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

Source: https://partner.booking.com/en-us/click-magazine/bookingcom-predicts-top-trends-future-travel Research commissioned by Booking.com and conducted among a sample of adults who have traveled in the past 12 months/plan to take a trip in the next 12 months. In total 20,934 respondents across 28 countries were polled. Respondents completed an online survey in July 2020.
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
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?

- Microsoft Advertising:
  - < 3 months: 21%
  - 6-12 months: 56%
  - > 12 months: 15%
  - Never: 8%

- Average internet user:
  - < 3 months: 18%
  - 6-12 months: 55%
  - > 12 months: 17%
  - Never: 10%

Source: Global Web Index - Wave: Q3-Q4 2020

*Audiences*: individuals who have stated that they/they've 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?

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.

- **Microsoft Advertising**
  - < 3 months: 18%
  - 6-12 months: 36%
  - > 12 months: 26%
  - Never: 20%

- **Average internet user**
  - < 3 months: 14%
  - 6-12 months: 34%
  - > 12 months: 28%
  - Never: 24%

+ 6 points
Our users stay in *rented accommodations* more frequently

How often do you typically stay in rented accommodation?

<table>
<thead>
<tr>
<th></th>
<th>&lt; 3 months</th>
<th>6-12 months</th>
<th>&gt; 12 months</th>
<th>Never</th>
</tr>
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<tbody>
<tr>
<td>Microsoft Advertising</td>
<td>10%</td>
<td>32%</td>
<td>22%</td>
<td>36%</td>
</tr>
<tr>
<td>Average internet user</td>
<td>8%</td>
<td>30%</td>
<td>24%</td>
<td>39%</td>
</tr>
</tbody>
</table>

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?

Source: Global Web Index - Wave: Q3-Q4 2020

“Audiences” : individuals who have stated that they’ve 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?

<table>
<thead>
<tr>
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<th>&lt; 3 months</th>
<th>6-12 months</th>
<th>&gt; 12 months</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft Advertising</td>
<td>5%</td>
<td>15%</td>
<td>17%</td>
<td>63%</td>
</tr>
<tr>
<td>Average internet user</td>
<td>4%</td>
<td>13%</td>
<td>16%</td>
<td>66%</td>
</tr>
</tbody>
</table>

+ 3 pts

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