Microsoft

MICROSOFT ADVERTISING INSIGHTS

Spring travel trends

January 2022

Microsoft Advertising. Great relationships start here.

Key takeaways

Searches and clicks tend to rise in April. These higher volumes are expected to continue into summer.

Use Search and Native strategies together to maximize site visitations and conversions.

Subcategories such as *Family Vacations* and *Accommodations* see growth throughout spring.

Access new demand and increase sales with new lodging solutions (pilot): Hotel Price Ads and Property Promotion Ads

More travellers have pets, and as a result pet-friendly travel searches are on the rise.

Use Broad match and Dynamic Search Ads to stay on top of new queries and uncover new opportunities.

Microsoft

51% of consumers are now comfortable traveling[1]
An additional 10% will be comfortable traveling by April 2022

How soon from now would you be comfortable traveling and/or going on vacation?[1]

Category	%
I'd be/I am comfortable traveling now	51%
In 2-3 weeks	2%
In 1-2 months	3%
In 2-4 months	5%
In 4-6 months	8%
In 6 or more months	31%

- **59%** of respondents from a survey are planning domestic-only trips in 2022, while **37%** are planning both domestic <u>and</u> international vacations in 2022[2]

- **40%** of travelers are more willing to treat themselves and **spend more money** on their next trip[2]

- In 2022, **19%** of travelers anticipate fully immersing themselves in a destination, culture, and experience[2]
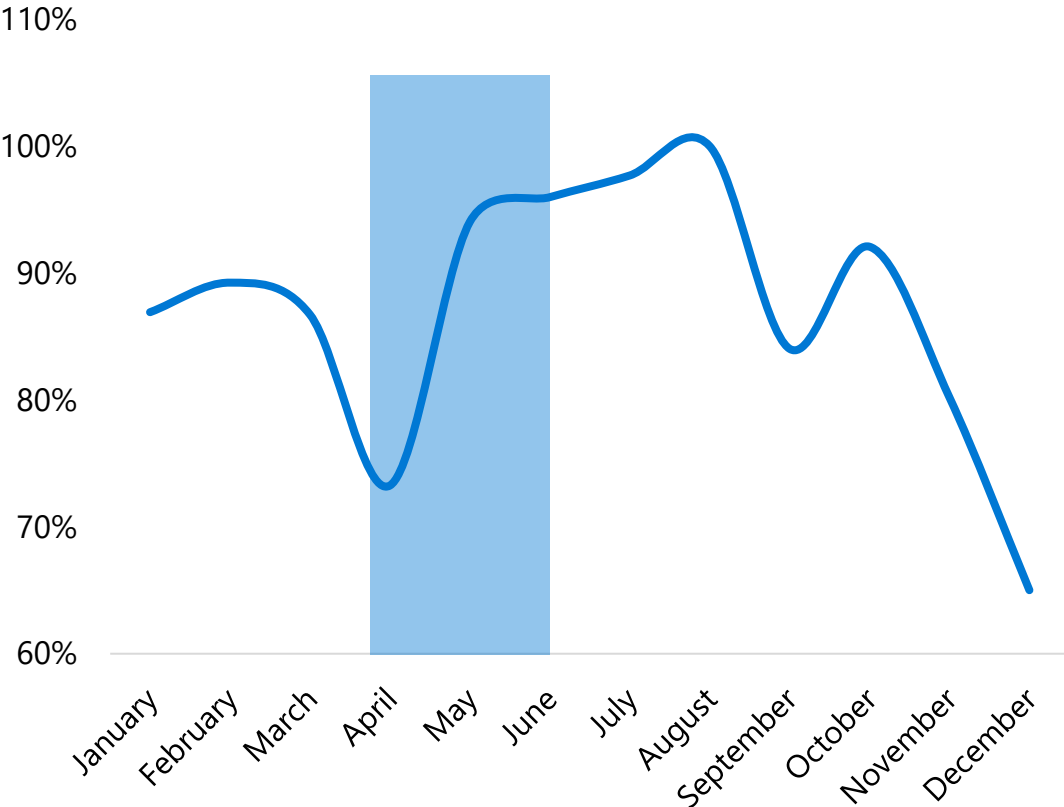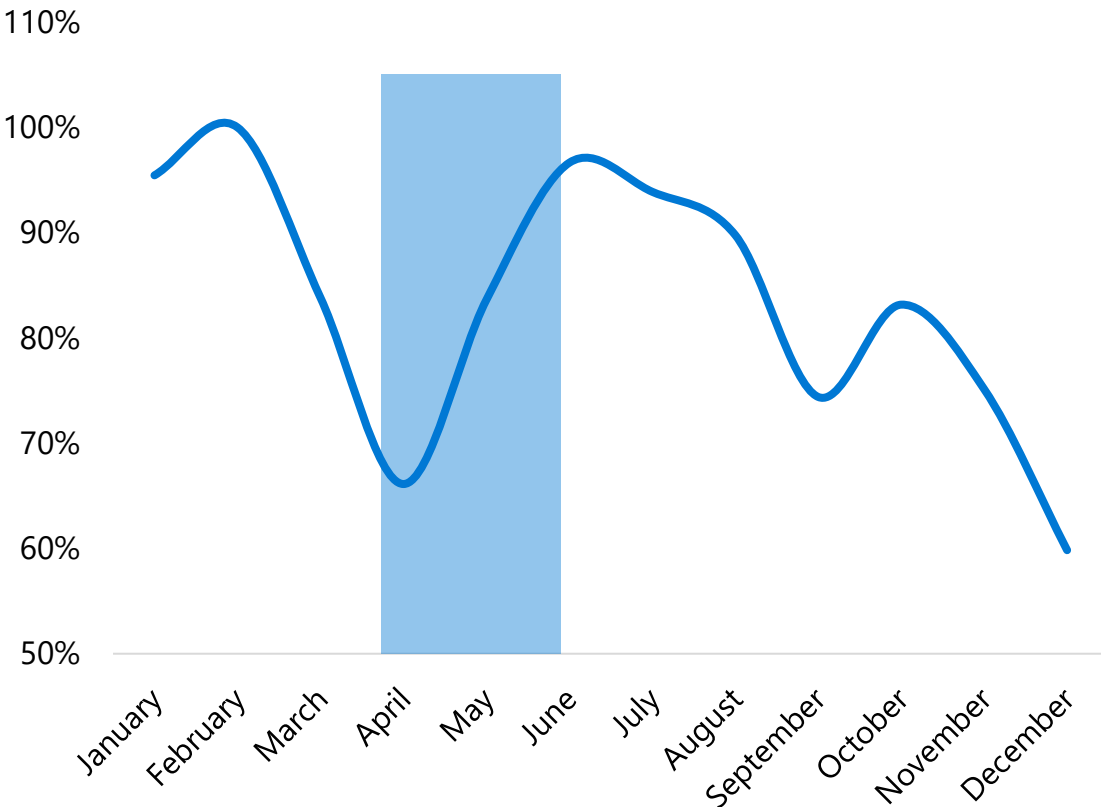
Microsoft

