

A woman with dark curly hair, wearing a blue pinstriped jacket, is walking from left to right. She is carrying several shopping bags: a large tan paper bag, a black bag, and a pink bag. The background is a textured pink wall with a grey base. The ground is paved and has some fallen leaves. The text 'Cart bound' is overlaid on the image, with 'Cart' in blue and 'bound' in white.

# Cart bound

How brands can turn  
travelers into customers

Marketers and agencies are hitting a saturation ceiling. Audiences feel maxed out, and the usual playbook isn't adding value. If you want high-intent customers across categories — and proof that your spend is working — you need to reach a new audience: people planning trips.

# A new route to revenue

We asked travelers around the world what they shop for before, during, and after their trips. Paired with our first-party traveler data, those answers turn trips into a reliable compass for tomorrow's consumer actions.

Every journey sparks a chain of decisions: what to wear, what to pack, what to experience, and how to pay. Moments when choices are already in motion. This report shows where those moments happen — and how your brand can step into them.

IN THIS REPORT

# The traveler opportunity

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# What, when, and why they buy

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# Where brands can inspire

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# Methodology

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# Partner with us

## THE TRAVELER OPPORTUNITY

# 62%

of travelers said they made a non-travel purchase for their most recent major leisure trip.

GEN INSIGHT | 75% of Gen Zs and 72% of Millennials made a non-travel purchase for their most recent trip.

AT A GLANCE

# Fresh audiences. Real intent.

Travelers are an untapped consumer data set who are especially valuable when they're shopping for a confirmed trip. And our travelers? They spend more, influence their friends, and fit into unique, buyable segments that suit any brand.

Put your brand in front of

## 12 million

daily visitors on average across  
Expedia Group sites.<sup>1</sup>

Target unique traveler profiles

- Quality Seekers
- Business Travelers
- Savy Trip Takers
- Group Planners

and more privacy-safe segments



### AFFLUENT

Nearly 850K Expedia Group travelers have spent \$10,000 or more on online purchases in the past 6 months.<sup>2</sup>

### 14%

more likely to frequently advise others on buying or using products and services in general.<sup>3</sup>



AT A GLANCE

# Wallet size

People invest heavily in their trips and need new things ahead of them — sunglasses for a beach vacation, noise cancelling headphones for a long flight, outfits to look and feel their best — which translates to incremental revenue opportunities attached to every trip.

Average spent on non-travel  
purchases for their most recent trip

# \$500\*

\*All dollar amounts shown in USD, converted from local  
currency and averaged across markets



\$660\*

U.S. travelers

\$650\*

French travelers

\$610\*

Australian travelers

This \$500 is about a quarter of what they spent on their travel-related purchases for the trip (airfare, lodging, etc.), which was a little over \$2,000 on average.



