

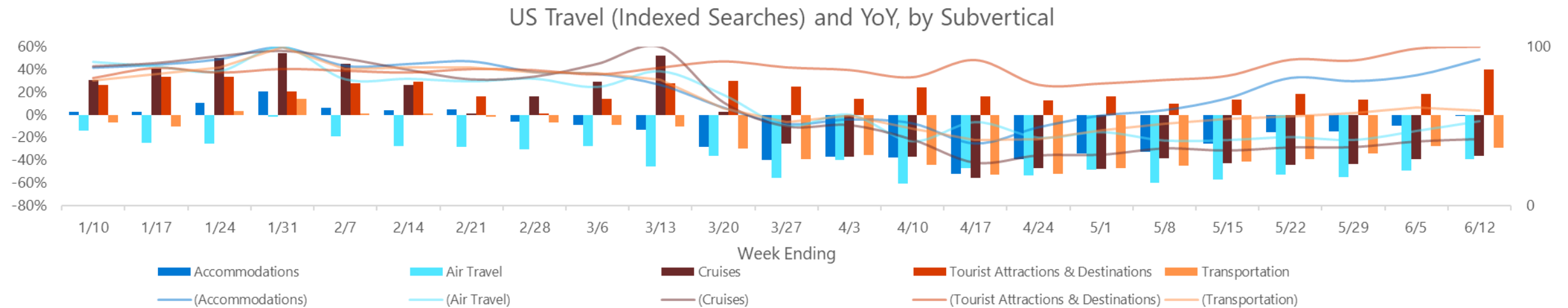
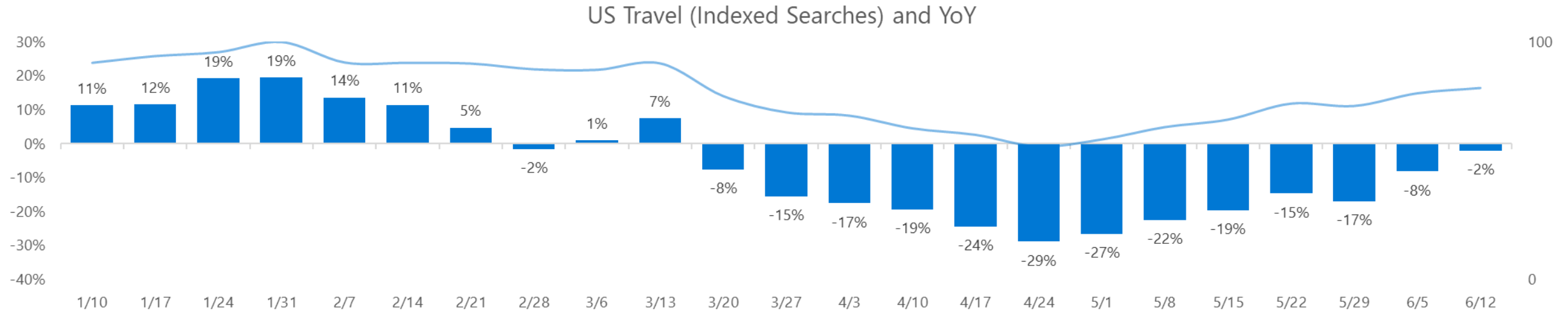


Travel update

6/16/2020

(data through 6/12/2020 unless otherwise specified in footnotes)

