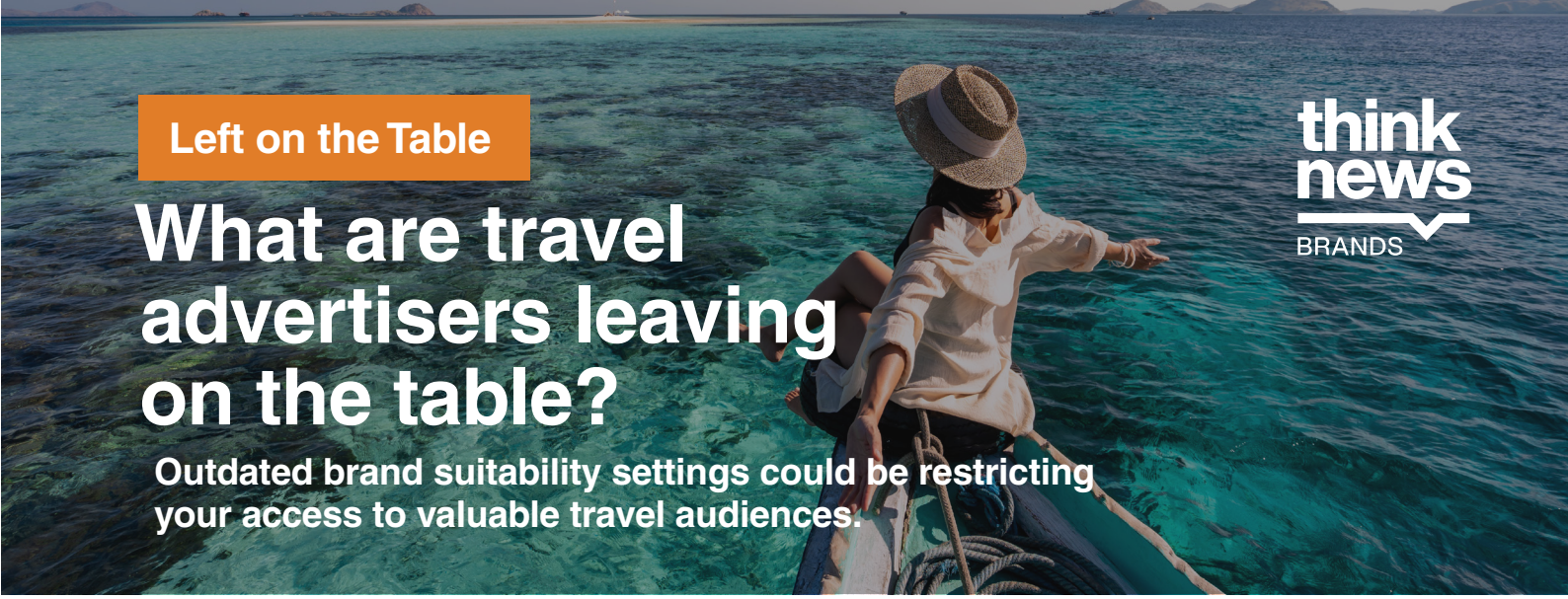


Left on the Table

# What are travel advertisers leaving on the table?

**Outdated brand suitability settings could be restricting your access to valuable travel audiences.**

think news BRANDS

**Travel readers are planning their next trip, comparing destinations and looking for a deal, well before they book. Yet brand suitability settings can still block advertising in credible, professional travel journalism, simply because an article contains a word on an exclusion list.** Our latest category analysis examines how ordinary travel coverage can trigger incorrect advertising exclusions, potentially restricting reach, attention and overall campaign effectiveness.

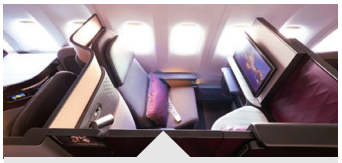
**3.9m**
**Australians read travel news each month**

**20%**
**of all travel articles containing block list words**

**BLOCKED**
**ordinary words like shot, wine and emergency are blocked**

**3 IN 4**
**marketers describe keyword filters as blunt or overly simplistic**

**Travel stories. Ordinary words. Advertisers blocked.**
These are top-performing Australian news stories, suitable for advertising but flagged as "unsafe" by keyword filters.



Airlines
Flight prices
**Saving thousands on business-class flights is easier than you think**



Airports
Extreme runways
**One shot landings and a runway that falls off a cliff: World's most extreme airports**



Trek
Luxury walking holiday
**Upscale iteration of WA's Cape to Cape trek comes with a decent drop of wine and luxury**

## Why it matters for travel advertisers, and what you can do.

1. **KNOW**
Ask what is being blocked, and review block lists.

2. **MODERNISE**
The aim is not removing genuine safeguards. It's to make them more precise and proportionate to actual risk.

3. **GOVERN**
Consider not just where to avoid, but where media investment drives commercial and societal value. **News isn't the risk. Misapplied blocking is.**

think news BRANDS

**Get a brand suitability audit and reach more of the right audience** while making your advertising budget work harder.

FIND OUT MORE

Source: ThinkNewsBrands Category data analysis, Oct '26'Source: Roy Morgan Single Source Australia, Jul 25 – Jun 26