Travel update

5/7/2020
(data through 5/1/2020 unless otherwise specified in footnotes)
Travel and subvertical search results page views (SRPVs), year over year (YoY)

Travel searches YoY

Travel searches YoY, by subvertical

Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending (based on a Sat-Fri reporting week).
Travel clicks and cost-per-click CPC YoY, by subvertical

Travel Clicks YoY, by Subvertical

Travel CPC YoY, by Subvertical

Week Ending


Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending (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 (based on a Sat-Fri reporting week).
Competition view: trending number of ads per page

Destination Terms include tokens related to Travel (Flights, Hotels, Car Rentals, Cruises, Visits) + Location. US Marketplace only. Non-Brand only. Data for week-ending 5/2/2020 (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 5/1/2020 (based on a Sat-Fri reporting week).
Trending destinations, top WoW and YoY click change

Destination Terms include tokens related to Travel (Flights, Hotels, Car Rentals, Cruises, Visits) + Location. US Marketplace only. Non-Brand only. Data for week-ending 5/2/2020 (based on a standard Sun-Sat week).

- **Top 10 destinations by YoY searches**
  - China: 15%
  - India: -12%
  - Australia: -43%
  - Hawaii: -52%
  - Caribbean: -53%
  - NYC: -64%
  - Japan: -71%
  - Phoenix: -72%
  - Italy: -77%
  - Las Vegas: -77%

- **Top 10 destinations by WoW searches**
  - China: 24%
  - Italy: 21%
  - Orlando: 12%
  - Ireland: 12%
  - Washington DC: 12%
  - Tampa: 10%
  - Houston: 4%
  - San Diego: 3%
  - Spain: 2%
  - China: 15%

**Token list:**
car rental
flight
hotel
tavel
cruise
flight
hotel
visit
things do
tavel
visit

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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*