



MICROSOFT ADVERTISING INSIGHTS

Experiential travel trends

February 2022

Microsoft Advertising. Great relationships start here.



Key takeaways



Searches and clicks for subcategories such as *Tour Operators* are up compared to pre-pandemic

Reach activity planners when they're ready to book with Tours and Activities Ads



Activities advertisers are spending more on Microsoft Audience Network

Leverage Microsoft Audience Network to reach consumers across their buyer journey

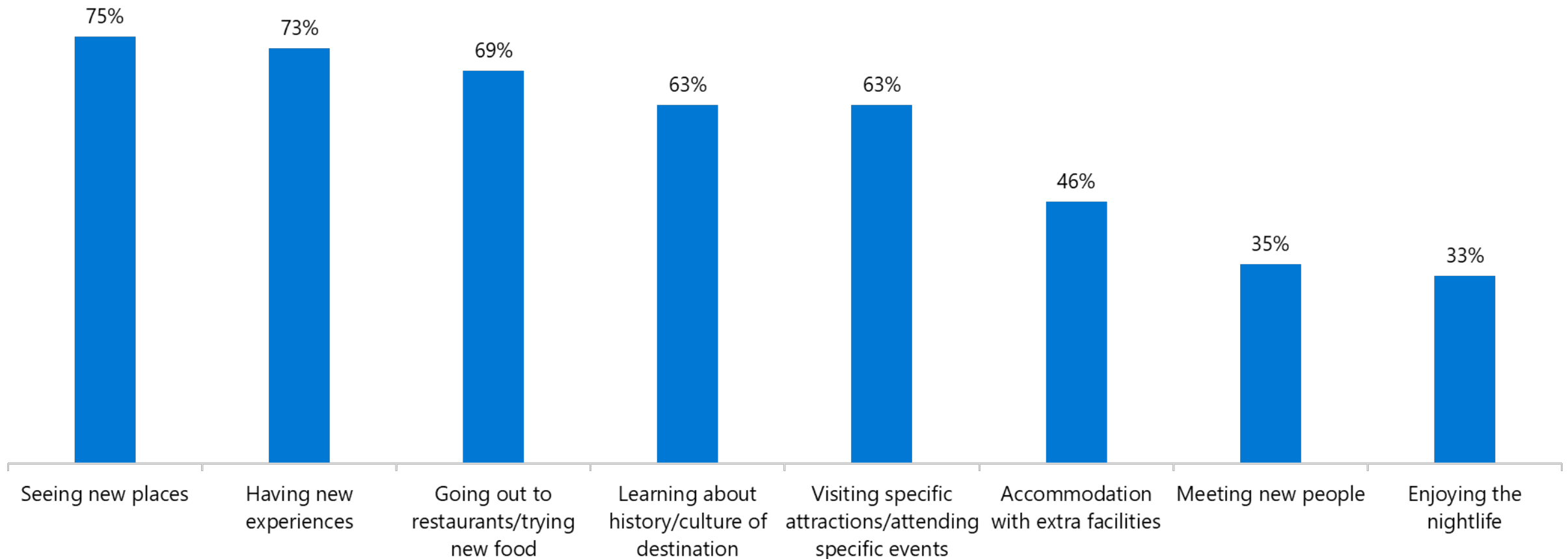


Travelers are more likely to splurge on luxury travel in 2022

Capture travelers' imagination when they are looking for inspiration with Multimedia Ads

73% of travelers say it's **very or fairly important** for them to have new experiences when traveling in 2022 and beyond

When thinking about your future travel plans, to what extent do you consider each of the following to be **very** or **fairly** important?



Source: [Travel in 2022: A Look Ahead](https://www.tripadvisor.com/Travel-in-2022-A-Look-Ahead) [tripadvisor.com]

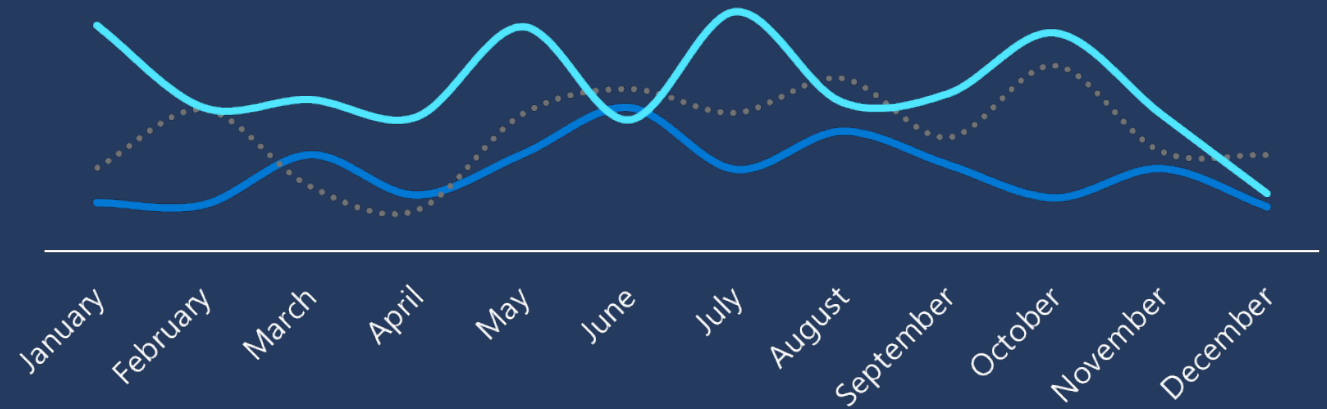
Searches for Tour Operators are up 45% compared to 2019