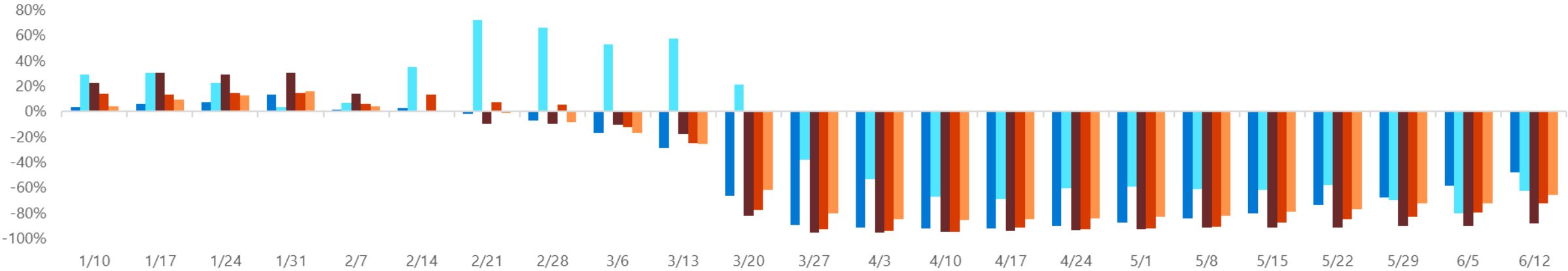
Travel and subvertical search results page views (SRPVs), year-over-year (YoY)



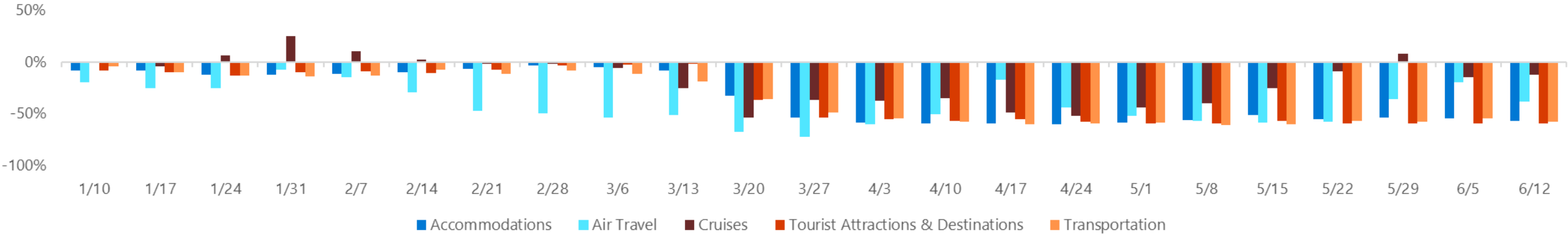
Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending 6/12/2020 (based on a Sat-Fri reporting week).

