



2021 Microsoft Advertising Travel Research



In our study, we found out that European travellers are looking for a mental health break, escaping from lockdown and experience something new

52%

Europeans are planning
vacations in

Autumn,

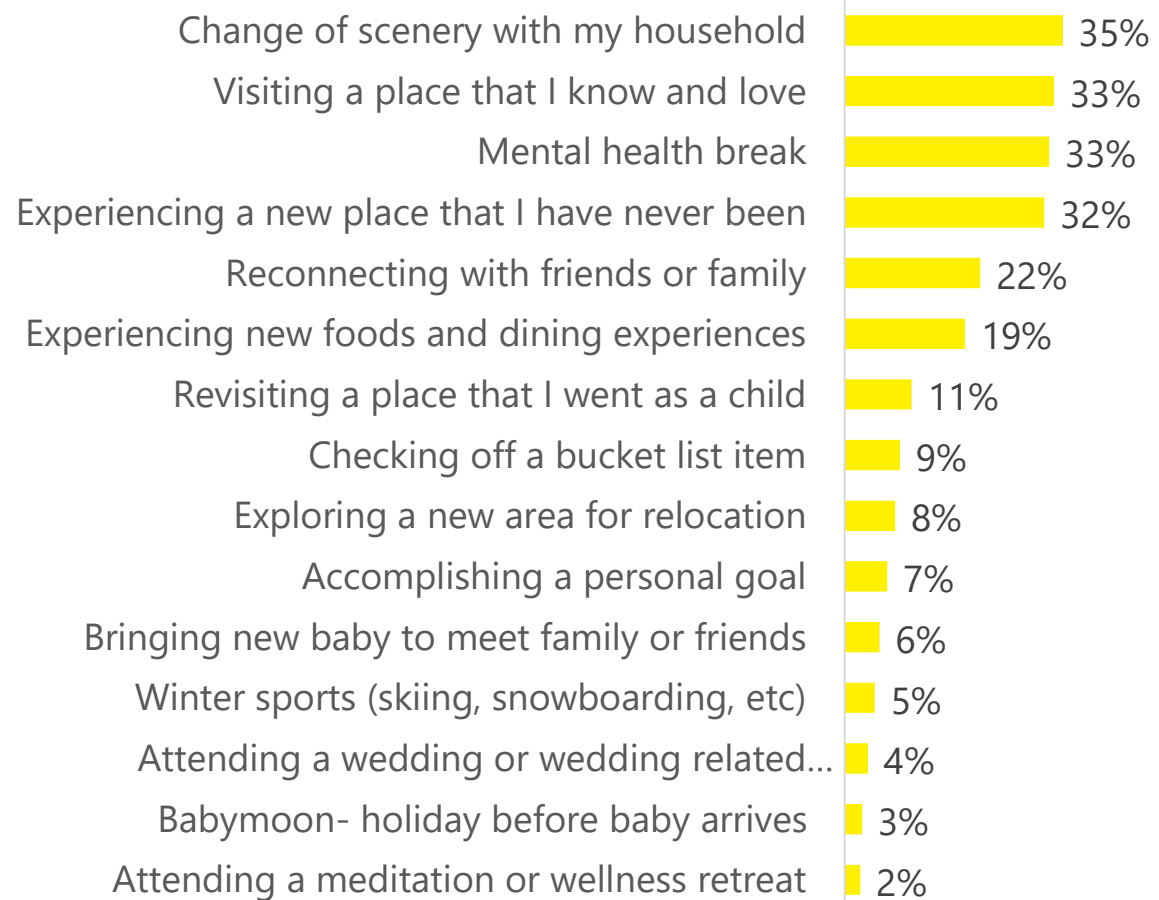
followed by a **31%**

during **Winter** 2022.



