Search and click volume index

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

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

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.

Searches for New Zealand destinations have surged significantly on Microsoft Advertising

Searches +44%*\nQueenstown Searches +32%\nWellington Searches +28%\nAuckland Searches +18%\nWellington Searches +17%\nQueenstown Searches +14%\n
Tips: Destination terms represent an opportunity to capture the audience early on and competition is low

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.

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

Maximize performance by combining Microsoft Search & Native strategies\n
Tip: Use Broad Match Modifiers to expand your keyword coverage and audience reach

Lodging Travel Booking Services Car Rentals Destination Research

Searches +18% Clicks +27%
Searches +17% Clicks ~
Searches +14% Clicks +23%
Searches +6% Clicks ~

Generic terms and phrases seem to be popular in travel research

Things to do +15% Travel* +73% Deals* +10% Flights +21%

Key travel categories that surged in response to the announcement

New Zealand Searches +44%* Wellington Searches +32% Auckland Searches +28%

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

*Changes are WoW, week before and after the announcement

 Ye* March uplift
Dynamic search ads Clicks +170%*\nHotel ads Clicks +175% \nResponsive search ads Clicks +891% \nExtended Text ads Clicks +30%

*Ye refers to year ended.

Searches for NZ destinations have surged significantly

3. Travel ad effectiveness study, US, Feb 2021

*Searches containing “travel” and “deals” respectively.

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

Learn more