



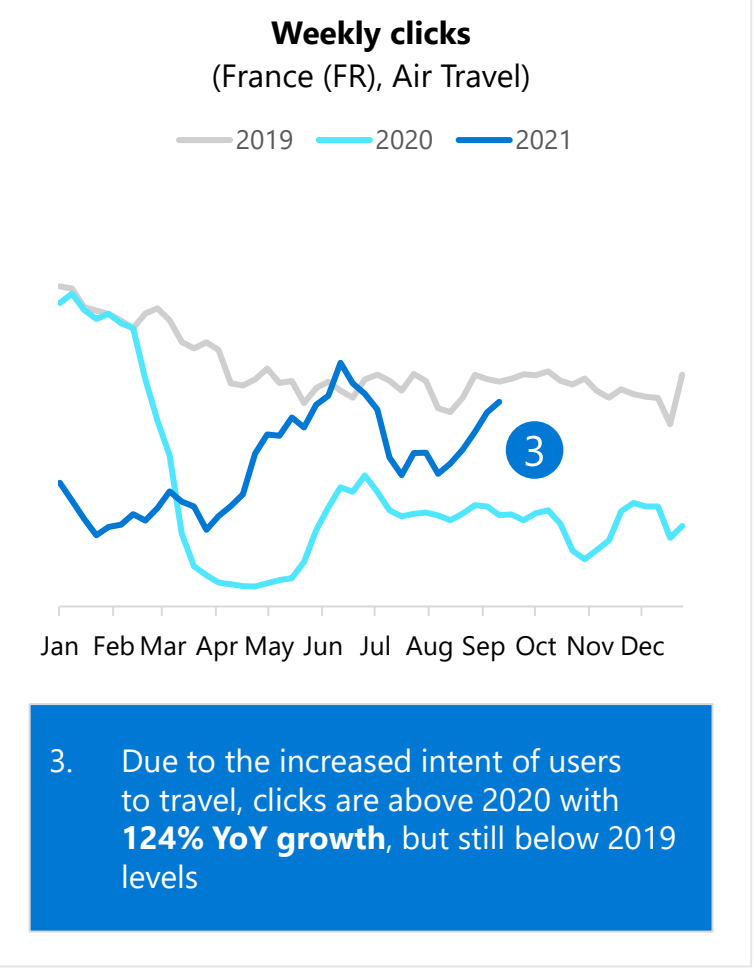
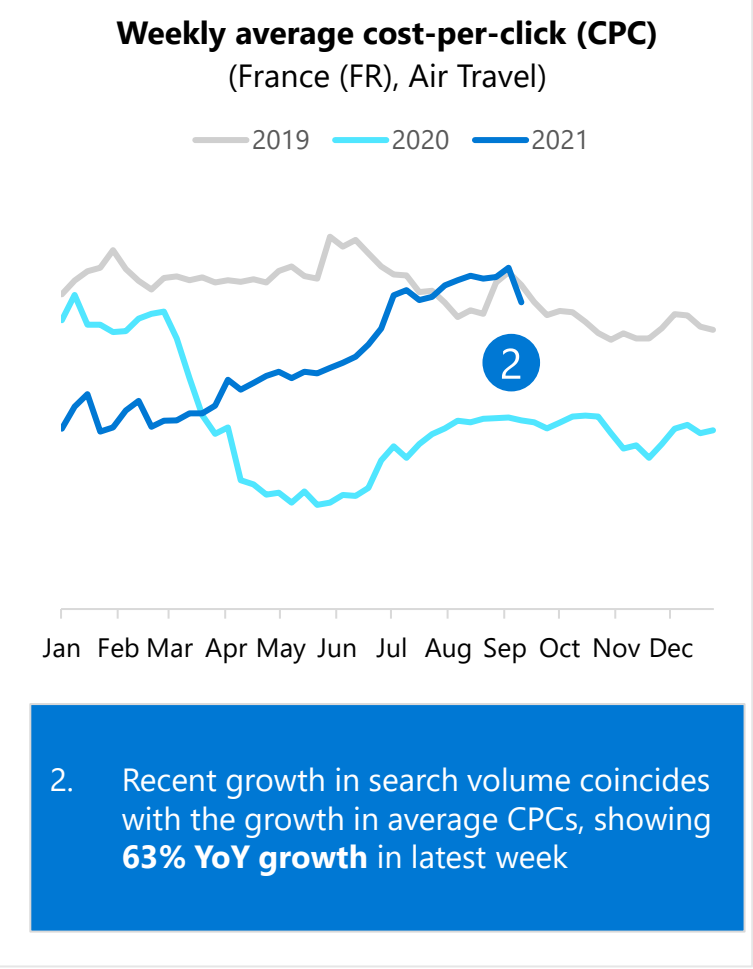
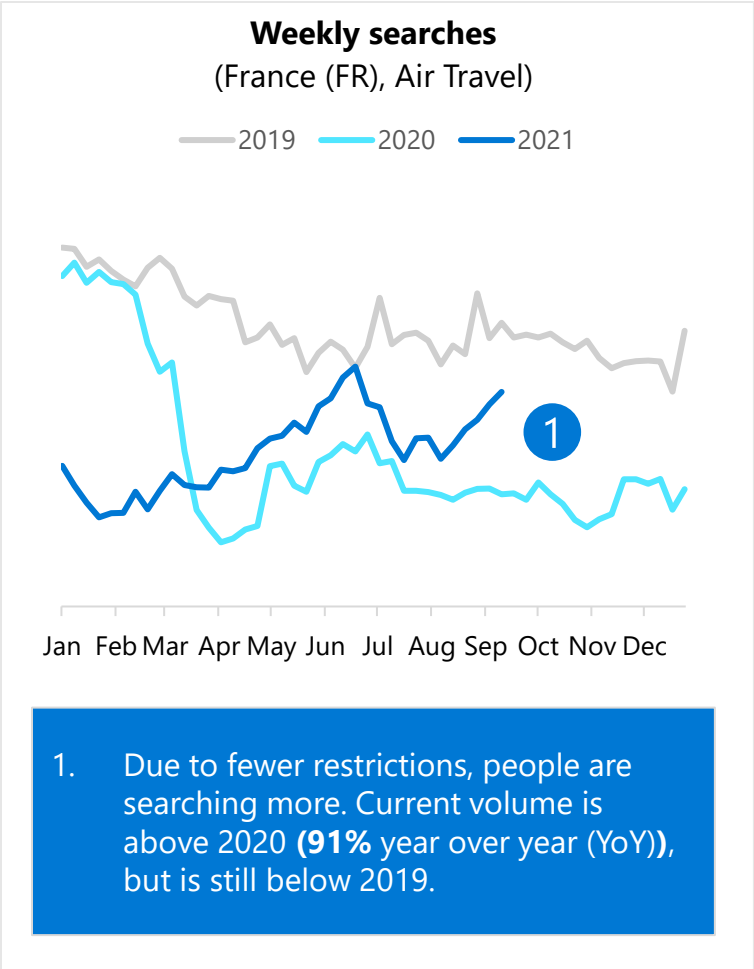
MICROSOFT ADVERTISING INSIGHTS

