Winter travel

Australia May 2019
More people are going to travel abroad this winter

What’s the destination where you’ll spend most of your break?

- **Overseas**: 43%
- **Australia**: 57%

Data Source: Winter travel survey, FieldAgent, AU, May 2019 | N = 500
People are researching more and overwhelmed by choices

- **60+ Countries**
- **280+ Cities**
- **2.7 Destinations per user**

Data Source: Winter travel survey, FieldAgent, AU, May 2019 | N = 500
Brands have an opportunity to help travellers resolve their intent

39% abandon a travel purchase because they had more research to do.

50% are more likely to book with brands that provide, easy-to-read, relevant information.

- Ensure your winter travel campaigns are relevant to what and when people are searching is the key to win the competition.

Watch out for the most popular travel destinations this winter

Top domestic destinations for winter travel

- Melbourne
- Sydney
- Brisbane
- Gold coast
- Adelaide
- Canberra
- Perth
- Cairns

Top international destinations for winter travel

- New Zealand
- Fiji
- USA
- Indonesia
- Japan
- China
- Thailand
- Singapore

Data Source: Winter travel survey, FieldAgent, AU, May 2019 | N = 500
Air travel and Car rental are the most responsive categories to winter travel.

58% of travellers still haven’t booked anything yet. Time to capture them now.

Travel Planning and Booking by Products

- **Accommodation**
  - Have Booked: 29%
  - Havent booked Yet: 54%
  - Don’t Need: 14%

- **Flights**
  - Have Booked: 29%
  - Havent booked Yet: 37%
  - Don’t Need: 27%

- **Car**
  - Have Booked: 23%
  - Havent booked Yet: 52%
  - Don’t Need: 6%

- **Holiday Package**
  - Have Booked: 4%
  - Havent booked Yet: 67%
  - Don’t Need: 10%

Data Source: Winter travel survey, FieldAgent, AU, May 2019 | N = 500

Use in-market audience feature to engage people who are active in searching related products.
Adjust your biddings to capture search spikes

Weekly search index by industry last year

- Accommodations
- Air Travel
- Car rentals

Use remarketing to stay connected with your searchers during their booking windows

**Remarketing performance**

- **3.4x** greater CTR%
- **10%** higher CPCs
- **2x** greater CVR%
- **50%** lower CPAs

**Booking window by industry**

- **Air travel**
  - Less than 2 weeks: 17%
  - 2 weeks to 2 months: 36%
  - 2 months before: 47%

- **Accommodations**
  - Less than 2 weeks: 23%
  - 2 weeks to 2 months: 44%
  - 2 months before: 33%

- **Car rental**
  - Less than 2 weeks: 46%
  - 2 weeks to 2 months: 35%
  - 2 months before: 19%

Source: The Australian Digital Traveler, June 2018

City trip, beaches and road trip are still the mainstream activities for AU travellers this winter

What are the main activities you might do on your holiday?

- **70%** Sightseeing city trips
- **50%** Beaches
- **44%** Road trips
- **36%** Theme parks
- **21%** Hiking
- **15%** Wine country
- **14%** Camping
- **11%** Skiing

Data Source: Winter travel survey, FieldAgent, AU, May 2019 | N = 500
However, 2018 search trends indicate **ski** as the favorite winter activity for Bing users.

### Ski related search index

- Mount buller
- Thredbo accommodation
- Ski rider
- Falls creek
- Queenstown ski
- Perisher

### Theme park search index

- Sea world resort
- Disney on ice
- Dreamworld
- Universal studios Singapore
- Movie world
- Disney Paris

### Top terms

- Sea world resort
- Disney on ice
- Dreamworld
- Universal studios Singapore
- Movie world
- Disney Paris

### Source: Microsoft Internal Data, Jan 2018 – Dec 2018.
Huge opportunity lies in engaging ski enthusiasts now

70%+ Australian ski enthusiasts haven’t started their bookings yet. (1)

Top ski destinations

**Domestic**
- Mt Buller
- Thredbo
- Jindabyne
- Bright
- Falls Creek

**International**
- Queenstown
- Auckland
- Christchurch
- Wanaka
- Bern

Top search patterns

- [location] accommodation
- [location] snow report
- [location] [resort]


Key takeaways

Plan for seasonality
- Plan your budgets according to the upcoming surge in travel searches this winter.

Invest in top search terms
- Invest in top destinations terms. (slides 4)
- Invest in top activity terms. (slides 11)

Engage with ski enthusiasts
- Plan your ski-related campaigns based on search trends, top ski destinations and search patterns.