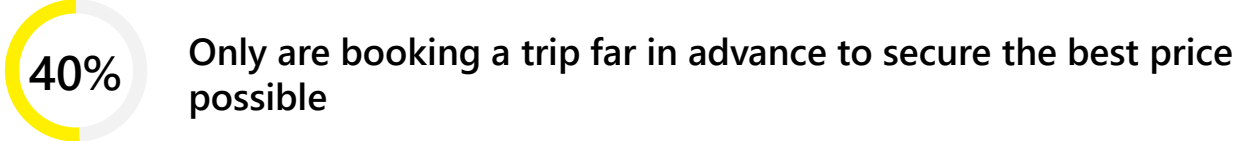
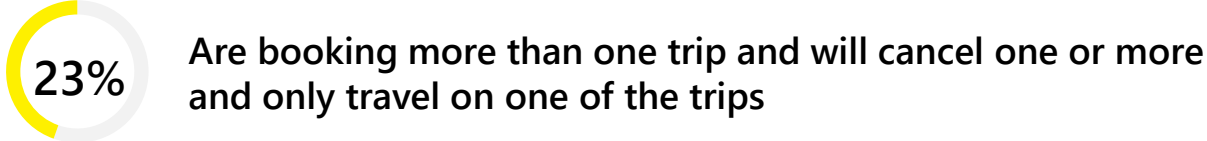
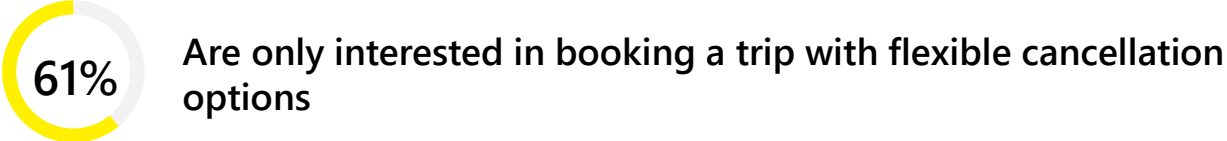
Main reasons for travel

Data from a survey to European vacationers.
What is your purpose to travel?

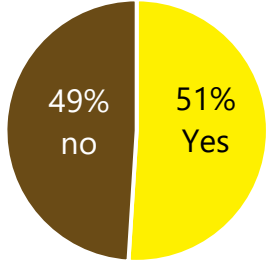


Covid-19 impact on travel: bookings and cancellations

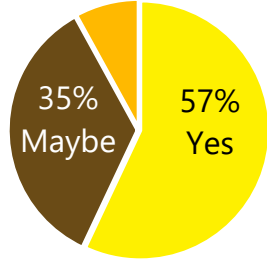
Data from a survey to European vacationers



Vacation that was delayed due to pandemic



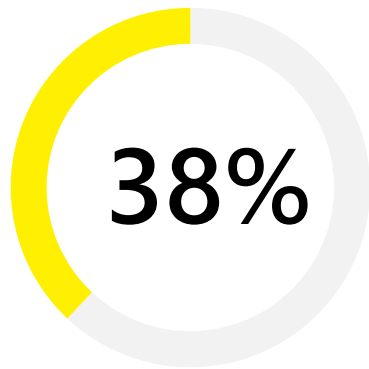
Restarting the planning process



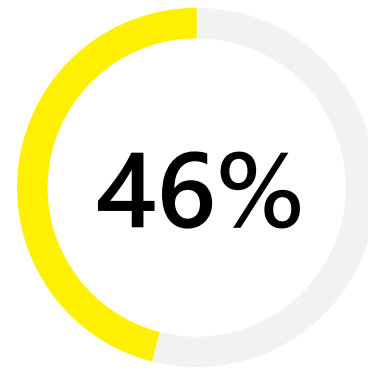
Source: Microsoft Advertising Travel Research Study, Aug 2021.

