

NBCUniversal



TRAVEL
2025 YEAR IN REVIEW

Industry *Highlights* & Media Trends

as of March 2026

Agenda

1

Travel Landscape

Current Landscape & 2025 Media Trends

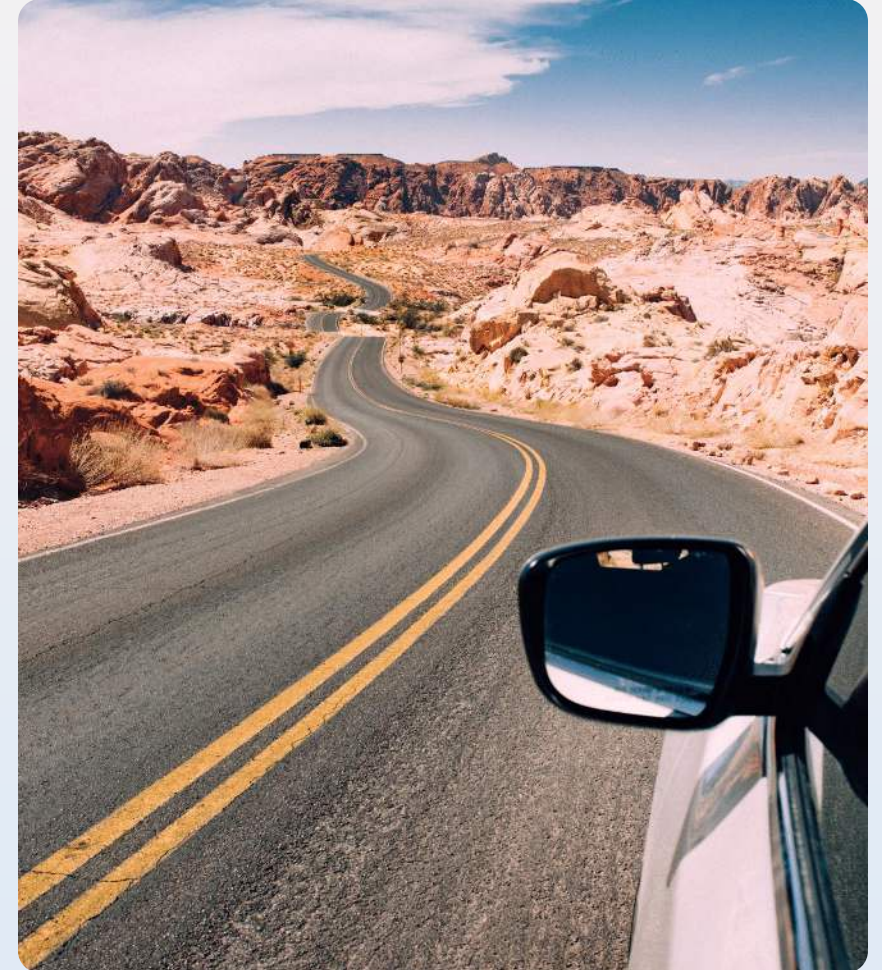
2

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; Experiences, affluent demand, and agentic AI help sustain growth

Headwinds



Geopolitical volatility is raising caution, shortening booking windows and increasing price sensitivity

Global uncertainty is shifting travelers toward domestic and short-haul trips over long-haul international travel

Rethinking business priorities is keeping corporate travel intentional, with ROI scrutiny limiting volume growth

Rising operating & labor costs are driving higher travel prices across air, lodging, and experiences

Tailwinds



Experiences are the growth engine, fueled by Millennials and Gen Z prioritizing event-driven travel

AI is raising expectations, enabling personalized planning and seamless booking

Luxury travel is outpacing the market, sustained by affluent demand for premium stays and exclusive experiences

