

CRITEO

Winter 2026 Travel Pulse

GLOBAL





THE NEXT CHAPTER IN TRAVEL

Winter brings fresh travel ambitions as travelers rethink their budgets, explore new discovery tools, and plan their next getaways. Drawing on commerce data from hundreds of travel providers and insights from over 10,000 consumers globally, Criteo's Winter Travel Pulse 2026 reveals evolving traveler behaviors and how marketers can turn travel inspiration into bookings.

Standout insights to know:

- **The destination shortlist is wide open.** Only 15% of travelers consider just one destination, while 47% would consider somewhere new if recommended by an AI assistant.
- **AI is moving from inspiration to bookings.** By September, 86% of Criteo's travel partners had recorded at least one ChatGPT-referred booking, up from 71% in April.
- **Off-the-beaten-path destinations attract bigger trips.** Travelers flying to niche destinations travel 1.6x farther and spend 1.5x more than those heading to mainstream destinations.
- **Travelers are spending more per booking.** Despite relatively stable global booking volumes, average order values are rising, particularly for air travel and accommodation.

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The State of Travel Demand



Travelers are booking at a steady pace, but spending more per trip

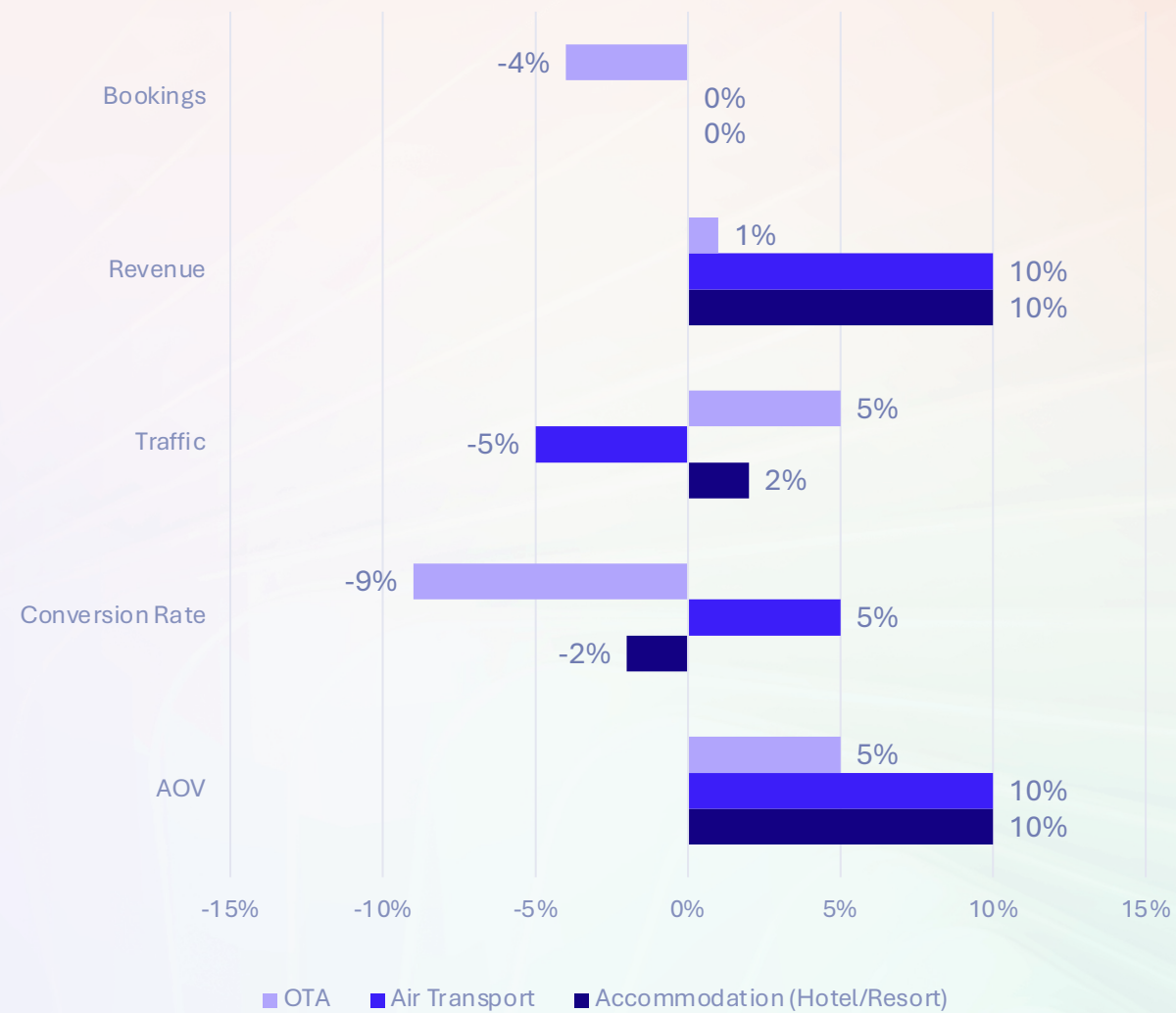
In Q3 2026, global booking volumes were stable across air transport and accommodation, but travelers spent more each time they booked, with average order value up 10% in both segments. Growth is coming from more expensive trips rather than more bookings.

OTAs tell a different story. Traffic is up, but fewer visitors are completing a booking. Air transport shows the opposite: Despite lower traffic, better conversion kept bookings steady.

Source: Criteo organic data. Year-over-year online travel metrics, global, July–September 2025 and 2026.

Global online travel metrics by segment

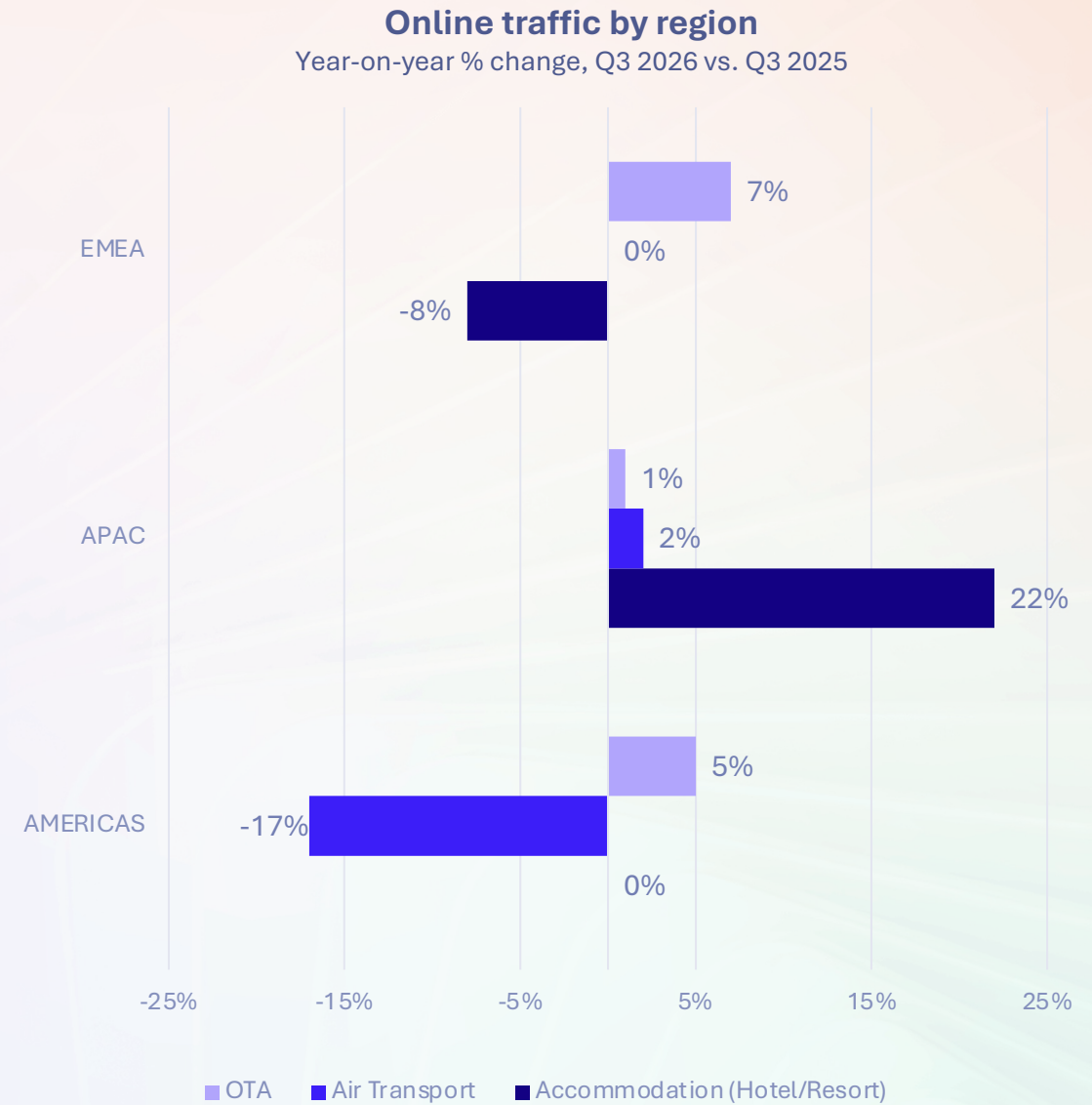
Year-on-year % change, Q3 2026 vs. Q3 2025



Online traffic is shifting in different directions across regions

In Q3 2026, online traffic to OTAs grew in all three regions (+7% in EMEA, +5% in the Americas, +1% in APAC).

The Americas show the sharpest decline in air transport traffic (-17%), while accommodation traffic is flat. APAC stands out for accommodation interest (+22%), far ahead of air (+2%) and OTAs (+1%). EMEA leans toward OTAs (+7%) as hotel traffic declines (-8%) and air holds steady.



Source: Criteo organic data. Year-over-year online traffic by region, July–September 2025 and 2026.

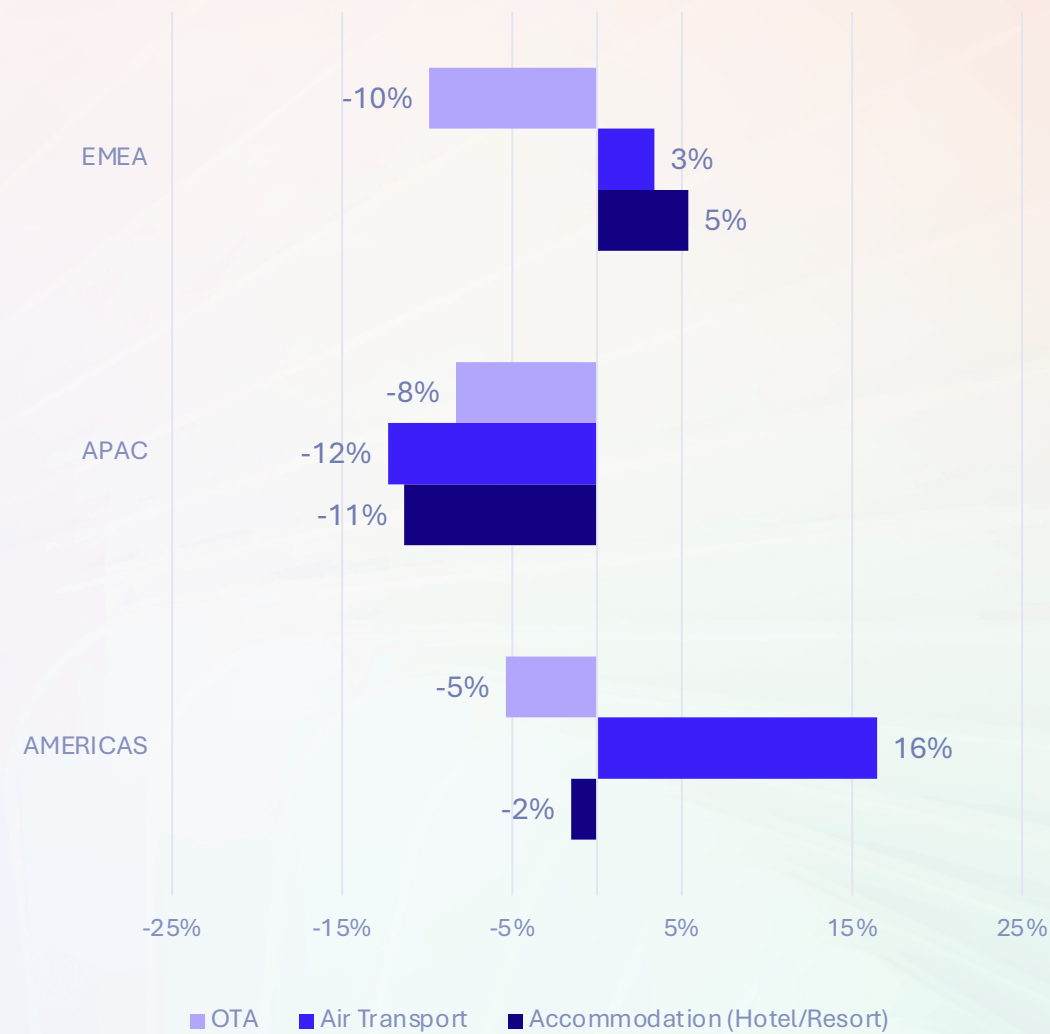
Air travelers are converting at higher rates in the Americas and EMEA

In Q3 2026, conversion rates fell for OTAs in every region (–10% in EMEA, –8% in APAC, –5% in the Americas), while air was the strongest category, converting better in the Americas (+16%) and EMEA (+3%).

APAC is the exception: conversion rates fell across all three categories, most sharply in air (–12%) and accommodation (–11%). EMEA is the only region where accommodation conversion improved (+5%).

Source: Criteo organic data. Year-over-year online conversion rate by region, July–September 2025 and 2026.