France early summer travel insights

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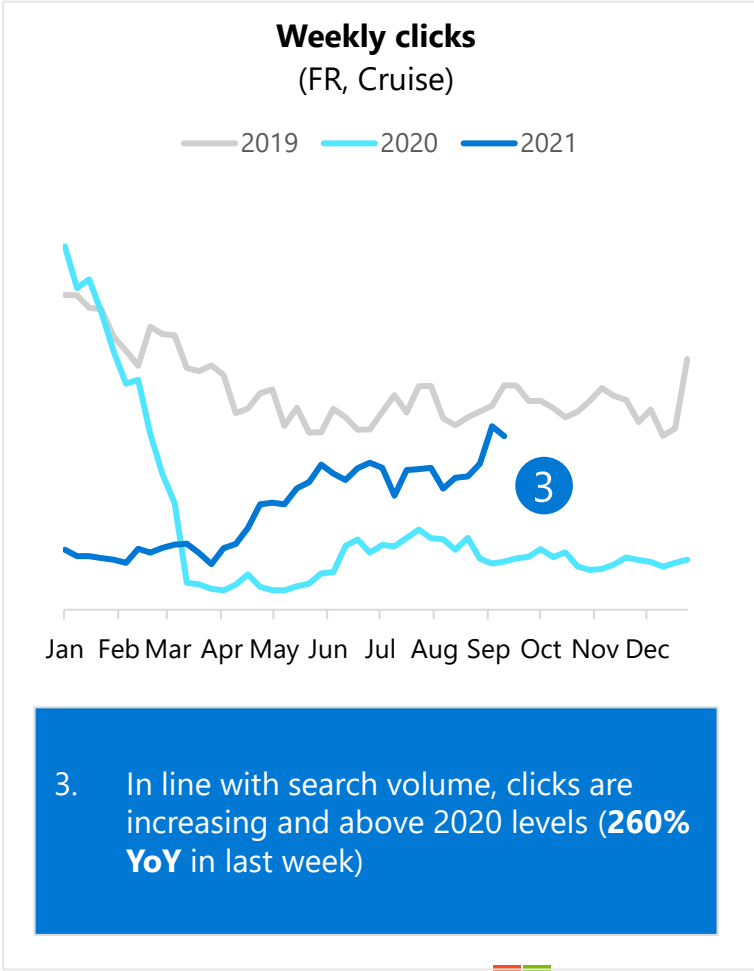
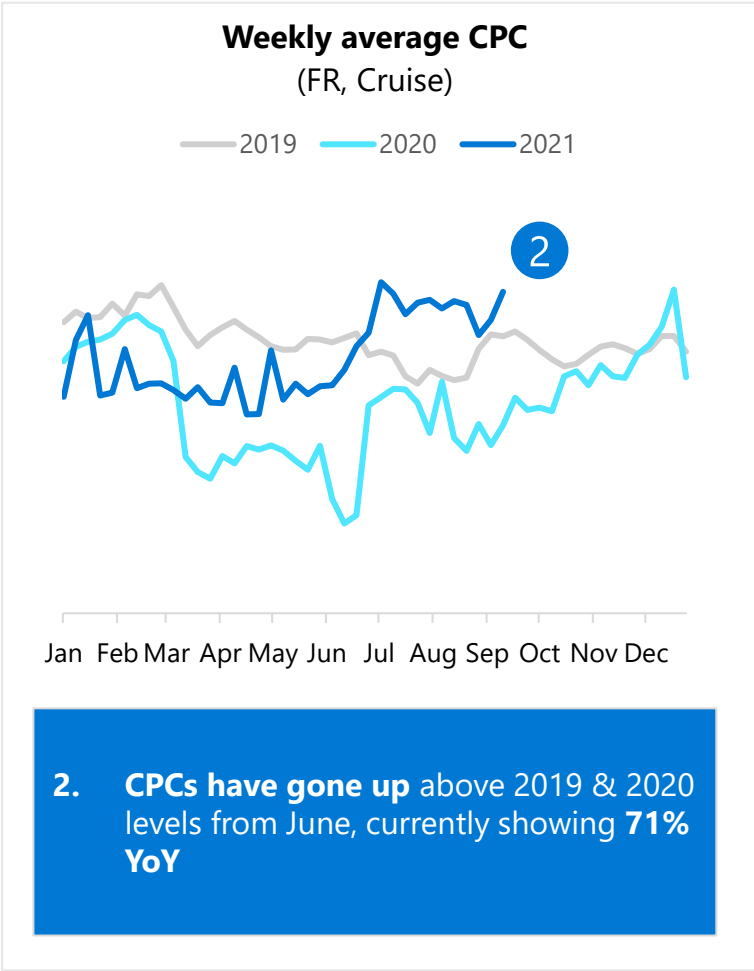
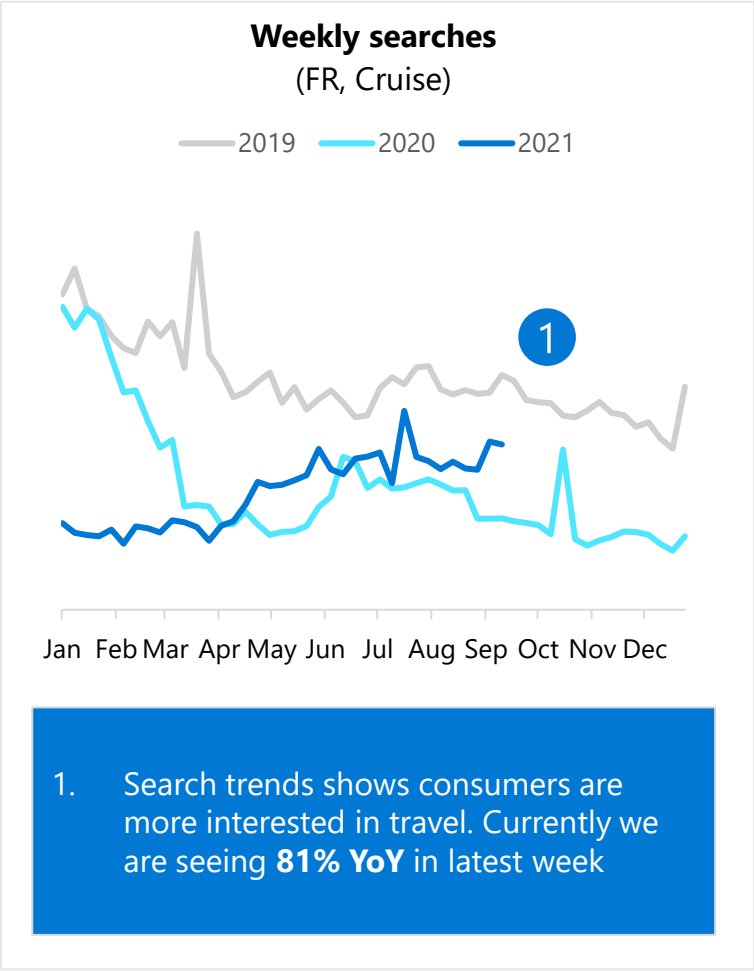
Consumers are increasingly exploring Air Travel category



