Summer travel trends
Accommodations, Cruise, and Transportation

April 2022
Key takeaways

Last year, searches for Accommodations peaked in July

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

Cruise passenger volumes are forecasted to return to pre-pandemic levels by 2023

Take advantage of the increase in searches and clicks by implementing rich, eye-catching Cruise Ads

Queries containing “car rental” are up 21% YoY; clicks are up 31%

Use Ad Extensions to highlight your car rental offerings.
81% of American Adults plan to travel during summer 2022

Do you plan on traveling this summer? ¹

- Yes, more than once: 44.80%
- Yes, one time: 36.04%
- No: 19.16%

20% of survey respondents plan on traveling internationally this summer ¹

58% of respondents are planning to take more trips this summer than in the summers prior to the pandemic ²

16% are taking trips in the summer instead of throughout the year, and close to 10% are travelling more in the summer because of concerns that COVID-19 will restrict travel ²

Pro Tip: Prepare for increased demand by implementing Responsive Search Ads which will adapt your text ads to closely match what someone is searching for, increasing clicks +17% on average.*

Sources:
¹ Summer Travel Survey 2022 — Nearly 81% to Travel, 42% to Travel More than Last Summer, Nearly 51% to Fly on a Plane, 80% to Road Trip - The Vacationer
² Americans are planning more summer trips and other 2022 travel trends (traveldailymedia.com)

*Internal Microsoft data from 2/9/21-4/10/21
Last year, searches for Accommodations peaked in July

Maximize your ad spend by providing the right message as search volumes peak

Forecasts for Accommodations indicate that 2022 will see similar search patterns to 2021, with volume peaking the week after Fourth of July

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

Source: Microsoft internal data, Jan ’19-Mar ’22
Forecasted metric not based on COVID data.
Increase coverage for additional top performing Accommodations subverticals

**Bed & Breakfasts**

Top queries (July 2021)
- bed & breakfast near me
- bed & breakfast cape may nj
- bed & breakfast savannah ga
- bed & breakfast charleston sc

Average summer searches over time (2019-2021)

**Vacation Rentals**

Top queries (July 2021)
- *brand 1* vacation rental
- *brand 2*
- *brand 3* vacation rental
- poconos vacation rental

Average summer searches over time (2019-2021)

**Ski Accommodations**

Top queries (April 2021)
- *brand 1* ski resort
- *brand 2* ski resort
- colorado ski resorts
- *brand 3*

Average summer searches over time (2019-2021)

Source: Microsoft internal data, Apr ’19- Sep ’21
Top queries: Jul ’21
Take advantage of low cost-per-clicks (CPCs) on the Microsoft Audience Network

Clicks are rising over time on the Microsoft Audience Network, while CPCs are steadily decreasing.

Don’t miss out on key opportunities to reach consumers across their buyer journey using our unique suite of targeting capabilities.

Users exposed to both Microsoft Search and Microsoft Audience ads are 5.1x more likely to visit a Travel advertiser’s website compared to those who are exposed to only search ads.

Source: Microsoft internal data, Jan’21-Apr ‘22
Clicks for Cruises are up 195% YoY; this growth is expected to continue into 2023.
Cruise passenger volumes are forecasted to return to pre-pandemic levels by 2023.\(^1\)

Broaden your keywords with emerging Cruise queries:
- amazon river cruises brazil
- *brand 1* cruise
- falmouth jamaica shore excursions
- glacier bay cruise
- long beach cruises
- *brand 2*
- *brand 3* know before you go
- *brand 4* hawaiian cruises
- *brand 5* login
- curacao excursions
- *brand 6* portal

Pro Tip: Utilize Responsive Search Ads (RSAs) complemented by Microsoft Advertising’s new and exclusive ad format Cruise Ads for detailed, rich imagery. RSAs are a flexible experience driving on average +16% more impressions.*

Source: Microsoft internal data, Jan ’21- Dec ’21
Forecasted metric not based on COVID data.
* *Internal Microsoft data from 2/9/21-4/10/21
1. Cruise industry tipped for full recovery by 2023, millennials key | AGB (agbrief.com)
Ensure coverage of both brand and non-brand terms for upcoming campaigns

<table>
<thead>
<tr>
<th>Term</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand terms</td>
<td>34%</td>
</tr>
<tr>
<td>Official website</td>
<td>11%</td>
</tr>
<tr>
<td>Alaska</td>
<td>6%</td>
</tr>
<tr>
<td>River</td>
<td>5%</td>
</tr>
</tbody>
</table>

Of the top 150 Cruise queries from last July...

Pro Tip: Utilize **Dynamic Search Ads (DSAs)** complemented by Microsoft Advertising’s new and exclusive ad format **Cruise Ads** to reach travelers when they’re ready to book. On average, the unique queries that DSA discovers are driving a 2.5% increase in total clicks across all search ad campaigns.*

Source: Microsoft internal data, Jul '21

* Microsoft Internal Data, Dynamic Search Ads Click Data United States All Networks 2020-06-21 – 2020-06-22
Queries containing “car rental” are up 21% YoY; clicks are up 31%
This is despite an increase in car rental rates; average rates in December 2021 were up 60% compared to 2019

Pro Tip: Use Ad Extensions to highlight your car rental offerings. Dynamic ad extensions help make your campaign more effective and attract more relevant customers to your business.

Source: Microsoft internal data, Jan ‘19- Dec ‘21
Forecasted metric not based on COVID data.
1. The Car Rental Apocalypse Is Sticking Around in 2022 - AutoSlash
Transportation clicks on the **Microsoft Audience Network** are seeing new highs

With a shortage of semiconductor chips, the car rental market is seeing higher demand with less supply.¹

Take advantage of high customer demand by leveraging Microsoft first-party intent data, processed by robust artificial intelligence (AI).

Reaching users across search and native leads to incremental lift in conversion rate. Users exposed to both search and Microsoft Audience Network ads are **+4.9x** more likely to convert vs. to only search ad exposure.

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¹ The rental car shortage is lingering. Here’s what to know before booking. - The Washington Post

Source: Microsoft internal data, Jan ’21-Mar ’22
### Top queries by clicks

- cheap flights
- cheap airline tickets
- cheap car rentals
- cheap hotels
- cheap flights tickets
- cheap tickets flights
- cheap rental cars
- cheap flights florida
- cheap airfare
- *brand 1* cheap flights
- *brand 2* cheap flights
- *brand 3* cheap flights
- cheap cruises
- cheap caribbean packages all inclusive
- cheap airline tickets round trip

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**Travel queries including “cheap”, “affordable,” and “low cost” are up 30% YoY**

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A 49% of domestic travelers said their biggest concern this summer was increasing travel prices, driven by the rising cost of fuel. 1

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**Pro Tip:** Customize your ad content with a more flexible ad experience with [Responsive Search Ads](#), and increase your search term coverage using customized ad experiences with [Dynamic Search Ads](#).

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Source: Microsoft internal data, 4/1/2019-4/30/2021

Top queries: Mar-Apr '22 vs Mar-Apr '21

1. [Americans are planning more summer trips and other 2022 travel trends](traveldailymedia.com)
Boost your impact with innovative ad solutions

Access new demand and increase sales with new lodging solutions: Hotel Price Ads and Property Promotion Ads.

Utilize Responsive Search Ads (RSAs) complemented by Microsoft Advertising’s new and exclusive ad format Cruise Ads for detailed, rich imagery.

Increase your search term coverage using customized ad experiences with Dynamic Search Ads.

Use Ad Extensions to highlight your car rental offerings. Dynamic ad extensions help make your campaign more effective and attract more relevant customers.

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