

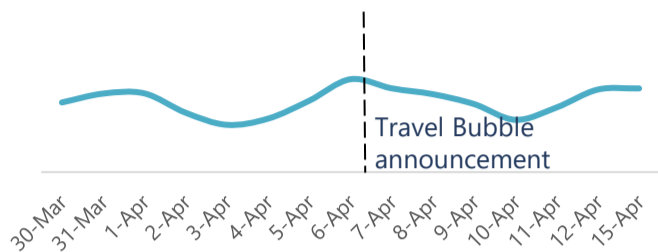
It's time to maximize your international travel opportunity

Thanks to the **Trans-Tasman Travel Bubble**, holiday starved Aussies can now visit New Zealand. Qantas and Jetstar will operate up to 122 return flights per week which will result in more than 52,000 available seats.¹



Pro Tip: adjust your budgets to capture the surge in travel searches

Search and click volume index²



Week over week (WoW) uplift

+17% uplift in searches

+14% uplift in clicks

Ensure your campaigns are not budget constrained, by monitoring share of voice lost due to budget

Searches for NZ destinations have surged significantly on Microsoft Advertising

Trending destinations

Searches for New Zealand destinations spiked after the Trans Tasman Bubble was announced



*Changes are WoW, week before and after the announcement

Travel ads are performing exceptionally well

YE* March uplift

Dynamic search ads
Clicks +170%*

Hotel ads
Clicks +175%

Responsive search ads
Clicks +891%

Extended Text ads
Clicks +30%

*YE refers to year ended.

Tip: Destination terms represent an opportunity to capture the audience early on and competition is low

Key travel categories that surged in response to the announcement



Searches +14%
Clicks +23%

Searches ~
Clicks +6%

Searches +18%
Clicks +27%

Searches +17%
Clicks ~

Generic terms and phrases seems to be popular in travel research



Tip: Use **Broad Match** Modifiers to expand your keyword coverage and audience reach

Leverage Microsoft Advertising audience solutions to grow your business

Microsoft Advertising predictive intelligence identifies users who have shown purchase intent signals. Use **In-market Audiences** to reach people who are planning a holiday.

- Hotel
- Booking websites
- Car rental
- Travel activity providers

Layer on **Remarketing** with broader generic keywords to increase traffic and re-engage high-value users

Maximize performance by combining Microsoft Search & Native strategies³

+3%
Higher visitation rate

+4%
Higher conversion rate

Vs only search ad exposure

Learn more about how Microsoft Advertising can drive customers to your business today

[Learn more](#)

1. Australian tickets for New Zealand Surge. 7News
2. Microsoft Internal Data, Travel vertical, AU, Mar 2021 - 15 April 2021.
3. Travel ad effectiveness study, US, Feb 2021

*Searches containing "travel" and "deals" respectively.