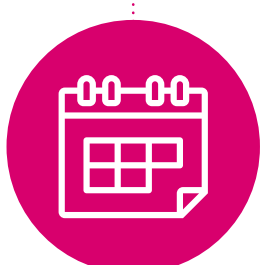


THANKSGIVING TRAVELER INSIGHTS

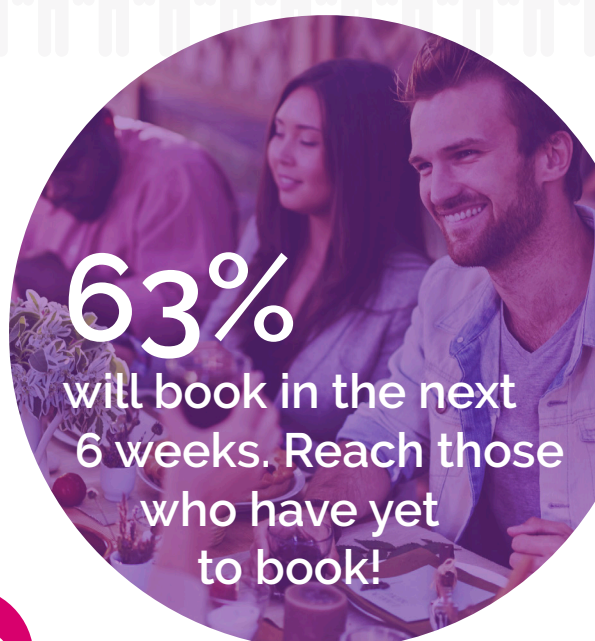


46.9 MILLION*

Americans will travel for Thanksgiving



By Monday, Oct 17
Only **37%** of travelers have booked their Thanksgiving trips



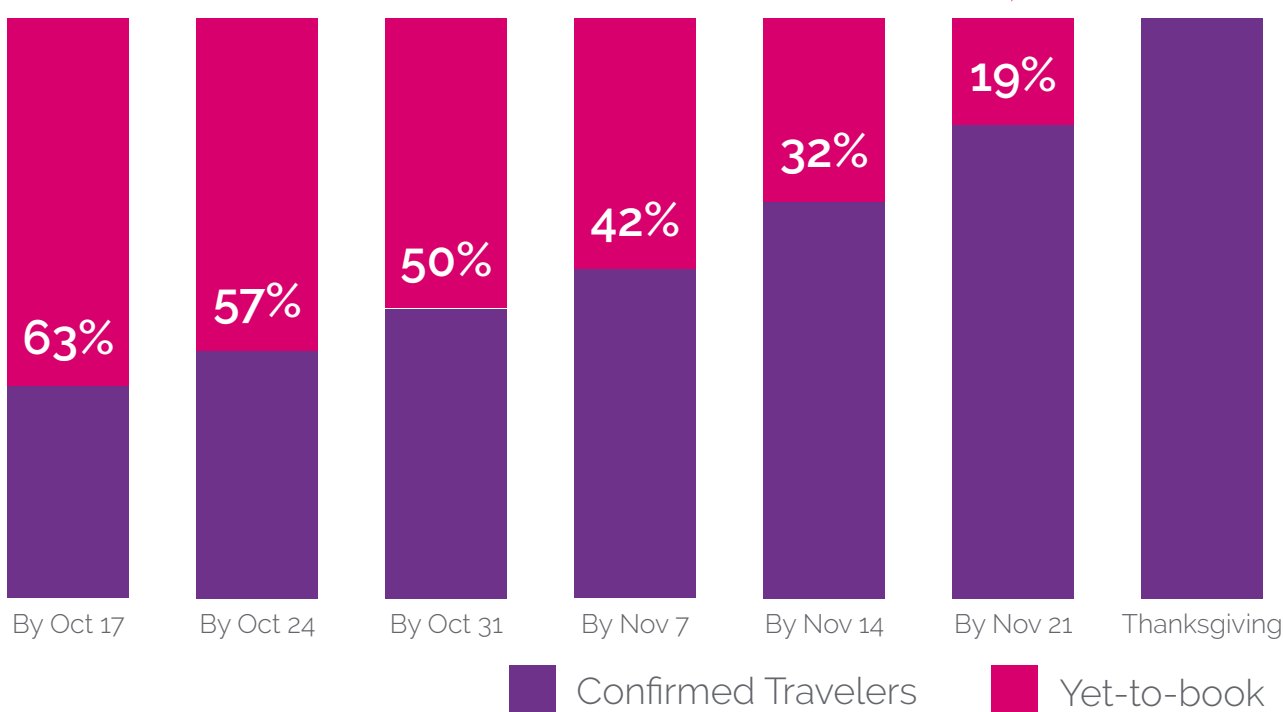
63% will book in the next 6 weeks. Reach those who have yet to book!



