



Microsoft Advertising Insights

# French travel in 2021: coast to coast



Domestic trips are preferred

# Domestic trips are preferred

Global figures



**47%** of people are planning to travel within their **own country** in the near future (7-12 months)



**43%** plan to explore a **new destination within their home region/country**



**46%** will take the time to **appreciate** the **natural beauty** of their **home country**

**+90%** increase in bookings made from June 15 to July 15 2020 for the summer in **small French villages** promoted by an online booking platform <sup>(2)</sup>

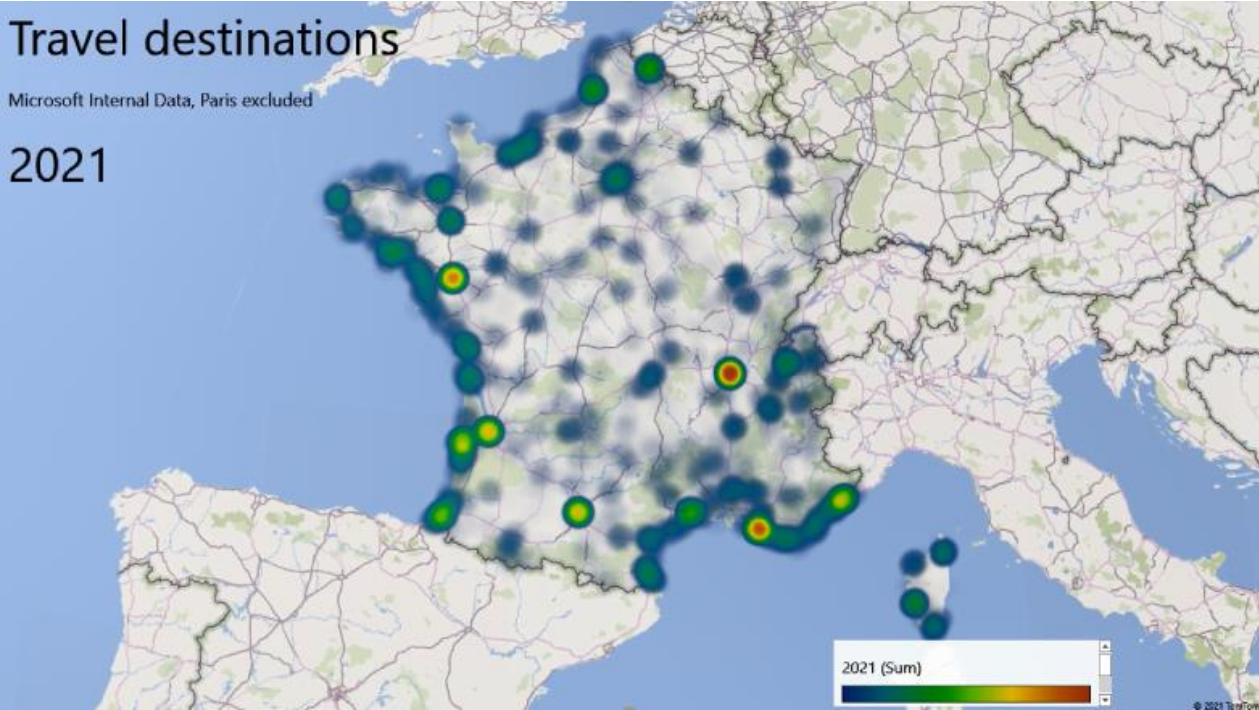
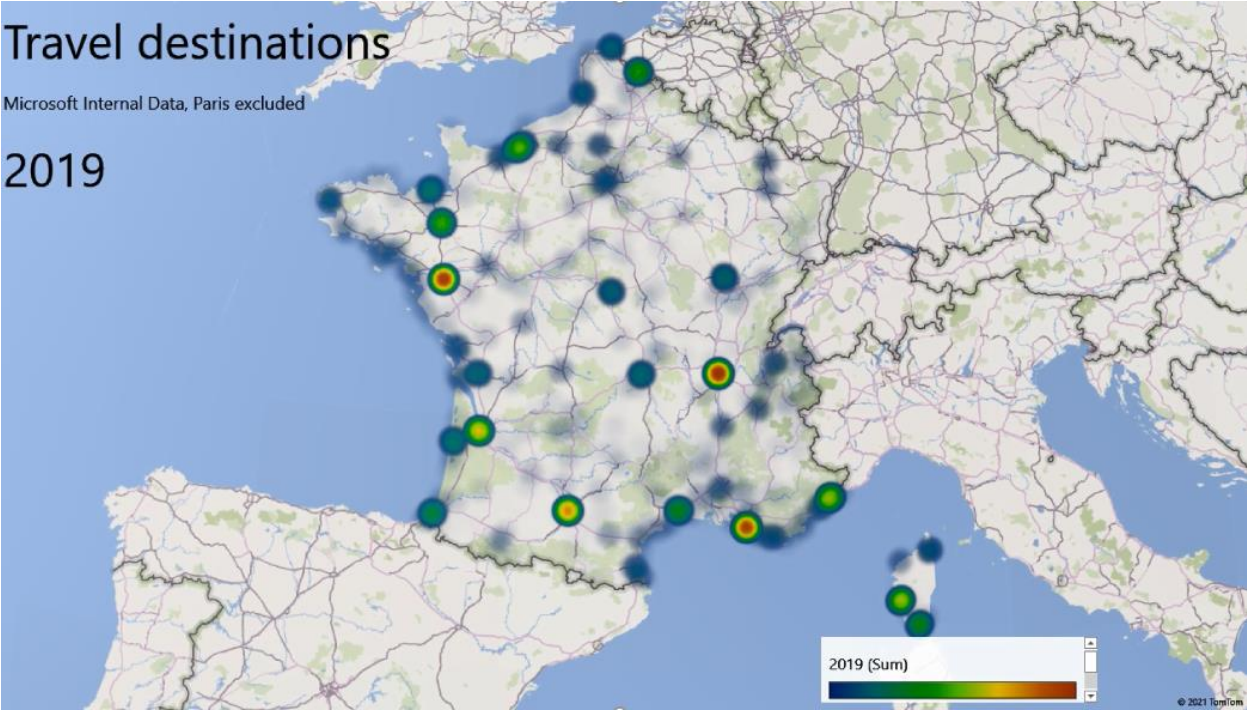
# Destinations are scattered: March 2019 vs. 2021

