



MICROSOFT ADVERTISING

Winter travel

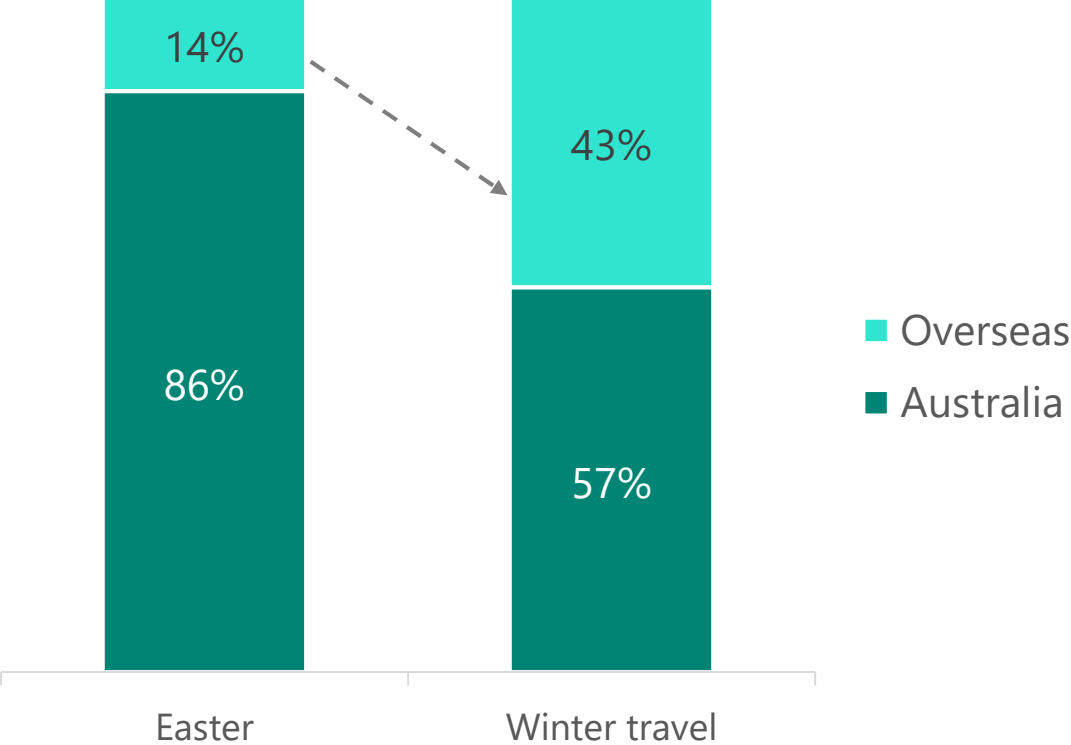
Australia May 2019

Microsoft Advertising. Intelligent connections.



