



Switch ON Data Monetisation

# TAM AdEx

**COMMERCIAL ADVERTISING SECTOR**

## **Travel & Tourism** **Ecom-travel & Tourism**

Medium: **DIGITAL**

PERIOD: Jan-Mar'22 Vs Jan-Mar'23

### Digital

1.

The digital medium witnessed an **18%** increase in ad insertions of Travel and tourism\*, during the period of Jan-Mar'23 compared to Jan-Mar'22.

Top 10 Advertisers added **70%** share of Ad Insertions during Jan-Mar'23.

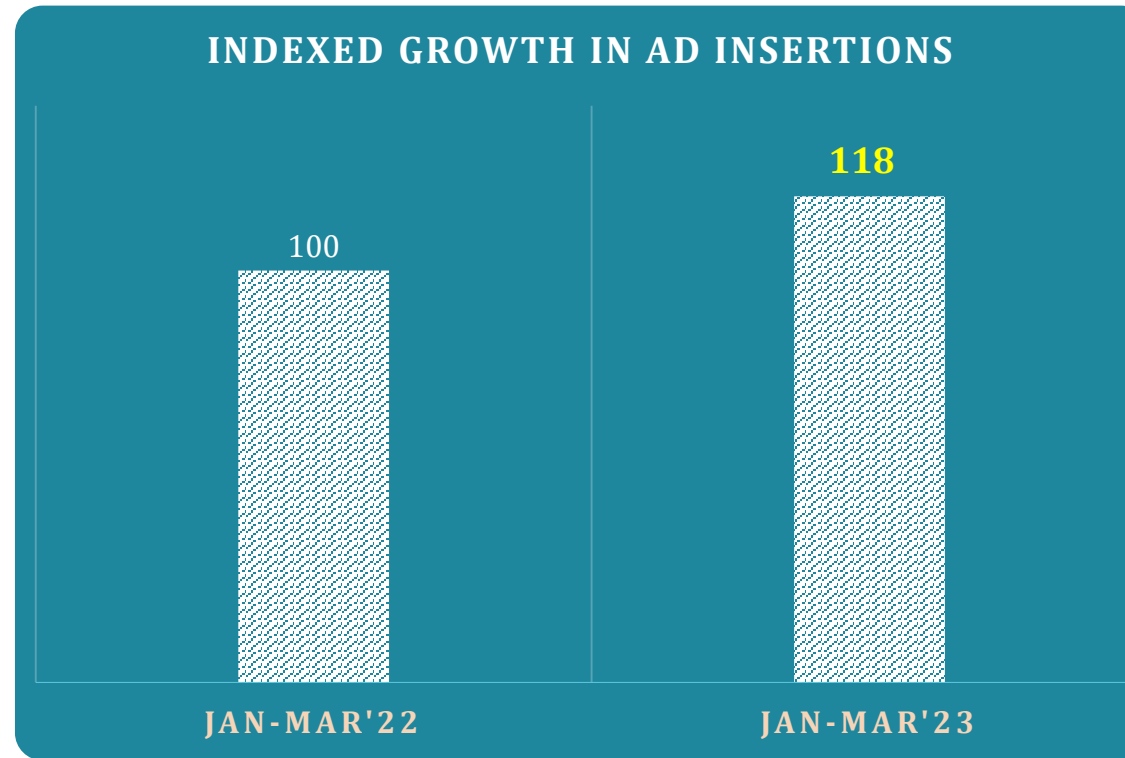
### Digital

2.

During the 1st quarter of 2023, there were over 950 advertisers and more than 1K brands advertising in the Travel and Tourism category.

The number of video ads of the Travel and Tourism category grew by 2.1 times in the period of Jan-Mar'23 compared to the same period in 2022.

## Ad Insertions' Trend for Travel and Tourism/ Ecom-Travel and Tourism Category on Digital



Index: Jan-Mar'22=100

Period : Jan-Mar'22 over Jan-Mar'23

- Ad Insertions of **Travel and Tourism (including Ecom-Travel & Tourism)** on Digital medium saw rise of **18%** in Jan-Mar'23 over Jan-Mar'22.

