Microsoft Advertising Insights
Recent seasonal peaks and learnings in Travel
Chapters

United Kingdom Focus

France focus

Germany focus

Click on a chapter tile to enter a chapter
United Kingdom
Focus
Despite a third lockdown and rising daily new cases of COVID-19 in January 2021, travel search volume has maintained stability - possibly fuelled by mass vaccine deployment.

Weekly Indexed UK Travel search volume -
(1st March - 30th Jan 2021)
Over 31% of Travel searches belong to the Transportation & Excursions category

Travel search volume by category – January 2021

- Transportation & Excursions
- Accommodations
- Tourist Attractions & Destinations
- Others
- Vacation Packages
- Cruises & Cruise Services
- Air Travel
- Travel Documents
- Last Minute Travel
The over 50 segment age group accounts for over 50% of Travel click volume and displays the strongest engagement amongst age segments

% of Travel click volume by age group – January 2021

- 18-24: 7%
- 25-34: 12%
- 35-49: 26%
- 50-64: 31%
- 65+: 24%

Microsoft Internal Data. Excludes unknown age segments.
The average cost per click (CPC) has declined by over 30% across all age segments year over year (YoY) making the engaged over 50 segment more affordable to target.

Travel average CPC by age group – January 2021

Microsoft Internal Data. Excludes unknown age segments.
Top destinations align with last year, but domestic destinations show a growth in popularity and ranking.

**Top 10 Travel destinations – January 2020**

<table>
<thead>
<tr>
<th>Scotland</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>New York</td>
</tr>
<tr>
<td>Wales</td>
<td>Florida</td>
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UK Summary

• Despite a third lockdown, search volume has been stable in January 2021, potentially fueled by mass vaccine deployment
• Transportation & Excursions and Accommodations categories are responsible for over 50% of travel searches
• The over 50 age segment shows notable engagement
• Domestic destinations show a growth in popularity ranking amongst top destinations this January
France focus
Despite rising daily new cases of COVID-19 in January 2021, travel search volume has maintained relative stability in January 2021 - possibly fuelled by mass vaccine deployment.
Over 38% of Travel searches belong to the Transportation & Excursions category

Travel search volume by category – January 2021

- Transportation & Excursions: 38%
- Accommodations: 23%
- Tourist Attractions & Destinations: 17%
- Vacation Packages: 10%
- Others: 5%
- Last Minute Travel: 4%
- Cruises & Cruise Services: 2%
- Air Travel: 1%
The over 35-64 segment accounts for over 50% of Travel click volume but younger age (18-34) segments displays the strongest engagement amongst age segments.

% of Travel click volume by age group – January 2021

- 18-24: 15%
- 25-34: 13%
- 35-49: 32%
- 50-64: 23%
- 65+: 15%
The average cost per click (CPC) has declined by over 30% across all age segments YoY making the engaged under 34 segment more affordable to target.
Domestic top destinations in January 2021 largely align with last year, but internationally we see a growth in popularity with French overseas islands.

### Top 10 Travel destinations – January 2020
- Paris
- France
- Lyon
- Marseille
- Corse
- Bordeaux
- Nantes
- Toulouse
- Portugal
- New York

### Top 10 Travel destinations – January 2021
- Paris
- France
- Lyon
- Guadeloupe
- Martinique
- Corse
- Bordeaux
- Marseille
- Dubai
- Toulouse
France summary

- Despite daily rising COVID-19 cases, search volume has been stable in January 2021 potentially fueled by mass vaccine deployment
- Transportation & Excursions and Accommodations categories are responsible for over 50% of travel searches
- Audiences 35+ are responsible for over 60% of the Travel click volume, but younger audiences (18-34) show the strongest engagement
- French overseas islands show a growth in popularity ranking amongst top destinations
Germany focus
Despite a third lockdown and rising daily new cases of COVID-19 in January 2021, travel search volume in Germany has maintained stability - possibly fuelled by mass vaccine deployment.
Over 39% of Travel searches belong to the Vacation Packages category

Travel search volume by category – January 2021

- Vacation Packages: 40%
- Transportation & Excursions: 20%
- Tourist Attractions & Destinations: 15%
- Accommodations: 10%
- Cruises & Cruise Services: 5%
- Last Minute Travel: 5%
- Others: 0%

Microsoft Internal Data.
The over 50 segment accounts for over 50% of Travel click volume and displays the strongest engagement amongst age segments.

% of Travel click volume by age group – January 2021
The average cost per click (CPC) has declined by over 30% across all age segments YoY, making the engaged over 50 segment more affordable to target.

Travel average CPC YoY by age group – January 2021

Microsoft Internal Data. Excludes unknown age segments.
Domestic top destinations in January 2021 largely align with last year but internationally, there are an array of new destinations proving popular.

### Top 10 Travel destinations – January 2020

<table>
<thead>
<tr>
<th>Berlin</th>
<th>Hamburg</th>
<th>Mallorca</th>
<th>Frankfurt</th>
<th>Deutschland</th>
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Microsoft Advertising Internal Data
Germany summary

• Despite a third lockdown, search volume has been stable in January 2021, potentially fueled by mass vaccine deployment

• Holidays and Transportation & Excursions are responsible for over 50% of Travel searches

• The over 50 age segment shows notable engagement

• Top international destinations are notably different compared to last January
Actions you can start with today

• Use Dynamic Search Ads to capture emerging travel queries: set up Dynamic Search Ads as a ‘catch all’ strategy to capture newly emerging queries as consumer search patterns might change.

• Re-activate campaigns for destinations no longer discouraged: Letting campaigns run on lower cost per clicks (CPCs) - yet above first page bids threshold - is a low-risk strategy that allows you to quickly respond to growing consumer interest in a low-competition environment.

• Modify messaging: Check if your ads are addressing time sensitive search interest, leverage Responsive Search Ads to adjust to changing consumer preferences.

• Utilize automated bidding strategies: Automated bidding helps you to stay on top of the dynamic marketplace, use Enhanced CPC when minimal threshold conversion volume for conversion-based strategies is not met.

• Implement remarketing for recent visitors: Create remarketing lists with more recent frequencies (e.g. 1, 3, 7, 14, 30 days) to target consumers that recently started to investigate holidays and trips.

• Ensure visibility on generic keywords: Consumers are increasingly relying on generic (non-brand) searches to assess available offerings during a time period of interest.
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights