

MICROSOFT ADVERTISING INSIGHTS

Winter travel trends



Key takeaways



Consumers are more comfortable traveling, and travel related searches are surpassing pre-pandemic volumes.

Use Search and Native strategies together this winter to maximize performance.



Subcategories such as *Last Minute Travel* see strong search growth in winter months.

Implement remarketing to reconnect with recent travel searchers and increase ROI.

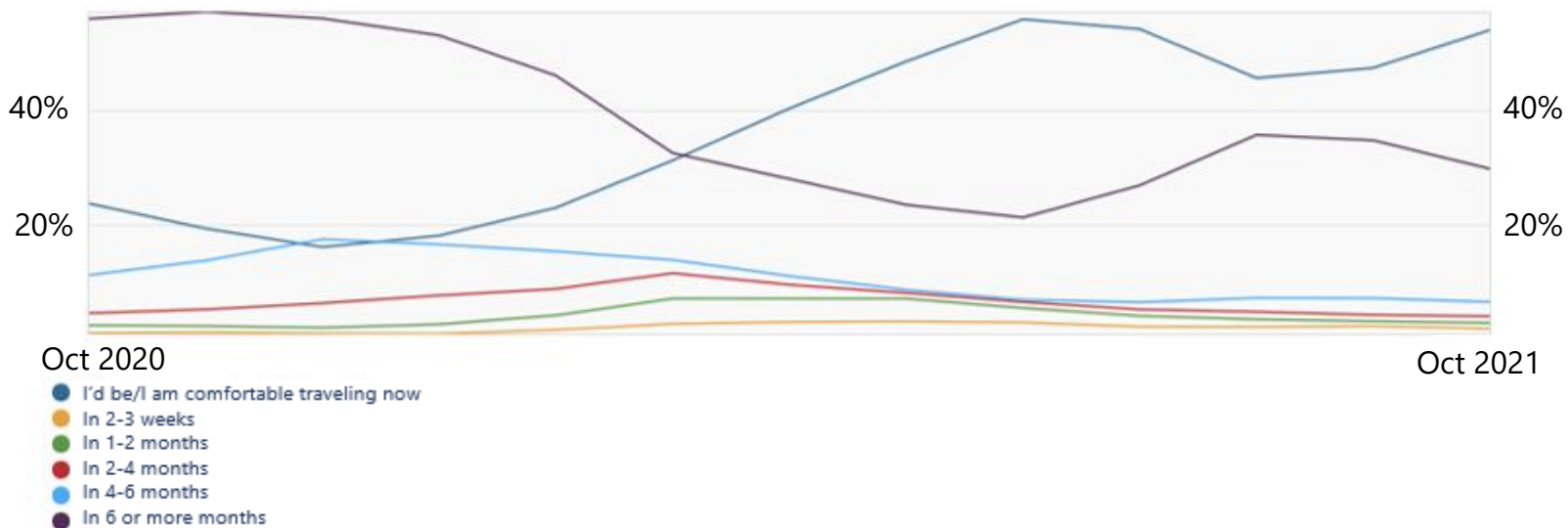


Search volume by brand vs non-brand varies by subcategory.

Use Broad match and Dynamic Search Ads to cover top destination and experience terms.

More people are willing to travel this holiday season compared to 2020

How soon from now would you be comfortable traveling and/or going on vacation?¹



Generated by CivicScience® on Oct 21, 2021 at 16:37:32 EDT

Sources:

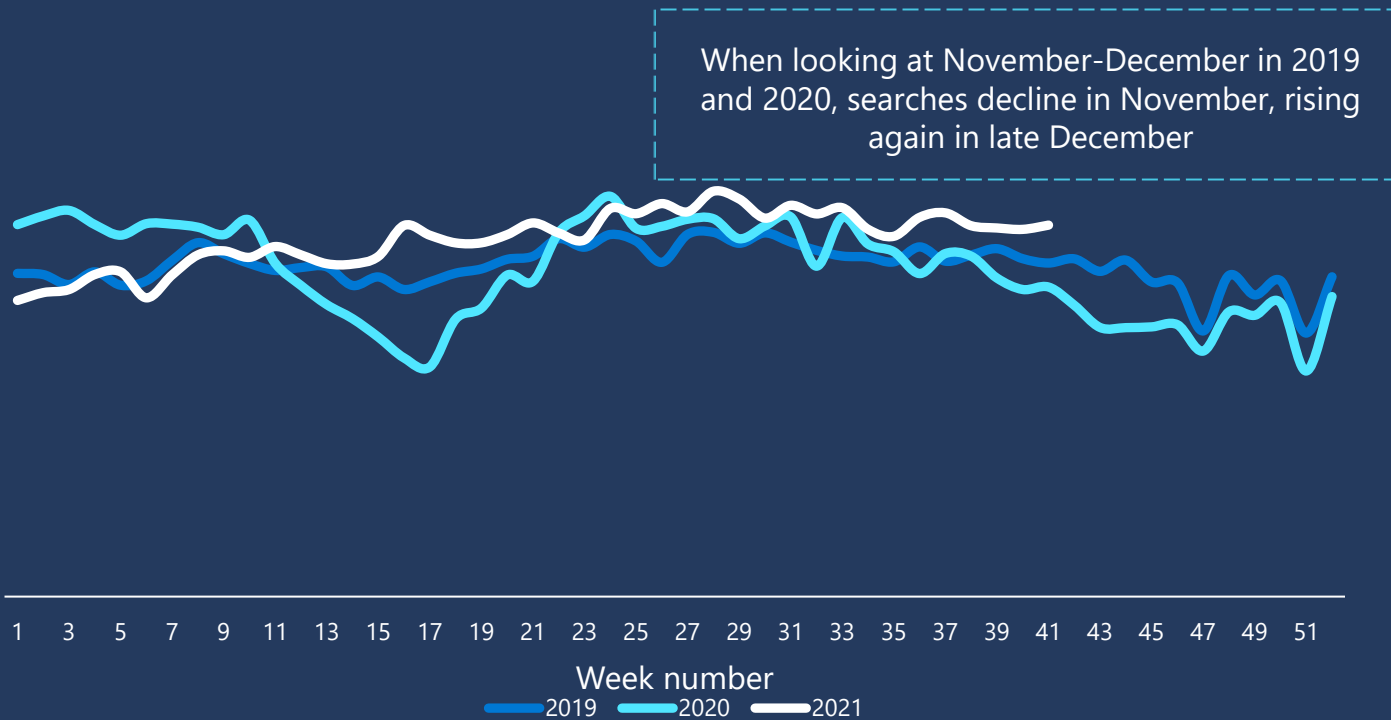
1. CivicScience. Margin +/- 1%. Based on 249,996 responses from 10/21/2020 to 10/21/2021
2. Ipsos, GloEssentials Report, Based on 14,500 respondents., Aug. 26, 2021–Aug. 29, 2021
3. CivicScience. October 2021: 6,905, responses from 09/04/2021 to 10/04/2021. October 2020: 4,399 responses from 10/20/2020 to 10/31/2020

- Travelers say they feel safer; the perceived risk of taking a vacation is **down 17%** since January 2021²
- Compared to October 2020, there is a **54% decrease** in respondents altering their holiday plans because of the pandemic³
- Of those expecting to travel within the next three months, **55%** plan to travel outside of their state²
- **36%** of people around the globe are participating in some sort of travel activity²

