

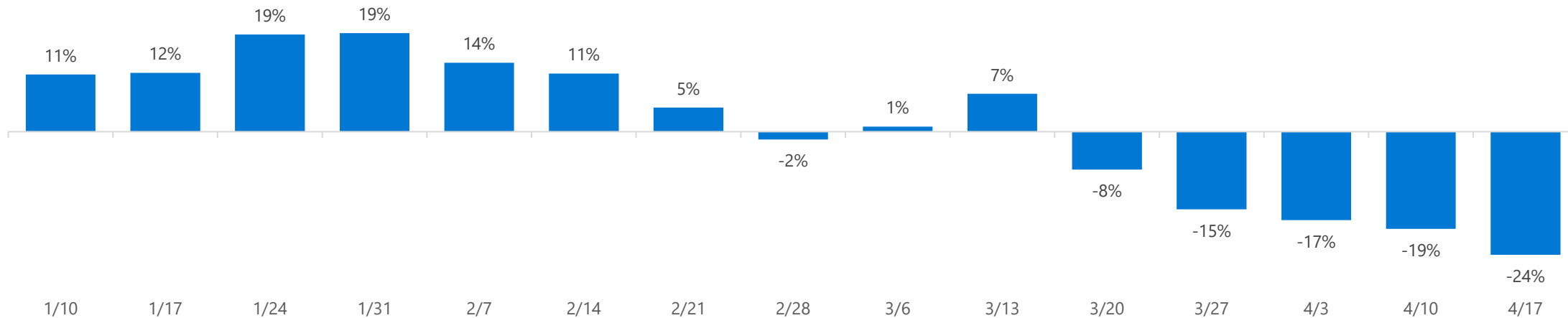
Travel marketplace update (global)

4/23/2020

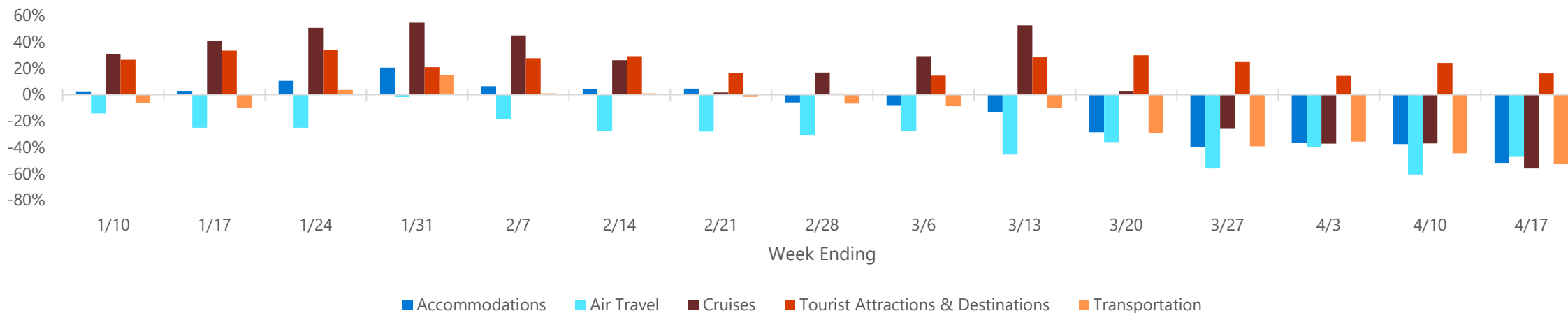
(data through 4/17/2020 unless otherwise specified in footnotes)

Travel and subvertical search result page views (SRPVs) year over year (YoY)

