

SUMMER 2024



TRAVEL AND TOURISM

Audience Description

Ideal for targeting individuals aged 25-55 who enjoy leisure travel and exploring new places. Segments include luxury travellers (high-income professionals seeking premium experiences), eco-tourists, and budget-friendly travellers. **Interests** include cultural immersion, adventure sports, and relaxation.

Ad Opportunities

Tailored ads for:

- Travel packages, Airline Deals, Hotel Promotions, and Travel Insurance
- Focusing on peak booking times and trending destinations
- Travel blogs, travel influencers
- Travel agency websites, travel apps