Top non-brand queries [January 2022]

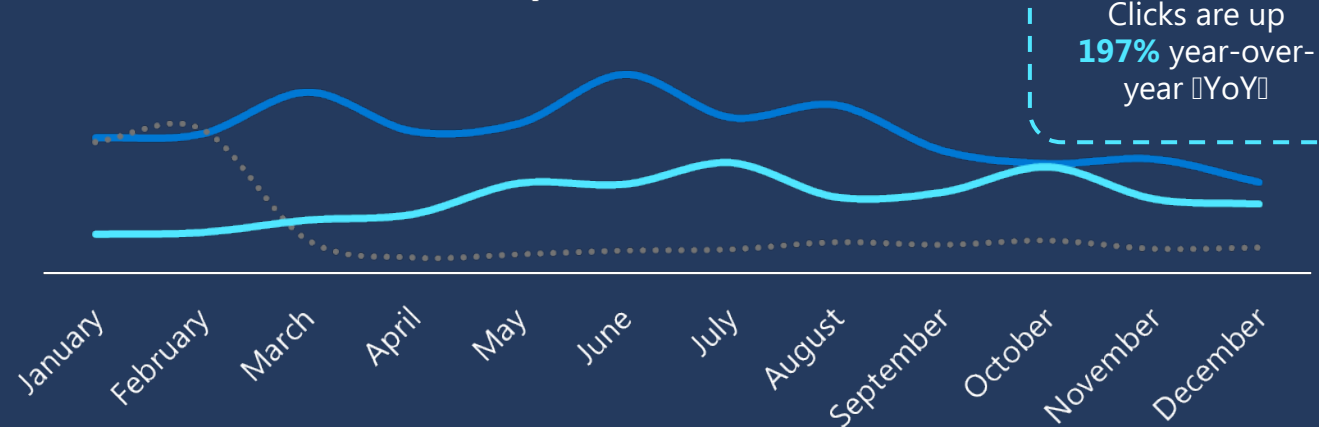
alaska cruises land tours
grand canyon tours
museums virtual tours
antelope canyon tours
alcatraz tours
affordable tours
white house tours
ghost tours
new orleans tours

Pro Tip: 22% of travelers said that they plan to experience more guided cultural activities than they had pre-pandemic.¹ Reach activity planners when they're ready to book with [Tours and Activities Ads](#) [pilot].

Tour Operators searches over time



Tour Operators clicks over time



Clicks are up **197%** year-over-year [YoY]

