

# 2018 Digital Report Card

Agent Digital Activity Spikes in First Half of Year



The travel agency channel has embraced its digital footprint with a significant uptick in 2018 over the same period last year. With double digit increases in sales for all of our products and consumer activity with our agency customers growing on websites, social media and email, it is clear that the travel agency community is engaging with its customer base through every digital option available.

-Marilyn Macallair, Vice President of Business Development



## Website Technology

2018 has brought an increase in both sales and engagement for our website programs.

20 Million

Unique Consumer Shopping Sessions

500,000

Offers Viewed Monthly

### Most Viewed Destinations



Mexico • Bahamas • Alaska  
Orlando • Rome/London • Las Vegas

## Digital Destination Content



The growth of our digital destination assets was a direct response to our agency customers' request for more robust content. The end result for our destination partners and tour operator, wholesale and cruise line customers is a more refined and accurate search and delivery of their product options for the agency's consumer shoppers.

-Jeanne Colombo, Vice President of Supplier Relations



6,000

Agency Websites

1,500

Agency Facebook Pages

2.7M

Impressions

1.2M

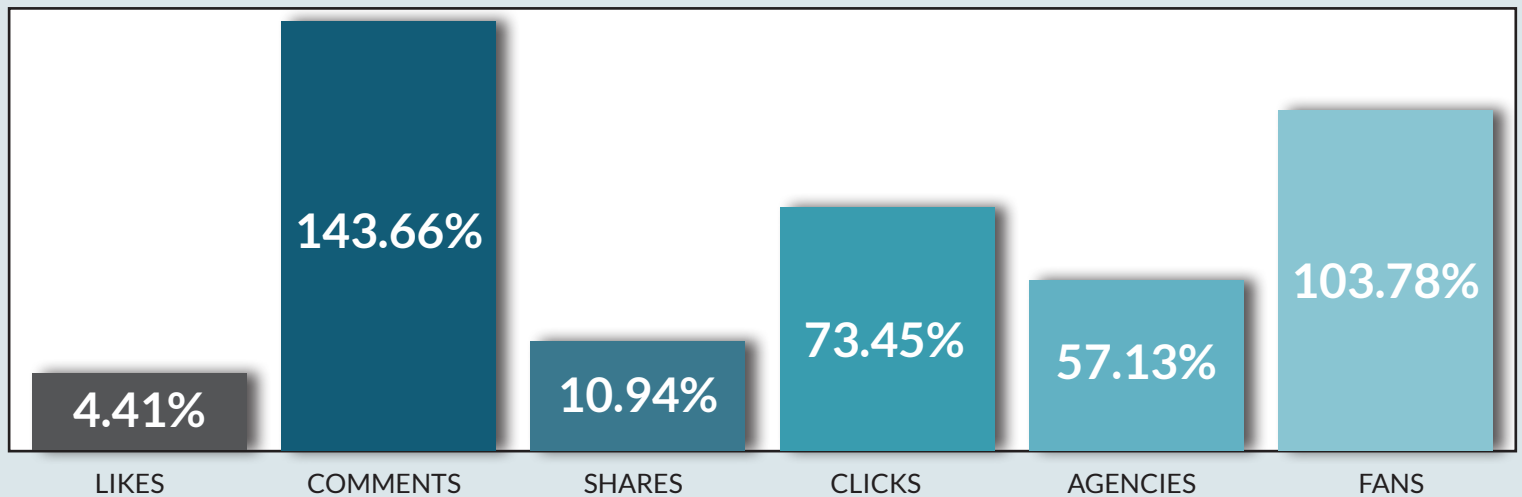
Offer Views

13,000

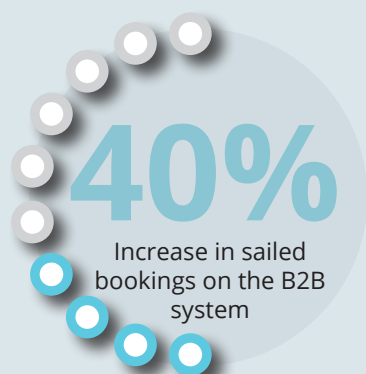
Social Media Likes, Comments and Shares

## Social Media

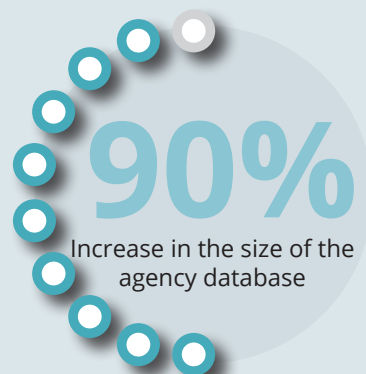
Social media sales and engagement are up in every single category for the first half of 2018.



## Booking Engine



## Email Marketing



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