More people are going to travel abroad this winter

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

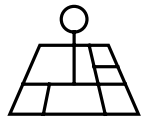


Data Source: Winter travel survey, FieldAgent, AU, May 2019 | N = 500

People are researching more and overwhelmed by choices



60+
Countries



280+
Cities



2.7
Destinations per user



Brands have an opportunity to help travellers resolve their intent

39%

abandon a travel purchase because they had more research to do¹



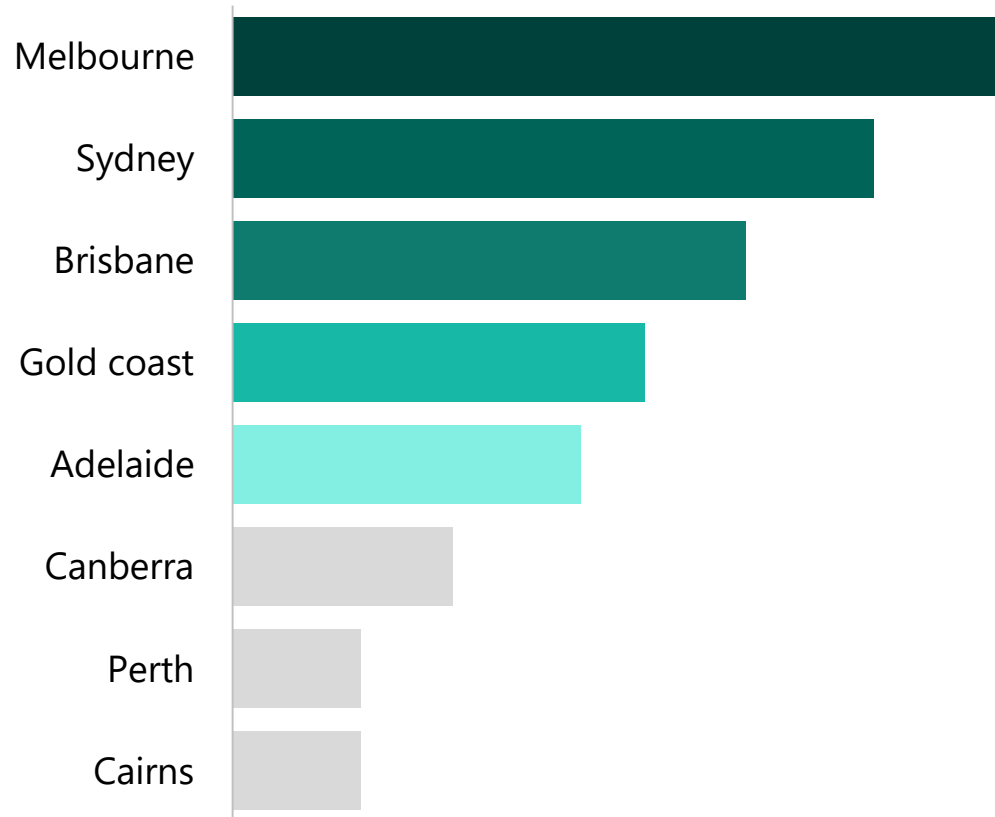
50%

more likely to book with brands that provide, easy-to-read, relevant information²

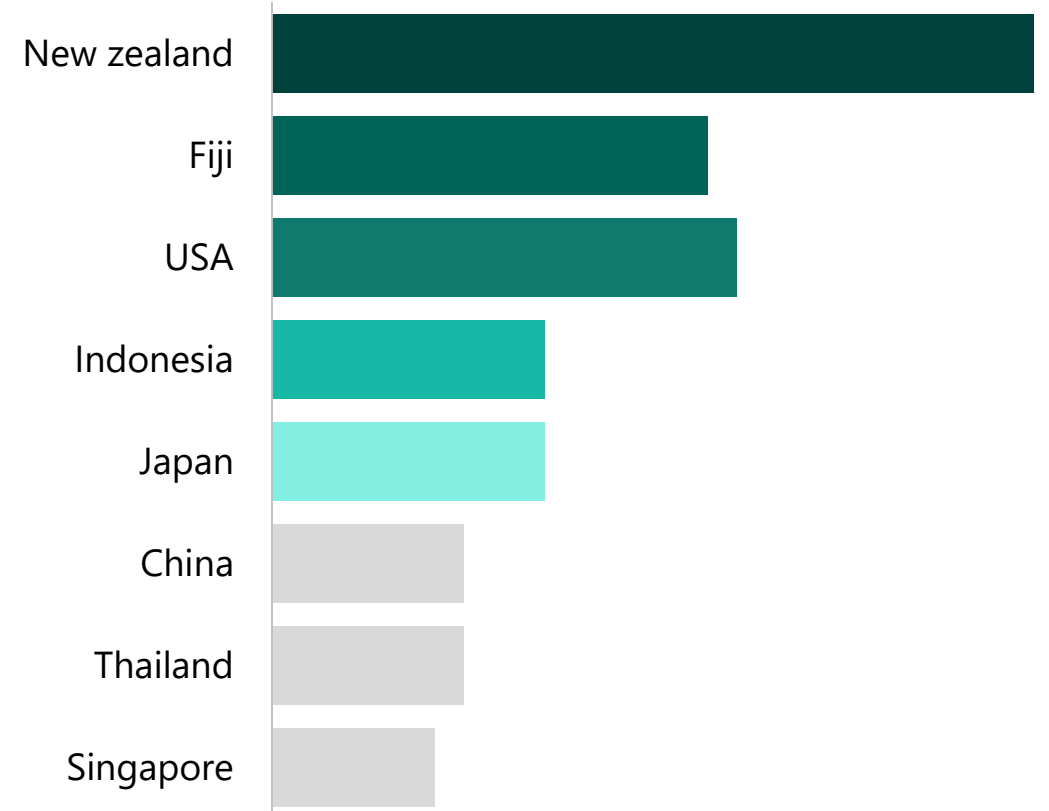
- Ensure your winter travel campaigns are relevant to what and when people are searching is the key to win the competition.

