

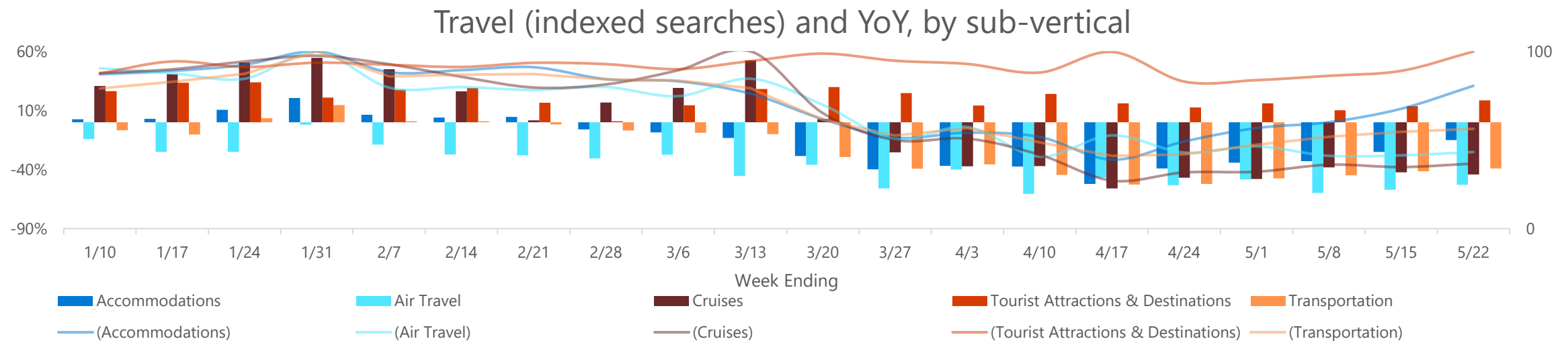
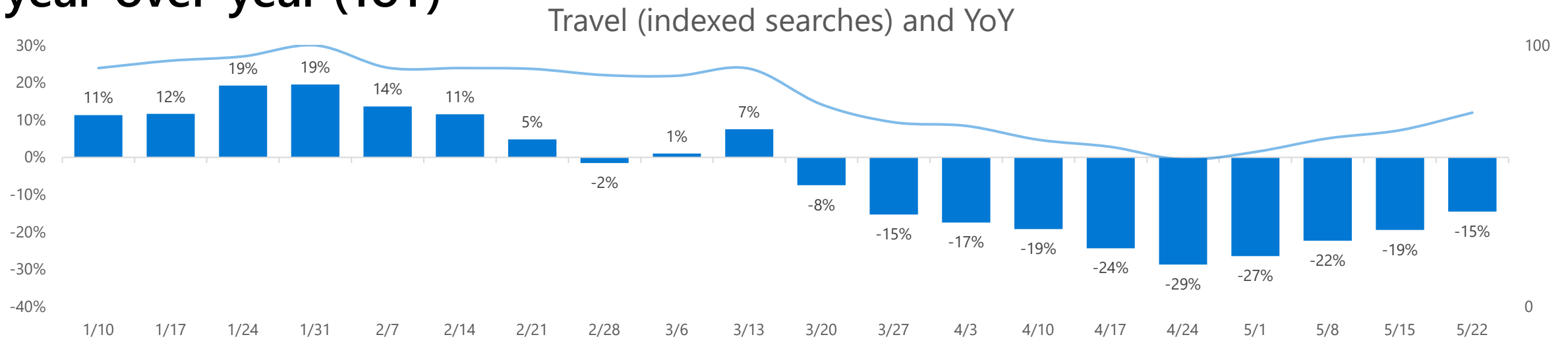