Online conversion rate by region
Year-on-year % change, Q3 2026 vs. Q3 2025



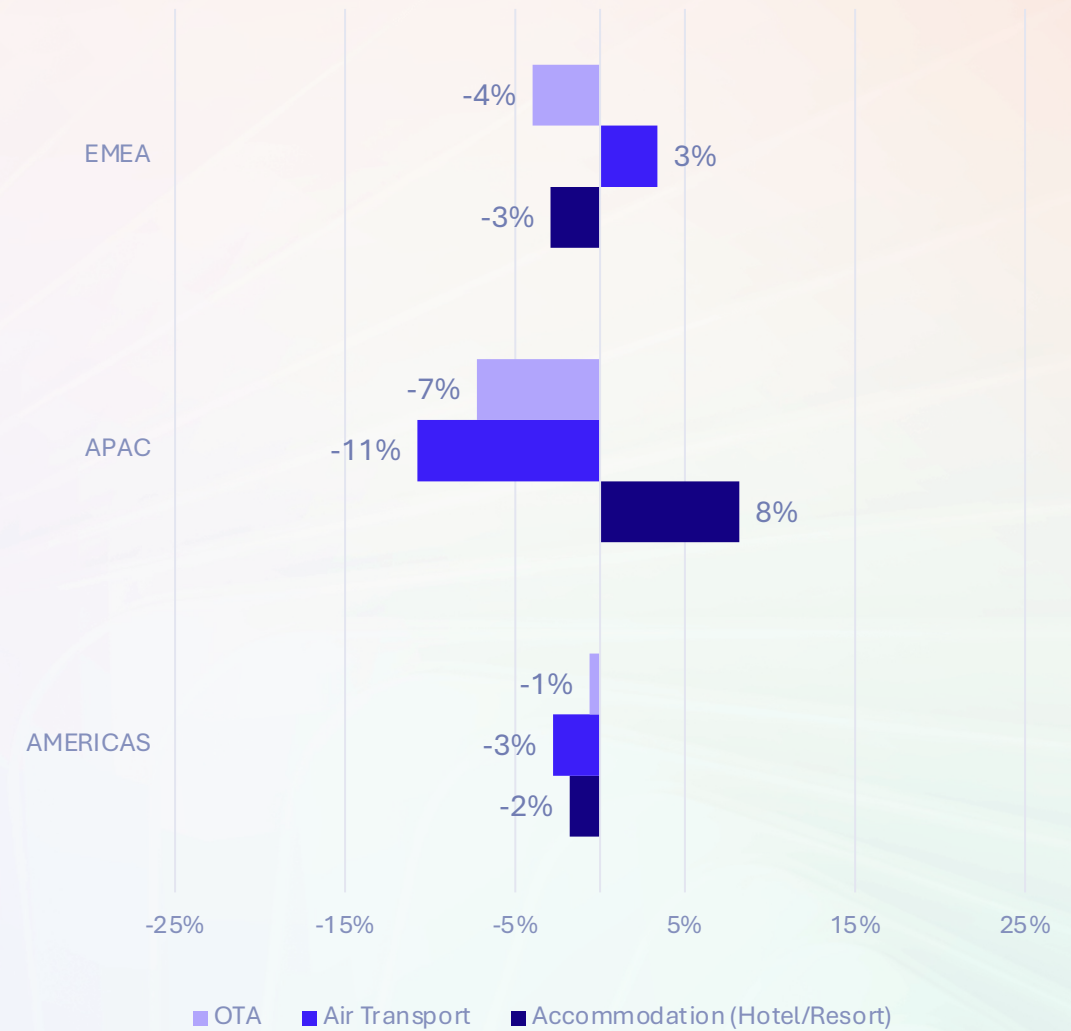
Travelers are booking less across most markets, with a few bright spots

In Q3 2026, bookings declined in most segments. OTAs were the only category to fall in every region (–7% in APAC, –4% in EMEA, –1% in the Americas), and only two segments grew: air in EMEA (+3%) and accommodation in APAC (+8%).

APAC shows the biggest divergence, with accommodation up 8% while air fell 11%. The Americas were slightly negative across all three categories (–1% to –3%), while EMEA was mixed, with air up 3% and accommodation down 3%.

Source: Criteo organic data. Year-over-year online bookings by region, July–September 2025 and 2026.

Online bookings by region
Year-on-year % change, Q3 2026 vs. Q3 2025



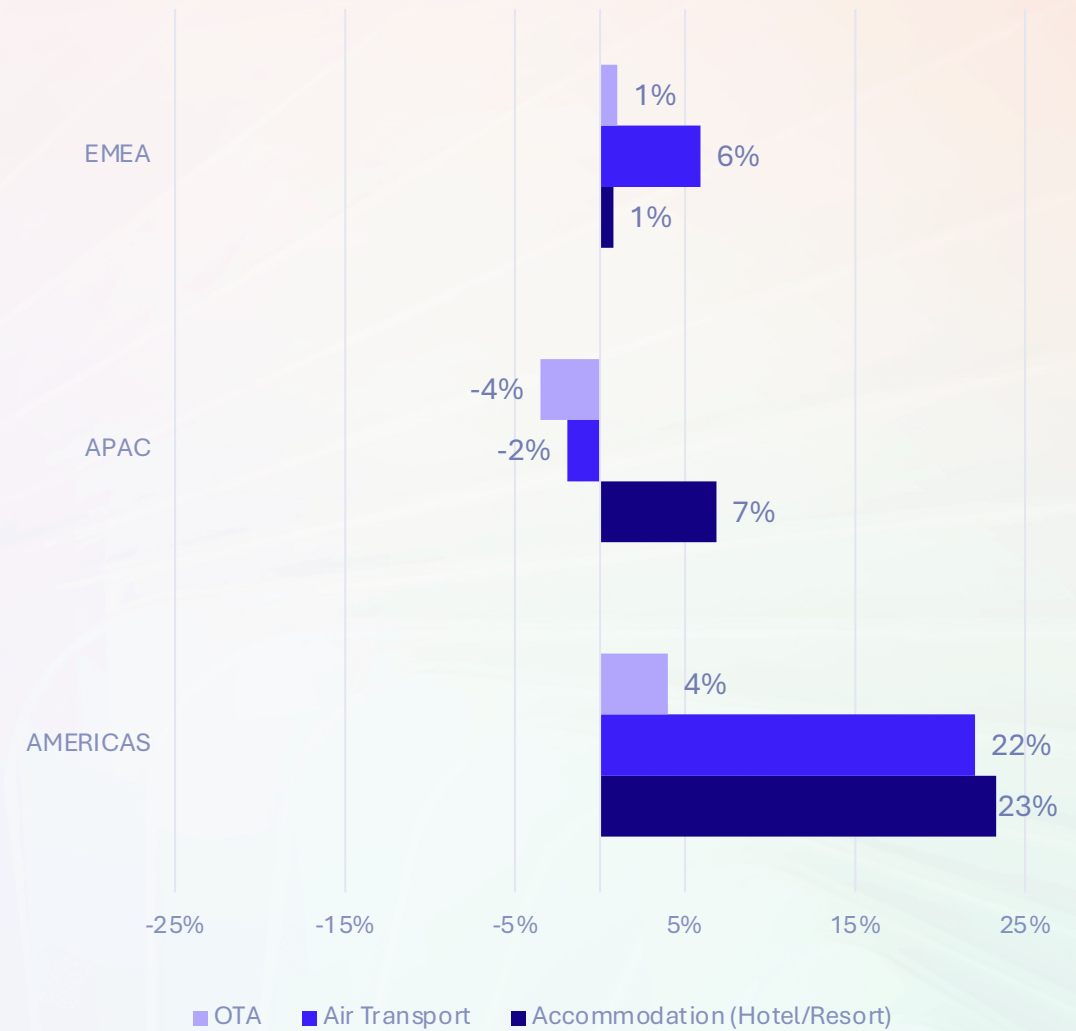
In the Americas, travelers are driving stronger revenue growth

In Q3 2026, revenue growth was concentrated in the Americas, where air (+22%) and accommodation (+23%) surged and OTAs also grew (+4%). With bookings slightly down there, this growth came from higher average order values rather than more bookings.

EMEA grew more modestly, led by air (+6%), with OTAs and accommodation roughly flat (+1%). APAC is the exception: accommodation (+7%) is the only segment growing, while air (–2%) and OTAs (–4%) declined.

Source: Criteo organic data. Year-over-year online revenue by region, July–September 2025 and 2026.

Online revenue by region
Year-on-year % change, Q3 2026 vs. Q3 2025



Higher-value bookings are driving spending growth in the Americas

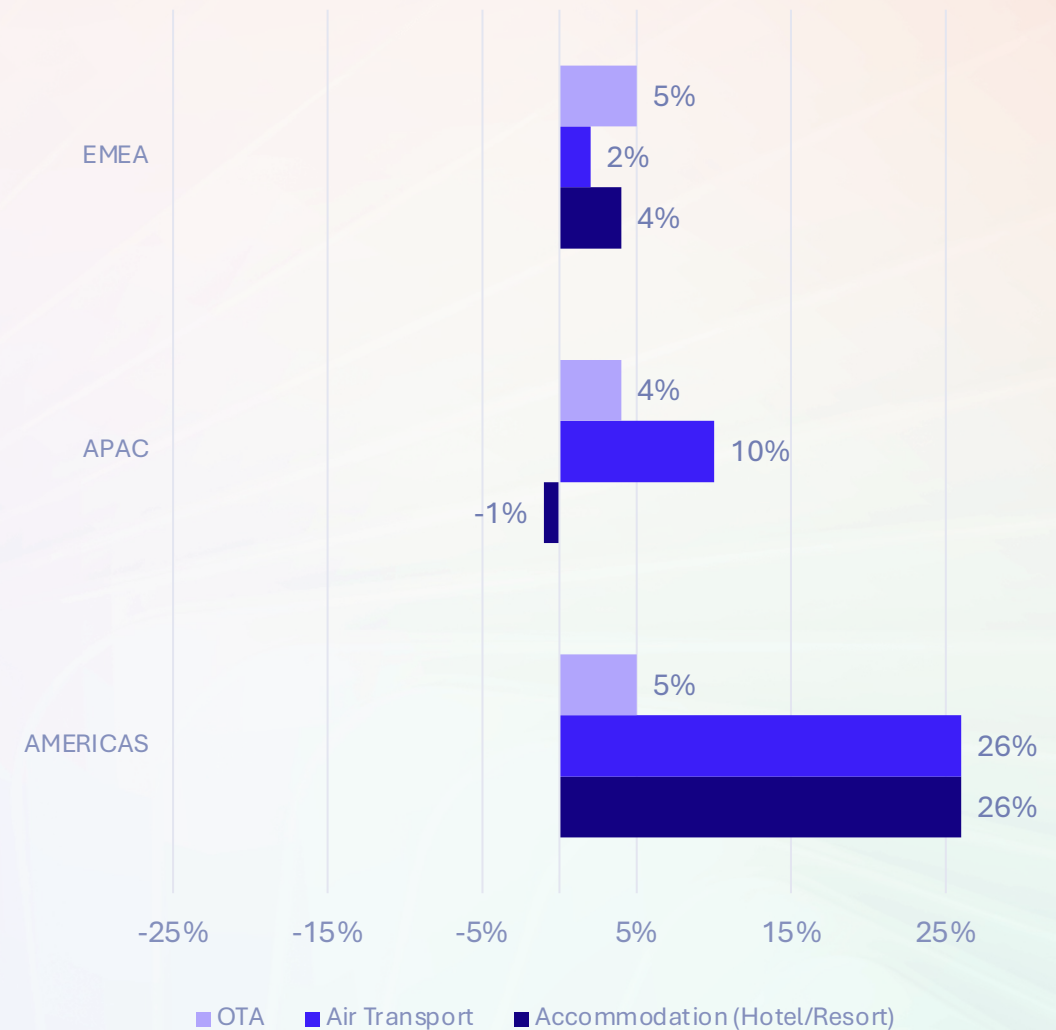
In Q3 2026, average order value rose in almost every segment, with APAC accommodation (−1%) the only one slightly lower. Travelers are spending more each time they book, most of all in the Americas, where air and accommodation order values are up 26%.

EMEA shows steadier, more modest increases (+2% in air to +5% in OTAs). APAC is more mixed: Air order value grew 10% and OTAs 4%, while accommodation declined slightly (−1%).

Source: Criteo organic data. Year-over-year online average order value by region, July–September 2025 and 2026.

Online average order value by region

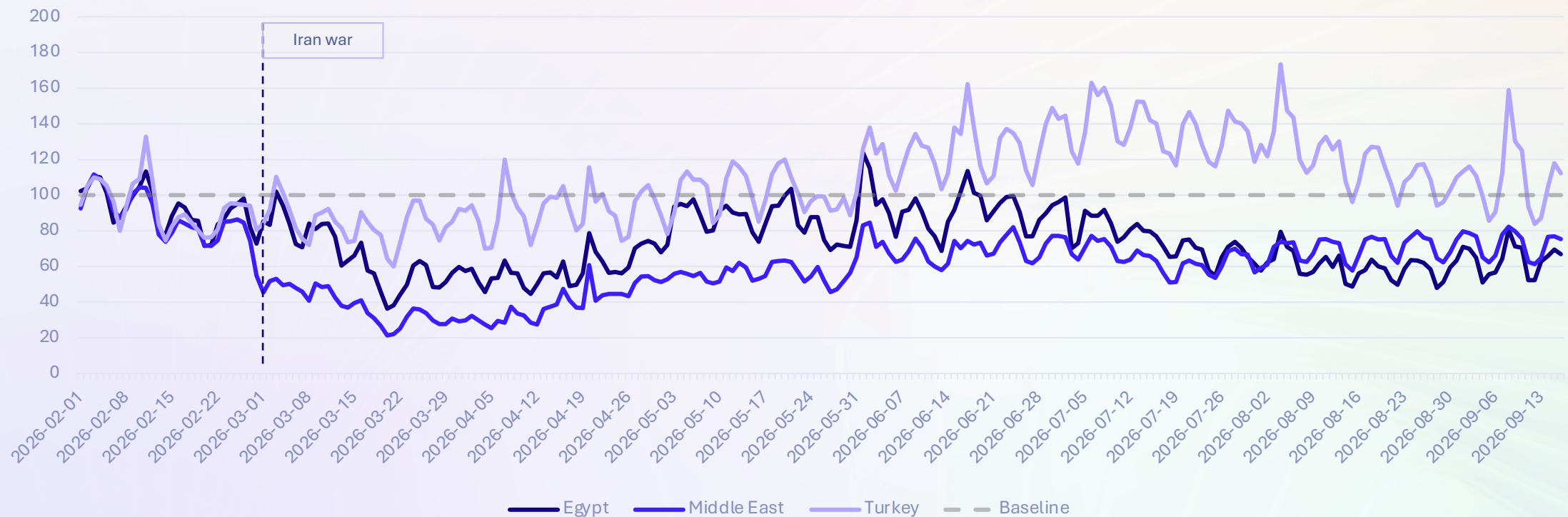
Year-on-year % change, Q3 2026 vs. Q3 2025



Middle East travel is recovering unevenly

After bookings fell when the war involving Iran began in March, all three destinations rebounded in early June. Turkey has sustained that recovery and mostly remains above its early-February level. The Middle East has climbed steadily from its deep spring trough but still sits 20–40% below pre-war levels. Egypt's early-summer rebound has faded, and by August, bookings were back to around 40–60% of baseline, leaving Egypt and the Middle East at similar levels by September, both still below early February.

Indexed International Air Bookings by Destination, February – September 2026



Source: Criteo organic data. Indexed daily bookings of international flights to Turkey, Egypt, and the Middle East. Baseline: Average daily bookings, February 1–7, 2026.

