Microsoft Advertising

Travel update

4/1/2020
Travel and sub-vertical search results page views (SRPVs), year over year (YoY)

Travel searches, YoY

Travel sub-vertical searches, YoY

Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news.
Travel clicks and costs per click (CPCs), YoY

Trended YoY clicks, by Travel sub-vertical

Trended YoY CPC, by Travel sub-vertical

Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news.
Week-over-week (WoW) Travel clicks by origin country

Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news.
Trending destinations by YoY volume growth (March)

Searches YoY, by destination

- India: 144%
- China: 95%
- Italy: 32%
- NYC: -5%
- Australia: -12%
- Hawaii: -22%
- Japan: -28%
- Phoenix: -41%
- France: -41%
- Caribbean: -42%
- Miami: -45%
- Taiwan: -47%
- Great Britain: -49%
- Spain: -49%
- Ireland: -50%
- Greece: -54%
- Turkey: -56%
- Las Vegas: -58%
- Bali: -59%
- New Orleans: -59%

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

Destination Terms include tokens related to Travel (Flights, Hotels, Car Rentals, Cruises, Visits) + Location. US Marketplace only. Non-Brand only.
The number of ads per page is trending down since the spread of COVID-19.