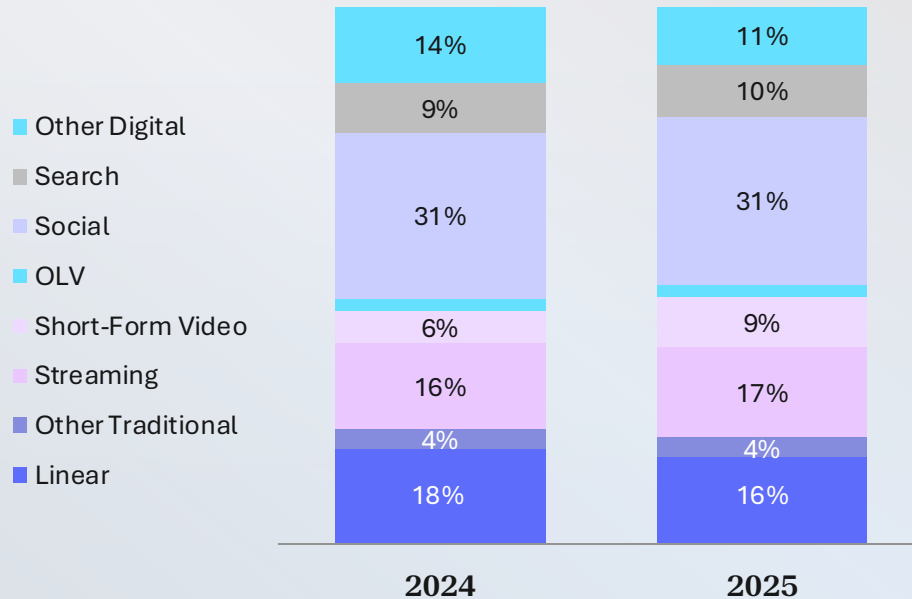
Domestic travel is capturing redirected demand amid international uncertainty

Travel Marketplace Spend

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

Travel Category Media Mix

Share of Spend, in %



Traditional vs. Digital % Split	2024	2025
	22% / 78%	20% / 80%

Total Spend

+2% YoY

Driven by digital growth (+5%)

Short Form

+69% YoY

Accounting for 12% of digital spend

Streaming

+8% YoY

Travel now leads premium video streaming SoS at 51% (vs. other categories)