Source: Microsoft internal, market performance on owned and operated network, FR, Air Travel, 2019-2021



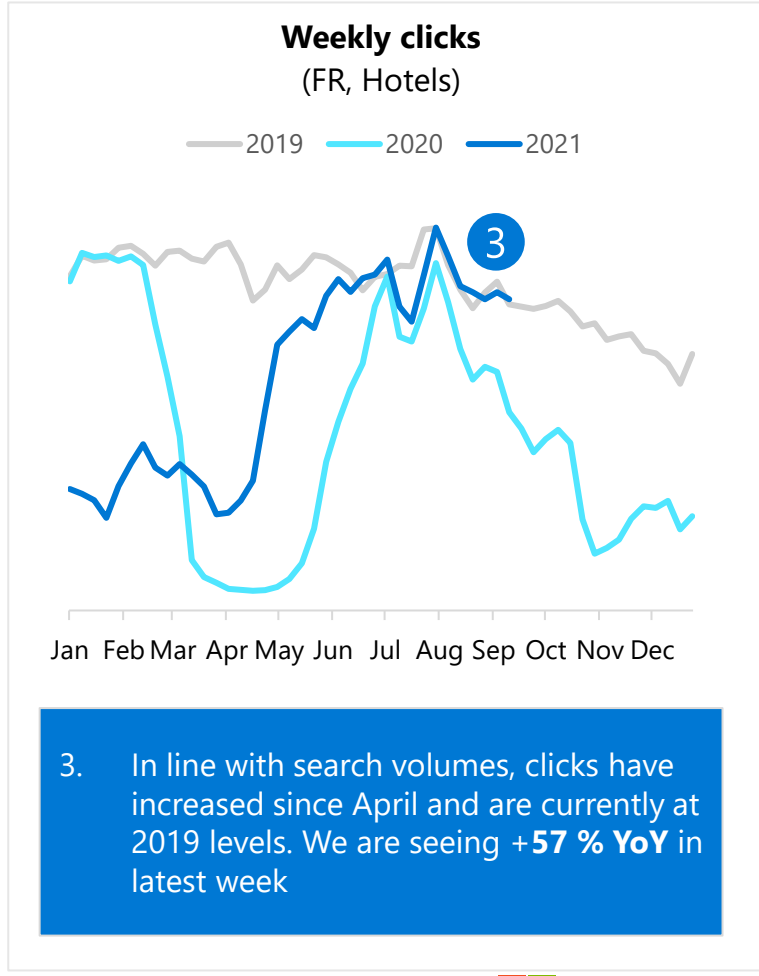
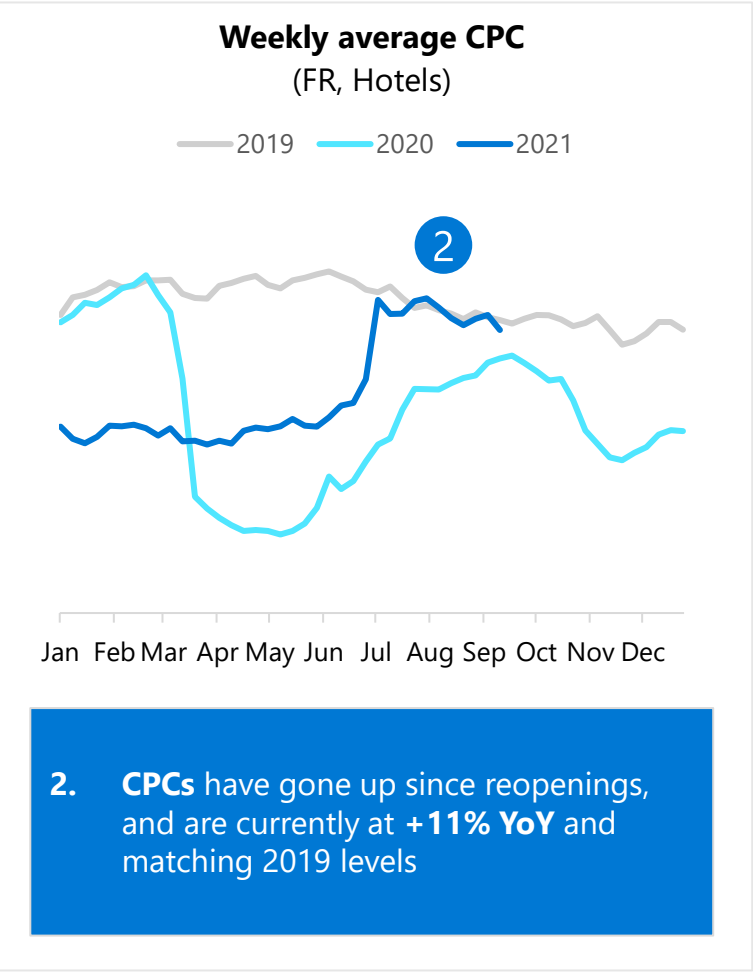
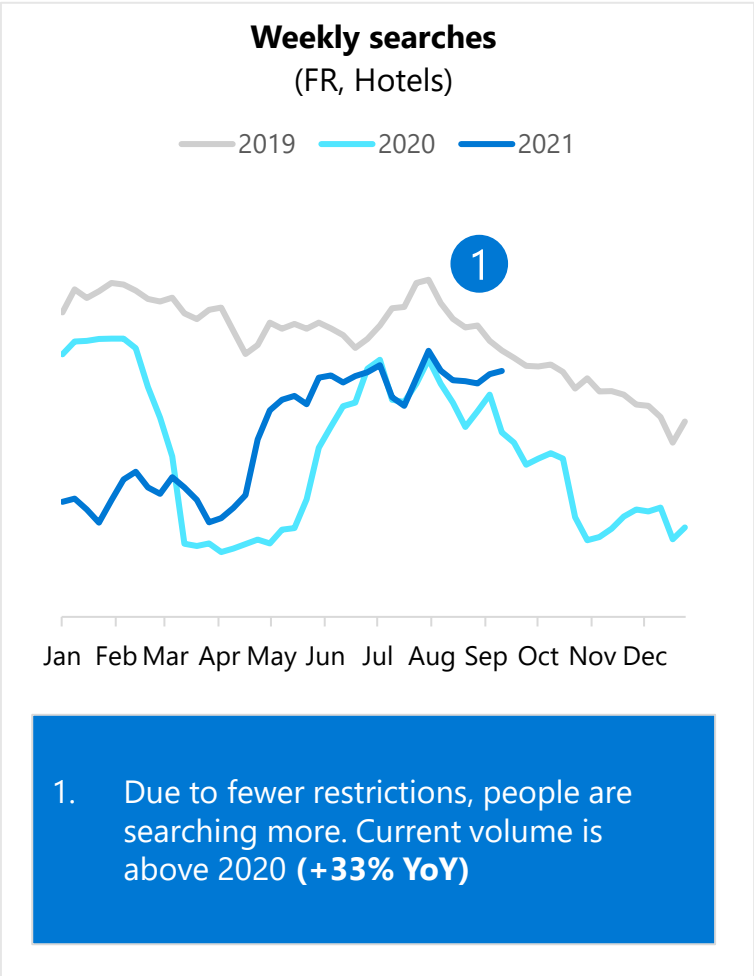
Cruise volumes are growing, but there is still a gap compared to 2019



