

NBCUniversal

Travel QUARTERLY UPDATE 3Q'25

Industry *Highlights* & Media Trends

Agenda

1

Travel **Landscape**

Current Landscape & 3Q'25 Media Trends

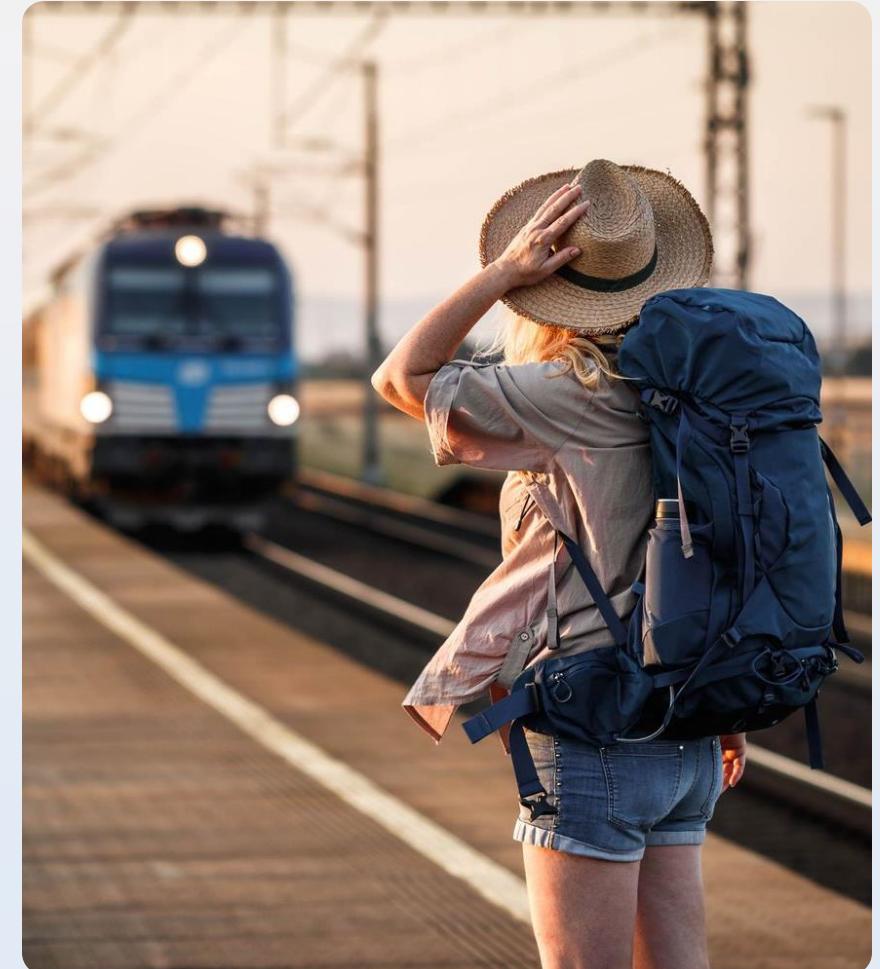
2

Travel @ NBCU **Update**

Media Trends, Creative Showcase

3

Travel Upcoming **Opportunities** At NBCU



Current **Travel** Category Dynamics

Travel consumer intent remains resilient despite macro pressures;
Live tourism & experiences, affluent demand, and shoulder season sustain growth

Headwinds:

- **International traveler confidence remains volatile**, despite the sustained resilience of domestic and short-haul leisure travel
- **Economic uncertainty** is increasing price sensitivity, reducing demand for extras, shifting destinations, and delaying travel - especially amongst the mid-market
- **Inbound U.S. travel remains weak** due to geopolitical volatility, high costs, and safety concerns
- **Shrinking business travel budgets** are impacting premium and full-service carriers as corporate cost-cutting tightens travel expenditures

Tailwinds:

- **Travel remains a priority especially among younger generations**, with 57% of travelers under 40 saying travel is more important now than five years ago¹
- **Premium and luxury travel remains strong**, driven by the resiliency of high-income travelers in economic uncertainty
- **Live tourism and experience-led travel** drives high-value bookings, becoming a key growth strategy for brands²
- **Shoulder and off-peak seasons** are gaining strength due to remote work flexibility, climate concerns, and the desire for less crowded experiences