Travel update

5/27/2020

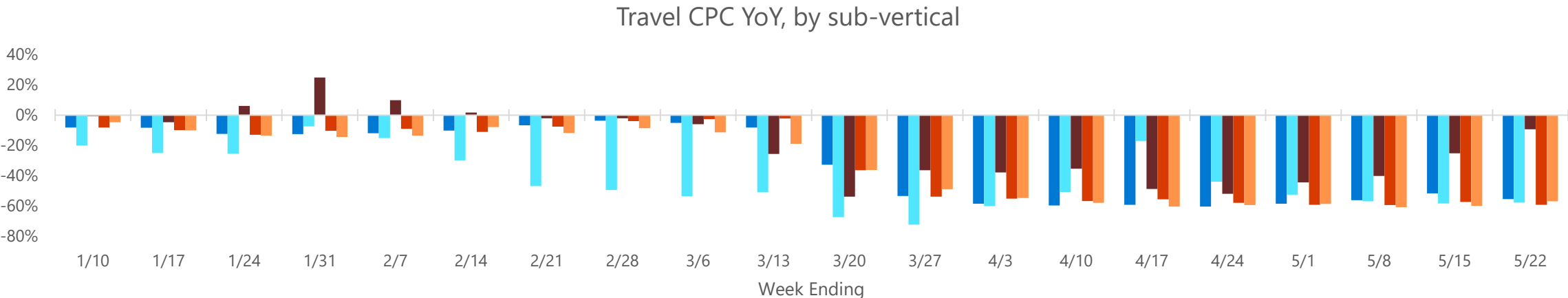
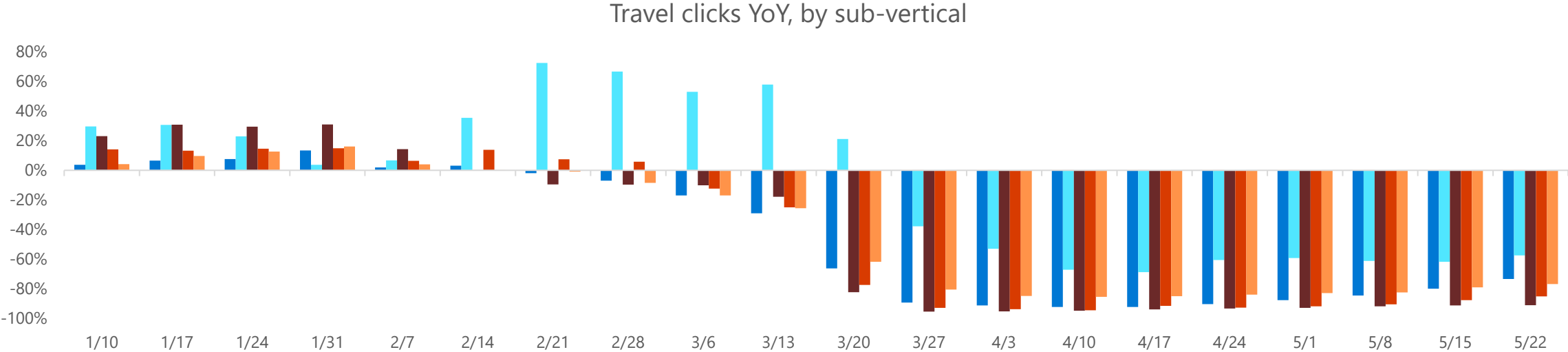
(data through 5/22/2020 unless otherwise specified in footnotes)

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



Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending 5/22/2020 (based on a Sat-Fri reporting week).

