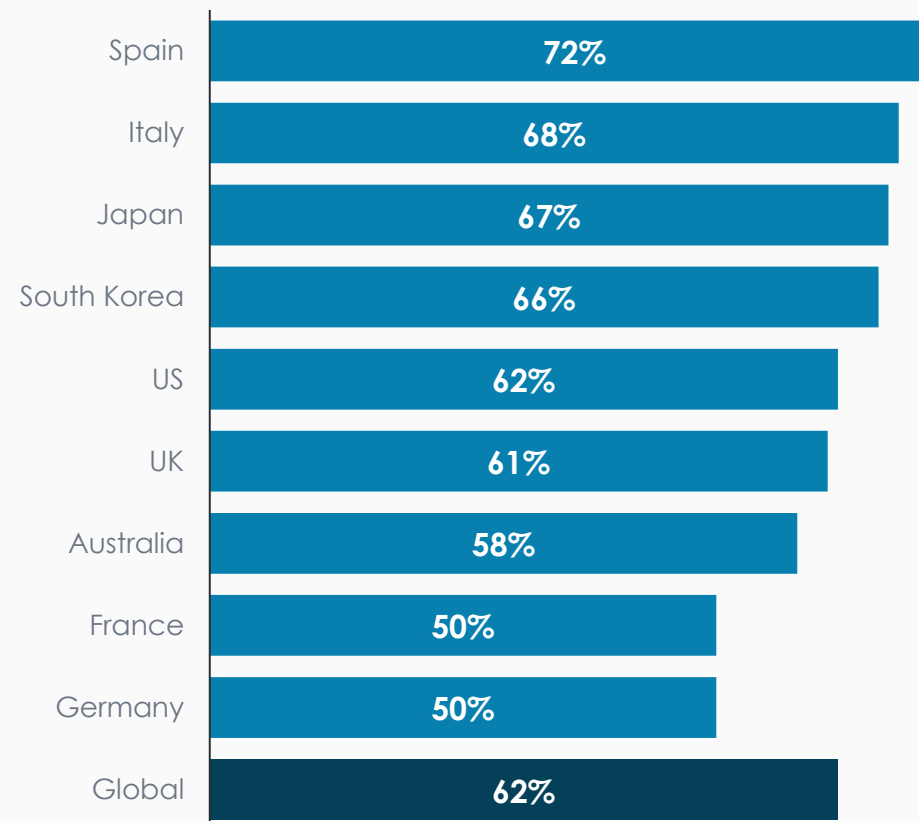
Travel Sentiment and Outlook

Travelers are still worried about COVID-19...

6 out of 10

US and global travelers* say that they feel personally concerned about contracting COVID-19 while traveling.

Share of respondents who strongly or somewhat agree with “I feel personally concerned about contracting COVID-19 while traveling”



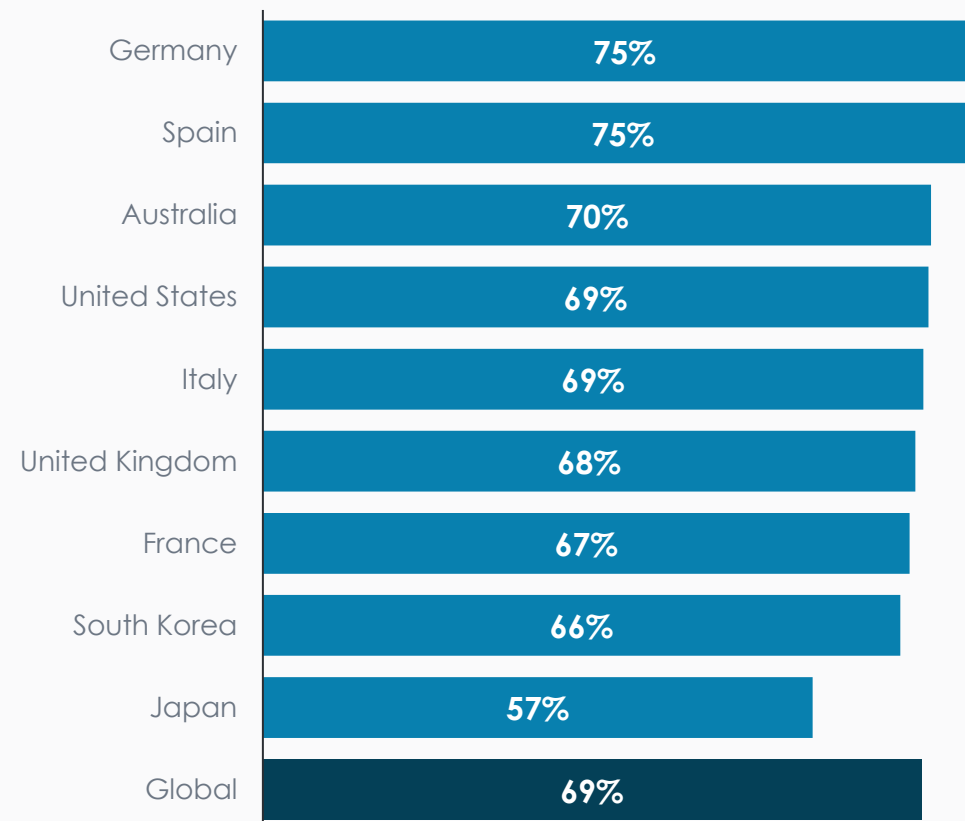
Source: Travel survey, Q1 2021 base: All respondents Global n=11,161

*Base: US travelers are defined as respondents who plan to travel at least once in the next 12 months.

...but it's not stopping them from planning personal trips

Two-thirds of US and global respondents plan to travel for personal purposes in the next 12 months.

Share of respondents who plan to travel in the next 6 months.



Source: Travel survey, Q1 2021 base: All respondents Global n=11,161

*Base: Combined personal and business trips in the next 6 months

Travelers are most eager to visit family and friends ASAP

In the next month respondents are more likely to travel to visit their family/friends than for leisure/holiday purposes.

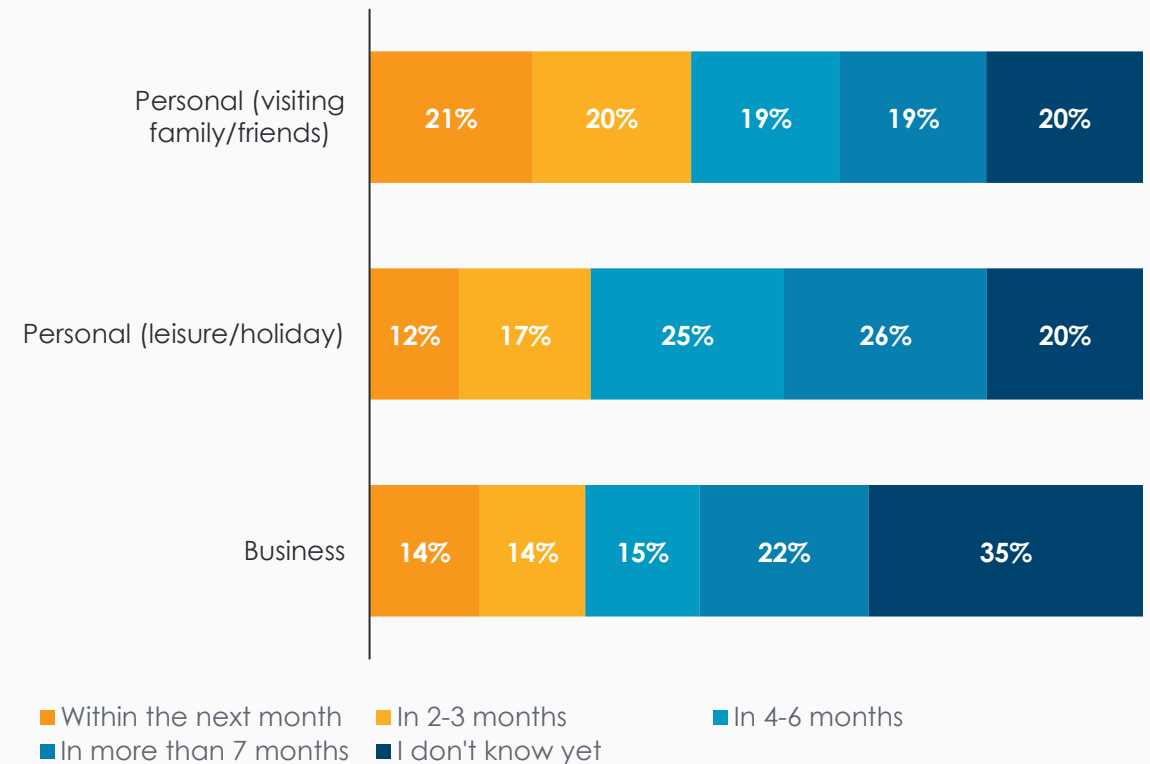
60% plan to visit family/friends within 6 months.

54% plan to travel for leisure/holiday reasons in the next 6 months.

Source: Travel survey, Q1 2021, US, base: Respondents who plan to travel
 Personal (visiting family/friends) n=1304
 Personal (leisure/holiday) n= 1268
 Business n=660

When are you planning your next trip? (Global data)

(Applies for all travel, both short- and long-distance).



Source: Travel survey, Q1 2021, Worldwide, base: Respondents who plan to travel
 Personal (visiting family/friends) n=10415
 Personal (leisure/holiday) n= 10508
 Business n=5776

Travelers are most eager to visit family and friends ASAP

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54% plan to travel for leisure/holiday reasons in the next 6 months.

When are you planning your next trip? (Share of respondents “within the next month”)

(Applies for all travel, both short- and long-distance).

