Experiential travel trends

February 2022
Key takeaways

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

- Activities advertisers are spending more on Microsoft Audience Network

- Travelers are more likely to splurge on luxury travel in 2022

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

- Leverage Microsoft Audience Network to reach consumers across their buyer journey

- 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?

- Seeing new places: 75%
- Having new experiences: 73%
- Going out to restaurants/trying new food: 69%
- Learning about history/culture of destination: 63%
- Visiting specific attractions/attending specific events: 63%
- Accommodation with extra facilities: 46%
- Meeting new people: 35%
- Enjoying the nightlife: 33%

Source: 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. Reach activity planners when they’re ready to book with Tours and Activities Ads pilot.

Source: Microsoft internal data, Jan ’19-Jan ’22
1. Travel in 2022: A Look Ahead. tripadvisor.com
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.

Tourist Attractions & Destinations searches over time

Prepare for volumes to increase beginning in April

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.

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.

Source: Microsoft internal data, US, Jan ’21-Feb ’22
Beaches, spas, and culinary based trips are trending in 2022

Beaches & Islands

57% of survey respondents ranked beaches as their top vacation choice.

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 with an annual growth of +20.9%.

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 2022.

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 travels\(^1\)

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

Source: Microsoft internal data, Jan ‘19-Jan ‘22
1. Expedia/Northstar Research Partners, 8/27/2021-9/6/2021
Click through rates are up 86% year-over-year YoY for Events

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 splurge\(^1\)

**Pro Tip:** Capture travelers’ imagination when they are looking for inspiration with Multimedia Ads or Cruise Ads

Source: Microsoft internal data, Jan ‘19-Dec ‘21

1. Travel in 2022: A Look Ahead. tripadvisor.com
Flexibility is key for travelers in 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-year**.

- Travelers are planning to embrace the impromptu; **26%** of survey respondents are aiming to be more flexible and go-with-the-flow during future trips.

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

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**Top queries by search volume (January 2022)**

<table>
<thead>
<tr>
<th>Query</th>
<th>Searches</th>
<th>Clicks</th>
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<tr>
<td>travel insurance</td>
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<tr>
<td>covid travel insurance</td>
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</tbody>
</table>

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