



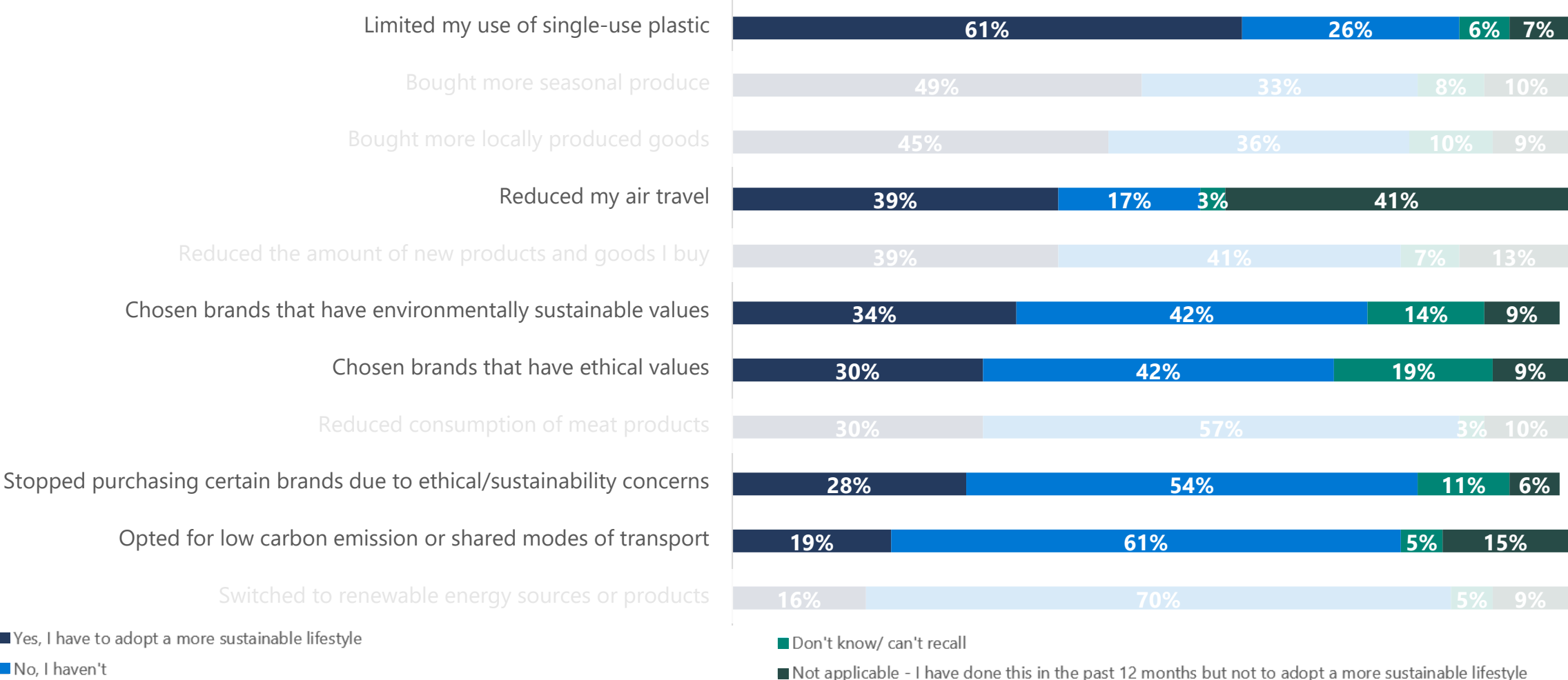
MICROSOFT ADVERTISING INSIGHTS

UK sustainable travel

Microsoft Advertising. Great relationships start here.



How do UK consumers pursue a more sustainable lifestyle?



Q: In the last 12 months which of the following have you personally done, specifically in an effort to adopt a more sustainable lifestyle
 Source: Deloitte/YouGov Sustainable Consumer Survey, March 2021, UK nat rep n=2000⁶



Why haven't UK consumers adopted a more sustainable lifestyle?

22%

Not interested

78% of your audience has the potential to change their behaviour if the right interest requirement is met

16%

Too expensive

Broadly, UK consumers don't see price as a barrier to entry, but a significant portion are concerned

15%

Don't have enough information

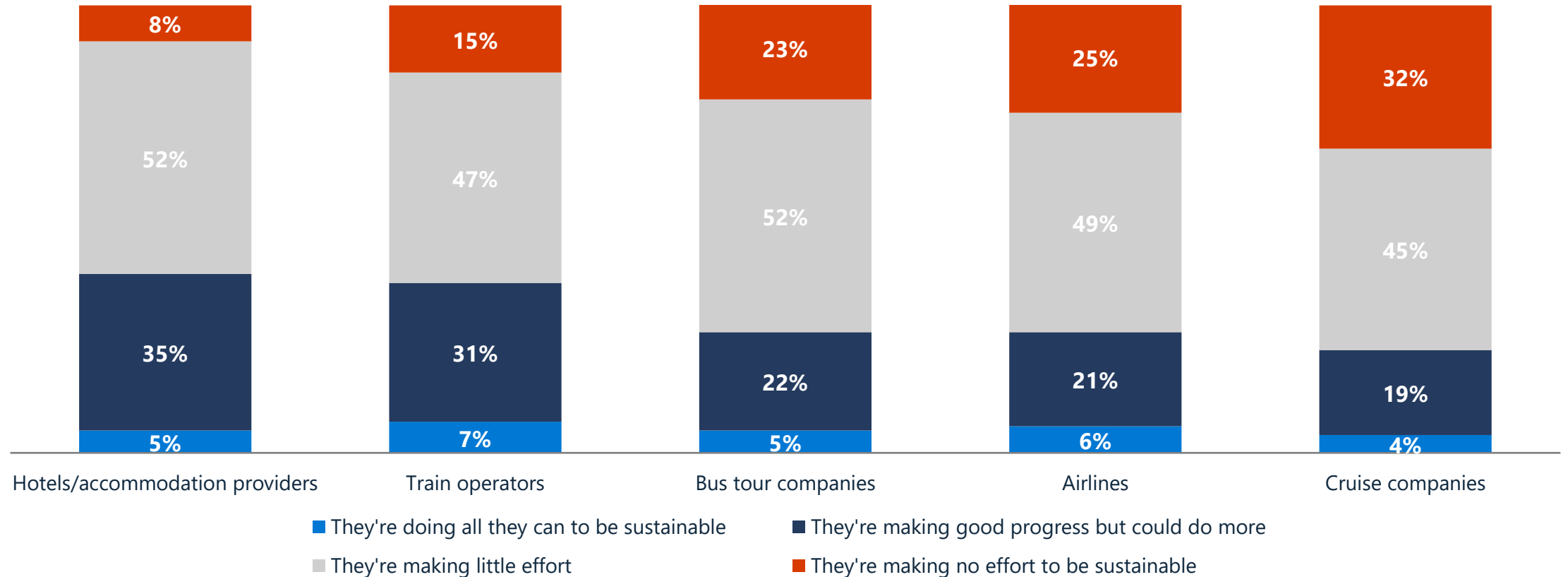
A significant knowledge gap still exists, highlighting a need for educational content and proactivity