Paris excluded as destination (to ease color reading)

# March 2021 vs. 2019 search volume

- For French searchers looking to travel domestically, we analyzed how the travel queries destinations (cities) are “scattered”.
- The volume of searches is lower in March 2021, compared to 2019. Tip: the goal here is to visualize the “scattering” for a given year, not the color scheme.
- Paris was excluded in order to ease the color reading, as this city is an outlier.

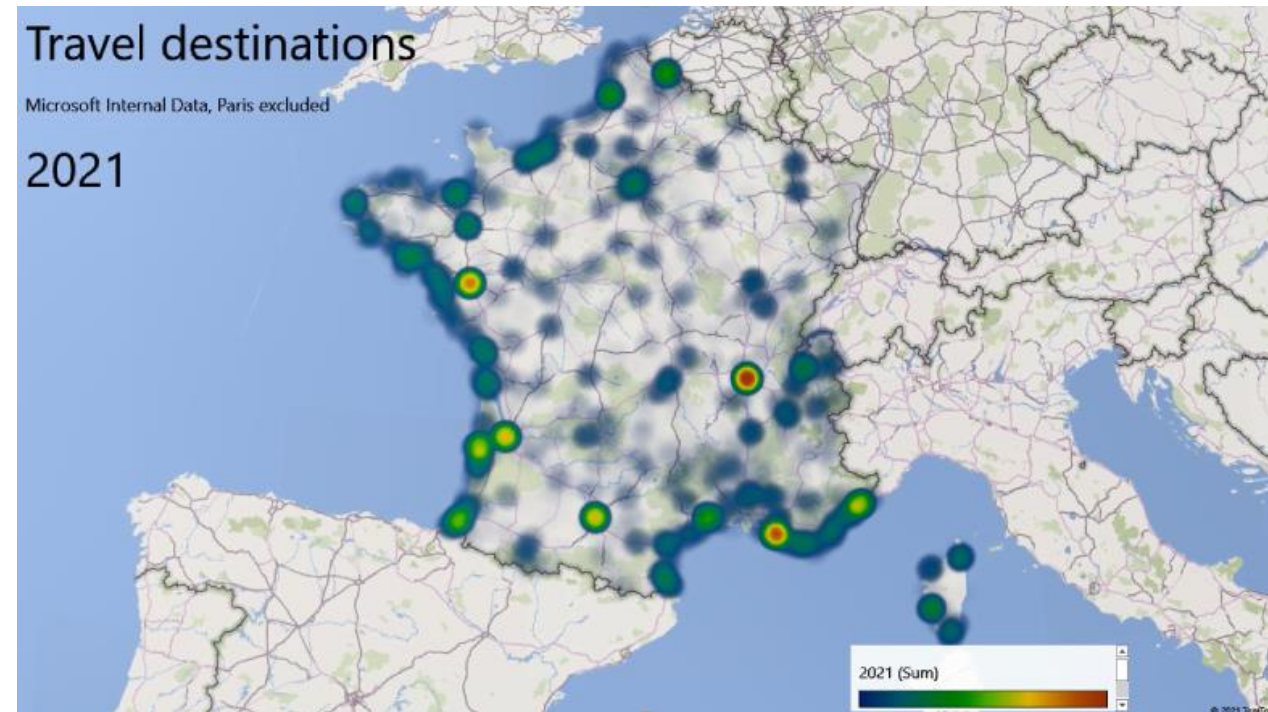
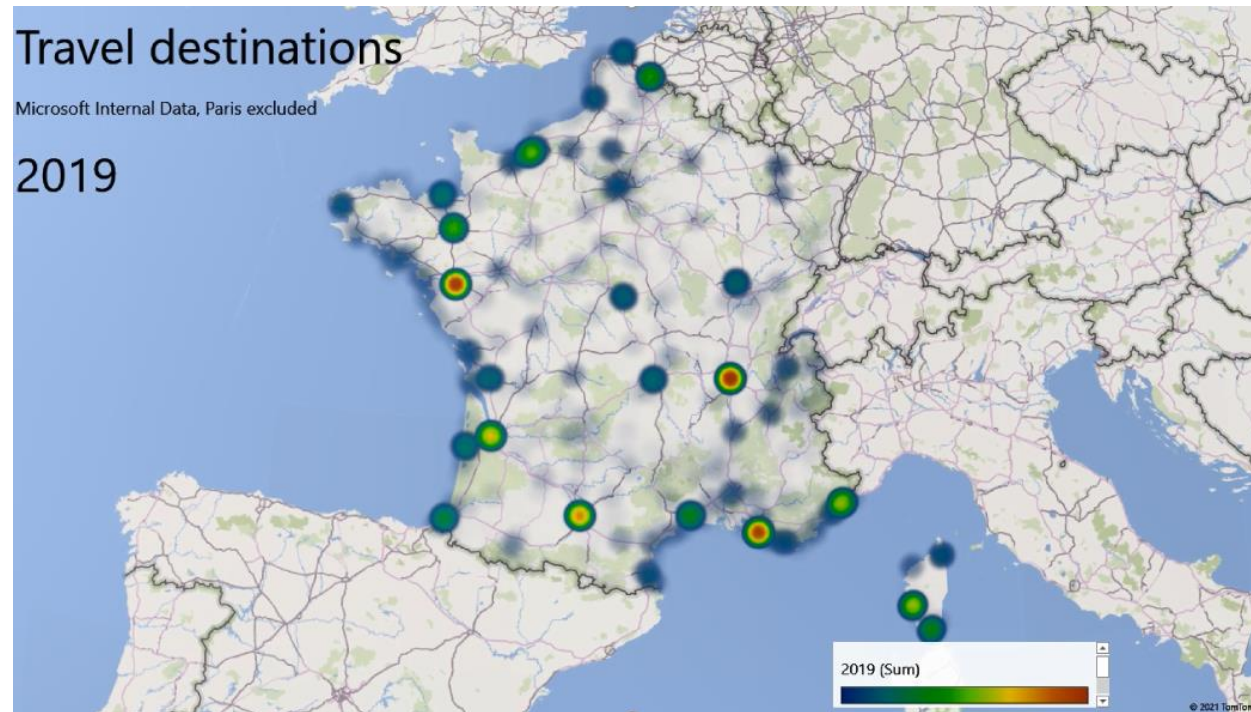
# March 2021 vs. 2019 search volume