WHAT, WHEN, AND WHY THEY BUY

70%

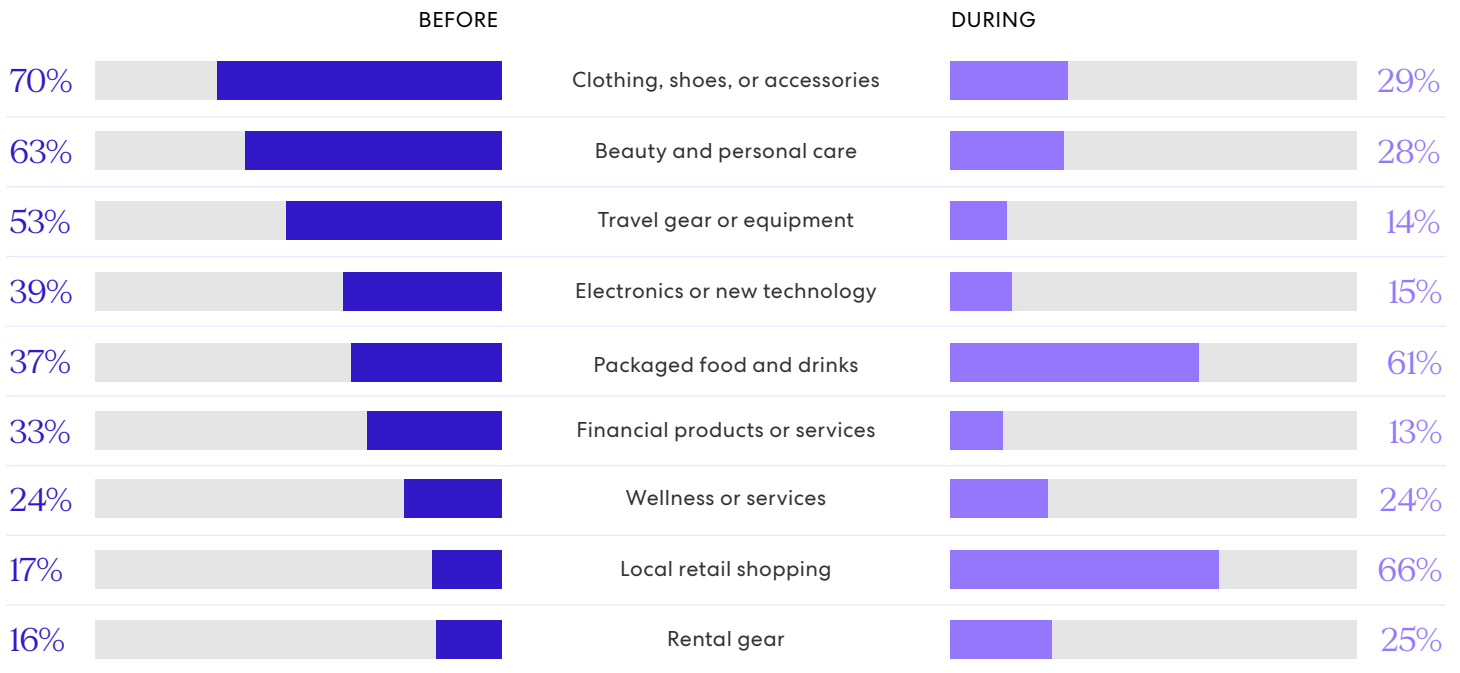
of travelers bought clothes,  
shoes, or accessories  
before their last trip.

# Pre-trip picks and in-trip treats

The time between booking a trip and actually going on it is a magic window for marketers because it shows confirmation of future plans. Building brand awareness early, especially if you offer a product or service in a popular category, can boost conversion before and during the vacation. To find out where your brand can have the most impact, you need to know what categories travelers are shopping for before, during, and after their trips.



# Purchases made before and during trips



The spending starts before the trip and continues while they're on vacation, with clothing, shoes, or accessories being the top categories pre-trip, and local retail shopping the most popular during.

## → Get your brand in their cart

Reach our high-intent travelers on your terms. Activate them across the open web with one of our managed services. Or take the wheel yourself with curated supply opportunities via demand side platforms and buyable first-party traveler audience segments.

## GEN INSIGHT

During their trip, Gen Z was more likely to purchase:

66%

Packaged food and drink

33%

Rental gear

33%

Beauty and personal care

31%

Wellness services

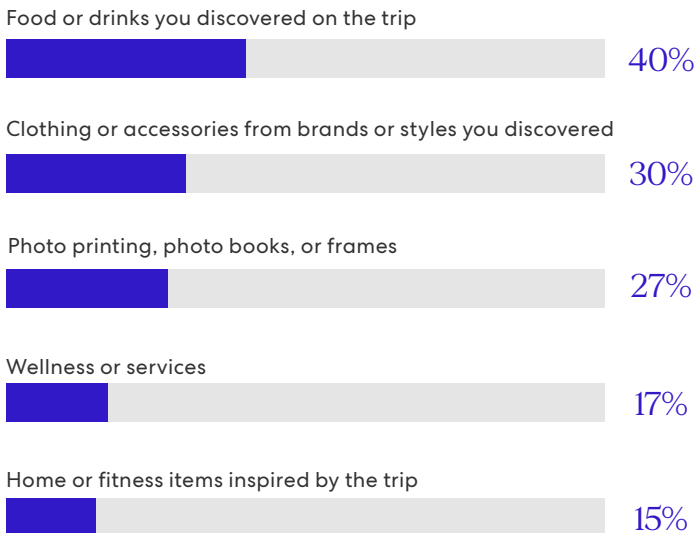
# Vacation's over. Shopping isn't.

