Upcoming travel season must-knows
The impact of the recent Australia bushfire
Bushfire hits Australian tourism hard. Government is injecting funds to help the industry recover

Tourism industry takes $1b hit as Australians cancel their holidays

Tourists are abandoning regional Victoria and NSW in droves, with cancellation rates of more than 40 per cent even in towns outside the bushfire zones causing economic damage of up to $1 billion.

The vast majority of cancellations come from Australians choosing to stay home, leaving industry experts to call for new campaigns urging people to get back out and spend money on their holidays.

To those who are going to travel this Easter, 77% claim bushfire has no effect on their travel planning.

**Does the bushfire situation affect your travel planning this year?**

- **No**: 77%
- **Yes, go somewhere unaffected**: 11%
- **Yes, go affected area to help**: 8%
- **Yes, alternative arrangements**: 3%
- **Yes, haven’t decided**: 1%

Data source: Easter and Anzac day consumer survey, FieldAgent, AU, February 2020 | N = 453
Local travel will dominate this Easter

85% Australian travelers will spend their Easter holidays in Australia

Data source: Easter and Anzac day consumer survey, FieldAgent, AU, February 2020 | N = 453
Compared to regional, city dwellers are more likely to head to affected areas to help.

- **% of respondents claiming bushfire situation affect their travel planning**
  - Regional dweller: 17%
  - City dweller: 23%

- **% of respondents planning to go to an affected area to help**
  - Regional dweller: 7%
  - City dweller: 11%

Data source: Easter and Anzac day consumer survey, FieldAgent, AU, February 2020 | N = 453
Gold Coast most popular among urban dwellers while people from rural areas favour big cities

Top destinations for regional dwellers
- Sydney
- Melbourne
- Brisbane
- Gold Coast
- Sunshine...
- Perth
- Townville
- Cairns

Top destinations for city dwellers
- Gold Coast
- Melbourne
- Sydney
- Perth
- Adelaide
- Brisbane
- Bendigo
- Port Macquarie

Data source: Easter and Anzac day consumer survey, FieldAgent, AU, February 2020 | N = 453
Things to do
The key to unlocking a destination’s potential is emphasising the right combination of experiences that are unique to a place and its surroundings such as: food and wine, aquatic and coastal experiences, and nature and wildlife.

*What are the main activities you’re planning on for your trip?*

- **Beaches**: 56%
- **Family-friendly activities**: 53%
- **Dining experience**: 40%
- **Road trip**: 35%
- **City trip**: 34%
- **Visiting historical site**: 29%
- **Local tours**: 20%
- **Attending shows/events**: 20%

Data source: Easter and Anzac day consumer survey, FieldAgent, AU, February 2020 | N = 453
Invest and highlight key experience terms in your ads to better resonate with your audiences

### Beach
- [Hotel] + Gold Coast
- Gold Coast flight
- [destinations] + to Gold Coast
- Airline beach accommodation
- Lord Howe island package
- Hayman island
- Rottnest island ferry
- Cook island holidays
- Hamilton island accommodation

### Family friendly activities
- +city +trip
- Discovery park
- +road +trip
- Wet n wild
- "+zoo"
- +aquarium
- +sea world
- Movie world
- Dreamworld
- Theme parks + [destination]

### Event
- Royal Easter show +[year]
- Royal Easter show ticket
- Bendigo
- Bendigo Easter festival
- Byron Bay bluesfest

Dynamic Search Ads will increase your search term coverage using customised ad experiences

Automatically target relevant search queries based on the content of your website.

Reduce burden of bulky operations
No need to maintain keywords, ad titles or landing pages

Find missed opportunities
Mine new queries to help drive additional conversions

Take advantage of easy targeting
Automatically target specific pages, categories or your entire website

Enter your website
“contoso.com”

Choose your targets
All webpages
Specific webpages
By page category

Specify ad text only
(Dynamically generated headline)
Ad · www.contoso.com/travel
This sample ad demonstrates DSA

Microsoft Advertising chooses the best landing page and generates the best title
Find Last Minute Travel – Find Great Rates in Seconds
Ad · www.contoso.com/travel
This sample ad demonstrates DSA

And serves the ad on relevant search terms
“Last minute travel”