Travel Category Round Up |

Industry Marketplace Intelligence

Overall demand stays steady as traveler consumer behaviors evolve



84% of global travelers plan to go abroad in 2026 as much or more than they did in 2025
([SkyScanner](#))

Pop culture-driven travel is rising, with 81% of Gen Z and Millennials planning trips inspired by TV and movies
([Expedia](#))

Travel searches in the 13-day planning window increased 20% QoQ, indicating shift toward last-minute bookings
([Expedia](#))

Latest News

Shifts in travel dynamics **amid economic & geopolitical factors**



Global business travel spend is projected to reach \$1.57T in 2025, through growth slowed to +6.6% vs. 10% pre-US tariffs
([Skift](#))

International arrivals to the U.S. are projected to decline 6.3% in 2025, driven by a sharp pullback in travel from Canada and other key overseas markets
([U.S. Travel Association](#))

One in five U.S. adults plan to travel this holiday season down from 27% in 2024
([Bankrate](#))

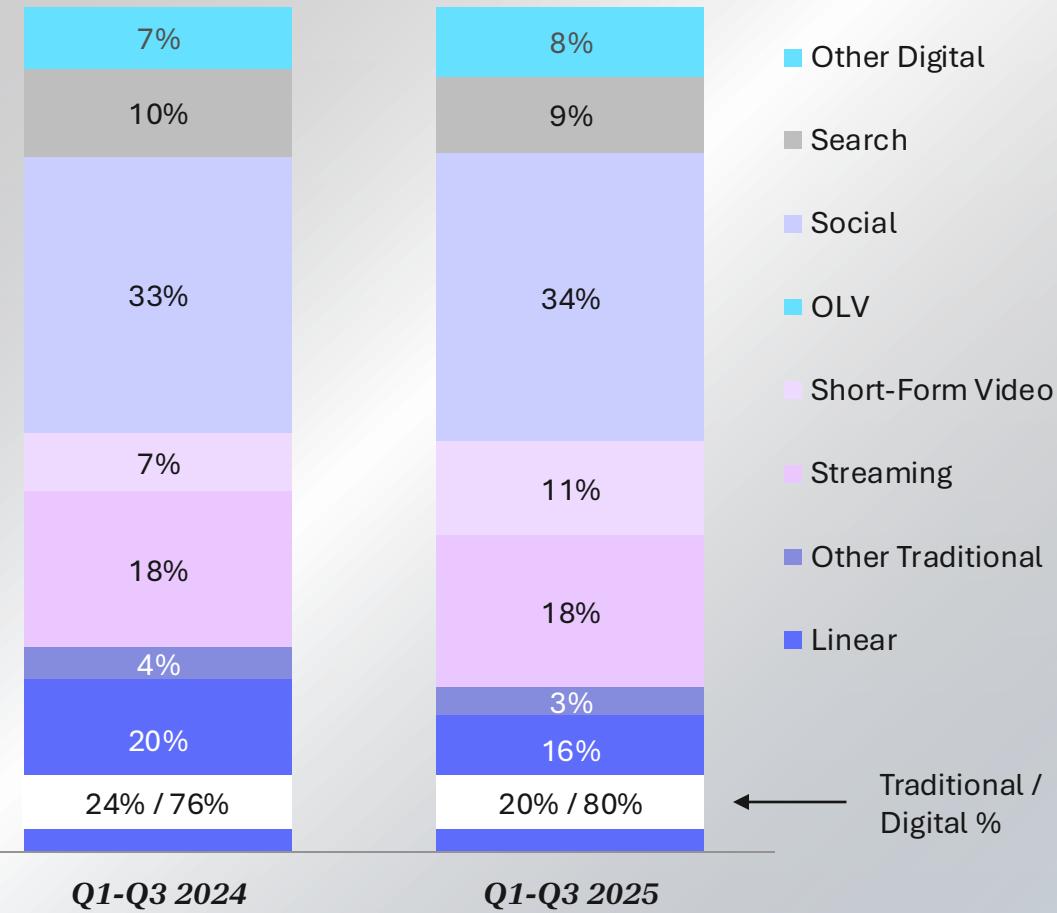
Travel |

Marketplace Spend

The category continues to tap into cultural moments and prioritize performance, increasing spend across the digital video ecosystem