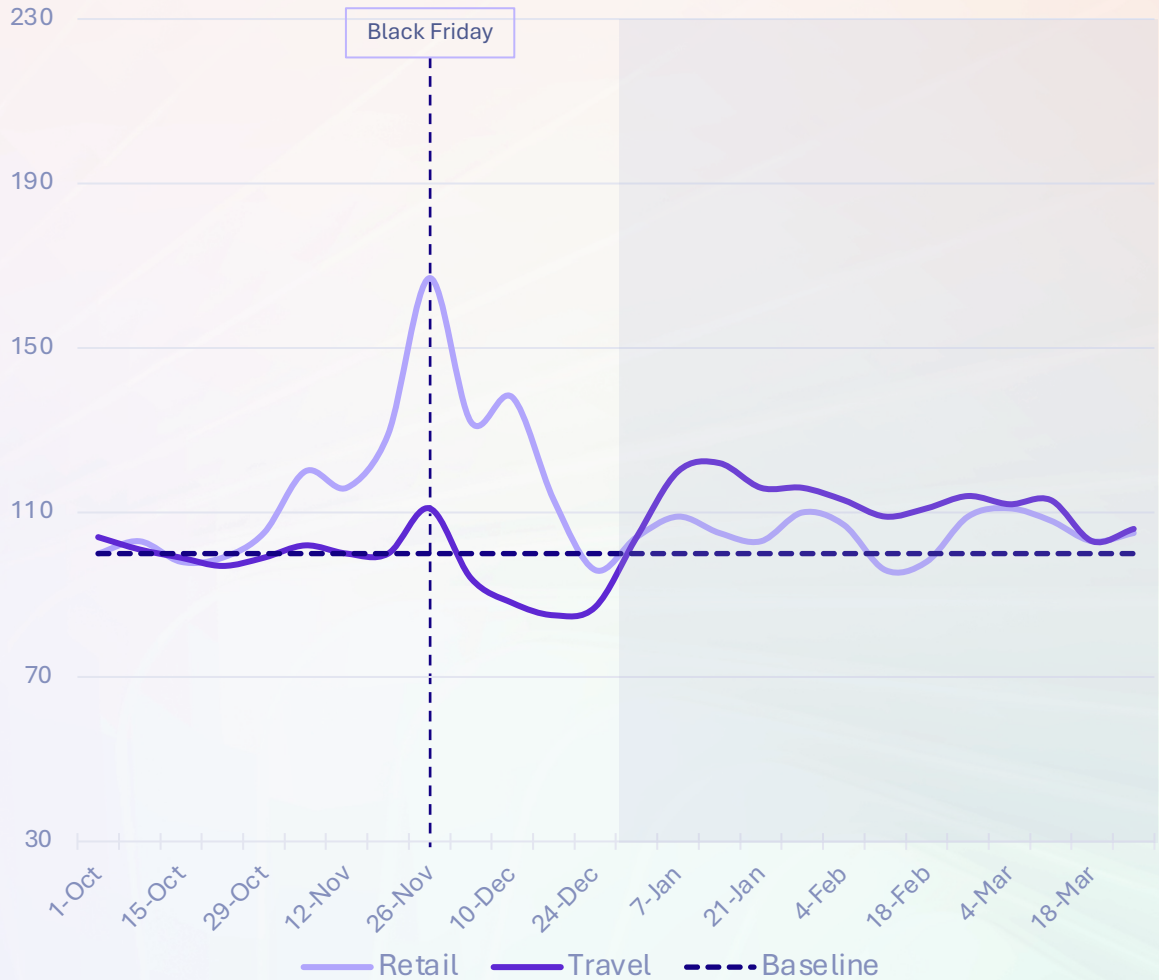
Travel bookings overtake retail sales after the holidays

Retail sales surged on Black Friday, peaking around 65% above baseline, and stayed strong through the Christmas shopping weeks, while travel bookings dipped below baseline, bottoming out just before Christmas.

After the holidays, the pattern reversed, with travel bookings rebounding in January and mostly outpacing retail through March.

Source: Criteo organic data. Weekly retail sales and travel bookings indexed to October 1–28, 2025. Verticals are indexed independently; the chart does not represent relative sales or booking volumes.

Global retail sales vs. all travel bookings
Weekly Combined Indexed Sales & Bookings compared to average in Oct 1-28, 2025



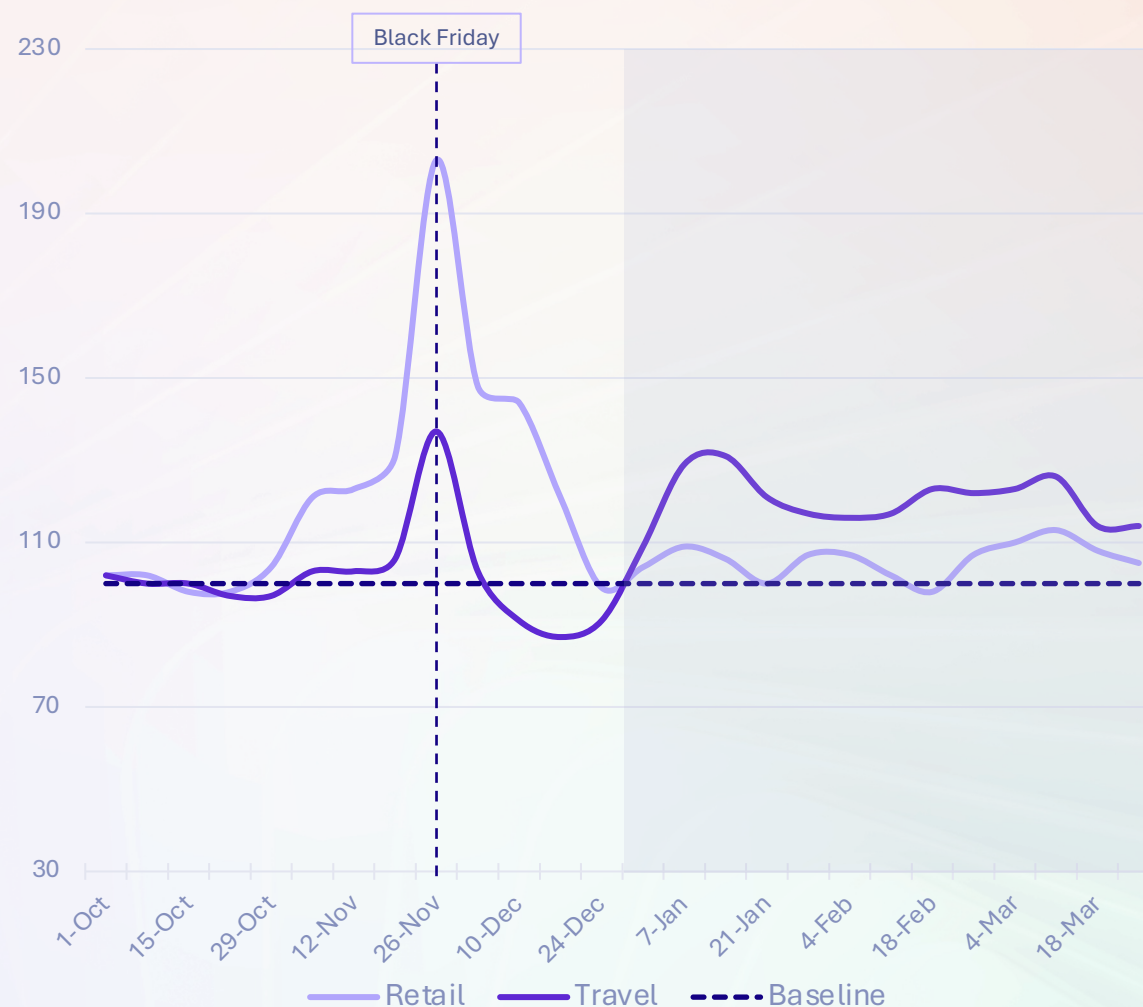
Travelers in the Americas embrace getaways after the gifting season

Black Friday lifted both categories in the Americas, with retail sales doubling their October baseline and travel bookings rising 37%. Retail activity remained elevated through December, while travel bookings dipped below baseline just before Christmas.

Travel then rebounded sharply in January, peaking at 31% above baseline. Unlike retail, which hovered near October levels, travel bookings maintained a stronger relative position through March.

Source: Criteo organic data. Weekly retail sales and travel bookings in the Americas indexed to October 1–28, 2025. Verticals are indexed independently; the chart does not represent relative sales or booking volumes.

Americas retail sales vs. all travel bookings
Weekly Indexed Sales & Bookings compared to average in Oct 1-28, 2025



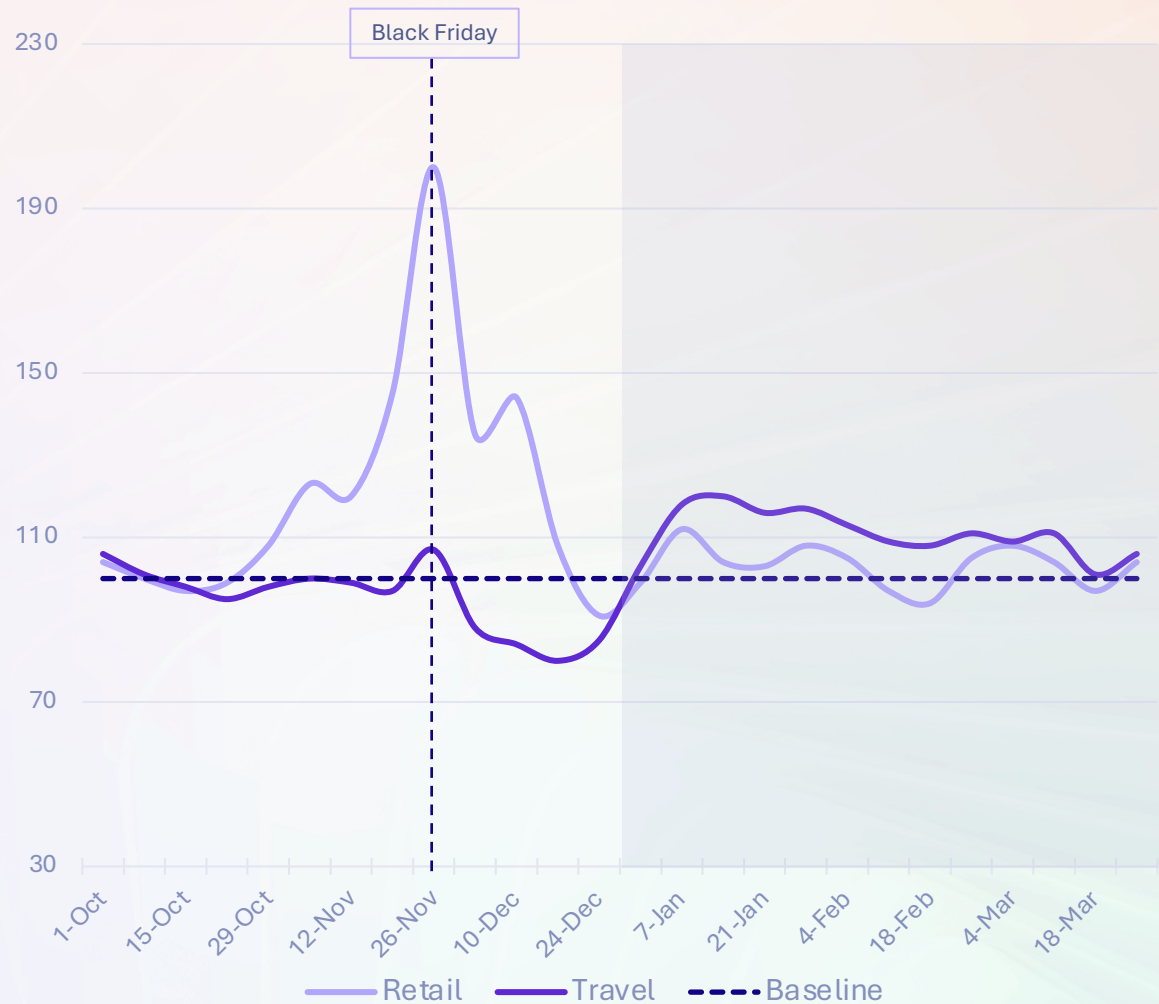
EMEA travelers shift from festive season shopping to travel in January

Black Friday drove a sharp retail sales spike in EMEA, reaching twice the October baseline. Sales remained elevated through the Christmas shopping season, while travel bookings declined to around 20% below baseline just before Christmas.

The trend reversed in January, when travel bookings climbed to 20% above baseline. Travel maintained a stronger relative position than retail through most of March, signaling renewed travel activity after the holiday shopping rush.

Source: Criteo organic data. Weekly retail sales and travel bookings in EMEA indexed to October 1–28, 2025. Verticals are indexed independently; the chart does not represent relative sales or booking volumes.

EMEA - Retail Sales vs. All Travel Bookings
Weekly Indexed Sales & Bookings compared to average in Oct 1-28, 2025



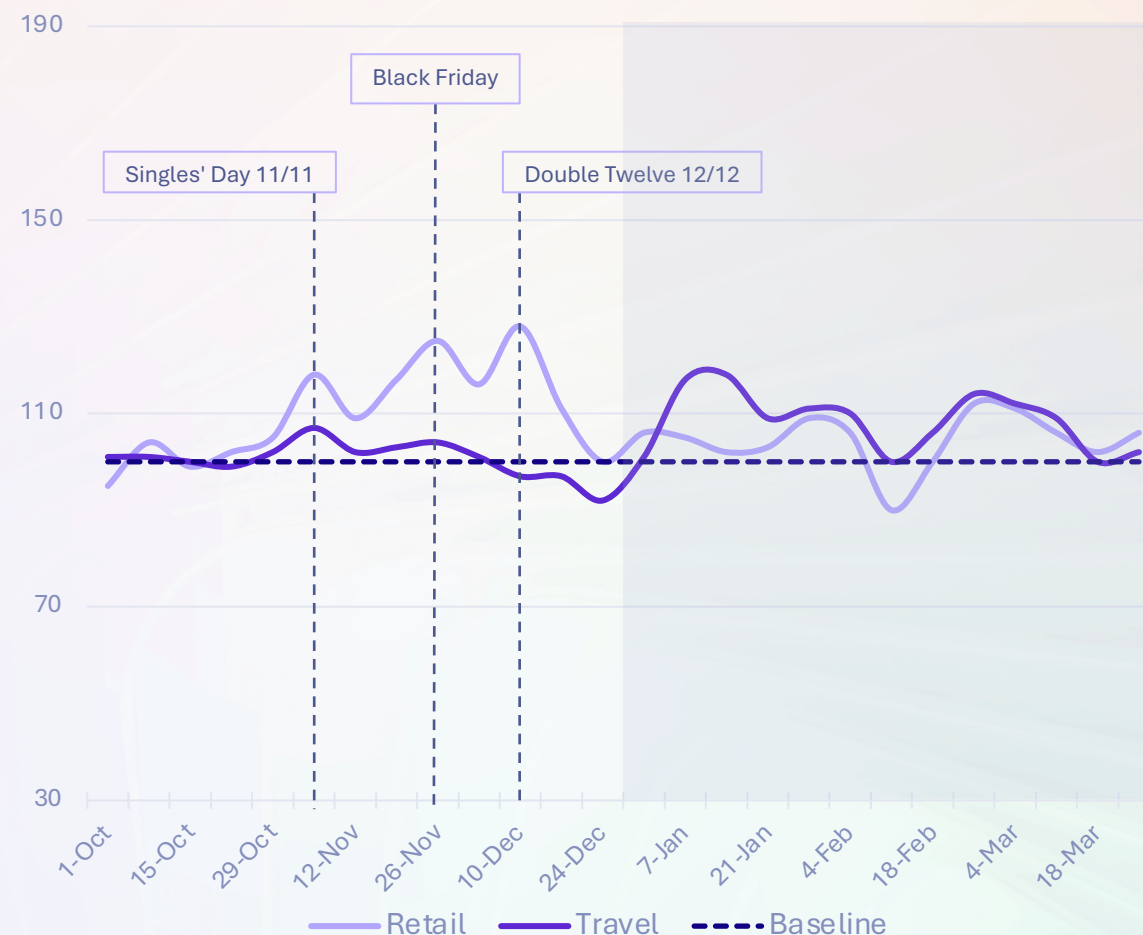
APAC travelers balance shopping and travel throughout the season

Retail sales in APAC rose in several waves from early November to mid-December, coinciding with major shopping events such as Singles' Day and Double 12. Sales peaked around 20–30% above baseline, while travel bookings remained relatively steady before dipping slightly ahead of Christmas.

Travel bookings rebounded in January, reaching around 18% above baseline. From January through March, retail sales and travel bookings followed similar patterns, with neither maintaining a consistent lead.

Source: Criteo organic data. Weekly retail sales and travel bookings in APAC indexed to October 1–28, 2025. Verticals are indexed independently; the chart does not represent relative sales or booking volumes.

