

## 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

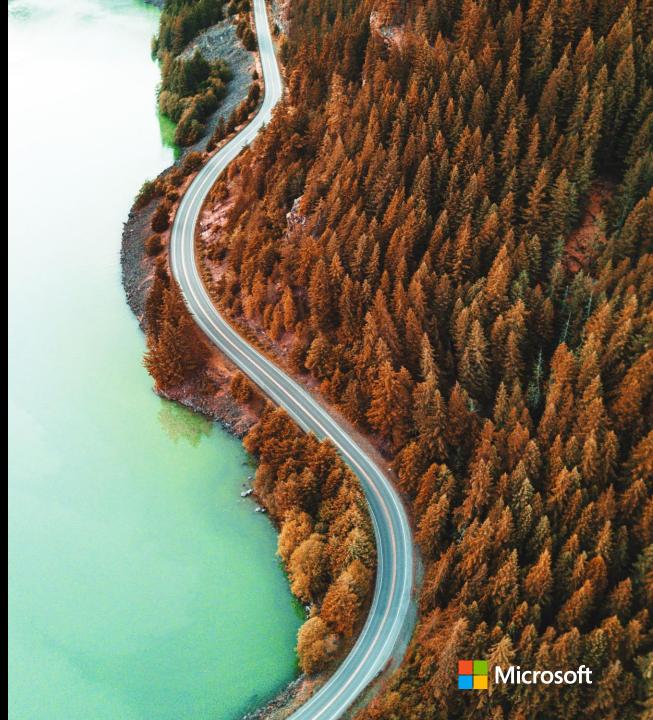


## 52%

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?

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



Are only interested in booking a trip with flexible cancellation options

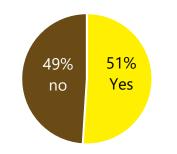


Are booking more than one trip and will cancel one or more and only travel on one of the trips

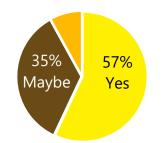


Only are booking a trip far in advance to secure the best price possible

#### Vacation that was delayed due to pandemic









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

46%

Data from a survey to European vacationers

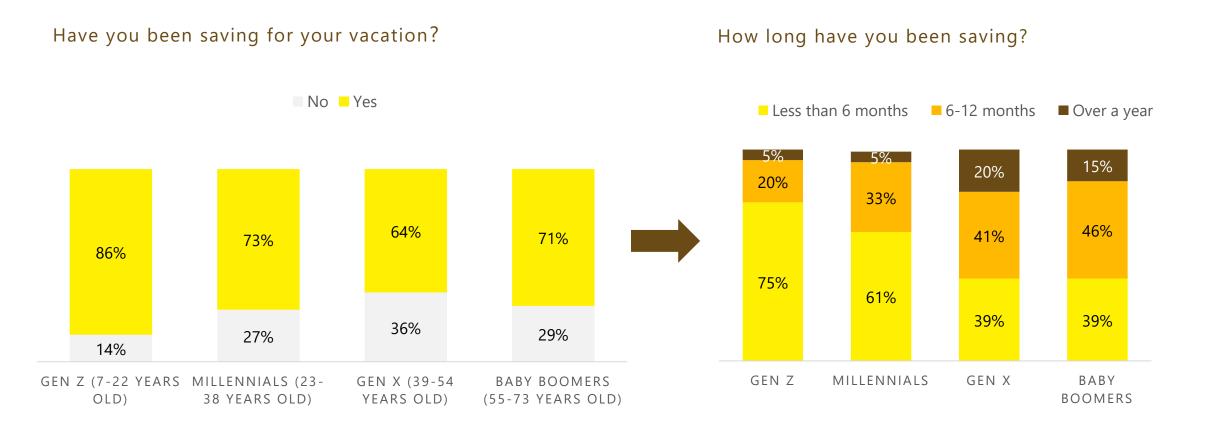
38%

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



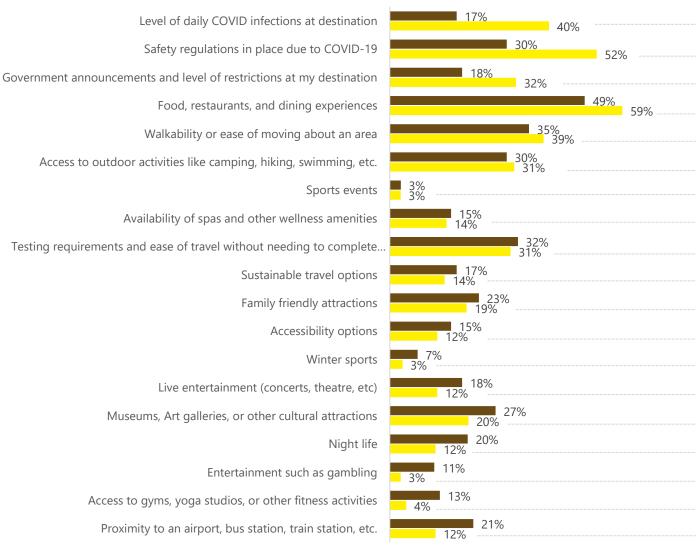
# European travellers have been saving for our next vacation according to a survey





