

Holiday marketing in airplane mode.



A guide to reaching travelers with in-flight advertising.





The make-or-break season for marketers

While many brands are focused on crowded digital and retail channels, there's an unexpected approach where your message can truly stand out:

IN-FLIGHT ADVERTISING

Viasat Ads helps your holiday campaigns take flight, reaching travelers when they're engaged, relaxed, and ready to connect.

Whether you're promoting festive deals, travel experiences, or brand storytelling, Viasat Ads puts your campaign in "airplane mode" — in the best way possible.



Why Viasat Ads is the unexpected holiday hero

During the holidays, consumers are constantly on the move. Viasat Ads helps you join them on their journey, delivering your brand message in a premium, distraction-free environment.



Premium placement

Your brand appears in trusted, high-quality environments.



Captive audience

Travelers are focused and receptive, with fewer distractions than on the ground.



Extended reach

Amplify your campaign beyond traditional digital channels.



❖ Holiday travel moments to target

The holiday season is packed with movement, emotion, and opportunity. From Thanksgiving getaways to New Year returns, travelers are primed for inspiration and action. **Here are 5 high-impact holiday windows where your campaigns can soar:**

LATE NOVEMBER

Thanksgiving Week

Ideal for retail, food, and entertainment brands targeting family travelers.



(DEC 20–26)

Christmas Week

The busiest travel week—great for last-minute gifts and brand awareness.



(JAN 3–10)

Back-to-Work Reset

Travelers return with fresh goals—perfect for fitness, productivity, and financial services.



EARLY DECEMBER

Cyber Monday Travel Deals

Perfect for travel, hospitality, and experience-based promotions.



(DEC 27–JAN 2)

New Year's Getaways

Leisure travelers head to warm destinations, ideal for luxury and wellness brands.



Top holiday travel destinations

Targeting the right routes and regions can elevate your campaign's relevance.

Consider targeting these popular travel destinations to reach holiday travelers:



Iconic holiday experiences and shopping

- › New York City, New York
- › London, United Kingdom
- › Amsterdam, Netherlands
- › Barcelona, Spain



Ski trips and mountain getaways

- › Denver, Colorado, USA
- › Vancouver, Canada
- › Salt Lake City, Utah, USA
- › Reno-Tahoe, Nevada, USA



Warm weather escapes and family visits

- › Phoenix, Arizona, USA
- › Acapulco, Mexico
- › Miami, Florida, USA
- › Rio de Janeiro, Brazil



Major hubs for family reunions and connecting flights

- › Dallas, Texas, USA
- › Chicago, Illinois, USA
- › Los Angeles, California, USA
- › Miami, Florida, USA



Beach vacations and theme park adventures

- › Ohau, Hawaii
- › Cancun, Mexico
- › Santa Ana, California
- › Orlando, Florida

With Viasat's extensive domestic and international coverage, your campaign can reach travelers heading to these hotspots and beyond.





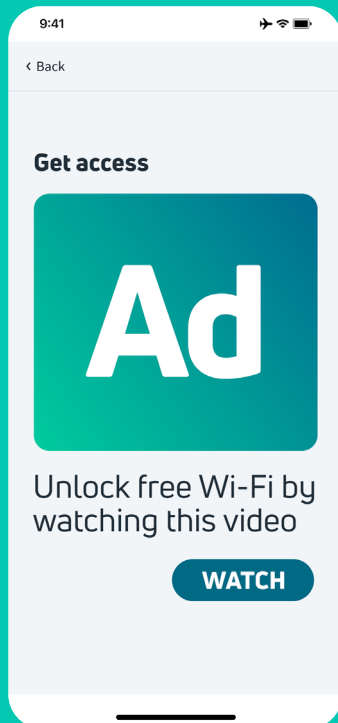
Ad formats – Tailored for Holiday impact

Viasat Ads offers high-impact formats that align perfectly with holiday campaign goals. **Here's how each one delivers:**

Sponsored Wi-Fi

REWARDED VIDEO AD

Driving awareness and engagement at Wi-Fi login.



Greet travelers with a **festive message** or **exclusive holiday offer** as they connect to in-flight Wi-Fi.

Pre-Roll Entertainment

VIDEO AD

Storytelling and brand recall.



Run a **cinematic holiday spot** before **movies or shows** — perfect for emotional connection and seasonal branding.

TV

VIDEO AD INSERTION

Real-time relevance and broad reach.



Align your message with **live holiday** programming, sports events, or news coverage for timely impact.

Make your holiday campaigns fly

This holiday season, don't just compete — elevate.

With Viasat Ads, you can:



Reach millions of travelers during peak holiday moments.



Extend your campaign into a premium, distraction-free environment.



Deliver festive, high-impact creative across trusted ad formats.

Ready to put your holiday campaign in airplane mode?

LET'S TAKE OFF.



About us

Viasat Ads leverages Viasat's global in-flight connectivity network to deliver premium advertising experiences at scale. With access to over 250 million passengers annually across leading global airlines, Viasat Ads enables brands to reach travelers en route to 400+ destinations. With immersive ad formats, real-time delivery, and route-based targeting, advertisers can connect with verified, human audience, when passengers are most engaged.

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