- Travel spend is up +7% YoY vs. STLY, driven by digital growth (+13%)
- Streaming rose +4%, with Travel now leading premium video streaming SoS at 53% (vs. other categories)
- Short-Form Video spend surged +69% YoY, now accounting for 14% of digital spend (up +5pp YoY)
- Social plays a vital role for the category with spend +11% YoY and accounting for over 1/3 of category media spend
- Linear spend declined -15% YoY, fueled by steep declines in ELG (-29%) and Local (-34%)

Travel Category Media Mix *Share of Spend*

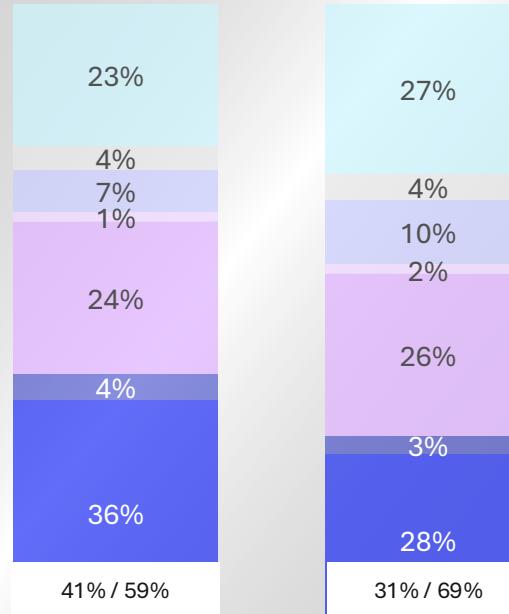


Travel Marketplace Spend By Sub-category

Travel sub-categories see consistent increases in spend across digital channels with linear declining

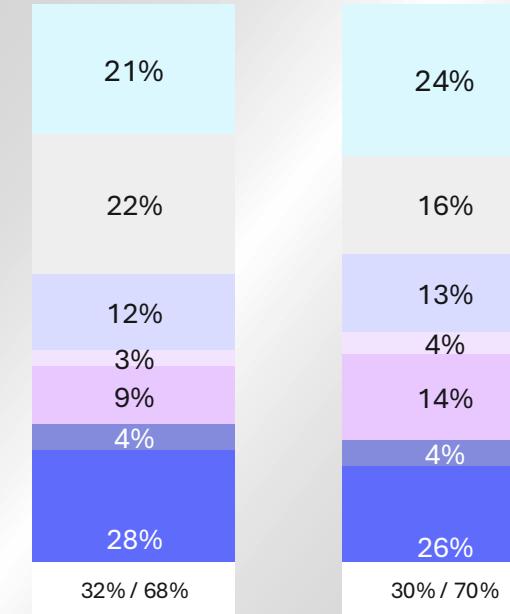
Travel Services & Websites

29% of Travel Spend (Spend ↑ vs. STLY)



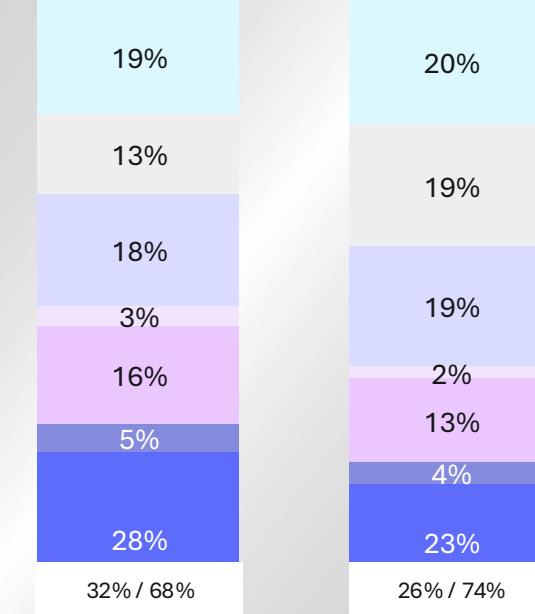
Cruise Lines

25% of Travel Spend (Spend ↑ vs. STLY)



