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

Search Volume

0% 10% 20% 30%

Full Vaccination Rate*

- Search vs. Vax Rate  ● Trendline

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

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

¹Travel is Heating Up: Two-Thirds of Americans Planning Summer Vacations | TripAdvisor
²Here’s What Will Actually Convince People to Get Vaccinated | Time
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.