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

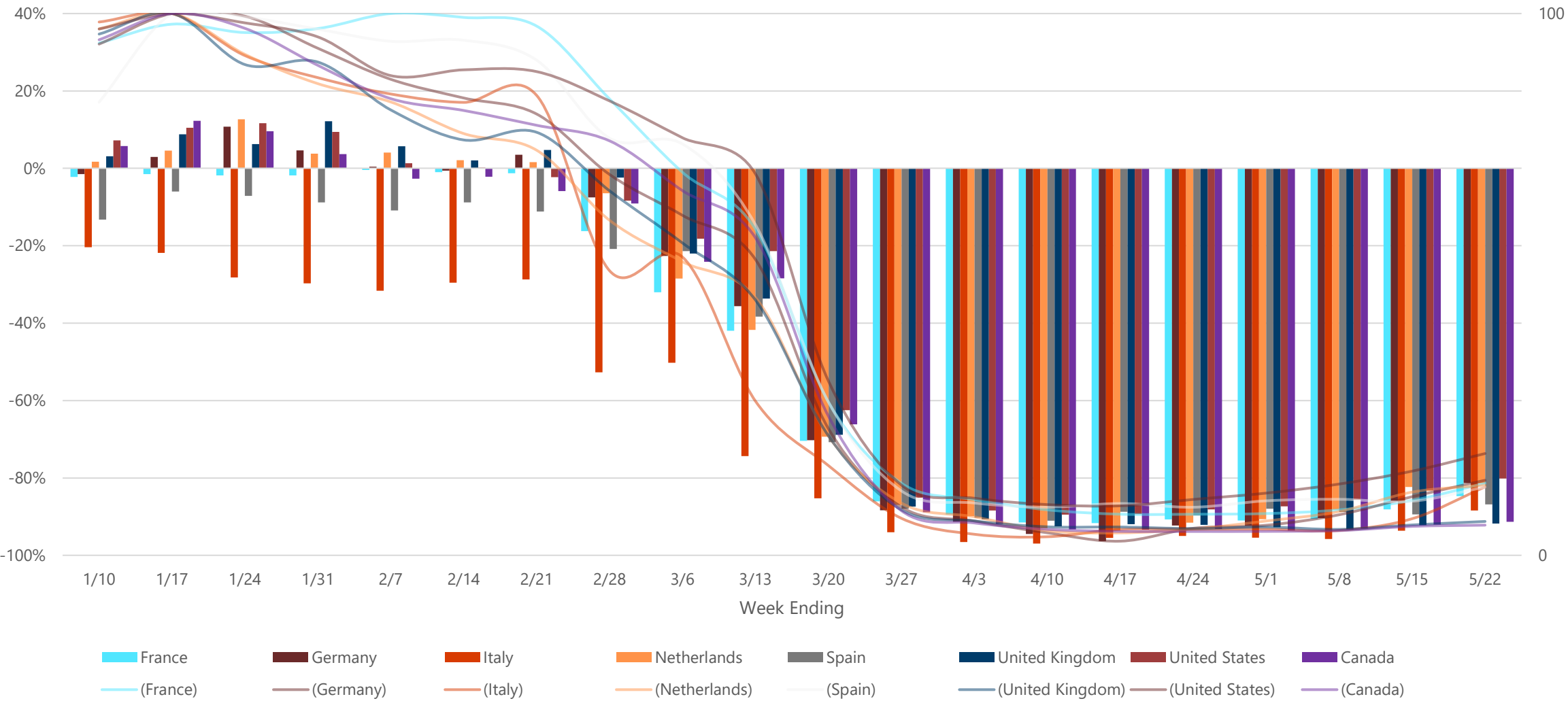


■ Accommodations ■ Air Travel ■ Cruises ■ Tourist Attractions & Destinations ■ Transportation

Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending 5/22/2020 (based on a Sat-Fri reporting week).