10%

Economic uncertainty

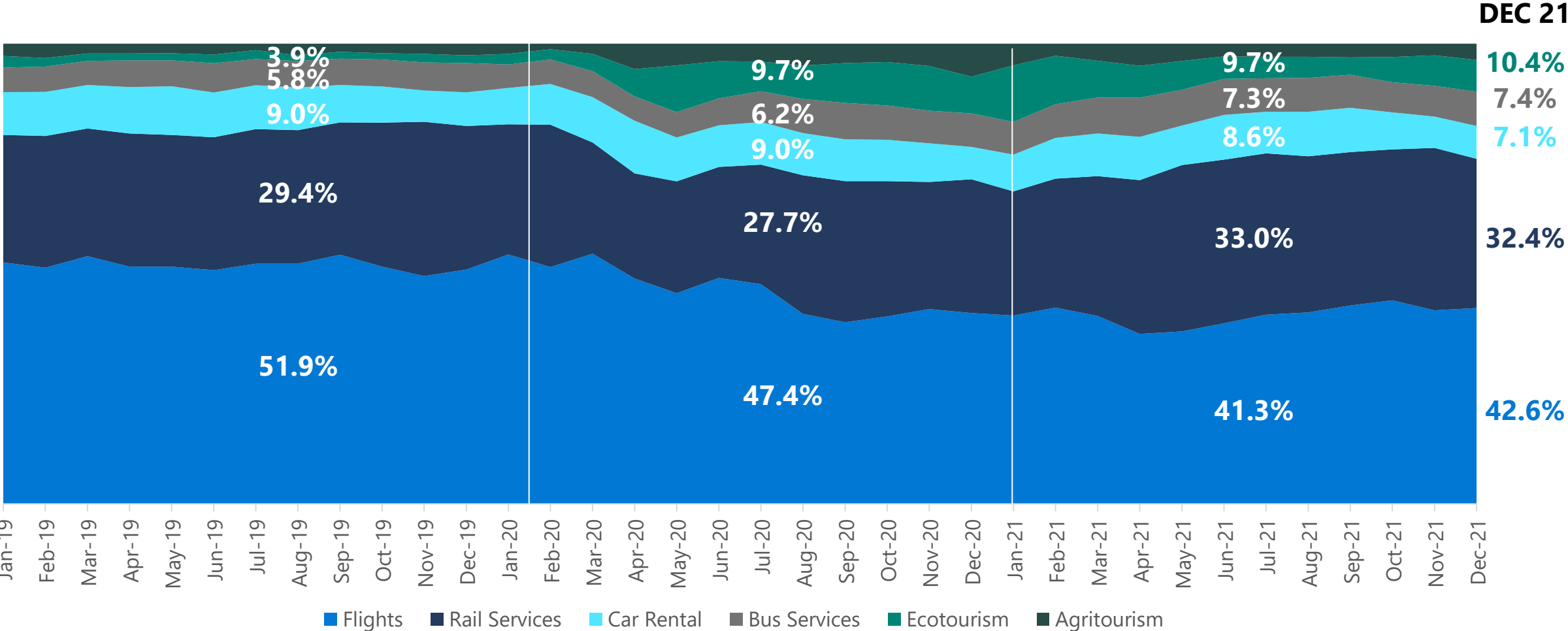
For 1 in 10, whilst budgets are tight sustainability is not the priority