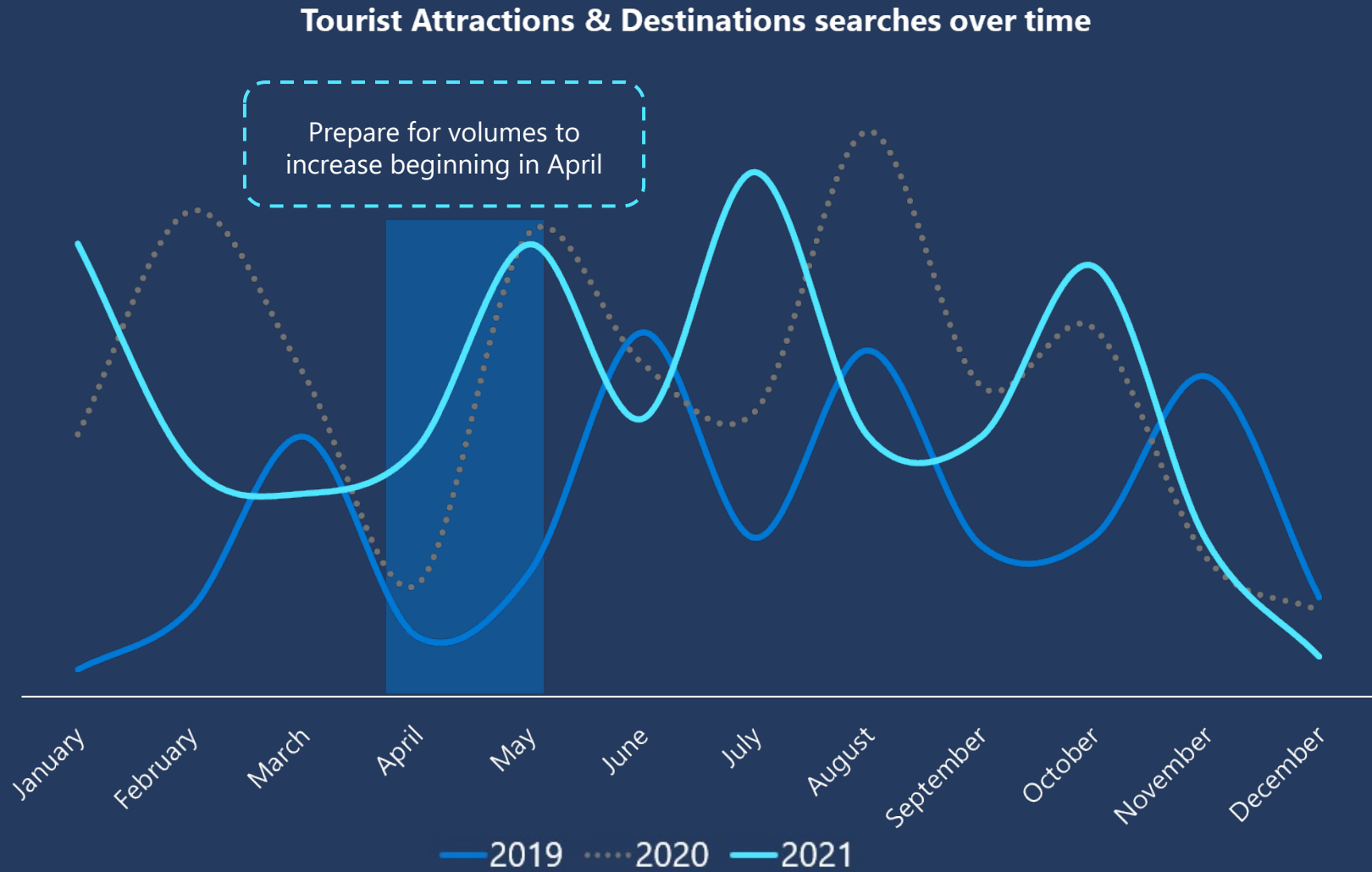
— 2019 2020 — 2021



Searches for Tourist Attractions are up 14% compared to 2019

34% of American travelers said that it's more important now than before the pandemic to be immersed in authentic local experiences.¹

Pro Tip: Use our curated lists to engage with travelers seeking authentic experiences with [In-market](#) and [Similar Audiences](#).

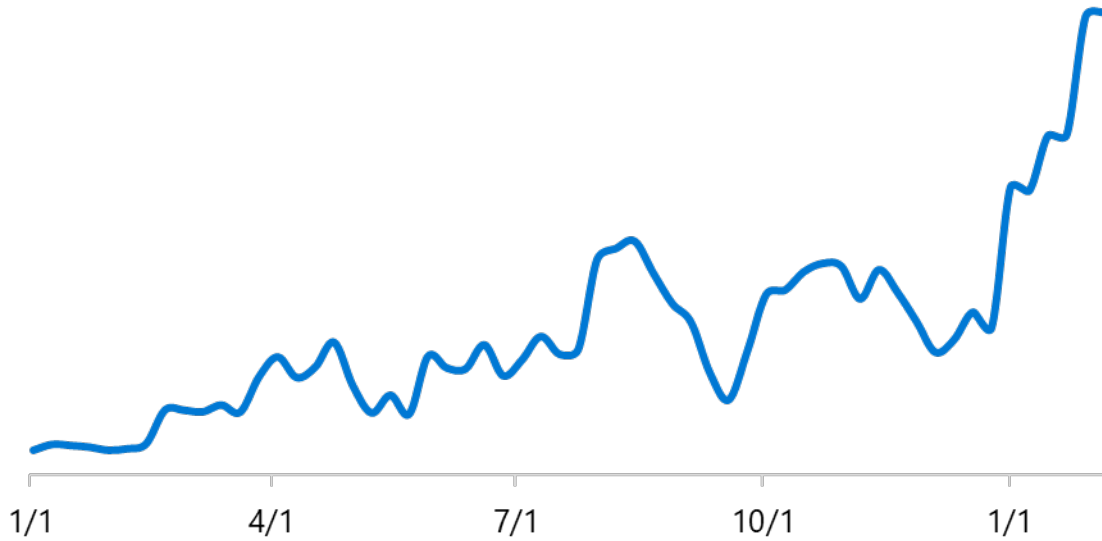


Source: Microsoft internal data, Jan '19- Dec'21
[Travel in 2022: A Look Ahead | tripadvisor.com](#)