Travel searches, YoY



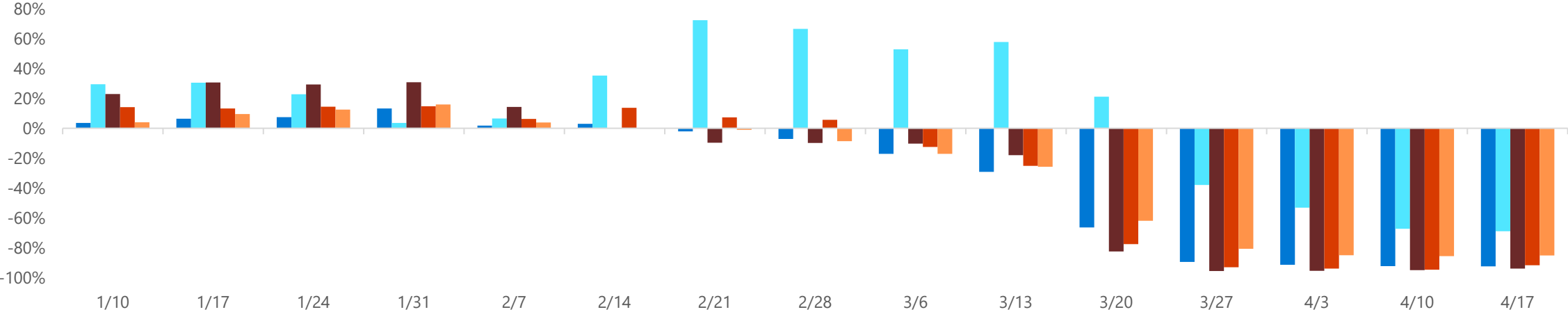
Travel searches YoY, by subvertical



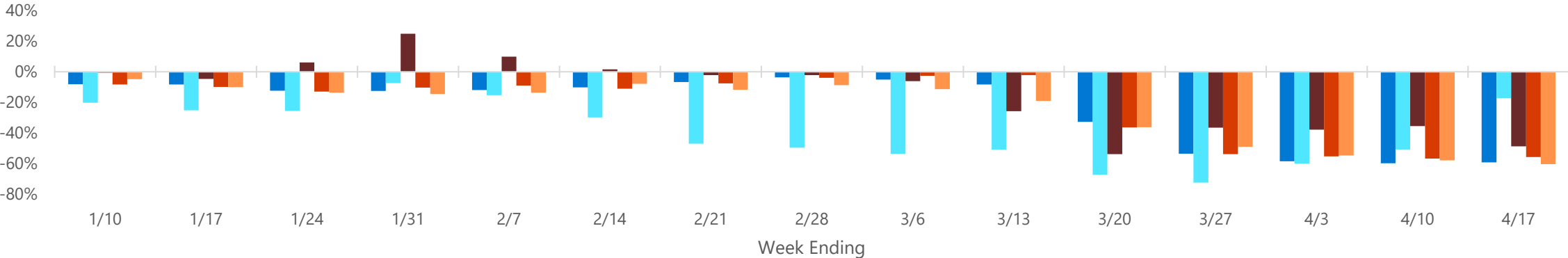
Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending (based on a Sat-Fri reporting week).