Hotels & Casino Resorts

23% of Travel Spend (Spend ↓ vs. STLY)

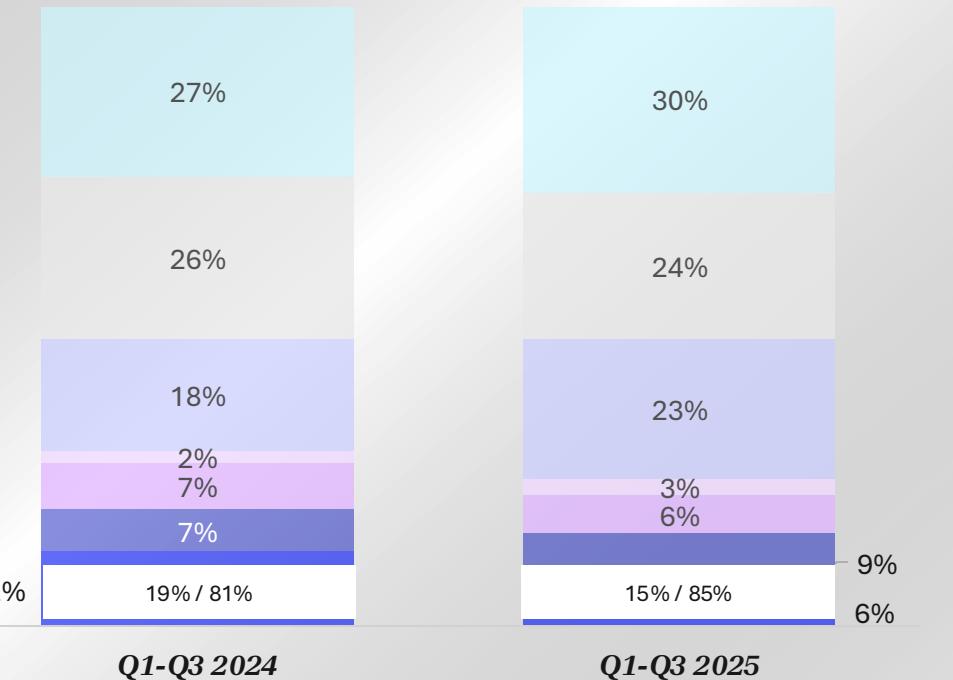


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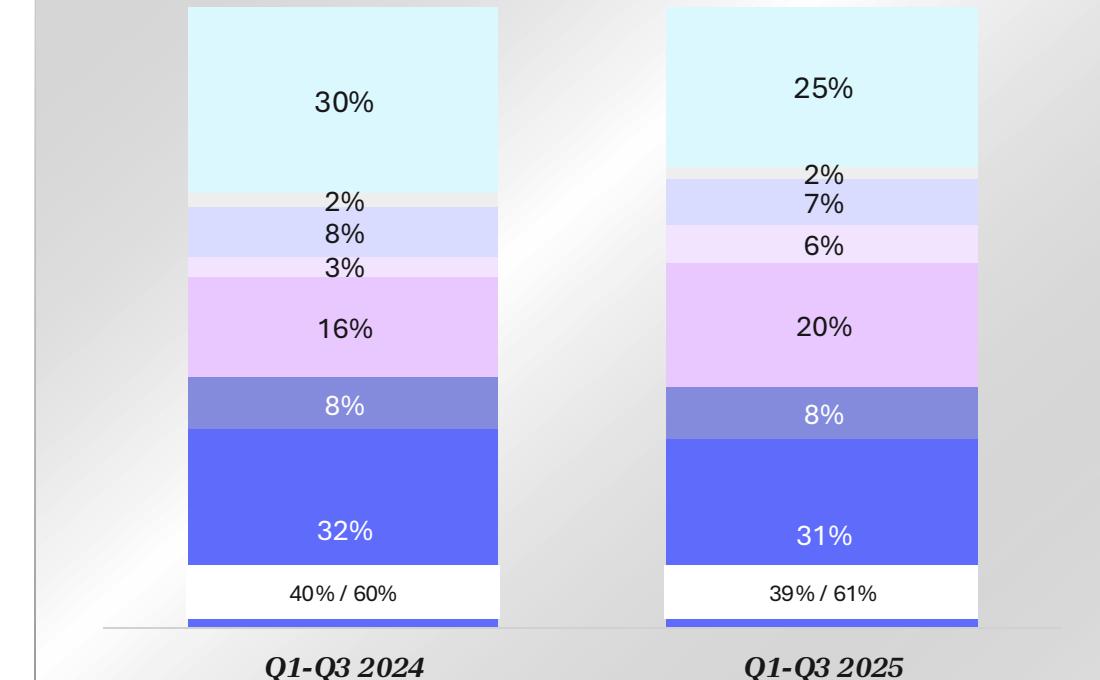
Airlines