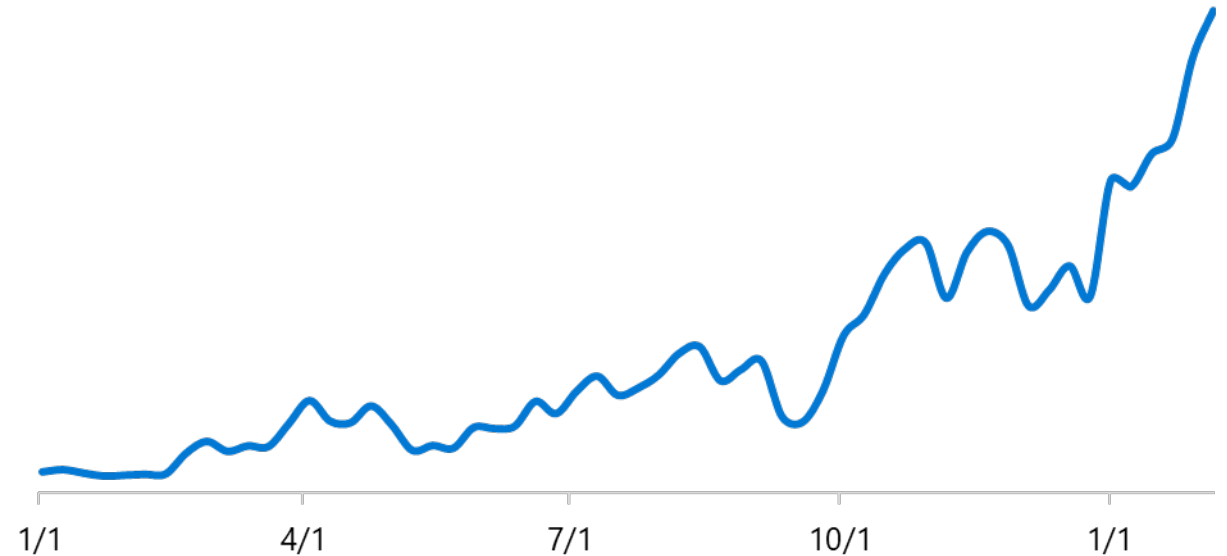
Spend is increasing on the Microsoft Audience Network

Impressions are up **120%** month-over-month (MoM) for Activities advertisers, and spend is up **61%** MoM

Microsoft Audience Network impressions
(Activities, Jan '21-Jan '22)



Microsoft Audience Network spend
(Activities, – Jan '21-Jan '22)



Pro Tip: Advertiser competition continues to increase on the Microsoft Audience Network. **Don't miss out** on key opportunities to reach consumers across their buyer journey using our unique suite of targeting capabilities.



Beaches, spas, and culinary based trips are trending in 2022

Beaches & Islands



57% of survey respondents ranked beaches as their top vacation choice¹

Top queries [January 2022]

*sao miguel island azores
fort myers beach
brand 1 mexico
grace bay beach turks caicos
polihale beach
caprera island
lanikai beach*

Spas & Retreats



Wellness tourism is expected to grow rapidly in the next three years [+**20.9%** annual growth]²

Top queries [January 2022]

*couples retreat
brand 1 spa resort
brand 2 maui resort spa
brand 3 wisconsin dells
waikiki beach *brand 4* resort spa
brand 5 resort spa
brand 6 resort spa*

Wine & Food Travel



14% of Americans are planning wine-based trips in 2022³

Top queries [January 2022]

*wine tasting near me
las vegas strip best restaurants
paso robles wineries
sonoma wineries
brand 1 best restaurants
spiez switzerland vineyard
napa valley wine tastings*

Source: Microsoft internal data, Jan '22

1. [The 2022 Vrbo Trend Report | Vrbo](#)
2. [Statistics & Facts - Global Wellness Institute](#)
3. [Travel in 2022: A Look Ahead |tripadvisor.com|](#)

Searches and clicks for Concerts and Music Festivals are rebounding

14% of survey respondents are planning on attending a local music event during their 2022 travels¹

Top queries January 2022

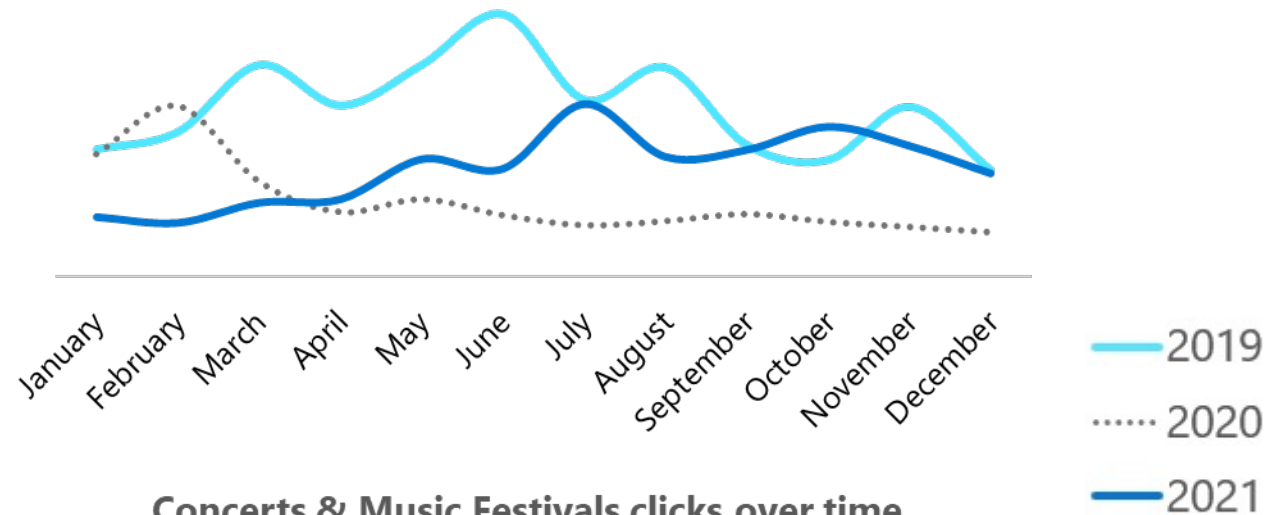
**brand 1* festival*
concerts near me
concert tickets