Covid-19 impact on travel: the new concept of work and life

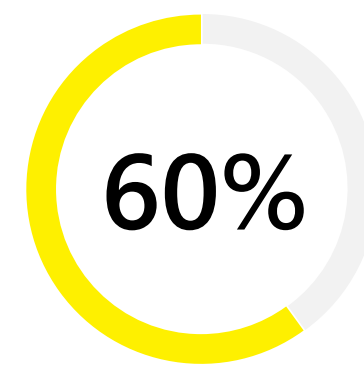
Data from a survey to European vacationers



Agree their situation has opened up the ability to give up their permanent residence and live a more nomadic lifestyle



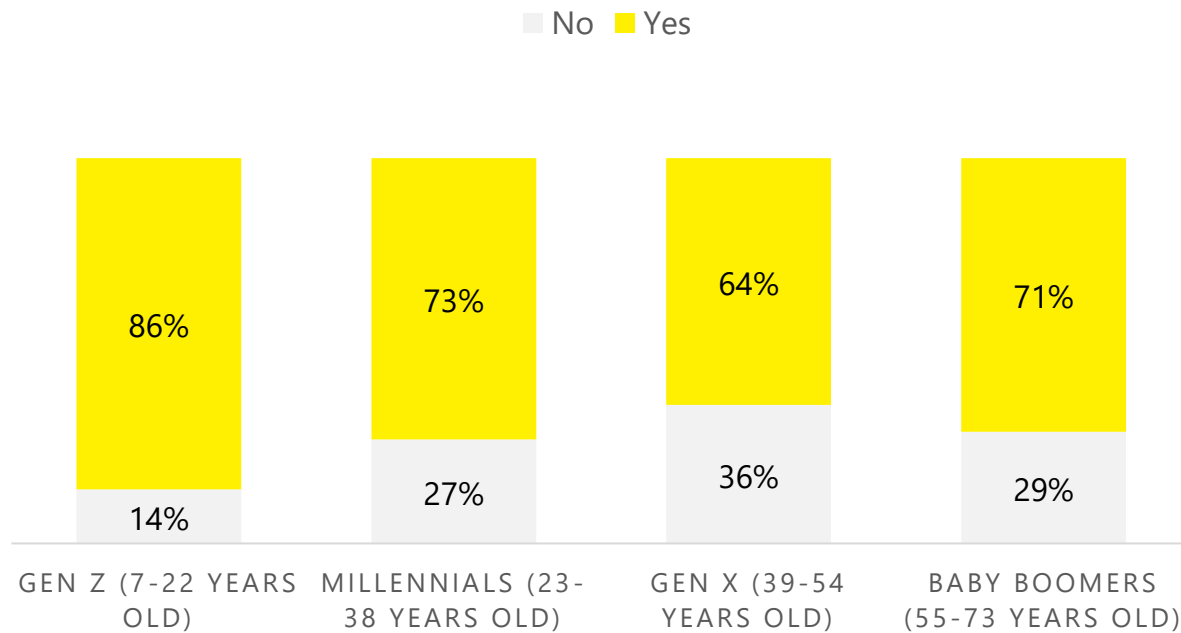
Of those working remotely agree that they have been able to take a vacation that they would not have been able to



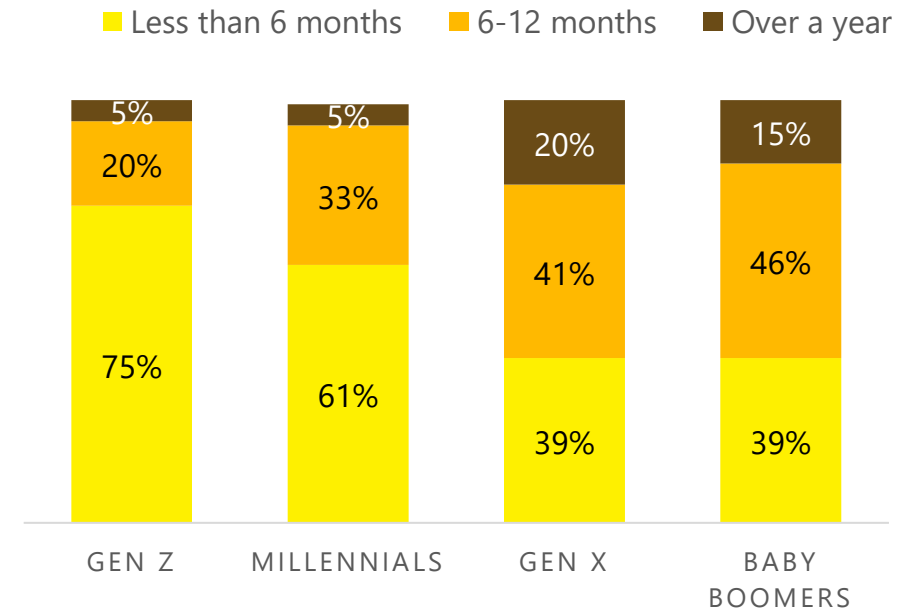
Of millennials and GenZ are planning a trip where they are blending work and leisure

