

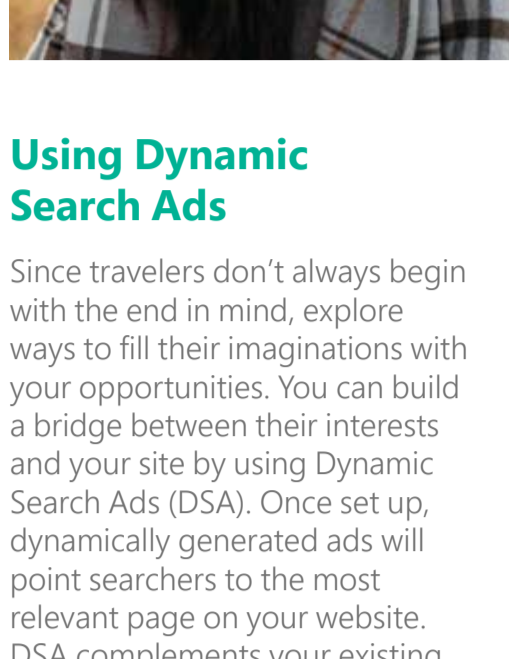
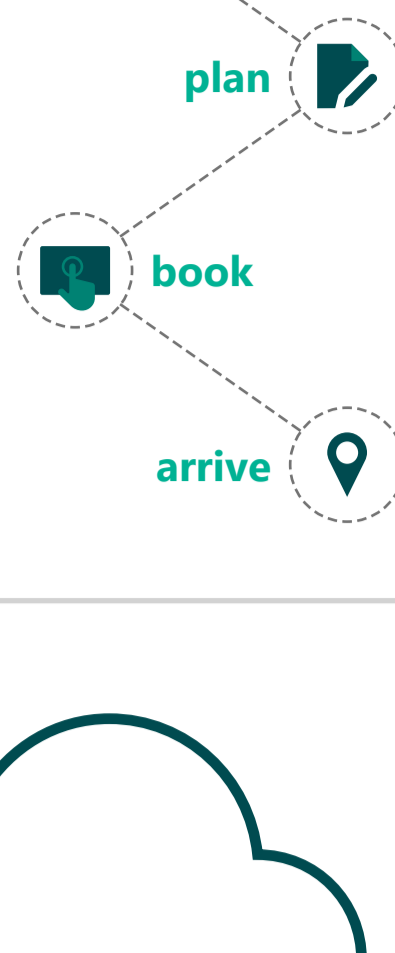
Be there now

Bing Ads can help you engage travelers every step of their way

The reasons for travel vary: family, fun, adventure, education and more. What's important to one traveler doesn't matter to another. Things like time and budget, language and abilities all factor into their decisions. But one of the main reasons people travel is to see or be somewhere different from their daily life.

While everyone knows the shortest distance between two points is a straight line, for many travelers, a trip begins with a dream and then moves to a plan. The traveler commits to booking many different facets while planning and then arrives ready to explore and enjoy. Read on to discover how your business can place ads at natural intersections on the map of a traveler's journey:

dream, plan, book, arrive.



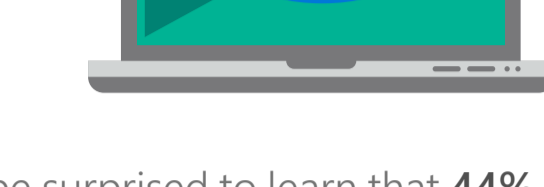
dream

Using Dynamic Search Ads

Since travelers don't always begin with the end in mind, explore ways to fill their imaginations with your opportunities. You can build a bridge between their interests and your site by using Dynamic Search Ads (DSA). Once set up, dynamically generated ads will point searchers to the most relevant page on your website. DSA complements your existing campaigns and reduces your time investment in creating ad copy for every search possibility.

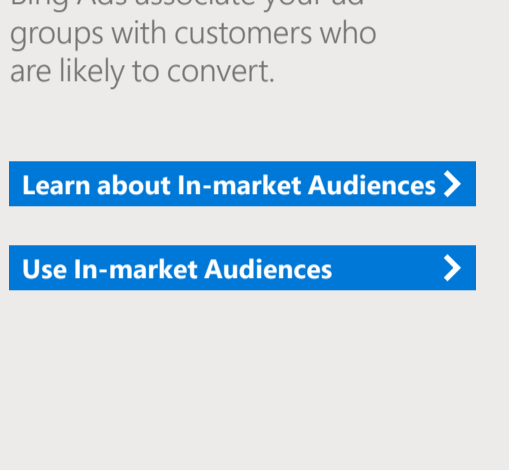
[Learn about Dynamic Search Ads >](#)

[Use Dynamic Search Ads >](#)



If you're like most small business owners, your company began with your idea of fulfilling a need, of creating the perfect experience or service. But your destination might not be what a traveler seeks when they first begin their search.

