

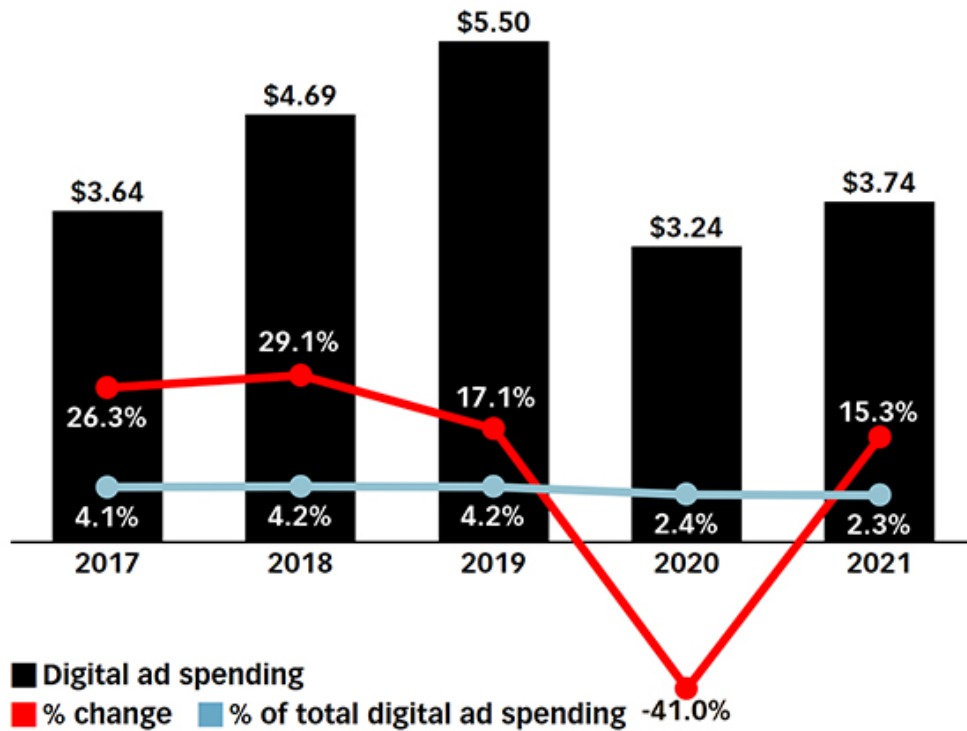
US Travel Ad Spending Will Plunge by 41.0% This Year

ARTICLE |

eMarketer Editors

We forecast that US travel digital ad spending will drop by 41.0% this year to just \$3.24 billion. No other industry will decline as fast or spend as little.

Travel Industry Digital Ad Spending in the US, 2017-2021
billions, % change and % of total digital ad spending



Note: includes airlines, car rental, hotels and resorts, cruises, destination marketing organizations; includes both leisure and business travel; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms

Source: eMarketer, August 2020

T11177

www.eMarketer.com

In the first half of the year, thousands of travelers canceled trips, and airlines' bottom lines took a historic blow. Major carriers avoided bankruptcies and layoffs only because of various government interventions. Since the onset of the pandemic, every ad industry poll, survey result, or related public commentary suggested a severe reduction in travel ad spending.

Read More:

- [Almost Two-Thirds of US Travelers Said They Plan to Book a Leisure Trip in the Next Six Months](#)

- US Airbnb Usage Will Drop 60% This Year
- What Will Hotel Stays Look Like Post-Pandemic?

*eMarketer and Business Insider Intelligence have **joined forces** to become the leading research company focused on digital transformation. For more insights and key statistics on the biggest trends in today's most disruptive industries, **subscribe to Chart of the Day**.*