

MAXIMIZING TRAVEL MOMENTS WITH IN-FLIGHT ADS



Discover how an online travel marketplace used Viasat Ads to sell exclusive experiences and encourage bookings.

To sell travel, advertise to travelers

On the surface, it may seem counterintuitive to advertise experiences to travelers already on a trip. But really, the seat of an aircraft is the perfect place to deliver a message to vacationers.

With a captive audience and measurable results, in-flight advertising presents an exciting opportunity for advertisers. In fact, a recent research report, Viasat Ads: The Altitude Advantage¹, reveals that in-flight advertising is more potent than advertising on the ground. It found that ads viewed at altitude can be:

up to
+8% more emotionally
engaging

up to
30% higher ad recall

up to
4% uplift in purchase intent

A platform for in-flight ad performance

Viasat Ads offers a unique, powerful way to connect with travelers and vacationers, giving your ad campaigns the full altitude advantage.

That's because our platform offers benefits others can't: **a verified, human audience** with zero bot traffic, **high dwell time**, and **attention primacy** in a distraction-free environment.

Read on to discover how travel brands have used Viasat Ads to reach and persuade a customer base that's hungry for experiences — achieving sky-high results in the process.

1. Viasat Ads, "The Altitude Advantage: why ads perform better at 30,000 feet", 2026

Today's travelers value experiences above all

What do travelers value more than duty-free shopping or location-specific items? Experiences. More and more, marketers are seeing travelers plan trips with the aim of coming back fulfilled and refreshed.



The rise of passion-led travel

Consumer behavior is shifting away from "destination-first" trip to "experience-first" planning.

For example, the wellness tourism industry is booming. As research from **Global Growth Insights** shows, 62% of travelers are prioritizing experiences focused on stress



The growth of event travel

More people are planning entire trips around single, "must-see" events in the cultural calendar.

Sports tourism, in particular, has become a major economic force. According to **Expedia Group**, it accounts for roughly 10% of all global tourism spending.



More mobile planning

Travelers are increasingly managing their experiences on the go, even while on another trip.

As an **IATA survey** revealed, 78% of travelers now want a single smartphone app to manage bookings, passports, loyalty cards, and airport processes.

Capture attention in the heat of travel excitement

Travelers embarking on a journey are bound to be excited. What new tastes, opportunities or experiences are going to be waiting once they land at their destination?

With travelers primed to think in "vacation mode", they may be more receptive to brands' suggestions and new possibilities for further travel. Sitting in their seat for the duration of the journey, they'll have plenty of time to consider options – and maybe even splurge a little on luxuries.

Advertising is all about 'location, location, location'

One of the big questions marketers should always ask themselves is "How do we ensure our message is getting to the right people at the right moment?" Well, travel brands have an easy answer: by delivering destination-specific ads straight to travelers' seats with Viasat Ads.

Brands looking to put their goods and services in front of a verified audience is an enormous opportunity. Passengers will likely see these ads as specifically relevant to their journey, not just another grab for their attention. Your message will transform from a simple ad into a welcome part of their travel experience.

The ability to now target ads based on travel intent and destination means that brands can deliver the right message at the right time for maximum impact.

Capitalize on the vacation momentum

Targeted advertising can turn the flight into an effective retail environment, driving conversions before wheels even touch the ground at the destination airport. Travel brands have the opportunity to:

- **Capitalize on travel excitement and fandom** — engaging a community that may already be traveling for a specific passion point or major event.
- **Secure a place on the travel itinerary** — by influencing last-minute decisions, such as hospitality options and events at the destination.
- **Reach a guaranteed audience of active travelers** — cutting through the noise of traditional digital advertising.

How a travel marketplace opened the door to more opportunities

A leading online marketplace for travel experiences needed to find a way to reach travelers at the exact moment they were planning their in-destination activities. They wanted to surface unforgettable options — and get travelers clicking through.

The solution

The brand worked with Viasat Ads to run a campaign encouraging travelers to book US domestic travel experiences. It targeted passengers on **Viasat Ads-enabled flights** landing in a variety of major US airports.

For each location, a unique tile image and video were produced, highlighting opportunities at the destination, including local landmarks. Passengers were directed to destination-specific landing pages where they could book tours.



The results

The campaign proved a great success, reaching over 200,000 passengers flying to major US hubs.

By delivering highly relevant, hyper-specific and location-dependent content, the campaign generated a click-through rate 9% higher than the average for other travel campaigns **running on the Viasat Ads platform** on the same airline.