APAC retail sales vs. all travel bookings
Weekly Indexed Sales & Bookings compared to average in Oct 1-28, 2025



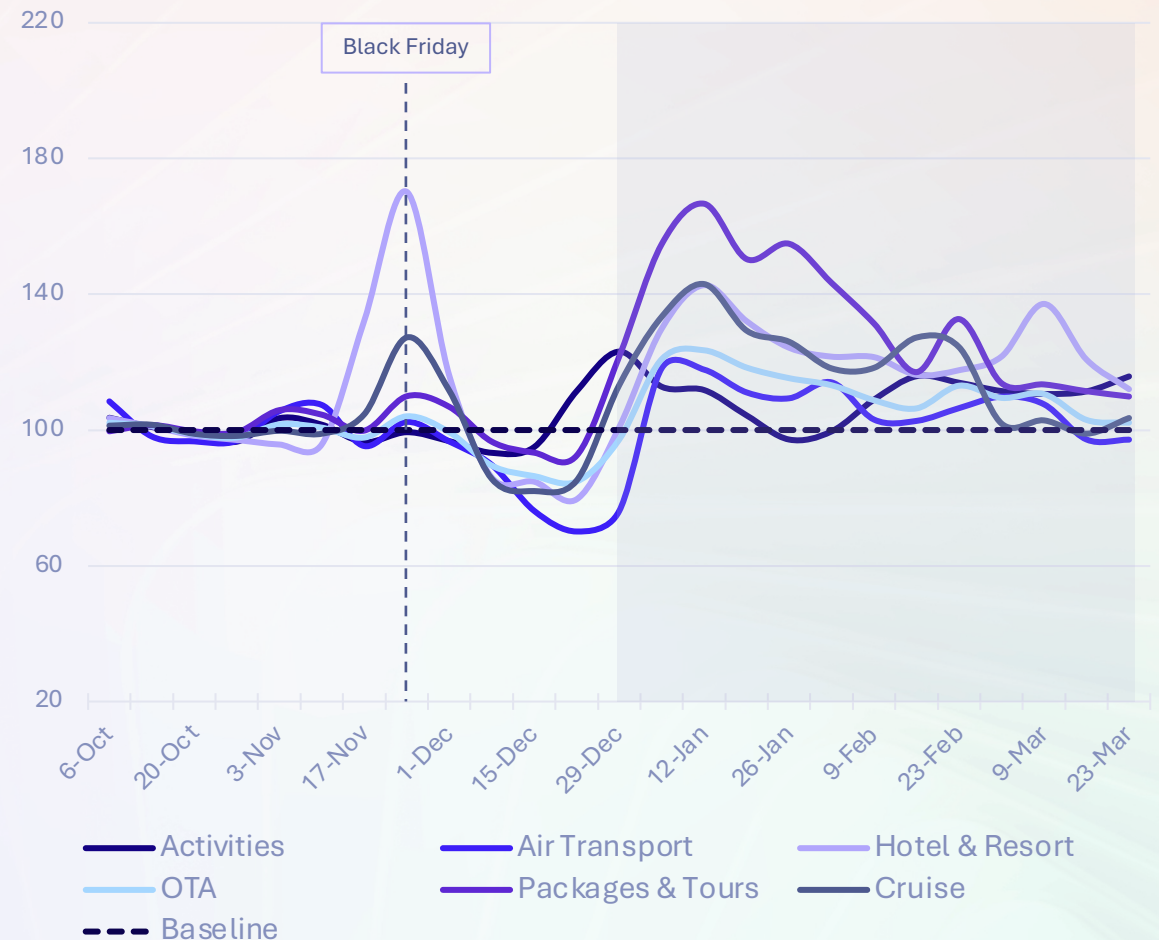
January brings a booking boost across travel categories

January is when bookings recover. After a lull around Christmas, categories rebound and peak between late December and mid-January, well above their October baseline. Packages and tours show the strongest rebound (+67%), followed by hotels and cruises (+43%). OTAs (+24%), activities (+23%), and air transport (+18%) recover more moderately.

The January boost fades quickly: by late March, most categories are back near their October baseline, while air transport is slightly below it (-3%).

Source: Criteo organic data. Weekly travel bookings by category, indexed to October 1-28, 2025.

Global travel bookings by category
Weekly Indexed Bookings compared to average in Oct 1-28, 2025

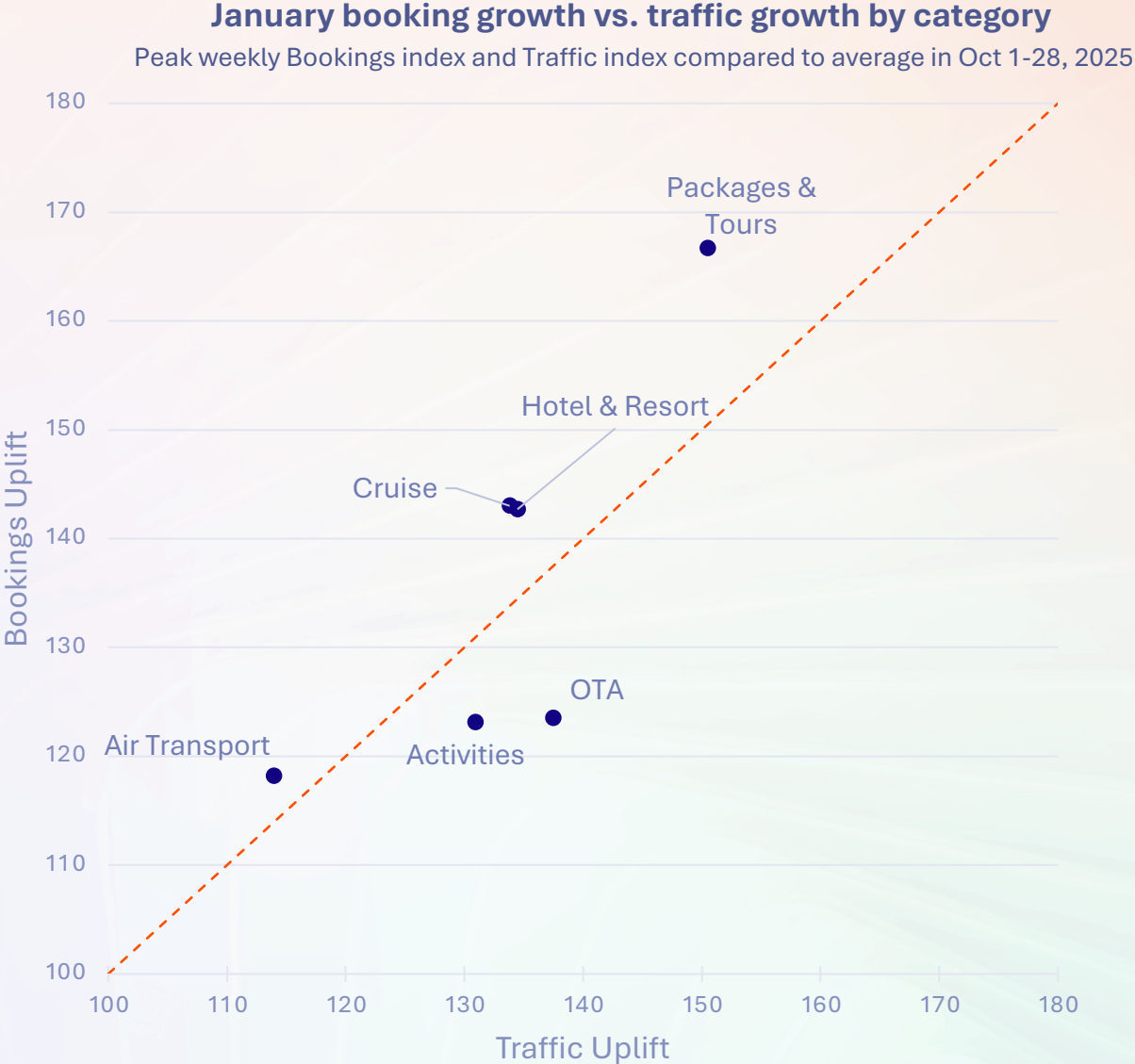


Booking growth outpaces traffic in some travel categories

January's travel rebound reveals different conversion patterns across categories. Packages and tours led the way, with bookings rising 67% against a 50% increase in traffic. Hotels and cruises followed a similar pattern, with booking growth exceeding traffic growth.

OTAs and activities saw the opposite trend. Traffic increased 37% and 31%, respectively, but bookings grew more modestly at 24% and 23%, suggesting that increased interest did not translate into bookings at the same rate.

Source: Criteo organic data. Weekly booking and traffic indices compared with each category's average for October 1–28, 2025. Peak uplift is based on the highest weekly booking index among the weeks of December 29, January 5, and January 12, plotted against the traffic index for the same week. Verticals are indexed independently; the chart does not represent relative booking or traffic volumes.



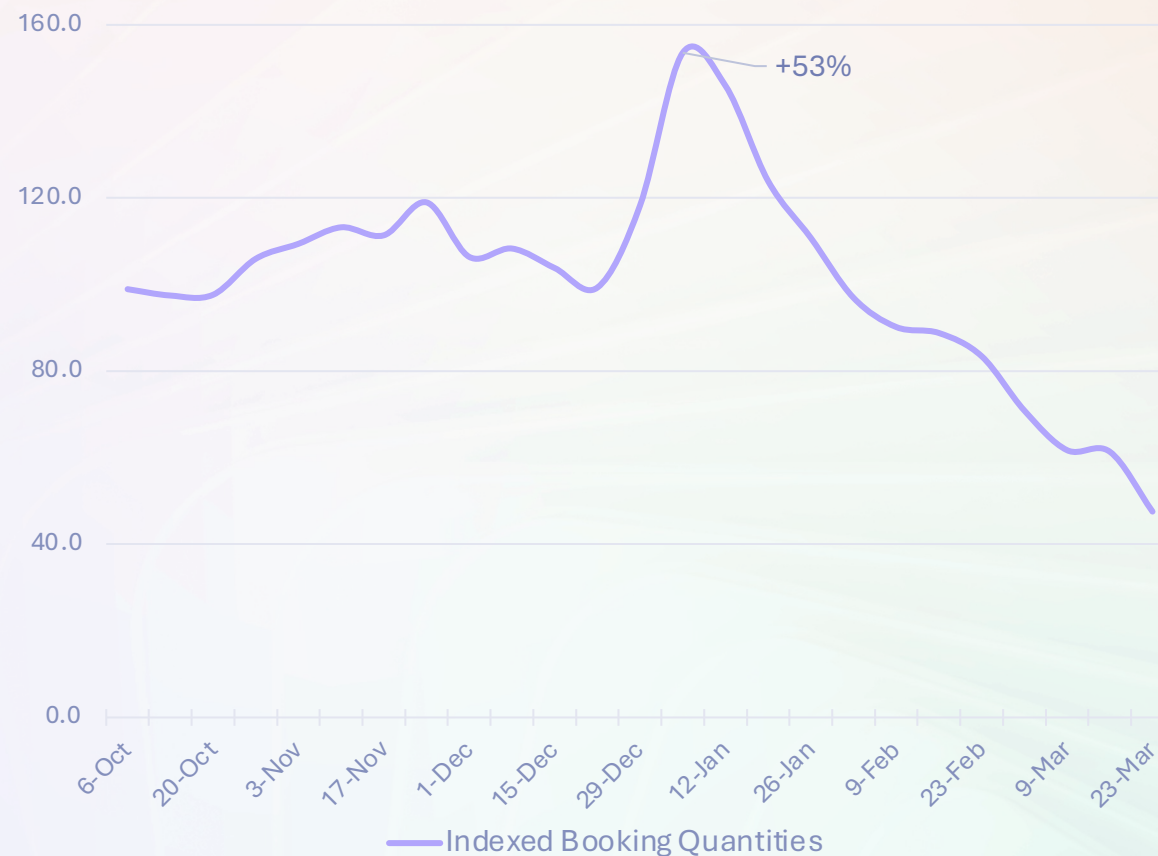
Ski travel bookings peak just after the New Year

Observed flight bookings to major European airports serving ski destinations stayed broadly in line with the October baseline through autumn before accelerating in early January. Bookings peaked at 53% above baseline in the first week of January.

Activity then declined through the remainder of the season, falling below baseline in February and reaching around 40% below baseline by early March.

Source: Criteo organic data. Partner-reported sales-event quantities for flights arriving at selected core European ski gateways. Indexed quantities are compared with the first four complete weeks of October 2025.

Flight bookings to European ski gateway airports
Weekly indexed observed flight booking quantities, compared to the first four complete weeks of October 2025



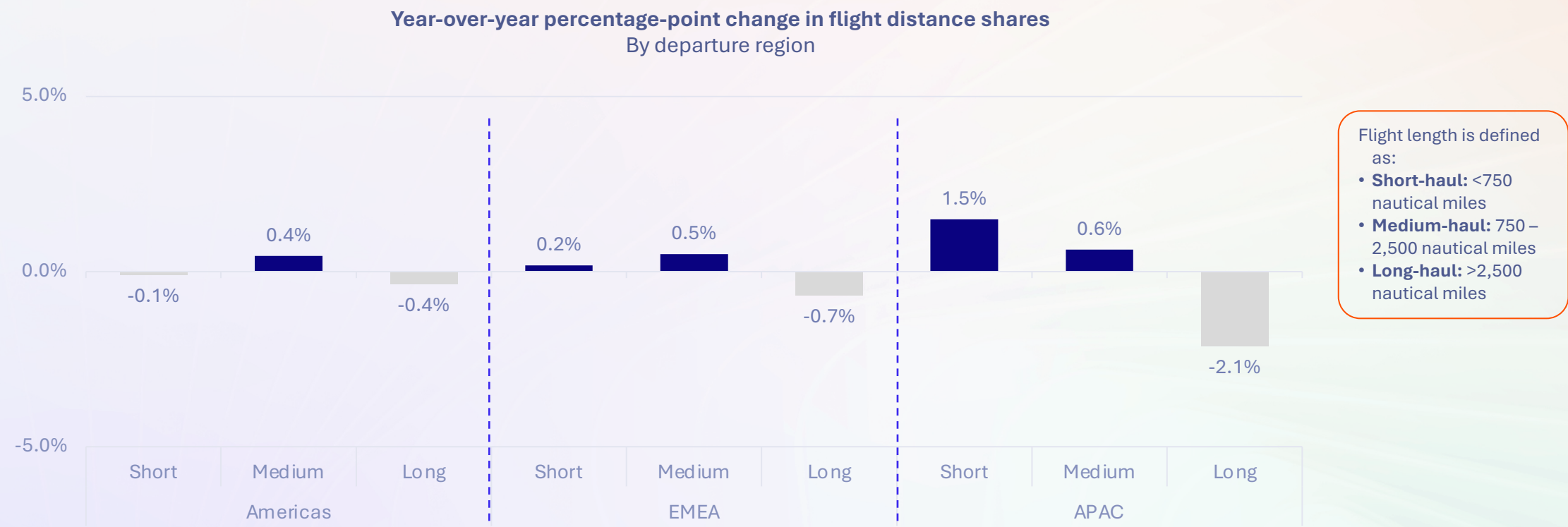
02

Booking Behavioral Shifts



Travelers shift away from long-haul flights across regions

Across domestic and international flights, long-haul travel lost share in every region, most sharply in APAC (–2.1 percentage points). The shift was modest in the Americas and EMEA, where medium-haul gained 0.4 and 0.5 percentage points, respectively, but more pronounced in APAC, where short-haul gained the most (+1.5 percentage points).



Source: Criteo organic data. Flight bookings completed September 7–20 in both 2025 and 2026, across the same set of air travel partners with consistent data in both years.

