



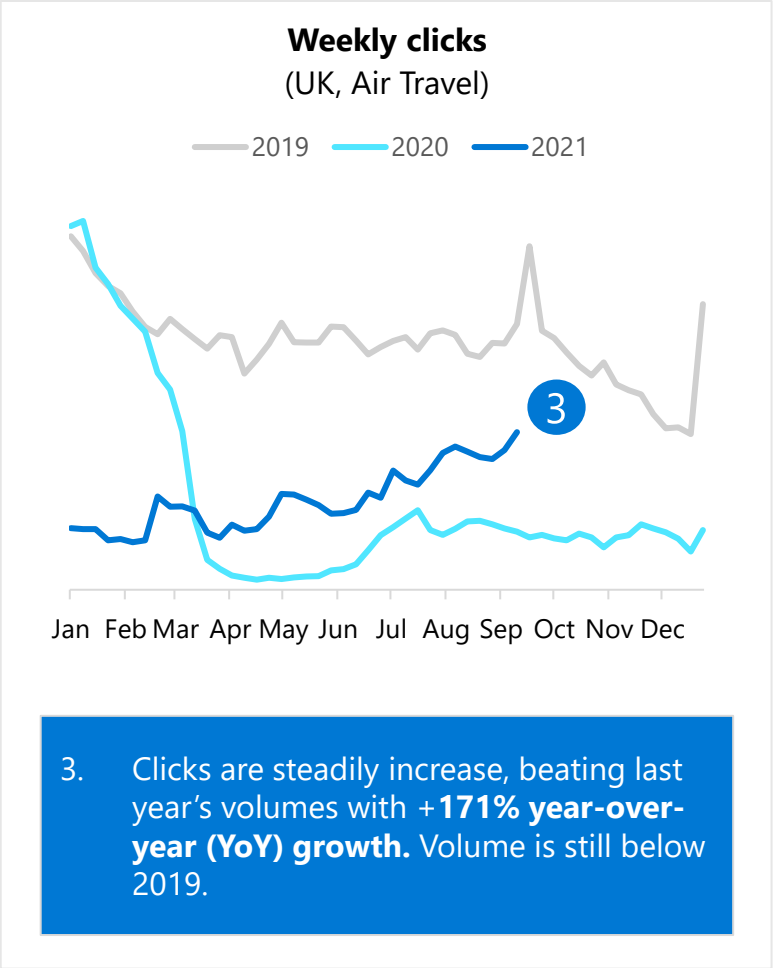
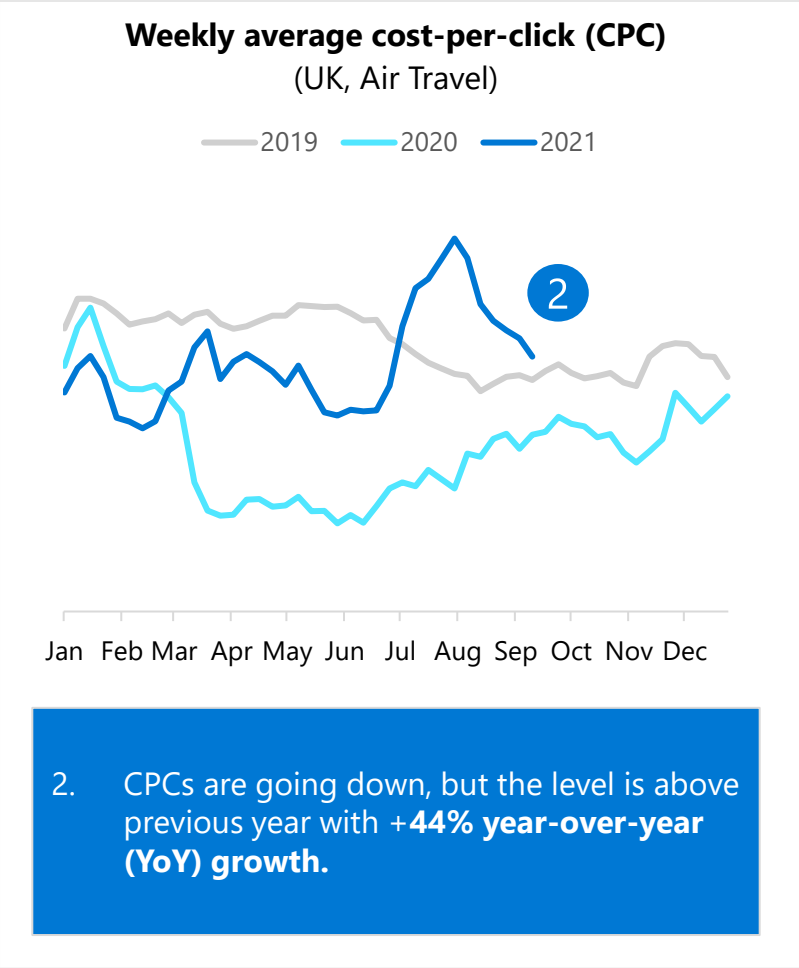
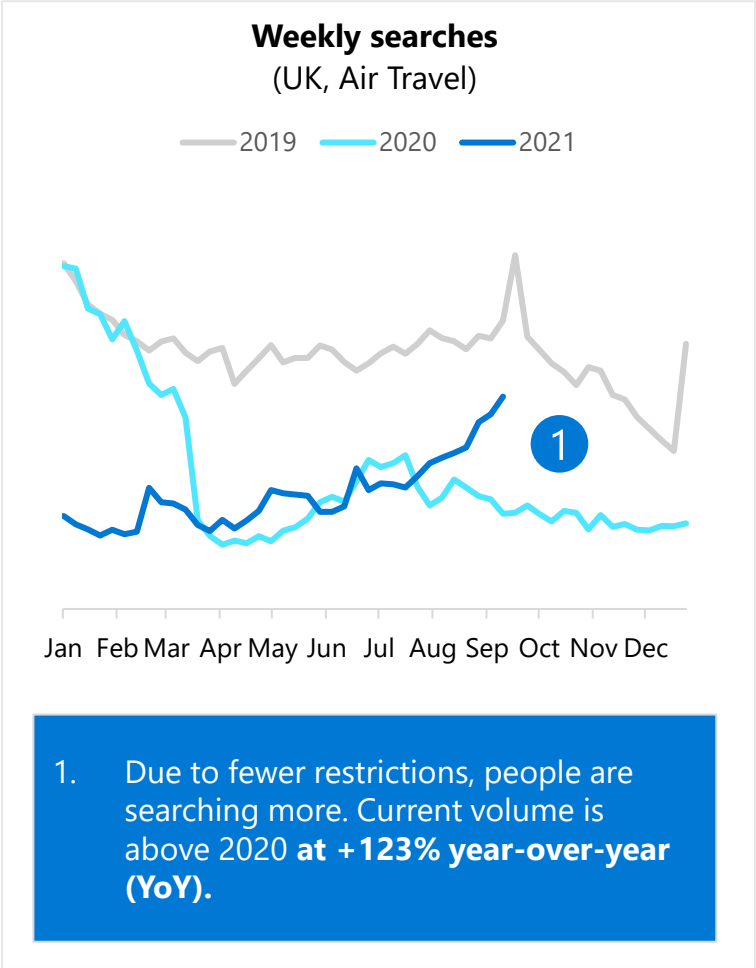
MICROSOFT ADVERTISING INSIGHTS