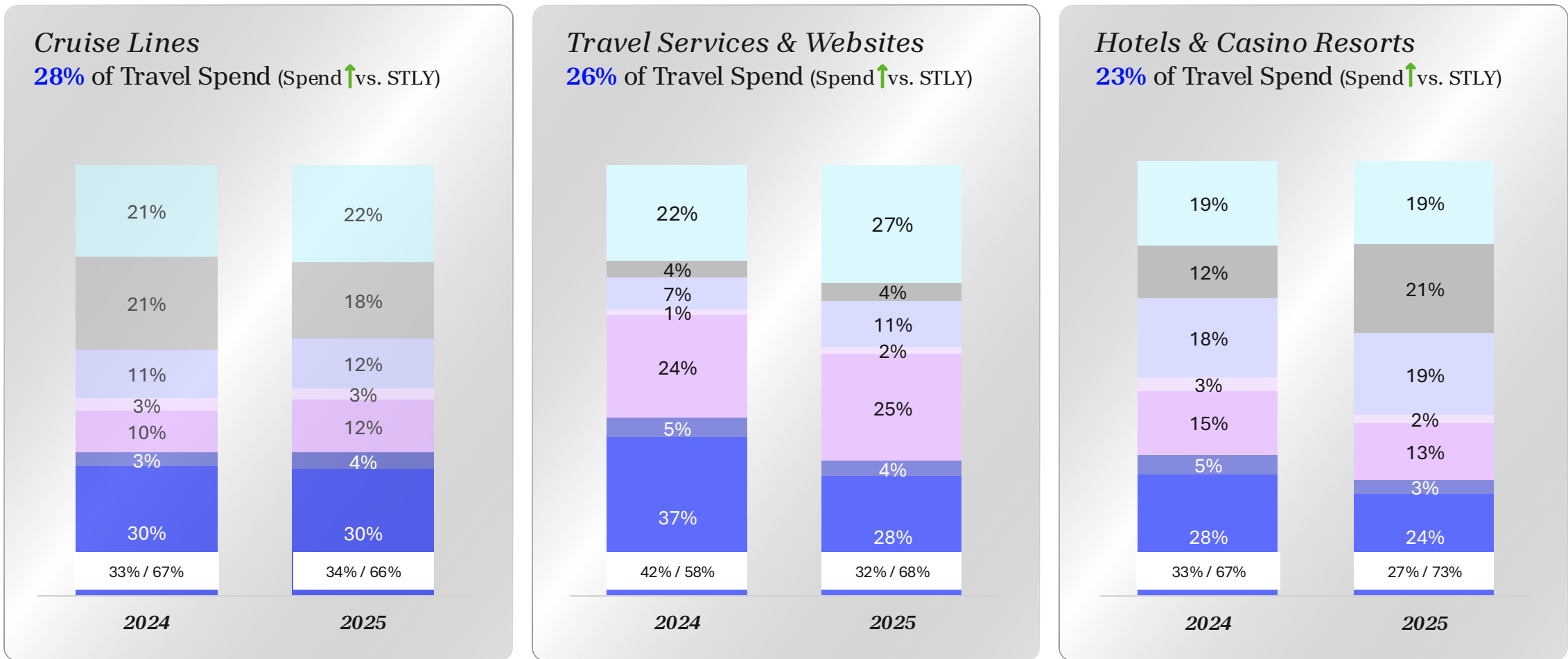
Linear Spend

-7% YoY

Growth in Sports (+7%) and Broadcast Entertainment (+6%) offset by declines in ELG, Local, and Hispanic

