



Travelocity helps travelers plan, book and travel with confidence. Through Travelocity, advertisers can reach a rapidly growing and diverse audience of families with young children.



12.2M

Monthly Unique Visitors



64M

Monthly Page Views

About the Travelocity target audience:

Travelocity's target audience is made up of Middle America and Latino families with young children.

Latino families:

Represent 6% of the US Travel Market, approx. \$16B GBV



58%

are female



\$69K

Avg. HH income



39

Median age



65%

are married

Mid-America families:

Represent 11% of the US Travel Market, approx. \$22B GBV



54%

are female



\$108K

Median HH income



40

Median age



77%

are married



Travelocity is the champion of travelers

- For 25 years, Travelocity has been fulfilling the needs of US travelers.
- 90% of US travelers are aware of the brand, just second to Expedia (93%).



The Roaming Gnome is the brand's biggest fan

- Since 2004, The Roaming Gnome has been motivating travelers to travel better, often recommending destinations, hotels, and activities.
- 80% of US travelers are aware of the Roaming Gnome.

Sources: Expedia Group Brand Tracker May 2021
ComScore 2020