## UK early summer travel insights

Microsoft Advertising. Great relationships start here.



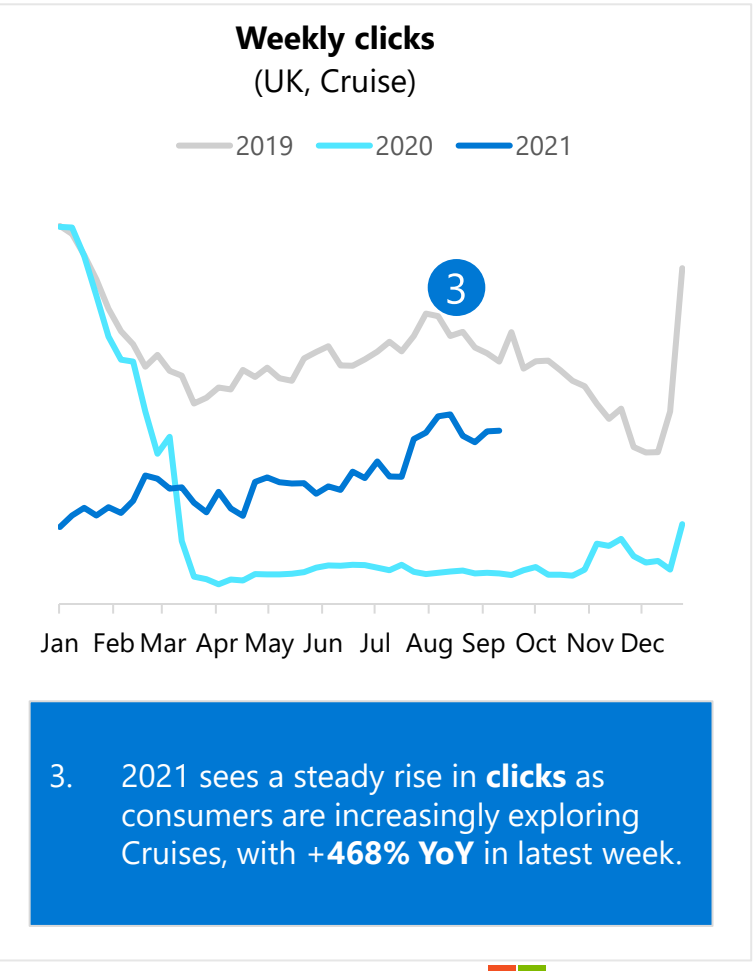
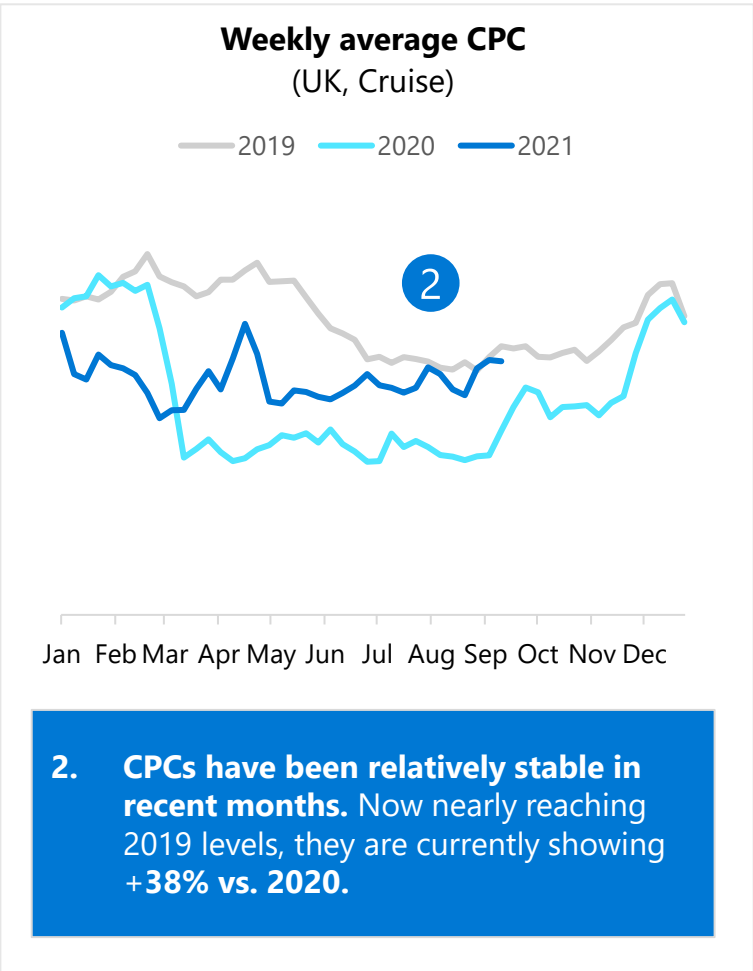
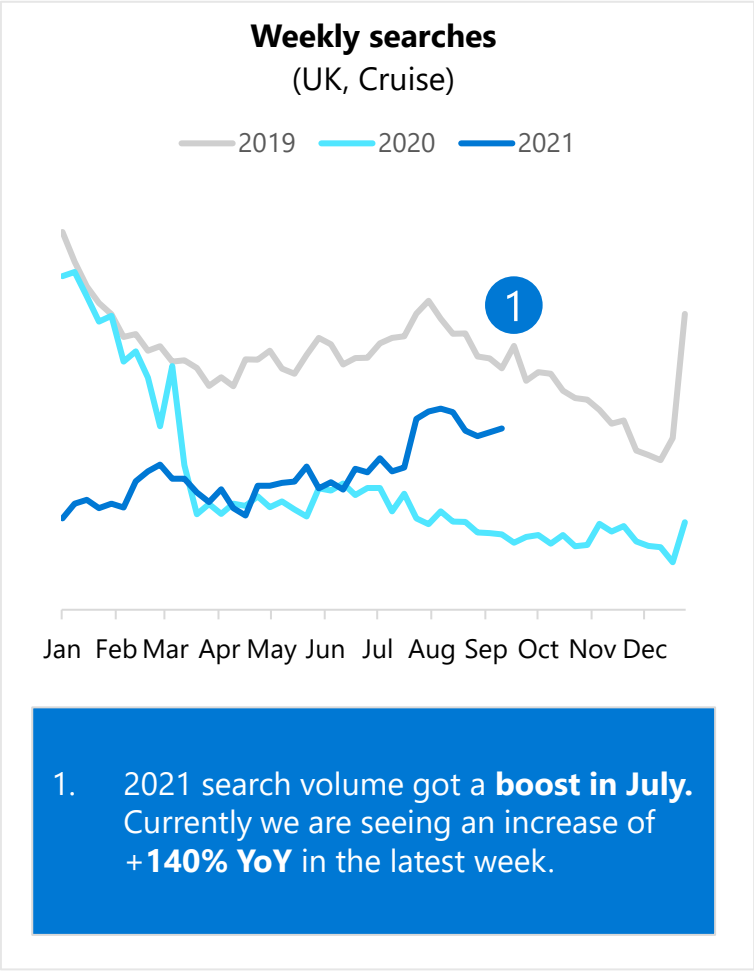
# Consumers are increasingly searching for Air Travel



