

# THANKSGIVING TRAVEL



## INSIGHT

- Thanksgiving falls on **Thursday November 22<sup>nd</sup>** this year.
- More than **50 million Americans travelled 50+ miles** from home for the holiday in 2017.
- 1.6 million more people took to the nation's roads, skies, rails and waterways in 2017 compared with the previous year.
- **89% travel by car**, with peak traffic times taking place the night before Thanksgiving and on Sunday as people travel home.
- **8% travel by air** - consumers are taking advantage of cheaper airfares, with air travel growing by 5% from the previous year to 3.95m.
- Travel by trains and other modes such as bus and water continue to grow.

## RATIONALE

- It is a time when people are travelling extensively, spending and entertaining in large numbers.
- Congested roadways and overcrowded airports mean more eyes on your advertising!
- OOH builds brand awareness in areas of high dwell time.
- Drive online, social and mobile activity during Thanksgiving week.
- Create buzz and excitement for the upcoming holidays.
- Provide a platform for contextual creative and dynamic DOOH e.g. targeting peak traffic times or creative targeting Thanksgiving Day Parade, meal suggestions, gifting, etc.
- Of consumers exposed to an OOH ad in the past month: 39% have visited the store advertised, and 26% immediately visited a business

## THE OPPORTUNITIES

Please contact your Talon account team for information on media opportunities that fit your brand strategy.