European travellers have been saving for our next vacation according to a survey

Have you been saving for your vacation?

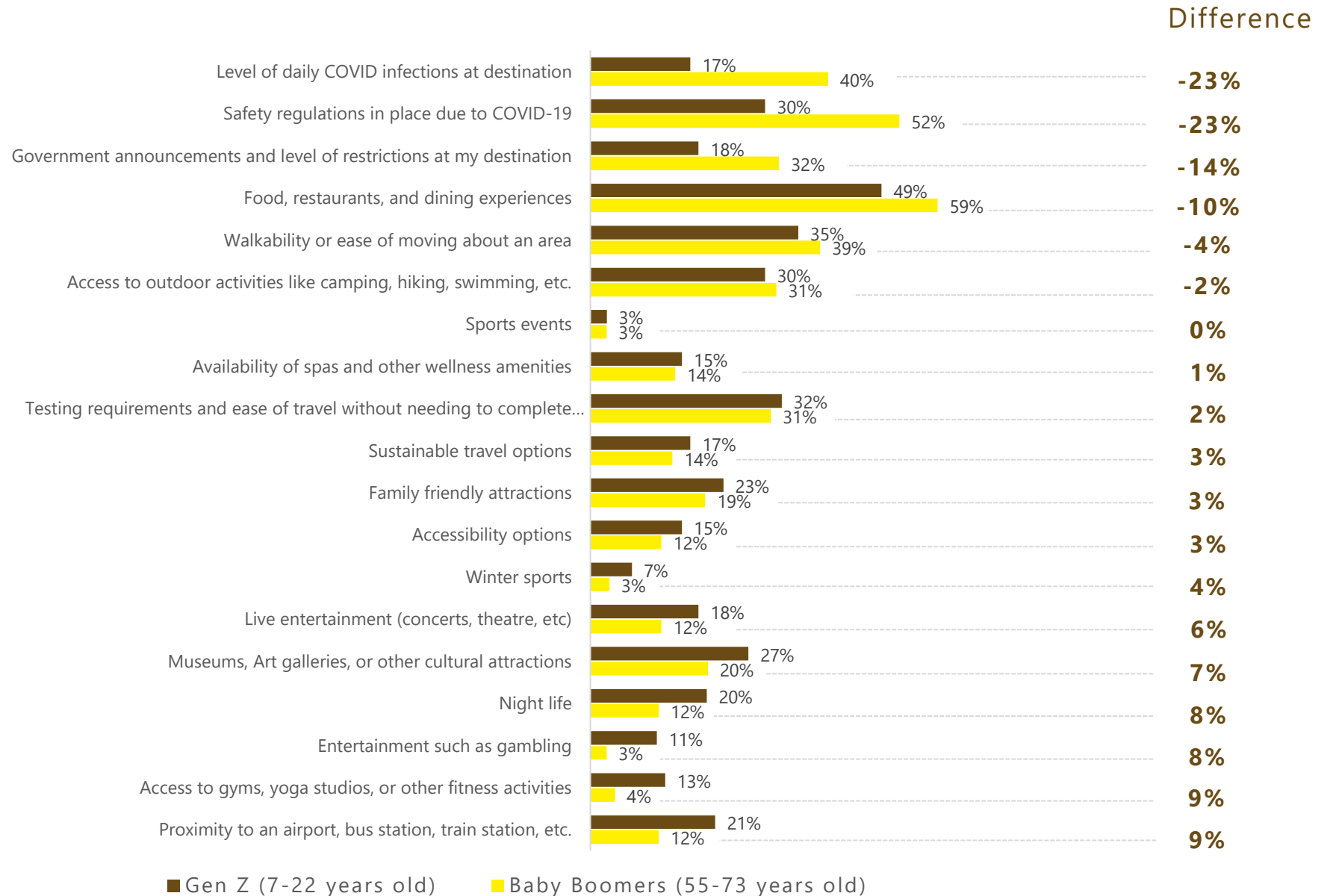


How long have you been saving?



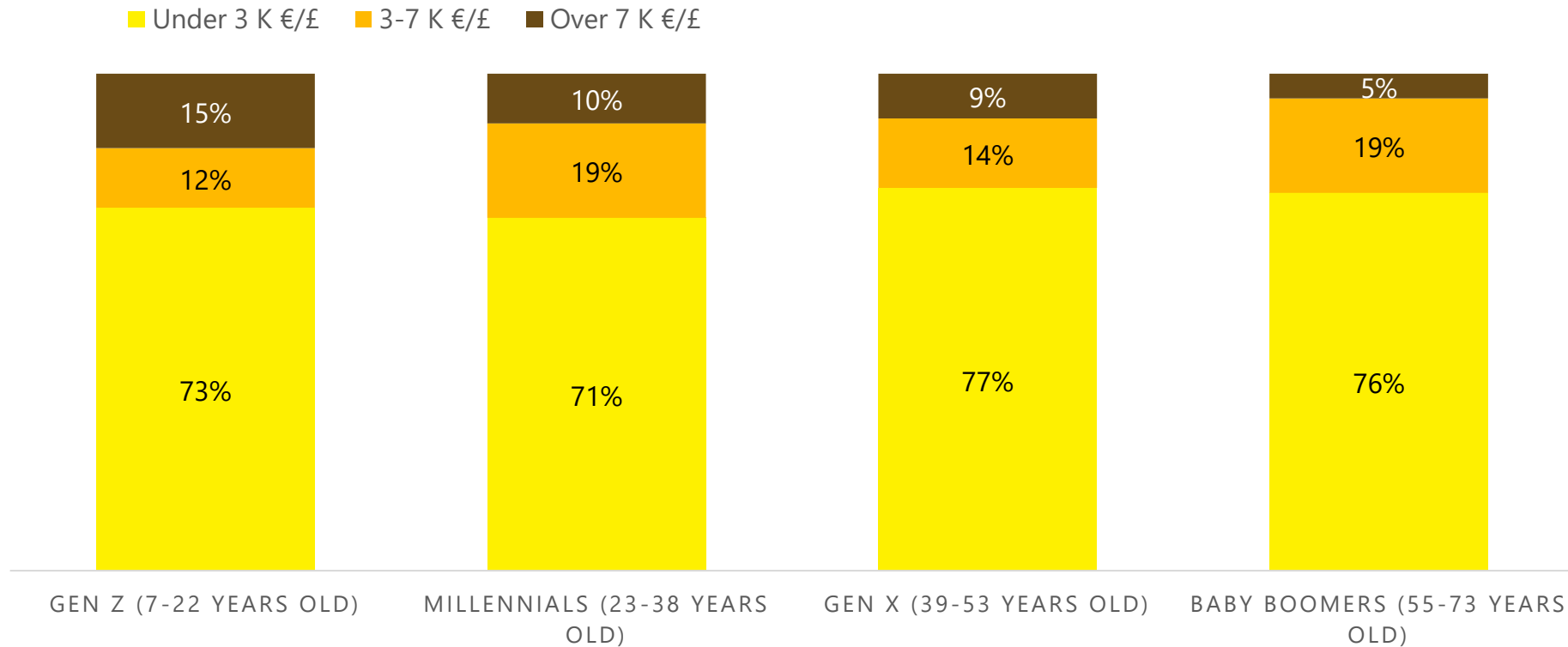
Main travel considerations

While all generations cite COVID as an important travel consideration, old generations are much more focused on COVID metrics, looking at daily infection levels, government restrictions, and safety regulations



How much budget will travellers spend?

