

Beat: Travel

## 50% OF HOLLIDAY TRAVELLERS WAIT FOR LAST MINUTE DEALS BEFORE BOOKING

### TIME FOR MARKETERS TO INFLUENCE PEOPLE

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**USPA NEWS** - Research from ADARA reveals that there is still time for marketers to influence holiday travelers who are in the planning and pre-purchase modes. The 'Holiday 2015 Travel Prediction report' shows that in 2014, only half of all holiday flights were booked by November 17, and...

Research from ADARA reveals that there is still time for marketers to influence holiday travelers who are in the planning and pre-purchase modes. The 'Holiday 2015 Travel Prediction report' shows that in 2014, only half of all holiday flights were booked by November 17, and half of all holiday hotel stays were booked after December 14. The report indicates that marketers can expect a large amount of last-minute holiday travel bookings in 2015, and ultimately, plenty of opportunities to engage key audiences.

Family travelers are the segment most likely to purchase in advance, prioritizing air travel over accommodations, likely to avoid paying for hefty air fares. For flights, the search to booking window is similar across traveler types, but the advanced purchase window varies widely; from nearly 70 days in advance for families, to just 34 days for solo travelers.

Travelers invest a significant amount of time to ensure that their trip is within budget, while satisfying their expectations of the destination. With more than 60 % of international flights lasting two to three weeks, travelers spend time planning their trip, and researching flight and hotel deals, especially in exotic locations.

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Source : ADARA

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Yasmina BEDDOU (Journalist/Director/Photographe)

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)