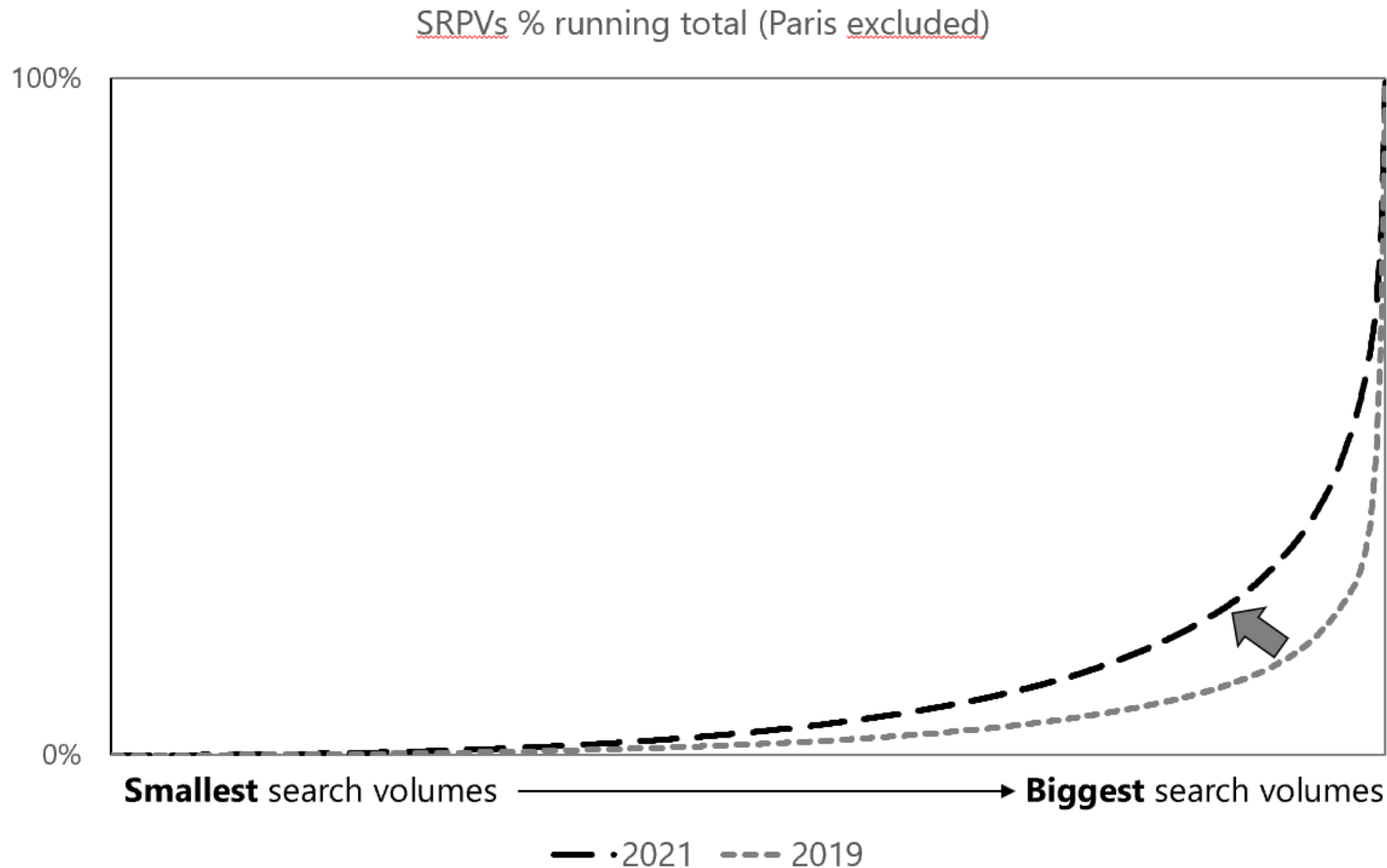
Microsoft Internal Data : March 2019 – March 2021; Travel searches by people in France with travel destination intent in France.