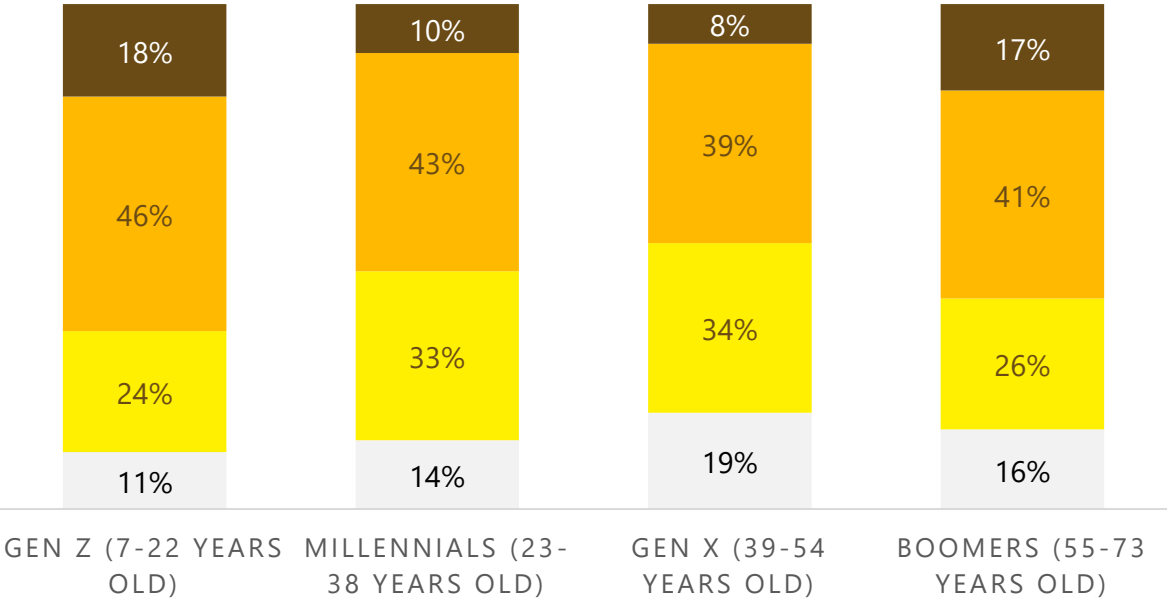
Overall vacation budget from European consumers from all ages



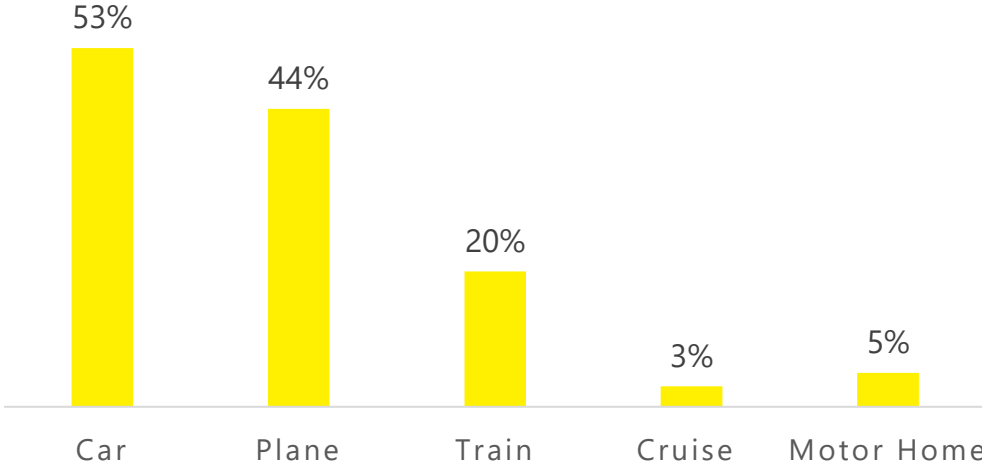
How far are European vacationers travelling?