Source: Microsoft internal, market performance on owned and operated network, FR, Cruises, 2019-2021



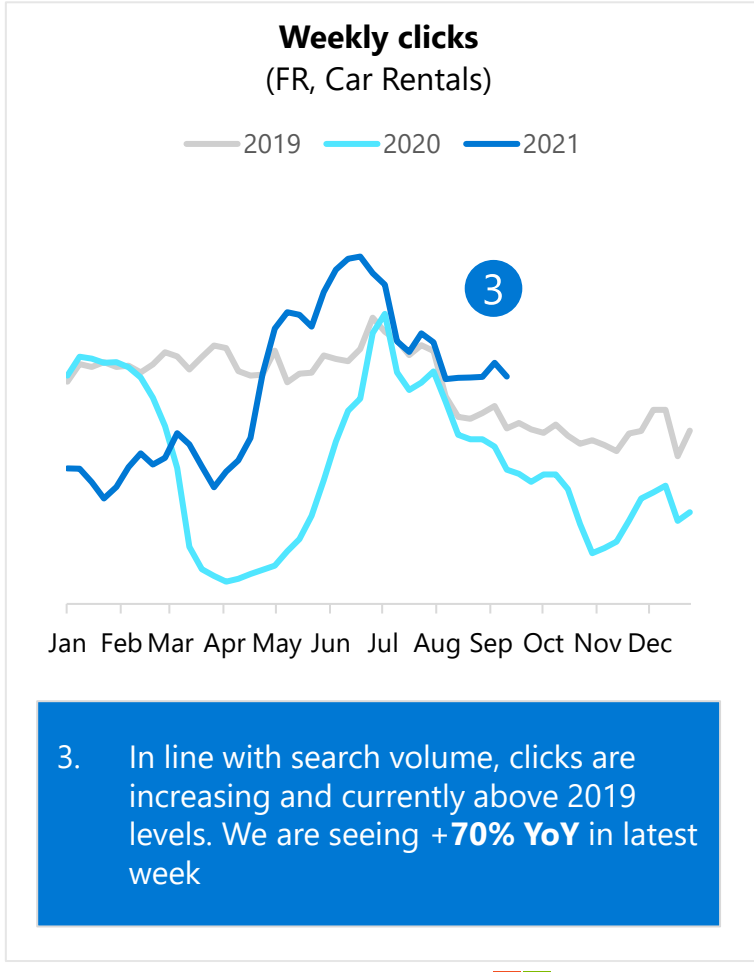
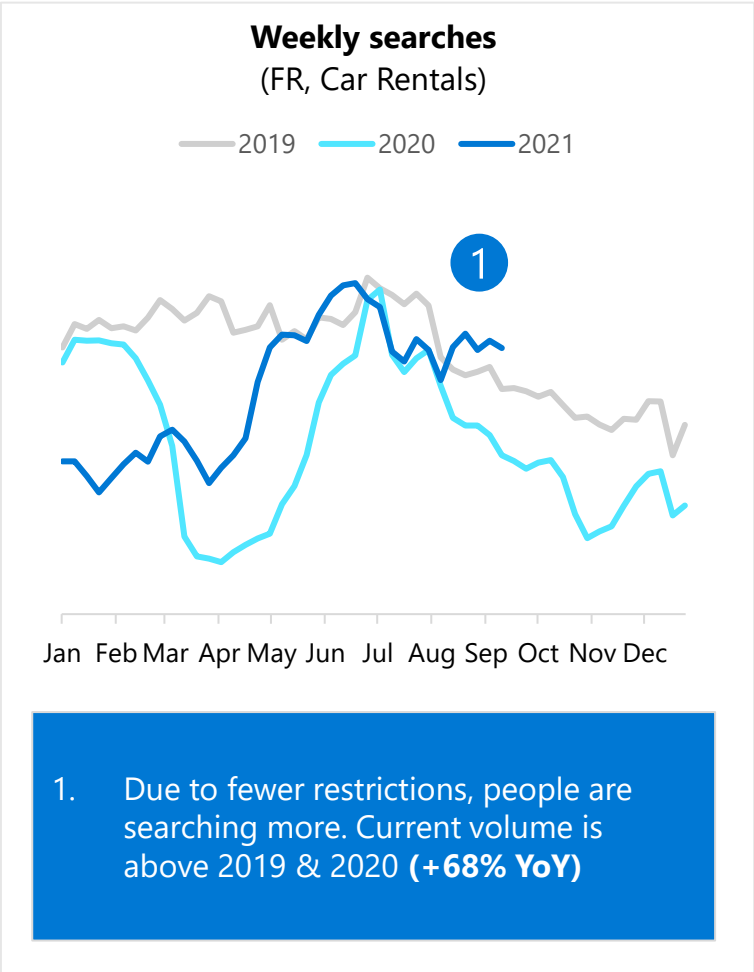
Current Hotels click volumes in line with 2019