In fact, you might be surprised to learn that **44% of travelers don't have a specific destination in mind** when beginning their search.¹ While it's important to see a traveler's dream, sometimes you need to help invent the dream for them.



Capturing In-market Audiences

You can reach out to customers with an affinity for your products and services who are in the market to buy now using In-market Audiences. Choose from a list of audiences, set your bids, and let Bing Ads associate your ad groups with customers who are likely to convert.

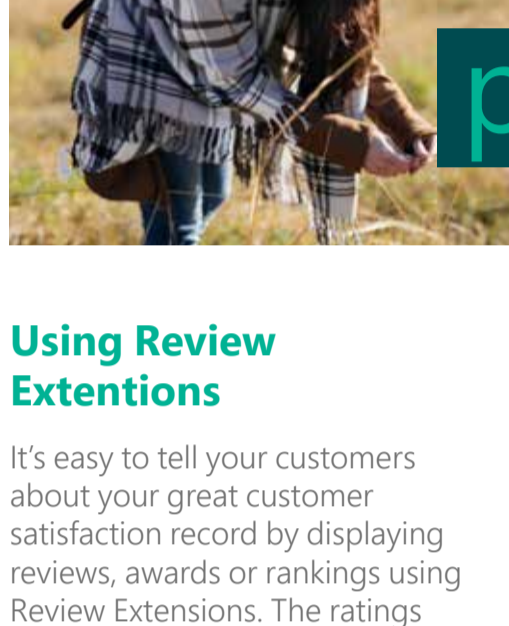
[Learn about In-market Audiences >](#)

[Use In-market Audiences >](#)



Another way to build on the undecided traveler's natural curiosity is to promote special deals.

You might be surprised to learn that about **12% of searchers haven't been thinking of a specific trip** until they see a deal.² Rather than focus solely on travelers planning a "bucket list" trip with an identified destination, your business can use Bing Ads to find undiscovered customers from those in the market for new opportunities.



plan

Using Review Extensions

It's easy to tell your customers about your great customer satisfaction record by displaying reviews, awards or rankings using Review Extensions. The ratings give your ad more presence due to a larger footprint and are free to you when your customers click them. Review Extensions work in combination with other Bing Ads extensions, such as Image Extensions.

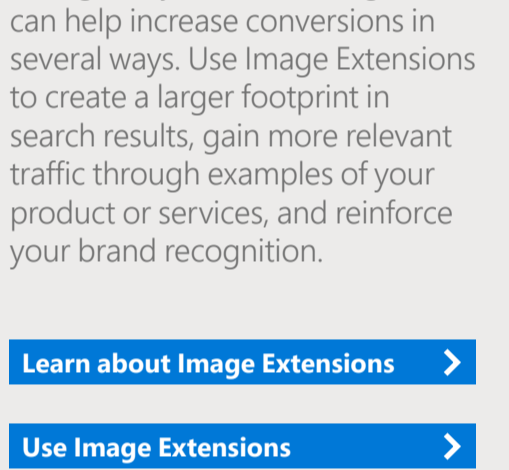
[Learn about Review Extensions >](#)

[Use Review Extensions >](#)



You can't expect first-time travelers to know why they should choose your business. Even people who have traveled far and wide rely on the word of previous customers. Reviews from your customers weigh heavily in a traveler's search for their best options.

In fact, a whopping **95% of searchers say they trust online reviews** from an independent, respected third-party source when planning a trip.³

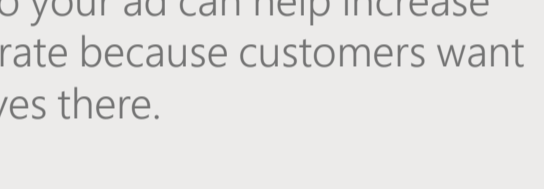
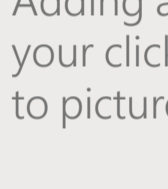


Using Image Extensions

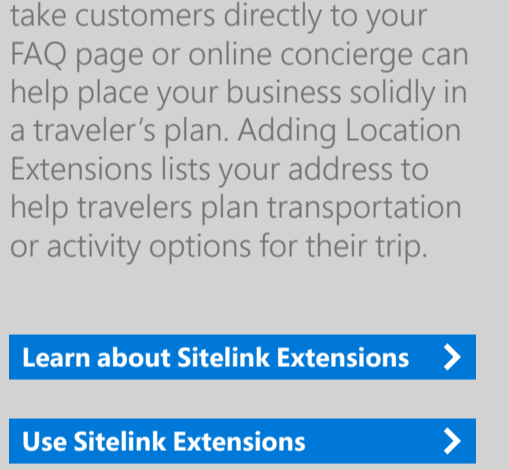
Search success is about more than the right keywords. An image can help increase conversions in several ways. Use Image Extensions to create a larger footprint in search results, gain more relevant traffic through examples of your product or services, and reinforce your brand recognition.

