



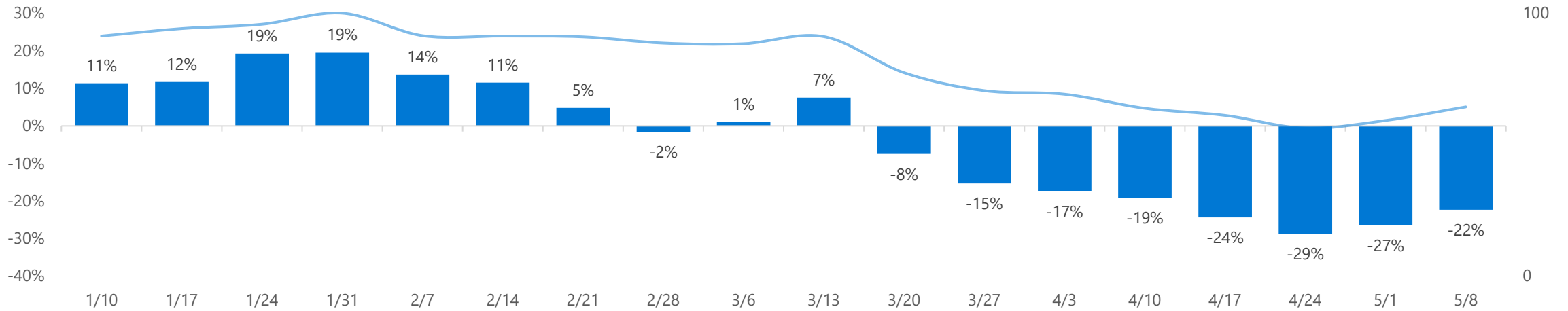
Travel marketplace update (global)

5/14/2020

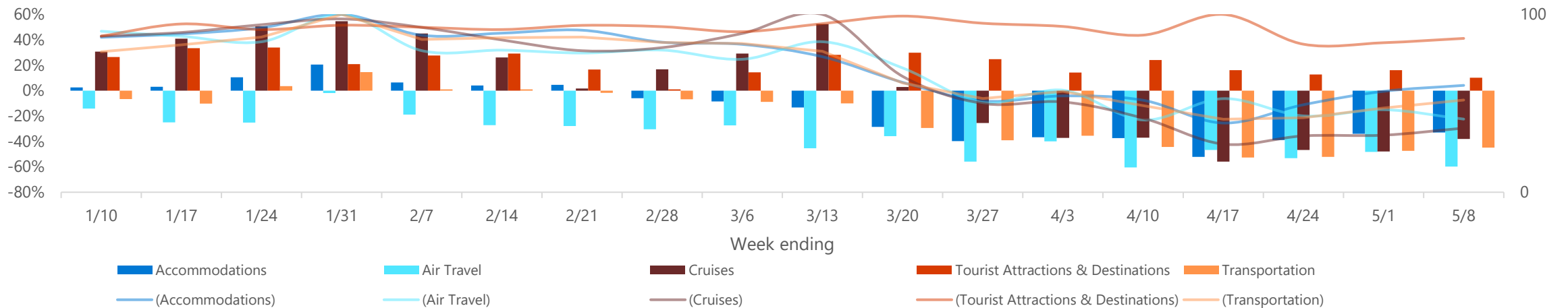
(data through 5/8/2020 unless otherwise specified in footnotes)