Watch out for the most popular travel destinations this winter

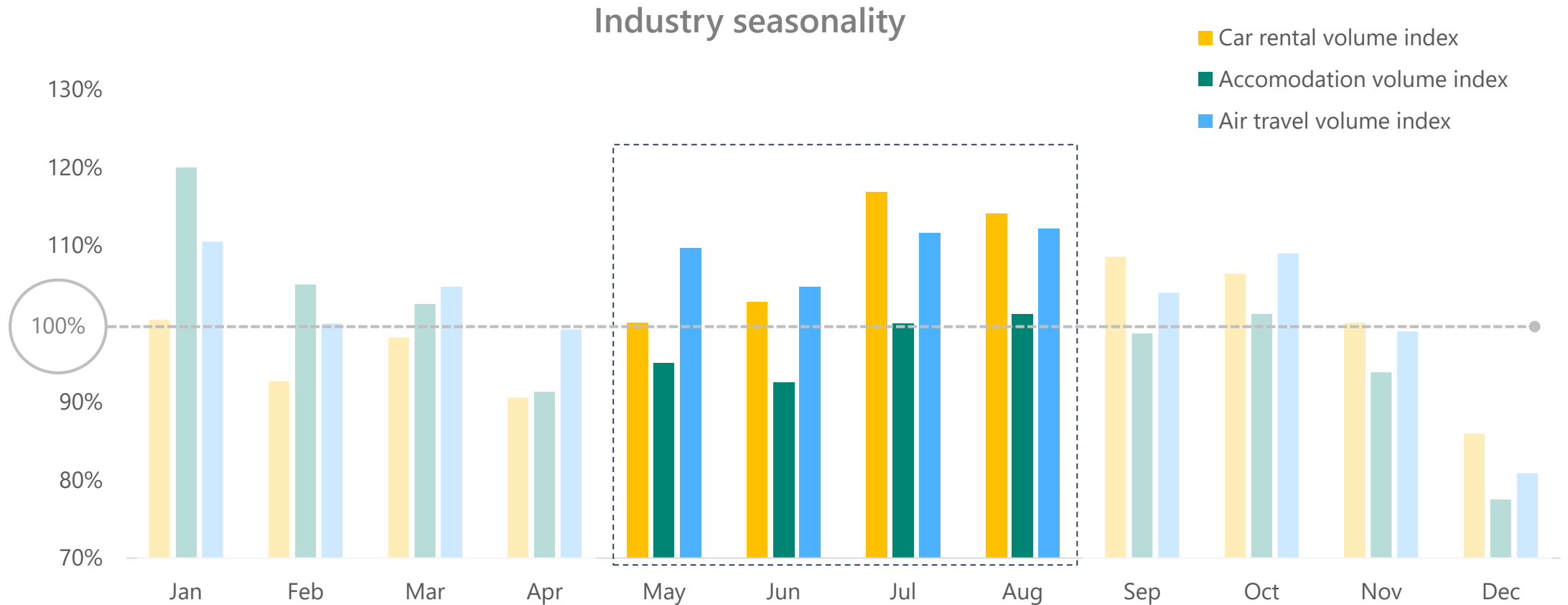
Top domestic destinations for winter travel



