



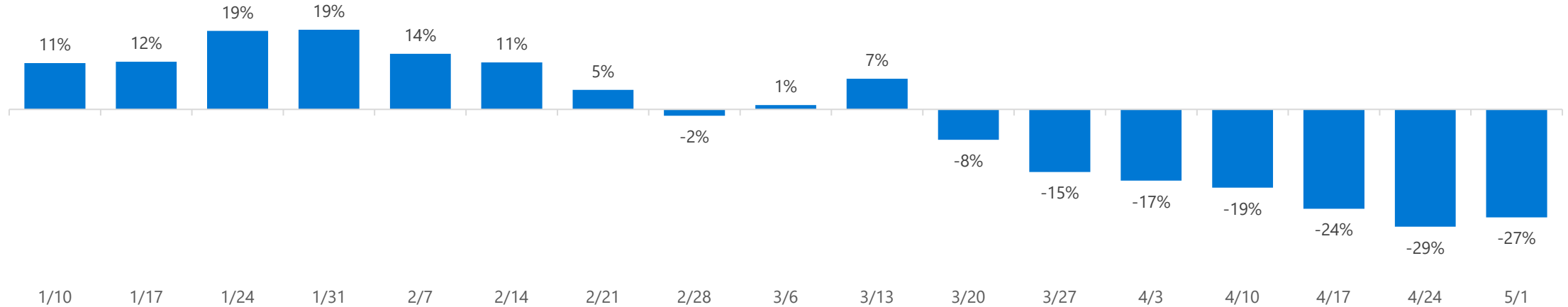
Travel update

5/7/2020

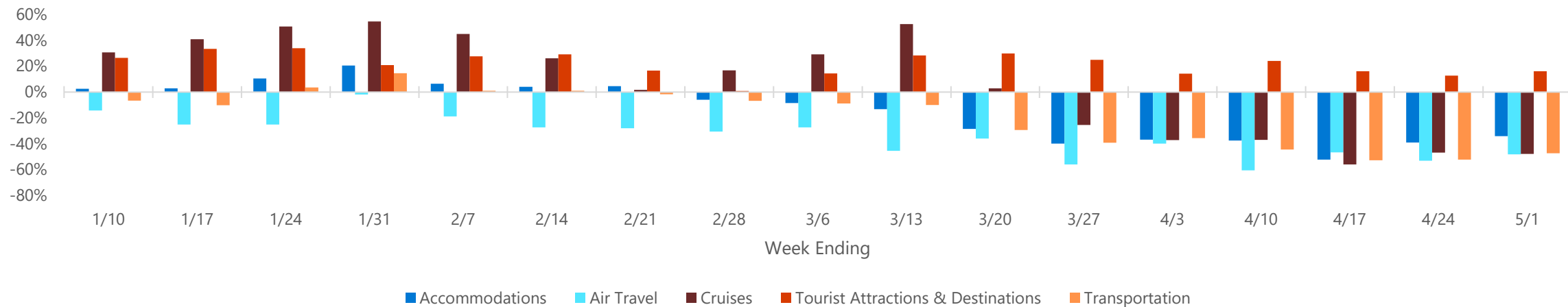
(data through 5/1/2020 unless otherwise specified in footnotes)