Travel clicks and cost per click (CPC) YoY, by sub-vertical

Travel clicks YoY, by sub-vertical



Travel CPC YoY, by sub-vertical

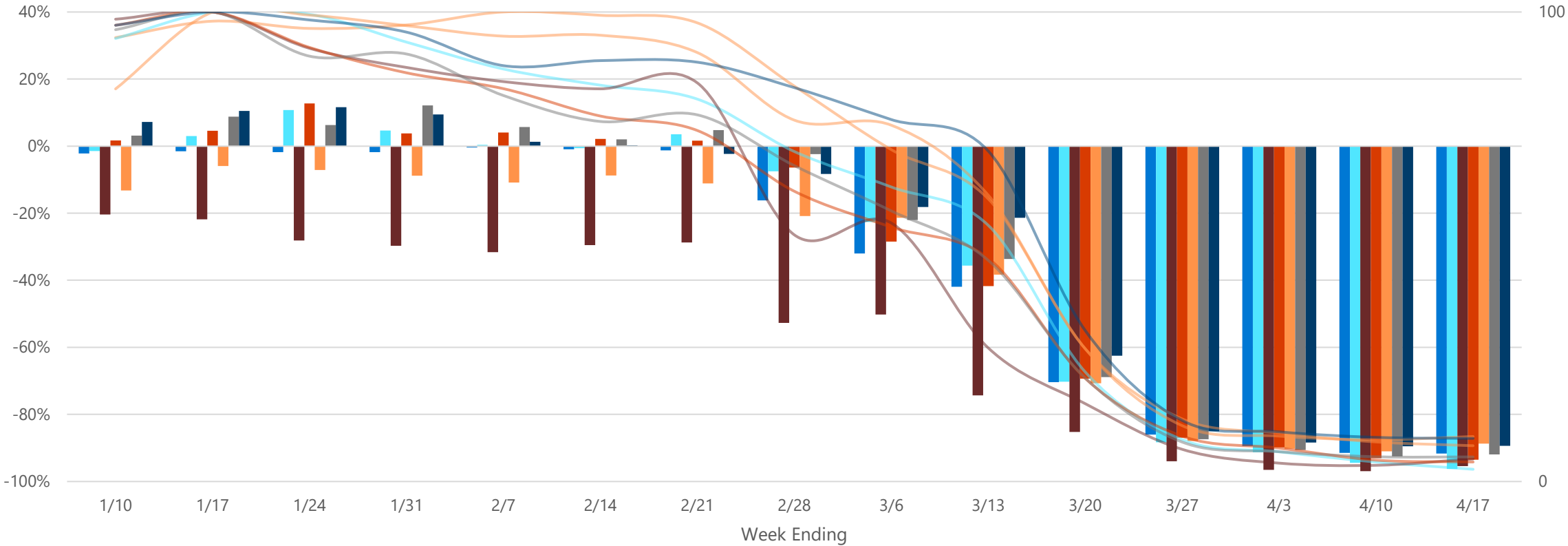


■ Accommodations ■ Air Travel ■ Cruises ■ Tourist Attractions & Destinations ■ Transportation

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

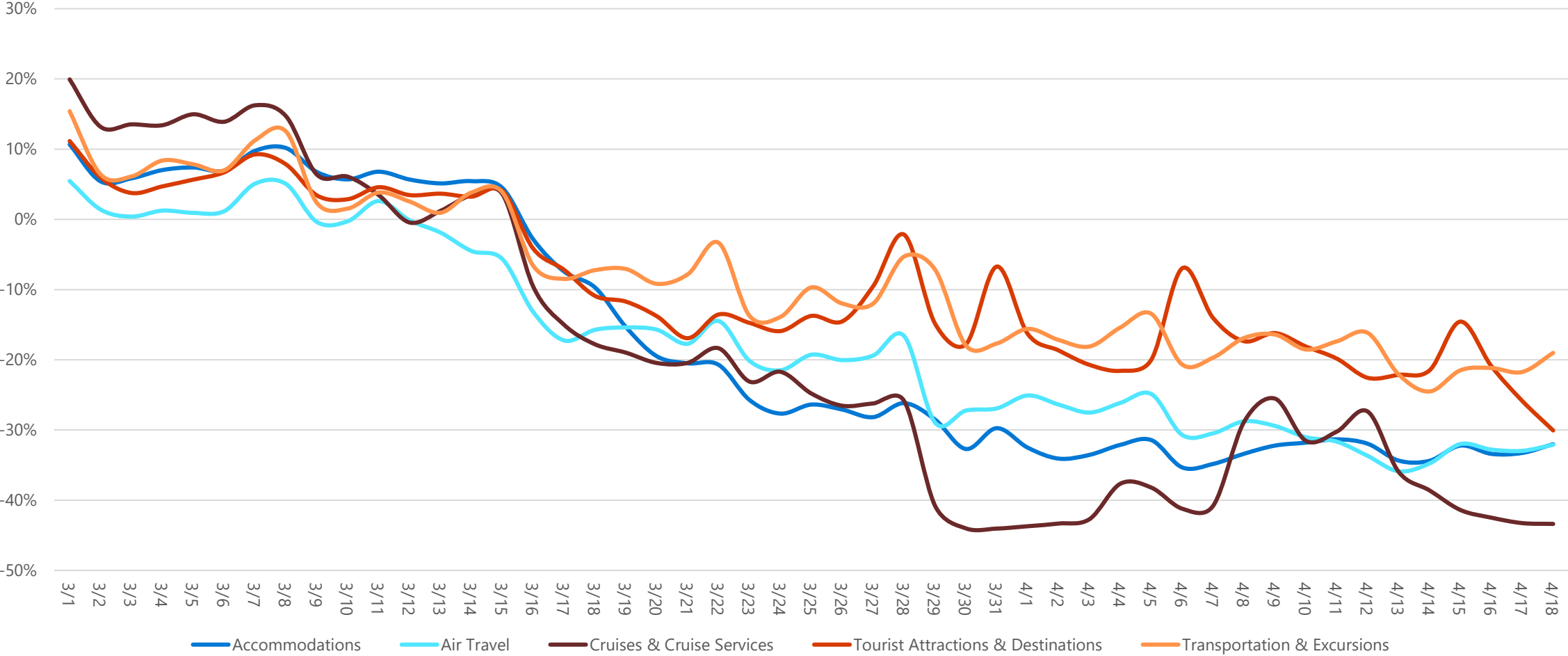
Travel trended (indexed clicks) and YoY, by origin country