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

US Travel Clicks YoY, by Subvertical



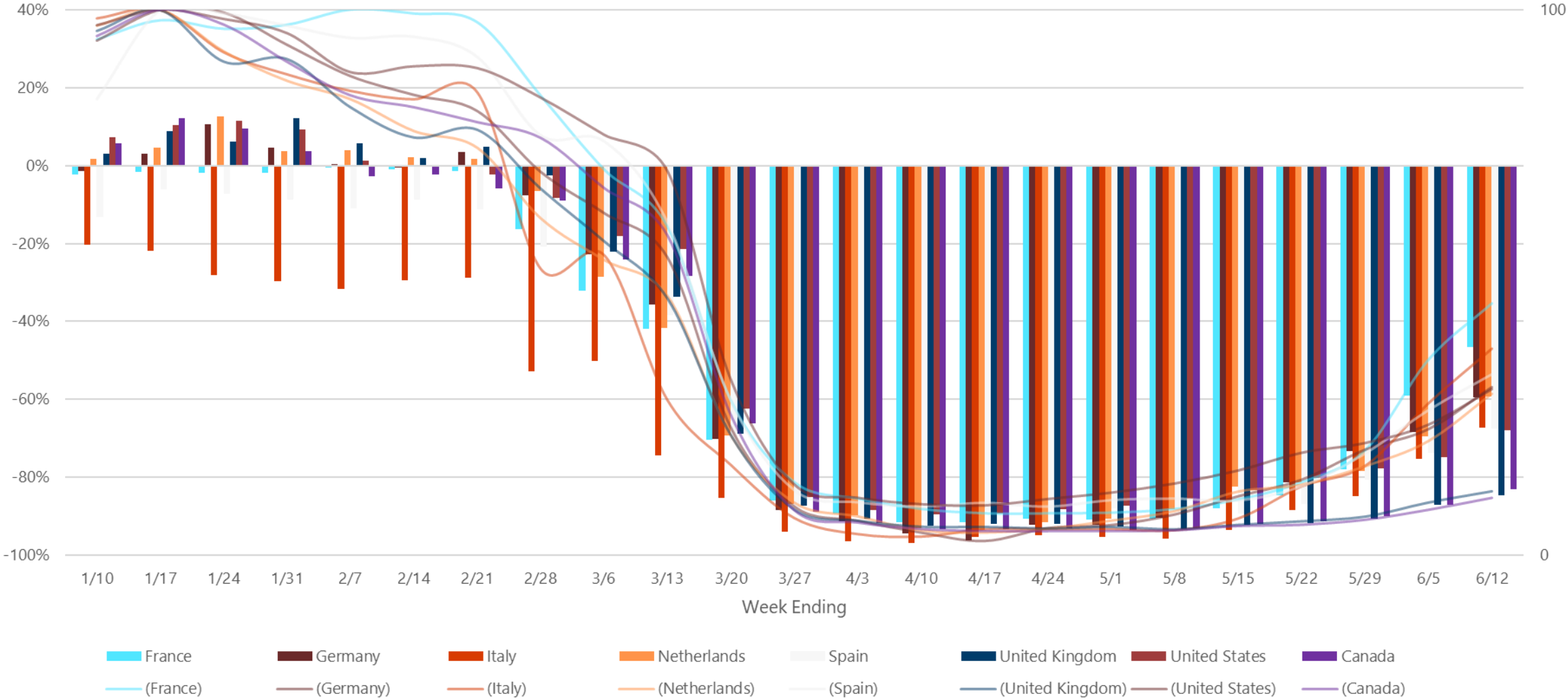
US Travel Clicks YoY, by Subvertical



Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending 6/12/2020 (based on a Sat-Fri reporting week).

Travel clicks YoY, by origin country

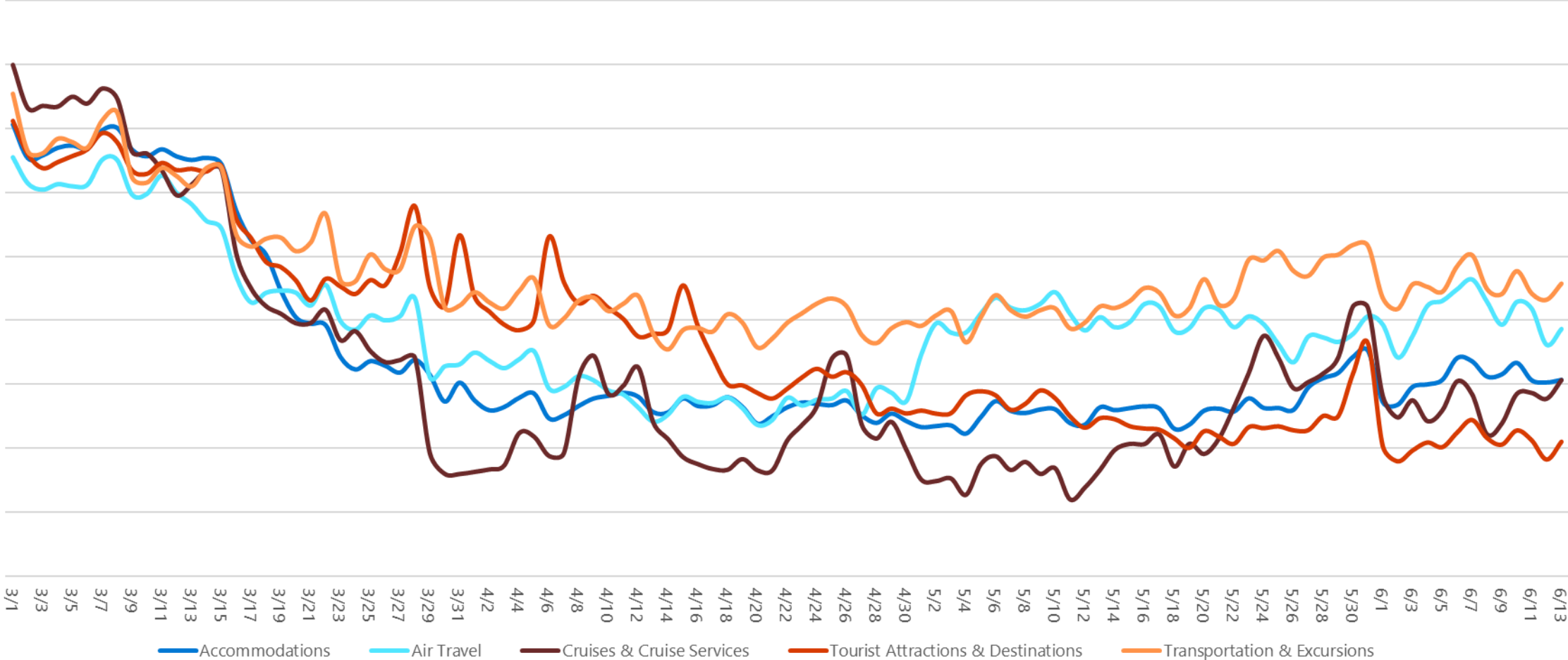
Travel Trended (Indexed Clicks) and YoY, by Origin Country



Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending 6/12/2020 (based on a Sat-Fri reporting week).

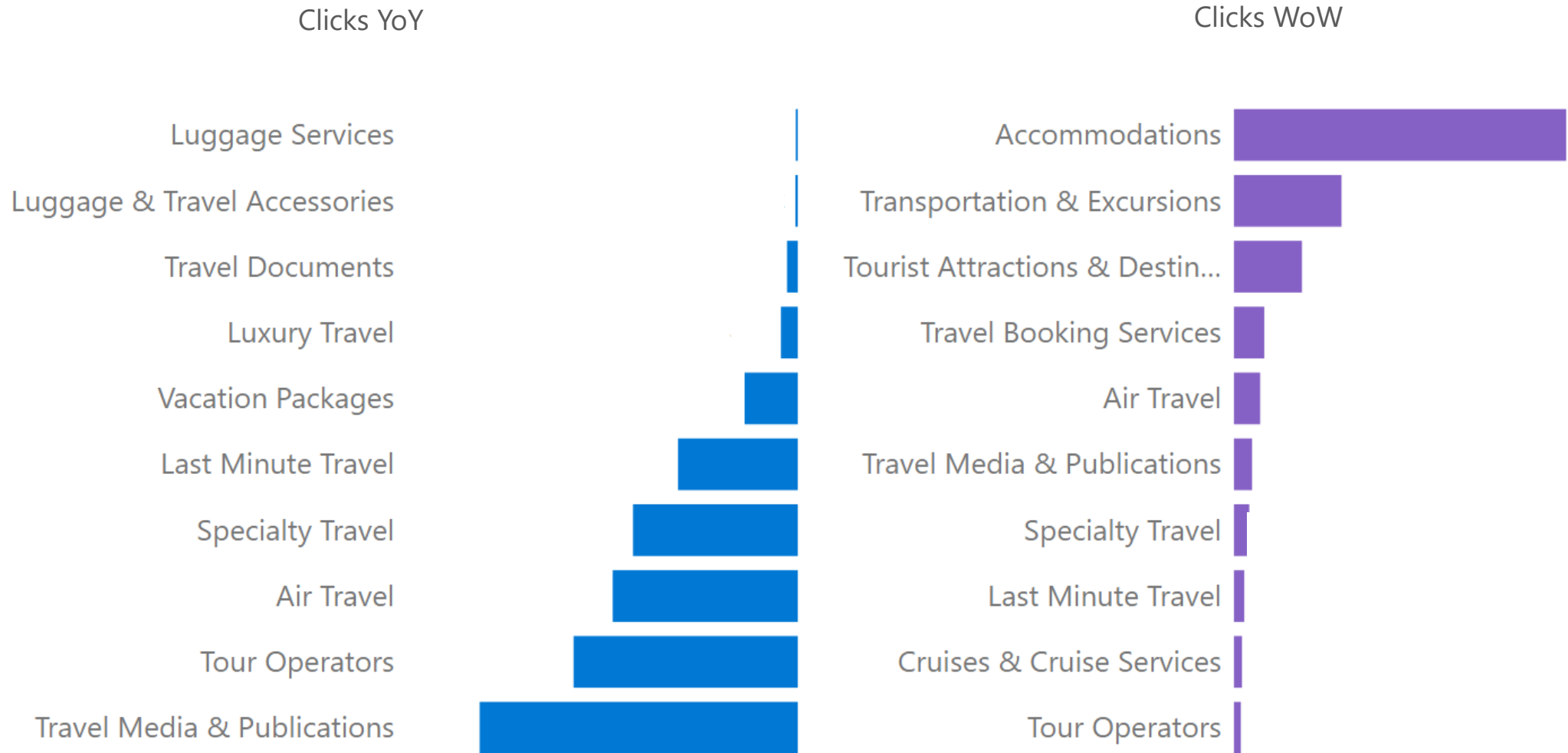
Competition view: trending number of ads per page