On average, travel searches and clicks begin to rise in April

When looking at March – May 2021, travel searches peaked week of May 22nd

Average travel searches over time (2019-2021)
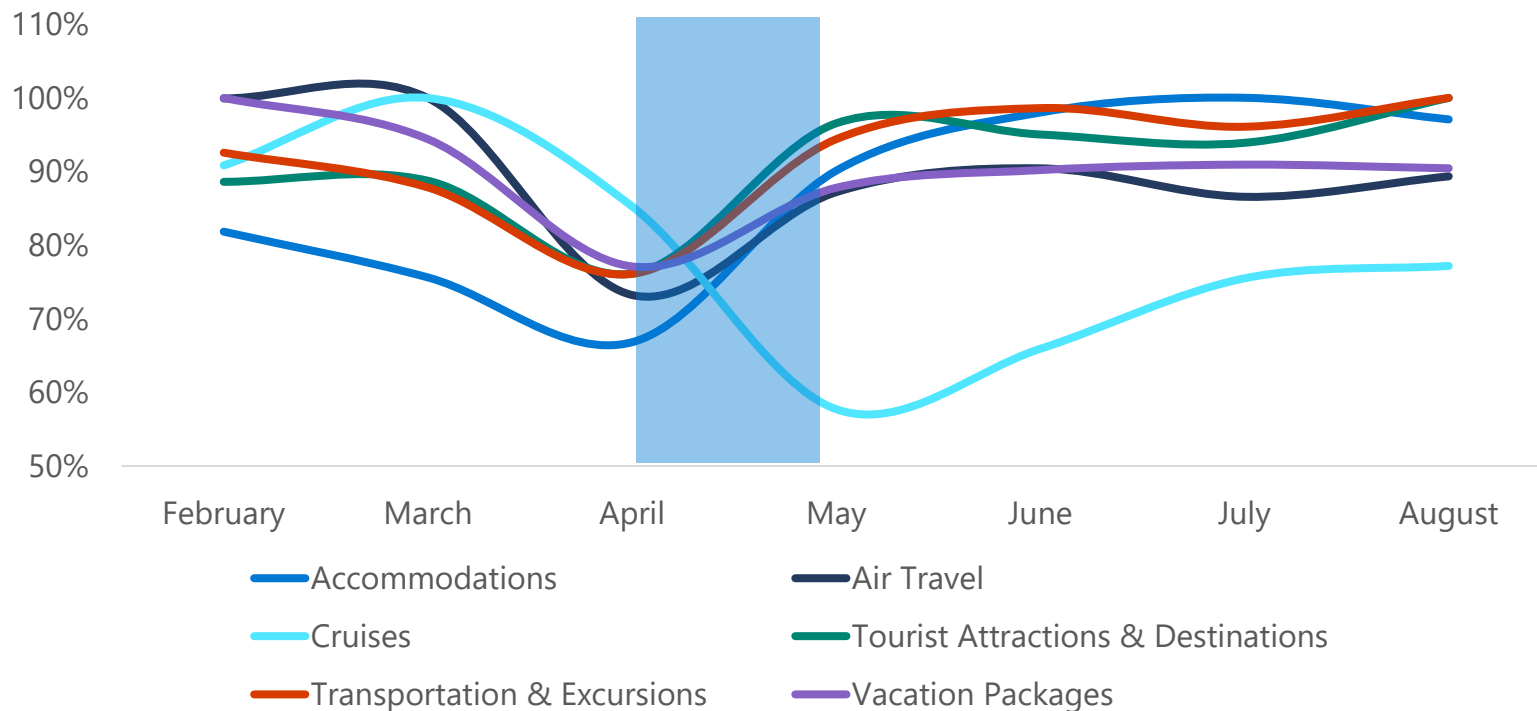

Average travel clicks over time (2019-2021)

Microsoft

For most subcategories, search volume rises in spring and stays consistent throughout summer

Average searches indexed by subvertical (February-August, 2019-2021)

Legend:
- Accommodations
- Air Travel
- Cruises
- Tourist Attractions & Destinations
- Transportation & Excursions
- Vacation Packages

Pro Tip: Search volume for Cruises is high in March. Target vacationers when they're planning a cruise with **Cruise Ads** (pilot).