Country	Personal visiting family/friends – Within the next month	N=*
US	21%	1304
France	14%	1125
Germany	26%	1156
Italy	16%	1150
Spain	26%	1147
UK	16%	1199
Australia	26%	1149
Japan	21%	1064
South Korea	25%	1121
Global	21%	10,415

Source: Travel survey, Q1 2021, Worldwide, base: Respondents who plan to travel

Family/friend visits will be shorter stays

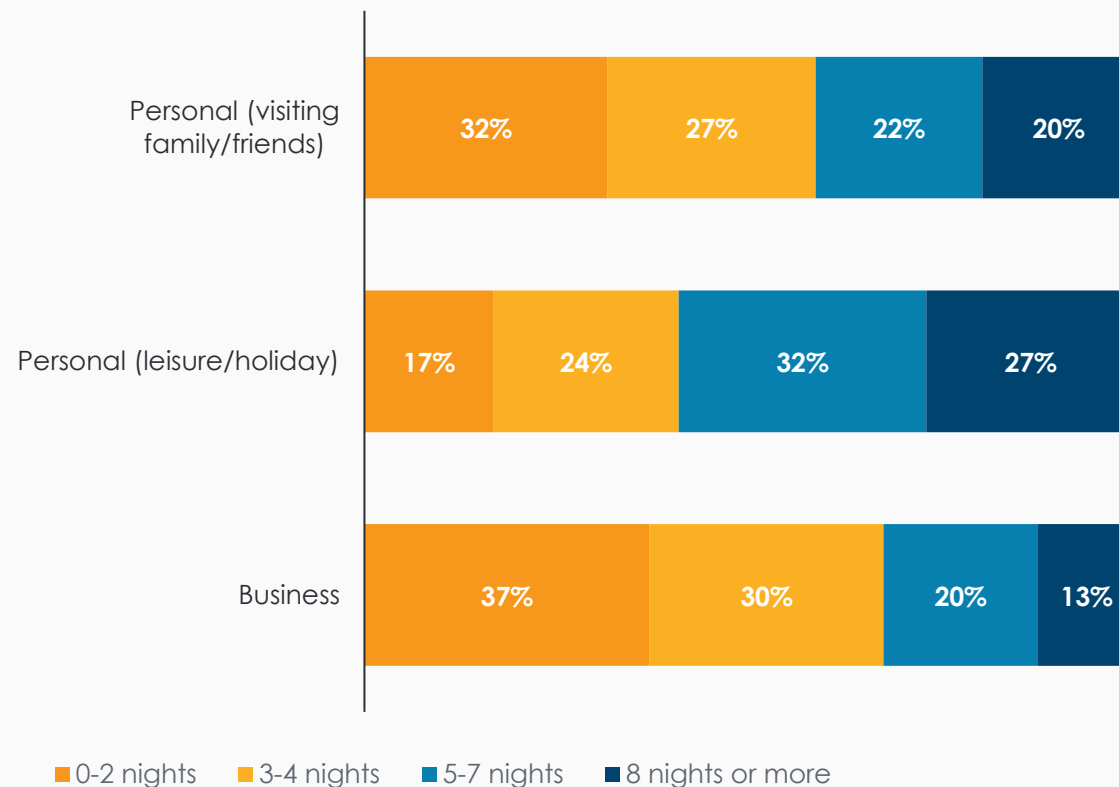
59% plan to stay 0-4 nights with family/friends (US: 59%).

More than half are booking longer stays for leisure/holiday trips.

Source: Travel survey, Q1 2021, US, base: Excludes respondents who don't know yet
 Personal (visiting family/friends): n=1064
 Personal (leisure/holiday): n=1042
 Business: n= 520

For how long do you plan to travel?

(Global data)



Source: Travel survey, Q1 2021, Worldwide, base: Excludes respondents who don't know yet
 Personal (visiting family/friends): n=8549
 Personal (leisure/holiday): n=8888
 Business: n= 4256

For how long do you plan to travel?

(short stays)

Country	Short stays (0-4 nights) – Personal (visiting family/friends)	N=
US	59%	1304
France	40%	1125
Germany	60%	1156
Italy	58%	1150
Spain	52%	1147
UK	64%	1199
Australia	46%	1149
Japan	86%	1064
South Korea	66%	1121
Global	59%	10,415

Source: Travel survey, Q1 2021, Worldwide, base: Excludes respondents who don't know yet

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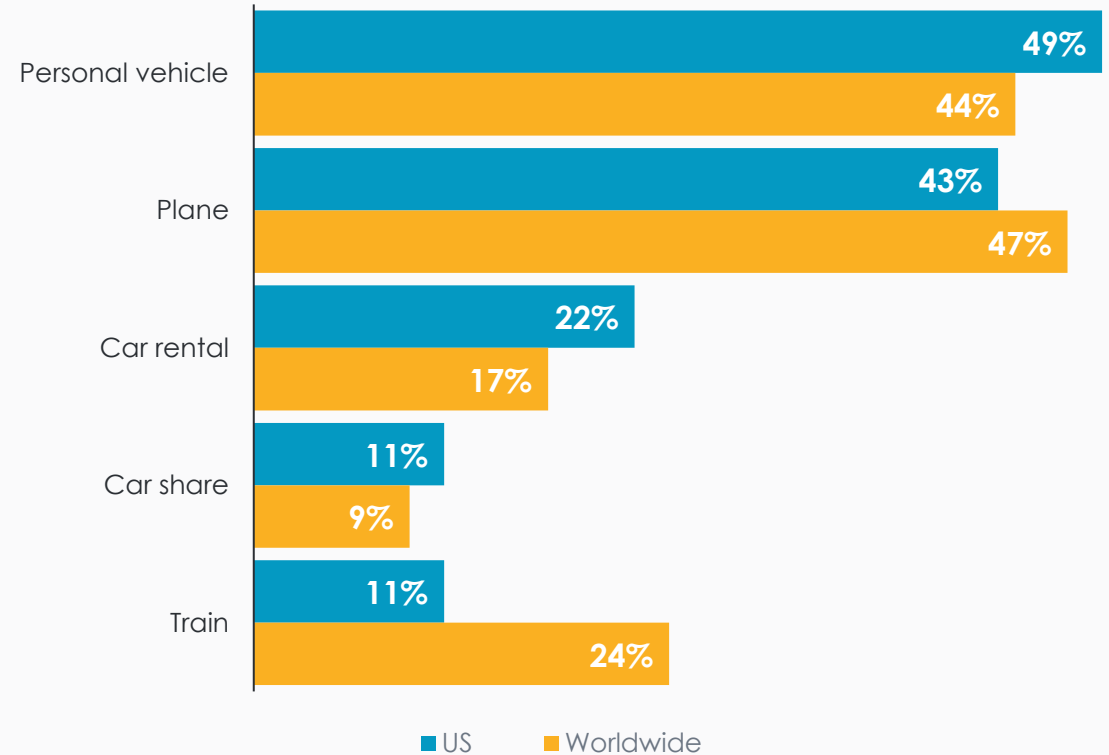
More than half are booking longer stays for leisure/holiday trips.

Two-thirds of US respondents say that they are likely to favor car travel over planes

60% of Boomers and Silent generation in the US plan to use their personal vehicle to limit their exposure to others.

Conversely, 66% of Gen Z and Millennials and nearly half of US travelers are more likely to fly for their next trip.

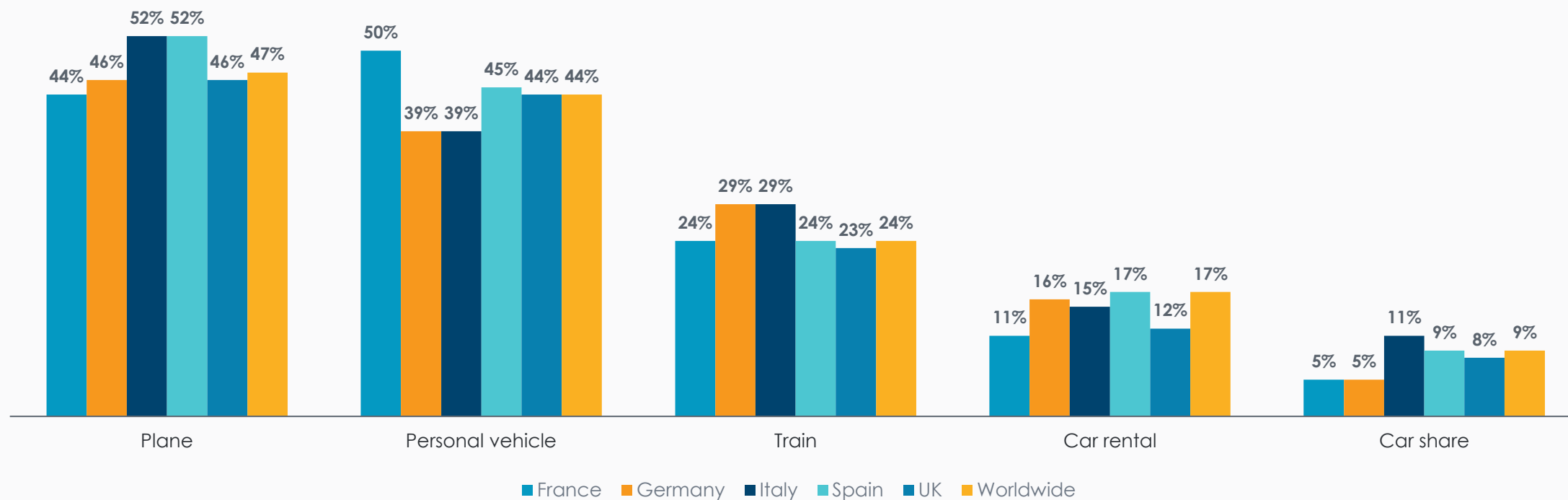
Which transportation services do you plan to use for your next trip?



Source: Travel survey, Q1 2021, US, base: All respondents, n=1362/ Worldwide n=11161

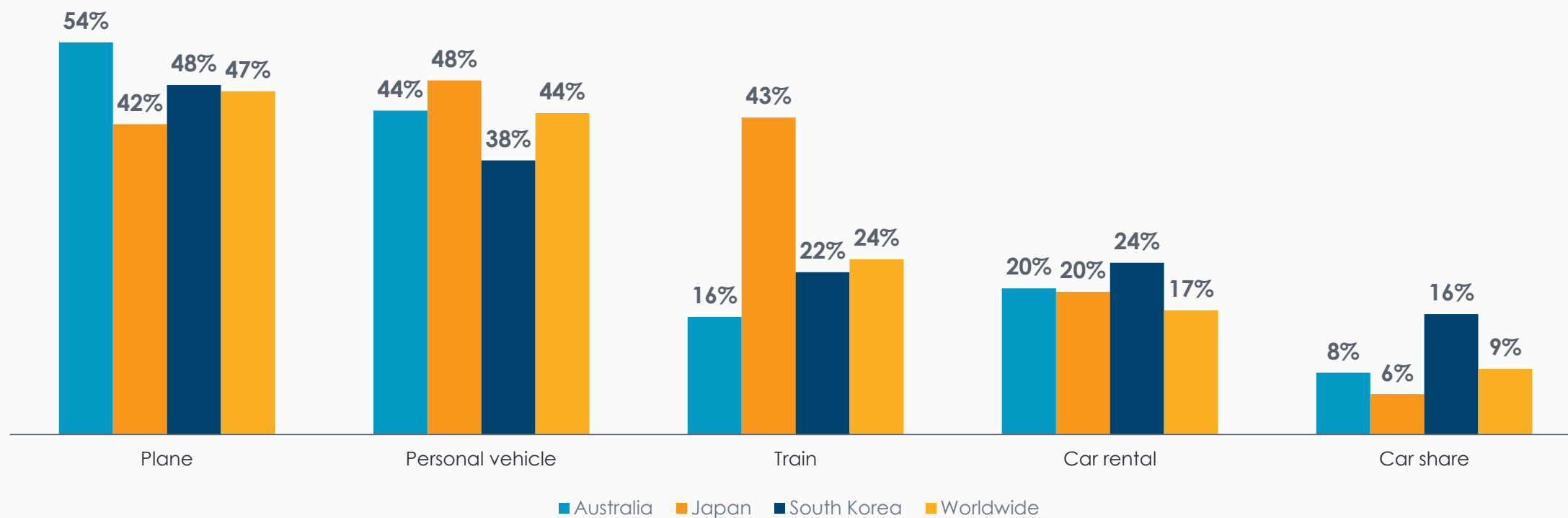
Nearly half of travelers are likely to fly for their next trip

Which transportation services do you plan to use for your next trip?