Top international destinations for winter travel

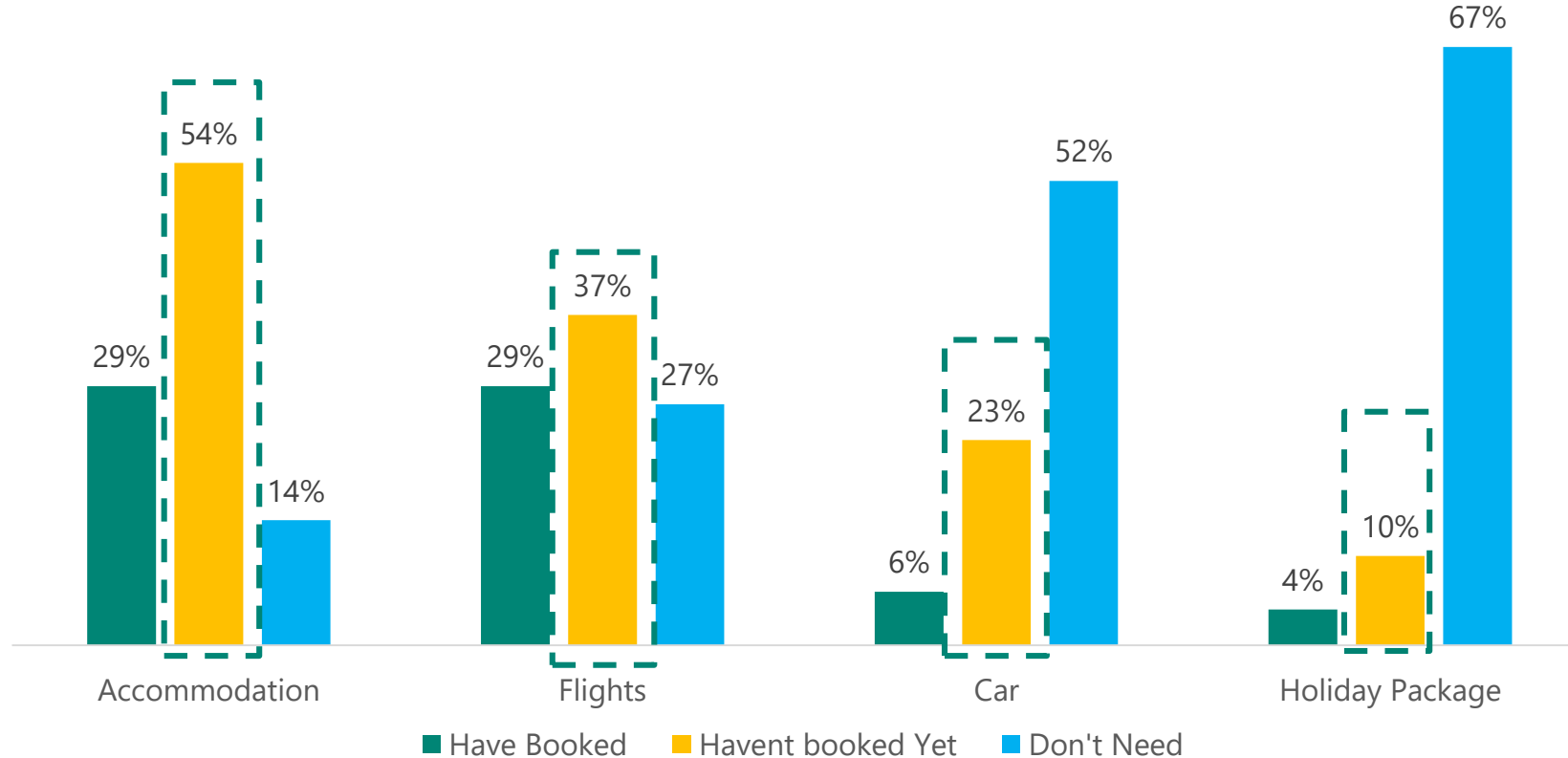


Air travel and Car rental are the most responsive categories to winter travel



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