How far are you travelling in the near term?

Locally Within my country Within Europe Outside of Europe



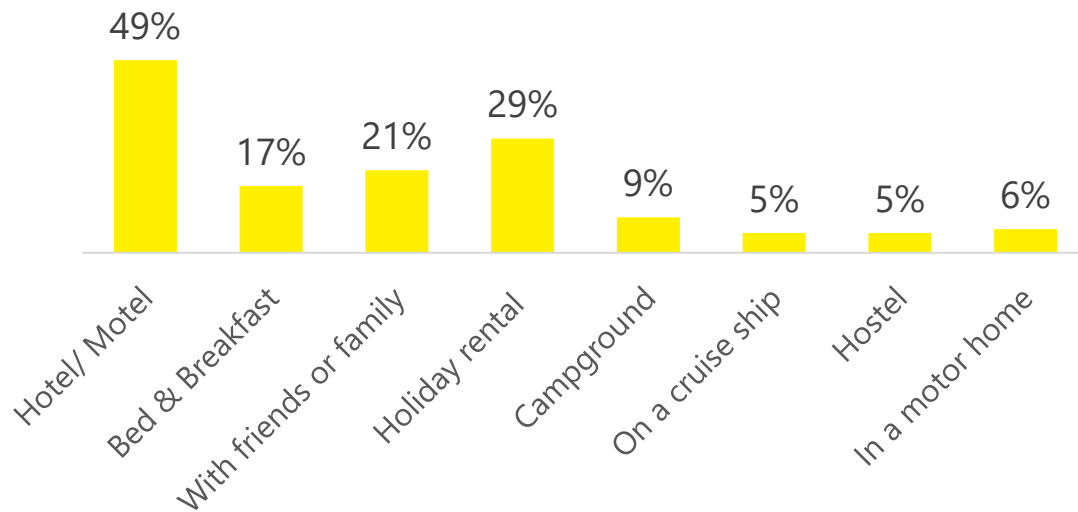
How do you intend to travel?



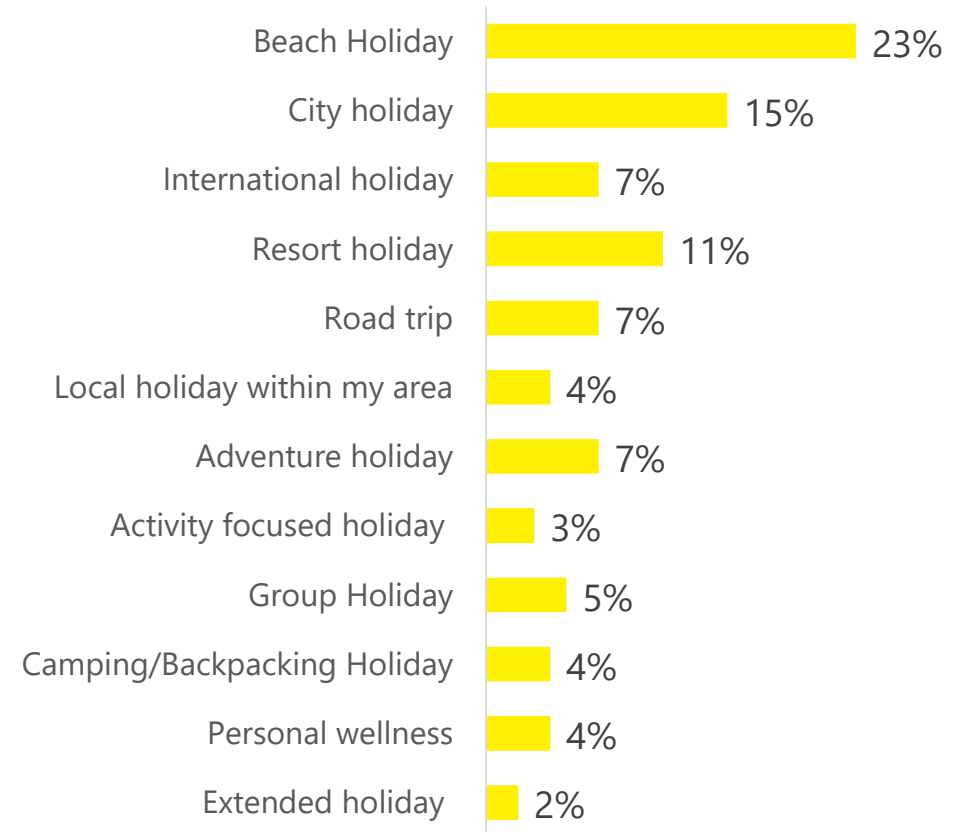
Source: Microsoft Advertising Travel Research Study, Aug 2021.