Think travelers are an audience who's only valuable in the time leading up to their vacations? Think again. Of those that made a purchase for their most recent trip, **72% made one after they returned from their trip**. The data shows that they keep purchasing after they get home, inspired by new experiences and ready to invest in themselves — and do it all again.





## Purchases made after the trip



### GEN INSIGHT

87% of Gen Zs

made a post-trip purchase and were more likely to:

51%

buy food or drinks they discovered on the trip

42%

clothing and accessories from brands or styles they discovered

### → Get your brand in their cart

Tell richer stories along the purchasing path with bespoke, co-created media and branded content experiences led by [E Studio](#), our award-winning, full-service creative studio. Tied to travel moments, our integrated media and creative planning drive full-funnel impact that's truly immersive.

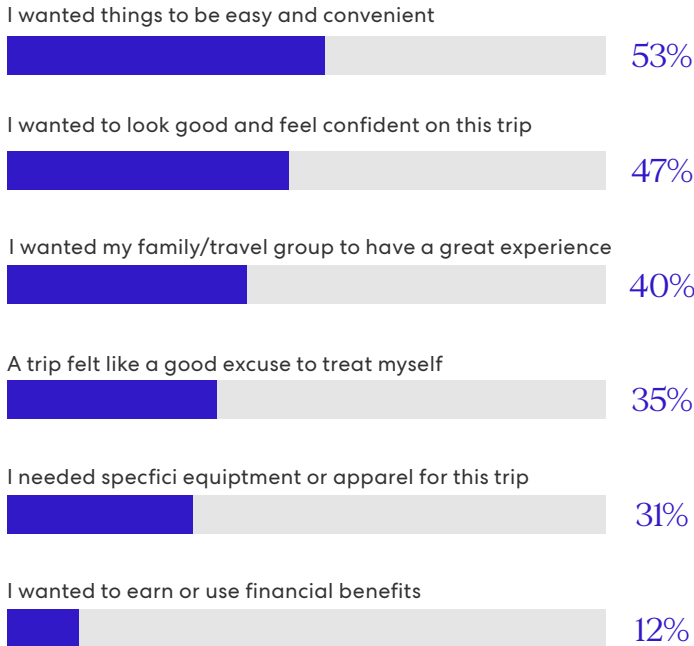
# The why behind the buy

Knowing what this high-intent audience buys and when is a great starting point for planning your targeting and timing. Ready to take it to the next level?

Marketers that want to shape non-travel purchases need to understand what motivates these shoppers' money moves.



# Motivations for non-travel purchases



## GEN INSIGHT

Looking good and feeling confident is an even larger motivator for two generations.

54%  
Gen Z

51%  
Millennials



SPOTLIGHT: PAYING FOR VACATIONS

# Tap into finance choices

Travelers rely on debit, credit, loyalty points, and “buy now, pay later” to fund their vacations, making trip planning and booking a high-intent moment for financial services advertisers to influence decisions.

