Spring travel trends

January 2022
Key takeaways

Searches and clicks tend to rise in April. These higher volumes are expected to continue into summer.

Use Search and Native strategies together to maximize site visitations and conversions.

Subcategories such as Family Vacations and Accommodations see growth throughout spring.

Access new demand and increase sales with new lodging solutions (pilot): Hotel Price Ads and Property Promotion Ads

More travellers have pets, and as a result pet-friendly travel searches are on the rise.

Use Broad match and Dynamic Search Ads to stay on top of new queries and uncover new opportunities.
51% of consumers are now comfortable traveling\(^1\) An additional 10% will be comfortable traveling by April 2022

How soon from now would you be comfortable traveling and/or going on vacation?\(^1\)

- I’d be/I am comfortable traveling now: 51%
- In 2-3 weeks: 2%
- In 1-2 months: 3%
- In 2-4 months: 5%
- In 4-6 months: 8%
- In 6 or more months: 31%

• 59% of respondents from a survey are planning domestic-only trips in 2022, while 37% are planning both domestic and international vacations in 2022\(^2\)

• 40% of travelers are more willing to treat themselves and spend more money on their next trip\(^2\)

• In 2022, 19% of travelers anticipate fully immersing themselves in a destination, culture, and experience\(^2\)

Sources:
1. CivicScience. Margin +/- 1%. Based on 55,515 responses from 10/15/2021-1/13/2022
2. Expedia/Northstar Research Partners, 8/27/2021-9/6/2021. Based on 12,000 respondents across 12 countries amongst adults planning domestic or international travel in the next 18 months.
On average, travel searches and clicks begin to rise in April. When looking at March – May 2021, travel searches peaked week of May 22nd.

Source: Microsoft internal data, Travel L1, average searches and clicks from January 2019 – December 2021.
For most subcategories, search volume rises in spring and stays consistent throughout summer.

In 2021, the second highest month for Accommodation and Tourist Attractions searches was May.

On average, March sees high search volume for Air Travel and Cruises before declining in April & May.

Typically, searches for Vacation Packages are low in the April & May, though in 2021, searches for Vacation Packages spiked in May.

**Pro Tip:** 60% of survey respondents are planning on booking their vacations earlier, with nearly half making plans 3-5 months in advance. Plan campaign timing accordingly to reach proactive summer travelers.

**Pro Tip:** Search volume for Cruises is high in March. Target vacationers when they’re planning a cruise with [Cruise Ads](#)(pilot).

Source: Microsoft internal data, Travel L2, Average searches from February 2019 – August 2021.  
1. [VRBO Trend Report](#), Based on data from August 2020 – August 2021 and consumer survey from 1,000 US families.
Search volume begins to rise for **Accommodations** in March
This momentum continues into summer

**Top queries (April 2021)**
*brand 1* hotel
*las vegas hotels*
*brand 2* hotel
*brand 3* resort
*brand 4* hotel
*brand 5* hotel waikiki
*brand 6* resort
*brand 7* resort
*brand 8* resort wisconsin

**Pro Tip:** Access new demand and increase sales with new lodging solutions (pilot): Hotel Price Ads and Property Promotion Ads

Top queries: Apr ’21
In 2021, Family Vacations saw peak search volume in late May. Family Vacations & Travel subvertical is seeing 68% year over year (YoY) search growth and 127% YoY click growth.

Emerging queries:
- overnight family trips near me
- spring break destinations for families
- spring break 2022 destinations
- best family beach resorts
- kid friendly vacation destinations
- tropical family vacations
- best kid friendly resorts
- family summer vacations

**Pro Tip:** Drive conversions by finding new prospects similar to your best customers with Similar Audiences.

Last spring, searches for Regional Parks & Gardens drove highest volume

**Top subverticals by search volume (March – May 2021)**

<table>
<thead>
<tr>
<th>Subvertical</th>
<th>Search Volume</th>
</tr>
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<tbody>
<tr>
<td>Regional Parks &amp; Gardens</td>
<td></td>
</tr>
<tr>
<td>Hotels, Motels &amp; Resorts</td>
<td></td>
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<tr>
<td>Airline Tickets, Fares &amp; Flights</td>
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<tr>
<td>Historical Sites &amp; Buildings</td>
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<tr>
<td>Beaches &amp; Islands</td>
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<tr>
<td>City &amp; Local Guides</td>
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<tr>
<td>Camping, Caravan &amp; RV Accommodations</td>
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<tr>
<td>Lakes &amp; Rivers</td>
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<tr>
<td>Adventure Travel</td>
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<tr>
<td>Theme Parks</td>
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</tbody>
</table>

**Pro Tip:** Reach activity planners when they’re ready to book with Tours and Activities Ads (pilot).

**Broaden your keywords with emerging travel queries**

- **Regional Parks & Gardens**
  - death valley
  - petrified forest california
  - summer yellowstone
  - us parks pass

- **Hotels, Motels & Resorts**
  - adult all inclusive vacation
  - discounted hotel deals
  - family hotels las vegas
  - cheap new york city hotels

- **Airline Tickets & Fares**
  - *brand 1* flights
  - is my flight cancelled
  - cheap airline deals
  - delayed flights today

- **Historical Sites & Buildings**
  - skryne castle
  - eiffel tower
  - space needle fireworks
  - westerheversand lighthouse

- **Beaches & Islands**
  - siesta key resorts on beach
  - takara islands
  - texas beach towns
  - sanibel moorings

- **City & Local Guides**
  - oklahoma tourism website
  - must visit places in charleston
  - lake havasu concerts
  - massachusetts destinations

"Pet friendly" vacation queries have increased 50% compared to 2019.

Pro Tip: Expose new search trends and themes with Dynamic Search Ads and Broad match.

Source: Microsoft internal data, April 1, 2019 – April 30, 2021.

1 Hilton 2022 Trends Report (ceros.com)
Reach travel users across search and native

Search + Native

Both Search and Native

+5.1x visitation rate vs. only search ad exposure

+4.9x conversion rate vs. only search ad exposure

Source: Microsoft internal data; results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all advertisers with lift studies done during peak seasonal periods (thru August 2021). These advertisers may be a non-representative sample of all advertisers on the marketplace. Lift measured between exposed users and a control group of eligible unexposed users, with lift represented on a per-user basis. Average user count per advertiser study = 606.8k
Maximize your spend this spring

Reach travelers when they’re ready to book with: Hotel Price Ads, Property Promotion Ads, Tours and Activities Ads and Cruise Ads

Drive conversions by finding new prospects similar to your best customers with Similar Audiences and In-market Audiences

Use Broad match and Dynamic Search Ads to expose new search trends and themes

Leverage Microsoft Audience Network to reach consumers across their buyer journey using our unique suite of targeting capabilities powered by Microsoft AI
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