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.

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?

- Change of scenery with my household: 35%
- Visiting a place that I know and love: 33%
- Mental health break: 33%
- Experiencing a new place that I have never been: 32%
- Reconnecting with friends or family: 22%
- Experiencing new foods and dining experiences: 19%
- Revisiting a place that I went as a child: 11%
- Checking off a bucket list item: 9%
- Exploring a new area for relocation: 8%
- Accomplishing a personal goal: 7%
- Bringing new baby to meet family or friends: 6%
- Winter sports (skiing, snowboarding, etc): 5%
- Attending a wedding or wedding related...: 4%
- Babymoon- holiday before baby arrives: 3%
- Attending a meditation or wellness retreat: 2%

Covid-19 impact on travel: bookings and cancellations

Data from a survey to European vacationers

- 61% Are only interested in booking a trip with flexible cancellation options
- 23% Are booking more than one trip and will cancel one or more and only travel on one of the trips
- 40% Only are booking a trip far in advance to secure the best price possible

Vacation that was delayed due to pandemic:
- 49% no
- 51% Yes

Restarting the planning process:
- 35% Maybe
- 57% Yes

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

Data from a survey to European vacationers

38% Agree their situation has opened up the ability to give up their permanent residence and live a more nomadic lifestyle

46% Of those working remotely agree that they have been able to take a vacation that they would not have been able to

60% 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?

- GEN Z (7-22 years old): 86% Yes, 14% No
- MILLENNIALS (23-38 years old): 73% Yes, 27% No
- GEN X (39-54 years old): 64% Yes, 36% No
- BABY BOOMERS (55-73 years old): 71% Yes, 29% No

How long have you been saving?

- GEN Z: 75% Less than 6 months, 20% 6-12 months, 5% Over a year
- MILLENNIALS: 61% Less than 6 months, 33% 6-12 months, 5% Over a year
- GEN X: 41% Less than 6 months, 41% 6-12 months, 20% Over a year
- BABY BOOMERS: 39% Less than 6 months, 39% 6-12 months, 15% Over a year

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

<table>
<thead>
<tr>
<th>Group</th>
<th>Locally</th>
<th>Within my country</th>
<th>Within Europe</th>
<th>Outside of Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEN Z (7-22 years old)</td>
<td>11%</td>
<td>46%</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>MILLENNIALS (23-38 yrs)</td>
<td>14%</td>
<td>33%</td>
<td>33%</td>
<td>10%</td>
</tr>
<tr>
<td>GEN X (39-54 yrs)</td>
<td>19%</td>
<td>34%</td>
<td>39%</td>
<td>8%</td>
</tr>
<tr>
<td>BOOMERS (55-73 yrs)</td>
<td>16%</td>
<td>26%</td>
<td>41%</td>
<td>17%</td>
</tr>
</tbody>
</table>

How do you intend to travel?

- Car: 53%
- Plane: 44%
- Train: 20%
- Cruise: 3%
- Motor Home: 5%

Where are European vacationers travelling?

Where do you intend to stay?

- Hotel/ Motel: 49%
- Bed & Breakfast: 17%
- With friends or family: 21%
- Holiday rental: 29%
- Campground: 9%
- On a cruise ship: 5%
- Hostel: 5%
- In a motor home: 6%

Desired types of holiday

- Beach Holiday: 23%
- City holiday: 15%
- International holiday: 7%
- Resort holiday: 11%
- Road trip: 7%
- Local holiday within my area: 4%
- Adventure holiday: 7%
- Activity focused holiday: 3%
- Group Holiday: 5%
- Camping/Backpacking Holiday: 4%
- Personal wellness: 4%
- Extended holiday: 2%

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.

- Myself, traveling solo: 11%
- Only my partner or significant other: 36%
- Friends: 11%
- Family: 40%
- A travel group: 2%
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.