Source: Microsoft internal, market performance on owned and operated network, UK, Air Travel, 2019-2021



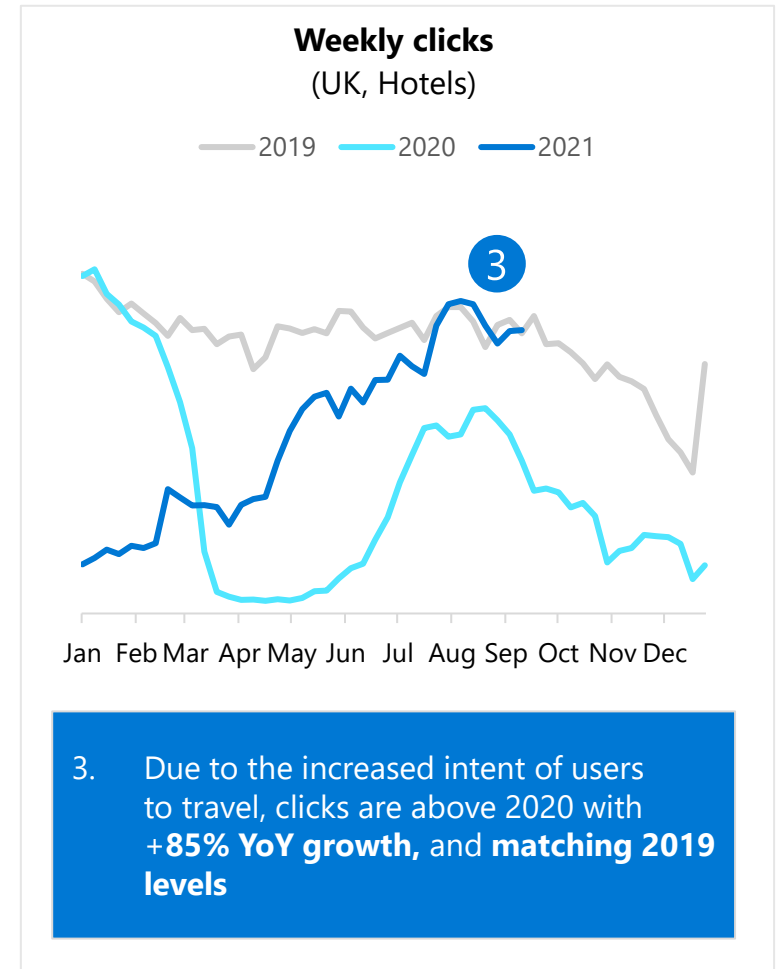
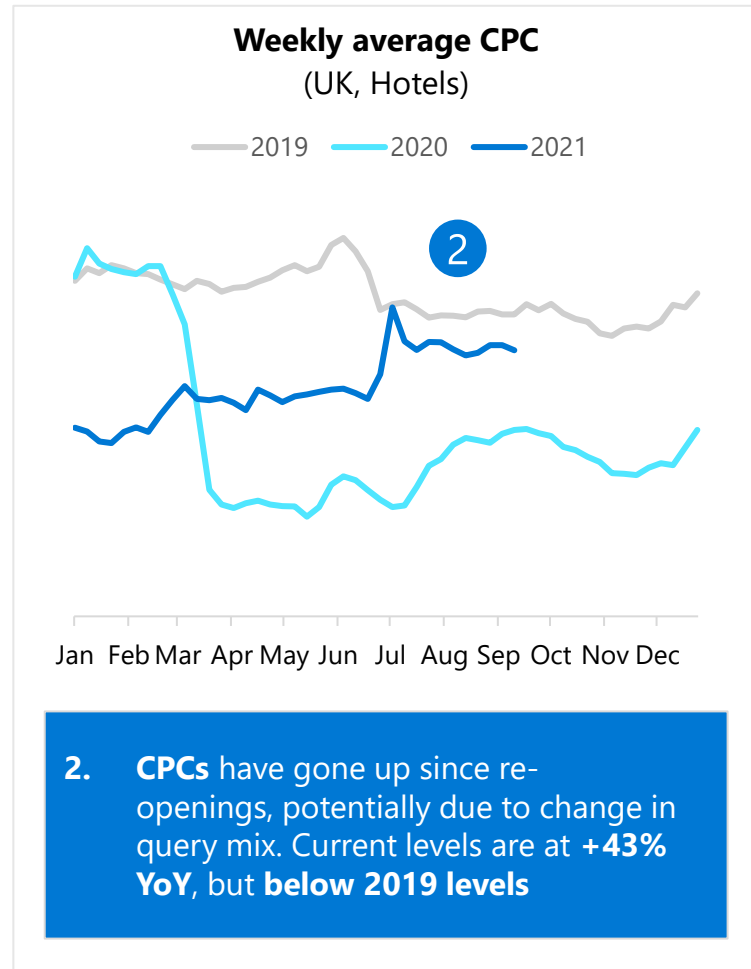
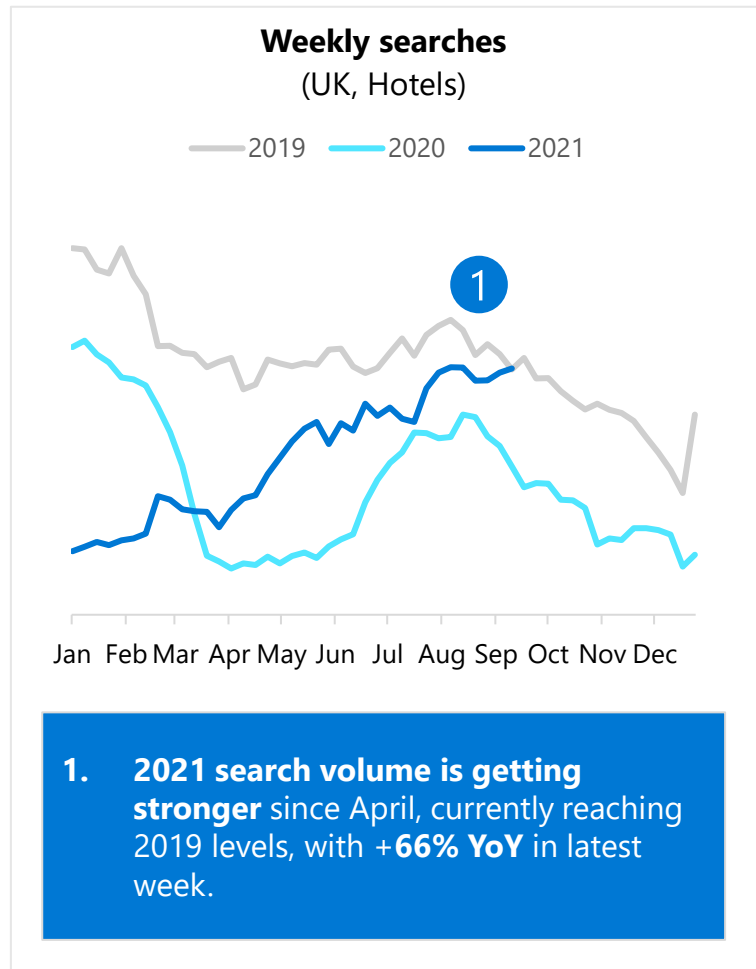
# Cruise volumes are growing, but a large gap remains between 2019