**brand 2* festival 2022*
las vegas concerts

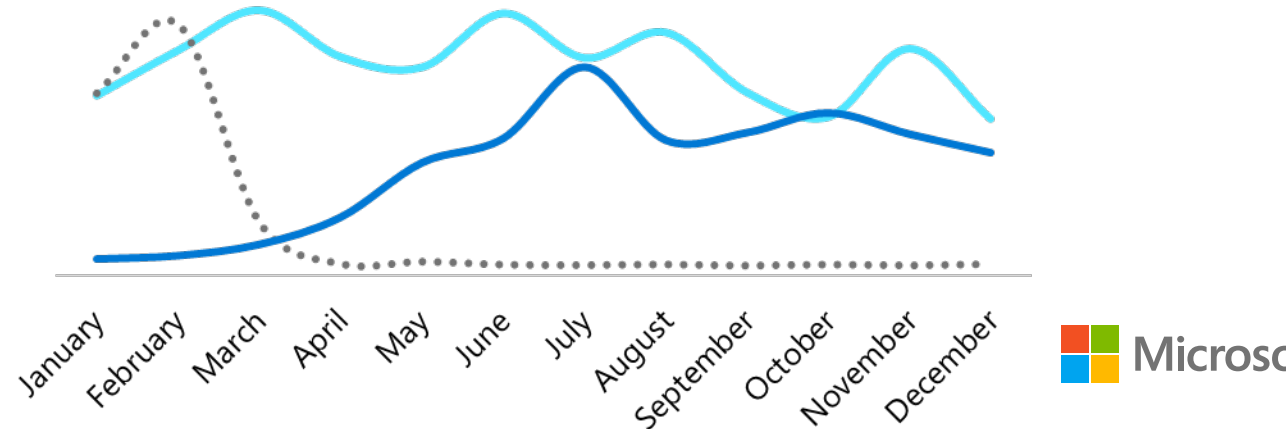
**brand 3* concerts*
**brand 4* music festival*