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).

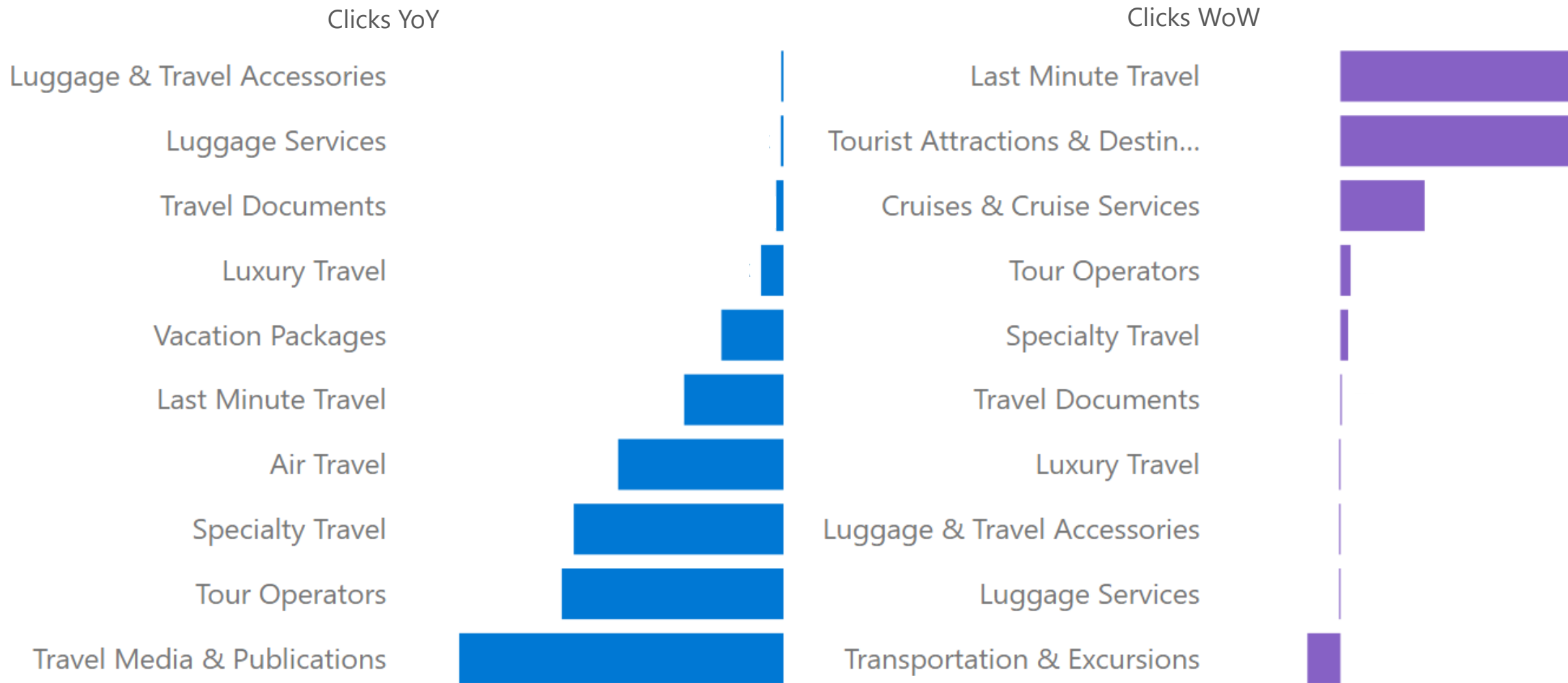
Competition view: trending number of ads per page