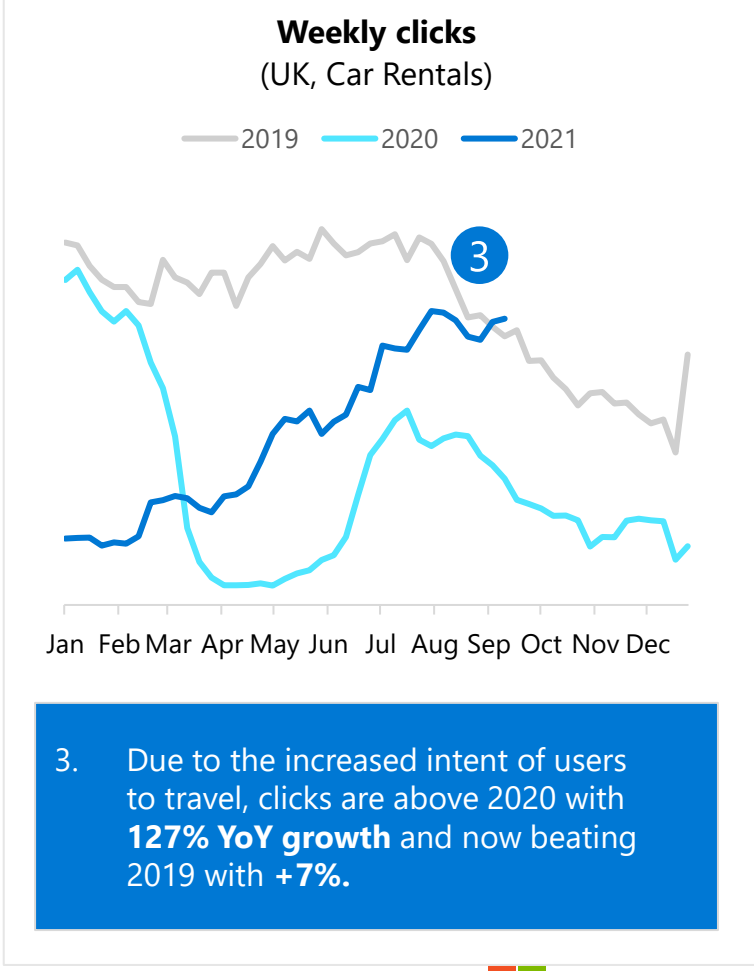
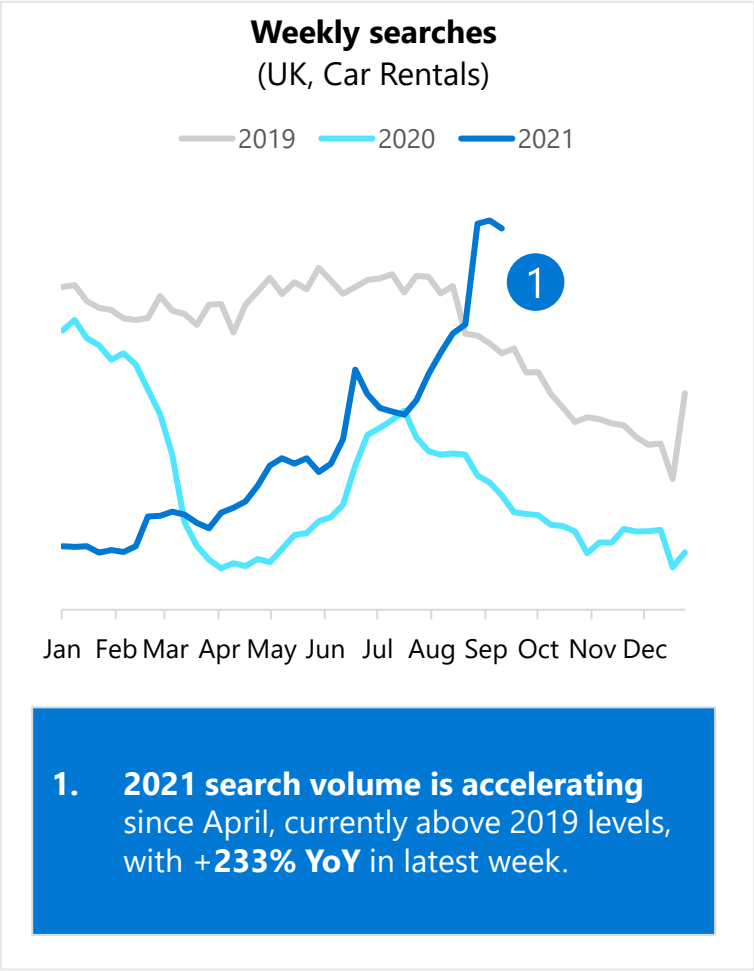
Source: Microsoft internal, market performance on owned and operated network, UK, Cruise, 2019-2021