Travelers feel travel brands could do a lot more to be sustainable



Source STR; Hotel Management, January 2020, Global n=1000⁵

The pandemic has shifted search behaviour away from flights

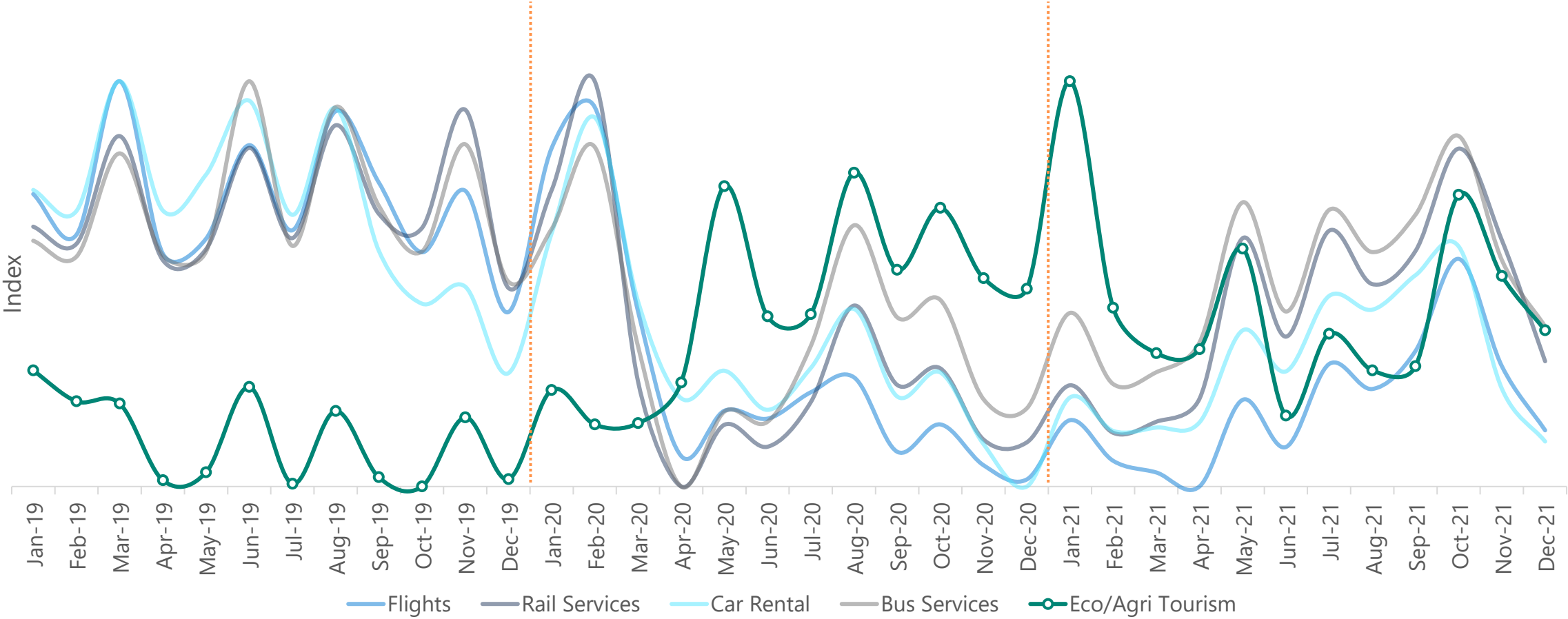


Source: Microsoft internal search data; UK share of SRPVs January 2019 – December 2021.



Eco/Agritourism saw interest grow throughout 2020

Eco/Agritourism is now declining as traditional transport recovers, led by bus and rail services