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

Travel searches YoY

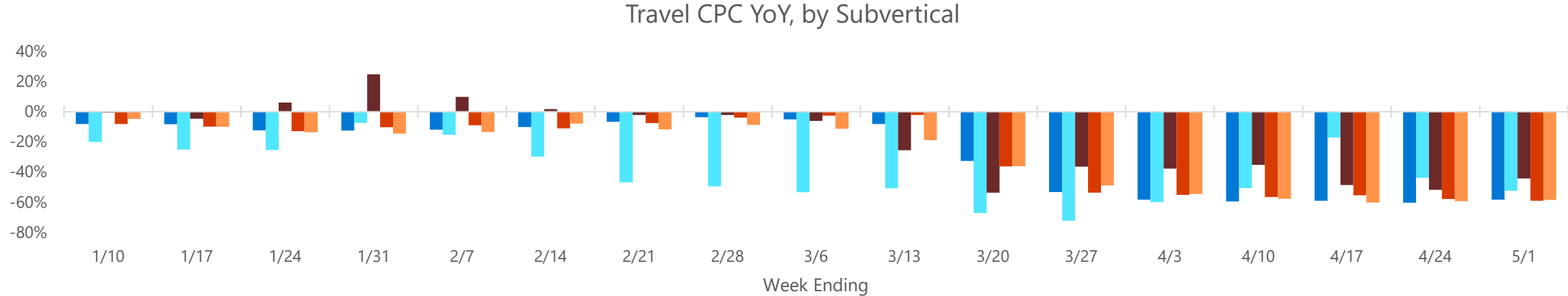
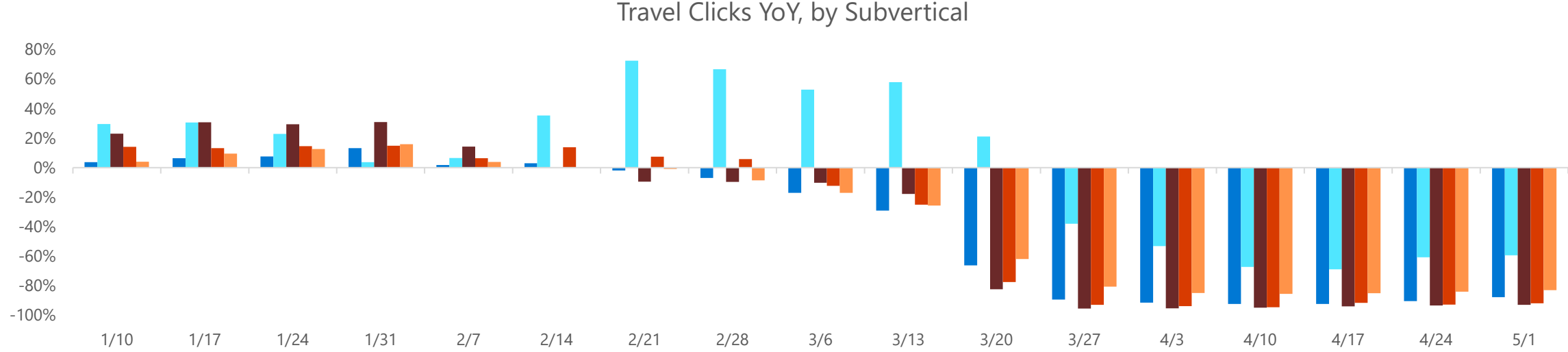