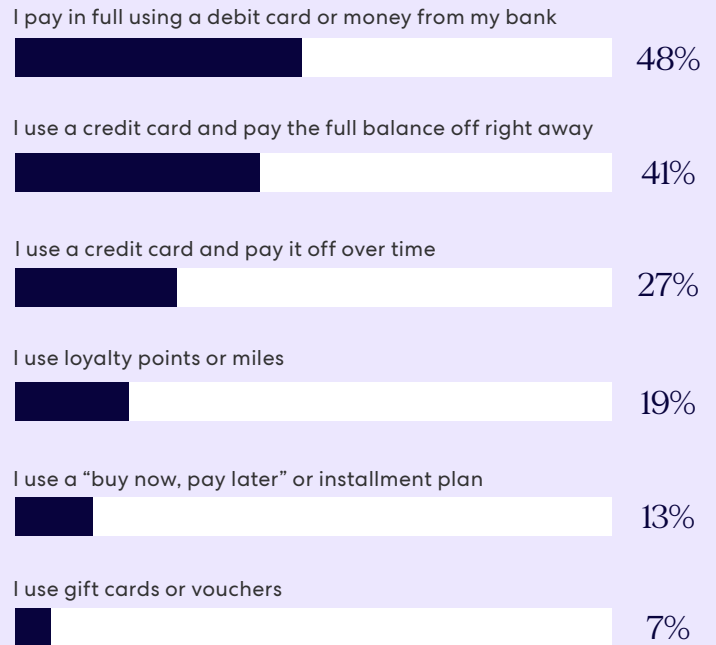
For travelers that used a buy now, pay later plan, loyalty is low — 48% said they have a brand preference but will switch if another one is offered, and 35% say they will use whichever is offered at checkout.

## GEN INSIGHT

### 19% of Gen Z

travelers say they use buy now, pay later plans to pay for their leisure trips.

## How travelers pay for leisure trips



## WHERE BRANDS CAN INSPIRE

# 71%

of travelers used travel websites or apps to get ideas for non-travel purchases before going on their trips.

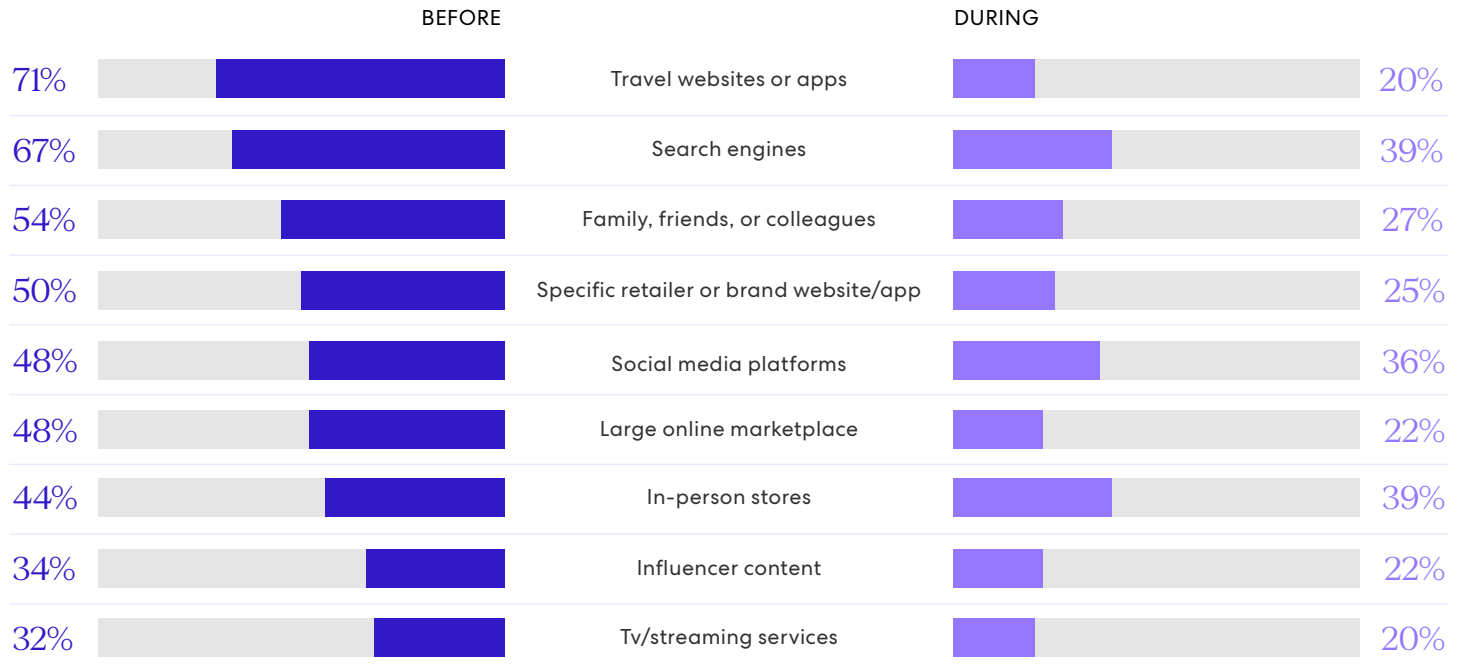
# Ignite the shopping spark

Knowing what traveler-minded consumers buy and why they make those choices gives you a solid foundation for incorporating them into your media plans. The next piece is to find out where they look for ideas and information about those non-travel purchases and make sure your brand is there.