Avg. # of Ads per Page YoY, by Subvertical



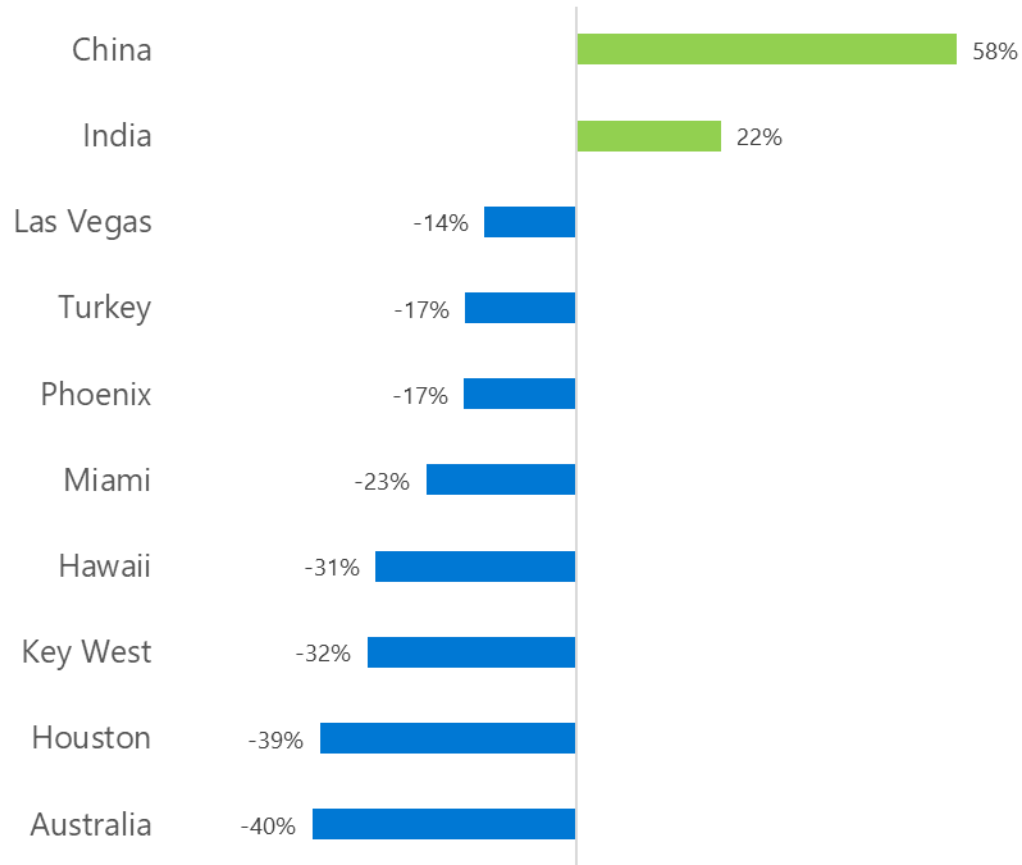
Destination Terms include tokens related to Travel (Flights, Hotels, Car Rentals, Cruises, Visits) + Location. US Marketplace only. Non-Brand only. Data for week-ending 6/13/2020 (based on a standard Sun-Sat week).