**brand 5* festival*
adele concert 2022
**brand 6* jazz festival 2022*
billy joel concerts 2022
ultra music festival

Concerts & Music Festivals searches over time

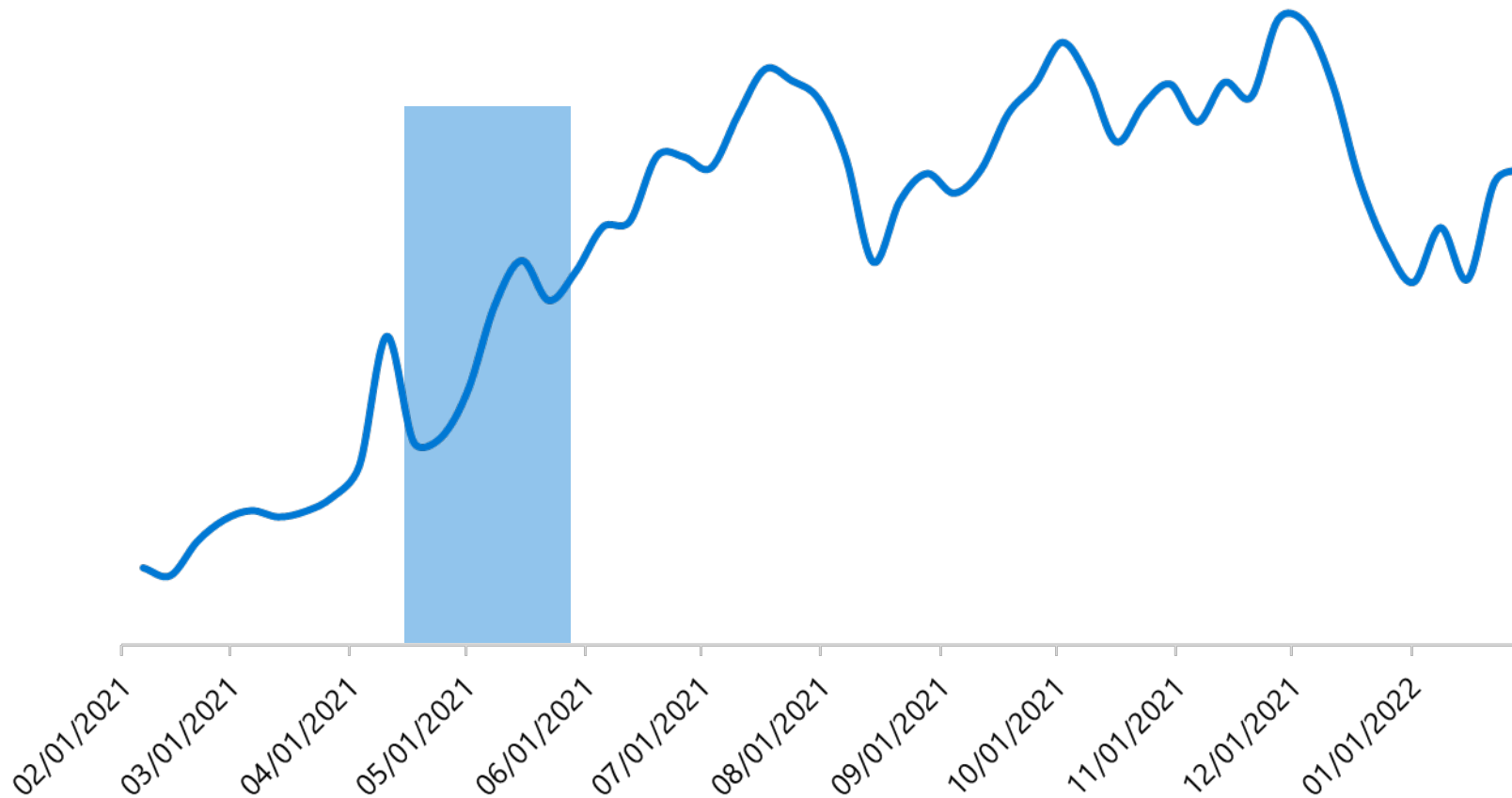


Concerts & Music Festivals clicks over time

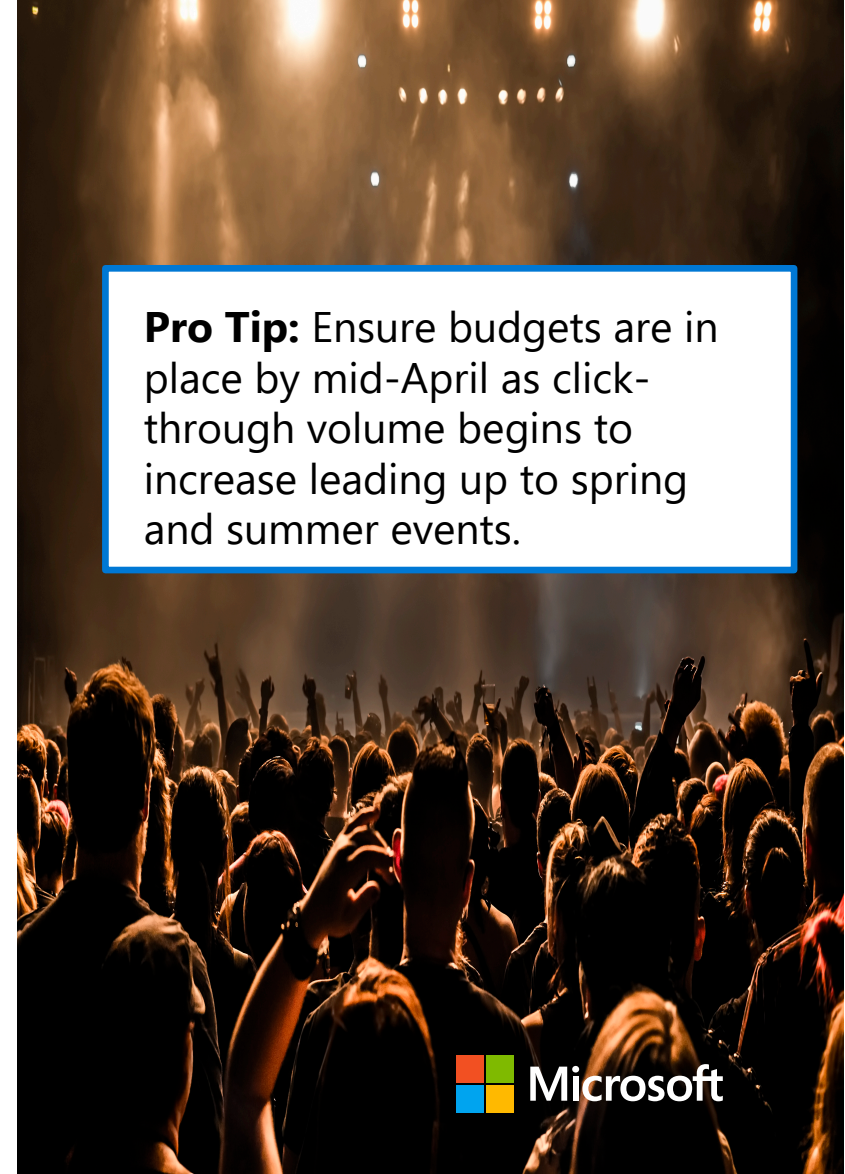


Click through rates are up 86% year-over-year [YoY] for Events

Events, Shows & Cultural Attractions click-through rate over time



