Travel update

5/27/2020
(data through 5/22/2020 unless otherwise specified in footnotes)

Microsoft Advertising. Intelligent connections.
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

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

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

Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Data for week-ending 5/22/2020 (based on a Sat-Fri reporting week).
Trending destinations, top WoW and YoY click change

**Top 10 destinations by YoY searches**

- **India**: 69%
- **China**: 18%
- **Hong Kong**: -31%
- **Key West**: -38%
- **Hawaii**: -40%
- **Phoenix**: -44%
- **Australia**: -46%
- **Greece**: -50%
- **Japan**: -54%
- **Miami**: -60%

**Top 10 destinations by WoW searches**

- **Key West**: 72%
- **Bali**: 52%
- **Greece**: 45%
- **Los Angeles**: 40%
- **San Antonio**: 38%
- **Philadelphia**: 34%
- **Amsterdam**: 32%
- **New Orleans**: 31%
- **Austin**: 31%
- **Niagara Falls**: 30%

**Token list:**
- ‘car rental’
- ‘flight’
- ‘hotel’
- ‘travel’
- ‘cruise’
- ‘things do’
- ‘visit’

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Strategies and recommendations