[Learn about Image Extensions >](#)

[Use Image Extensions >](#)



Capitalize on the **1 in 3 travelers who will choose a vacation rental over a hotel** by using photos that show the comforts of home-like settings.⁴ Or, if your business offers adventures rather than lodging, consider joining the trend toward cross-promotion partnerships.

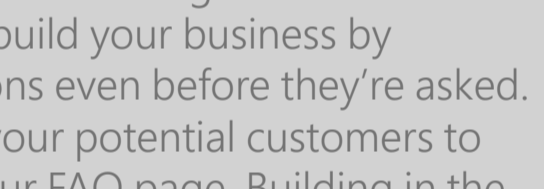
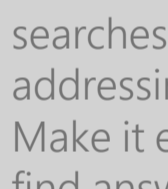


Using Sitelink Extensions

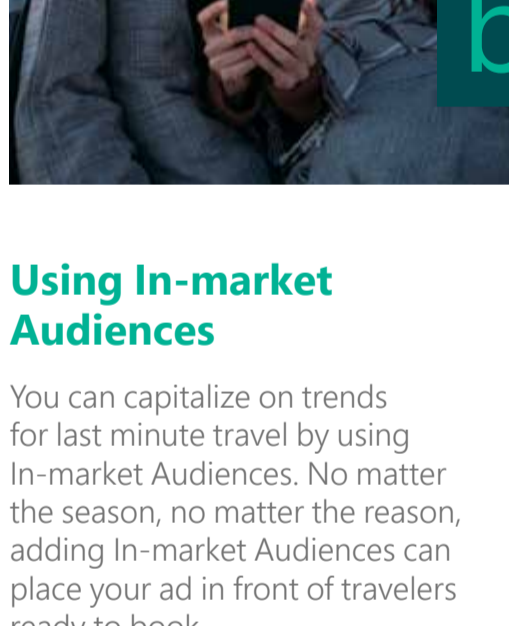
Adding Sitelink Extensions that take customers directly to your FAQ page or online concierge can help place your business solidly in a traveler's plan. Adding Location Extensions lists your address to help travelers plan transportation or activity options for their trip.

[Learn about Sitelink Extensions >](#)

[Use Sitelink Extensions >](#)



Because travel plans often begin with mobile searches, you can build your business by addressing questions even before they're asked. Make it easier for your potential customers to find answers on your FAQ page. Building in the opportunity for travelers to chat with your online concierge can tip the scales from planning to booking for busy travelers.



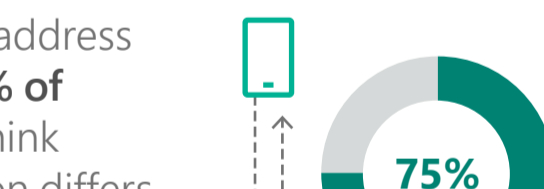
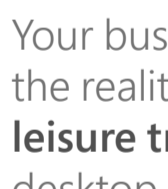
book

Using In-market Audiences

You can capitalize on trends for last minute travel by using In-market Audiences. No matter the season, no matter the reason, adding In-market Audiences can place your ad in front of travelers ready to book.

[Learn about In-market Audiences >](#)

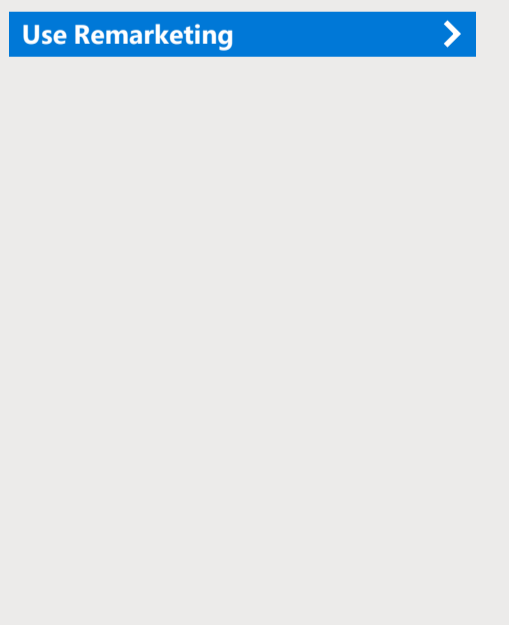
[Use In-market Audiences >](#)