Travel Marketplace Spend By Subcategory

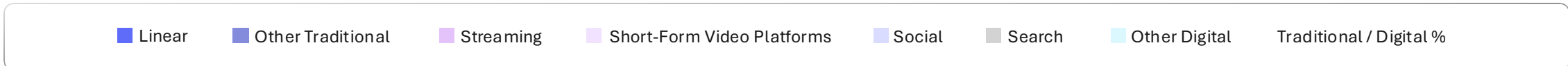
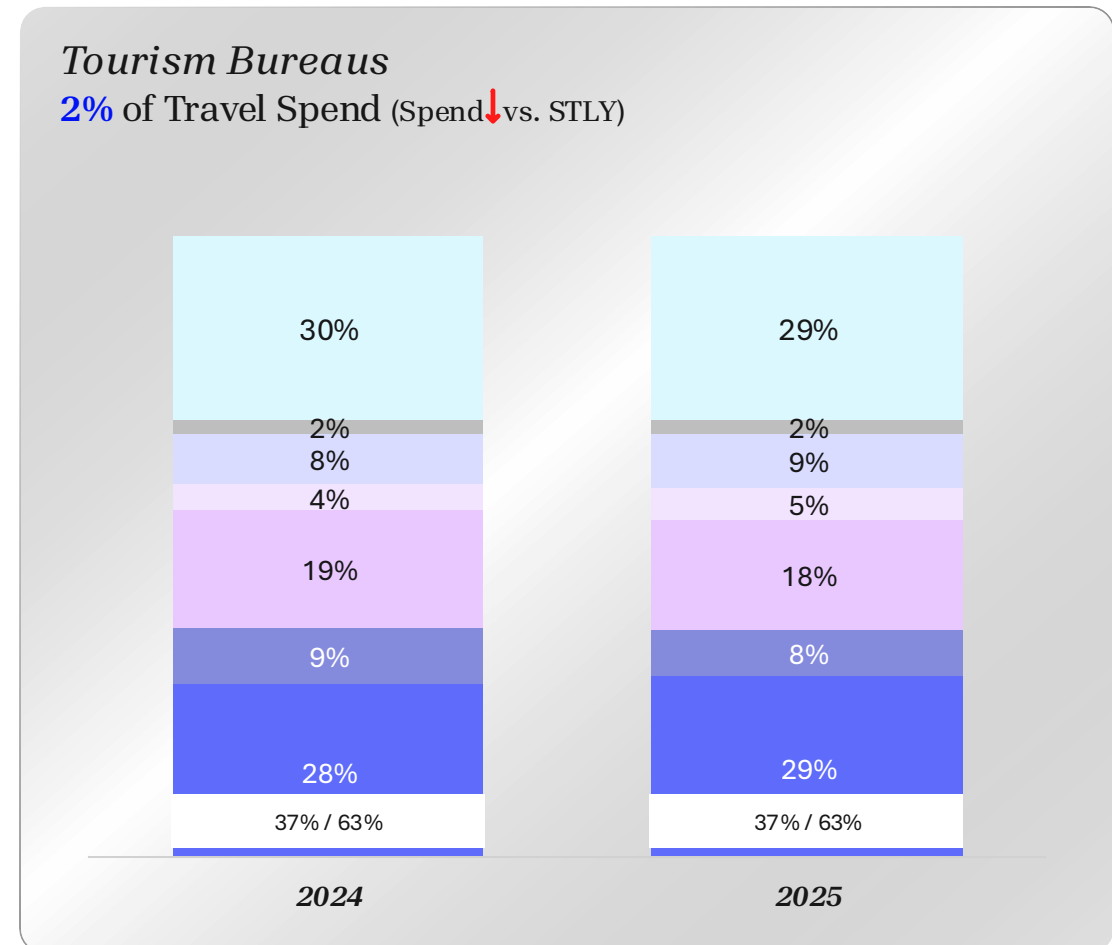
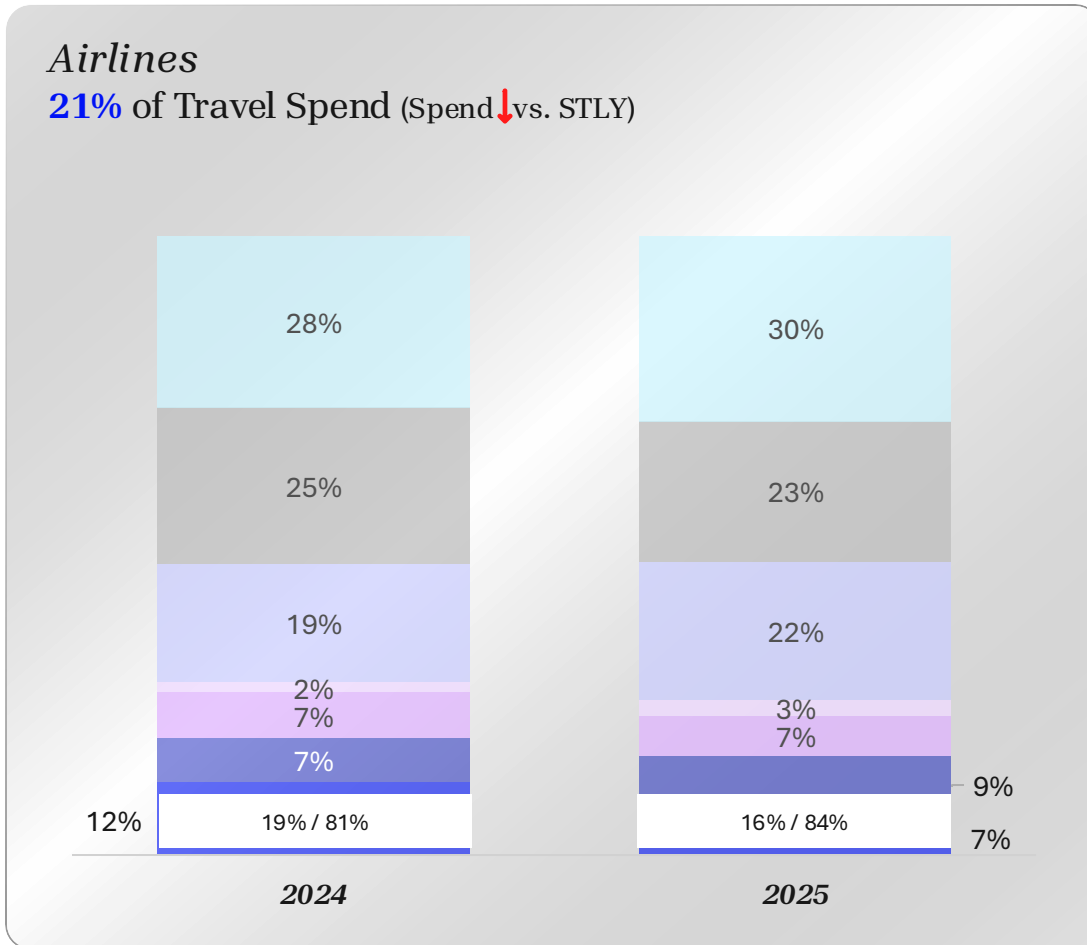
Travel subcategories see consistent shifts towards digital channels with linear mostly declining