# From concentration to scattering

% of destinations in travel searches for a given year (Paris excluded)



# Search result page views (SRPV) differ between 2019 and 2021



2019 : **5 cities** account for 25% of searches (biggest volumes)

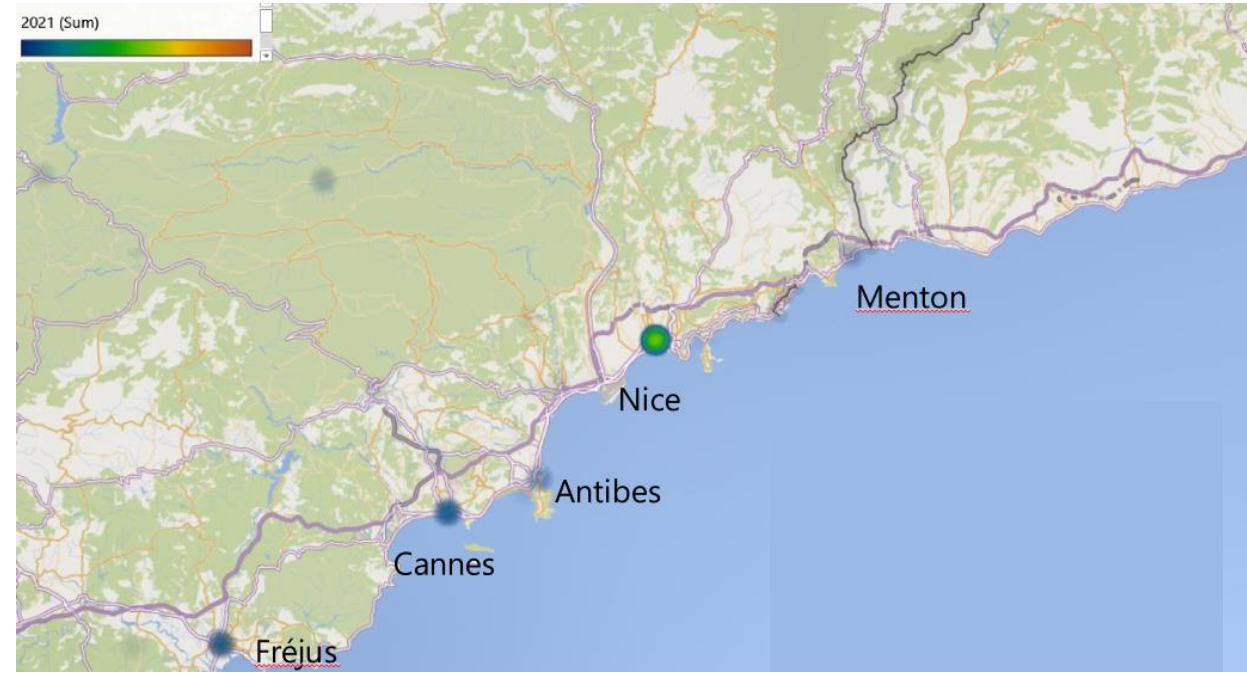
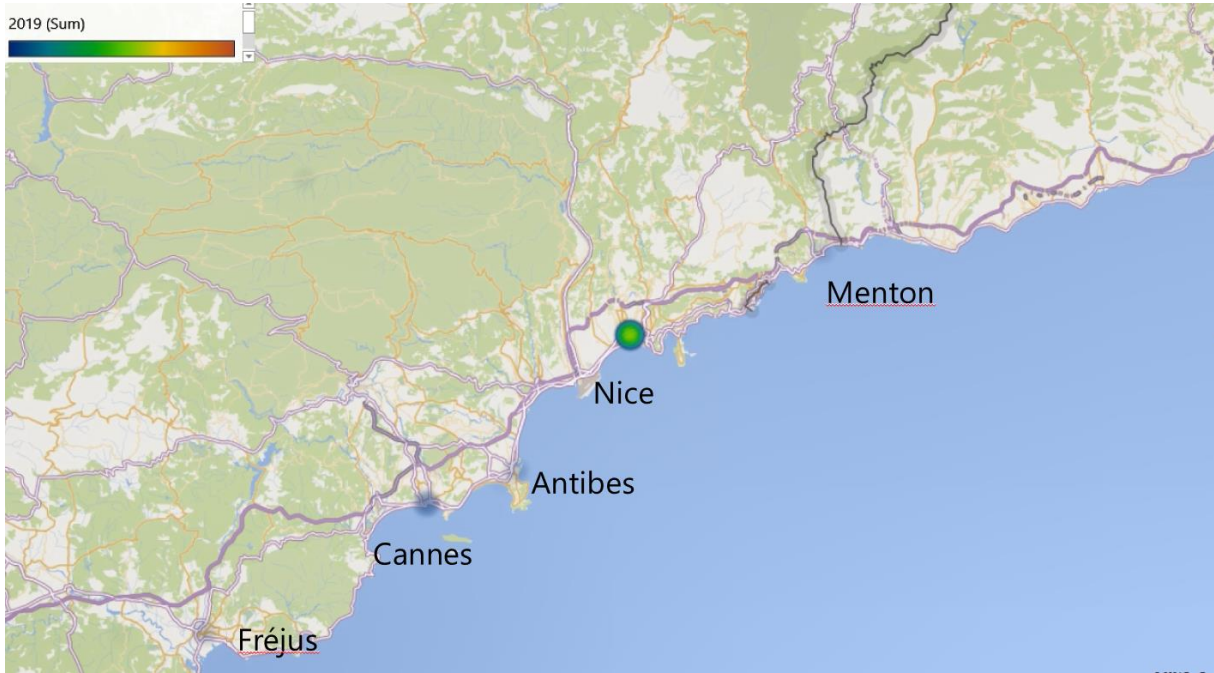
2021 : **10 cities** account for 25% of searches (biggest volumes)