In 2021, the second highest month for Accommodation and Tourist Attractions searches was May

On average, March sees high search volume for Air Travel and Cruises before declining in April & May

Typically, searches for Vacation Packages are low in the April & May, though in 2021, searches for Vacation Packages spiked in May

Pro Tip: 60% of survey respondents are planning on booking their vacations earlier, with nearly half making plans **3-5 months in advance.**[1] Plan campaign timing accordingly to reach proactive summer travelers.

Microsoft

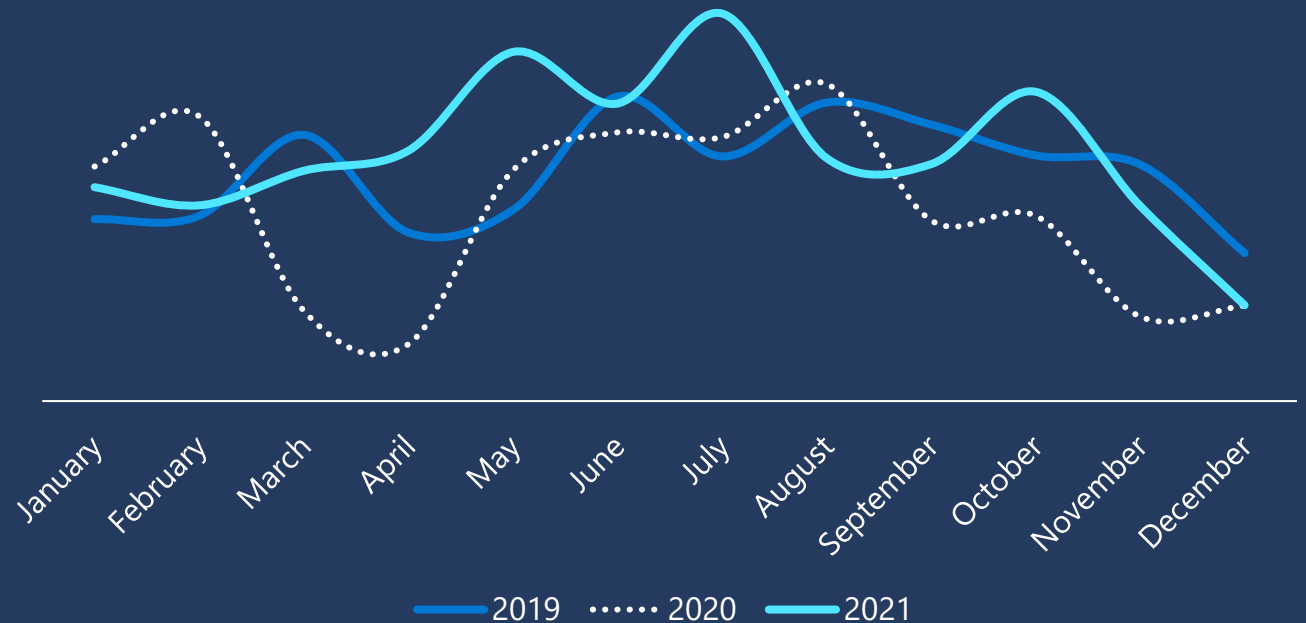# Search volume begins to rise for Accommodations in March