21% of Travel Spend (Spend ↓ vs. STLY)



Tourism Bureaus

2% of Travel Spend (Spend ↓ vs. STLY)



Travel

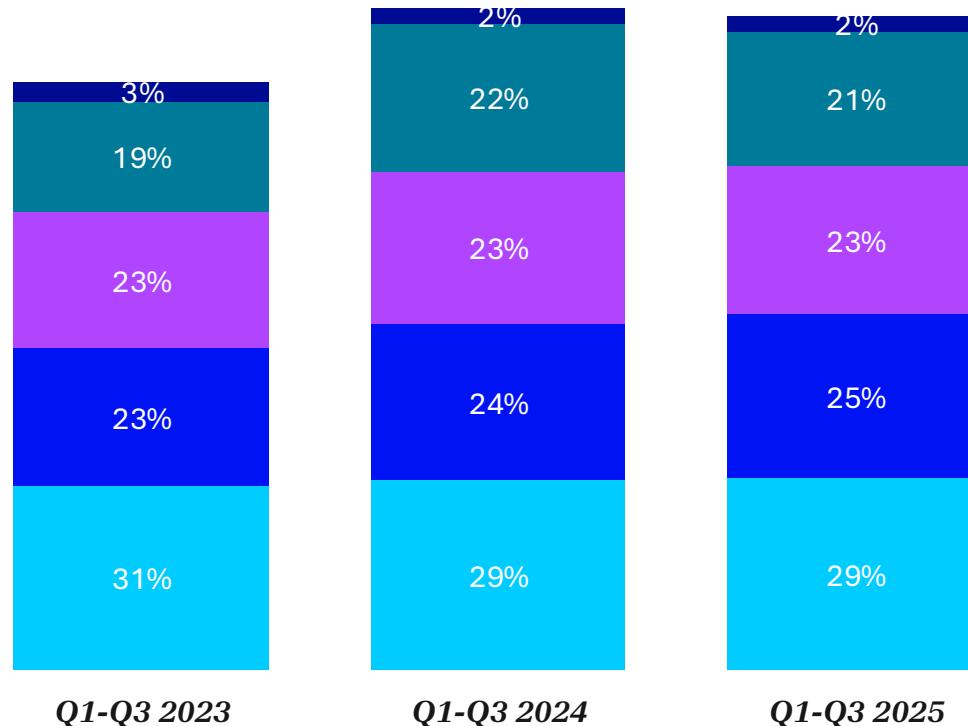
Marketplace Media Spend Sees Even Contribution Across the Industry

Travel media investment growth was fueled by the [Travel Services & Websites \(+2%\)](#) & [Cruise Line \(+4%\)](#) sub-categories.

Since 2019, Travel Services & Websites (+166%) and Cruise Lines (+172%) have been the sub-categories with the most advertising growth across all Travel sub-categories.