# Hotel search and click volumes are in line with 2019



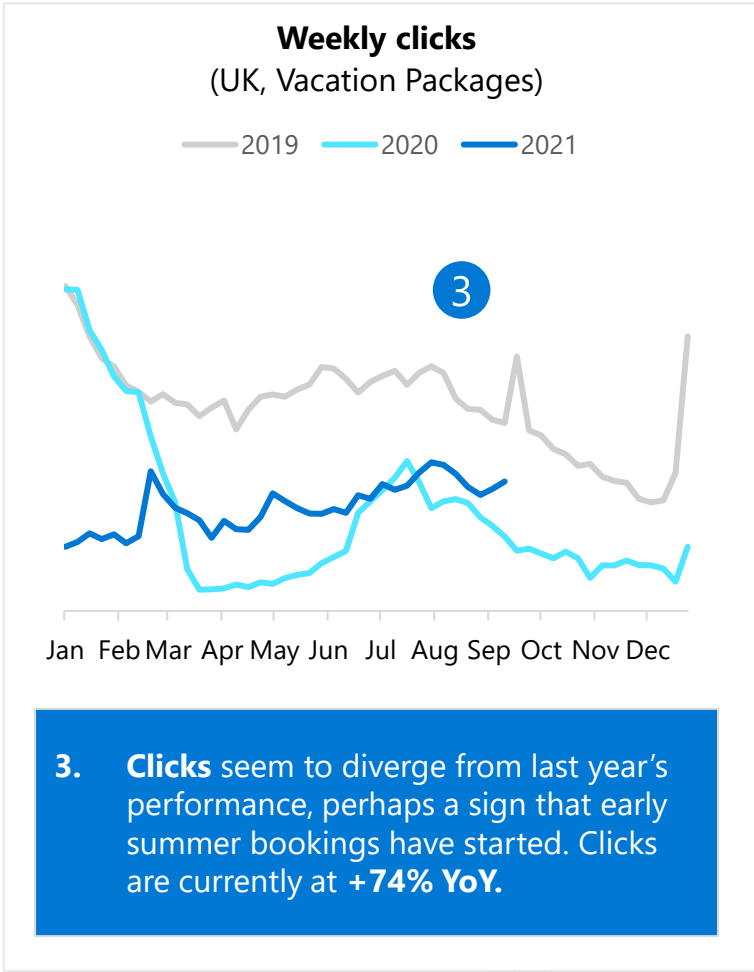
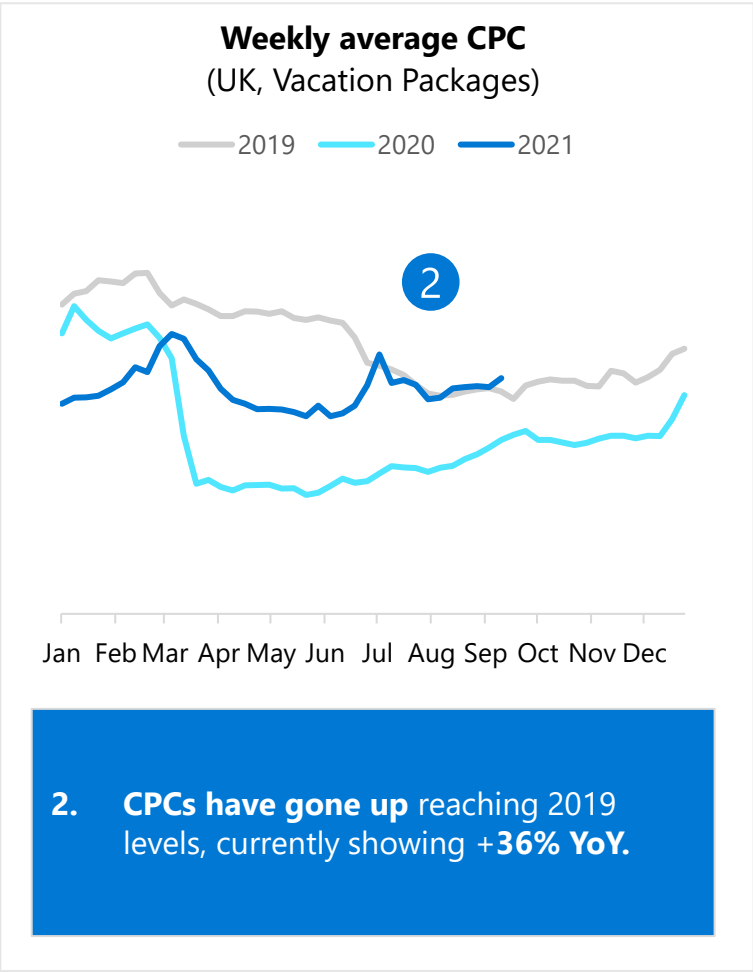
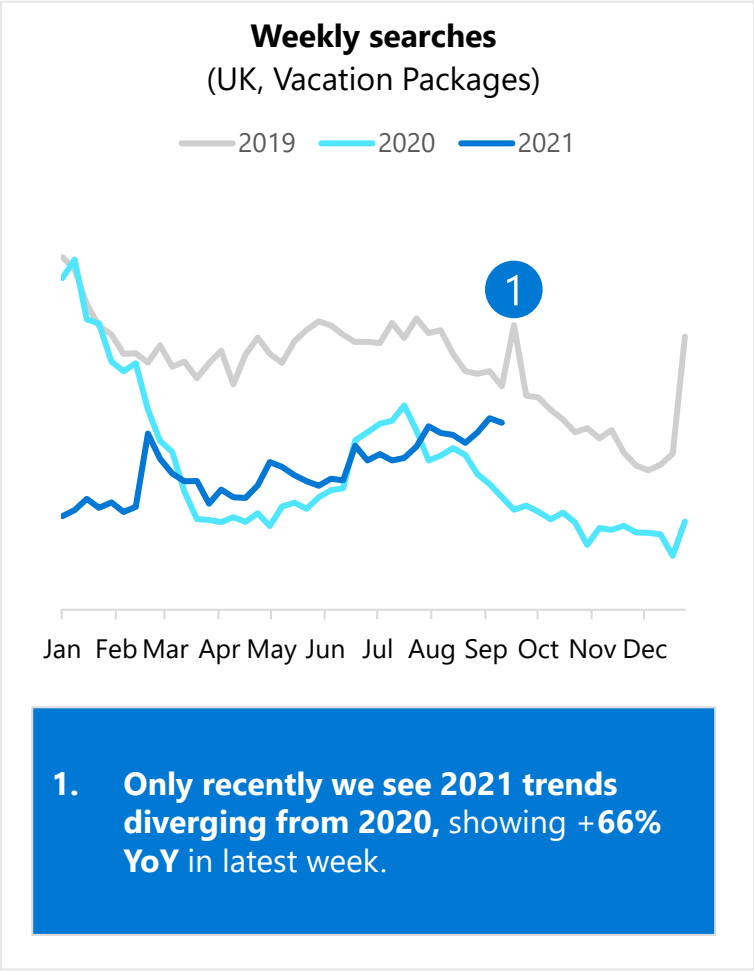
# Car Rental search and click volumes are now exceeding 2019



Source: Microsoft internal, market performance on owned and operated network, UK, Car Rentals, 2019-2021