Travel searches YoY, by subvertical



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

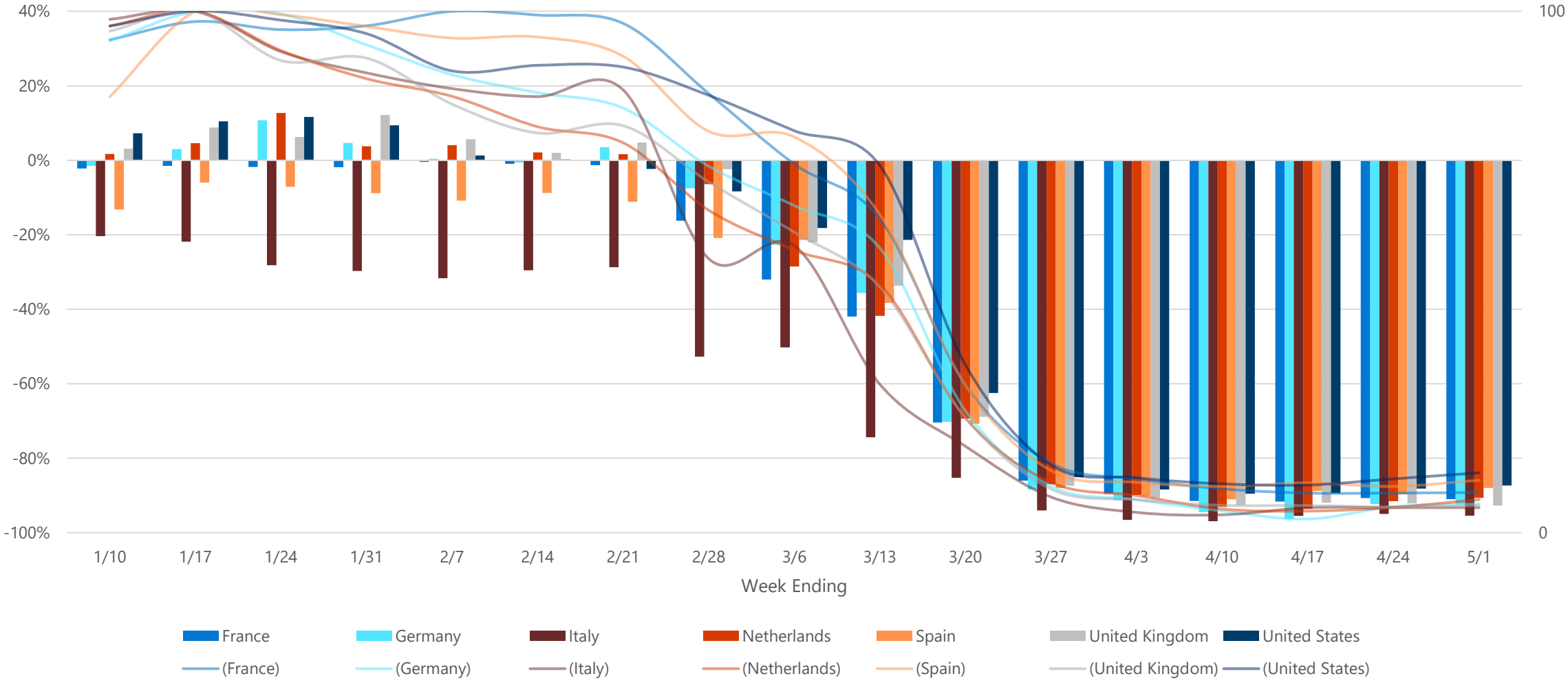


■ Accommodations ■ Air Travel ■ Cruises ■ Tourist Attractions & Destinations ■ Transportation

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

Travel clicks YoY, by origin country

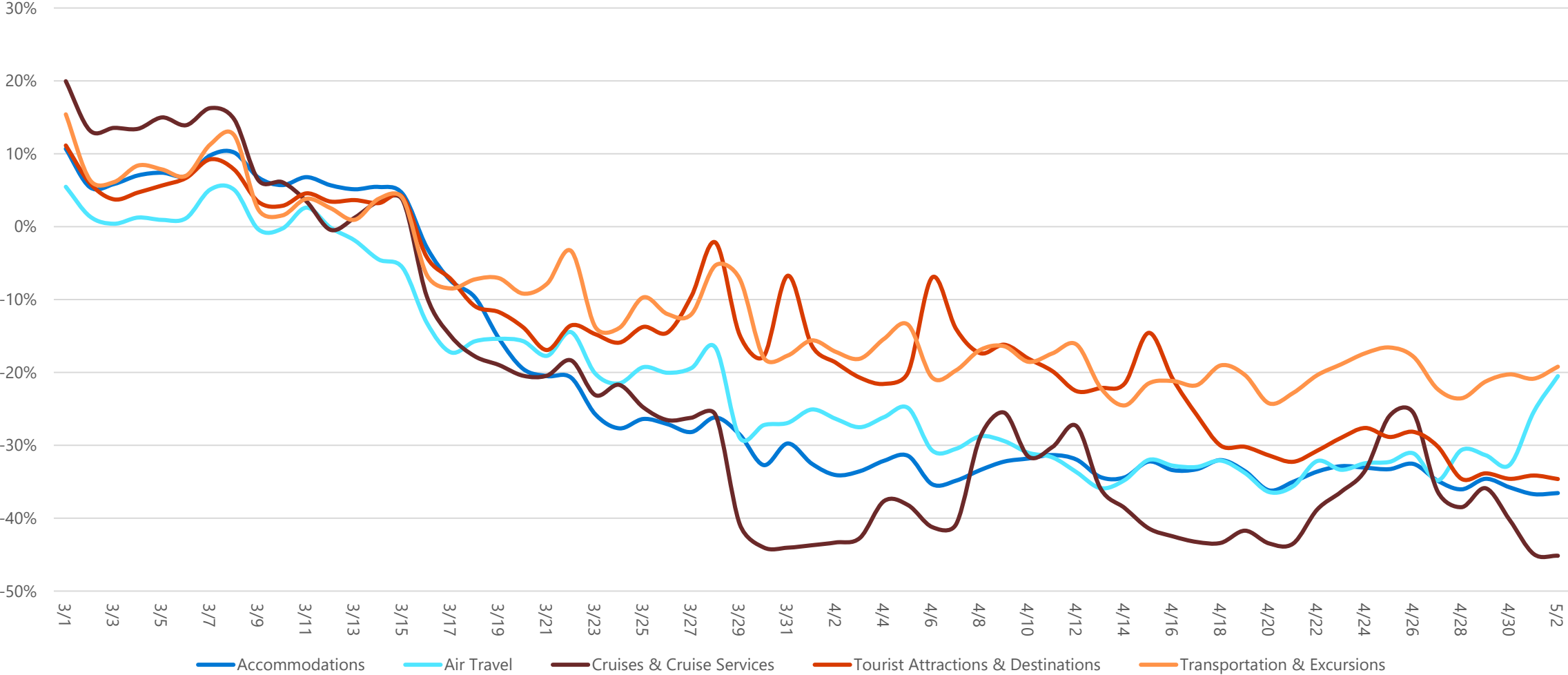
Travel trended (indexed clicks) and YoY, by origin country



Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending (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 5/2/2020 (based on a standard Sun-Sat week).

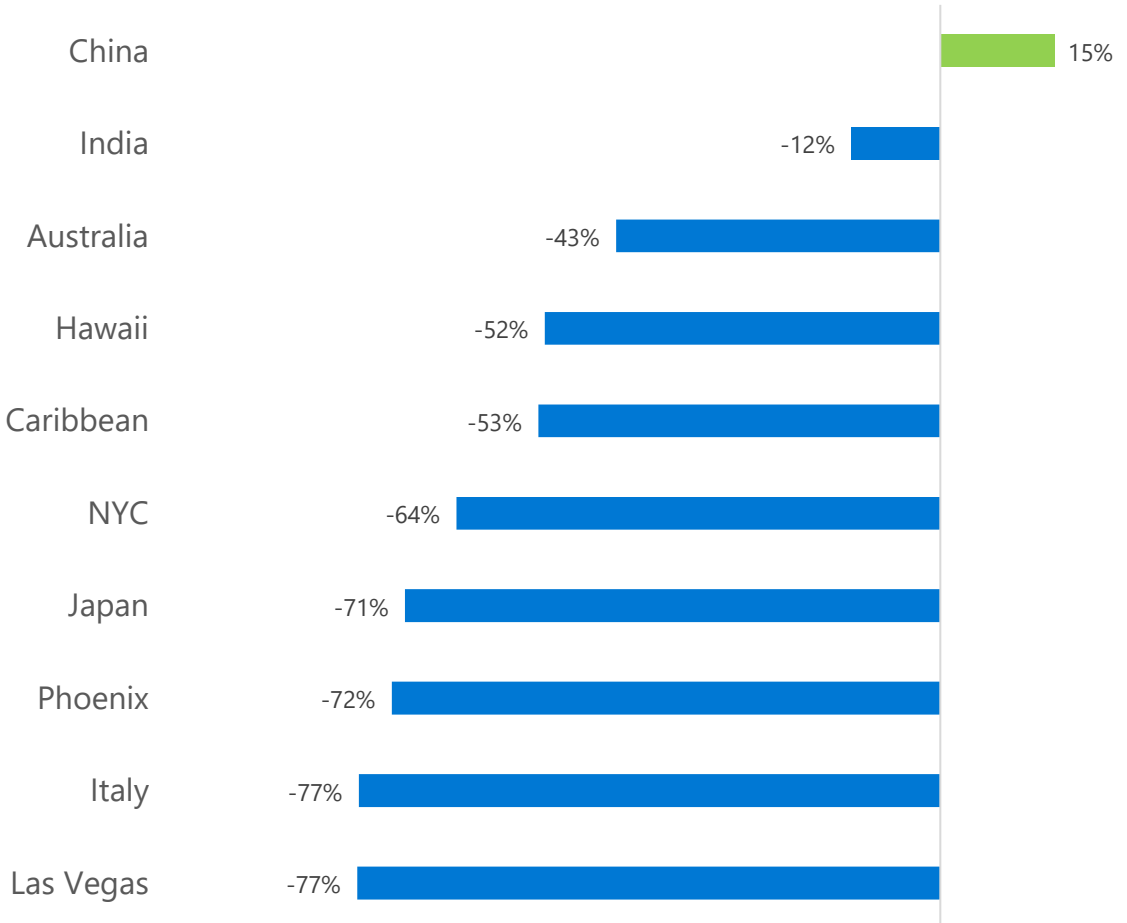
Trending query categories, top week over week (WoW) and YoY click change