Nearly half of travelers are likely to fly for their next trip

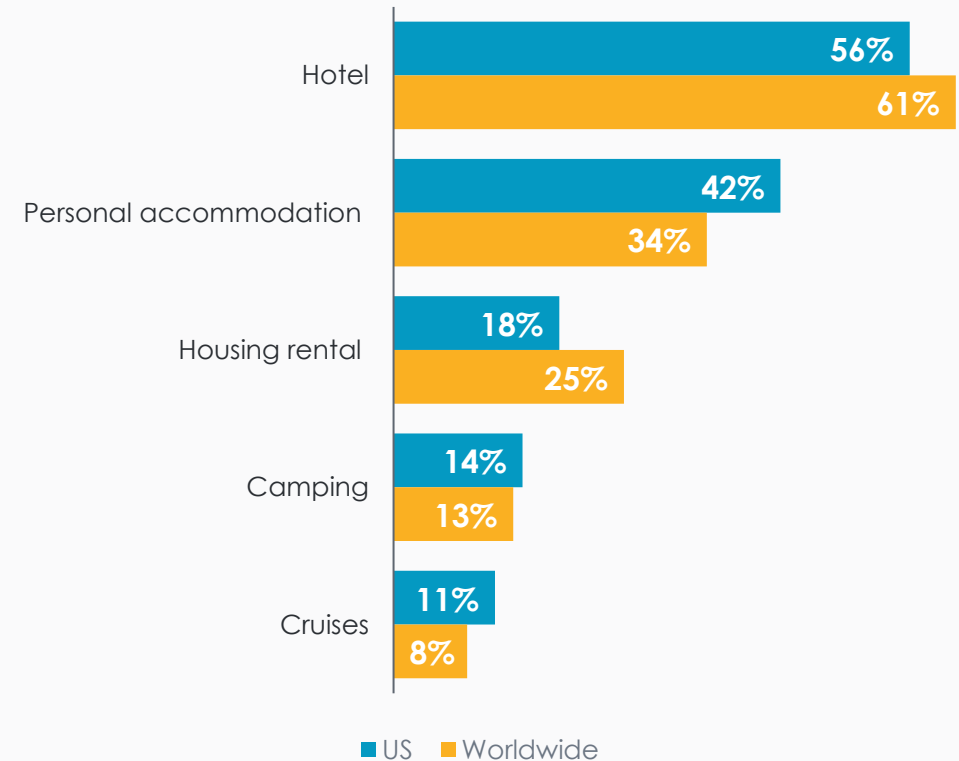
Which transportation services do you plan to use for your next trip?



More stays will be in hotels

Deep discounts, flexible cancellation policies, and more rigorous sanitation practices are attracting more US and global travelers, with **56%** and **61%** declaring that they would stay at a hotel during their next trip.

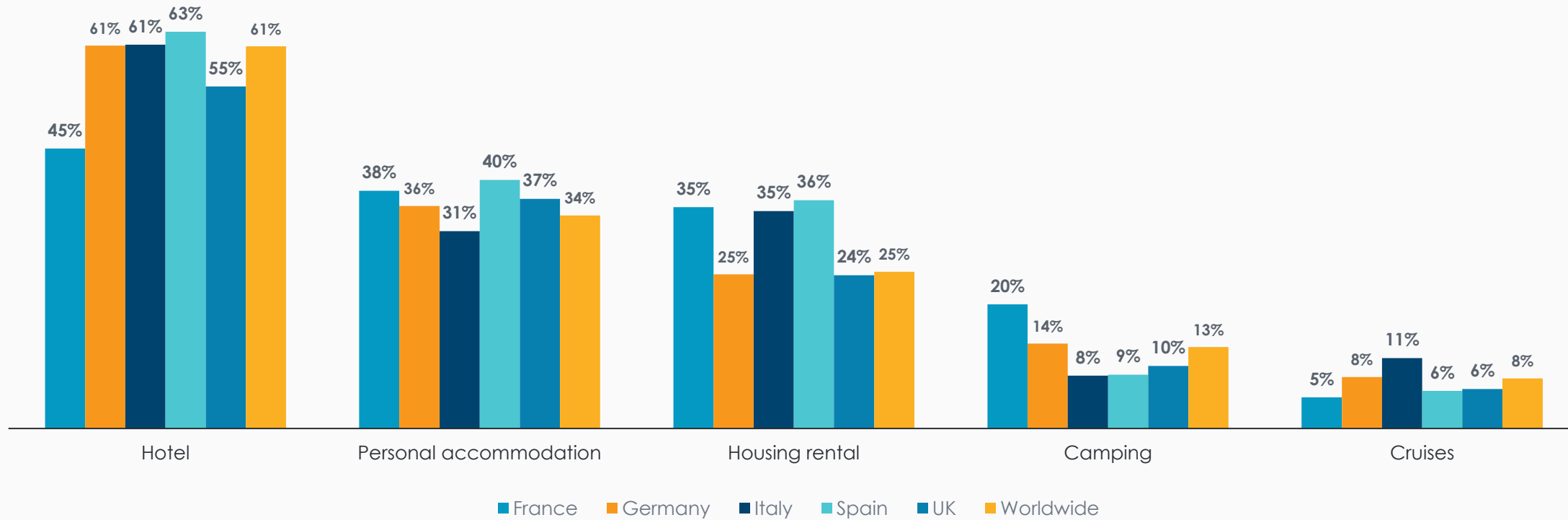
Which accommodation services do you plan to use for your next trip?



Source: Travel survey, Q1 2021, US, base: All respondents, n=1362/ Worldwide n= 11161

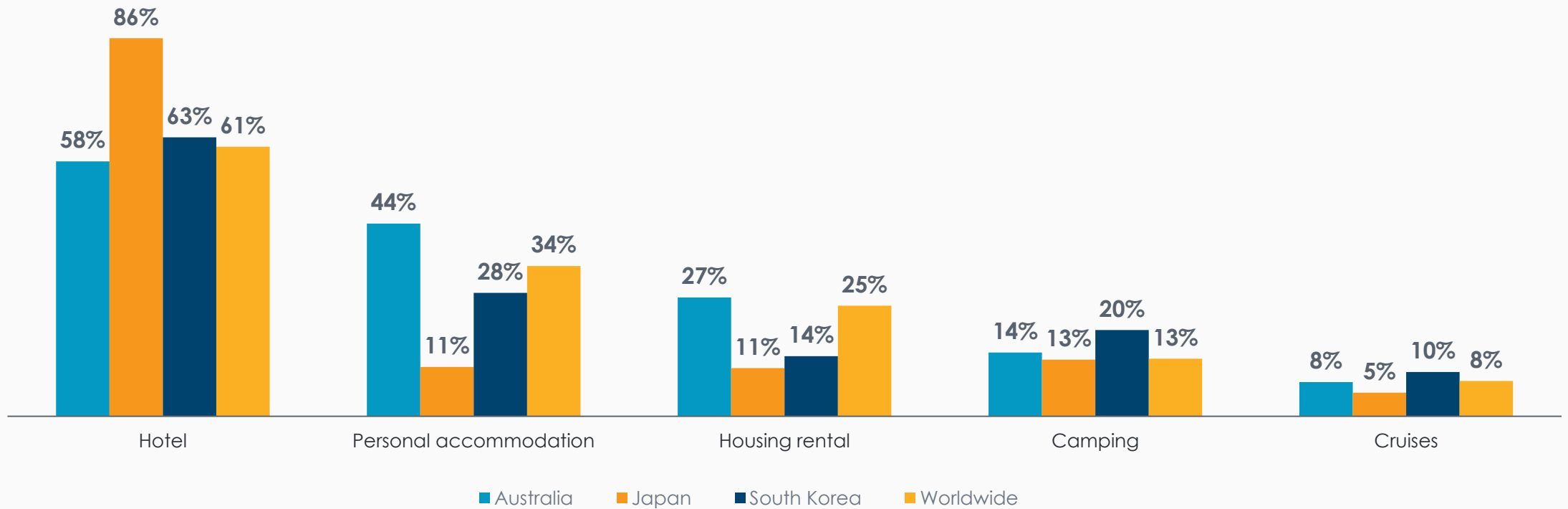
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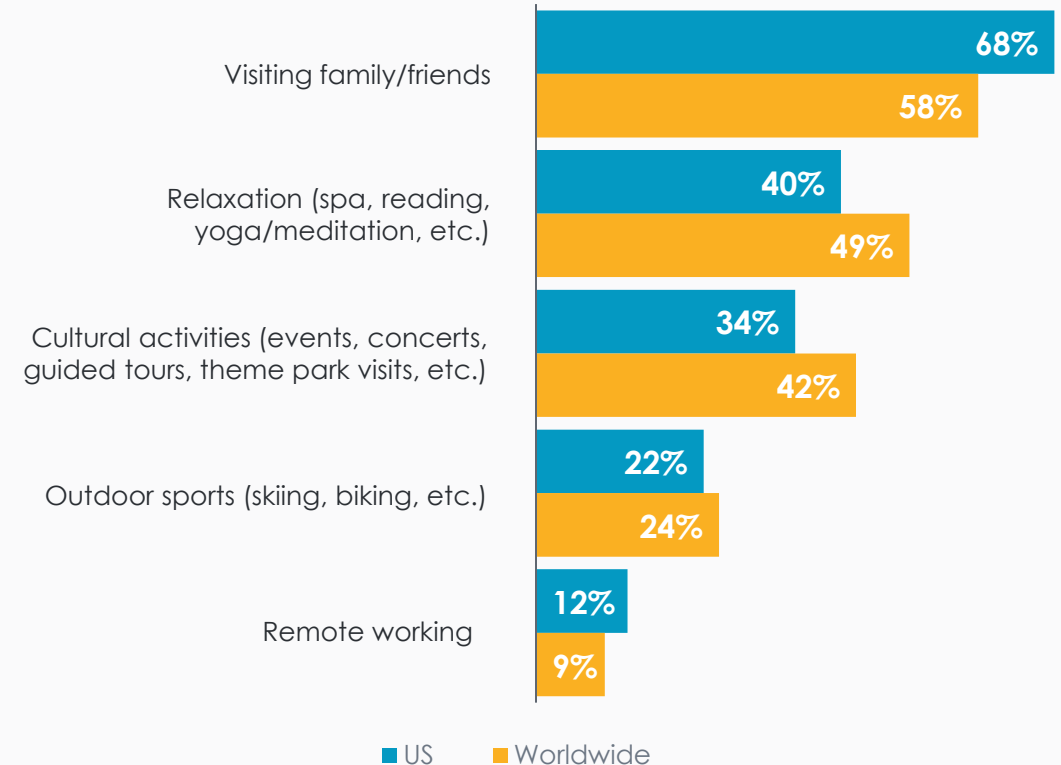


