



## Planning and Booking Holidays

How does a senior business audience go about planning and booking travel? We spoke to our CNBC Catalyst Connect research community to understand more about their behaviour in this area – here are the key takeouts:

### Active not passive



of CNBC viewers are the main decision maker – **18% higher** than competitor channel viewers

### Key drivers for destination selection



The **#1** reason for US and European travellers is the weather



Asian travellers **#1** reason focuses upon safety and security



But all are foodies - dining options is **#2** in all regions

### Focus on the planning cycle



Planning is most likely to take place **3 months** prior to a holiday across all regions

### Most important information sources throughout the cycle

#### Inspiration

Conversations / recommendations

#### Narrowing options

Social media images and posts

#### Booking

Reviews on travel sites

#### ***Paid media: Most influential at the inspiration stage of planning***

*'TV advertising influences me first, after seeing something I then pick up my laptop and start researching. I have discovered a lot of cool places from just having an ad appear.'*  
- Private Equity Professional, US

### CNBC: The Definitive Destination for High-Yield Travellers

CNBC consumers are 2.7x more likely to always travel 1st class for pleasure vs. the average affluent adult