As a result, travel related searches are surpassing 2019 numbers



Travel searches over time



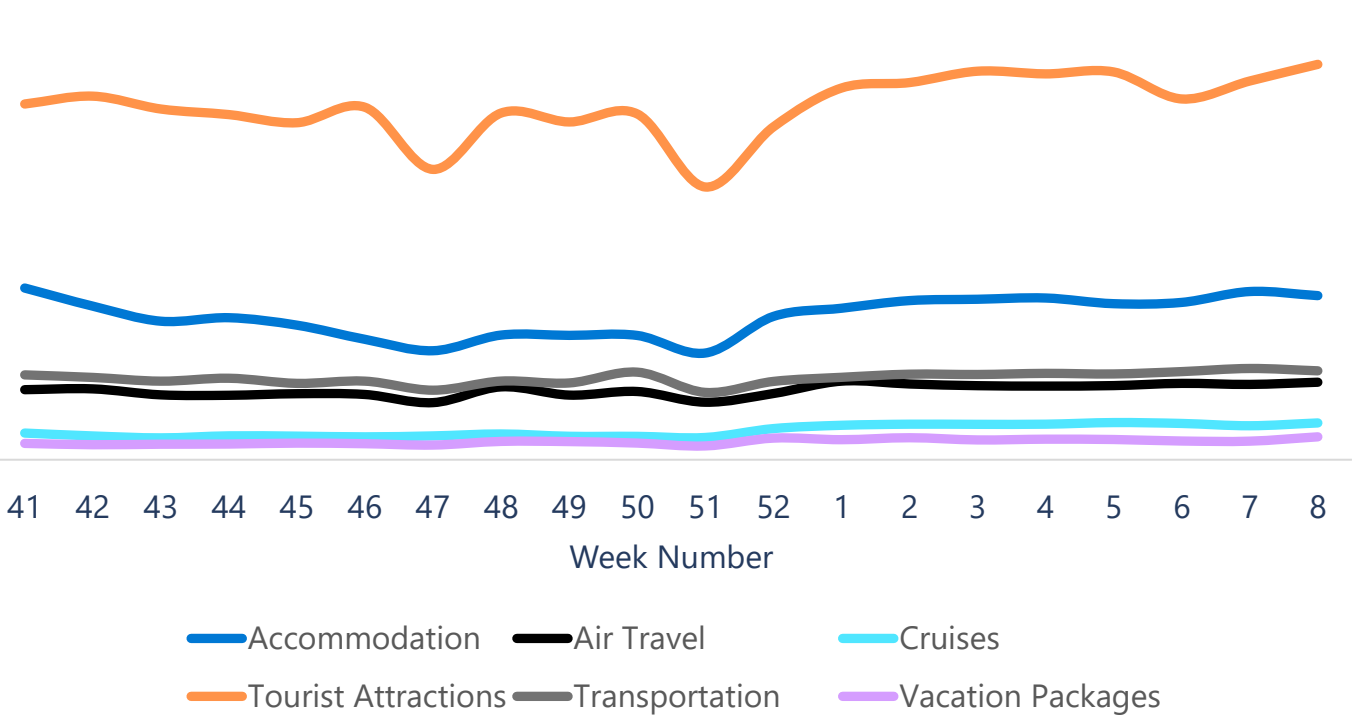
Travel searches are up **+6%** compared to 2019



Travel searches are up **+58%** year-over-year (YoY)

Travel searches rise in the last week of the year

Average searches from October-February



Accommodations historically sees peak searches in early February



Transportation sees a spike in searches the week preceding Christmas



Vacation Packages sees a rise in searches beginning the last week of the year, continuing into January

Source: Microsoft internal data, Travel L2, Average searches from Oct '19-Feb'20 and Oct '20-Feb '21

