Travel marketplace update (global)

4/23/2020
(data through 4/17/2020 unless otherwise specified in footnotes)

Microsoft Advertising. Intelligent connections.
Travel and subvertical search result page views (SRPVs) year over year (YoY)

Travel searches, YoY

Travel searches YoY, by subvertical

Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending (based on a Sat-Fri reporting week).
Travel clicks and cost per click (CPC) YoY, by sub-vertical

Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending (based on a Sat-Fri reporting week).
Travel clicks YoY, by origin country

Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending (based on a Sat-Fri reporting week).
Average (Avg.) # of ads per page YoY, by sub-vertical

Destination Terms include tokens related to Travel (Flights, Hotels, Car Rentals, Cruises, Visits) + Location. US Marketplace only. Non-Brand only. Data for week-ending 4/18/2020 (based on a standard Sun-Sat week).
Trending query categories, top week-over-week (WoW) and YoY click change

Clicks YoY

- Luggage & Travel Accessories
- Luggage Services
- Travel Documents
- Luxury Travel
- Vacation Packages
- Last Minute Travel
- Air Travel
- Specialty Travel
- Tour Operators
- Travel Media & Publications

Clicks WoW

- Last Minute Travel
- Tourist Attractions & Destinations
- Cruises & Cruise Services
- Tour Operators
- Specialty Travel
- Travel Documents
- Luxury Travel
- Luggage & Travel Accessories
- Luggage Services
- Transportation & Excursions

Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Data for week-ending 4/17/2020 (based on a Sat-Fri reporting week).
Top 10 destinations by YoY searches

- Australia: -6%
- China: -17%
- India: -31%
- Hawaii: -35%
- NYC: -57%
- Caribbean: -58%
- Japan: -61%
- Dubai: -62%
- Phoenix: -62%
- Thailand: -70%

Top 10 destinations by WoW searches

- Dubai: 58%
- Dallas: 57%
- Philadelphia: 56%
- Australia: 42%
- Key West: 41%
- Phoenix: 39%
- Nashville: 36%
- San Francisco: 32%
- Bali: 31%

Token list: car rental, flight, hotel, travel, cruise, things do, travel, visit

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Strategies and recommendations

Learn immediate and recovery-phase strategies, and how to approach new opportunities and optimize account health in the Digital Advertiser’s Guide to COVID-19