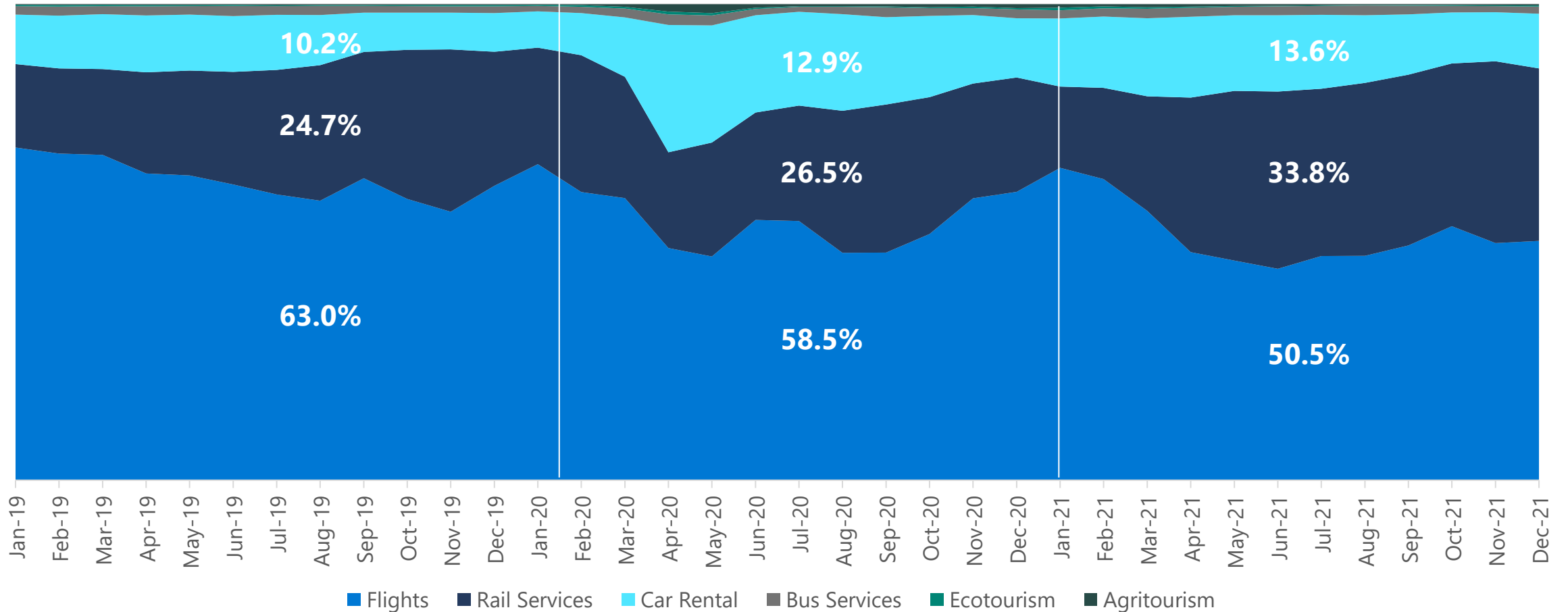


Source: Microsoft internal search data; UK index of SRPVs January 2019 - December 2021.



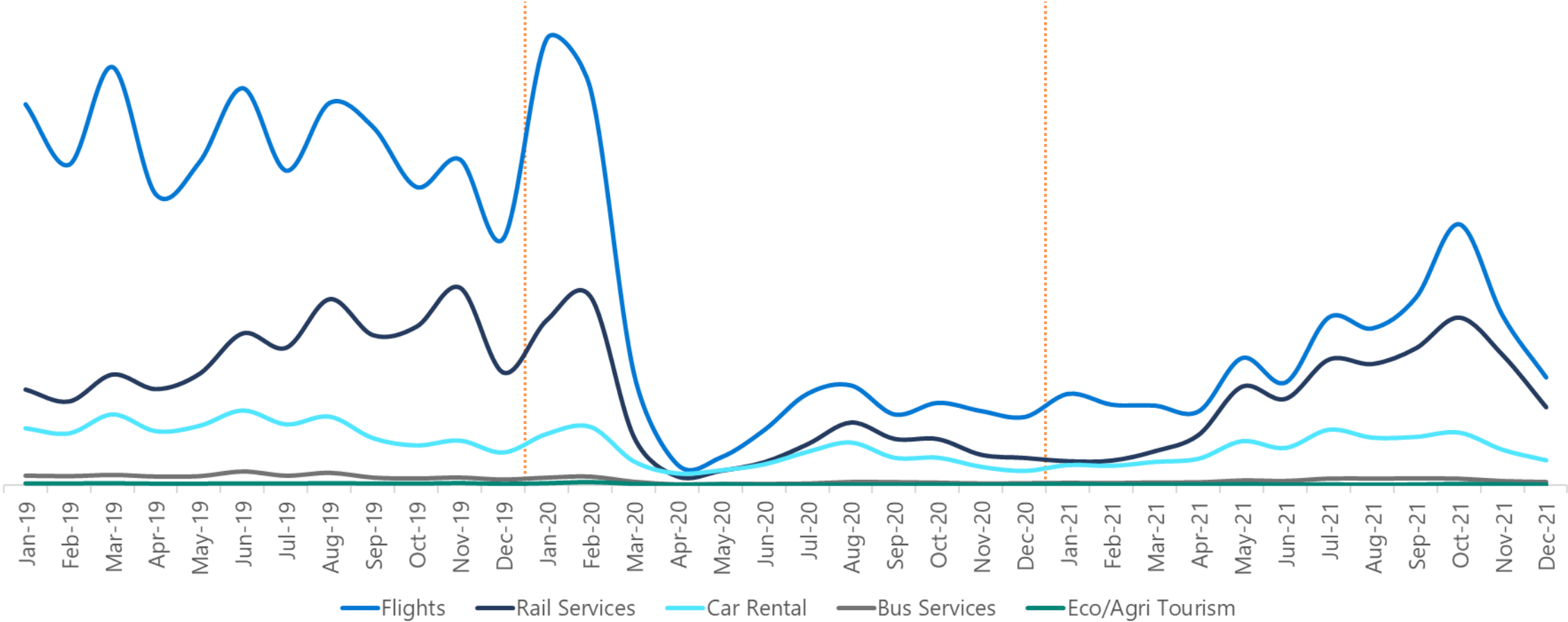
Rail and Car Rental click shares continue to increase