2019 : **97% cities** account for 25% of searches (small->big)

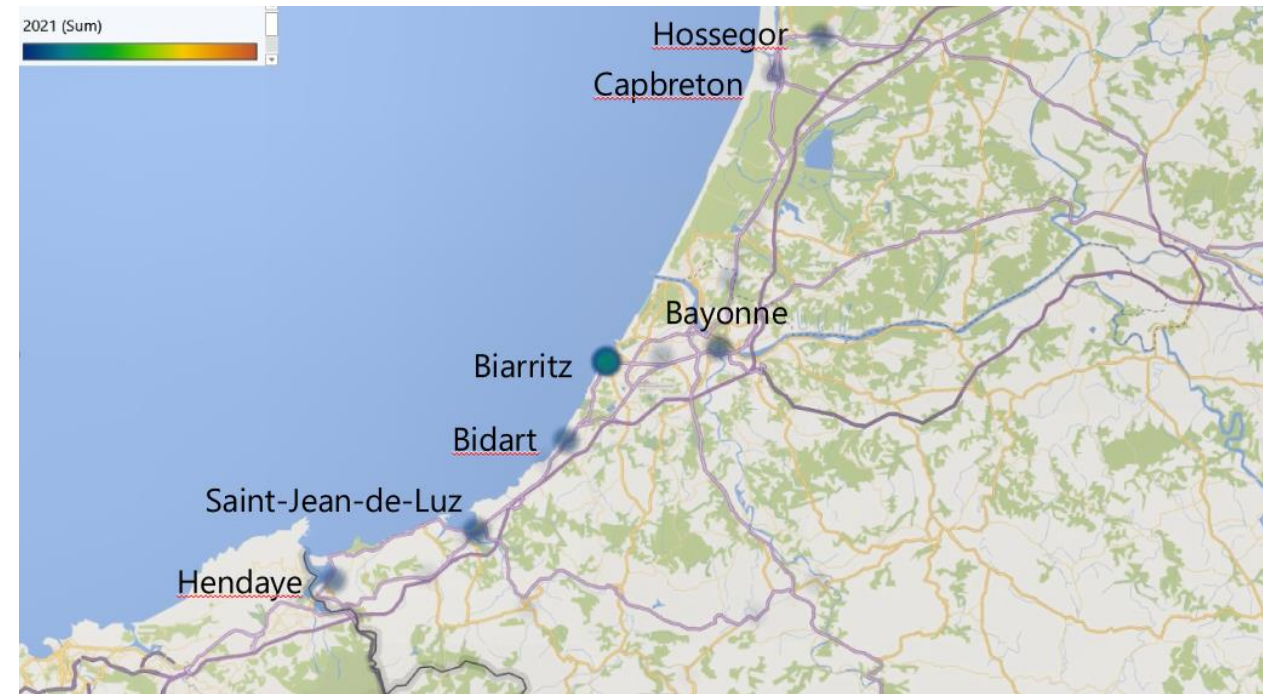
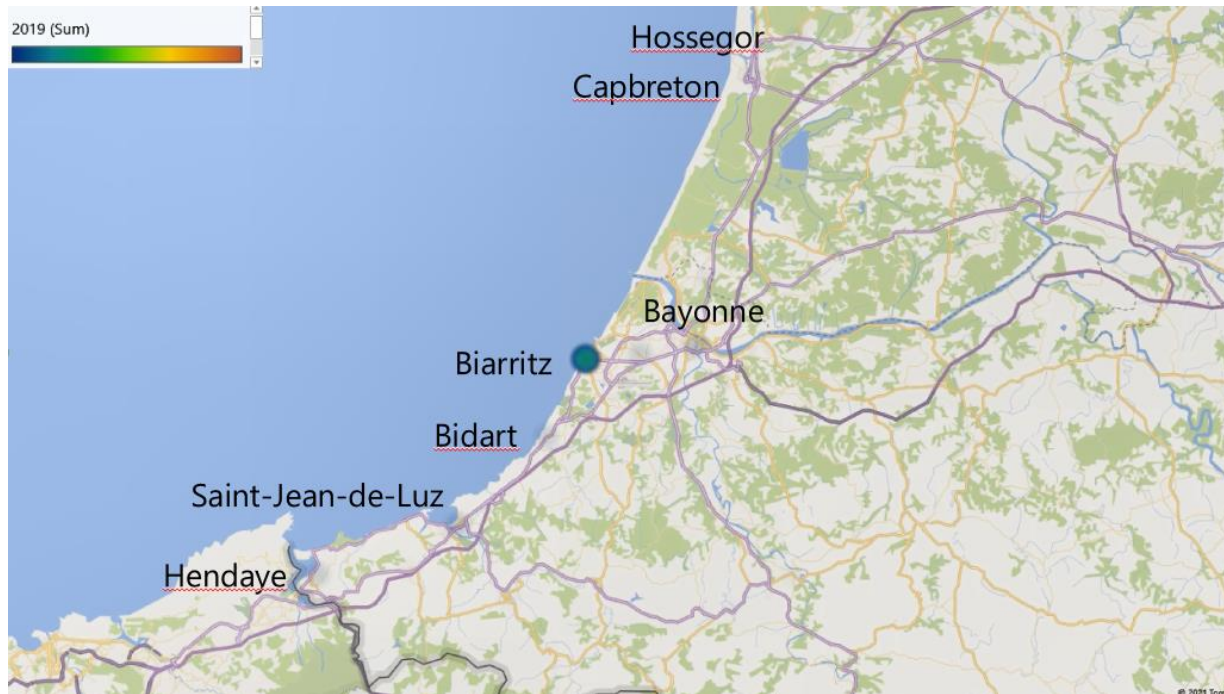
2021 : **89% of cities** account for 25% of searches (small->big)