#### 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



Difference

-23%

-23%

-14%

-10%

-4%

-2%

0%

1%

2%

3%

3%

3%

4%

6%

7%

8%

8%

9%

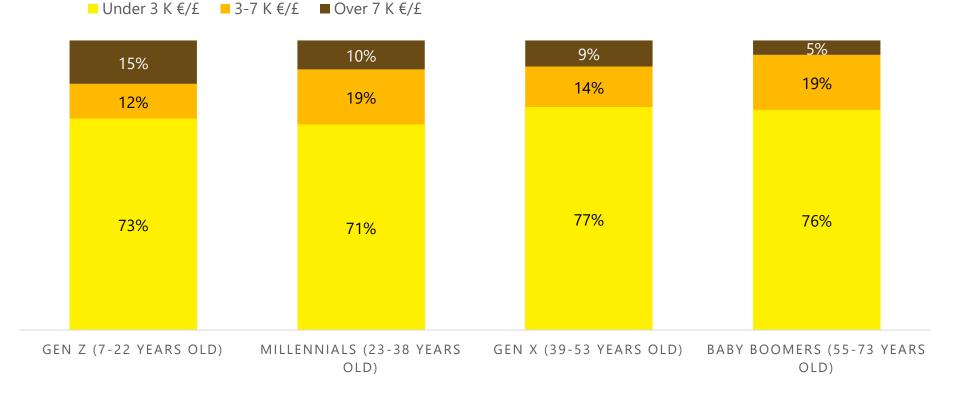
9%

Baby Boomers (55-73 years old)

Gen Z (7-22 years old)

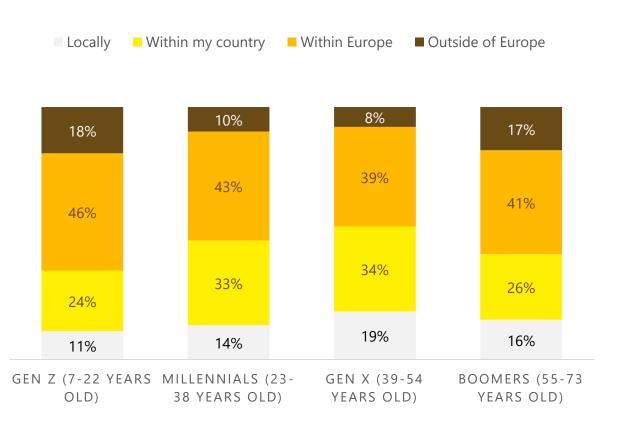
### How much budget will travellers spend?

Overall vacation budget from European consumers from all ages

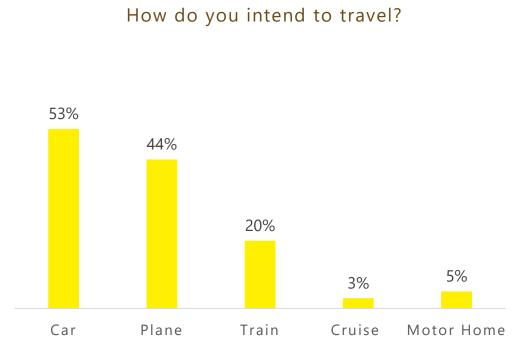


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### How far are European vacationers travelling?



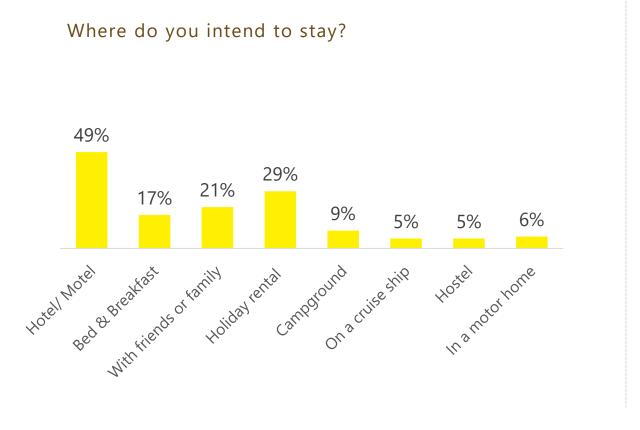
#### How far are you travelling in the near term?



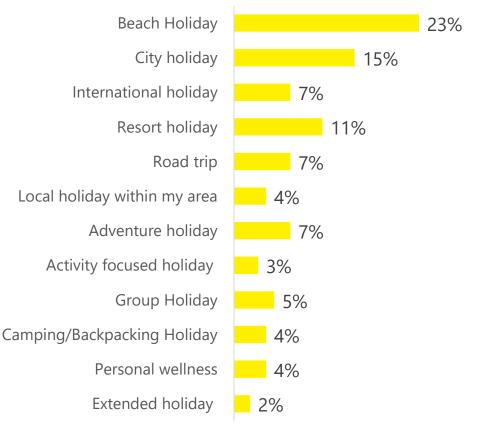
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#### Source: Microsoft Advertising Travel Research Study, Aug 2021.

### Where are European vacationers travelling?



#### Desired types of holiday

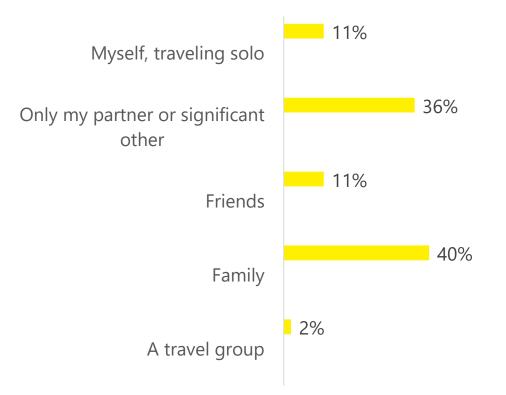




## Who will we travel with?

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.

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