205,811
passengers reached



Leveraging the power of unique experiences

Traveling for leisure is exciting. Other brands in the hospitality, events and travel space have used Viasat Ads to turn this excitement into tangible results for their business.

A global theme park and resort, which runs a property timeshare program, needed a way to engage passengers flying in and out of a major Florida tourism hub.

The solution

Using unique creative, for both inbound and outbound travel, the brand maximized engagement by tailoring its message to different points in customers' journeys. While the inbound creative focused on building awareness of the offer, the outbound aimed to drive repeat bookings.

The results

The strategy proved highly effective, with one month's outbound creative achieving an impressive 79% click-through rate. This engagement dramatically outperformed other digital channels — the average Google paid search CTR in the travel industry, according to **Wordstream**, is between 5–10%.

There is real potential for advertisers in combining a captive, excited audience with highly relevant messaging.

79%
click-through rate



There's a Viasat Ads product for every moment

There are many moments in an air passenger's journey in which to engage and excite. Viasat Ads offers a product for each of them, giving you the tools to make your message resonate.

Which ad products and formats are available?



Sponsored Wi-Fi rewarded video ads

Allow passengers to trade a moment of engagement for a meaningful perk — free Wi-Fi access powered by a video ad.



In-flight entertainment pre-roll video ads

Capture attention with pre-roll ads that play ahead of a passenger's chosen movie or TV show.



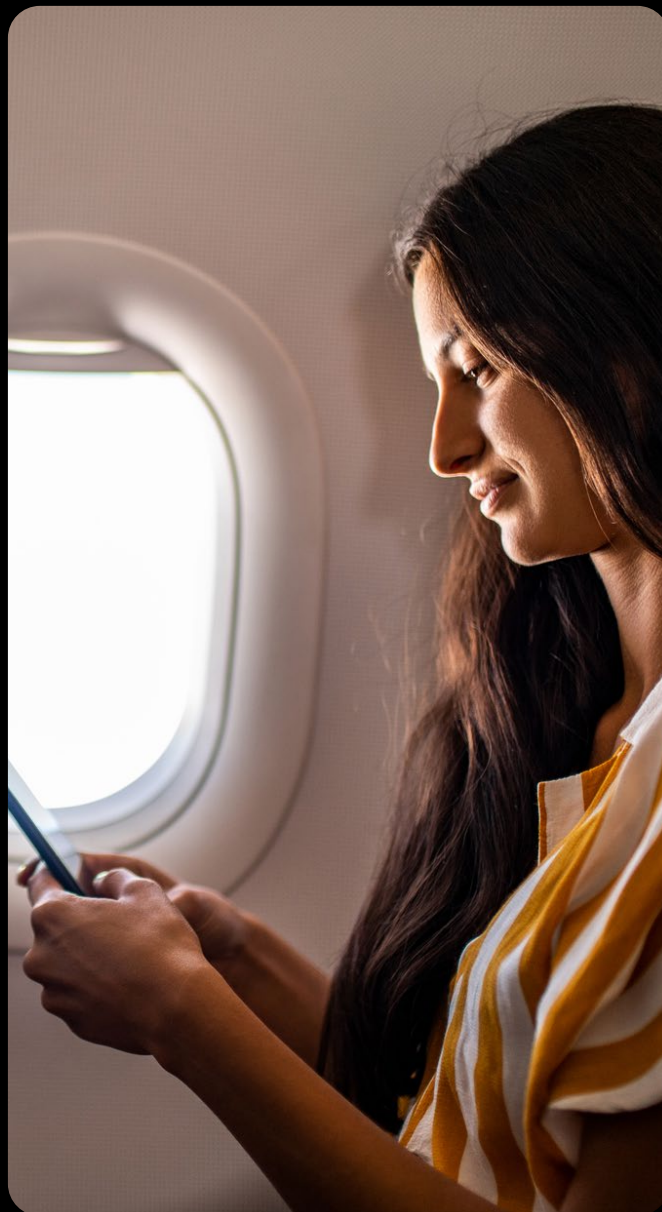
In-flight TV video ad insertion

Engage passengers with banner and video ads throughout the airline passenger portal.



Campaign takeovers

Amplify your message by combining Viasat Ads products to dominate the digital advertising space on a specific flight, route – or even an entire fleet. This high-impact offering helps ensure maximum brand recall and has produced some of our strongest campaign results.



Ready to boost your advertising ROI?

Reach out to Viasat Ads to learn more and start to see sales soar.

Visit **viasatads.com** to discover more.