Average (Avg.) # of ads per page YoY, by sub-vertical



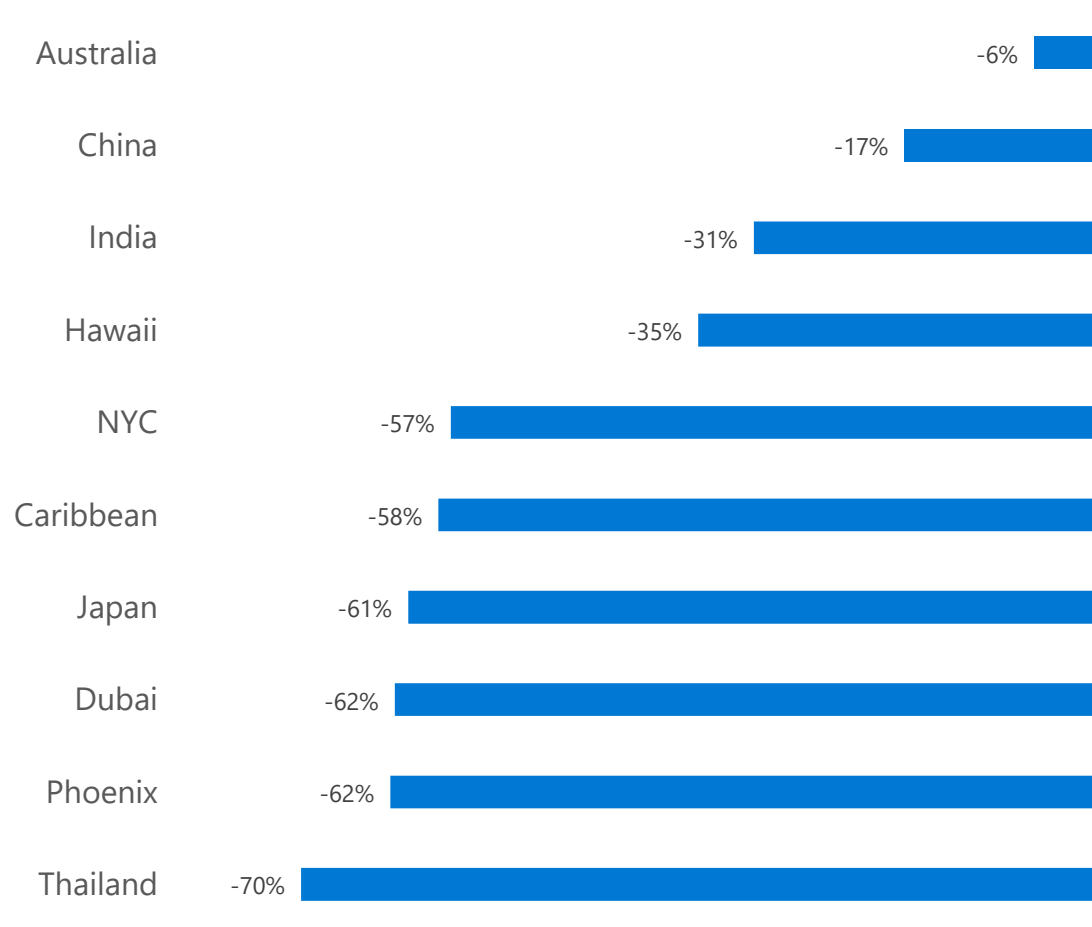
Destination Terms include tokens related to Travel (Flights, Hotels, Car Rentals, Cruises, Visits) + Location. US Marketplace only. Non-Brand only. Data for week-ending 4/18/2020 (based on a standard Sun-Sat week).