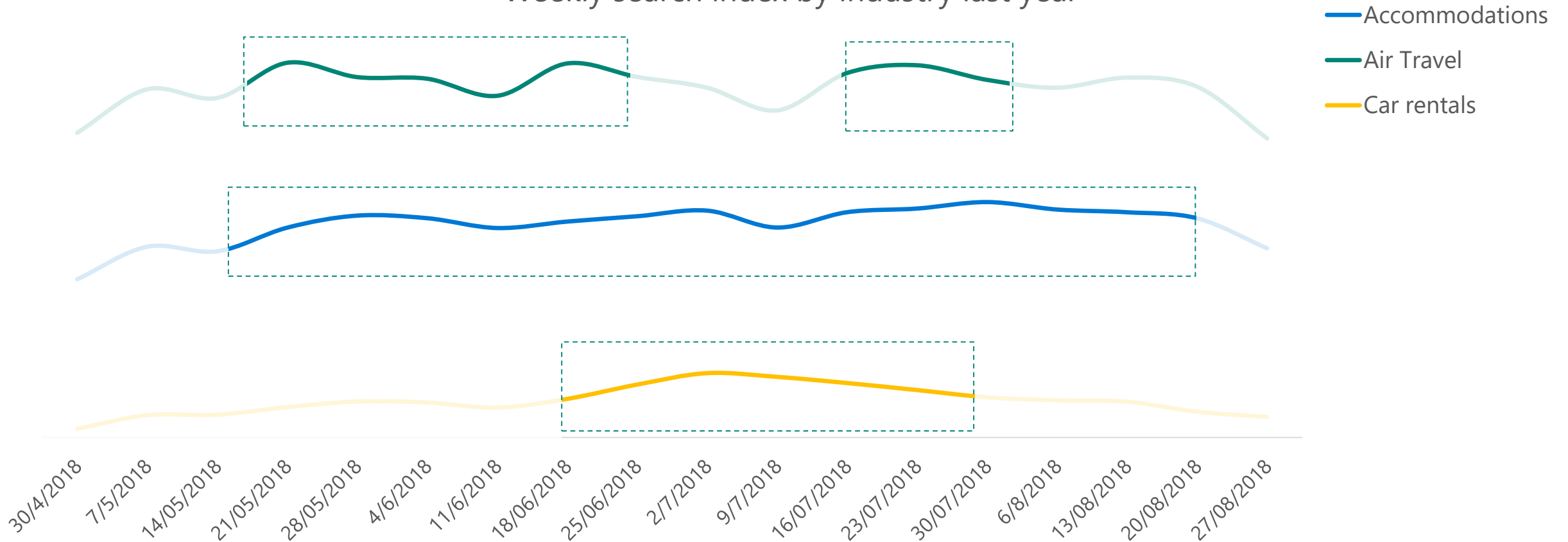
Travel Planning and Booking by Products



Use in-market audience feature to engage people who are active in searching related products