Build brand awareness by reaching these high-intent audiences on social media, target lookalike ones across the web, or stand out to our travelers in premium channels like streaming services — all linking back to you.



# Resources used to get ideas and information about non-travel purchases



## → Get your brand in their cart

Show up in moments of inspiration with our travel media network. From DSP and SSP partnerships to refined audience targeting and premium inventory, enjoy incremental reach across the open internet.

## GEN INSIGHT

### 63% of Gen Zs

use social media before a trip to get ideas.

Gen Zs also use social media for ideas and information about non-travel products and services during a trip (50%). For Millennials, that's 56% before and 41% during.

SPOTLIGHT: HOW TRAVELERS DISCOVER LUXURY

# Luxe brands. New fans.

Taking a trip makes people think about how they show up in the world. Clothes, accessories, tech — nothing escapes a new mindset: Should I upgrade?

84% of Gen Zs discover new-to-them luxury or premium brands when traveling for leisure, higher than 73% for all travelers.

BROWSING ◦ — BOOKING ◦ — BUYING

34%  
Gen Z

32%  
Millennials

These generations discover new luxury brands online while planning or booking travel online.

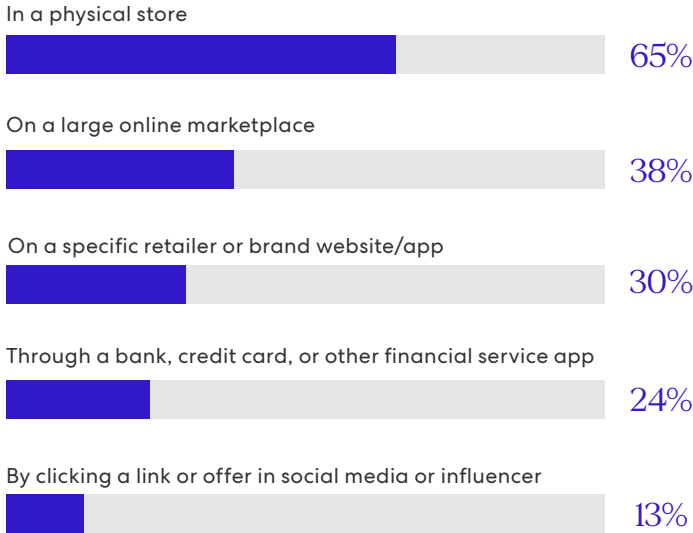


# Time to check out

Inspiration often starts in one place and converts in another, so it's important to understand where those purchases ultimately happen. Adding up the different places travelers made a purchase online, it's easy to see a measurable and trackable digital opportunity: **72% of travelers made a non-travel purchase for a trip online**, whether it was from a marketplace or retailer's site.



# Where non-travel purchases for a trip are made



## GEN INSIGHT

In-store purchases or services are driven by:

**73%**  
Baby Boomers

**70%**  
Generation X

### → Get your brand in their cart

Our experienced media experts plan, measure, and optimize your advertising. We'll work with you to reach your goals and help prove meaningful results, like ROAS.