Source: Microsoft internal, market performance on owned and operated network, FR, Hotels, 2019-2021



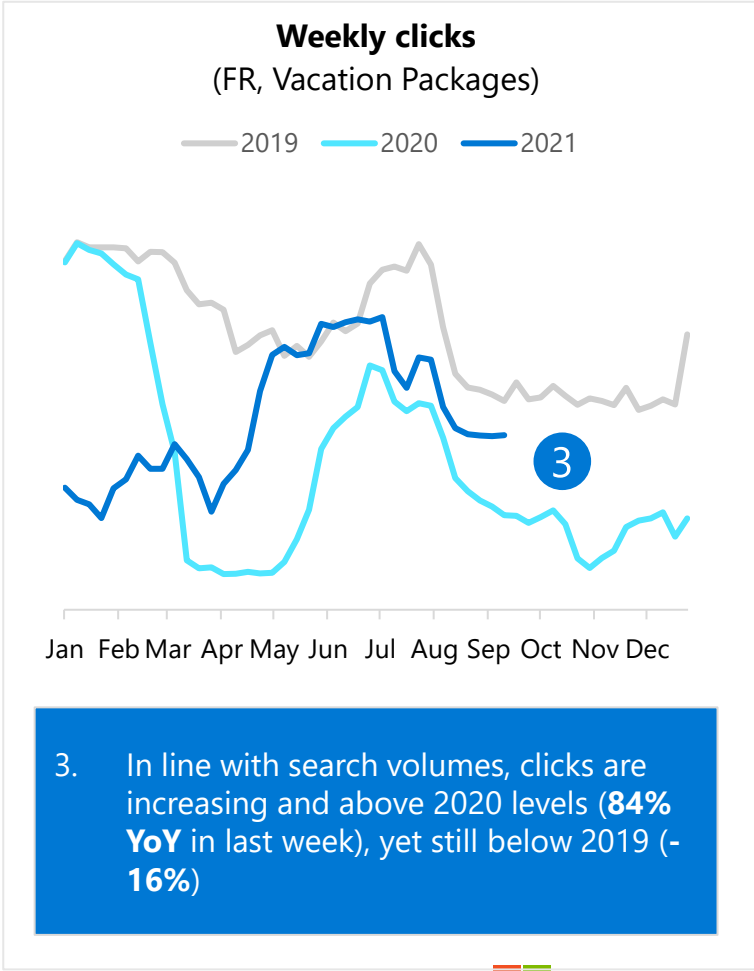
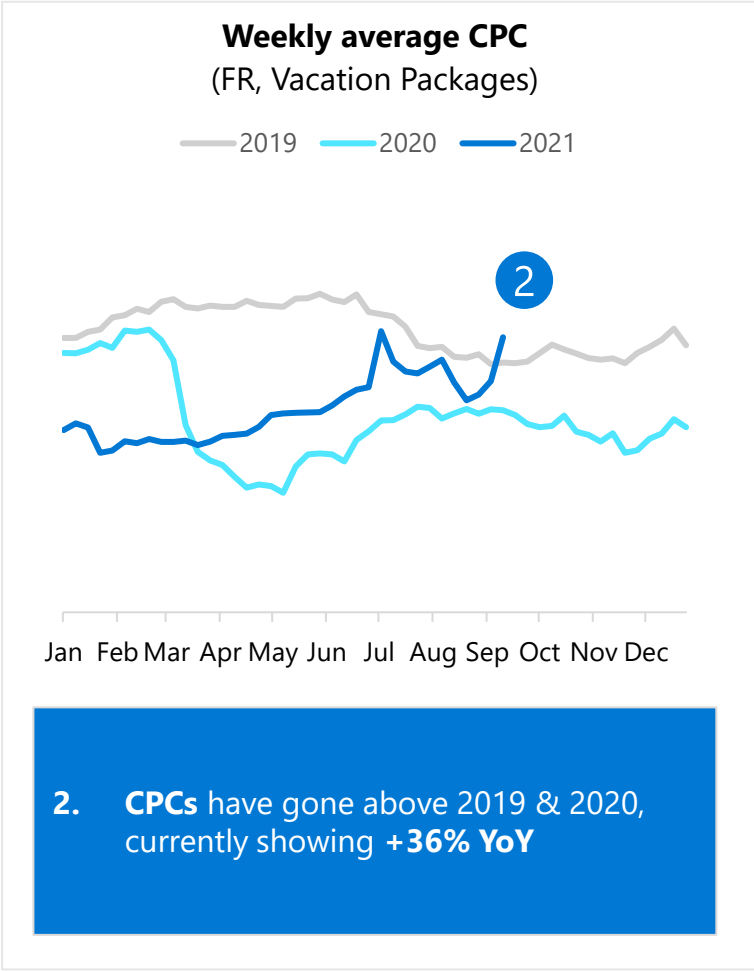
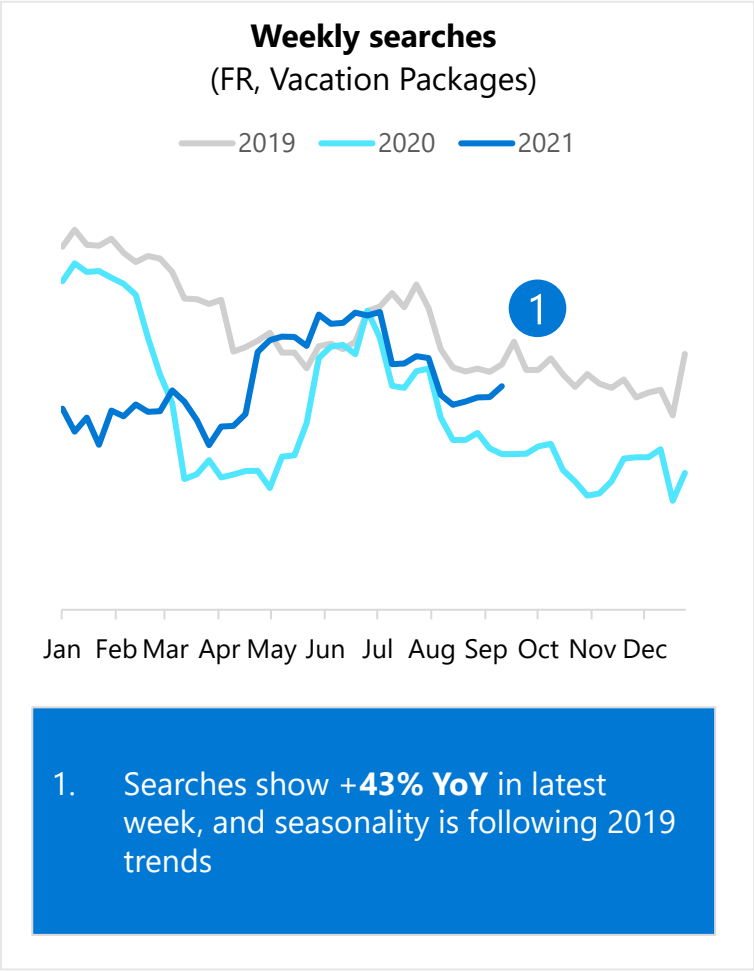
Car Rentals volumes are now exceeding 2019