Adjust your biddings to capture search spikes

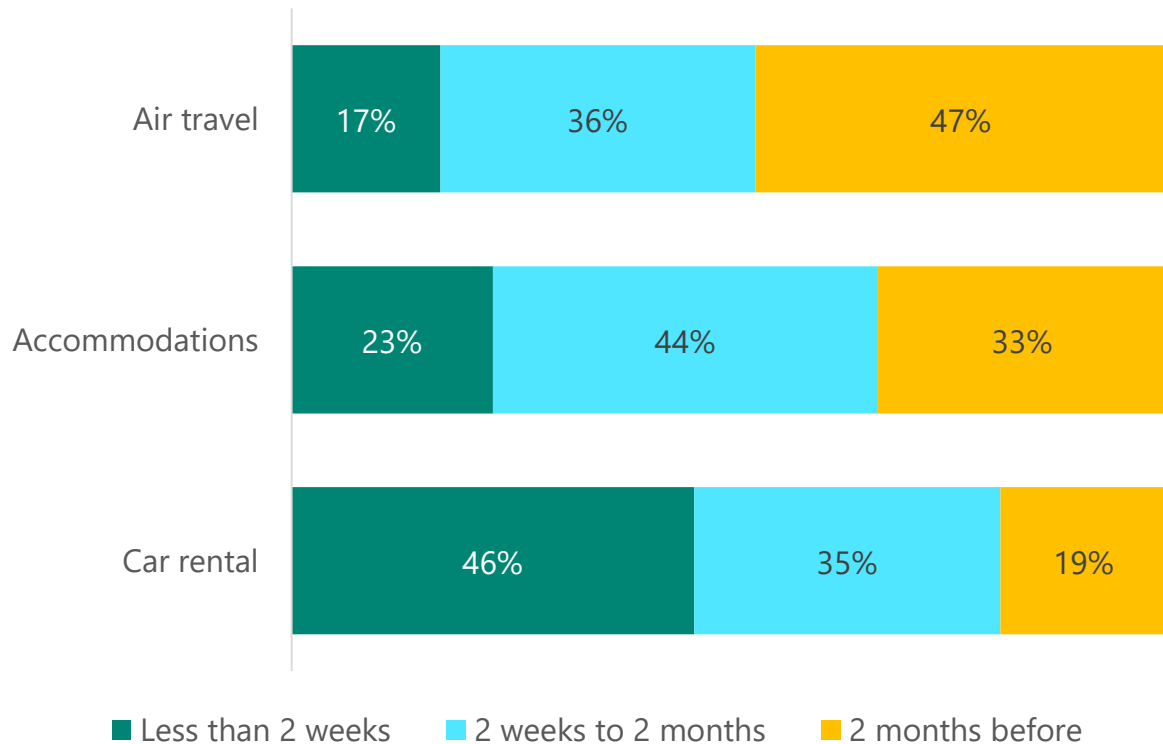
Weekly search index by industry last year



Source: Microsoft Internal Data, Jan 2018 – Dec 2018.

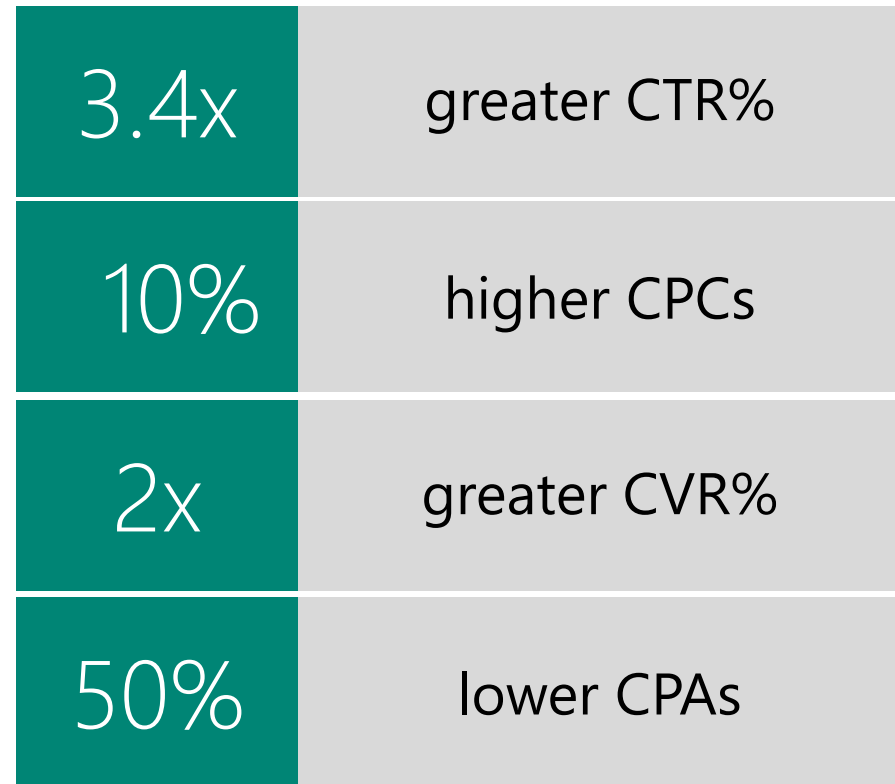
Use remarketing to stay connected with your searchers during their booking windows