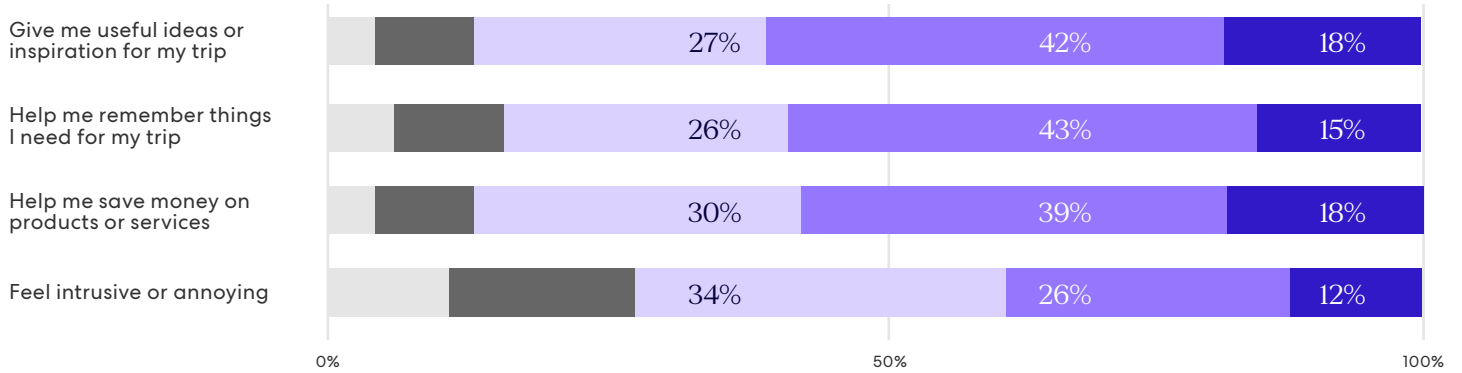
# Advertisements add value

Of course, none of this matters if travelers don't want to see non-travel ads when they're planning trips. The research suggests the opposite is true: When done well, these ads are welcome and useful. Travelers are comfortable overall with seeing a variety of ads for non-travel products while they're using travel websites and apps.



# Feelings toward non-travel offers or ads when travel planning

Strongly disagree
  Somewhat disagree
  Neither agree nor disagree
  Somewhat agree
  Strongly agree



## 60%

of travelers feel that seeing non-travel offers while planning or booking a trip gives them useful ideas or inspiration for their trip.

## 58%

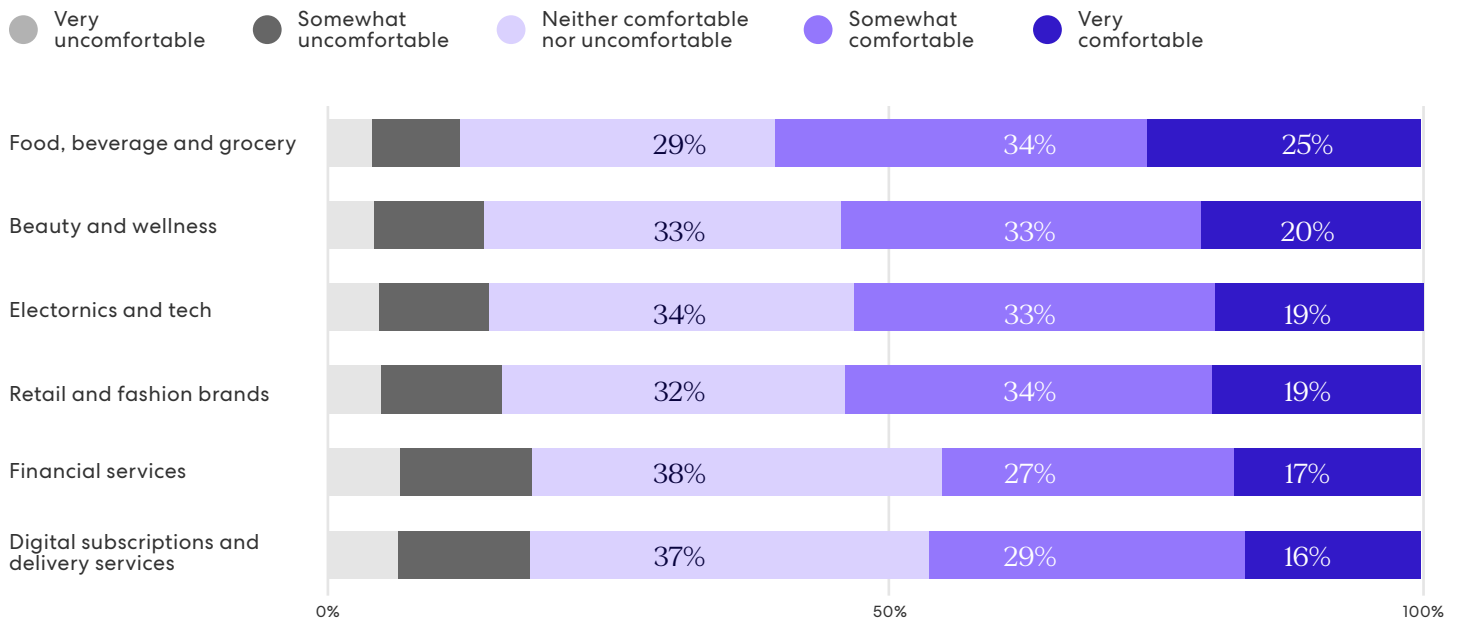
of travelers feel that seeing non-travel offers while planning or booking a trip helps them remember things they need.

