

Planes, trains, and automobiles: Travel ad sales to soar in 2021

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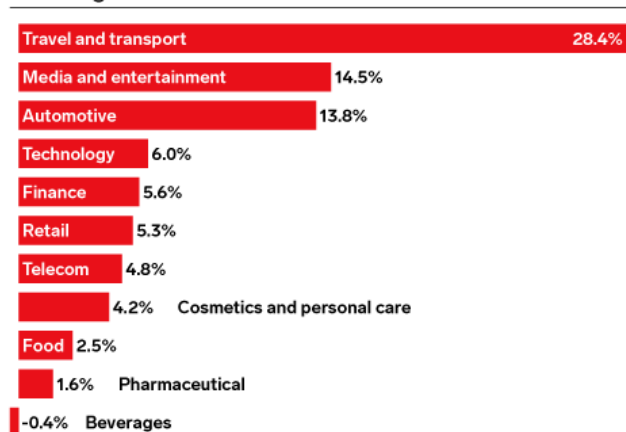
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Following a year when travel turned taboo and staycations became standard, advertisers are begging stir-crazy customers to come fly with them. Dentsu Aegis Network expects worldwide travel and transport ad sales to grow by **nearly 30%** this year, the highest out of all the industries it tracked, as the promise of vaccination restores consumer confidence—so don't expect quiet skies in the months ahead.

Total Media Ad Spending Growth, by Industry, 2021

% change



Note: includes cinema, digital, magazines, newspapers, out-of-home, radio, and TV; figures are net of negotiated discounts and agency commissions

Source: Dentsu Aegis Network, "Global Ad Spend Forecasts - January 2021", Jan 27, 2021

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