International travel is taking a back seat in EMEA and APAC

The share of international flight bookings declined in EMEA (–1.5 percentage points) and APAC (–1.2 percentage points) year-over-year, while the Americas remained stable (0.0 percentage points).

This suggests a shift toward domestic travel in two of the three regions, rather than a uniform global trend.

Year-over-year percentage-point change in share of international flights

+0.0pp AMERICAS

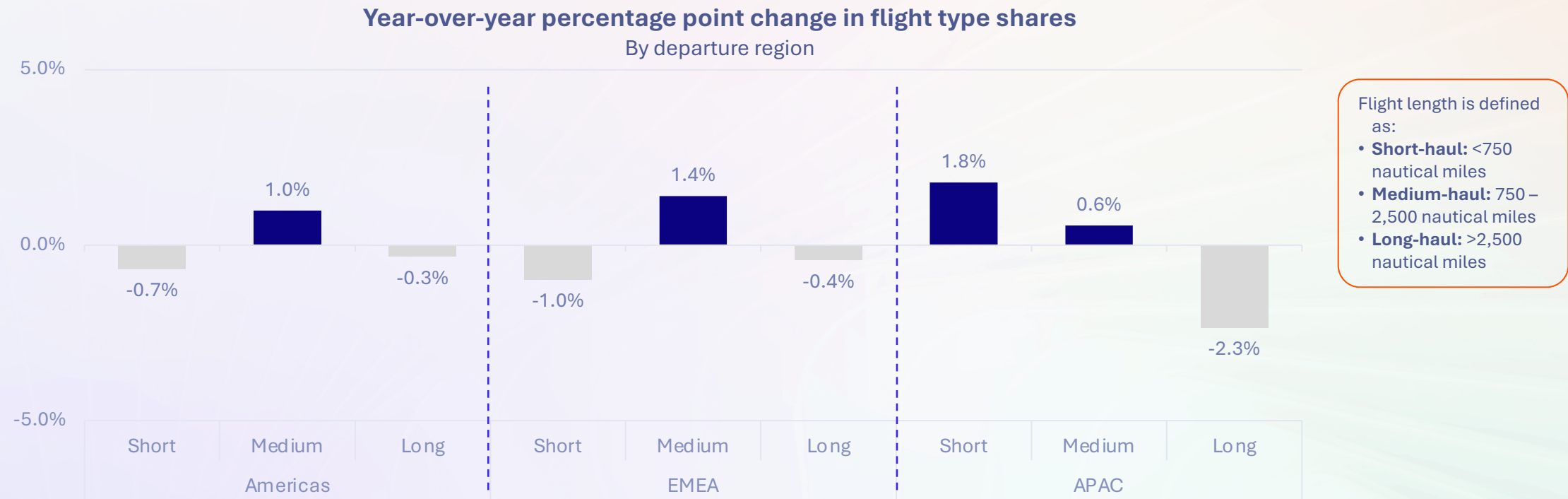
–1.2pp APAC

–1.5pp EMEA

Source: Criteo organic data. Flight bookings completed September 7–20 in both 2025 and 2026, across the same set of air travel partners with consistent data in both years.

Mid-distance flights are gaining ground across regions

Within international travel, medium-haul flights gained share in every region, most notably in EMEA (+1.4 percentage points) and the Americas (+1.0 percentage point), while long-haul flights lost share. APAC stands out for its shift toward short-haul flights (+1.8 percentage points), alongside a sharper decline in long-haul flights (-2.3 percentage points). Meanwhile, short-haul flight shares declined slightly in the Americas and EMEA.



Source: Criteo organic data. International flight bookings completed September 7–20 in both 2025 and 2026, across the same set of air travel partners with consistent data in both years.

Travelers are willing to shift dates to avoid peak periods

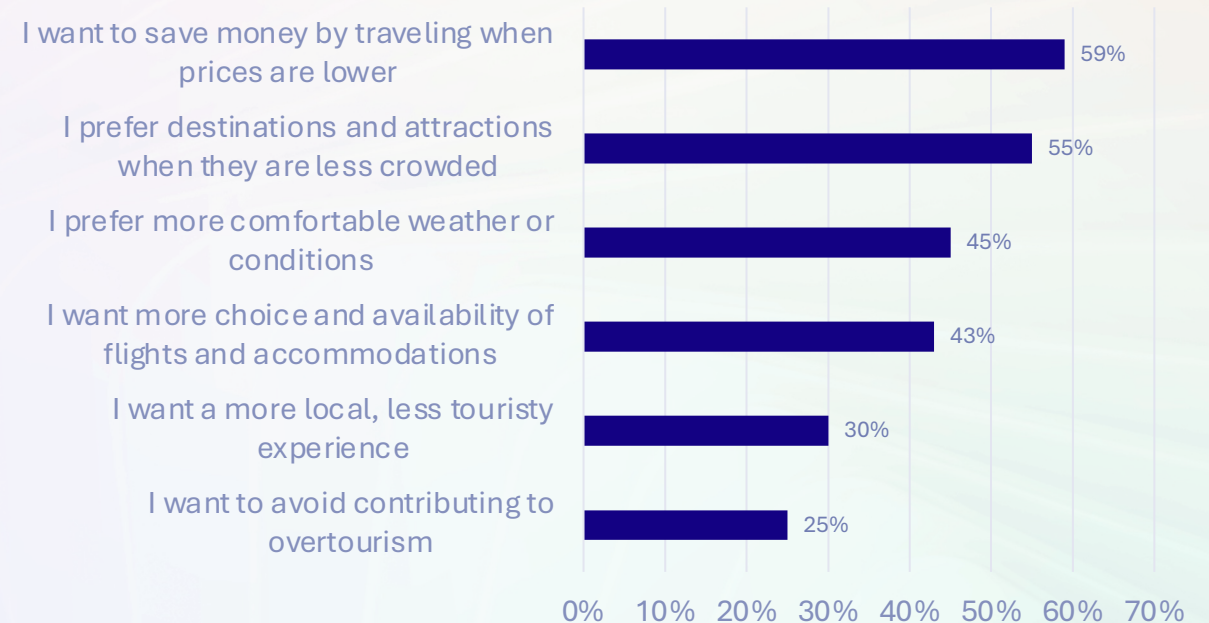
Globally, 69% of travelers are open to adjusting their travel dates to avoid the busiest periods. The strongest motivations are saving money through lower prices (59%) and enjoying less crowded destinations and attractions (55%), followed by more comfortable weather (45%) and greater availability of flights and accommodations (43%).

Source: Criteo Survey – Consumer Travel Preferences, September 2026.
1st stat: Global (US, UK, FR, DE, JP, KR, CA, AU, BR, SG). N=10,500
2nd chart: Global (FR, DE, JP, KR, BR). N=3,674. Base: Respondents who strongly or somewhat agree with the statement "I am willing to adjust my travel dates to avoid the busiest travel periods"

Share of respondents who strongly or somewhat agree with the statement: **"I am willing to adjust my travel dates to avoid the busiest travel periods."**

69%

Main reasons for adjusting travel dates to avoid busy periods



Longer getaways are getting a bigger head start

Travelers begin researching longer trips further in advance. For stays of eight nights or more, the average lead time from search to booking is 92 days, compared with just 18 days for single-night stays. Trips lasting two to seven nights fall in between.

For bookings completed in the second half of September, the average stay length reached 4.4 days (+13.6% year-over-year). The average anticipation window also increased to 44.9 days (+12.8% year-over-year).

Average advance search window by length of stay

**Searched 92 Days
in advance**

8+ nights

(Average duration: 16.9 days)

**Searched 70 Days
in advance**

4-7 nights

(Average duration: 5.4 days)

**Searched 36 Days
in advance**

2-3 nights

(Average duration: 2.4 days)

**Searched 18 days
in advance**

1 night

Source: Criteo organic data. Global flight, hotel, and tour package bookings completed September 14–27, 2026.

European travelers are taking a chance on new airlines

In Europe, 41% of air bookings from December 1–14 came from customers making their first recorded purchase on that airline's website, based on Criteo purchase history. This highlights an opportunity for airlines to acquire new customers during the holiday travel season.

Source: Criteo commerce data. Air booking transactions from December 1–14, 2025, across seven European markets. “New” = traveler’s first purchase on that airline website, based on Criteo purchase history; the remaining travelers are repeat customers.



New-to-partner booking share
in Europe

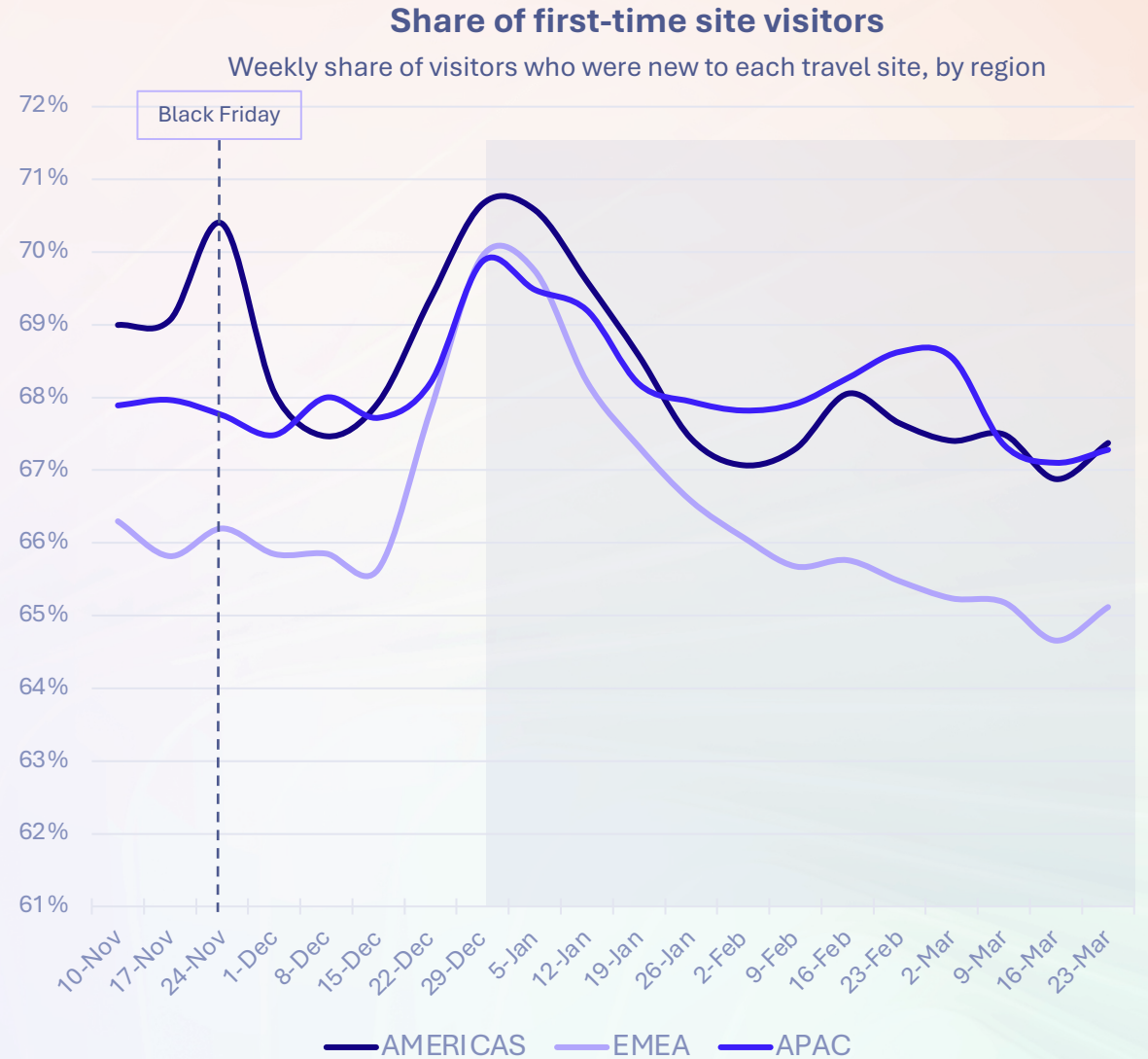
41%

The New Year brings new travelers to booking sites

Every week, roughly two-thirds of visitors to travel sites are new to those sites. These first-time visitors account for a substantial share of traffic across the Americas, APAC, and EMEA.

The share peaks around the holidays, reaching 70–71% across regions between Christmas and early January. The Americas also see a brief spike around Black Friday (70%). After mid-January, the share gradually declines, settling near 67% in the Americas and APAC and 65% in EMEA by late March.

Source: Criteo organic data. Weekly share of new visitors among identified visitors, averaged across travel sites, with each site weighted equally.



Travelers are staying flexible and open to inspiration

Globally, 69% of travelers are willing to adjust their travel dates to avoid busy periods, while 58% browse travel content for inspiration even when they're not planning a trip. Across markets, 36%–62% would consider a destination they hadn't previously thought of if recommended by an AI assistant.

How much do you agree or disagree with the following statements?
(Selected answers: "Strongly agree" & "Somewhat agree")

	Global	US	UK	FR	DE	JP	KR	CA	BR	AU	SG
I am willing to adjust my travel dates to avoid the busiest travel periods	69%	62%	72%	66%	58%	67%	76%	64%	82%	73%	74%
I monitor Geo-political matters, like wars or tense political elections, and factor those events into my travel plans	63%	49%	62%	65%	62%	48%	70%	58%	77%	67%	71%
I browse travel content and destinations regularly for inspiration, even when I'm not actively planning a trip	58%	54%	61%	56%	52%	46%	55%	50%	77%	63%	64%
I would consider a travel destination I had not previously thought of if it was recommended by an AI assistant	47%	46%	49%	41%	42%	41%	54%	36%	62%	50%	51%

Source: Criteo Survey – Consumer Travel Preferences, September 2026 (N=10,500). Responses shown represent the combined share selecting "Strongly agree" or "Somewhat agree."

Travelers are keeping their destination options open

Travelers are keeping their options open when planning leisure trips. Globally, 43% start with a preferred destination but compare alternatives before booking, while another 27% consider several destinations without a clear favorite. This openness is strongest in Brazil (51%) and Singapore (50%), where half of travelers begin with a preferred destination but remain willing to explore alternatives. The UK shows a more balanced planning mindset, with travelers spread across comparing a preferred destination, considering several options, and exploring without a fixed choice.

When you start planning a leisure trip, which best describes how you usually think about where to go?

	Global	US	UK	FR	DE	JP	KR	CA	BR	AU	SG
I have a preferred destination but compare it against others before booking	43%	34%	39%	42%	42%	40%	47%	38%	51%	43%	50%
I compare several destinations with no clear favorite at the start	27%	27%	33%	28%	28%	26%	28%	27%	25%	25%	28%
I start without a destination in mind and explore different options	15%	20%	17%	12%	12%	9%	15%	18%	12%	18%	12%
I have one destination in mind and don't consider others	15%	19%	11%	18%	17%	25%	10%	17%	12%	14%	10%

Source: Criteo Survey – Consumer Travel Preferences, September 2026 (N=10,500).

AI is finding its place in travel planning

Travelers see the most value in AI for accommodation suggestions and destination ideas (46% each), closely followed by activities and sightseeing (45%). AI also has potential in more complex planning, with 30% finding it useful for full-trip planning, rising to 48% in Japan and South Korea.

In what travel planning situations would you find an artificially intelligent chat app or website useful?
Select all that apply.