How Many Travelers Have Booked By Key Dates?



1 in 5 book the week of Thanksgiving



Who Travels For Thanksgiving?



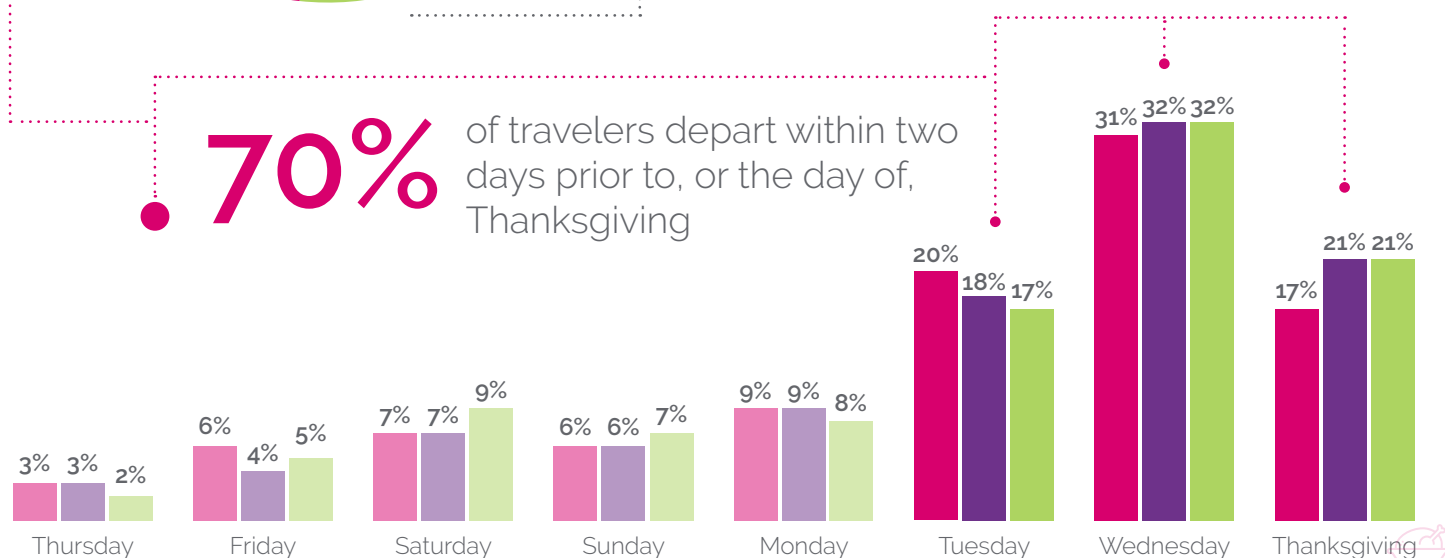
64% are solo

24% are couples

12% are families



70% of travelers depart within two days prior to, or the day of, Thanksgiving



*AAA newsroom

MEDIA RECOMMENDATION

Reach those who have yet to book across devices to drive brand awareness, engagement and ultimately bookings

Cost: \$100K

Estimated impression volume: 5MM-10MM

Campaign duration: 6 weeks

We recommend a campaign using:

ADARA Preferred Display, Pre-Roll Video - across device

ADARA Elite Delta and United Online Check In Path

ADARA Social Facebook Newsfeed