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

Travel (indexed searches) and YoY



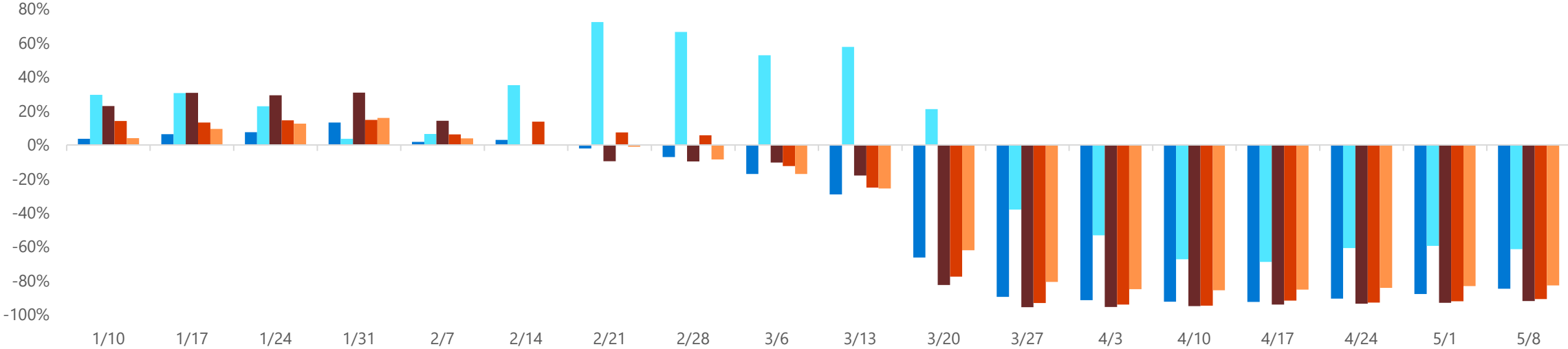
Travel (indexed searches) and YoY, by sub-vertical



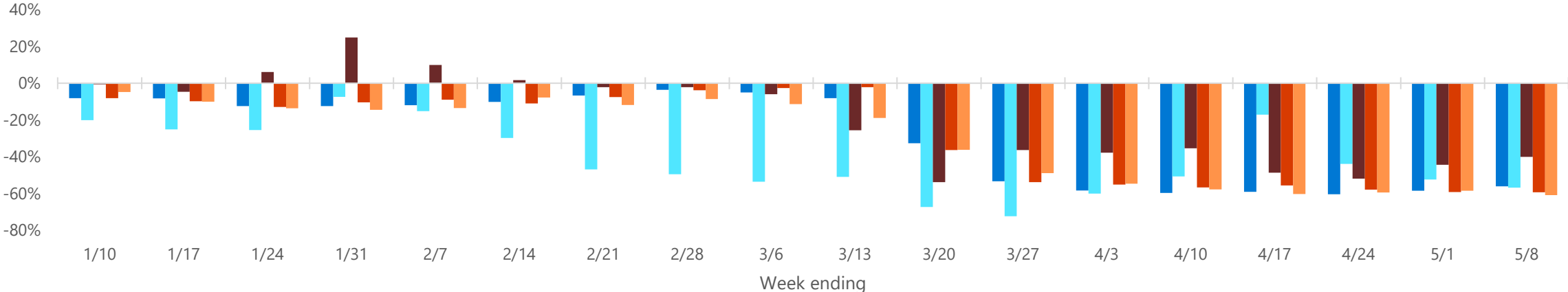
Source: Microsoft Advertising Internal Data; does not exclude terms like cancellations or news. Dates noted are week-ending 5/8/2020 (based on a Sat-Fri reporting week).