Travel clicks YoY, by origin country

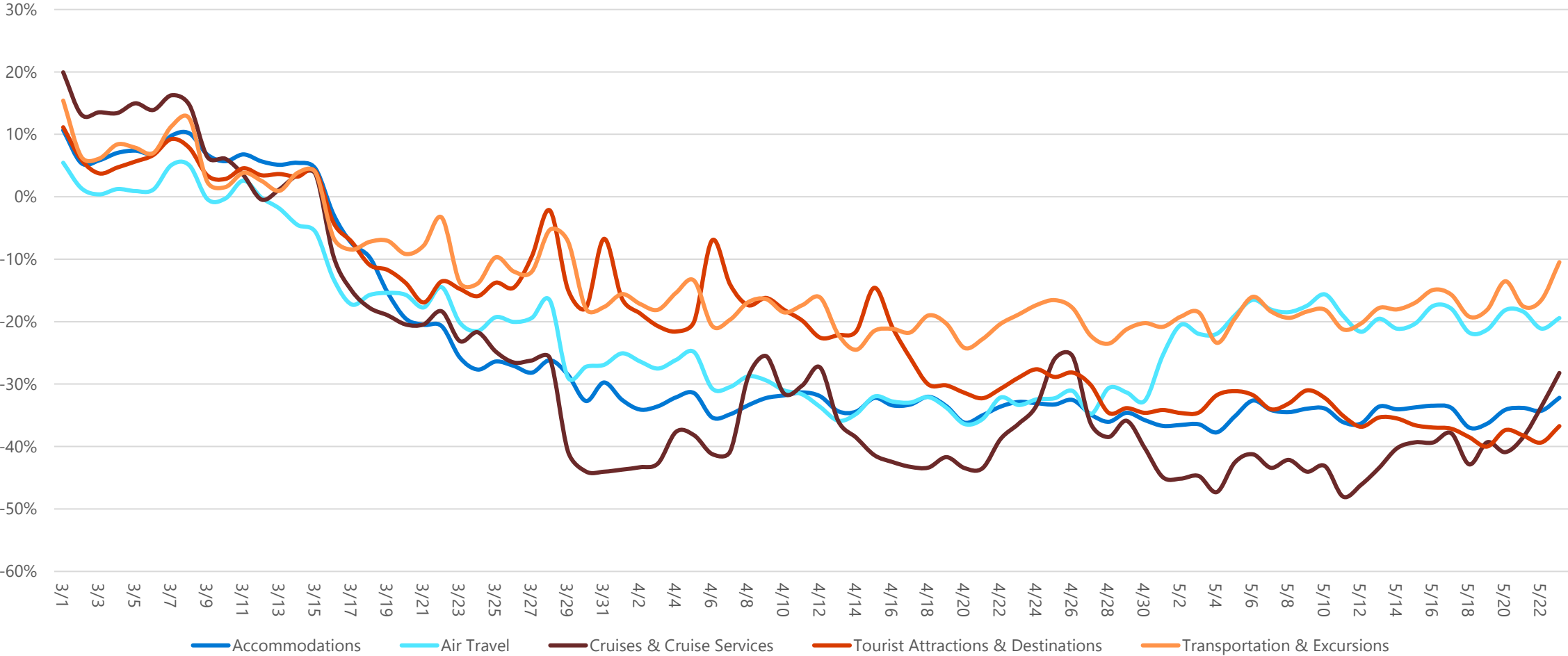
Travel trended (indexed clicks) and YoY, by origin country



Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending 5/22/2020 (based on a Sat-Fri reporting week).

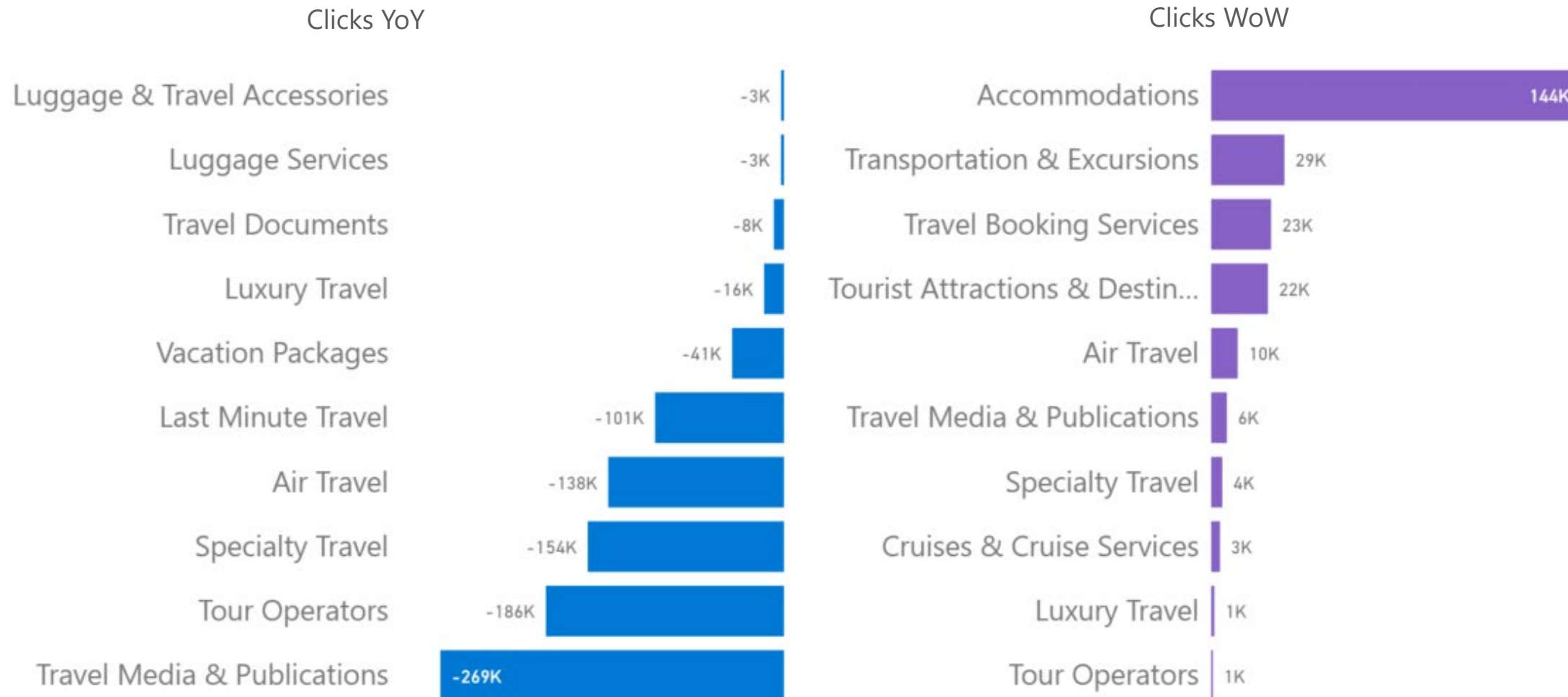
Competition view: trending number of ads per page

