Travel update

8/11/2020
(data through 8/7/2020)

Microsoft Advertising. Intelligent connections.
U.S. Travel and subvertical searches, year over year (YoY)

Source: Microsoft Advertising Internal Data. Dates noted are week-ending (based on a Sat-Fri reporting week).
U.S. Travel and subvertical clicks, YoY

Source: Microsoft Advertising Internal Data. Dates noted are week-ending (based on a Sat-Fri reporting week).
Travel clicks YoY, by marketplace country

Source: Microsoft Advertising Internal Data. Dates noted are week-ending (based on a Sat-Fri reporting week).
Trending query categories, top week over week (WoW) and YoY click change

Clicks YoY
- Luggage Services
- Luxury Travel
- Travel Documents
- Last Minute Travel
- Luggage & Travel Accessories
- Specialty Travel
- Travel Media & Publications
- Tour Operators
- Vacation Packages
- Tourist Attractions & Destinations

Clicks WoW
- Vacation Packages
- Travel Booking Services
- Last Minute Travel
- Luggage & Travel Accessories
- Tour Operators
- Travel Documents
- Luggage Services
- Luxury Travel
- Transportation & Excursions
- Air Travel

Source: Microsoft Advertising Internal Data. Dates noted are week-ending (based on a Sat-Fri reporting week).
U.S. Travel and subvertical cost per clicks (CPCs), YoY

U.S. Travel (indexed CPC) and YoY

Source: Microsoft Advertising Internal Data. Dates noted are week-ending (based on a Sat-Fri reporting week).
Strategies and recommendations