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

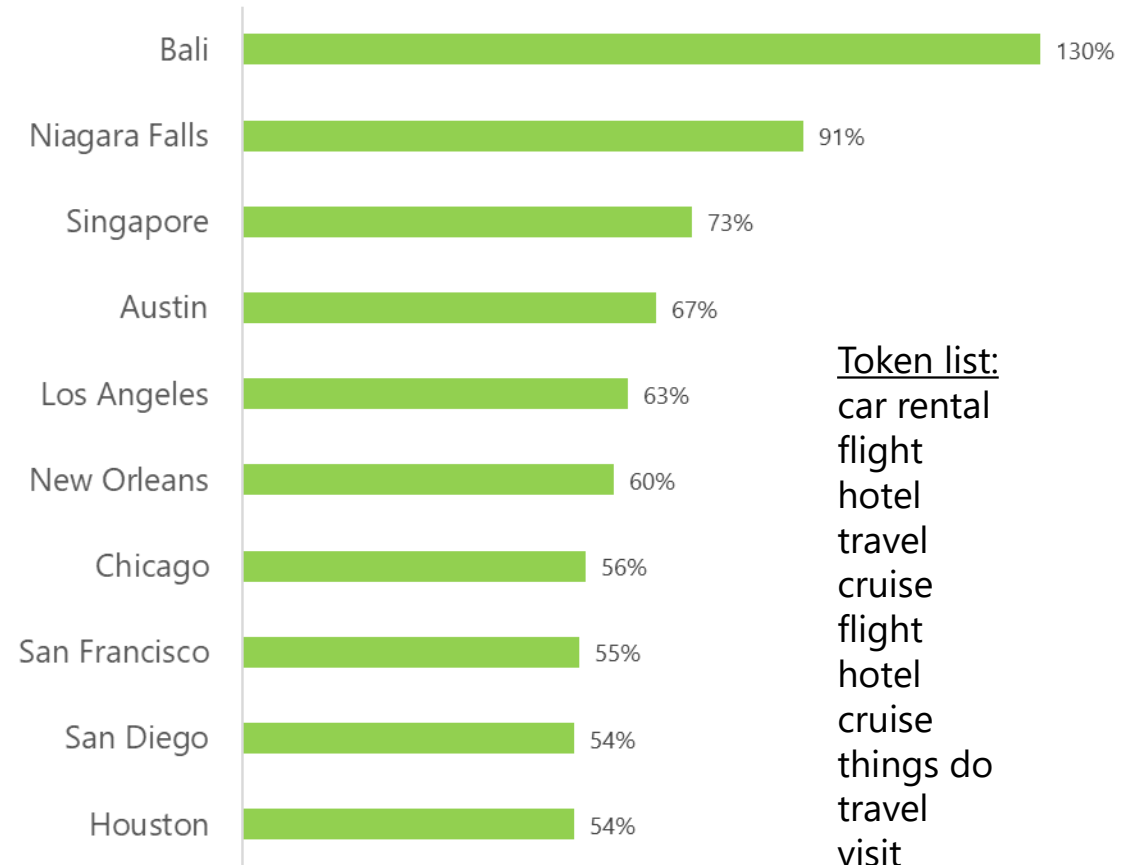


Trending destinations, top WoW and YoY click change

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](#)