Pro Tip: Ensure budgets are in place by mid-April as click-through volume begins to increase leading up to spring and summer events.



Source: Microsoft internal data, Feb '21-Feb '22

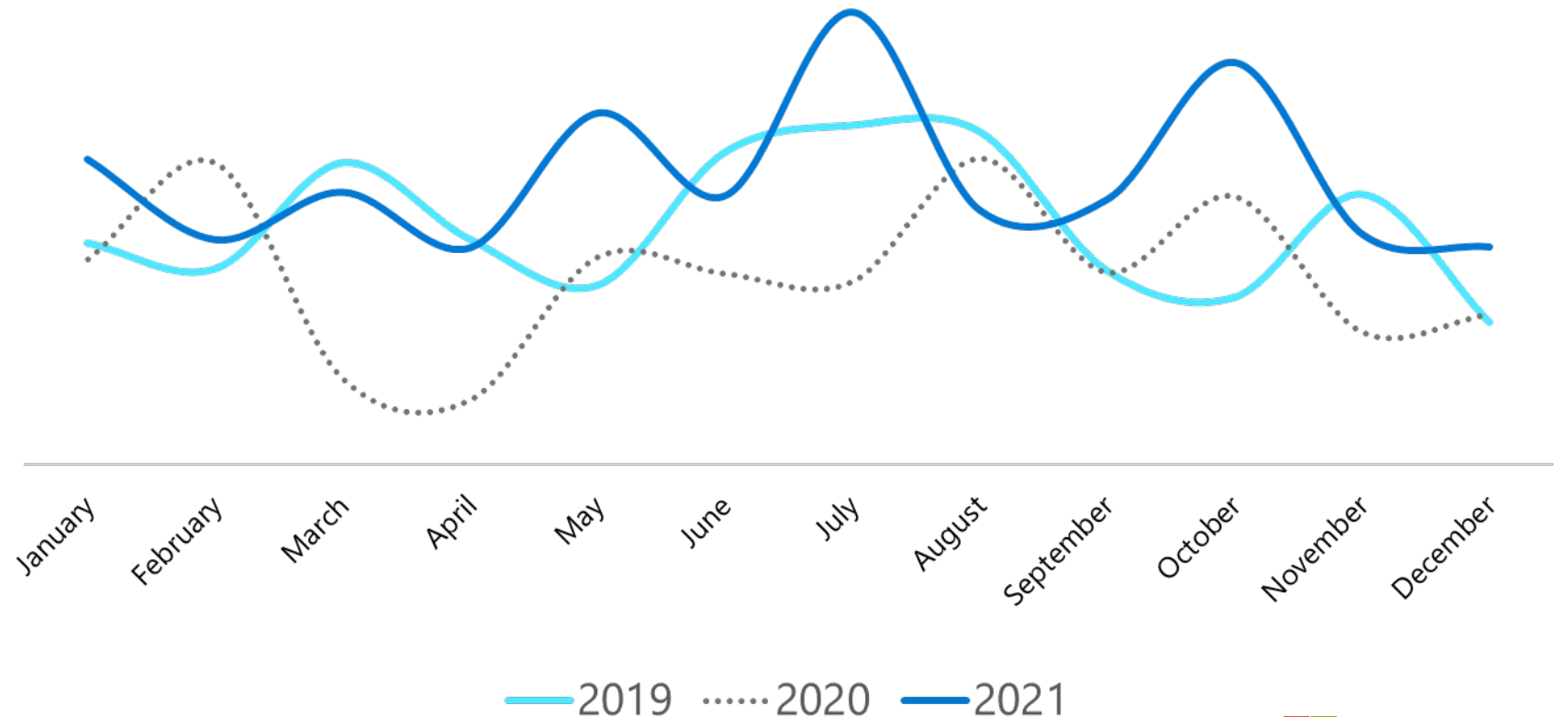
Travelers are seeking a **luxury** experience

Roughly **3 in 10** Americans say it's more important now than before the pandemic to splurge¹

Searches for
Luxury Travel are
up **26% YoY**
and are
surpassing 2019
numbers by
10%