Reconnecting tops relaxation as the next trip's main activity

Increased vaccination rates and eased COVID-19 restrictions have travelers excited about finally reuniting with family and friends during their next trip. This is especially true for older generations in the US, with 74% selecting it as their next trip's primary activity.

After being mostly stuck at home for about a year, US Gen Z and Millennials will be relaxing (45%), planning cultural activities (40%) or enjoying outdoor sports (30%), as well as visiting their family/friends (62%) during their next trip.

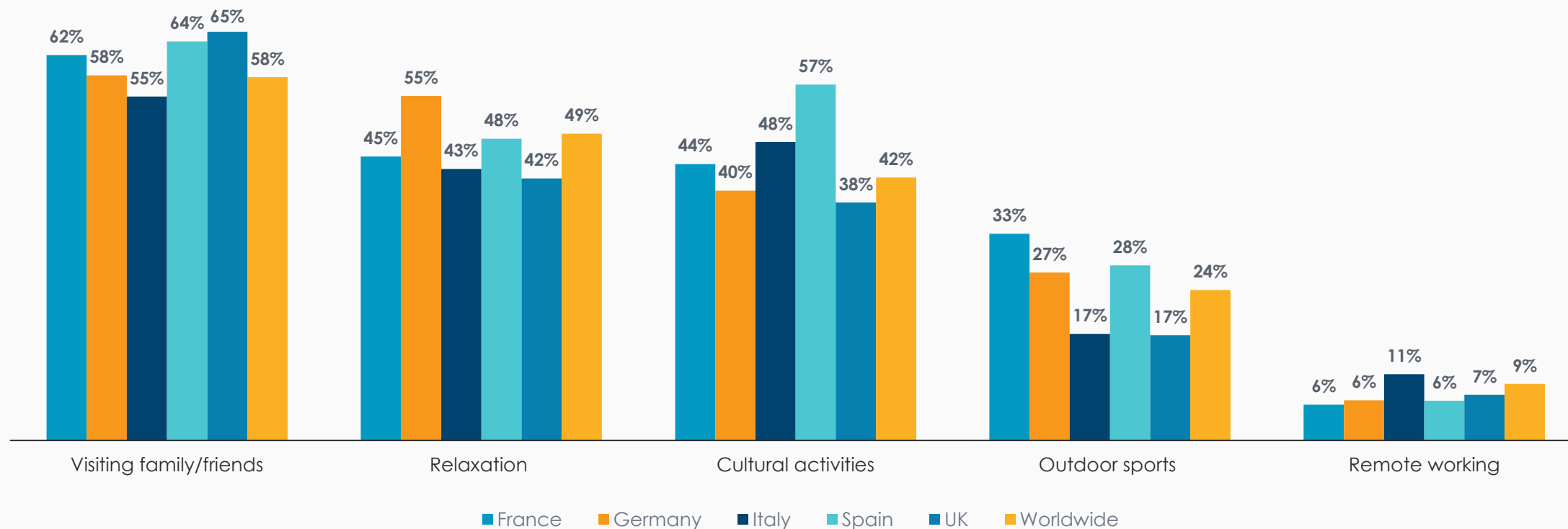
What activities are you seeking during your next trip?



Source: Travel survey, Q1 2021, US, base: All respondents, n=1362/ Worldwide n= 11161

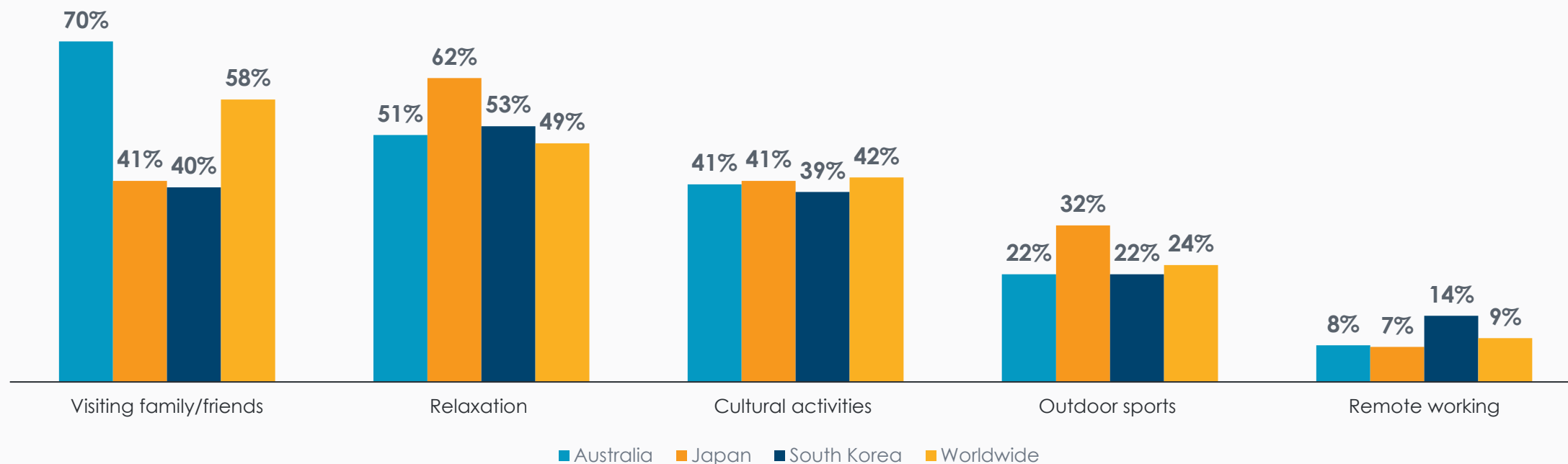
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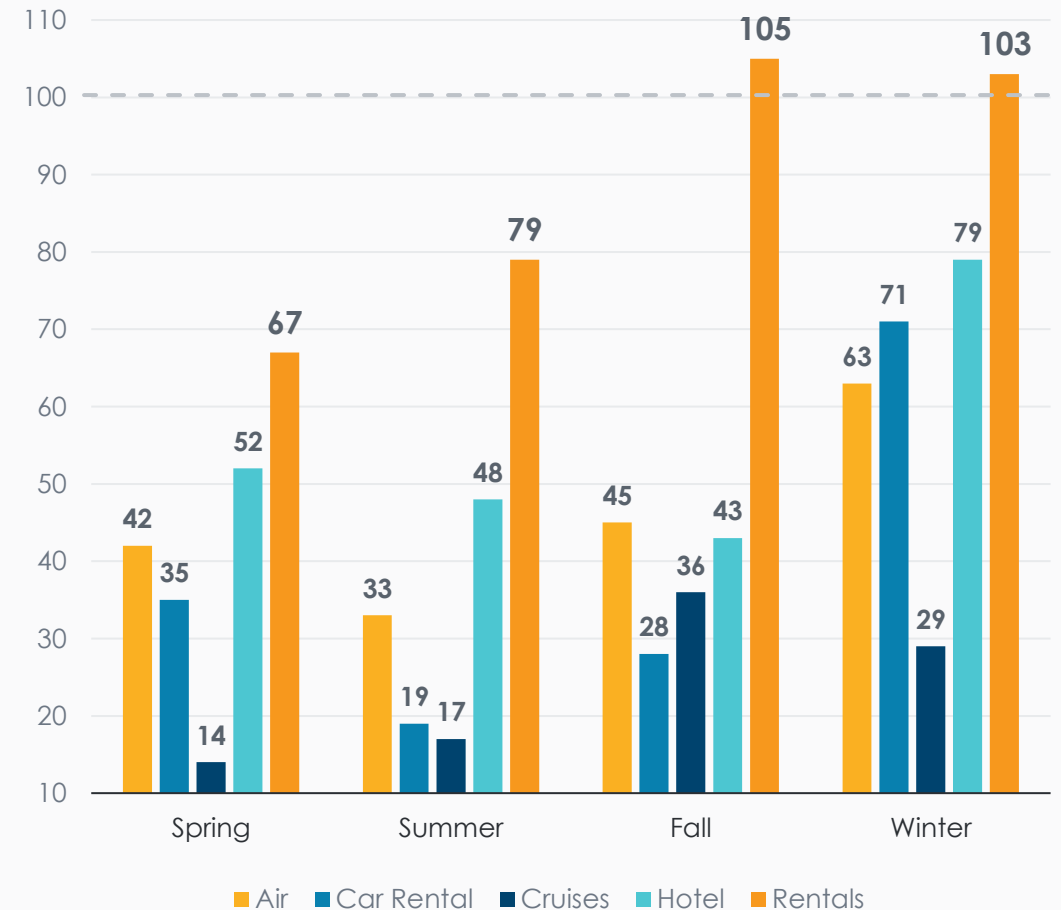


Reconnecting tops relaxation as the next trip's main activity

What activities are you seeking during your next trip?



Indexed Bookings by Season of Travel, by Category, YoY



Source: Index worldwide bookings by season of check-in, for bookings made between February 1st and March 15th, 2021, compared to the same period in 2020. Same set of Travel Clients with stable sales tracking during the entire period.