Average (avg.) # of ads per page YoY, by subvertical



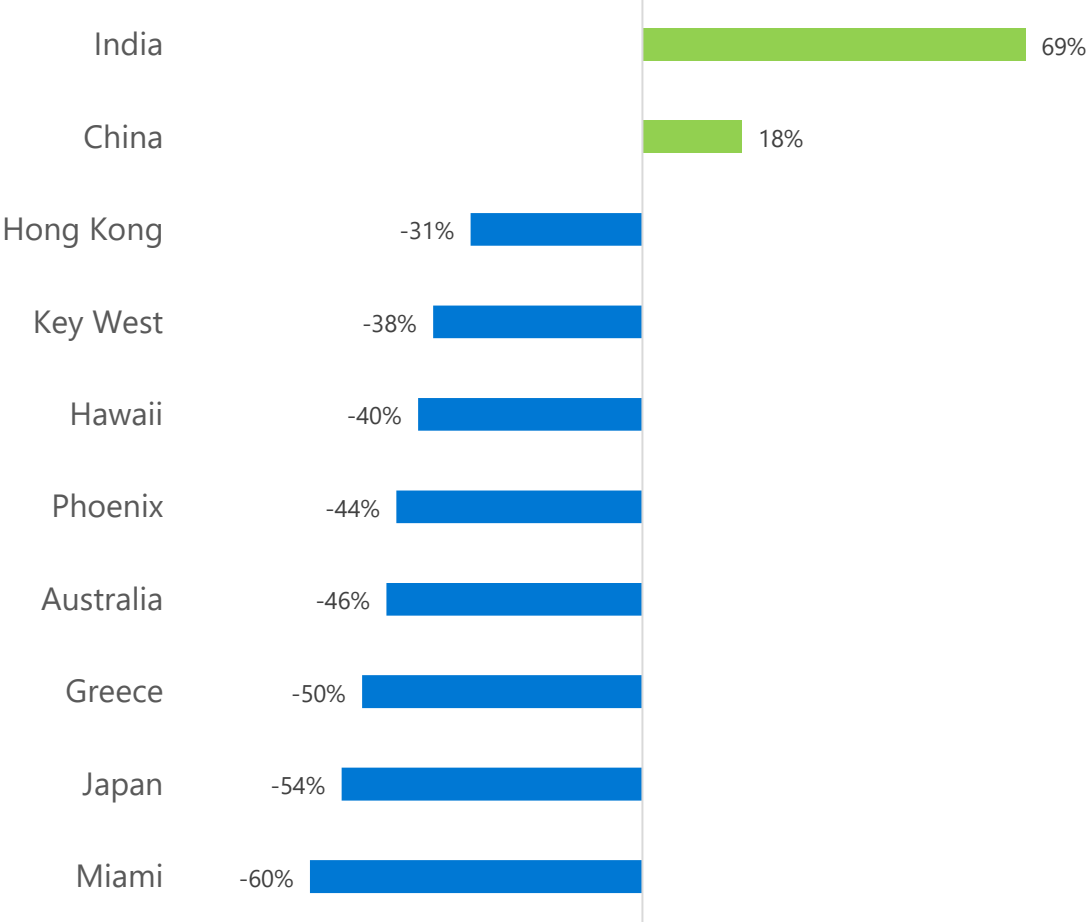
Destination Terms include tokens related to Travel (Flights, Hotels, Car Rentals, Cruises, Visits) + Location. US Marketplace only. Non-Brand only. Data for week-ending 5/23/2020 (based on a standard Sun-Sat week).