Microsoft
Time to book
Travellers keep researching intensively up until one week before Easter and gradually drop off as the holidays approach.
36% of travellers are still in market. Huge opportunity to capture them now

- 31% will book accommodation
- 13% will book flights
- 12% will book a car

Data source: Easter and Anzac day consumer survey, FieldAgent, AU, February 2020 | N = 453
Ready for winter
Winter travel related searches start as early as May and peak in August

Make sure your winter travel campaigns cover the whole search season

Increase your budget to accommodate the key seasonal spike

Data Source: Microsoft internal data, winter travel related terms, Jan-Dec, 2019
Skiing is one of the favourite winter activities for Bing users.

Data Source: Microsoft internal data, winter travel related terms, Jan-Dec, 2019

### Ski related search index

**Top terms**
- Mt buller
- Mount buller
- Perisher
- Perisher ski resort
- Whistler Canada
- Mount Baw Baw

### Top terms
- Movie world
- Seaworld
- Dreamworld
- Disney Paris
- Movie world tickets
- Disney on ice

### Theme park related search index

**Top terms**
- Werribee zoo
- Sydney zoo
- Adelaide zoo
- Taronga zoo Sydney
- Taronga zoo tickets
- Perth Zoo

### Beach island related search index

**Top terms**
- Fiji holidays
- The star gold coast
- Airlie beach accommodation
- Thailand holidays
- Norfolk island holidays
- Hayman island

Data Source: Microsoft internal data, winter travel related terms, Jan-Dec, 2019
## Top trending destinations in winter

### Data Source: Microsoft internal data, winter travel related terms, Jan-Dec, 2018-2019

### Top trending domestic destinations in winter

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>Monthly changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Cairns</td>
<td>&gt;20%</td>
</tr>
<tr>
<td>2.</td>
<td>Darwin</td>
<td>&gt;20%</td>
</tr>
<tr>
<td>3.</td>
<td>Townsville</td>
<td>&gt;20%</td>
</tr>
<tr>
<td>4.</td>
<td>Brisbane</td>
<td>10-20%</td>
</tr>
<tr>
<td>5.</td>
<td>Gold Coast</td>
<td>10-20%</td>
</tr>
<tr>
<td>6.</td>
<td>Canberra</td>
<td>10-20%</td>
</tr>
<tr>
<td>7.</td>
<td>Noosa</td>
<td>10-20%</td>
</tr>
<tr>
<td>8.</td>
<td>Port Douglas</td>
<td>10-20%</td>
</tr>
<tr>
<td>9.</td>
<td>Broome</td>
<td>10-20%</td>
</tr>
<tr>
<td>10.</td>
<td>Mackay</td>
<td>10-20%</td>
</tr>
</tbody>
</table>

### Top trending international destinations in winter

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>Monthly changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bali</td>
<td>&gt;20%</td>
</tr>
<tr>
<td>2.</td>
<td>London</td>
<td>&gt;20%</td>
</tr>
<tr>
<td>3.</td>
<td>Phuket</td>
<td>10-20%</td>
</tr>
<tr>
<td>4.</td>
<td>Venice</td>
<td>10-20%</td>
</tr>
<tr>
<td>5.</td>
<td>Amsterdam</td>
<td>10-20%</td>
</tr>
<tr>
<td>6.</td>
<td>Las Vegas</td>
<td>10-20%</td>
</tr>
<tr>
<td>7.</td>
<td>Athens</td>
<td>10-20%</td>
</tr>
<tr>
<td>8.</td>
<td>Dublin</td>
<td>10-20%</td>
</tr>
<tr>
<td>9.</td>
<td>Hawaii</td>
<td>10-20%</td>
</tr>
<tr>
<td>10.</td>
<td>Edinburgh</td>
<td>10-20%</td>
</tr>
</tbody>
</table>
Key takeaways

Fine-tune your focus

- Combine top destinations with location targeting to specify your target region by ZIP code
- Identify your high-value customer group and plan your campaign strategically

Resonate with travellers

- It’s time to engage with Easter travellers
- Use Broad match and Dynamic Search Ads to cover top destination terms and experience terms

Ride with the trend

- Plan sufficient budget throughout the search window