Trending query categories, top week-over-week (WoW) and YoY click change

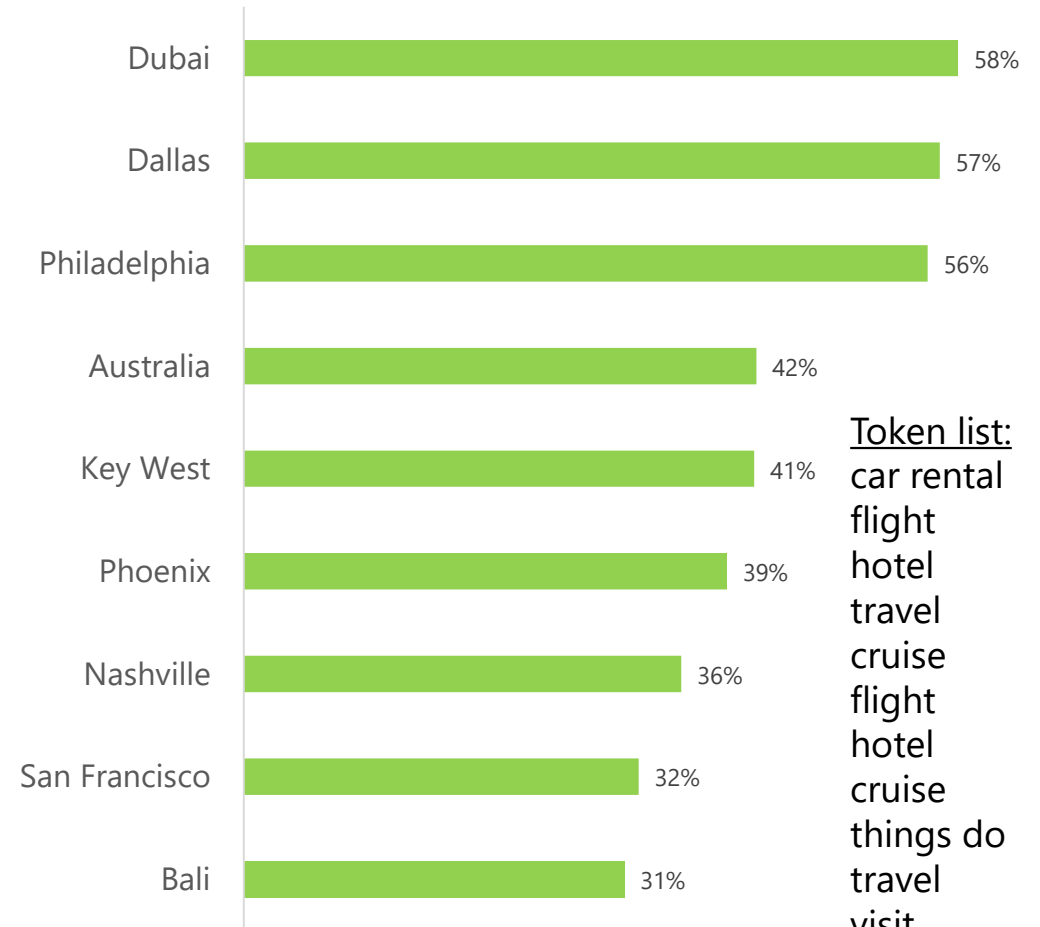


Trending destinations, top WoW and YoY click change

Top 10 destinations by YoY searches



Top 10 destinations by WoW searches



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

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](#)