■ Linear
 ■ Other Traditional
 ■ Streaming
 ■ Short-Form Video Platforms
 ■ Social
 ■ Search
 ■ Other Digital
 Traditional / Digital %

Travel Marketplace Spend By Subcategory

Travel subcategories see consistent shifts towards digital channels with linear mostly declining



Source: SMI Core 2.0, Travel Product Category Group

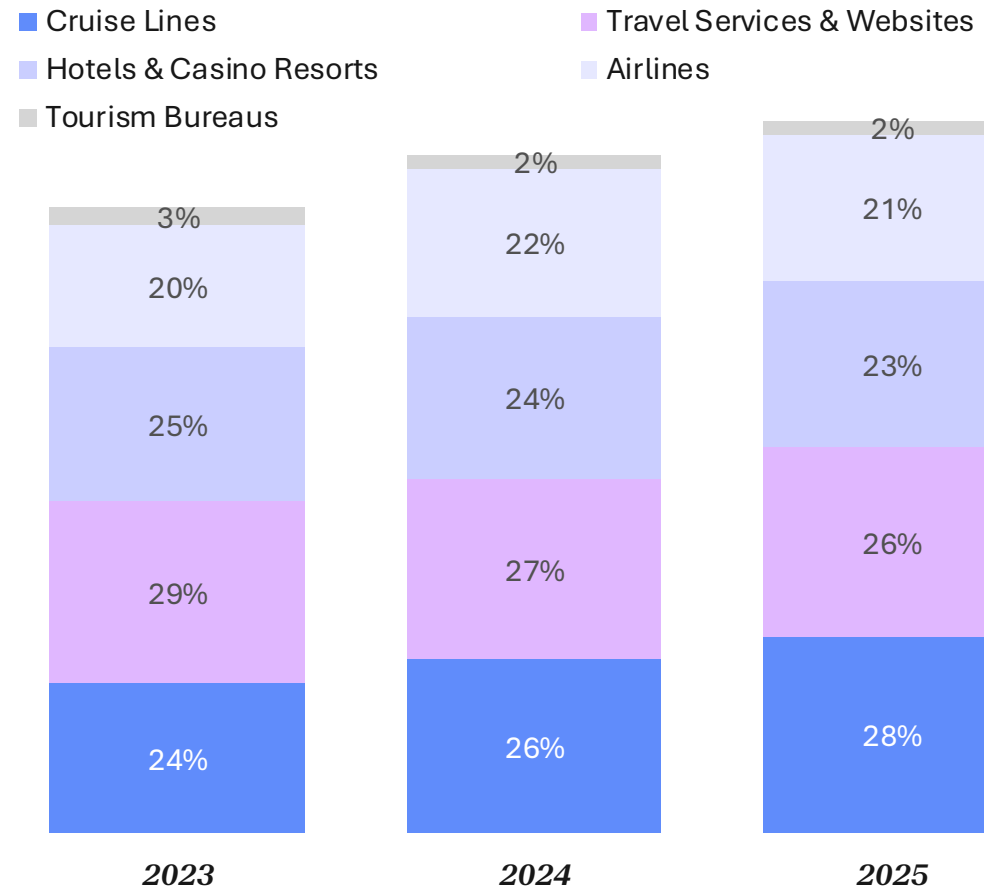
Travel

Marketplace Media Spend Sees Even Contribution Across Subcategories

Travel media investment growth was fueled by the [Cruise Line \(+13%\)](#), [Travel Services & Websites \(+4%\)](#) & [Hotels \(+3%\)](#) subcategories.

Over the past 5 years, Cruise Lines (+241%) and Airlines (+108%) have been the subcategories with the most advertising growth across all Travel subcategories.