Source: Microsoft internal, market performance on owned and operated network, FR, Car Rentals, 2019-2021



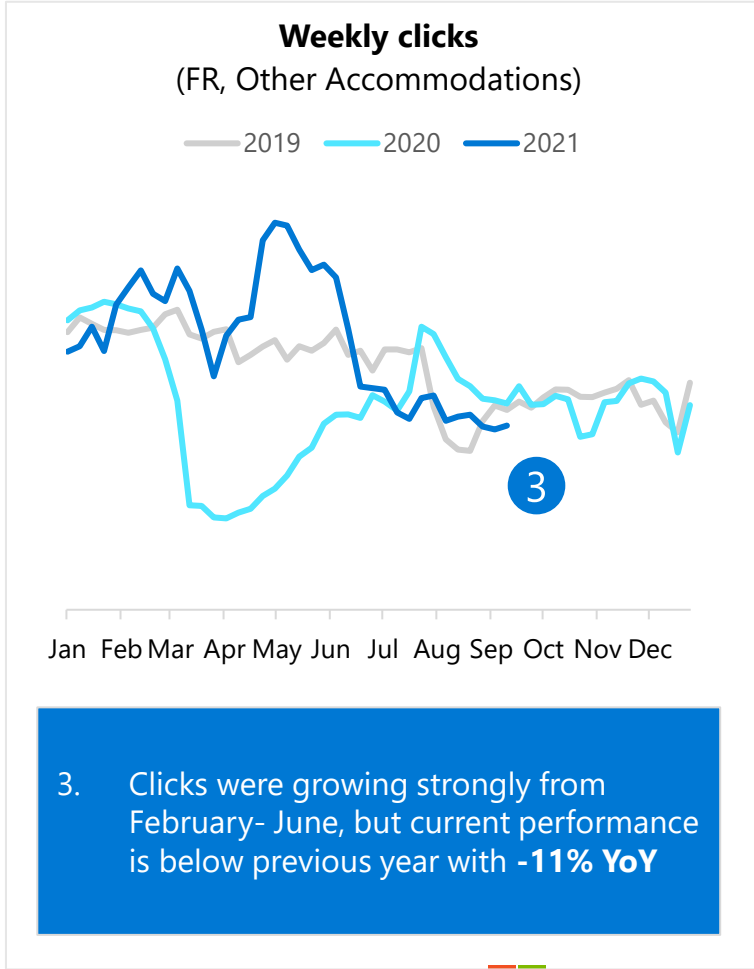
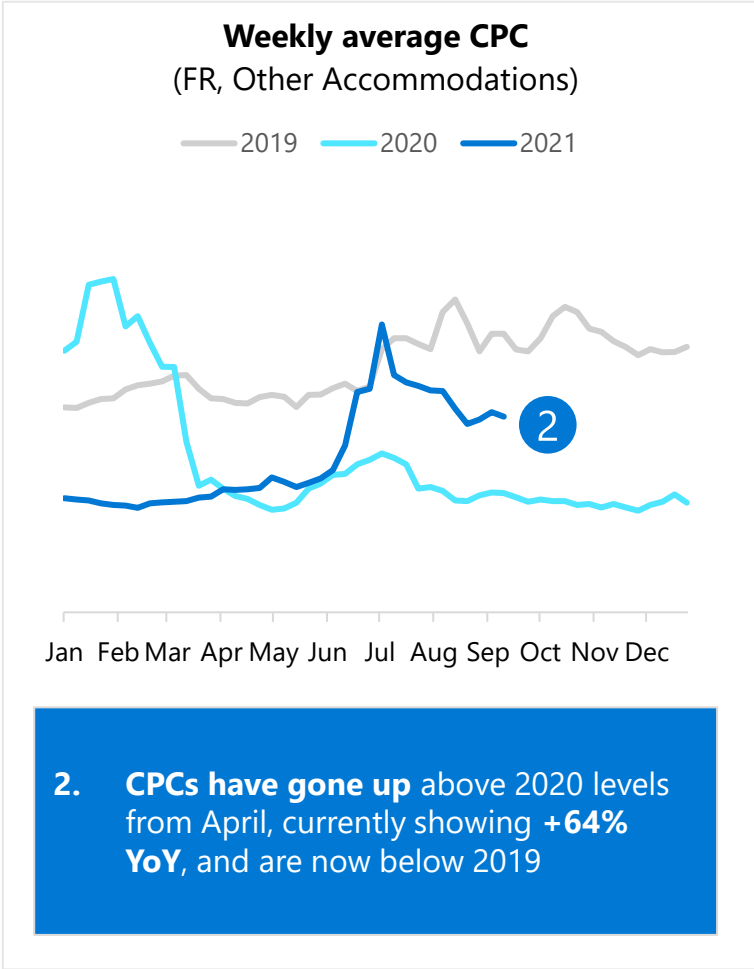
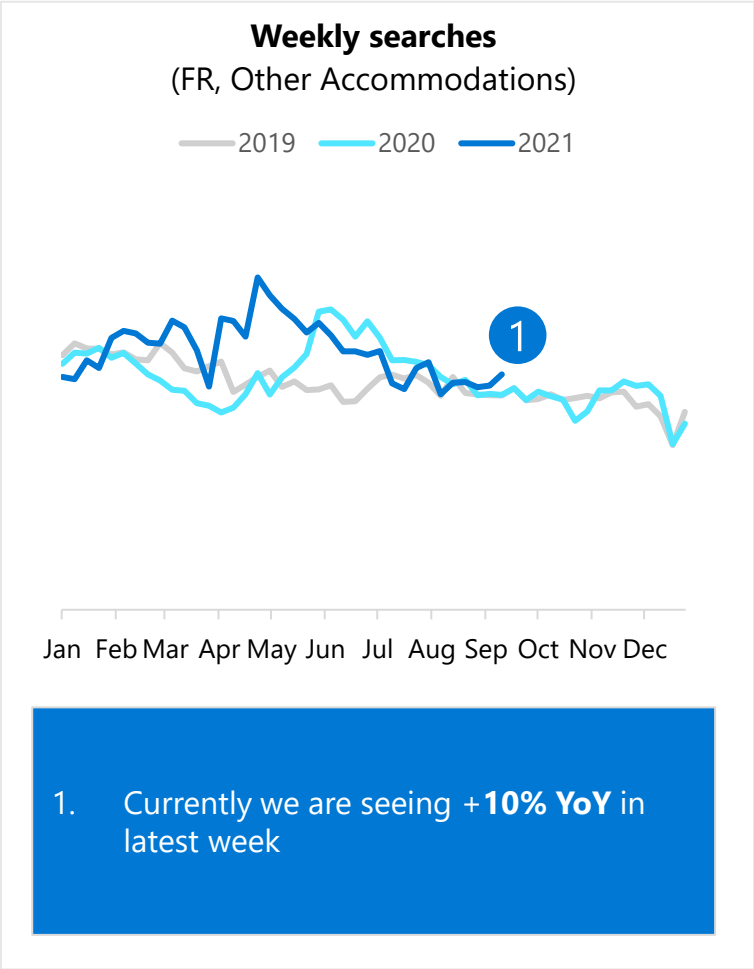
Searches and clicks for Vacation Packages are below 2019



Source: Microsoft internal, market performance on owned and operated network, FR, Vacation Packages, 2019-2021



Other Accommodations has shown less growth



Source: Microsoft internal, market performance on owned and operated network, FR, Other Accommodations, 2019-2021



Spain is back in top destinations list after seeing strong YoY growth

*YoY = Year over year

*MoM = Month over month

Air Travel*

| Destination | YoY % | MoM % |
|---------------|-------|-------|
| spain | 188% | 25% |
| italy | 147% | 27% |
| portugal | 74% | 38% |
| united states | 57% | 14% |
| algeria | 340% | 81% |

Car Rentals

| Destination | YoY % | MoM % |
|-------------|-------|-------|
| france | 34% | 9% |
| portugal | 335% | 77% |
| spain | 539% | 25% |
| italy | 437% | 39% |
| haiti | 19% | -17% |

Cruises

| Destination | YoY % | MoM % |
|---------------|-------|-------|
| france | 52% | -15% |
| italy | 162% | 14% |
| united states | 73% | 15% |
| portugal | 222% | 35% |
| croatia | 404% | 49% |

Hotels

| Destination | YoY % | MoM % |
|---------------|-------|-------|
| france | 15% | -2% |
| italy | 110% | -7% |
| spain | 197% | 6% |
| united states | 74% | 13% |
| germany | 75% | 14% |

