

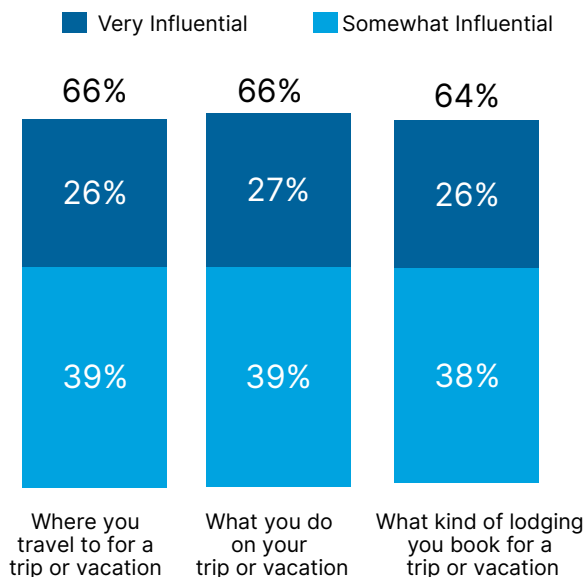
OOH TRAVEL ADS: HIGH CONSUMER INFLUENCE + ENGAGEMENT



66%

Consumers who are influenced by OOH travel ads

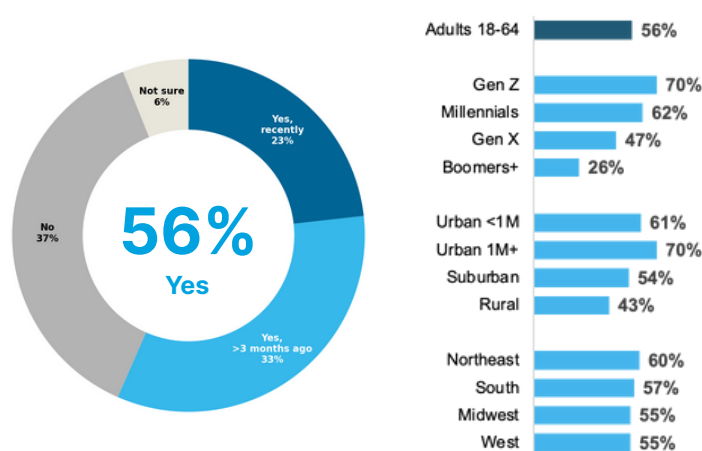
Among those who notice OOH travel ads



56%

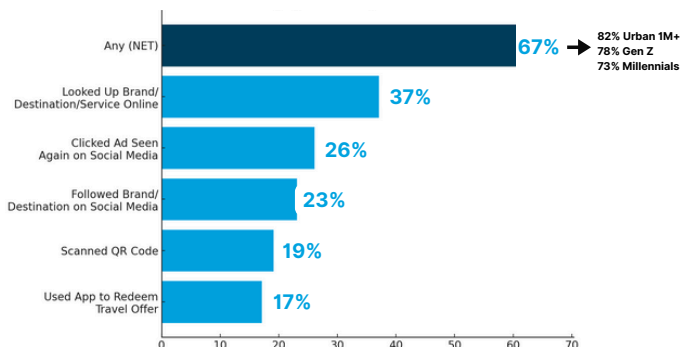
Consumers who added a destination to travel bucket list after OOH ad exposure

Among those who notice OOH travel ads



67%

Consumers who have taken a mobile device action after OOH travel ad exposure



55%+

Consumers who have recently seen OOH travel ads