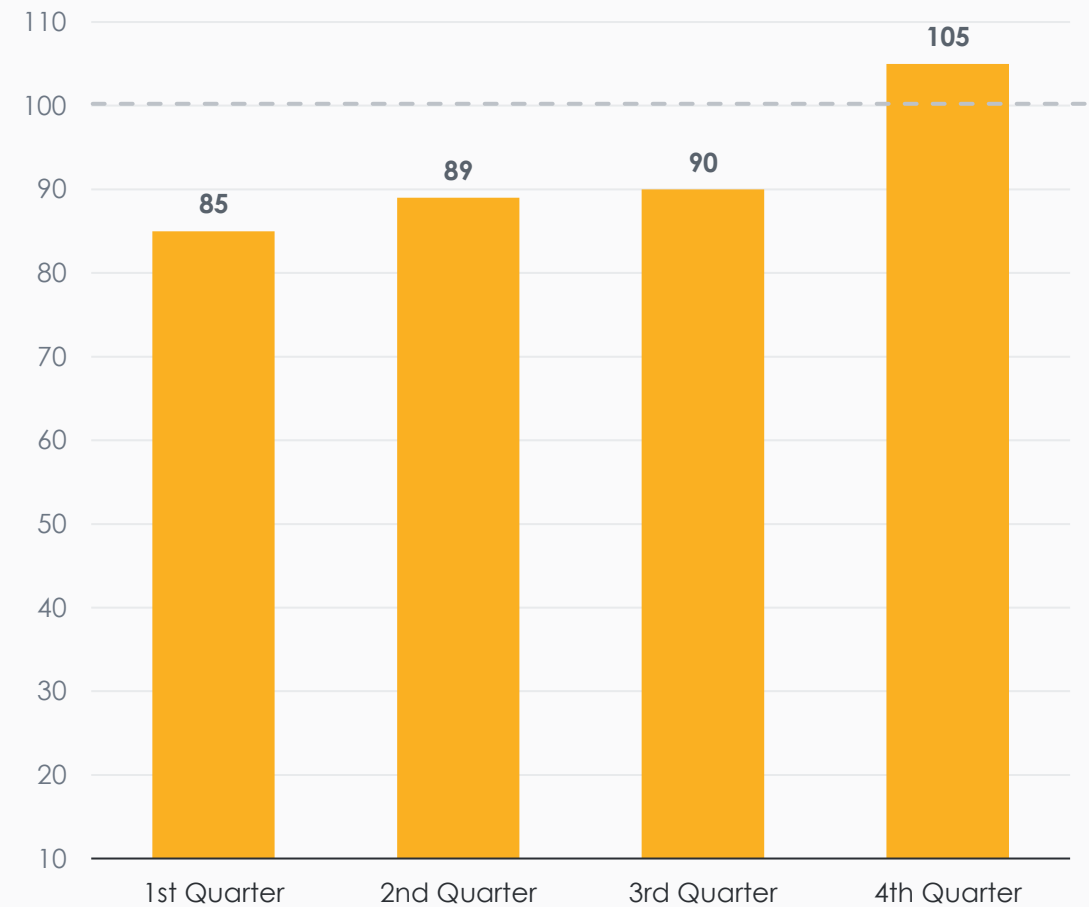
Full recovery begins this Fall

Looking at bookings made between February 1st and March 15th, 2021, vacation rentals appear to be the first travel category to fully recover, with 5% more rental reservations made for the fall season than what was recorded during the same period in 2020.

Travel duration will increase

Compared to the average duration of travel booked between February 1st and March 15th, 2020 (i.e. before first lockdowns in western countries), bookings made during the same period one year later show that average travel duration will increase progressively and outperform pre-COVID travel durations by Q4 2021.

Indexed Travel Duration by Quarter of Travel, YoY



Source: Index Average Travel Duration by season of check-in, for bookings made between February 1st and March 15th, 2021, compared to the same period in 2020. Same set of Travel Clients with stable sales tracking during the entire period.

Travel will be mostly domestic trips for the next 12 months

Travel restrictions and sanitation concerns are keeping travelers within their borders.

This is especially true for older generations (92% Boomers & Silent/87% Gen X vs. 84% overall).

Gen Z & Millennials are a bit more adventurous, with 1 in 4 planning to travel internationally in countries allowing US citizens to visit, like Mexico.

Only 35% plan to travel internationally in the next 12 months, even if given a vaccine and COVID-19 Passport, while 69% say they will favor domestic travels due to Covid-19.

What are the destinations that you are likely to make an online booking for (e.g., flight, hotel / lodging, etc.)?

Country	Domestic Travels	International Travels *
US	84%	34%
France	64%	58%
Germany	58%	67%
Italy	80%	50%
Spain	83%	49%
UK	67%	58%
Australia	86%	35%
Japan	89%	29%
South Korea	65%	54%
Global	75%	48%

Source: Travel survey, Q1 2021, US, base domestic travels: All respondents

*International travels: respondents who plan to travel internationally at least once in the next 12 months. US n=1362/ Worldwide n= 11161/ France n=1232/Germany n=1222/ Italy n=1214 / Spain n=1205/ UK n=1258/ Australia n=1230/ Japan n=1200/ South Korea n=1238

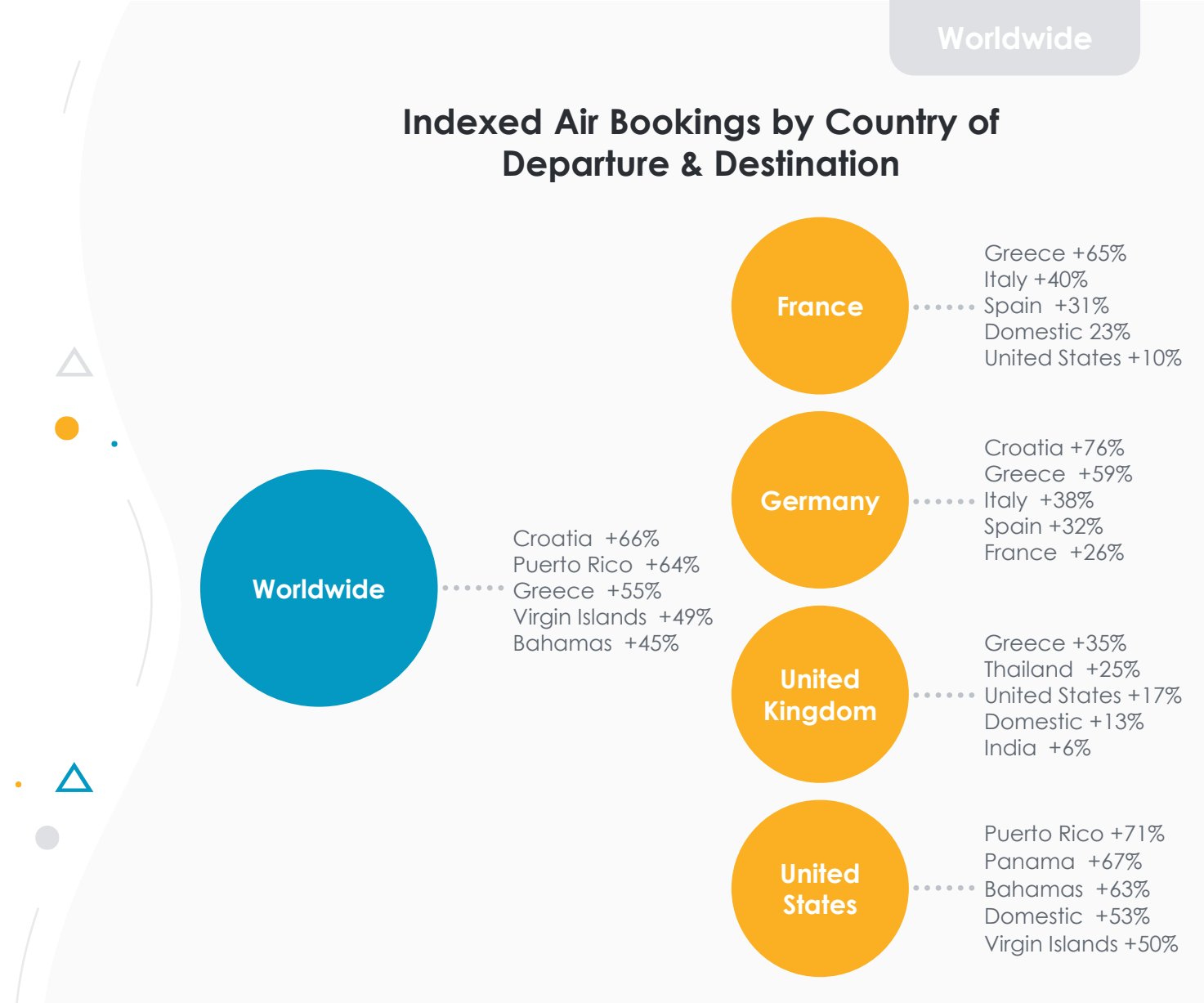
Indexed Air Bookings by Country of Departure & Destination

Those who are traveling abroad are seeking fun in the sun

Globally, there are 5 destinations with the highest increase in March 2021, showcasing a strong desire to have fun in the sun again.

For travels departing from the US, the top trending international destinations are Puerto Rico, the Bahamas, and the Virgin Islands.

For travels departing from Germany, the top trending international destinations are Greece and Croatia. Other European countries see the same destinations trending.



Indexed worldwide air bookings by destination, March 2021, compared to average in December 2020. Global. Top trending destinations are the destinations with the highest increase in March 2021, not the destinations with the most travels.

Reasons not to travel are mostly pandemic-related

What are the reasons why you won't be traveling in the next 12 months?

