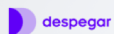


TOP OTA's IN ARGENTINA USD2.3B PER YEAR

And will rise 20.5% in 2019 —the fastest growth in the region— due to inflation and an overall increasing usage of digital devices.



Booking.com



Over

US\$1,000 MILLION

investment in marketing
in the last years.

More than

140 MILLION

unique visitors
35 MM visits a month.

More than

25 MILLION

passengers
per year.

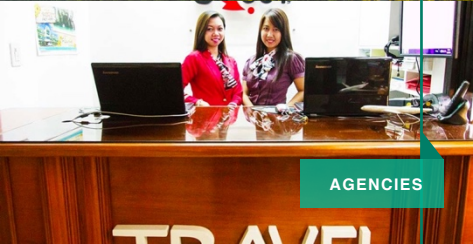
Leading on-line travel agency
in Latam 40% of all airline
sales comes from Despegar.

95% of travelers in
Latin America visit Despegar
before traveling.

All travelers in Latam receive,
at least, **25 brand messages** from
Despegar in different media platforms.

TRAVELERS **PREFERENCES** PER TARGET.

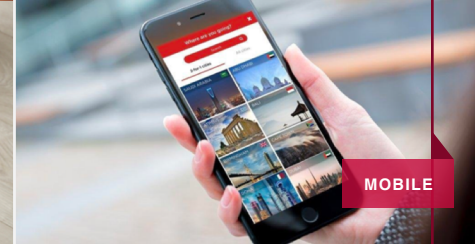
BABY BOOMERS



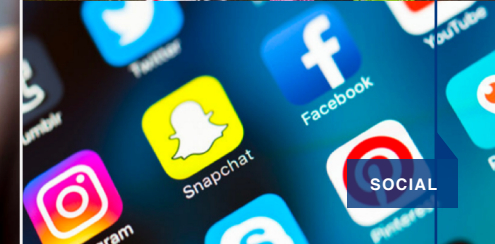
GENERATION X



MILLENNIALS



GENERATION Z



SOCIAL CAUSES AMONG GENERATIONS ARE STRONGLY ASSOCIATED TO **TOURISM DNA**.



TOM BY GENERATION.



GEN X



GEN Y



GEN Z



ANIMALS & **NATURE** stand out in all generations.



**TRAVEL
EXPERIENCIAS**

=

BRANDED CONTENT