Searchers are seeking last minute getaways in winter

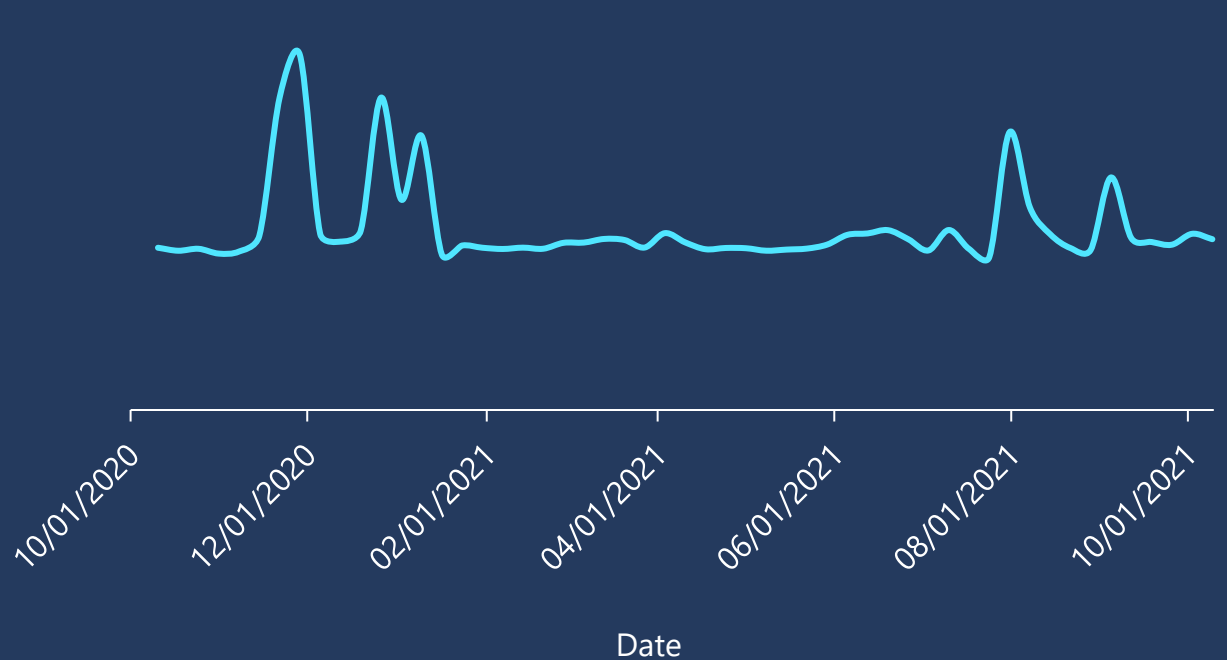


Last Minute Airfare & Flights are seeing **63% YoY search growth** and **110% YoY click growth**



Pro Tip: Implement [remarketing](#) to maintain or reconnect with people who have previously visited your website.

