

Global Travel Advertising Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G80AAB23B017EN.html>

Date: July 2026

Pages: 132

Price: US\$ 3,660.00 (Single User License)

ID: G80AAB23B017EN

Abstracts

The global Travel Advertising market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

United States market for Travel Advertising is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Travel Advertising is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Travel Advertising is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Travel Advertising players cover WPP, Interpublic Group, Omnicom, Blue focus group, PublicisGroupe, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the ?Travel Advertising Industry Forecast? looks at past sales and reviews total world Travel Advertising sales in 2025, providing a comprehensive analysis by region and market sector of projected Travel Advertising sales for 2026 through 2032. With Travel Advertising sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Travel Advertising industry.

This Insight Report provides a comprehensive analysis of the global Travel Advertising landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report

also analyses the strategies of leading global companies with a focus on Travel Advertising portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Travel Advertising market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Travel Advertising and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Travel Advertising.

This report presents a comprehensive overview, market shares, and growth opportunities of Travel Advertising market by product type, application, key players and key regions and countries.

Segmentation by Type:

TV Advertising

Newspaper Advertising

Outdoor Advertising

Radio Advertising

Internet Advertising

Other

Segmentation by Application:

Business Travel

Family Travel

Backpacker Travel

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

WPP

Interpublic Group

Omnicom

Blue focus group

PublicisGroupe

Dentsu Inc

Hakuhodo

Havas Group (Vivendi)

MMGY Global

Amadeus travel advertising

Accord

DANA

DCI

Digitalcoconut

EchoVME

TheBeGlobal

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