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

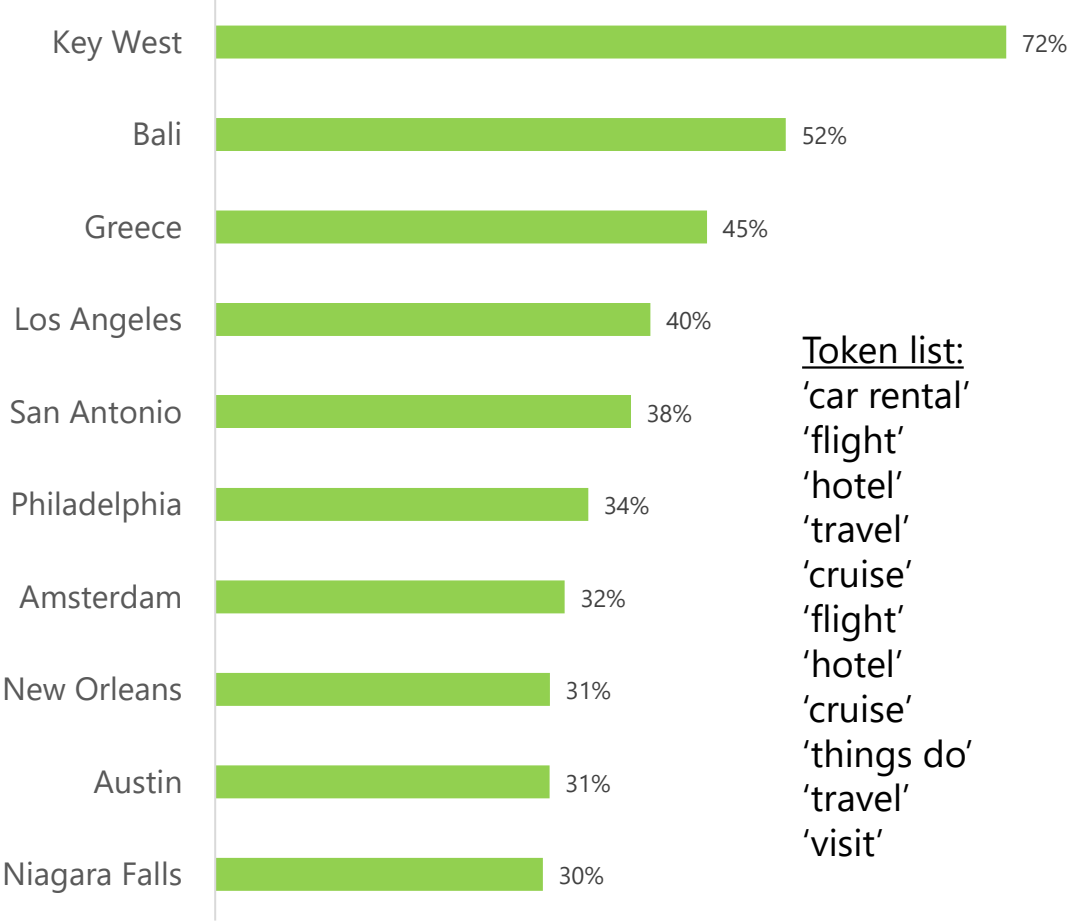


Trending destinations, top WoW and YoY click change

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'

Destination Terms include tokens related to Travel (Flights, Hotels, Car Rentals, Cruises, Visits) + Location. US Marketplace only. Non-Brand only. Data for week-ending 5/23/2020 (based on a standard Sun-Sat week).

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](#)