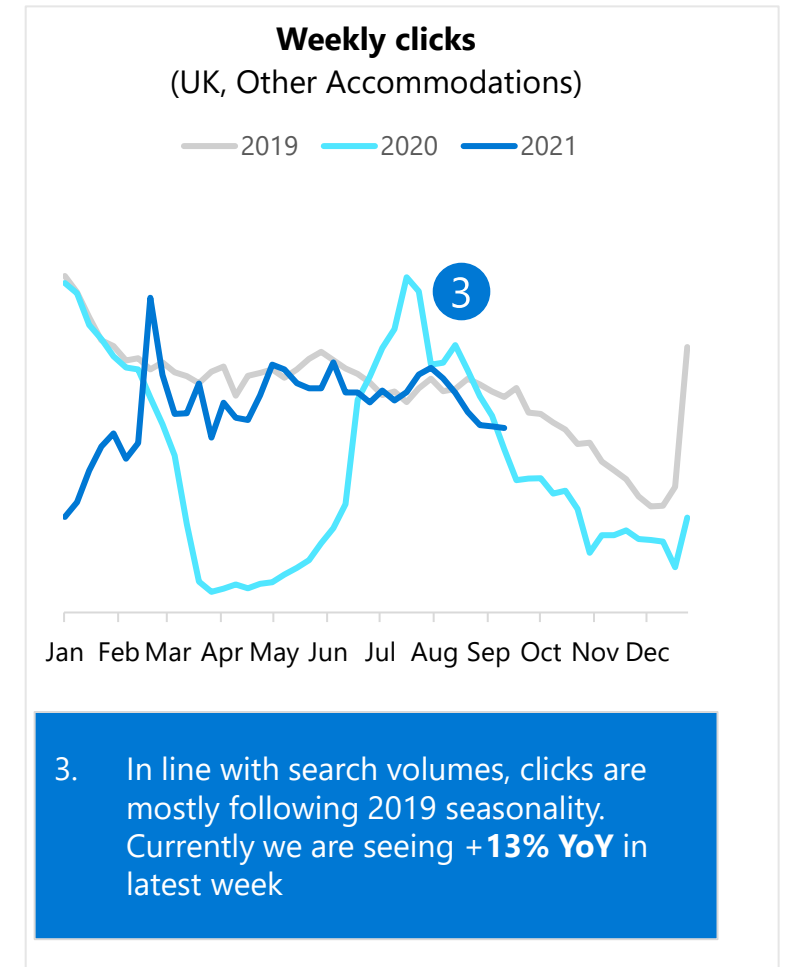
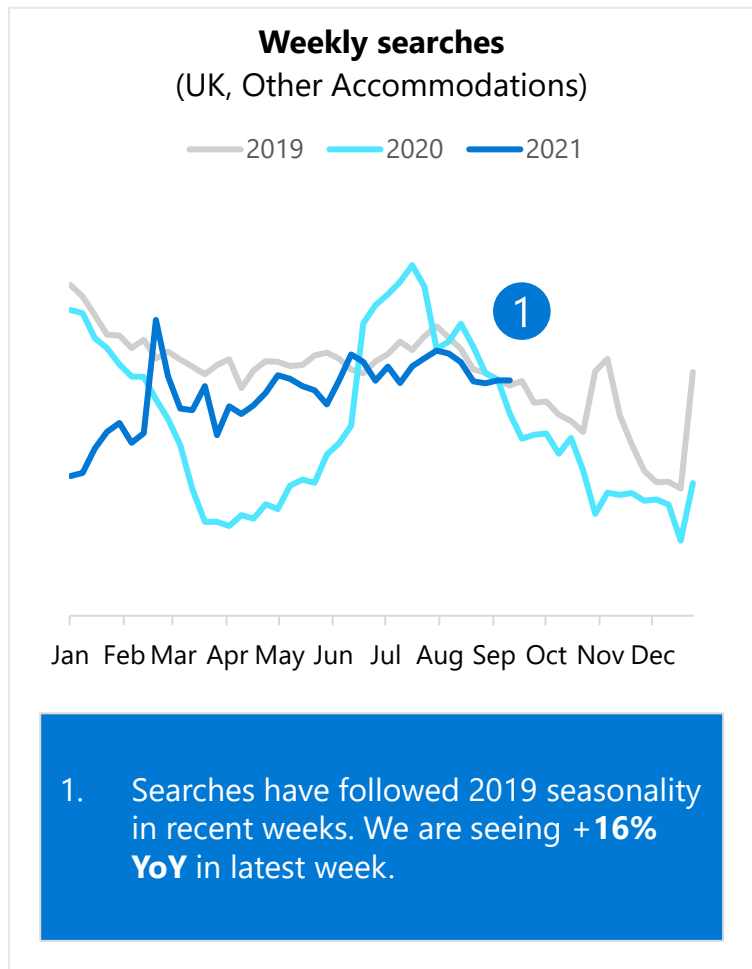
# Vacation Packages searches and clicks are significantly below 2019



Source: Microsoft internal, market performance on owned and operated network, UK, Vacation Packages, 2019-2021



# Other Accommodations searches and clicks are following 2019 seasonality



# Spain is seeing growth across multiple categories compared to 2020

## Air Travel\*

Destination	YoY %
spain	153%
united states	140%
greece	42%
cyprus	94%
portugal	41%

## Car Rentals

Destination	YoY %
united kingdom	139%
spain	774%
united states	404%
portugal	171%
greece	148%

## Cruises

Destination	YoY %
united kingdom	227%
united states	114%
iceland	206%
netherlands	46%
norway	204%

## Hotels

Destination	YoY %
united kingdom	46%
united states	73%
spain	222%
france	89%
greece	10%

## Other Accommodations

Destination	YoY %
united kingdom	-16%
united states	26%
spain	167%
france	82%
greece	36%

## Vacation Packages

Destination	YoY %
united kingdom	9%
united states	95%
spain	310%
greece	55%
france	75%