This momentum continues into summer

Top queries (April 2021)

brand 1 hotel
las vegas hotels
brand 2 hotel
brand 3 resort
brand 4 hotel
brand 5 hotel waikiki
brand 6 resort
brand 7 resort
brand 8 resort wisconsin

Pro Tip: Access new demand and increase sales with new lodging solutions (pilot): Hotel Price Ads and Property Promotion Ads

Accommodations searches over time

January February March April May June July August September October November December

—— 2019   ······ 2020   —— 2021

Microsoft

In 2021, Family Vacations saw peak search volume in late May

Family Vacations & Travel subvertical is seeing 68% year over year (YoY) search growth and 127% YoY click growth
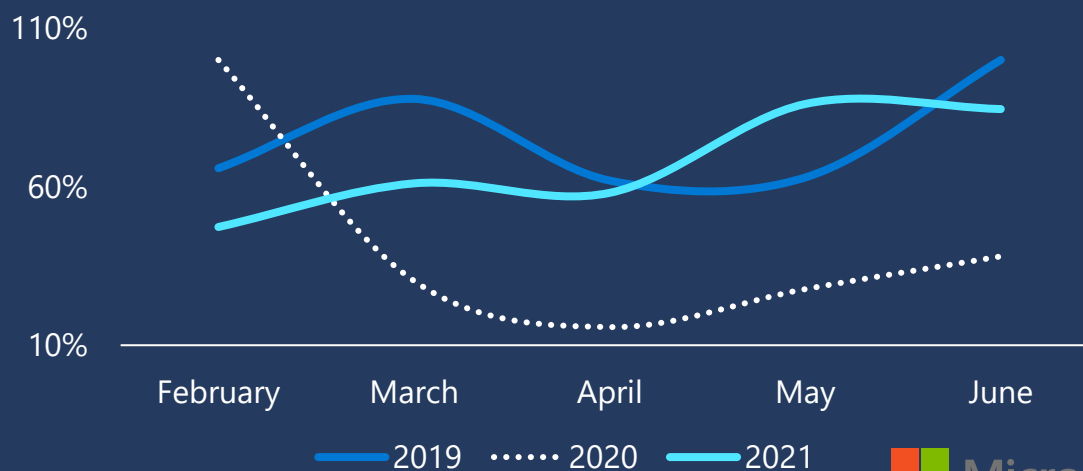
Emerging queries

overnight family trips near me
spring break destinations for families
spring break 2022 destinations
best family beach resorts
kid friendly vacation destinations
tropical family vacations
best kid friendly resorts
family summer vacations

Pro Tip: Drive conversions by finding new prospects similar to your best customers with Similar Audiences

Searches over time

	110%
	60%
	10%

| February | March | April | May | June |

—— 2019   ······ 2020   —— 2021

Clicks over time

	110%
	60%
	10%

| February | March | April | May | June |

—— 2019   ······ 2020   —— 2021

Microsoft

Last spring, searches for Regional Parks & Gardens drove highest volume

Top subverticals by search volume (March – May 2021)

Subvertical	
Regional Parks & Gardens	████████████████████
Hotels, Motels & Resorts	███████████████████
Airline Tickets, Fares & Flights	████████████
Historical Sites & Buildings	███████████
Beaches & Islands	██████████
City & Local Guides	████████
Camping, Caravan & RV Accommodations	████████
Lakes & Rivers	██████
Adventure Travel	█████
Theme Parks	█████

Pro Tip: Reach activity planners when they're ready to book with Tours and Activities Ads (pilot).