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

Travel clicks YoY, by sub-vertical



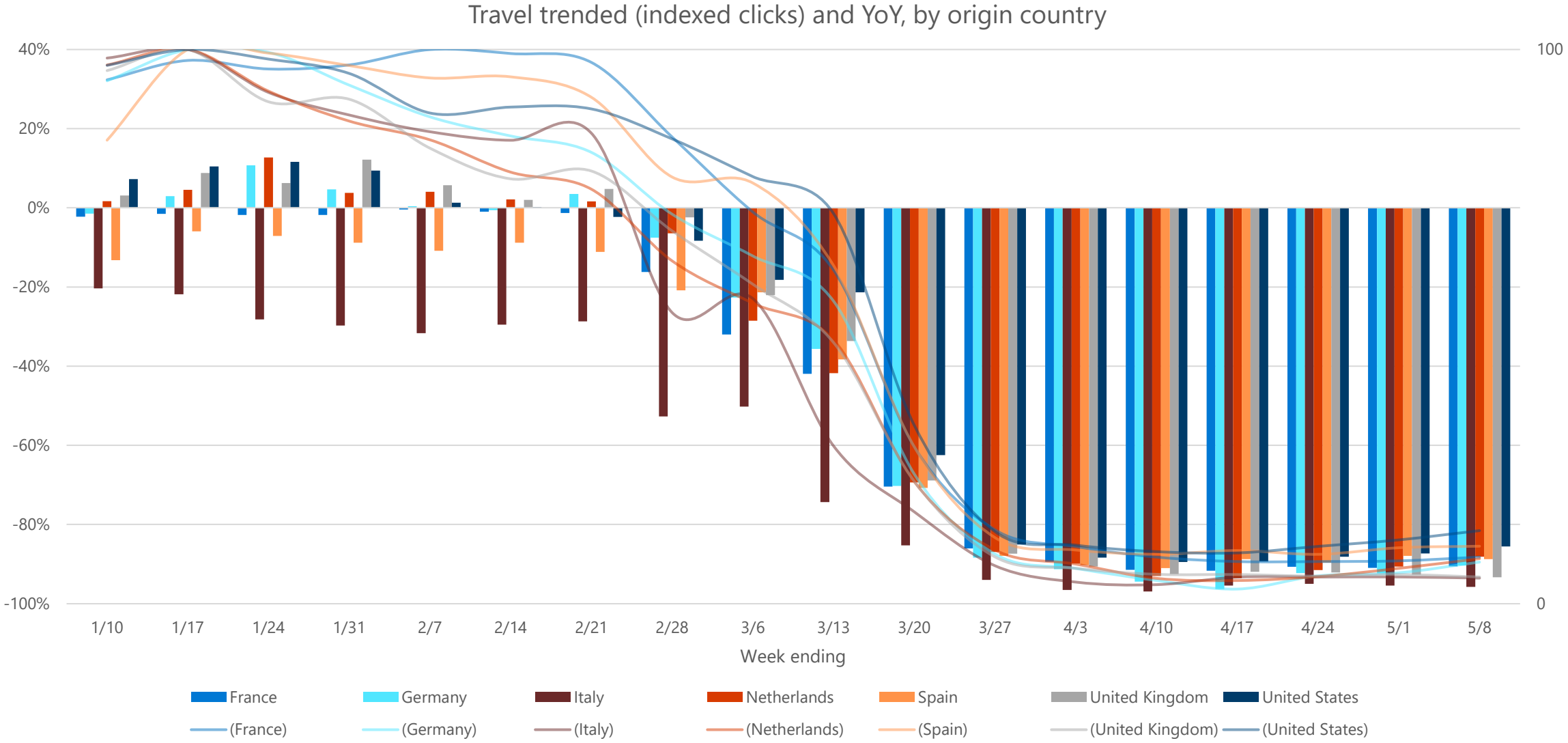
Travel CPC YoY, by sub-vertical



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).