	Global	US	UK	FR	DE	JP	KR	CA	BR	AU	SG
Accommodation Suggestions	46%	33%	49%	35%	46%	47%	40%	37%	63%	53%	55%
Destination ideas	46%	45%	46%	39%	27%	52%	40%	42%	60%	48%	60%
Activities / Excursions / Sightseeing	45%	40%	42%	40%	47%	41%	45%	41%	47%	49%	57%
Dining Experiences	38%	40%	31%	34%	38%	44%	46%	34%	36%	38%	42%
Air Travel	33%	29%	33%	29%	34%	18%	28%	36%	47%	40%	40%
Holistic / Full Trip Planning	30%	18%	20%	31%	21%	48%	48%	15%	41%	26%	34%
Car Rental / Ground Transportation options	25%	32%	23%	20%	21%	23%	19%	22%	39%	32%	22%
Other	5%	8%	7%	4%	6%	3%	1%	12%	1%	6%	2%

Source: Criteo Survey – Consumer Travel Preferences, September 2026 (N=10,500), Global.

ChatGPT is moving from travel inspiration to bookings

From April to September 2026, ChatGPT's share of product page landings was 1.5 times that of search, highlighting its growing role in travel discovery and consideration. This activity is also reaching transactions. By September, 86% of Criteo travel partners had recorded at least one ChatGPT-referred booking, up from 71% in April.

Share of Product Page Landings Referred
by ChatGPT vs. Search

1.5X

Share of Criteo Travel Partners with at least 1
ChatGPT-referred Transaction



Source: Criteo data. Global travel clients with consistent ad spend from April to September 2026.

Friends and family are still leading travel inspiration

Friends and family lead as a source of travel inspiration globally (50%), followed by social media (44%) and search engines (39%). Generative AI assistants also play a role, inspiring 29% of travelers worldwide and 48% in Brazil. Japan stands out for its reliance on search engines (56%).

Where do you typically get inspiration or ideas for leisure travel? Select all that apply.

	Global	US	UK	FR	DE	JP	KR	CA	BR	AU	SG
Friends or family	50%	56%	50%	55%	56%	39%	35%	57%	44%	55%	51%
Social media or short-form video (e.g., TikTok, Instagram, YouTube)	44%	38%	42%	36%	33%	43%	47%	35%	58%	47%	57%
Search engines	39%	36%	35%	37%	35%	56%	43%	37%	35%	39%	39%
Travel blogs, review sites, or other travel content websites	31%	23%	30%	19%	19%	31%	47%	24%	35%	35%	45%
Travel booking websites or apps	31%	24%	38%	27%	25%	40%	25%	25%	36%	37%	35%
Generative AI assistants (e.g., ChatGPT, Gemini)	29%	25%	28%	25%	22%	32%	31%	20%	48%	31%	31%
TV or streaming services	21%	24%	23%	14%	21%	23%	19%	22%	23%	29%	15%
Online advertising	18%	22%	21%	13%	17%	9%	17%	17%	20%	27%	17%
Podcasts	8%	12%	12%	6%	8%	3%	3%	8%	9%	12%	7%
Other	2%	3%	2%	2%	3%	2%	0%	3%	1%	2%	1%

Source: Criteo Survey – Consumer Travel Preferences, September 2026 (N=10,500), Global.

03

Inside the Traveler's Mindset

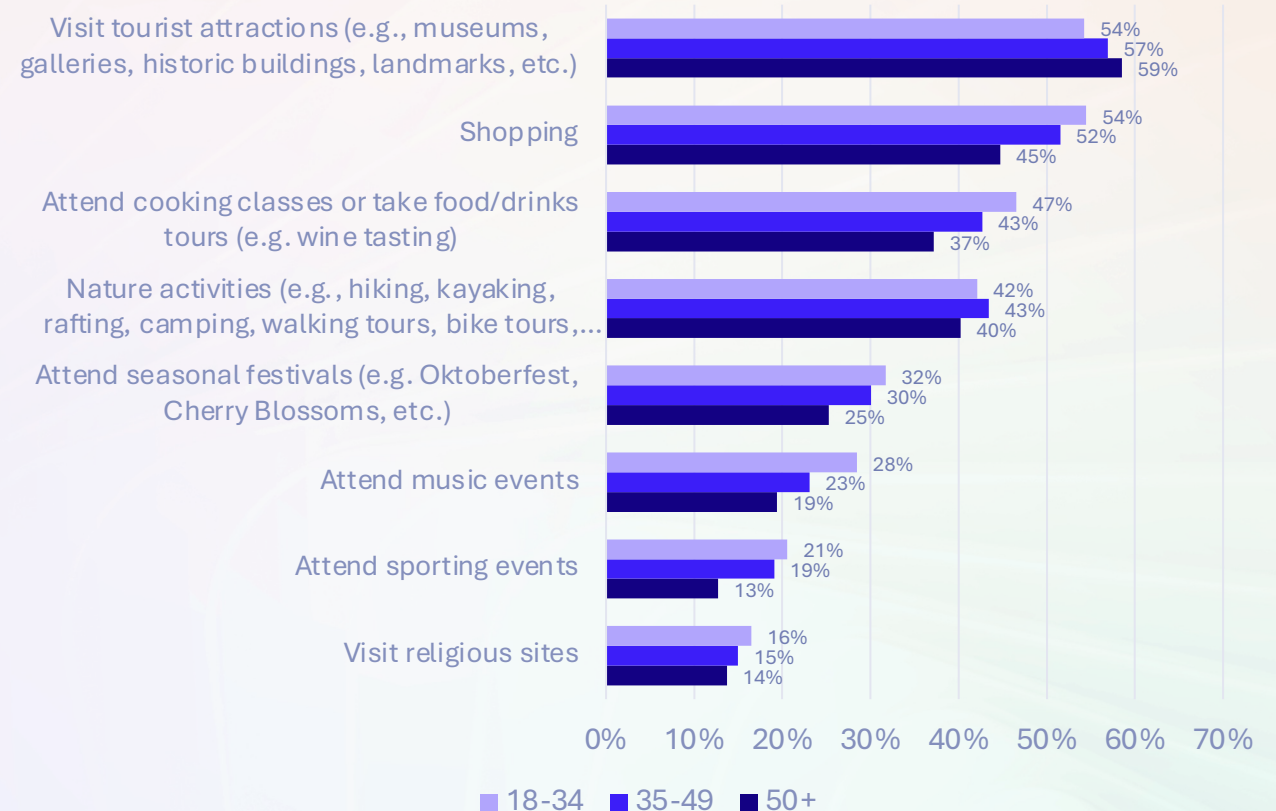


Younger travelers are making room for more experiences

Tourist attractions remain popular across generations, with interest ranging from 54% among travelers aged 18–34 to 59% among those aged 50 and older. Younger travelers show greater interest in shopping (54%), food experiences (47%), and music events (28%).

Nature activities appeal consistently across age groups, with interest ranging from 40% to 43%.

Which activities are travelers most interested in for their next vacation? Select all that apply.



Source: Criteo Survey – Consumer Travel Preferences, September 2026, Global (US, UK, FR, DE, JP, KR, CA, BR, AU, SG). N=10,500

THE SUN-SEEKER TRAVELER BY CLIMATE

Winter sun-seekers are favoring mild over tropical escapes

Travelers booking flights from colder US cities are 35% more likely to choose mild-weather destinations (59–75°F), such as Miami, in December than in June. That's roughly twice the increase seen for tropical destinations (75°F or warmer), such as Cancún (+17%).

These winter getaways also tend to be closer to home, with trips approximately 4% shorter and fares on the same routes 6–9% lower than in June.

Source: Criteo organic data. US air bookings from December 1–14, 2025, and June 1–14, 2026. Cold-weather origins are US airports averaging 10°C or below in December. Mild destinations average 15–24°C in December; tropical destinations average 24°C or above. Climate data: NASA POWER (power.larc.nasa.gov).

Likelihood of choosing a warmer destination in December vs. June

Mild destinations	Tropical destinations
+35%	+17%

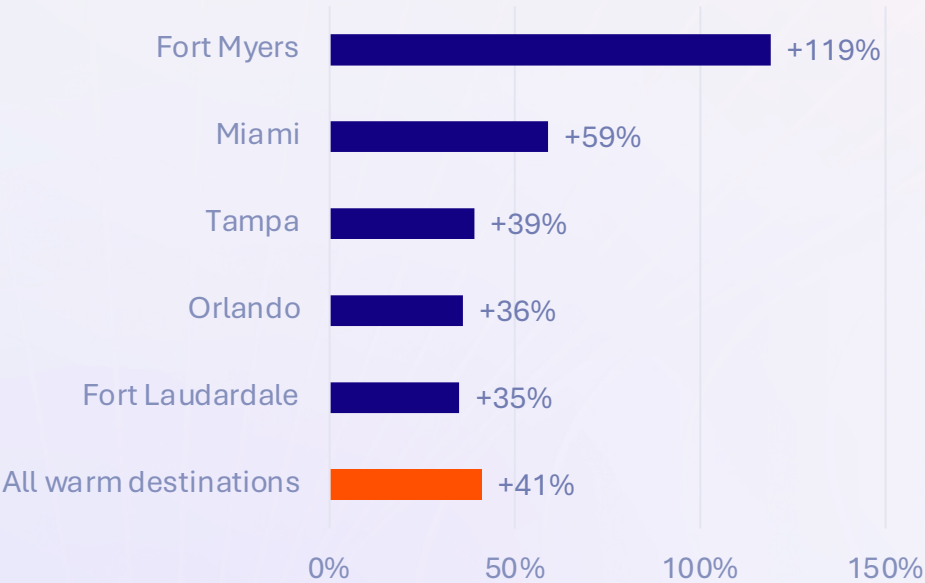
Airfare difference on the same routes in December vs. June	
Mild destinations	Tropical destinations
–6%	–9%



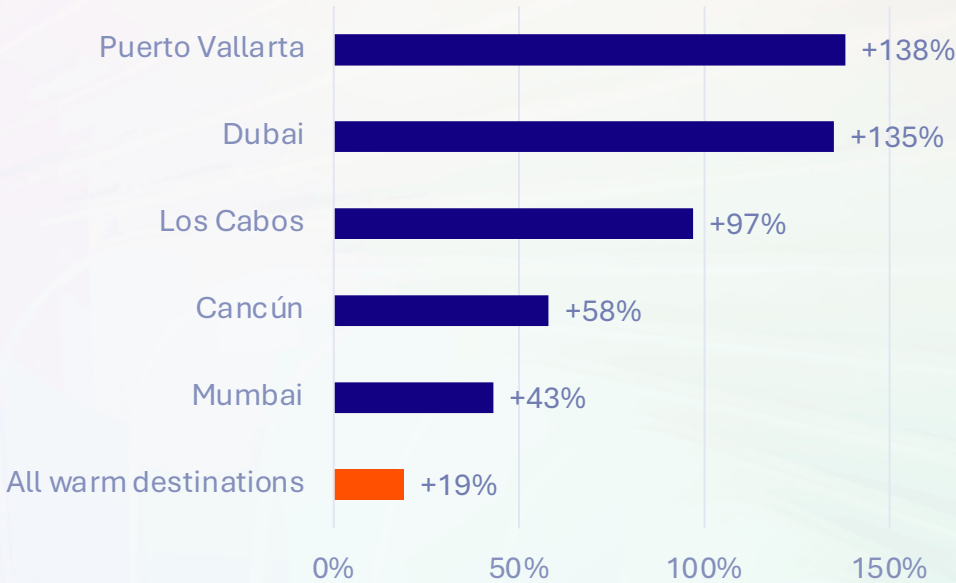
Sun-seekers are flocking to Florida and Mexico

Travelers booking from cold US cities are 41% more likely to choose a warm domestic destination in December than in June, compared with a 19% increase for international destinations. Within the US, Fort Myers leads the shift (+119%), followed by Miami (+59%). Internationally, Puerto Vallarta (+138%) and Dubai (+135%) show the strongest increases among the destinations featured, followed by Los Cabos (+97%).

Likelihood of booking a warm domestic destination in December vs. June



Likelihood of booking a warm international destination in December vs. June



Source: Criteo organic data. US air bookings from December 1–14, 2025, and June 1–14, 2026. Cold-weather origins are US airports averaging 10°C or below in December; warm destinations average above 15°C. Climate data: NASA POWER (power.larc.nasa.gov).

THE PREMIUM TRAVELER

Off-the-beaten-path trips are going the extra mile

Travelers booking flights to niche destinations travel 1.7 times farther and spend 1.6 times more than those choosing mainstream destinations.

This pattern holds across eight major markets, highlighting the higher-value travel opportunities associated with destinations outside the most popular locations.

Source: Criteo organic data. Air bookings from December 1–14, 2025, across eight markets (US, DE, FR, GB, JP, KR, BR, CA). Niche destinations are defined as those outside the top 20% of most-visited locations; mainstream destinations represent the top 20%.

Niche destination
travelers vs. mainstream
destination travelers

Travel 1.7x farther

Spend 1.6x more

THE FAMILY TRAVELER

US parents are getting more mileage for their money

US parent travelers fly approximately the same distance as non-parents but pay 13% less per booking and 25% less per mile flown.

This suggests that parents may be more price-conscious or deal-driven when booking flights, rather than simply choosing shorter trips.

Source: Criteo commerce data. US air bookings from December 1–14, 2025. Parents are identified as travelers with purchases in parent-related categories in at least two distinct months and two distinct categories between September 1 and November 30, 2025.

Average price paid
vs. non-parents

- 13%

Price per mile flown
vs. non-parents

- 25%

THE FAMILY TRAVELER

European parents are paying more to fly shorter distances

European parent travelers fly 8% shorter distances than non-parents but pay 20% more per flight booking and 25% more per mile flown.

This suggests that parents in Europe face higher flight costs even when traveling shorter distances, highlighting distinct spending patterns among family travelers.

Source: Criteo commerce data. Air bookings from December 1–14, 2025, across seven European markets. Parents are identified as travelers with purchases in parent-related categories in at least two distinct months and two distinct categories between September 1 and November 30, 2025.

Average distance traveled
vs. non-parents

-8%

Average price paid
vs. non-parents

+20%

Price per mile flown
vs. non-parents

+25%

Parents are more likely to book with new travel partners

Across all five markets analyzed, parents show higher new-to-partner air booking rates than equally active non-parent travelers. The difference is greatest in the US (+59%), followed by Brazil (+39%) and South Korea (+32%).

Lift in new-to-partner air booking share among parents vs. equally active non-parent travelers

	US	BR	KR	EU	JP
Lift in new-to-air partner booking share	+59%	39%	+32%	+16%	+16%

Source: Criteo organic data. Air bookings from December 1–14, 2025, among travelers who also purchased retail products during the same period. Parents are identified through purchases in parent-related categories across at least two distinct months and two distinct categories between September 1 and November 30, 2025. Equally active non-parent shoppers are identified using the same criteria, excluding parent-related categories.

Family travelers are filling carts beyond the essentials

Parent travelers engage with a broad mix of retail categories, from apparel and home goods to beauty, electronics, and toys. In the US, apparel and accessories lead (73%), followed by home and garden (54%) and Health & Beauty (52%). In Europe, purchasing is more evenly distributed, with home and garden (36%), apparel and accessories (35%), and Health & Beauty (34%) showing the highest penetration.