CPG Media Spend by Subcategory

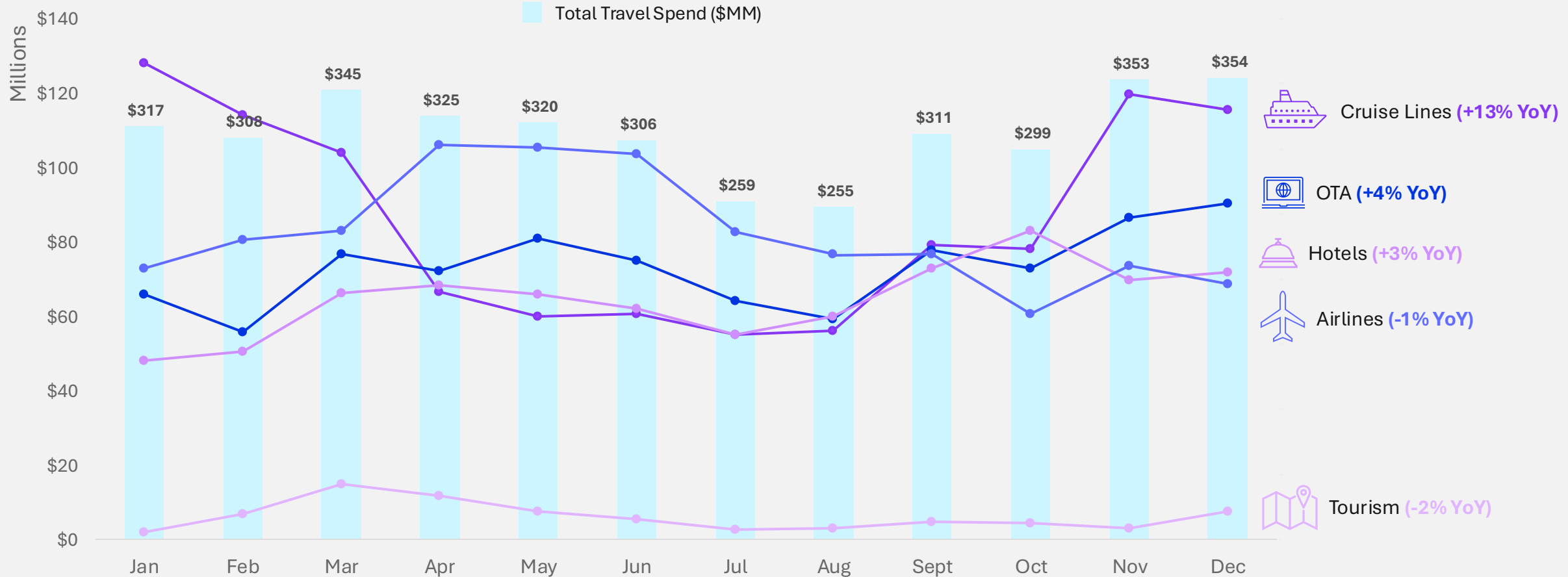


Travel investment remains consistent by quarter, with a dip during peak travel season



Category spend peaked in December, November, and March, as cruise lines ramped up investment to bookend Wave Season

2025 Travel Subcategory Spend by Month



2025 Travel Advertiser Spend Volume Growth by Sub-Category

\$USD Millions

The largest 2025 Travel spend growers were from
Cruise Line,
OTA, and Hotel
Categories



Travel NBCU SPEND

2025 vs. 2024

Travel Media Investment Driven By Digital Channels

Travel spend with NBCU outpaced the marketplace in 2025 as brands, particularly in the Cruise Line industry, ramp up media spend and capitalize on live, high-impact moments to drive cross-platform reach and consideration.



SOCIAL

growth driven by Airline brands looking to leverage the credibility of NBCU IP & Talent to create travel inspiration.

+89%

increase in Travel spend on Social YoY



ADVANCED

are being prioritized, with Travel having the largest share (39%) of advanced spend across all categories.

64%

of all Travel streaming spend is in advanced

+28%

in advanced audience spend on Peacock



STREAMING

continues as a key area to engage audiences, accounting for 91% of all digital spend, as brands look to drive impact and reach with premium content opportunities.

+40%

in Peacock Premier

+14%

in Peacock AX



AD INNOVATIONS

remain an integral part of the category's streaming strategy – capturing attention, sparking inspiration, and driving bookings.

+28%

in ad innovation spend

89%

of ad innovation spend coming from Pause, Engagement, and Spotlight ads

Creative & Innovation

Across NBCU

NBCU Spotlight



Las Vegas Convention & Visitors Authority x SNF

LVCVA tapped into *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.



NBCU Spotlight



Delta x Road to Milan

Delta continued the Road to Milan excitement with the launch of their new “Flawless” custom content featuring Tara Lapinski and Johnny Weir, an integrated episode of *WWHL*, and an editorial segment on *TODAY*.