Travel dreaming and planning may happen on mobile devices, but the reality is that people choose to book at a rate **3x higher** on desktops.⁴

Your business can address the reality that **75% of leisure travelers** think desktop information differs from what's displayed on their smartphone.⁵

This reality leads **50% of travelers** to switch from mobile to desktop when ready to book.⁵

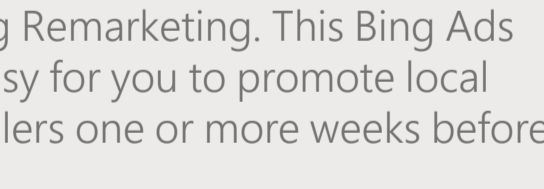
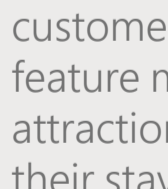


Using Remarketing

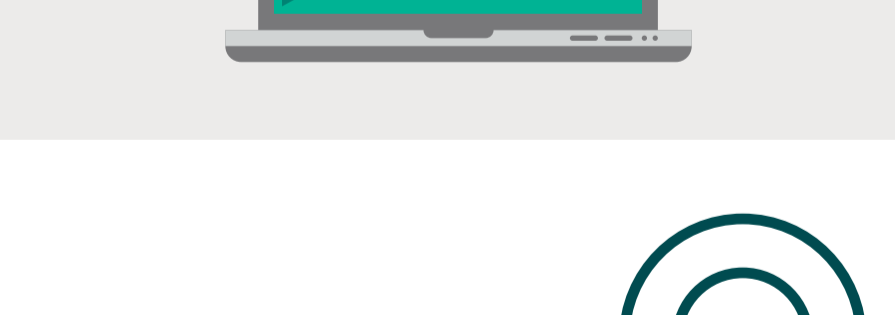
Remarketing delivers your message to previous visitors when they search on Bing and/or Yahoo.

[Learn about Remarketing >](#)

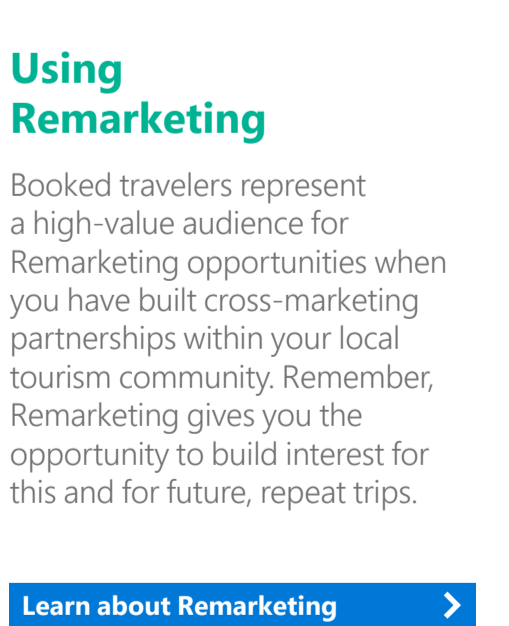
[Use Remarketing >](#)



This reality leads **50% of travelers** to switch from mobile to desktop when ready to book.⁵



If someone calls your business, you answer the phone. If someone emails, you respond. In the same way, Bing searches make it possible for you to know when travelers visit your site. You can connect with these high-value potential customers by using Remarketing. This Bing Ads feature makes it easy for you to promote local attractions to travelers one or more weeks before their stay.



arrive

Using Remarketing

Booked travelers represent a high-value audience for Remarketing opportunities when you have built cross-marketing partnerships within your local tourism community. Remember, Remarketing gives you the opportunity to build interest for this and for future, repeat trips.

[Learn about Remarketing >](#)

[Use Remarketing >](#)



Once a customer has given you their trust by booking with your business, you can build additional brand loyalty by offering additional relevant experiences located nearby.⁶ Try using Remarketing to upsell local opportunities to your booked customers. Being a small business gives you the agility to grow with other local businesses.



For example, agritourism such as farm-to-table dinners, seasonal winery tours or harvest events have shown **26% year-over-year growth**.⁷ Adventure travel has **20% year-over-year click growth**.⁷ Use the knowledge that **68% of travelers** choose attractions before their vacations begin.⁸

Be there now

As a small business owner, you should capitalize on every opportunity to create repeat customers from your initial ad spend. Make it count! Use Bing Ads to meet your customers at every step of their journey.