Retail category penetration among parent travelers

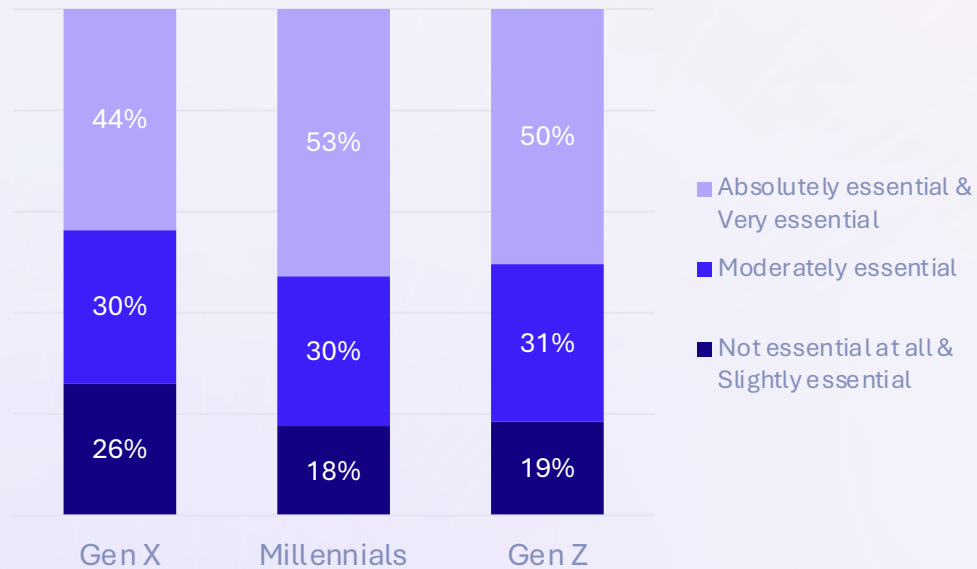
	Apparel & Accessories	Home & Garden	Health & Beauty	Electronics	Toys & Games	Sporting Goods
US	73%	54%	52%	23%	45%	33%
EU	35%	36%	34%	12%	9%	12%

Source: Criteo organic data. US and EU (9 markets) air and hotel bookers from December 1–14, 2025, who purchased retail products from specialty retailers during December 2025. Parents are identified through purchases in parent-related categories across at least two distinct months and two distinct categories between September 1 and November 30, 2025.

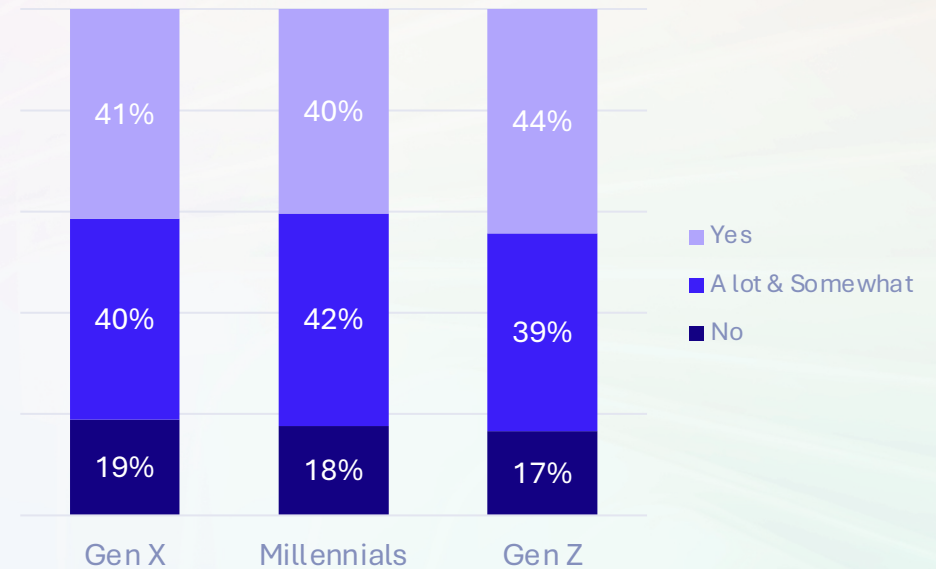
Rising costs aren't stopping travelers from prioritizing trips

Travel remains an important lifestyle priority across generations, with 44% of Gen X, 53% of Millennials, and 50% of Gen Z considering it very or absolutely essential. However, rising costs are affecting travel plans for more than 80% of respondents in each generation, highlighting the importance of affordability.

Compared to other lifestyle categories (e.g., fashion, beauty), how essential do you consider travel?



Are rising travel costs affecting your travel plans this year?



Source: Criteo Survey – Consumer Travel Preferences, September 2026. Global (US, UK, FR, DE, JP, KR, CA, SG, AU, BR). N=9,938

Travelers are planning ahead to stretch their budgets

Travelers are adapting their plans to manage costs, with 42% globally considering booking further in advance and 40% traveling during off-peak seasons. Off-peak travel is particularly popular in South Korea (49%) and Singapore (52%). Other common strategies include choosing less expensive destinations and budget accommodations (35% each).

Which of the below do you consider to optimize your travel costs? Select all that apply.

	Global	US	UK	FR	DE	JP	KR	CA	BR	AU	SG
Booking far in advance	42%	36%	46%	42%	37%	41%	38%	40%	49%	45%	48%
Traveling during off-peak seasons	40%	29%	39%	40%	39%	31%	49%	37%	43%	37%	52%
Traveling to less expensive destinations	35%	30%	29%	34%	41%	37%	36%	34%	31%	32%	43%
Choosing budget accommodations	35%	35%	33%	34%	33%	33%	29%	32%	36%	40%	42%
Traveling shorter distances	26%	29%	23%	23%	25%	33%	32%	25%	23%	25%	25%
Traveling for shorter durations	26%	26%	23%	20%	26%	31%	23%	26%	27%	27%	28%
Comparing multiple (3+) travel providers	26%	20%	19%	30%	31%	22%	32%	22%	28%	27%	28%
Optimizing the cost of activities	25%	26%	22%	28%	22%	12%	27%	25%	26%	31%	31%
Utilize rewards (loyalty programs / credit cards)	22%	25%	20%	15%	17%	14%	19%	25%	29%	29%	29%
Optimizing the cost of restaurants	20%	22%	15%	25%	21%	15%	11%	18%	25%	21%	21%
Buying travel packages	19%	18%	24%	14%	19%	9%	12%	19%	28%	24%	19%

Source: Criteo Survey – Consumer Travel Preferences, September 2026. Global. N=10,500

04

Where Marketers Can Win



Inspiring the next trip

Get ahead of the New Year travel rush.

Travel bookings rebound across nearly every category in January. Use video to build awareness across channels before the holiday season ends, then re-engage travelers as they shift from holiday shopping to planning their next getaway.

Make AI part of your discovery strategy.

As travelers explore AI-powered tools for trip inspiration and research, expand your presence beyond traditional search and social. Reach potential customers across emerging discovery channels to influence consideration early.

Bring travel inspiration to the big screen.

Use CTV to showcase destinations and experiences that inspire future trips. Connect upper-funnel storytelling with targeted campaigns that guide travelers toward booking.

Reach key personas with experiences worth sharing.

Appeal to different traveler types using Criteo travel audiences. Align audiences and messaging to emphasize what matters most to them. Highlight accommodations, activities, packages, and more that resonate best for each type of traveler.



Turning inspiration into bookings and beyond

Find your next travelers.

Expand beyond existing customers with commerce-based audiences that reveal travel interests and purchase intent. Tailor audiences by travel method, seasonality, traveler type, destination, and behavioral persona to reach high-potential prospects across channels.

Bring travelers back with app engagement.

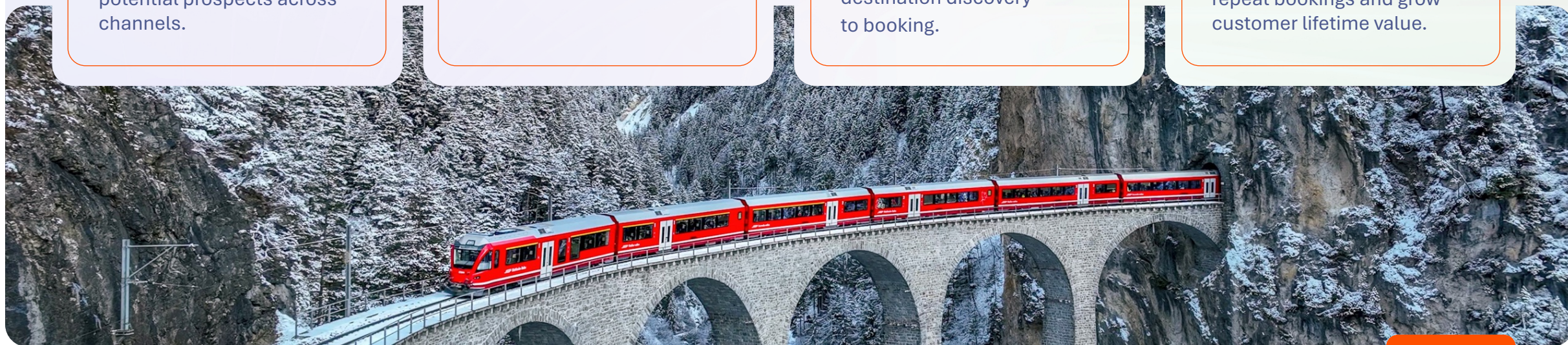
Reconnect with travelers who have browsed or booked through your app. Use personalized retargeting and timely offers to encourage completed bookings and repeat visits.

Make personalization part of every journey.

Travelers have different budgets, preferences, and planning habits. Tailor audiences, messaging, recommendations, and offers to their interests and stage in the journey, from destination discovery to booking.

Turn one booking into a lasting relationship.

Keep travelers engaged beyond their initial purchase with relevant cross-selling and loyalty offers. Recommend complementary experiences, upgrades, and future trips to encourage repeat bookings and grow customer lifetime value.



Thank you

CRITEO



Appendix



Interest in OTAs peaks in January, but bookings lag behind

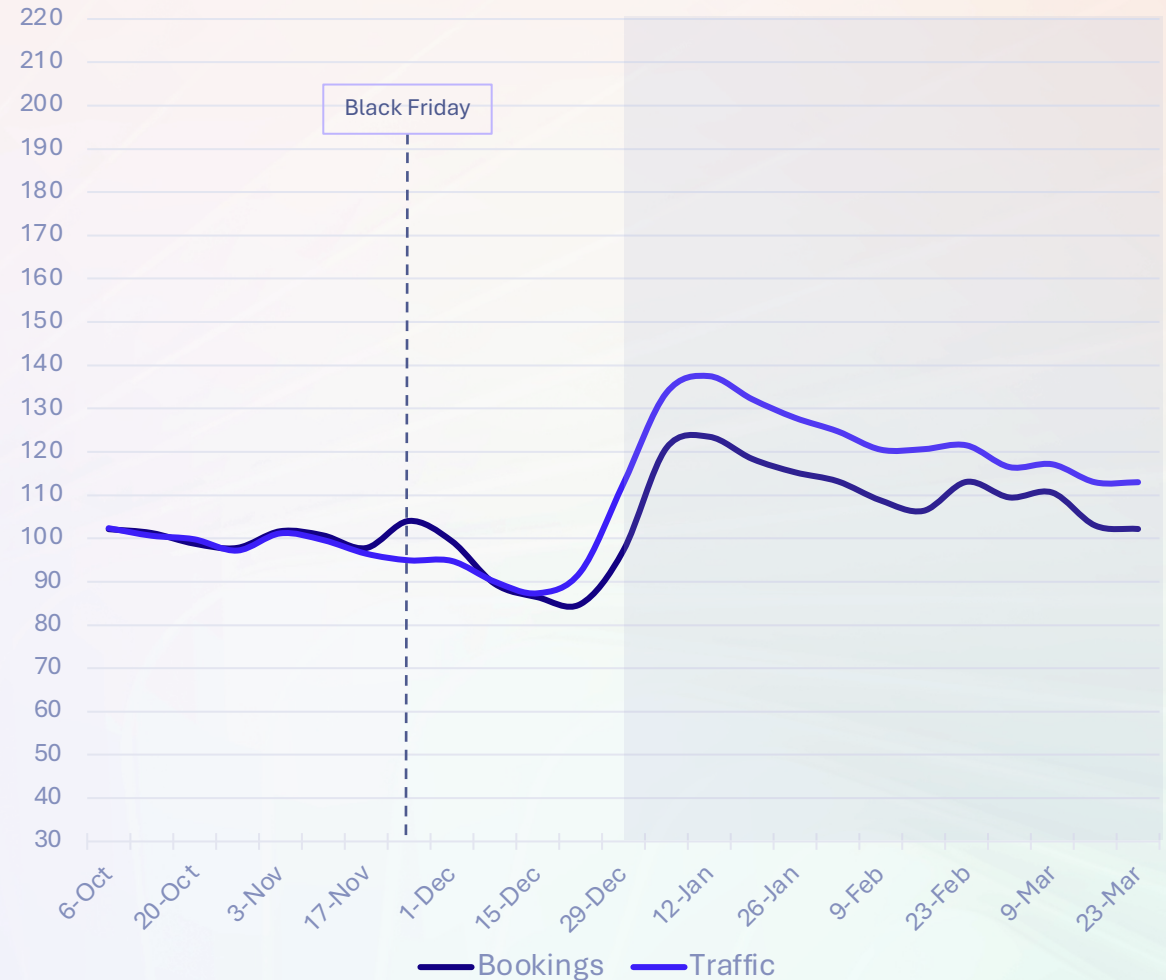
Unlike retail, OTAs show no Black Friday surge: bookings and traffic stay close to baseline through November, then dip about 15% below it in the weeks before Christmas as gifting takes priority.

The rebound comes in January, when traffic peaks around 37% above baseline and bookings around 24% above. From then on, traffic stays 10-15 points ahead of bookings. By late March, bookings are back near baseline (+2%) while traffic is still about 13% above it, so travelers keep exploring OTAs but fewer of those visits turn into bookings.