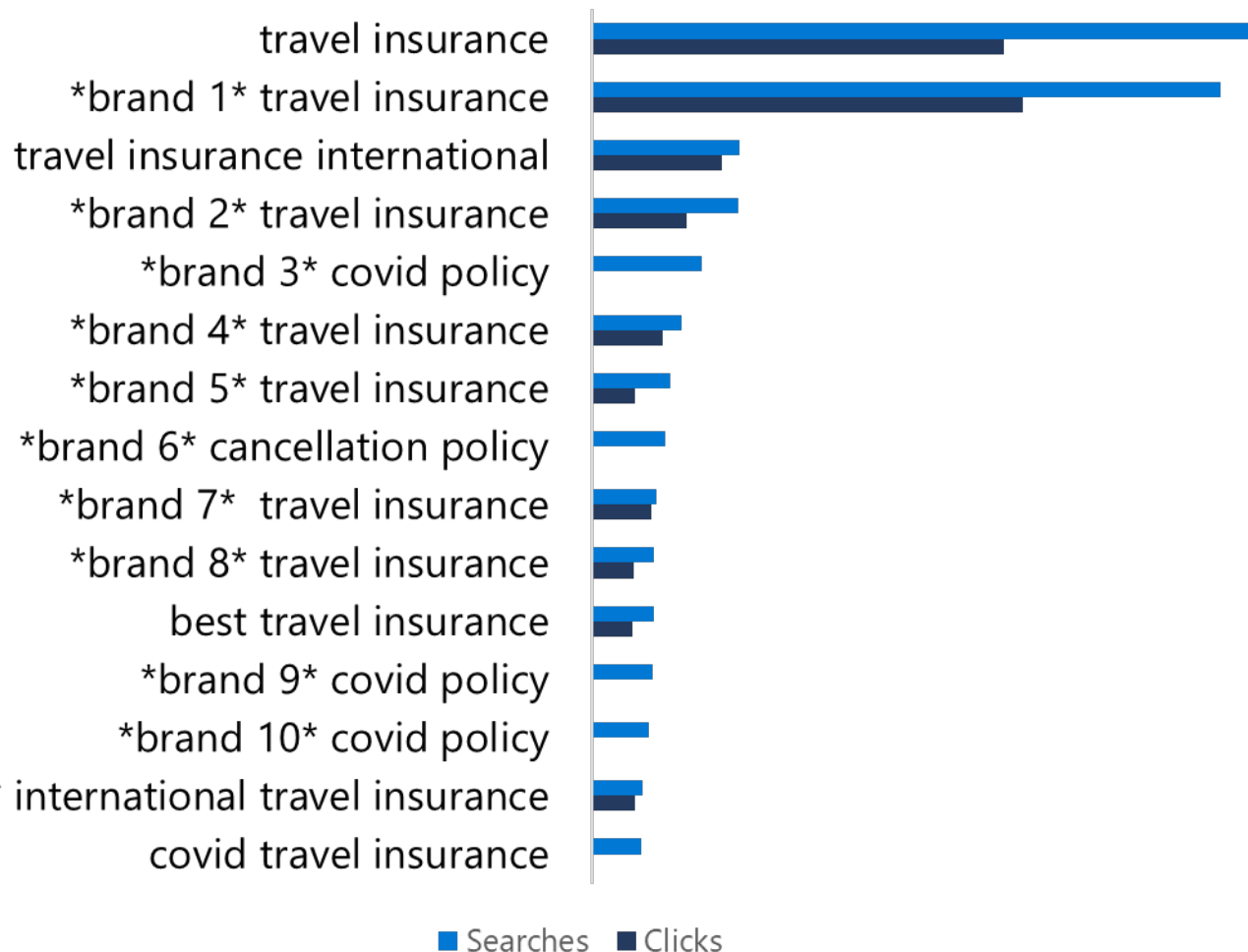
Pro Tip: Capture
travelers' imagination
when they are looking
for inspiration with
[Multimedia Ads](#) or
[Cruise Ads](#)

Luxury Travel searches over time



Flexibility is key for travelers in 2022

Top queries by search volume (January 2022)



- Searches for travel insurance and travel brand's policies are up **69%** compared to 2019
- Sales of travel insurance plans with trip cancellation coverage have increased **255%** year-over-year¹
- Travelers are planning to embrace the impromptu; **26%** of survey respondents are aiming to be more flexible and go-with-the-flow during future trips²

Pro tip: 50% of the top 100 queries for travel insurance contain brand terms. Ensure adequate coverage of both brand and non-brand keywords.

Source: Microsoft internal data, Jan '19- Jan '22

[1. 2022 Outlook For Travel Insurance Buyers – Forbes Advisor](#)

[2. Expedia/Northstar Research Partners. 8/27/2021-9/6/2021](#)

Reach people where and when they're ready to act



Reach activity planners when they're ready to book with Tours and Activities Ads [pilot]



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



Capture travelers' imagination when they are looking for inspiration with Multimedia Ads or Cruise Ads



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

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



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