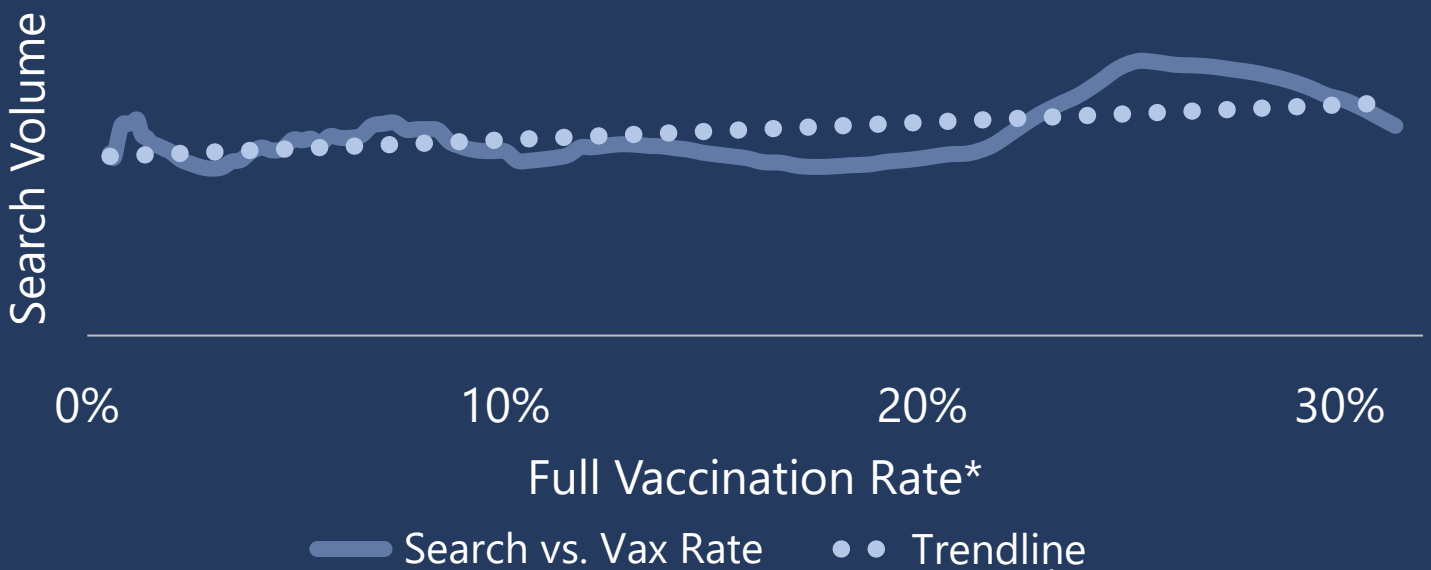


With pent-up travel demand, vaccinations help provide a promising start to summer vacations

Vaccinations & U.S. travel destination searches have a statistically significant relationship for the 7-day moving average, indicating that as vaccination rates increase, travel searches grow. Americans rising excitement in travel **provides unique opportunities to meet demand.**

7-Day Moving Average – United States Travel Search Volume vs. Vaccination Rate



2/3 of Americans are planning to travel this summer¹



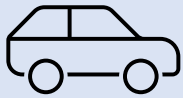
Over half of Americans got the vaccine because they want to travel²



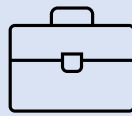
Pro Tip! Prioritize domestic budget to reach vaccinated Americans who are ready for summer vacation

With pent-up travel demand, vaccinations help provide a promising start to summer vacations

74% of Americans are planning to travel domestically this summer¹

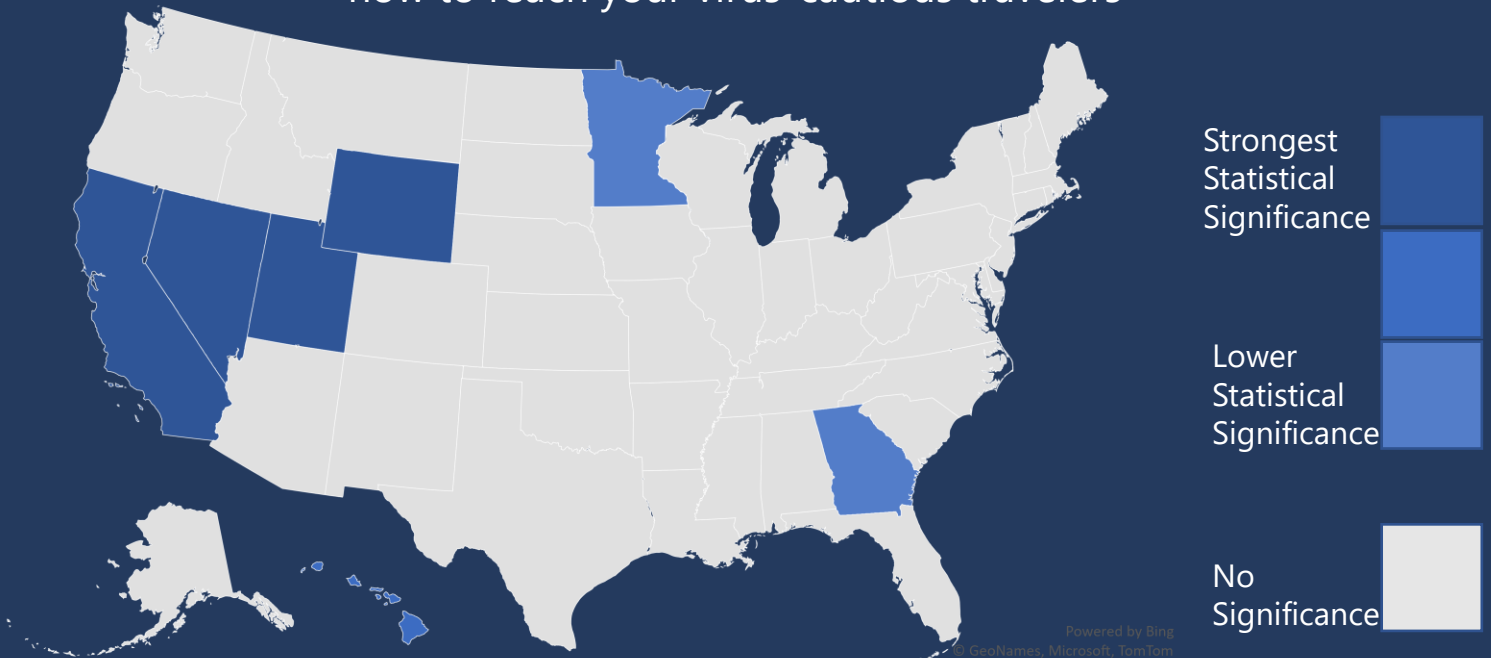


Per CDC, fully vaccinated people are at low-risk from traveling²



Pro Tip! Promote U.S. budget for terms with 'clean,' 'low-risk' and 'free cancellations' as those are top summer amenities¹ & priorities

Use this map as a guide to help determine how to reach your virus-cautious travelers



Vaccinations & travel searches have a statistically significant relationship* across seven states, indicating that as vaccination rates increase, travel searches grow, and consumers become more interested in visiting safer COVID destinations.

Sources: Microsoft Internal Data (Jan. 12, 2021 to May 5, 2021), OurWorldinData.org

¹ Travel is Heating Up: Two-Thirds of Americans Planning Summer Vacations | Tripadvisor

² Domestic Travel During COVID-19 | CDC

*Statistical significance value determined by p-value < .3; Travel search query set determined from >3,500 sample travel queries