NBCU Spotlight



Globus x Access

Globus partnered with Access for a custom show integration showcasing their global vacation tours. Travelmation President and Founder Adam Duckworth joined the sponsored segment to discuss Globus’s curated travel experiences.



2026 TRAVEL Predictions



From intent to inspiration to AI, these are **5 key topics** shaping travel in 2026, from transactional tourism to transformative journeys driven by the desire for deeper experiences, personal growth and emotional resonance

The Off-Peak Creep

Traveler behavior is shifting from two-week summer holiday to shorter, frequent "micro-cations" during the shoulder months.

Brands that shift toward "always-on" strategies can capture demand beyond the constraints of traditional seasonal peaks.

76%

of travel advisors report increased demand for shoulder seasons in 2026.¹

"Why-Cation" Motivation

Emotion and purpose are taking precedence over location-based travel as travelers take hyper-specific "mission trips" for personal growth, connection, or wellness.

Brands that align messaging with travelers' emotional intent rather than just location to win the traveler's decision.

49%

of U.S. travelers prioritize emotional and functional drivers over the destination itself²

From Destinations to Moments

Major cultural, music, and sporting moments *in* a destination have become a primary anchor in travel vs. the destination itself - continuing to shift beyond location.

Leading with the "signature moment" gives a reason to visit now – increasing opportunity to diversify demand for the location.

40%

of live music attendees traveled at least 500 miles for a music event in 2025.³

IP-Driven Itineraries

"Fandom-first" travel has become next iteration of "set-jetting" as entire itineraries based on the favorite streaming series, video games, and social media subcultures are booked.

Brands using entertainment media to drive inspiration and discovery can grow mental availability among new audiences.

81%

of Gen Z and Millennial travelers now plan getaways based on TV shows and movies.⁴

The Rise of Agentic AI Planning

Autonomous agents are becoming the primary gatekeepers of travel decisions as Gen-AI evolves into Agentic AI.

Near-term adoption and optimizing machine-readability will enable brands to remain the preferred choice in the new world order of agentic AI.

52%

of U.S. travelers would switch from their usual hotel/OTA brand if the AI suggestion was meaningfully better.⁵

2026 Opportunities for the **Travel Category**

NBCU 100



TODAY



Top Chef



Premios Billboard



Love Island



The Five-Star Weekend



America 250

A Celebration 250 Years in the Making, With the Network That's Been There For the Past 100

This summer, Americans across the country will come together for a 4 of July like no other. We will commemorate the occasion with our most programming, and there's a lot to celebrate. So, with a landmark multiplatform series of moments that celebrate America's birthday across a wide range of premier networks, we'll:

Timing: Summer 2026 | **Distribution:** NBCUniversal | **Partners:** NBCUniversal | **Partners:** NBCUniversal | **Partners:** NBCUniversal

Viewers Engage for 87% of households that are engaged in their TV viewing, connected and brand aware.	Look to Advertisers to Provide 70% of advertising for U.S. Broadcast TV.	And to Media That Makes Their Best Choice 9 in 10 of households say that our content makes them feel connected to others.
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Reach & Engagement: To Celebrate A 250th Birthday **286M** (FY 2025) (Reach) (NBCUniversal)

WAYS TO ACTIVATE: Integration | Custom Content | Media Sponsorship | Commerce | Events | Social

Late Night w/ Seth Meyers

Late Night with Seth Meyers

With its signature monologue and sharp comedy segments, Seth Meyers' late-night breaks down the day's biggest stories and takes on current political issues head-on, all while hosting first guests. Representing a late-night audience, Late Night with Seth Meyers features Emmy award-nominated writers and continues to attract a diverse and loyal fanbase.

Timing: Summer 2026 | **Distribution:** NBCUniversal | **Partners:** NBCUniversal

5.8B Viewers of content per episode	23M Gross Revenue	32M Gross Revenue	93 C-Score	7x More ad revenue
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WAYS TO ACTIVATE: Integration | Custom Content | Commercial Alignment | Commerce | Product Ad Innovation | Social Ad | Influencers & Experiential | Data Targeting

NBCUniversal

THANK YOU

NBCU Travel Category Strategy Team:

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