	US	UK	France	Germany	Italy	Spain	Japan	South Korea	Australia	Global
I don't want to contract COVID-19 while traveling	29%	30%	25%	35%	30%	25%	40%	51%	29%	36%
I am waiting for the situation to get better	23%	33%	32%	32%	34%	32%	28%	23%	24%	28%
I have been financially impacted	24%	16%	16%	21%	11%	26%	15%	9%	24%	17%
I can't take any vacations	19%	11%	15%	8%	24%	21%	21%	10%	18%	16%
I am waiting to receive the COVID-19 vaccine before starting to travel again	10%	12%	11%	23%	18%	10%	5%	8%	15%	10%
My country expects me to take a COVID-19 test before leaving / coming back	5%	8%	6%	8%	5%	8%	5%	11%	5%	7%
Because of quarantine/self-isolation	9%	9%		11%	7%	12%	5%	6%	10%	7%
I can't travel in the countries I would like to (borders closed)	5%	4%	2%	7%	1%	8%	4%	6%	8%	5%
N=	293	171	208	215	91	104	609	430	134	2,255

2021 travelers care about refundable tickets

Share of travelers who are more likely to book travels if bookings are fully refundable

Country	US	France	Germany	Italy	Spain	UK	Australia	Japan	South Korea	Global
Share of respondents	65%	66%	53%	64%	74%	67%	73%	51%	59%	64%
N=	1362	1232	1222	1214	1205	1258	1230	1200	1238	11,161

Source: Travel survey, Q1 2021

Base : Respondents who strongly and somewhat agree with "I am more likely to buy air / train / cruises tickets if they are fully refundable "

Social distance and sanitation remain a must

How has COVID-19 changed the importance in the following areas when traveling? (more important)

Country	US	France	Germany	Italy	Spain	UK	Australia	Japan	South Korea	Global
Ability to social distancing	77%	75%	67%	89%	87%	76%	78%	83%	79%	79%
Availability of healthcare	71%	70%	72%	86%	84%	72%	75%	77%	76%	76%
Sanitation	79%	77%	79%	89%	89%	78%	81%	82%	78%	81%
N=	1362	1232	1222	1214	1205	1258	1230	1200	1238	11,161

3 out of 4 US travelers declared giving more importance to social distance, healthcare, and sanitation when traveling.

Traveling with a pet remains a challenge

14% of travelers have troubles flying with their pets (US: 13%), suggesting a significant opportunity for airlines - especially when airplanes are not flying at full capacity.

Do you travel with a pet(s)?

	US	WW
I don't have a pet or don't intend to travel with him/her	43%	51%
I travel with my pet, and this is not a concern to me	20%	17%
I have a pet, but traveling by car with him/her is not possible or is a challenge	14%	11%
I have a pet, but flying with him/her is not possible or is a challenge	13%	14%
I have a pet, but finding accommodations suitable for him/her is not possible or is a challenge	12%	12%
I have a pet, but traveling by train with him/her is not possible or is a challenge	8%	9%

Source: Travel survey, Q1 2021, US, base: All respondents, n=1362/ Worldwide n=11161



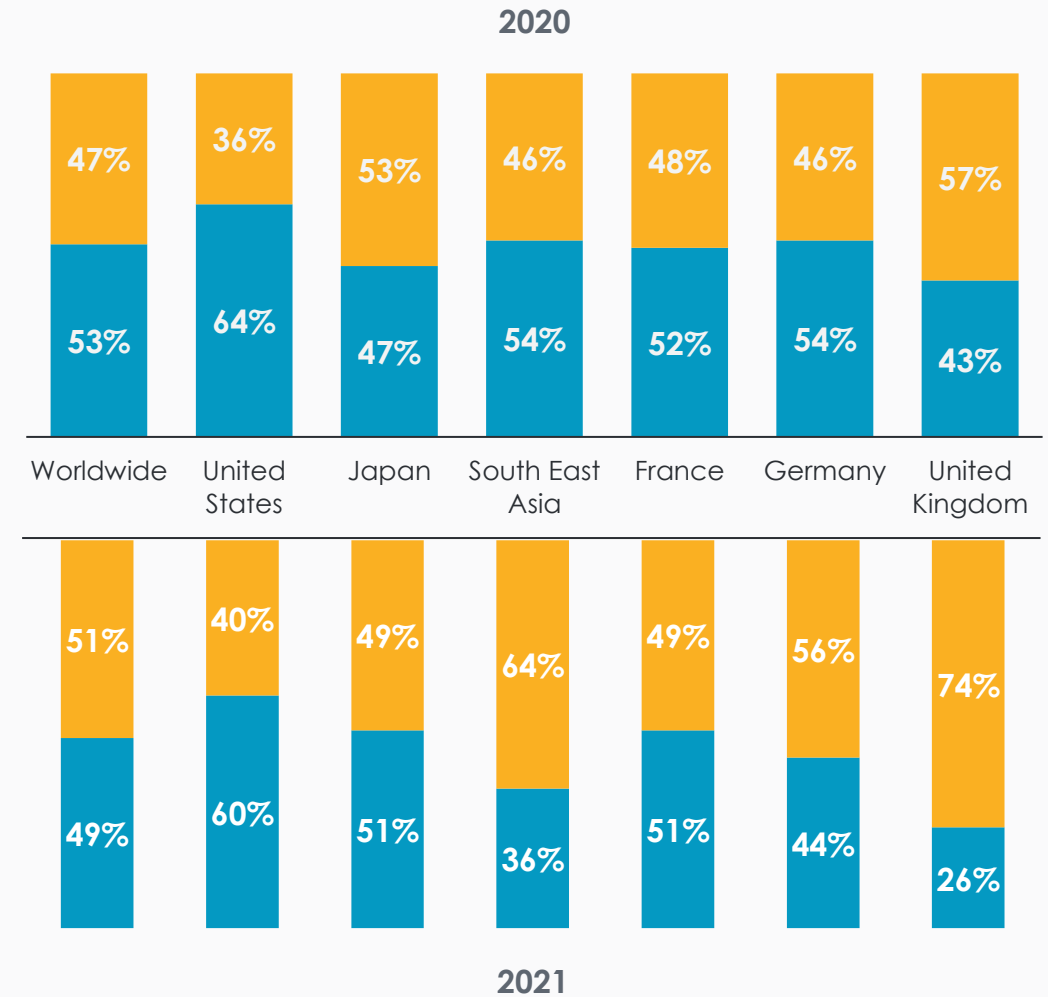
Mobile and App Usage

The post-COVID world is mobile-first

Even with more people working from home due to COVID-19 restrictions, eager travelers increased the share of mobile web bookings, and mobile has overtaken desktop with now 51% of transactions.

■ Desktop
■ Mobile

Bookings by Device



Source: Share of bookings by device in travel, App Excluded, Q1 2021 vs Q1 2020. SEA includes Indonesia, Singapore, Philippines, Vietnam, Thailand, Malaysia

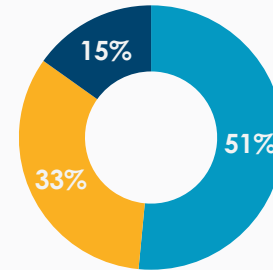
Bookings by Site Type, Q1 2021 vs 2020

App usage keeps increasing globally

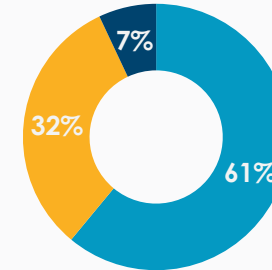
Travel players with a booking app have seen app usage grow in all regions, particularly in APAC, where app has also stolen share from mobile web.

Despite less mobility globally in 2020, desktop has decreased 10pts YoY.

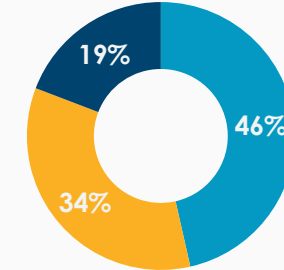
2020



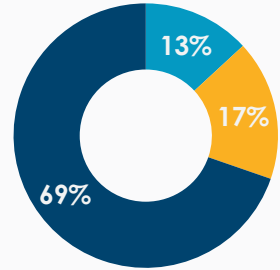
Worldwide



Americas

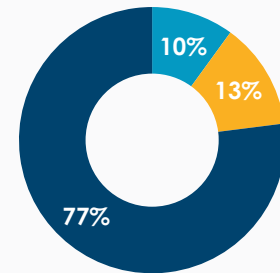
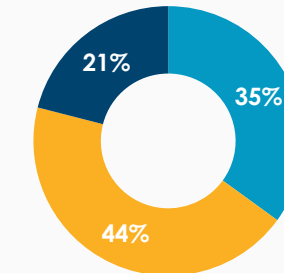
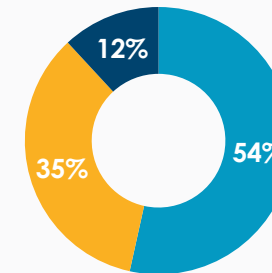
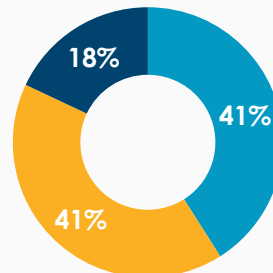


EMEA



APAC

2021

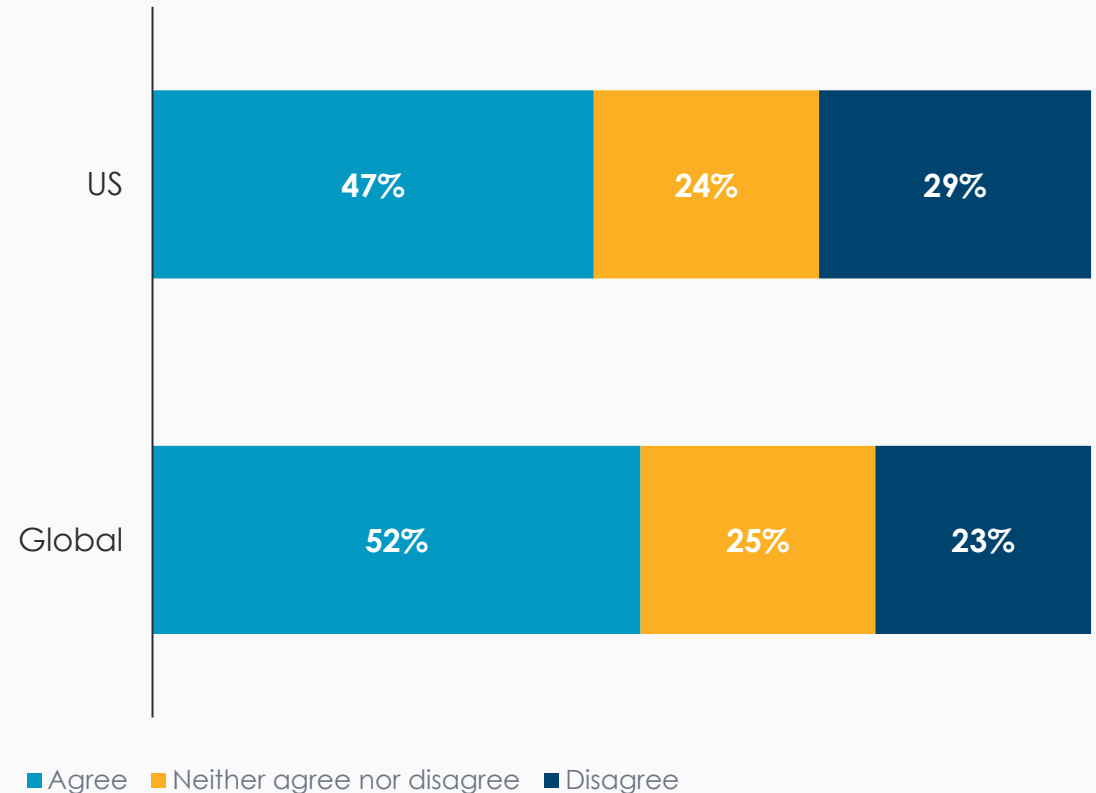


■ App ■ Desktop ■ Mobile

Half of travel app users will share information to get personalized content

When it comes to giving consent to travel apps to collect their information in order to get personalized content, younger generations in the US are more likely to do so. (65% of US Gen Z and Millennials, 52% of Gen X vs 28% of Boomers & Silent).