Where are European vacationers travelling?

Where do you intend to stay?



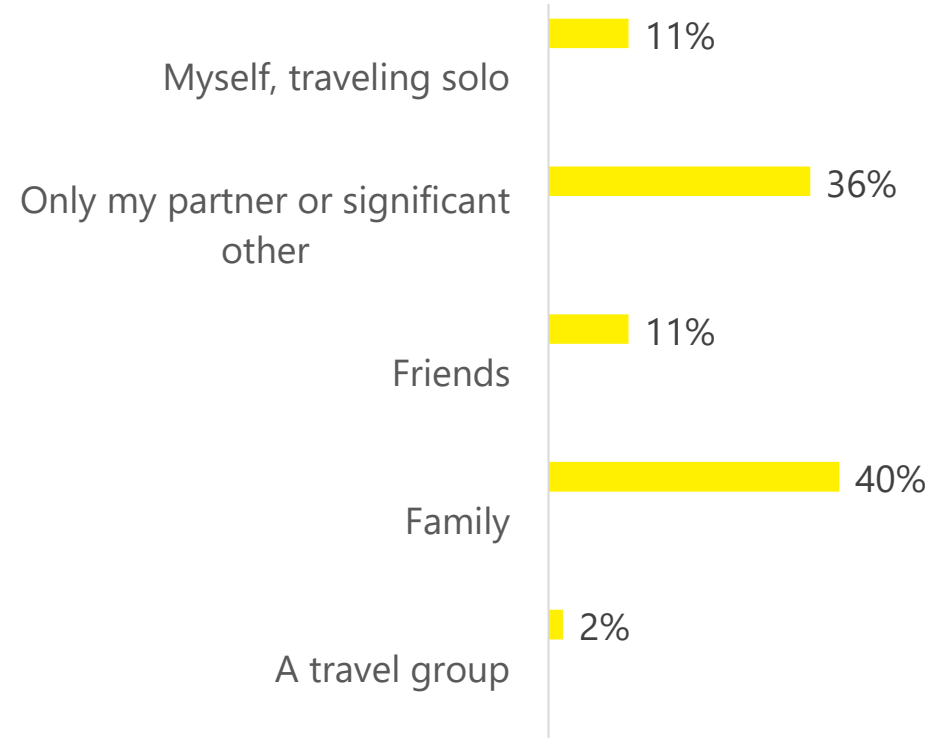
Desired types of holiday



Who will we travel with?

Travel groups will be small with 47% of travellers traveling by themselves or with their significant other

Of those traveling with friends, the majority will be traveling with only 2-3 other people. Those traveling with family are more likely to travel with more than 4 people



The opportunity for advertisers

Your checklist to make these insights actionable

- Revisit your demographic bidding strategy. Your core audience has probably changed, so should your marketing
- Highlight flexible booking options in your advertising as a reason to buy
- Promote add-ons and activities outside of the core products





Microsoft Advertising. Great relationships start here.