Broaden your keywords with emerging travel queries

Regional Parks & Gardens
death valley
petrified forest california
summer yellowstone
us parks pass

Hotels, Motels & Resorts
adult all inclusive vacation
discounted hotel deals
family hotels las vegas
cheap new york city hotels

Airline Tickets & Fares
brand 1 flights
is my flight cancelled
cheap airline deals
delayed flights today

Historical Sites & Buildings
skryne castle
eiffel tower
space needle fireworks
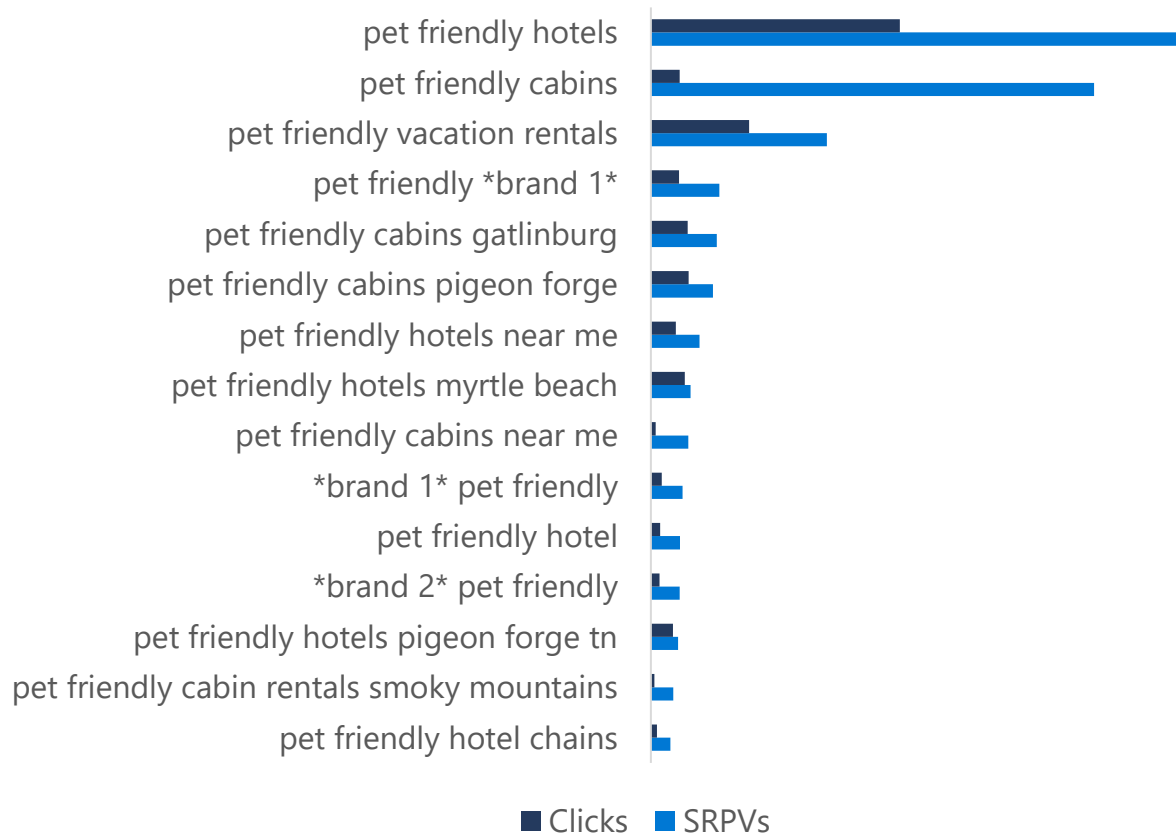*westerheversand lighthouse*

Beaches & Islands
siesta key resorts on beach
tokara islands
texas beach towns
sanibel moorings

City & Local Guides
oklahoma tourism website
must visit places in charleston
lake havasu concerts
massachusetts destinations