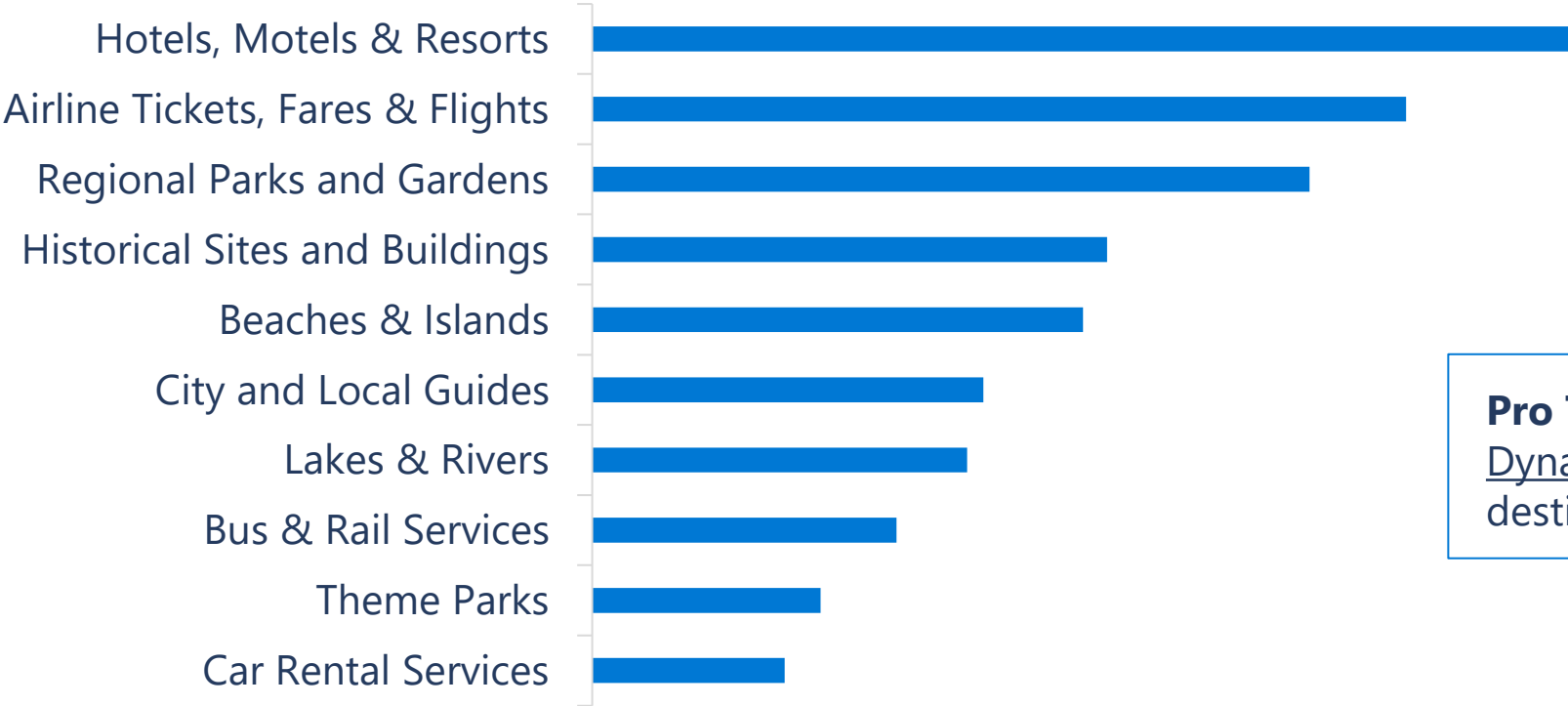
Last Minute Travel searches



In 2020, Last Minute Travel searches peaked in late November, picking up again the week after Christmas

Searches for Hotels & Resorts and Flights were winter favorites in 2019

Top subverticals by search volume (December-February)



Pro Tip: Use Broad match and Dynamic Search Ads to cover top destination and experience terms

Source: Microsoft internal data, Dec '19- Feb '20

Additional subcategories that peak in November through February include...

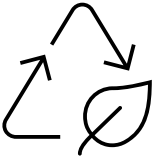


Agritourism

+54%

search growth compared to September 2019

Peak searches in the past year: **week of 11/28**



Ecotourism

+215%

click growth YoY

Peak searches in the past year: **week of 12/12**



Winter Travel

+40%

search growth compared to September 2019

Peak searches in the past year: **week of 1/30**



Ski Accommodations

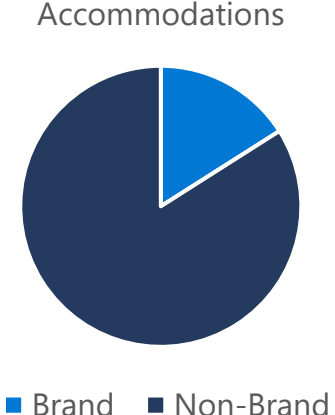
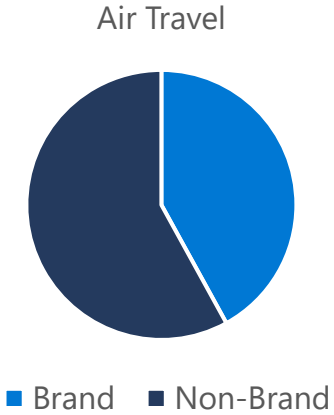
+51%

search growth compared to September 2019

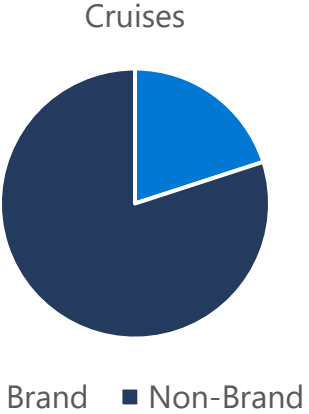
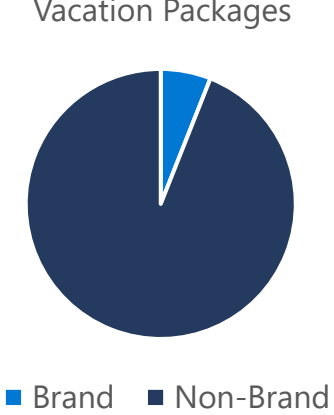
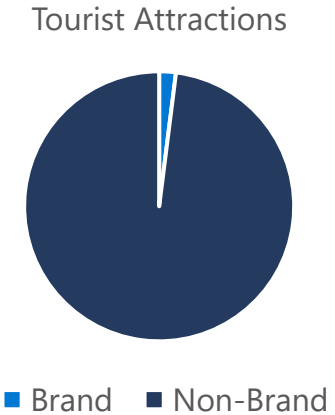
Peak searches in the past year: **week of 2/13**