“I will give consent to travel apps to collect my information to get personalized content”



Source: Travel survey, Q1 2021, US, base: All respondents, n=1362

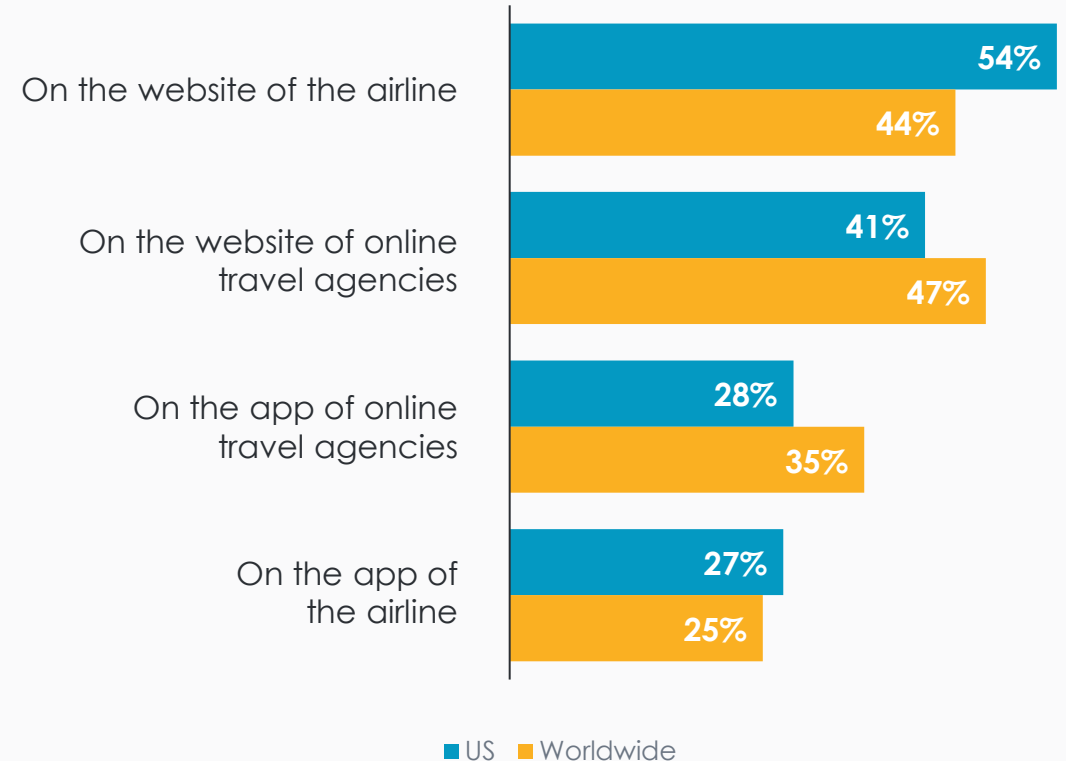
Source: Travel survey, Q1 2021, Worldwide, base: All respondents, n=11161

When booking a flight, airline websites and online travel agency (OTA) websites are used almost equally

Worldwide, slightly more will book on an OTA website vs. directly on an airline website.

A larger majority of US travelers (54%) plan to book flights on an airline website directly.

How are you most likely to book flights for personal travel during the next 12 months?



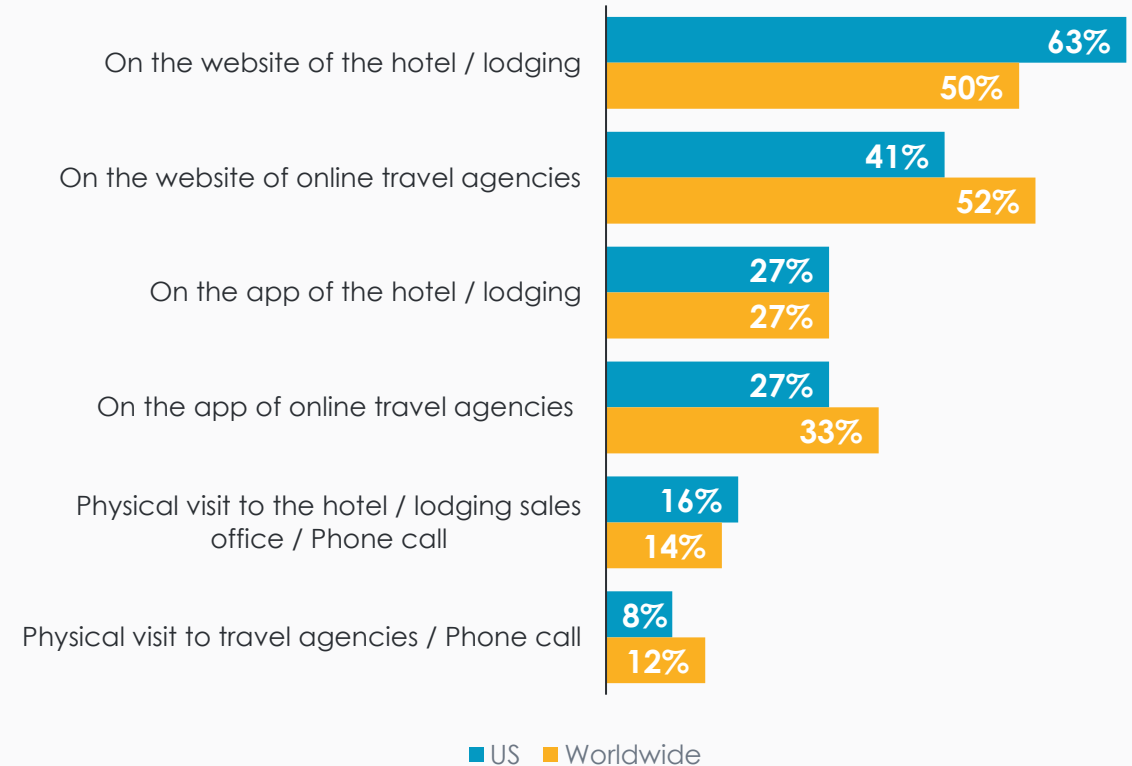
Source: Travel survey, Q1 2021, US, n=584 / Worldwide n=5274

Base: Respondents who plan to book a flight for their next trip

Hotel websites and online travel agencies (OTAs) are also used nearly equally for booking lodging

Again, US travelers favored booking directly on the hotel/lodging website more than using an online travel agency website: 3 in 5 US travelers plan to book their next hotel directly on the hotel/lodging website.

How are you most likely to book your hotel / lodging for personal travel during the next 12 months?



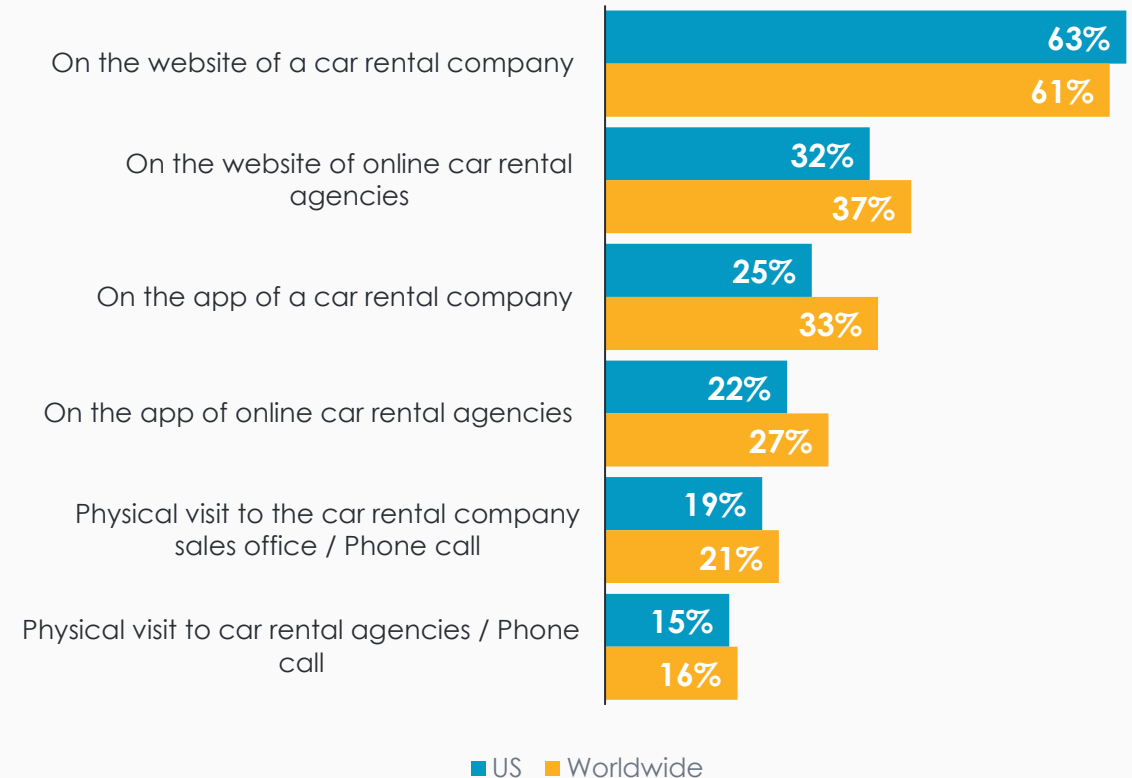
Source: Travel survey, Q1 2021, US, n=769 / Worldwide: 6730

Base: Respondents who plan to book a hotel for their next trip

6 out of 10 travelers worldwide will rent a car directly on the car rental's website

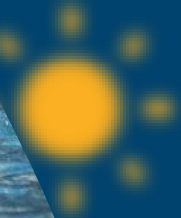
Older generations mostly plan to book a car rental directly on the website of a car rental company. Younger generations would equally book through a website of a car rental company or an online car rental agency.