Booking window by industry



Source: The Australian Digital Traveler, June 2018

Remarketing performance



Source: Microsoft Internal Data, Jan 2018 – Dec 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

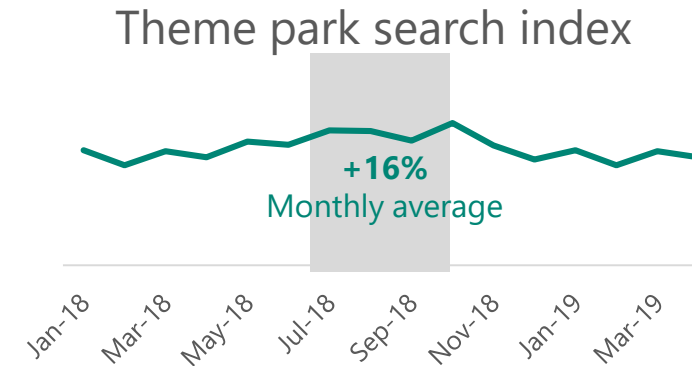
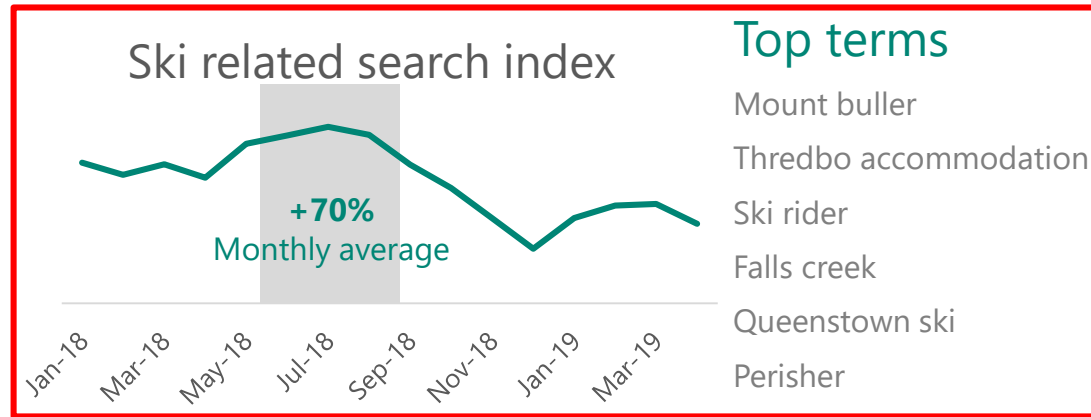