Flights share of clicks have decreased at a faster rate than searches



Source: Microsoft internal search data; UK share of clicks January 2019 - December 2021.

Flights and Rail clicks are far closer since summer 2021

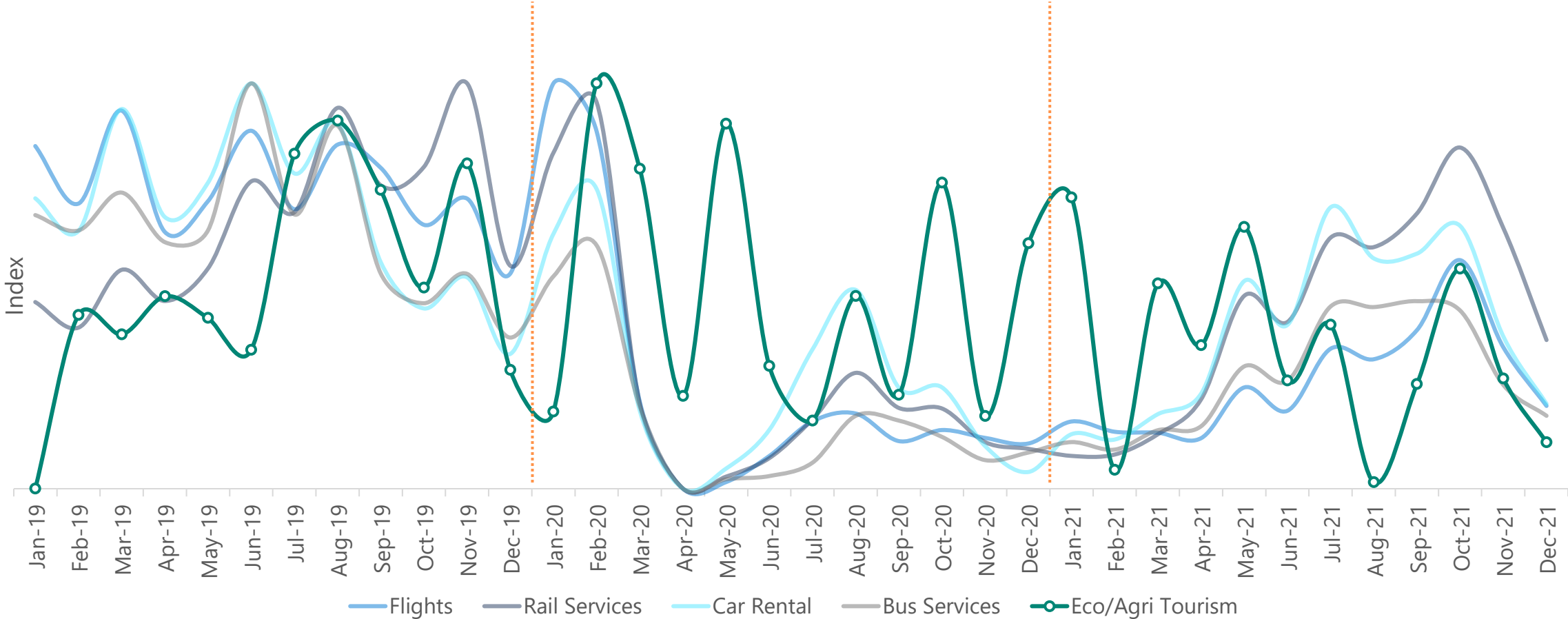


Source: Microsoft internal search data; UK clicks January 2019 - December 2021.



Rail clicks have recovered at a much faster rate than flights

Bus Services has not seen sustained growth, staying flat through summer



Source: Microsoft internal search data; UK index of clicks January 2019 - December 2021.



Connect with high-value travel enthusiasts



47%

47% of travel enthusiasts on the Microsoft Search Network are in the high income segmentation¹



84%

84% take a domestic vacation at least once a year¹



65%

They are 65% more likely to be planning an international vacation than the average internet user¹



78%

Of those who plan on vacationing this year, 78% have been saving up for it²

\$ 10k+

And many are planning to spend significantly more, with 10 to 16% spending over \$10k²

Our full suite of targeting tools can help you connect with your customers across their buying journey