How are you likely to book a car rental for personal travel during the next 12 months?



Source: Travel survey, Q1 2021, US, n=299 / Worldwide n=1939

Base: Respondents who plan to book a car rental for their next trip



Recommendations

2021: Preparing for Take-Off

Navigating the runway to recovery



Our data and survey findings show that recovery is on the horizon and with it comes a reshaping of the travel industry.



Traveler behaviors have changed in terms of how and why they book a trip, and what they require to feel safe and confident.



Learn how travel providers can deliver an experience that will meet these new expectations and increase bookings, including:

- 4 things that can make or break a reservation
- Tips for ad campaigns that will drive conversions now and fill your pipeline for the fall/winter recovery



4 Ways to Increase Bookings

Takeaways from our traveler survey

Provide fully refundable bookings, to address travelers' fear of uncertainty regarding domestic and international travels.

Continue to maintain social distancing standards and communicate sanitation procedures to put travelers at ease.

Optimize your mobile web site and app user experience, now that mobile has a larger share of transactions.

Amplify your pet-friendly messaging, to encourage those who have trouble traveling with their pets to consider booking with you.



Drive Bookings During the Summer “Travel Boom”

Lean into lifestyle interests, domestic travel, key markets



Use a geo-focused strategy for your ad campaigns to connect travelers with local destinations for the next 6-12 months.



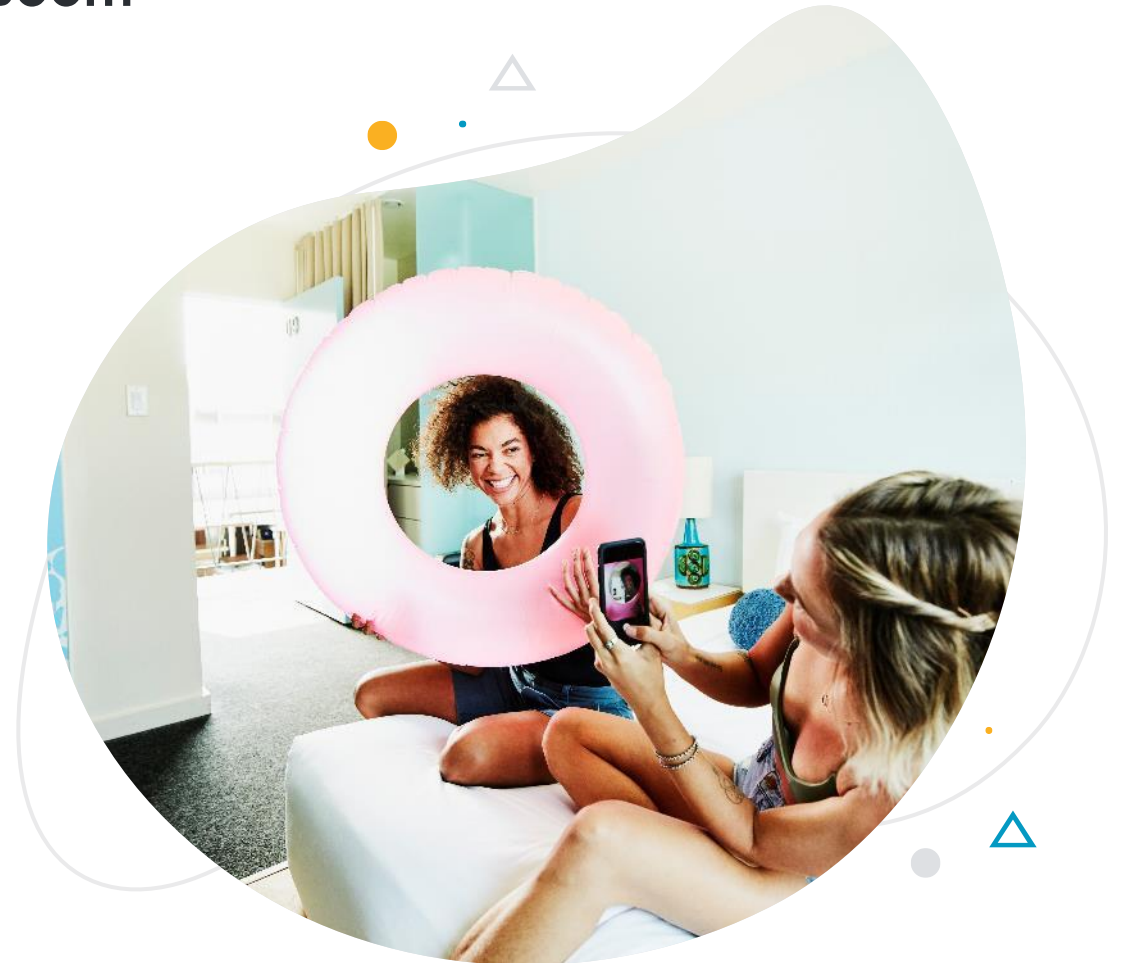
Prioritize domestic flights, car rental, hotel, and vacation rental offerings.



Test ad copy that speaks to the primary goal of visiting family and friends/reunion travel.



Get the opt-in! Deliver a great ad experience, and then clearly explain what users will get by sharing their information with you, so that you can get more opt-ins and build your first-party data pool.



Inspire Potential Travelers Hungry for a New Adventure

Increase awareness and reach new customers with relevant cross-channel strategies

Start building anticipation and relationships now, in advance of what is shaping up to be a summer into fall travel renaissance.

Use engaging display ad formats, like interactive ads, or video story ads to showcase your offerings and include important messaging:

- Refundable tickets, free cancellations
- Social distancing and sanitation measures
- Socially distant/travel bubble trips
- Pet-friendly accommodations

Launch Connected TV and video campaigns to reach relevant audiences while they're streaming their favorite content.

Target relevant audiences like these and more using your own data and our massive commerce data set:

- Family vacationers
- Millennial travelers
- Workationers
- Beach Goers
- Eco-conscious trip seekers



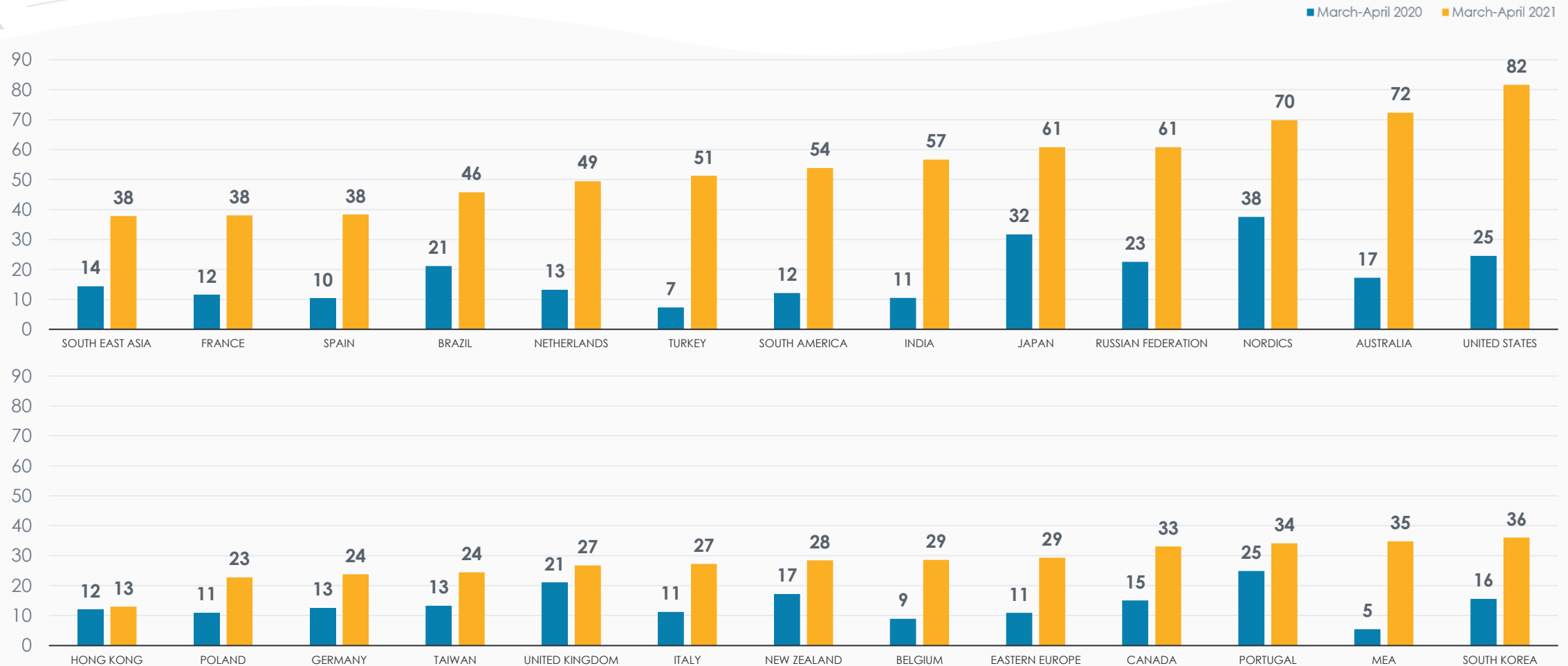


Appendix



Travel Bookings by Country, YoY

Indexed bookings compared to December 2019*



*Source: Indexed bookings by source country, domestic and international travels combined, all travel categories combined, worldwide, during 4 weeks in 2021 and 2020 (March 15th - April 11th 2021 and March 16th - April 12th 2020). Compared to average in December 2019 (pre-pandemic baseline). Same set of 815 travel players with stable sales tracking during the period.

Methodology

This report combines organic data from travel players, and survey data.

Organic data: 815 Travel Players who partner with Criteo in over 20 countries, accounting for 1.6B annual bookings (220 million bookings in the US).

Survey data from 9 countries and 11,161 respondents:

Countries	Respondents
Australia	1,230
France	1,232
Germany	1,222
Italy	1,214
Japan	1,200
South Korea	1,238
Spain	1,205
United Kingdom	1,258
United States	1,362



For more marketing insights, contact Criteo.

About Criteo

Criteo (NASDAQ: CRTO) is the global technology company powering the world's marketers with trusted and impactful advertising. 2,700 Criteo team members partner with over 20,000 customers and thousands of publishers around the globe to deliver effective advertising across all channels, by applying advanced machine learning to unparalleled data sets.

Criteo empowers companies of all sizes with the technology they need to better know and serve their customers. For more information, please visit www.criteo.com.



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