Travel Media Spend by Subcategory

■ Travel Services & Websites
■ Hotels & Casino Resorts
■ Tourism Bureaus
■ Cruise Lines
■ Airlines



The largest Q1-Q3 '25 Travel spend growers to date are in the **OTA, Cruise Line, and Hotel Categories**

2025 Q1-Q3 Travel Advertiser Spend Volume Growth by Sub-Category
\$USD Millions

Travel Services & Websites

Booking.com

\$211



\$15



\$14



\$13



\$6



\$6

\$6



Cruse Lines



\$30



\$19



\$14



\$11



\$9



\$8



\$7



\$9



\$6



\$12



\$9



\$8



\$5

Airlines



\$12



\$9



\$8



\$6

Tourism



\$22

Travel NBCU Spend

At NBCU, our Travel partners are leaning further into premium content across platforms, ad innovations, and advanced buying

Linear

remains the focal point of investment, with the Sports and ELG genres driving investment as brands tap into cultural moments



Sports & ELG combined account for 65% of Travel linear spend, a +7pp increase YoY

Advanced Buying Paths

are being prioritized, with Travel having the largest share (43%) of advanced spend across all categories, as brands seek to strengthen relationships with key consumer segments



Investment in advanced buying increased +18% YoY



Streaming

continues as a key area to engage audiences, accounting for 93% of all digital spend, as brands look to drive impact and reach with premium content opportunities

Peacock Premier and Peacock AX media spend increased +39% and +5% YoY, respectively



Ad Innovations

Ad Innovations continue as an integral part of the category's streaming strategy – capturing attention, sparking inspiration, and driving action

Category spend in ad innovations increased +44% in Q1-Q3 '25 YoY

Creative & Innovation Across Travel @ NBCU

NBCU Spotlight

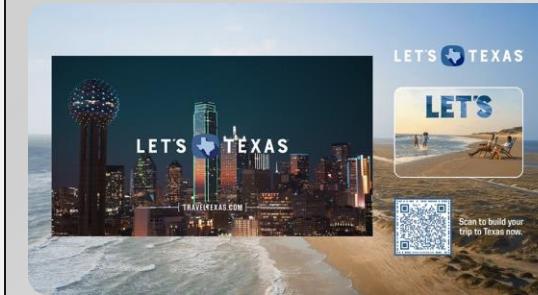


Las Vegas Convention and Visitors Authority x Sunday Night Football

LVCVA tapped into NBCU's Sunday Night Football with media and in-game integrations to support its new branding campaign "Welcome to Fabulous Las Vegas," which builds on the city's iconic sign to further drive tourism for the legendary destination

LAS
Vegas.

NBCU Spotlight



Travel Texas x NBC Spot On

Travel Texas turned to NBC Spot On to reach out-of-state families across NBCU's digital properties - amplifying their notable outdoor adventure and music themes through Engagement and Pause Ad Innovations to boost tourism interest

TRAVEL
TEXAS

Leverage the power of NBCUniversal's

Content & Audiences to drive impact for your brand & business

2026 Opportunities On The Horizon For The Travel Category

Q1'26 Peacock Opportunities



TODAY Social



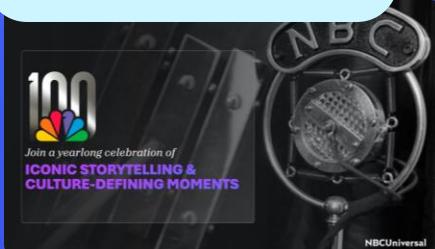
Billboard Latin Women In Music



La Casa de los Famosos, S6



NBCU 100



Access Hollywood



Peacock Top 10 Rail

Peacock Top 10 Rail Targeting Opportunity

Leverage the power of Peacock's Top 10 rails—a curated, highly visible destination where viewers go to discover what's trending right now.

This exclusive sponsorship surrounds our 10 most-watched topical/now shows and movies with premium media placements, ensuring high-impact exposure and deeper brand engagement, as consumers and viewers are actively choosing to watch.

With rotational impressions across Peacock's biggest hits, advertisers can maximize reach, scale, and awareness among viewers who are deeply invested in the stories they love.



Ad Innovations



NBCUniversal

THANK YOU

NBCU Travel Category Strategy Team:

Megan Ryan, Nick Cafiero, Ben Cohen

