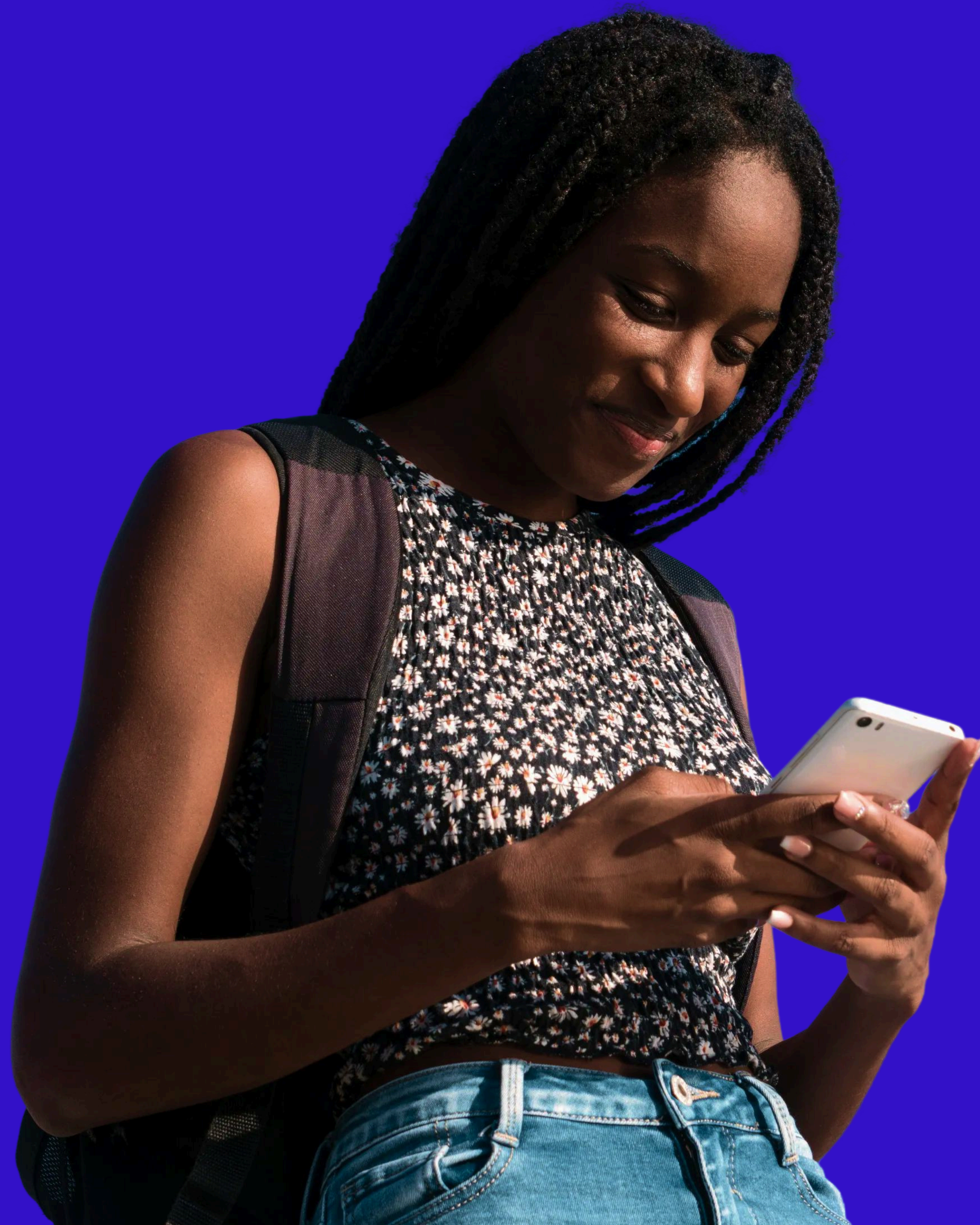


HOW TO CREATE
ads travellers
can't resist

Should you try video? Use AI?

Instead of guessing, use
the research-backed WANDER
checklist to make ads that inspire.

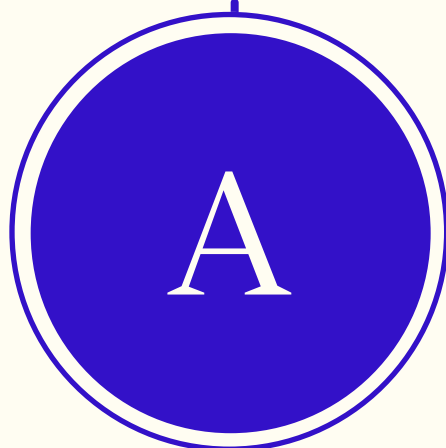


Travellers are most likely to book when content feels:



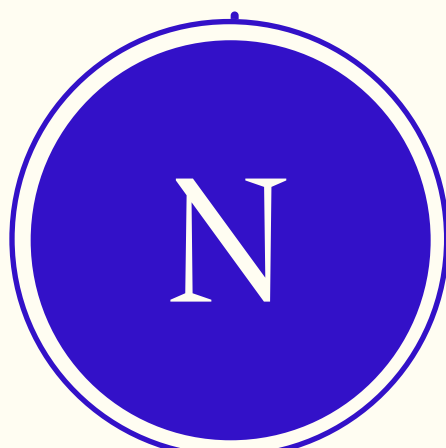
Watchable

- ☐ Did I experiment with video instead of static images?
→ 71% of travellers are influenced by video versus 24% by static images.*



Authentic

- ☐ Have I tried user-generated content or worked with a content creator?
☐ Is the tone of my messaging transparent, clear and confident to build trust?



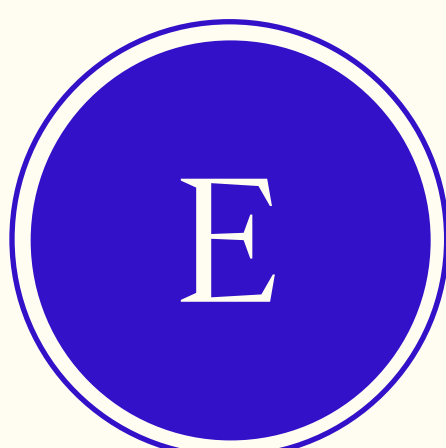
Narrative-driven

- ☐ Do I have a clear beginning, middle and call to action at the end?



Designed for attention

- ☐ Are the scenes in my video between 2–9 seconds for optimal engagement?



Enhanced with AI

- ☐ Does my AI usage have human input?
☐ Are my visuals not fully AI generated?
→ Less than half of travellers are comfortable with fully AI-generated visuals.*



Representative and relatable

- ☐ Does my content reflect the diverse identities and needs of a variety of travellers?
→ 34% of travellers say inclusive messaging made them trust a travel brand.*

*All data sourced from [The Science of Wanderlust](#), Expedia Group, August 2025.

Ready to make effective ads and get them in front of travellers across our brands and apps, YouTube, CTV and more? Consider us part of your team, ready to plan, create, measure and optimise your ads.

[START ADVERTISING](#)