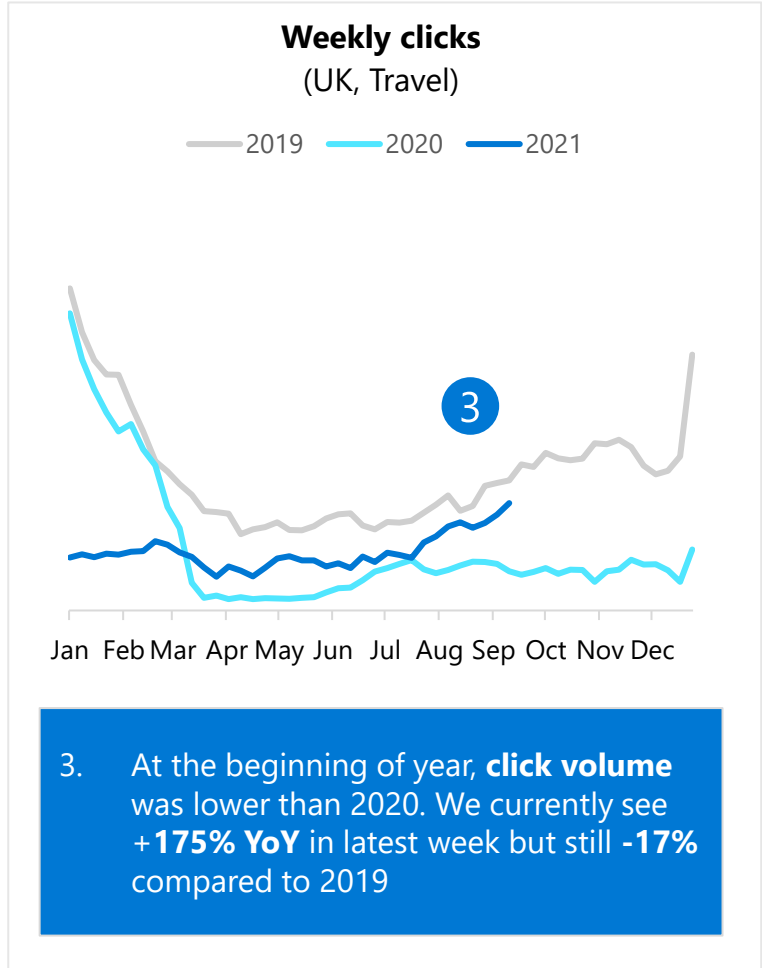
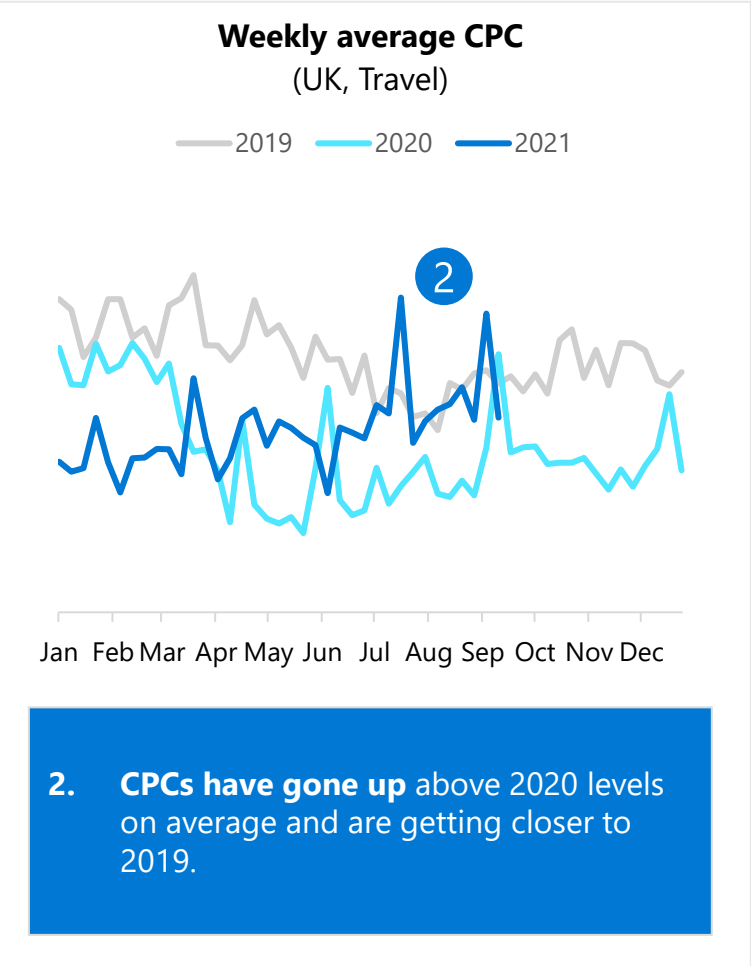
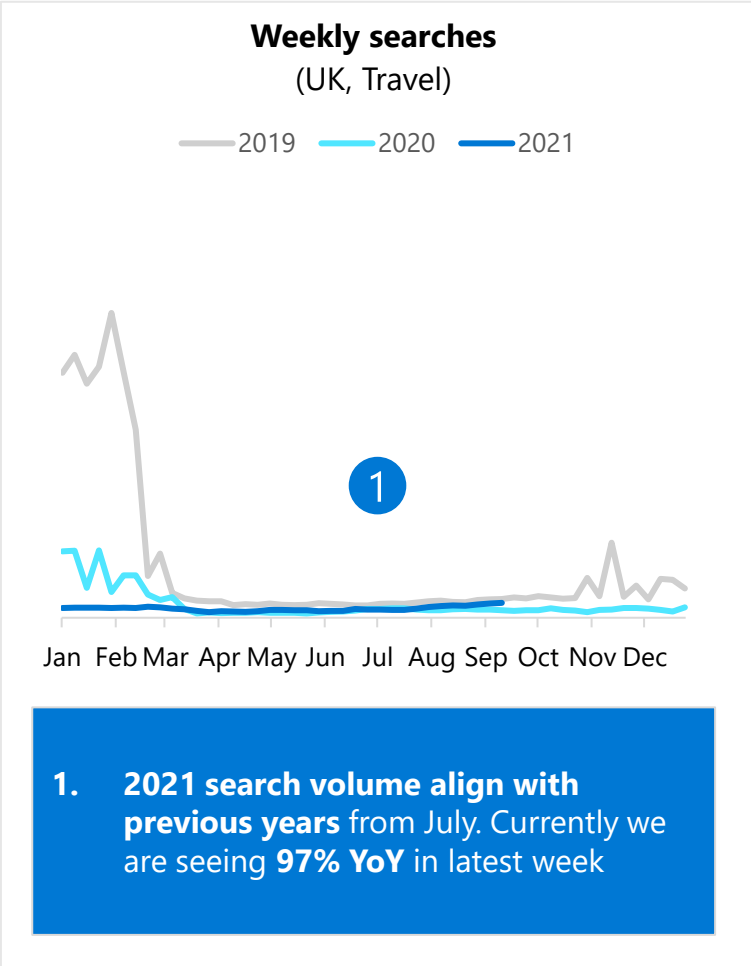
Top destinations based on searches for last 4 weeks = 22-08-2021-18.09.2021, MoM% is growth compared to previous 4 weeks, YoY% is growth compared to same period last year

\*Home country not included

Source: Microsoft internal, market performance on owned and operated network, UK, Travel Categories, 2019-2021



# Winter holiday interest is getting increasingly closer to 2019 volumes



Source: Microsoft internal, market performance on owned and operated network, UK, Travel queries with Winter related token, 2019-2021



# Summary

- Release in restrictions shows consumers have **more interest in travel**, resulting in strong growth in performance
- **Air Travel, Cruise and Vacation Packages** are leading to strong growth, but a large gap remains to close to 2019 levels
- **Car Rentals** volumes and clicks are currently exceeding 2019 levels
- **Hotels and Other Accommodations** volumes in line with 2019 levels, CPCs are still lower
- Spain become the **top destination** for consumers in United Kingdom
- **Winter activity** follows the similar pattern of previous year, closer to reach pre-covid

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