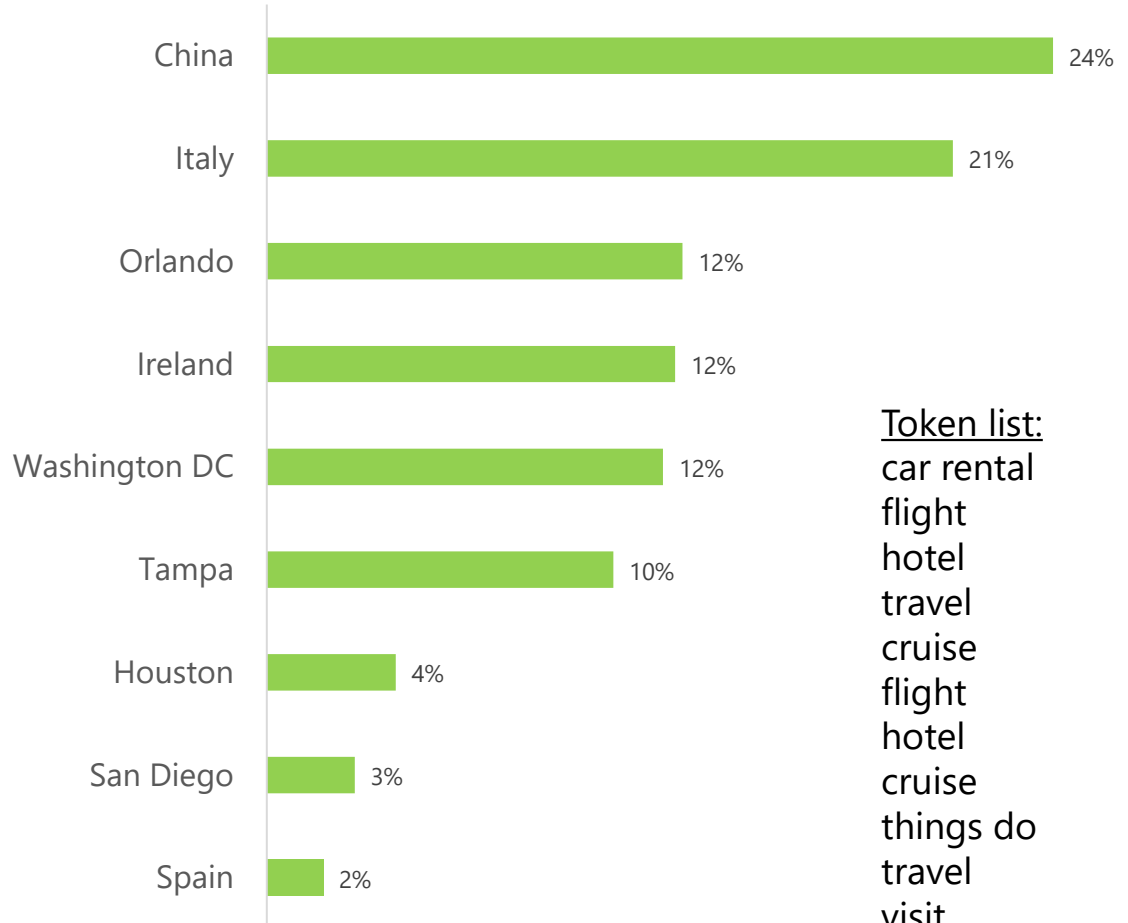
Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Data for week-ending 5/1/2020 (based on a Sat-Fri reporting week).

Trending destinations, top WoW and YoY click change

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 5/2/2020 (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](#)