## 57%

of travelers feel that seeing non-travel offers while planning or booking a trip helps them save money on products or services they would buy anyway.



# Comfortability with seeing non-travel offers and ads on travel sites



An influenceable group are neither comfortable nor uncomfortable with these ads, meaning brands who understand their needs and journey could sway them, especially when your messaging is relevant and your ads are well-timed.

We map travelers’ consumer purchasing journeys, from dreaming to returning home, and identify the exact moments when they’re most likely to buy. With category ad-comfort and generational signals woven in, we activate those moments for you to drive measurable revenue.

## → Get your brand in their cart

Seamlessly weave your brand into travelers’ shopping journeys with display advertising on Expedia Group brand sites and apps. Focus on messaging that shows how your offering adds to their travel experience to build trust and consideration. Need help with that? We’re here for you.

# 59%

of travelers are comfortable with seeing food, beverage, and grocery ads; 52% are comfortable with retail and fashion, electronics and tech, and beauty and wellness ads.



# Traveler data is your new consumer data

Our travel media network makes it easy to influence and convert high-intent, valuable shoppers everywhere online — including the places you already buy audiences in a true end-to-end, measurable experience. When you partner with us, you get a media expert that’s like a member of your team, ready to shape creative and planning, provide thorough reporting, and consistently optimize your campaigns.

Ready to make your brand a part of travelers’ shopping trips?

[PARTNER WITH US](#)

## METHODOLOGY

3,500

Respondents

US  
UK  
Canada  
France  
Japan  
Mexico  
Australia

February 24-25, 2026

Survey dates

In research powered by The Harris Poll, we surveyed 3,500 respondents across 7 markets (U.S., UK, Canada, France, Japan, Mexico, Australia), all of whom were travel decision makers. For this analysis, we focused on the 2,166 respondents who reported making at least one non-travel purchase specifically because of a recent trip (beyond the first screener question). The survey was run February 24-25, 2026.

<sup>1</sup>Expedia Group internal data, 2025, identified and anonymous visitors

<sup>2</sup>Comscore Plan Metrix, Expedia.com (Web & App), April 2025, US Base 18+

<sup>3</sup>Comscore Plan Metrix, Expedia.com (Web & App), April 2025, US Base 18+

# About Expedia Group

Expedia Group powers a global travel marketplace where millions of people plan and book every day. Through major consumer brands including Expedia®, Hotels.com®, and Vrbo®, plus other local favorites, we connect travelers with places to stay, ways to get there, and things to do around the world.

Alongside our consumer brands, Expedia Group B2B and Expedia Group Advertising help partners tap into those travelers. Expedia Group B2B distributes our travel supply and technology to other travel companies, while Expedia Group Advertising, through our travel media network, acts as a powerful connection to high-intent audiences everywhere they venture online. With our first-party data, brands can reach travelers across Expedia Group sites and apps, offsite channels, and through selected partner publishers.

Together, these businesses give partners a single platform to find real travelers, reach them at key moments in their journey, and measure the results.

**expedia group™**  
advertising