Microsoft

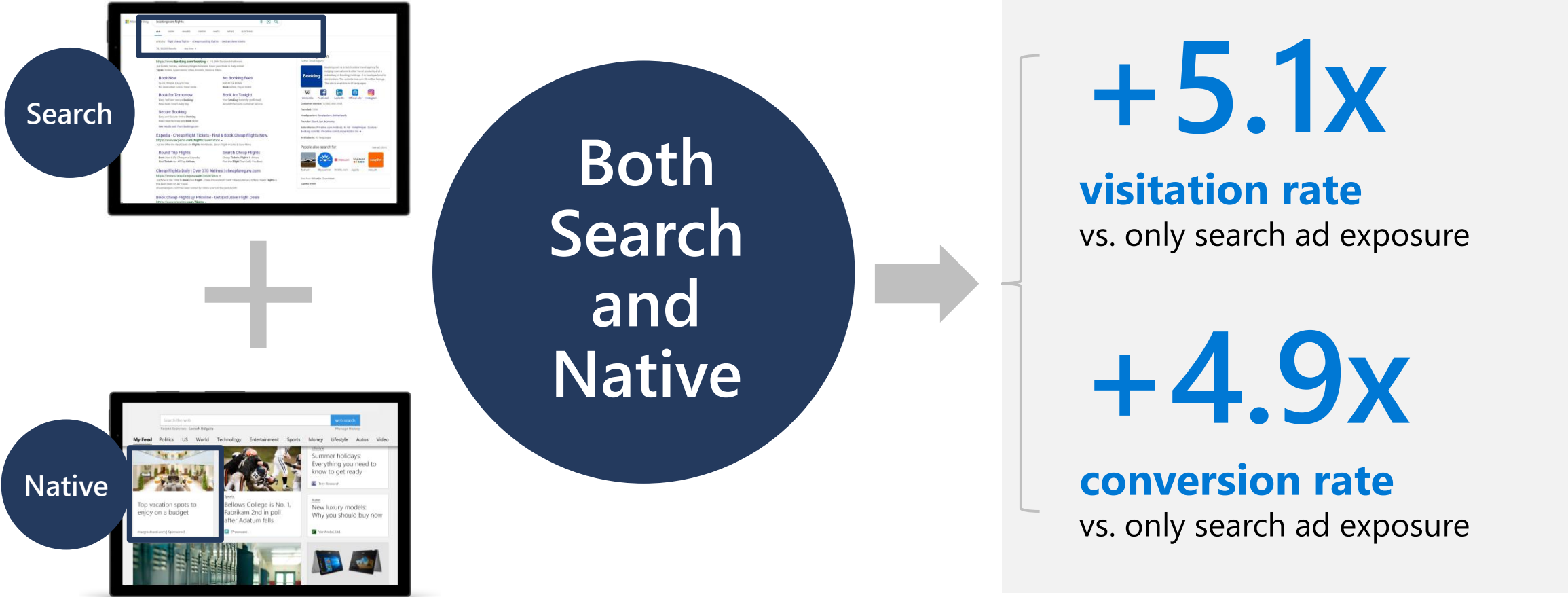# "Pet friendly" vacation queries have increased 50% compared to 2019

Top "pet friendly" travel related searches (April 2021)

Query	
pet friendly hotels	
pet friendly cabins	
pet friendly vacation rentals	
pet friendly *brand 1*	
pet friendly cabins gatlinburg	
pet friendly cabins pigeon forge	
pet friendly hotels near me	
pet friendly hotels myrtle beach	
pet friendly cabins near me	
brand 1 pet friendly	
pet friendly hotel	
brand 2 pet friendly	
pet friendly hotels pigeon forge tn	
pet friendly cabin rentals smoky mountains	
pet friendly hotel chains	

■ Clicks ■ SRPVs

23 million US homes welcomed a new pet during the pandemic, and of those homes, **65%** said they were interested in traveling with their pet [1]

Pro Tip: Expose new search trends and themes with Dynamic Search Ads and Broad match

Microsoft

Reach travel users across search and native

Search

+

Native

Both Search and Native

➡

+5.1x
visitation rate
vs. only search ad exposure

+4.9x
conversion rate
vs. only search ad exposure

Microsoft

Maximize your spend this spring

Reach travelers when they're ready to book with: Hotel Price Ads, Property Promotion Ads, Tours and Activities Ads and Cruise Ads

Drive conversions by finding new prospects similar to your best customers with Similar Audiences and In-market Audiences

Use Broad match and Dynamic Search Ads to expose new search trends and themes

Leverage Microsoft Audience Network to reach consumers across their buyer journey using our unique suite of targeting capabilities powered by Microsoft AI

Microsoft

To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights

Microsoft

Microsoft Advertising. Great relationships start here.