11%

Skiing

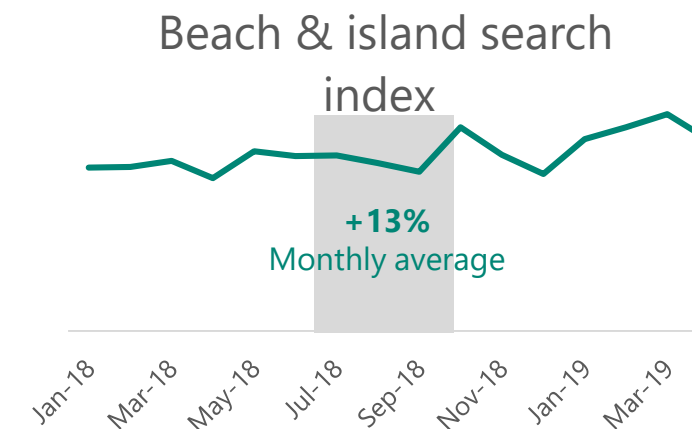
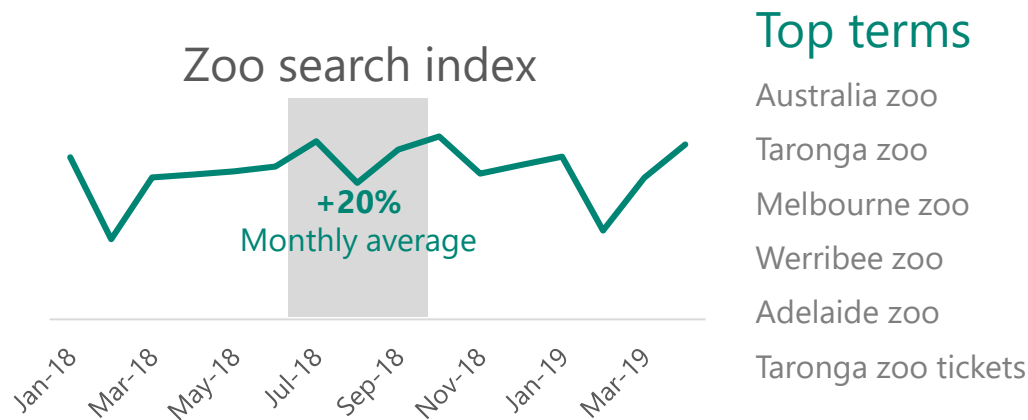
Data Source: Winter travel survey, FieldAgent, AU, May 2019 | N = 500

However, 2018 search trends indicate **ski** as the favorite winter activity for Bing users



Top terms

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



Top terms

- Fiji holidays
- Cook islands holidays
- Airlie beach accommodation
- Thailand holidays
- The star gold coast
- Kangaroo island ferry

Huge opportunity lies in engaging ski enthusiasts now

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

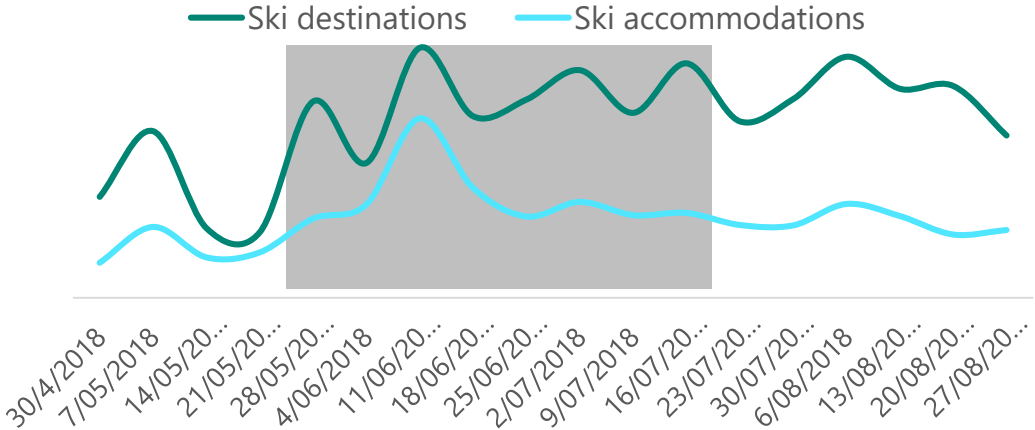
Source: Winter travel survey, FieldAgent, AU, May 2019 | N = 500

Top ski destinations

Domestic	International
<i>Mt Buller</i>	<i>Queenstown</i>
<i>Thredbo</i>	<i>Auckland</i>
<i>Jindabyne</i>	<i>Christchurch</i>
<i>Bright</i>	<i>Wanaka</i>
<i>Falls Creek</i>	<i>Bern</i>

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

Search volume trends last year



Source: Microsoft Internal Data, Apr 2018 – Aug 2018.

Top search patterns

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

Source: Microsoft Internal Data, Apr 2018 – Aug 2018.



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.



Microsoft Advertising. Intelligent connections.

© Copyright Microsoft Corporation. All rights reserved.