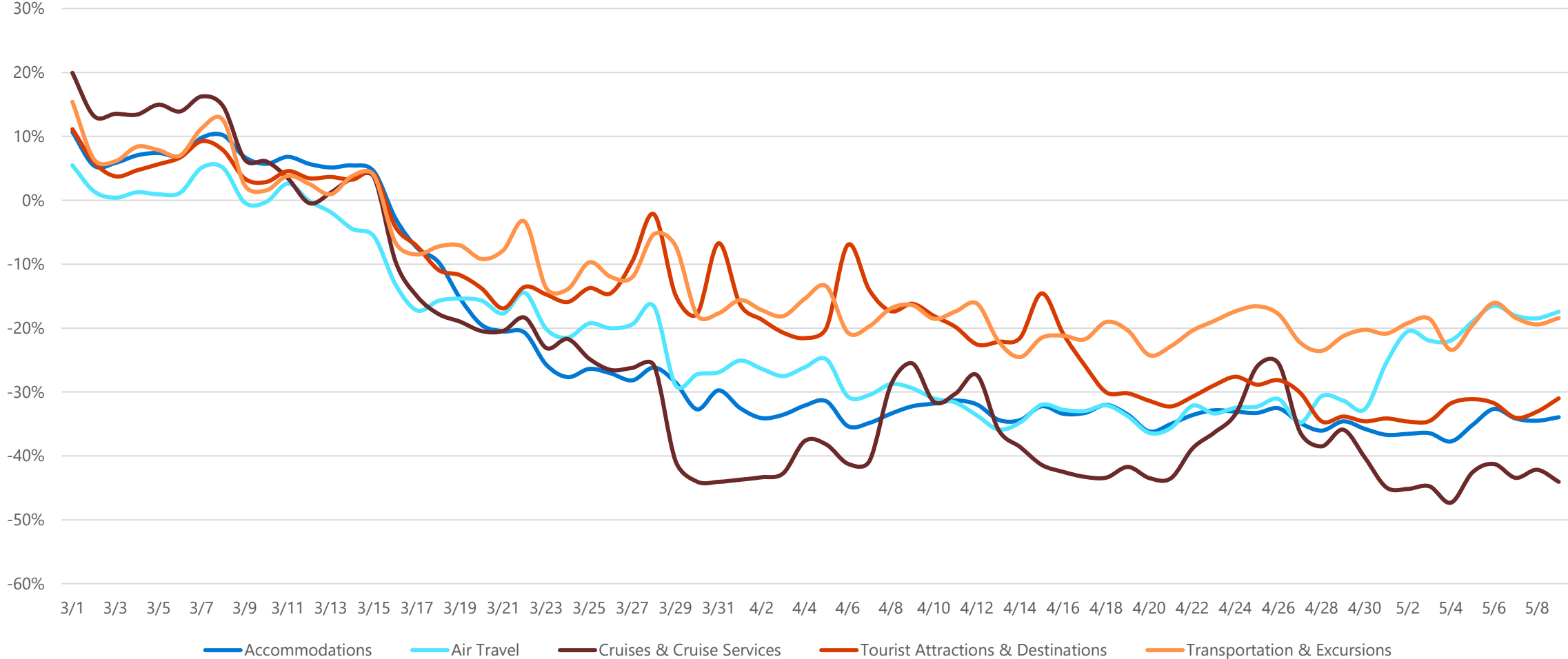
Travel clicks YoY, by origin country



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).

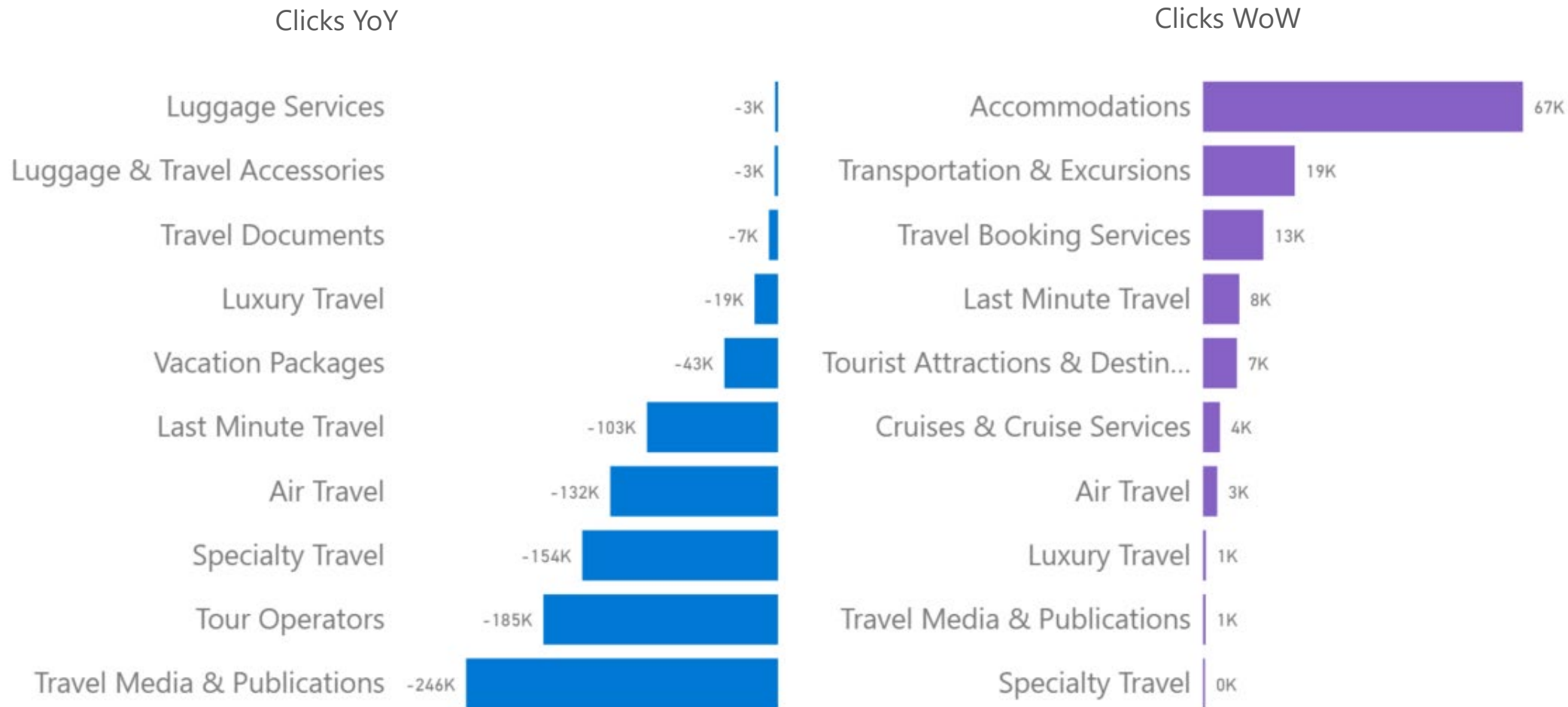
Competition view: trending number of ads per page