Other Accommodations

| Destination | YoY % | MoM % |
|---------------|-------|-------|
| france | -2% | -1% |
| united states | 3% | -2% |
| germany | 18% | 1% |
| italy | 73% | -1% |
| spain | 123% | 7% |

Vacation Packages

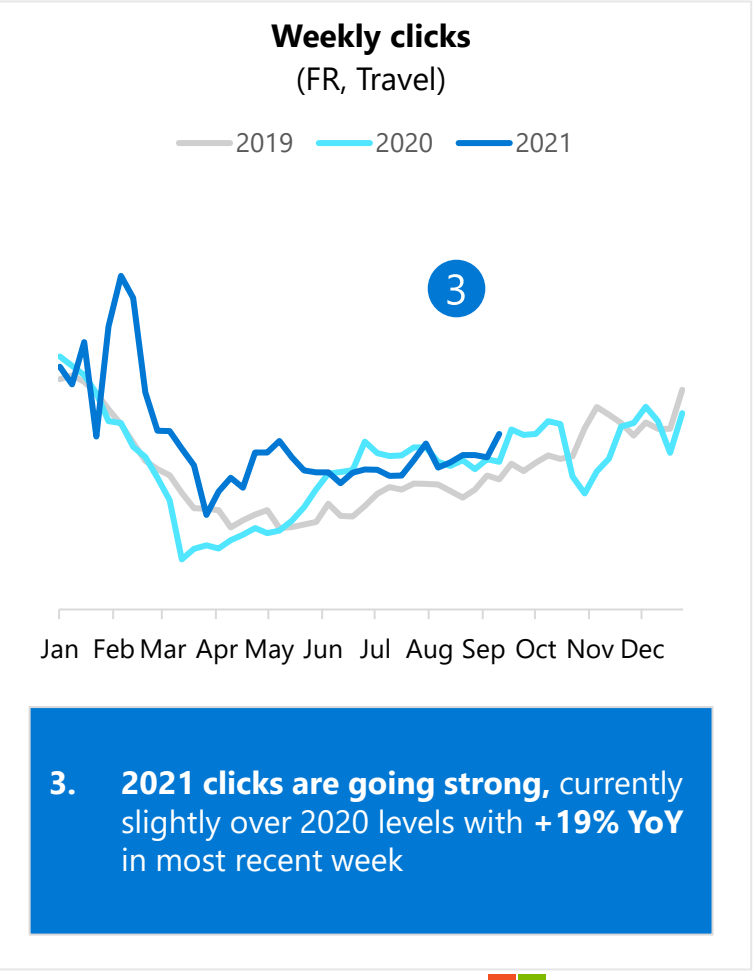
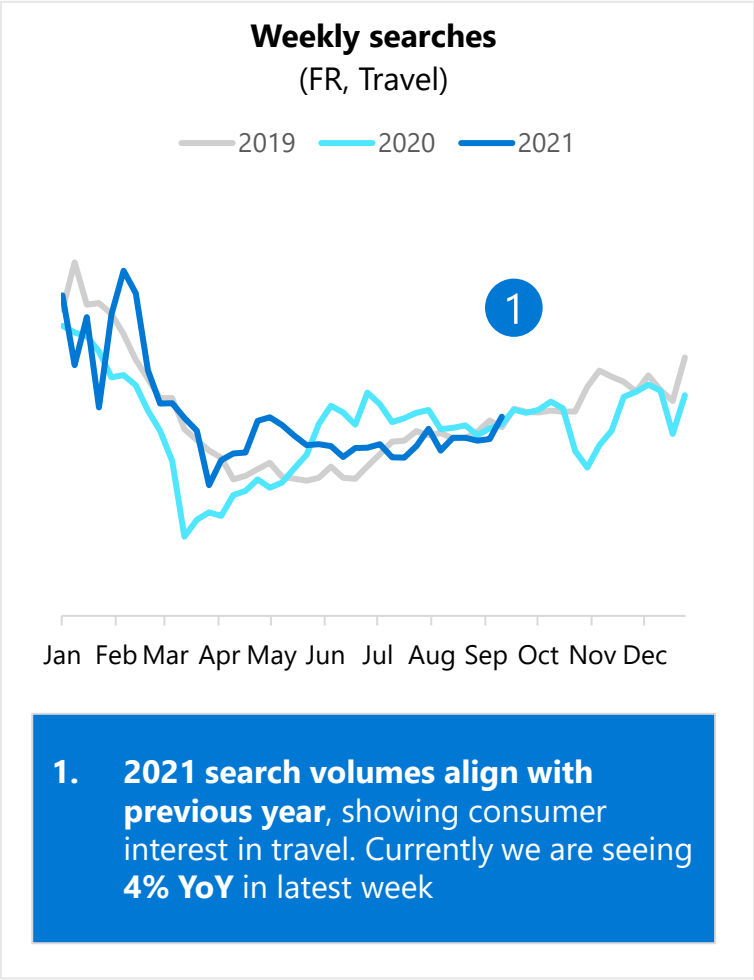
| Destination | YoY % | MoM % |
|---------------|-------|-------|
| france | 15% | -21% |
| haiti | 84% | 8% |
| united states | 69% | -13% |
| italy | 87% | -12% |
| spain | 222% | 11% |

Top destinations based on searches for last 4 weeks = 22-08-2021-18.09.2021, MoM% is growth compared to previous 4 weeks, YoY% is growth compared to same period last year

*Home country not included

Source: Microsoft internal, market performance on owned and operated network, FR, Travel Categories, 2019-2021

Winter interest is matching 2019 and 2020 patterns



Source: Microsoft internal, market performance on owned and operated network, FR, Travel queries with Winter related token, 2019-2021



Summary

- Consumers are increasingly exploring **Travel** category again, leading to strong growth
- **Air Travel, Hotels and Cruise** are currently showing the highest rate of recovery, but still a gap to reach to 2019 levels
- Spain is back in top destinations list after poor 2020 performance
- **Winter holiday** follows similar pattern of previous year, currently above 2019 levels

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