In **2019**, travel searches for **Fréjus** were around **40** times lower than **Nice** searches (vs. 7 in 2021)



In **2019**, travel searches for **Biarritz** were **20** times lower than **Bidart** searches (vs. 4 in 2021)



Our users consume travel more frequently

# Our users take vacations more frequently (domestic)



How often do you typically have a domestic vacation?

■ < 3 months    ■ 6-12 months    ■ > 12 months    ■ Never

Microsoft Advertising



+ 4 points

Average internet user



Source : Global Web Index - Wave: Q3-Q4 2020  
"Audiences" : individuals who have stated that they' have used a given web brand in the last month i.e., self-identified users of Bing, MSN, Outlook, Yahoo, AOL.



# Our users stay in hotels more frequently



How often do you typically stay in a hotel?

■ < 3 months    ■ 6-12 months    ■ > 12 months    ■ Never

Microsoft Advertising



→ + 6 points

Average internet user



Source : Global Web Index - Wave: Q3-Q4 2020  
"Audiences" : individuals who have stated that they' have used a given web brand in the last month i.e., self-identified users of Bing, MSN, Outlook, Yahoo, AOL.



# Our users stay in rented accommodations more frequently



How often do you typically stay in rented accommodation?

■ < 3 months    ■ 6-12 months    ■ > 12 months    ■ Never

Microsoft Advertising



→ + 4 points

Average internet user



Source : Global Web Index - Wave: Q3-Q4 2020  
"Audiences" : individuals who have stated that they' have used a given web brand in the last month i.e., self-identified users of Bing, MSN, Outlook, Yahoo, AOL.



# Our users hire a rental car more frequently



How often do you typically hire a rental car?

■ < 3 months    ■ 6-12 months    ■ > 12 months    ■ Never

Microsoft Advertising



+ 5 pts

Average internet user



Source : Global Web Index - Wave: Q3-Q4 2020  
"Audiences" : individuals who have stated that they' have used a given web brand in the last month i.e., self-identified users of Bing, MSN, Outlook, Yahoo, AOL.



# Our users fly in business or first class more frequently



How often do you typically fly in business or first class?

■ < 3 months    ■ 6-12 months    ■ > 12 months    ■ Never

Microsoft Advertising



+ 3 pts

Average internet user



Source : Global Web Index - Wave: Q3-Q4 2020  
"Audiences" : individuals who have stated that they' have used a given web brand in the last month i.e., self-identified users of Bing, MSN, Outlook, Yahoo, AOL.





# Takeaways

# Recap and suggestions



People will mainly travel in their **own country**. And we found that French people travelling in France are searching for a more “**clustered**” list of **destinations**.

In order to catch the maximum amount of opportunities :

- **Don't limit** your campaigns **to only top cities**
- Expand your reach by adding an **extensive list of cities / villages** in your **keywords** list



Microsoft Advertising users are heavy **consumers of travel content and over-index when asked about travel frequency**, proving we are a very valuable audience for Travel advertisers.

We saw that destinations changed a lot, compared to the past - **don't rely on keywords only**. You might want to target our users, who demonstrated **travel intent** by leveraging our **in-market audiences** to **reach the right consumer**.

To get actionable data, insights and best practices to help make decisions and grow your business, visit [MicrosoftAdvertising.com/Insights](https://MicrosoftAdvertising.com/Insights)