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



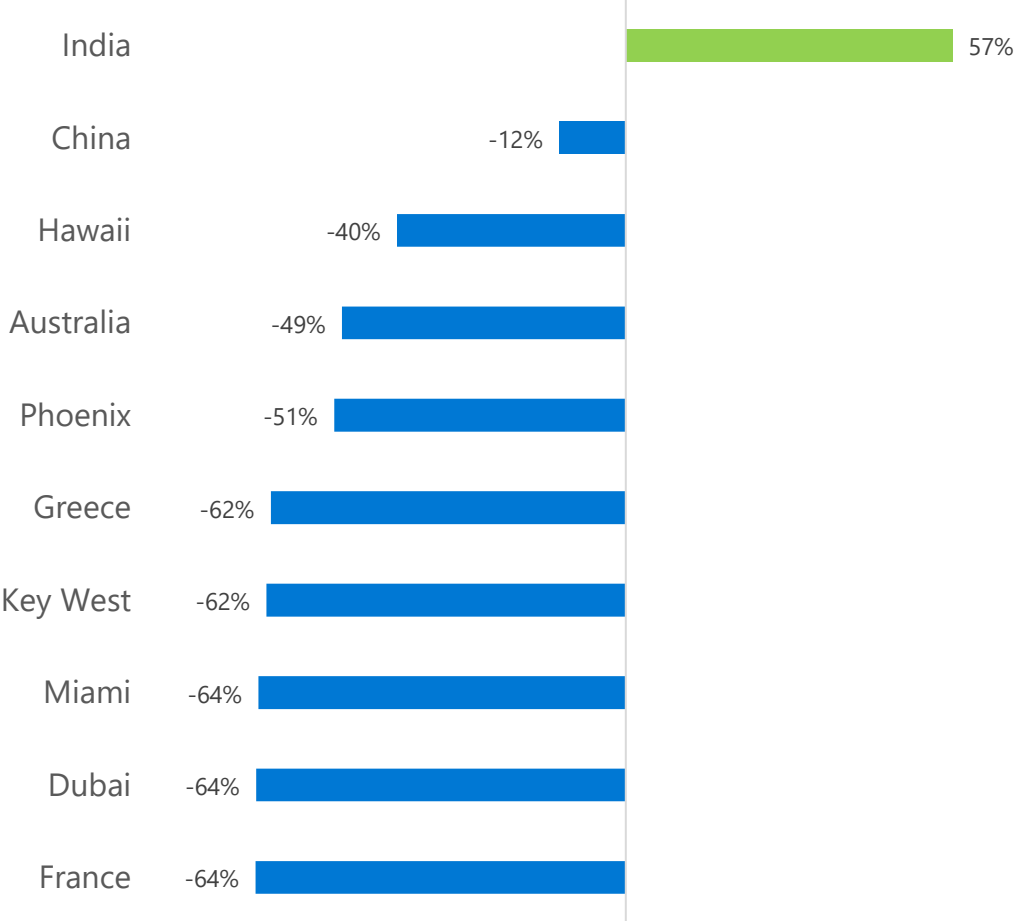
Destination Terms include tokens related to Travel (Flights, Hotels, Car Rentals, Cruises, Visits) + Location. US Marketplace only. Non-Brand only. Data for week-ending 5/9/2020 (based on a standard Sun-Sat week).