## Top 10 Advertisers and Brands of Travel and Tourism\* Category on Digital

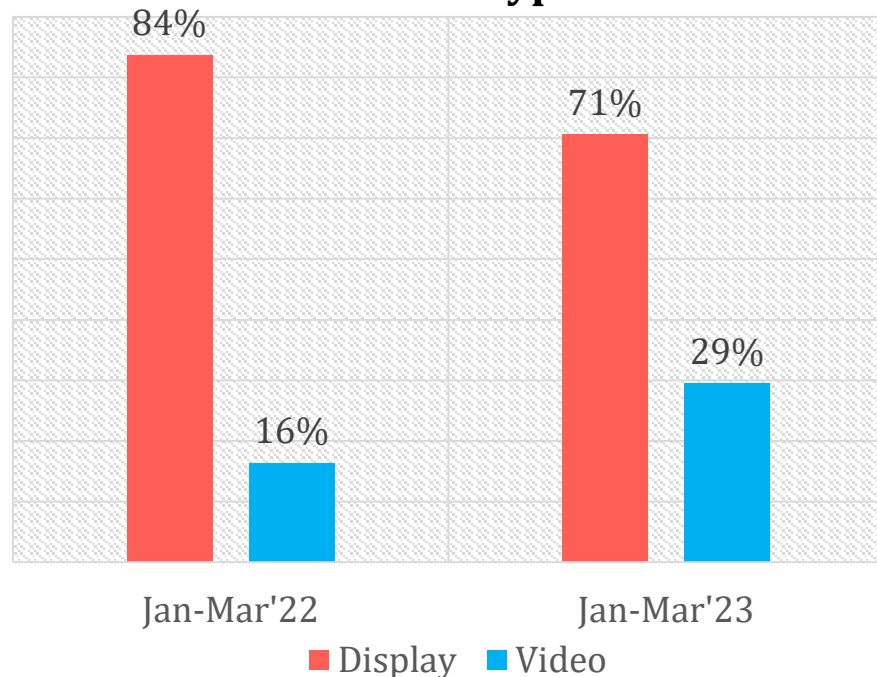
Top 10 Advertisers	% Share
Dubai Comm/Tour Promotion Brd	14%
Kayak	14%
Orissa Tourism Dev Corp	8%
Cleartrip Travel Services	7%
Tourism Authority Of Thailand	7%
Karnataka State Tourism Devp Corp	6%
Makemytrip India	6%
Australia Tourism	3%
Tripadvisor.In	3%
Tourism New South Wales	3%

Top 10 Brands	% Share
Dubai Tourism	14%
Kayak.Co.In	14%
Eco Retreat Odisha	8%
Cleartrip.Com	7%
Thailand Tourism	7%
The Golden Chariot	6%
Makemytrip.Com	6%
Australia.Com	3%
Tripadvisor.In	3%
Sydney.Com	3%

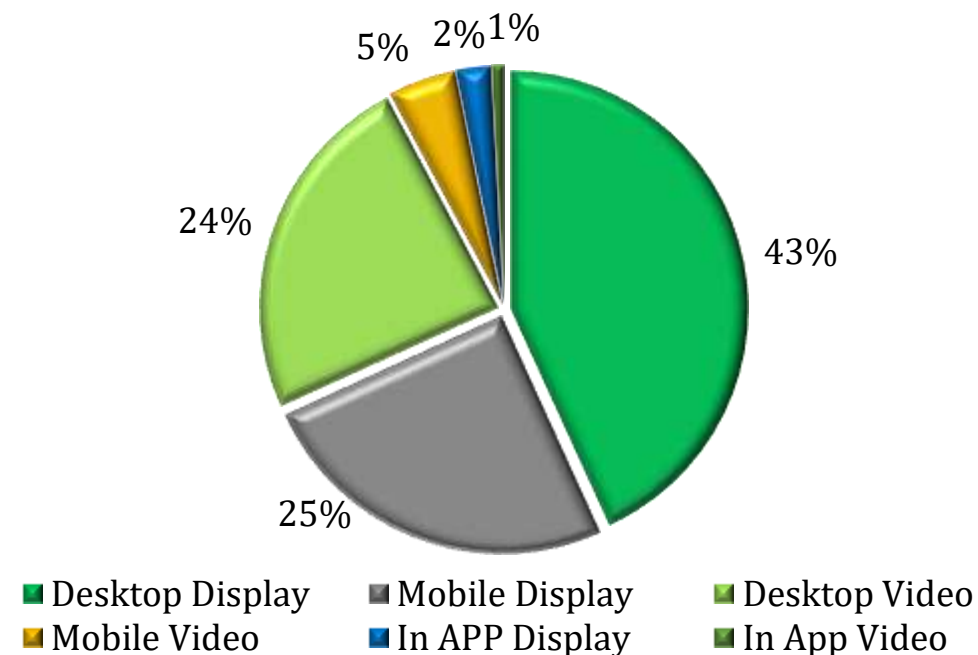
- Top 10 Advertisers had **70%** share of Ad Insertions during Jan-Mar'23 with [Dubai Comm/Tour Promotion Brd](#) on top of the list adding **14%** share.
- There were **950+** advertisers and **1000+** brands from category **Travel and Tourism\*** advertising during first quarter of Y 2023.

## Utilization of Creative Types and Digital Platforms in the Category

### Creative Types

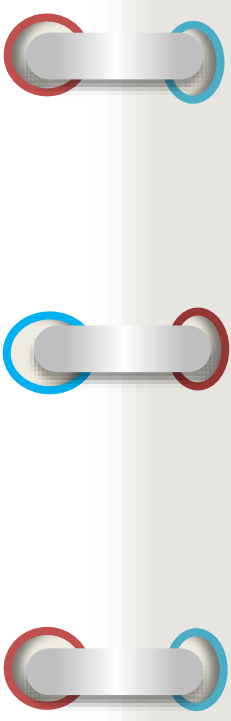


### Digital Platforms



- Display Ads had more than **70%** share of category Ad Insertions during Jan-Mar'23 and Jan-Mar'22.
- Video Ads of *Travel and Tourism* grew by **2.1 times** in Jan-Mar'23 compared to Jan-Mar'22.
- Among the Digital Platforms, Desktop Display topped with **43%** share of Ad Insertions followed by Mobile Display with **25%** share.

## Disclaimer



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