Travel marketplace update (global)

5/14/2020
(data through 5/8/2020 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 5/8/2020 (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 5/8/2020 (based on a Sat-Fri reporting week).

Travel clicks YoY, by sub-vertical

-100% -80% -60% -40% -20% 0% 20% 40% 60% 80%

Travel 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 5/8/2020 (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 5/8/2020 (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 5/9/2020 (based on a standard Sun-Sat week).

Average (avg.) # of ads per page YoY, by sub-vertical

Destination Terms include tokens related to Travel (Flights, Hotels, Car Rentals, Cruises, Visits) + Location. US Marketplace only. Non-Brand only. Data for week-ending 5/9/2020 (based on a standard Sun-Sat week).
Trending query categories, top week-over-week (WoW) and YoY click Change

Clicks YoY

- Luggage Services: -3K
- Luggage & Travel Accessories: -3K
- Travel Documents: -7K
- Luxury Travel: -19K
- Vacation Packages: -43K
- Last Minute Travel: -103K
- Air Travel: -132K
- Specialty Travel: -154K
- Tour Operators: -185K
- Travel Media & Publications: -246K

Clicks WoW

- Accommodations: 67K
- Transportation & Excursions: 19K
- Travel Booking Services: 13K
- Last Minute Travel: 8K
- Tourist Attractions & Destinations: 9K
- Cruises & Cruise Services: 4K
- Air Travel: 3K
- Luxury Travel: 1K
- Travel Media & Publications: 1K
- Specialty Travel: 0K

Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Data for week-ending 5/8/2020 (based on a Sat-Fri reporting week).
## Trending destinations, top WoW and YoY click change

<table>
<thead>
<tr>
<th>Destination</th>
<th>WoW Change</th>
<th>YoY Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>57%</td>
<td>57%</td>
</tr>
<tr>
<td>China</td>
<td>-12%</td>
<td>-12%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>-40%</td>
<td>-40%</td>
</tr>
<tr>
<td>Australia</td>
<td>-49%</td>
<td>-49%</td>
</tr>
<tr>
<td>Phoenix</td>
<td>-51%</td>
<td>-51%</td>
</tr>
<tr>
<td>Greece</td>
<td>-62%</td>
<td>-62%</td>
</tr>
<tr>
<td>Key West</td>
<td>-62%</td>
<td>-62%</td>
</tr>
<tr>
<td>Miami</td>
<td>-64%</td>
<td>-64%</td>
</tr>
<tr>
<td>Dubai</td>
<td>-64%</td>
<td>-64%</td>
</tr>
<tr>
<td>France</td>
<td>-64%</td>
<td>-64%</td>
</tr>
</tbody>
</table>

### Top 10 destinations by WoW searches

- Austin: 78%
- Scotland: 73%
- Nashville: 50%
- Houston: 48%
- Dallas: 42%
- Singapore: 39%
- Tampa: 37%
- Chicago: 36%
- India: 36%
- Denver: 33%

### 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 5/9/2020 (based on a standard Sun-Sat week).

**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