User and intent targeting



Remarketing



In-market Audiences



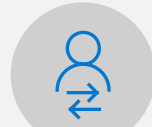
Custom Audiences



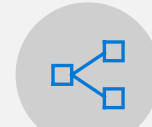
Dynamic Remarketing



Similar Audiences



Customer Match



Custom Combination Lists

User profile targeting



LinkedIn Profile Targeting



Age and Gender Targeting

Location and device



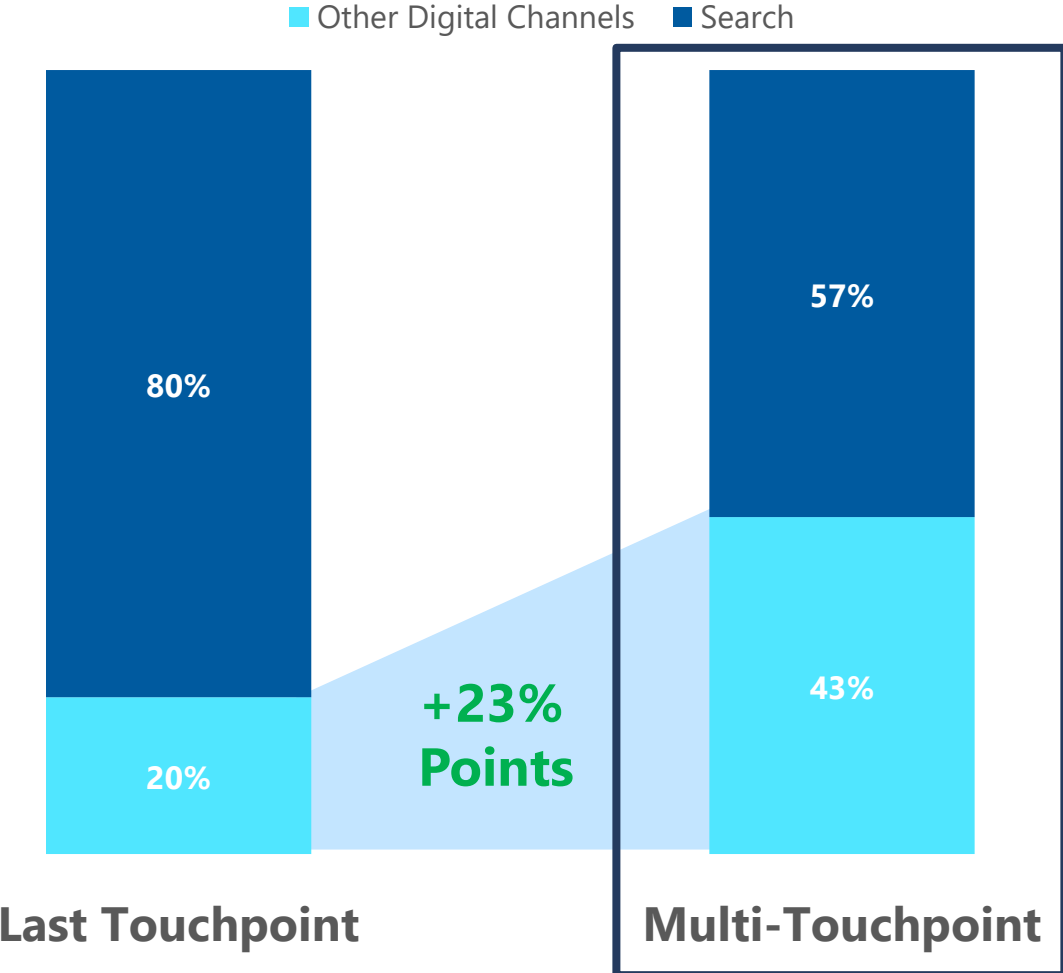
Location Targeting



Device Targeting



Influence travelers by running across search and other channels



When we consider multiple touchpoints, **43% of conversions came from other digital channels**, highlighting the importance of multi-channel exposure – like leveraging the **Microsoft Audience Network along with your search campaigns**.



Microsoft internal customer journey data. Date range is from April to September 2021.

Drive performance across the funnel through ad exposure

Native ad exposure leads to **increased performance across the funnel** for travel advertisers

AWARENESS



CONSIDERATION



CONVERSION



Users exposed to a Microsoft Audience Network native advertising campaign are:

3.5x

More likely to
search your brand

5.1x

More likely to
visit your site

5.1x

More likely to book
your services

Travel Ad Effectiveness Study

Notes: Results may vary for each advertiser based on campaign settings, targeted audiences, and other factors. Lift metrics represent an average of all Travel advertisers with completed lift studies to date (Aug. 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 = 637k



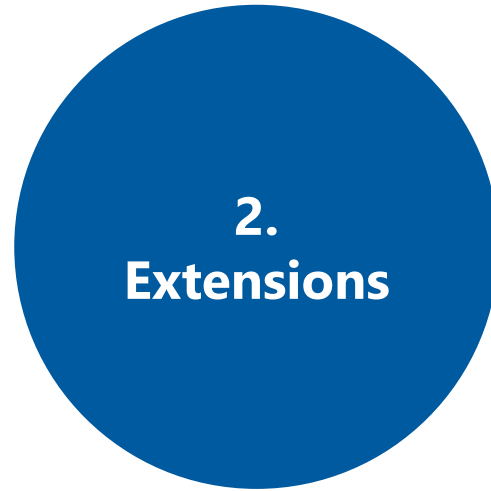
3 key takeaways



Experiment with sustainable and inclusive copy in descriptions

Highlight your sustainable credentials

Consider including business sustainability goals



Include marketing with purpose attributes to highlight sustainable values

Use Sitelink & Action extensions to drive awareness and build remarketing lists

Capture upper funnel consideration with rich media



Think about the socioeconomic and demographic make up of your audiences and how this is likely to affect their desire for a sustainable brand or product

Consider the effect of upper funnel activity on your sustainable audiences

To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights



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