Source: Organic Criteo Data. Weekly Travel Bookings and Traffic indexed to Oct 1-28, 2025

Online Travel Agencies

Weekly Indexed Bookings and Traffic compared to average in Oct 1-28, 2025



Hotel bookings ride Black Friday and rebound in January, with demand converting well

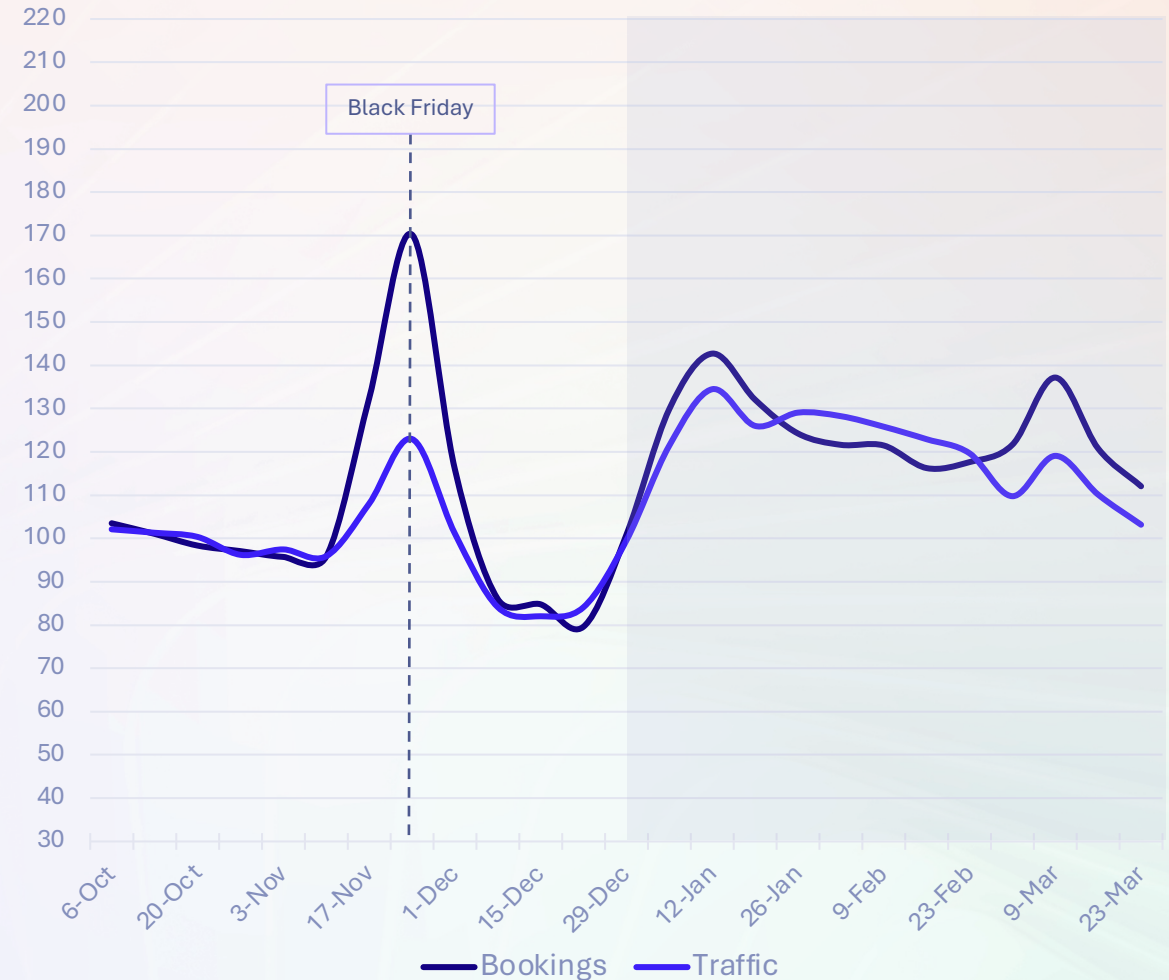
Hotels and resorts show a clear Black Friday peak. Bookings reached 70% above baseline, well ahead of traffic (23% above), so the surge came from travelers booking, not just browsing. Both then fell about 20% below baseline in the weeks before Christmas.

The January rebound brings bookings to around 43% above baseline and traffic to 34% above. After that the two stay close, with a second bookings peak in early March.

Source: Organic Criteo Data. Weekly Travel Bookings and Traffic indexed to Oct 1-28, 2025

Hotels & Resorts

Weekly Indexed Bookings and Traffic compared to average in Oct 1-28, 2025



Air bookings fall before Christmas, then rebound in the new year

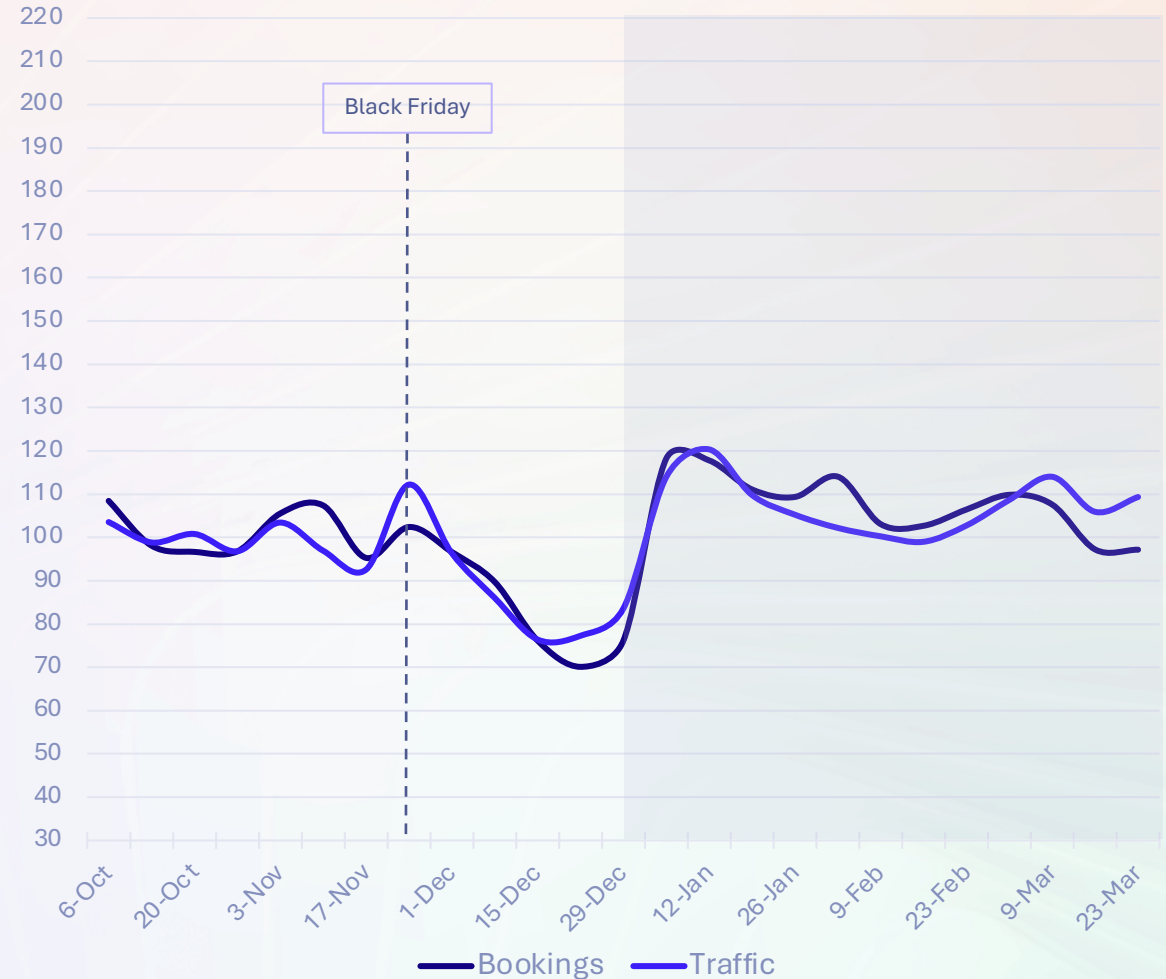
Air transport shows no Black Friday effect: bookings stay near baseline through November, and traffic has only a small bump (+12%). Both then fall sharply in the weeks before Christmas, with bookings -30% below baseline and traffic -25%.

The recovery comes in January, when bookings and traffic both rise to 20% above baseline. From then on the two lines move closely together and settle near baseline, with traffic slightly ahead by late March.

Source: Organic Criteo Data. Weekly Travel Bookings and Traffic indexed to Oct 1-28, 2025

Air transport

Weekly Indexed Bookings and Traffic compared to average in Oct 1-28, 2025



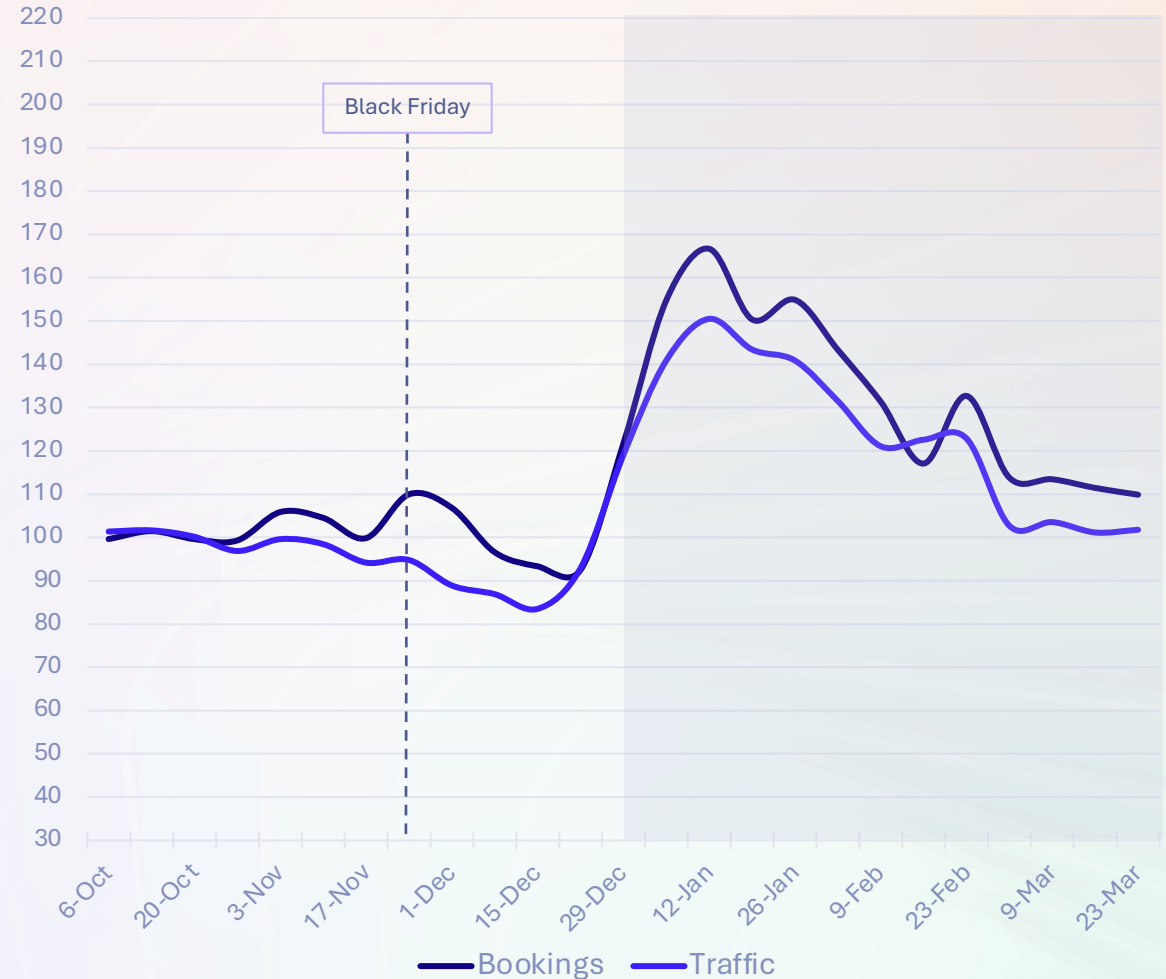
Bookings for packages and tours jump after Christmas and stay above baseline through March

Packages and tours peak in January, with bookings jumping to +66% and traffic to +50%. Both ease through February, with a smaller bookings bump in late February (+32%). By late March, bookings are still +10% above baseline while traffic is back close to it (+2%), so bookings have held up better than traffic.

Source: Organic Criteo Data. Weekly Travel Bookings and Traffic indexed to Oct 1-28, 2025

Packages and Tours

Weekly Indexed Bookings and Traffic compared to average in Oct 1-28, 2025

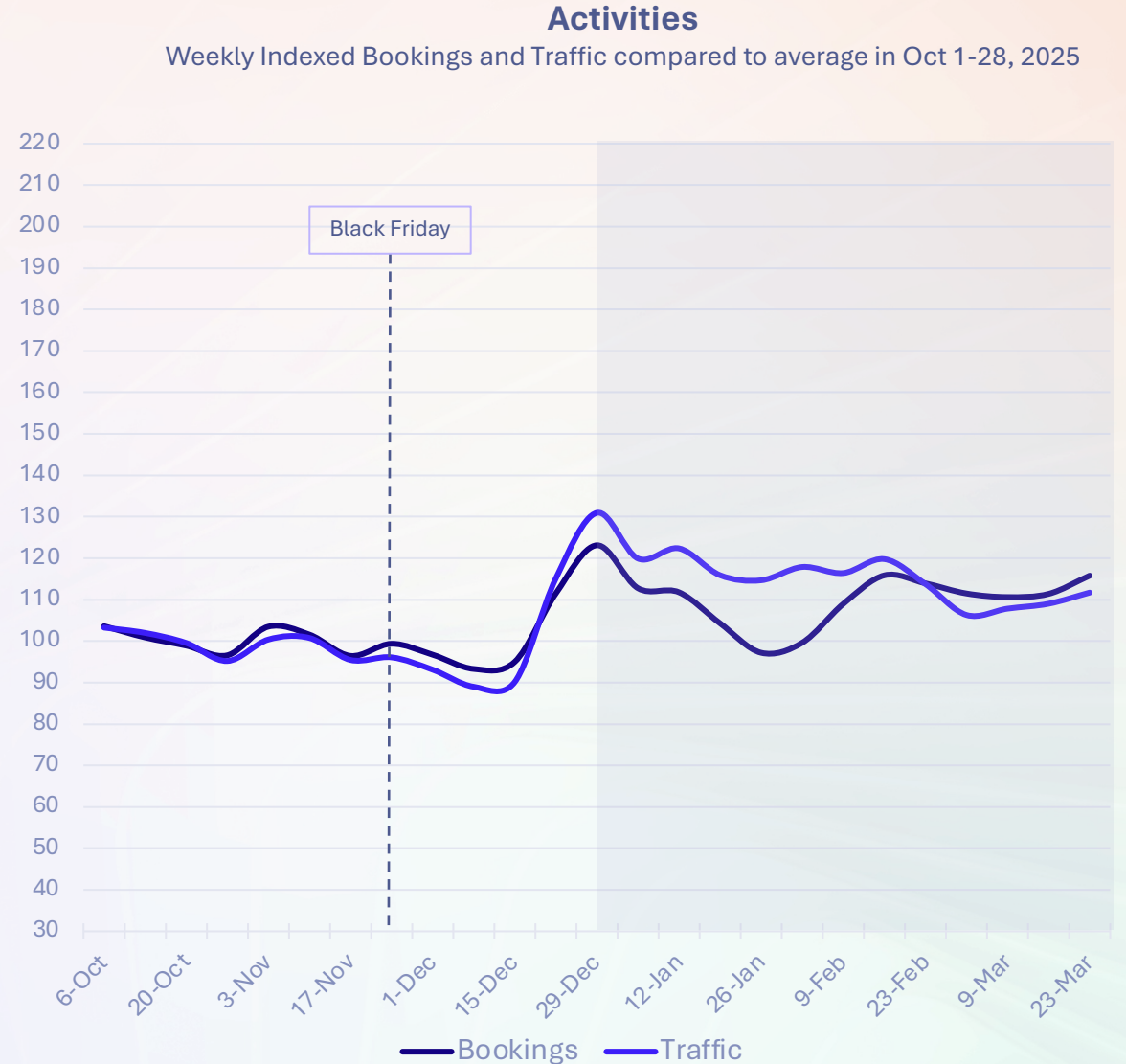


Activities peak at the turn of the year, with traffic running ahead of bookings

Activities peak earlier than other categories, when traffic reaches +31% and bookings +23% versus October.

After the peak, bookings fall behind traffic. In late January bookings drop back to -3% while traffic holds at +15%. The gap closes from mid-February, and by late March bookings (+16%) are slightly ahead of traffic (+12%).

Source: Organic Criteo Data. Weekly Travel Bookings and Traffic indexed to Oct 1-28, 2025



Cruise demand returns in January and holds through February

Cruises show one of the strongest January rebounds. After a pre-Christmas lull, bookings peak in January at +43%, just after traffic peaks at +36%. Traffic and bookings rise together, and from late January to mid-February they stay almost level (+27% to +29% in late January, +18% in early February).

The lift then fades. After a smaller bump in late February, both bookings and traffic drop in March and return close to October levels by the end of the period.

Source: Organic Criteo Data. Weekly Travel Bookings and Traffic indexed to Oct 1-28, 2025