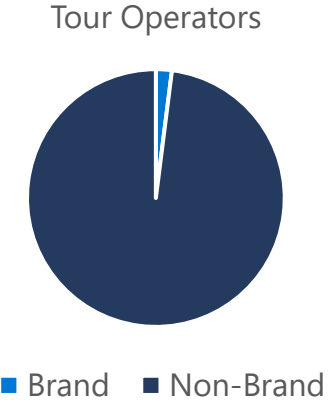
Search behavior varies when considering brand vs. non-brand queries



Air Travel, Accommodations, and Cruises see a mix of brand and non-brand queries

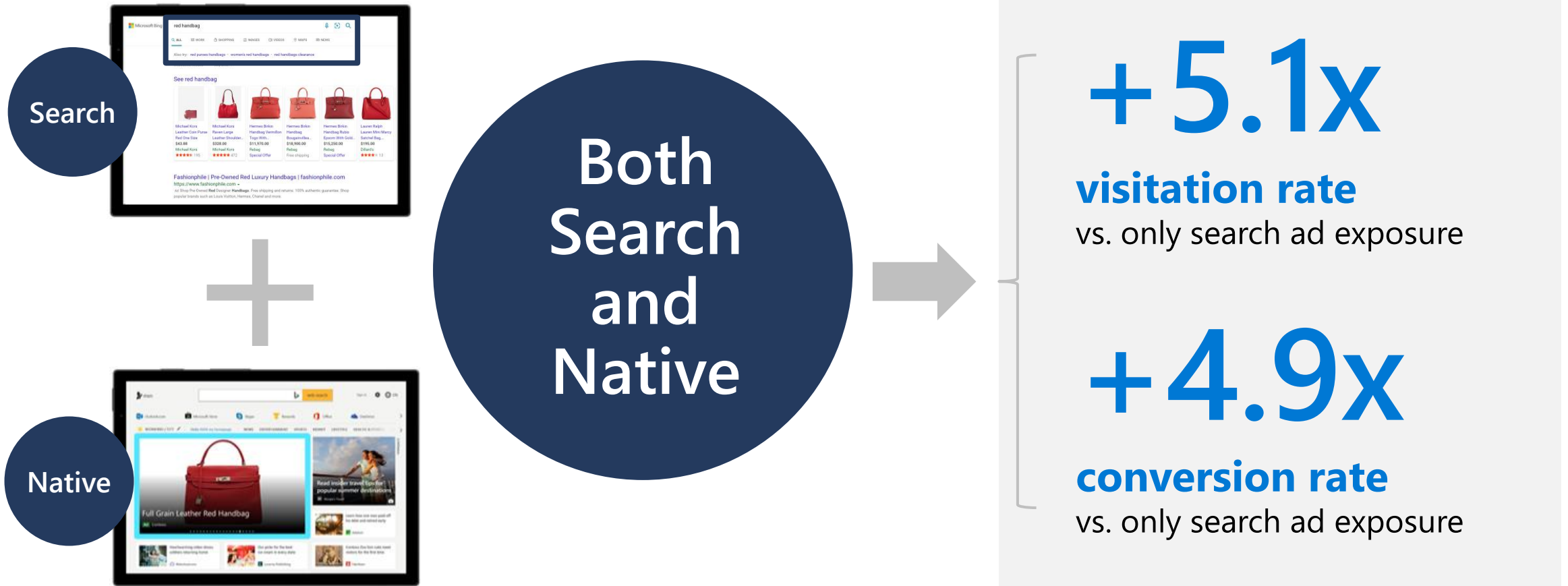


Ensure non-brand coverage, particularly for activity-oriented categories









Source: Microsoft internal data, Oct '20-Oct '21

Reaching users across search and native leads to incremental lift in **site visitation and conversion rate**



Source: Microsoft internal data; results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with lift studies done during peak seasonal periods (thru August 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 606.8k

Optimize your spend this winter

-  Be present on [Microsoft Audience Network](#) to increase visitations and conversions
-  Continue to promote non-brand to drive consumers to your sites
-  Access new demand and increase sales with new lodging solutions (pilot): [Hotel Price Ads](#) and [Property Promotion Ads](#)
-  Implement [remarketing](#) for recent visitors investigating holidays and trips (1-14 days)
-  Use [Broad match](#) and [Dynamic Search Ads](#) to cover top destination and experience terms
-  Reach travelers and activity planners when they are ready to book with [Tours and Activities Ads \(pilot\)](#)



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