

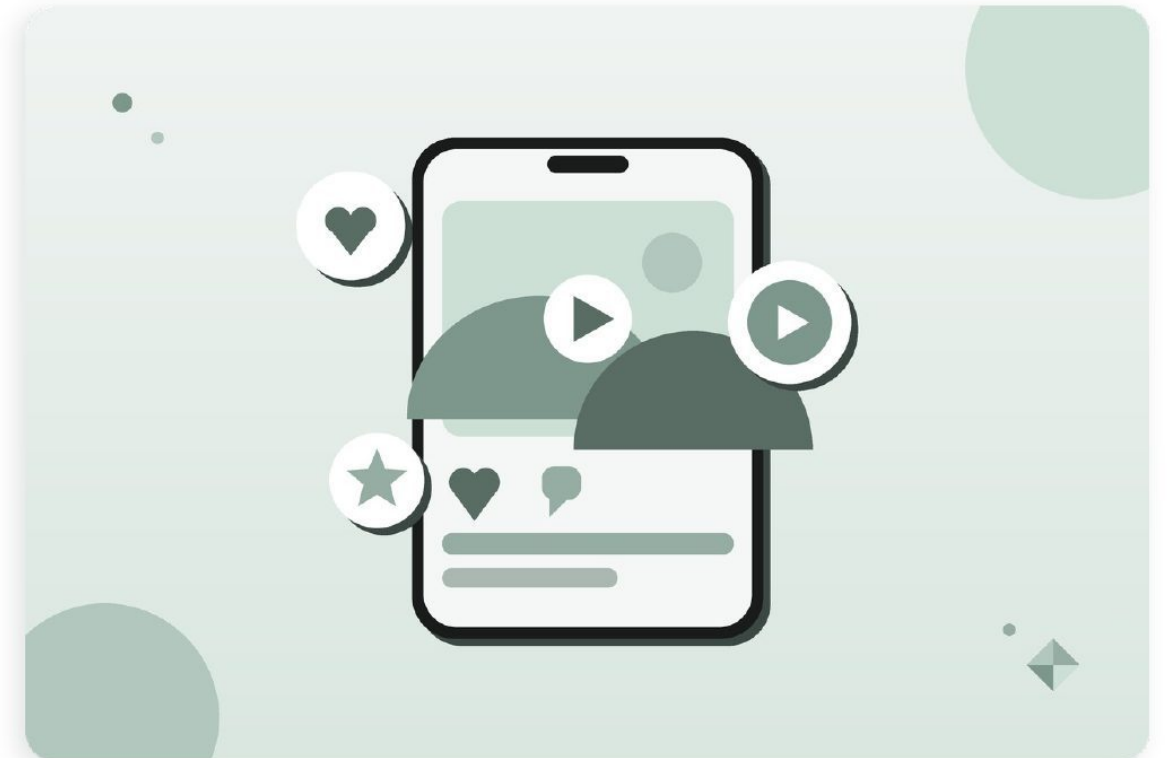
ONLINE ADVERTISING

Social Media Advertising

Our Social Media Advertising approach is built on data-driven insights across all major platforms. By intelligently combining data from Facebook, Instagram, Google, TikTok and YouTube, we create powerful campaigns that reach travellers consistently and at scale. We look beyond individual channels and focus on the complete customer journey.

WHY CHOOSE SOCIAL MEDIA ADVERTISING

- Cross-platform data analysis and audience optimisation
- Consistent messaging tailored to each platform's strengths
- Full-funnel campaigns: from inspiration and engagement to conversion
- Activated across Instagram, Facebook, TikTok and YouTube



One connected story across every social touchpoint.