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

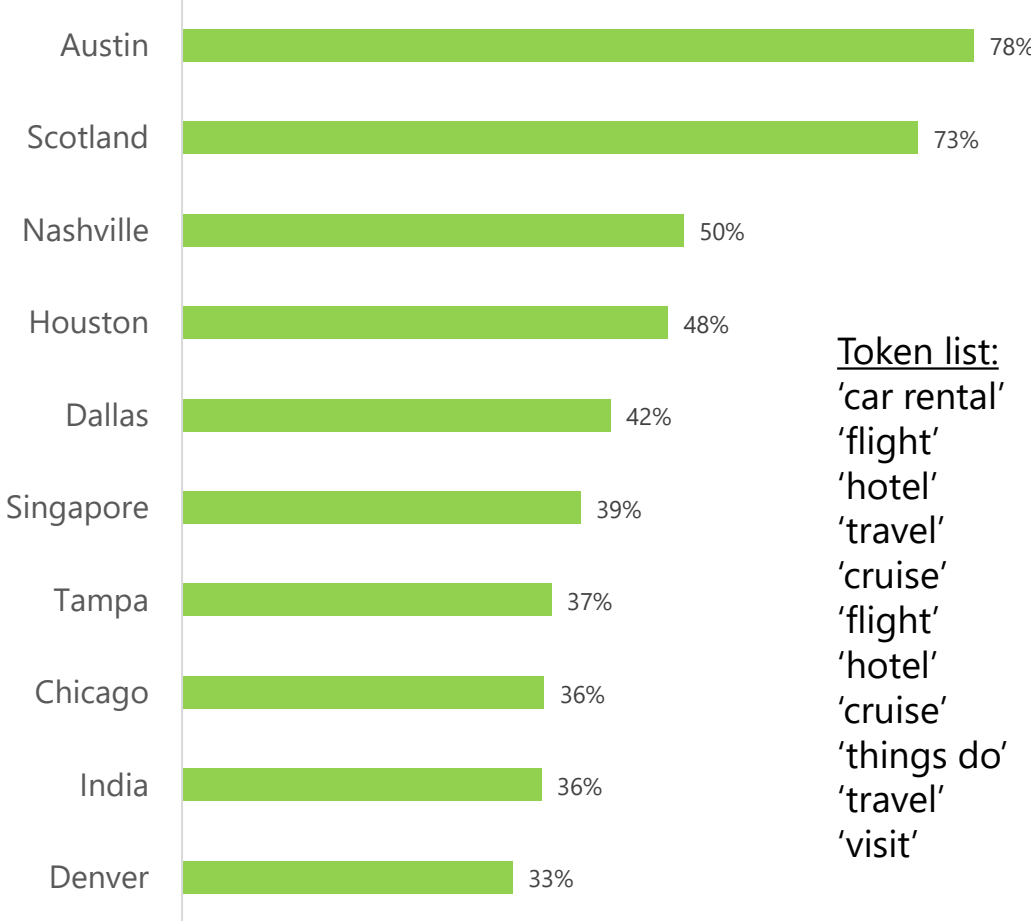


Trending destinations, top WoW and YoY click change

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 5/9/2020 (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](#)

