Destination: Europe

April & May 2022

Microsoft Advertising. Great relationships start here.
Microsoft Advertising reaches high-value international travelers
Demographic information for those travelers looking to go abroad

People 24-54 years of age tend to use Microsoft Advertising for their international travel

Families with at least one child use Microsoft Advertising compared to a top competitor

The best place to reach full-time workers searching for international travel is Microsoft Advertising

Source: 1Global Web Index, US, Q2 2021
Where are Americans searching for travel in Europe?
Top tourist destinations remain popular post-vaccination (July 2021 to January 2022)
Where are Americans clicking for travel in Europe?
Top click destinations are similar to search patterns (July 2021 to January 2022)
United Kingdom and Italy have three cities in the top ten clicks by Americans in November & December 2021

Nearly every top city experienced growth over the prior two-month period, despite concerns from Omicron.
The Russian-Ukrainian War impact on travel plans to Europe

**Air Travel**
- Some flights may have to be re-routed (or suspended) due to Federal Aviation Administration’s prohibition to fly over Ukraine, Belarus and parts of Russia
- Rising cost of oil may contribute to high airfares
- Interest in U.S. to Europe flights remains high, largely attributed to post-Omicron travel enthusiasm and seasonality

**Cruise**
- Major cruise lines are cancelling port visits in Russia, and are currently working to secure substitutions
- Some travelers have concerns that cruises may benefit the Russian economy

**Tours**
- Tours industry may be affected most by the conflict, as several companies cancel their tours
- A tour company said their Romania tour, which borders Ukraine, was a top selling trip this month despite the conflict
Several top vacation destinations had a strong correlation between air travel clicks and COVID-19 vaccination levels. This may indicate that as vaccinations increase, clicks for positively-correlated European destinations may increase.

Top Ten European Air Travel searches (inclusive of a named city)

- edinburgh airport
- flights dublin
- flights paris
- london heathrow airport
- cheap flight london
- gatwick airport
- flights london
- manchester airport
- frankfurt airport
- vuelos oporto

Use the green countries as a guide for investment for highly vaccinated countries, combined with the top city queries to ensure maximum coverage.


1 Share of people who completed the initial COVID-19 vaccination protocol (ourworldindata.org)
Top vacation destinations had a strong correlation between land transportation searches and vaccine levels\(^1\)

This may indicate that as vaccinations increase, searches for positively-correlated European destinations may increase.

**Top Ten European Land Transportation searches**

- antwerpen centraal station belgium
- noleggio auto catania
- autonoleggio olbia aeroporto
- munich marienplatz station
- healthrow hotels parking
- alquiler coche madrid
- car rental dublin airport
- car hire heathrow
- car rental edinburgh airport
- car rental nice airport

Skift Research reports that searches for car rentals are up in the European Union +54% compared to February 2022\(^2\).

Use this momentum to capture market share!

\(^1\) Share of people who completed the initial COVID-19 vaccination protocol (ourworldindata.org)

\(^2\) February 2022 Highlights - Skift Research
We see a strong positive correlation between land transportation clicks and vaccine\textsuperscript{1} levels. This may indicate that as vaccinations increase, clicks for positively-correlated European destinations may increase.

\textsuperscript{1} Share of people who completed the initial COVID-19 vaccination protocol (ourworldindata.org)
Ocean and Mediterranean-based countries see a positive correlation between cruise clicks and vaccine\(^1\) levels. This may indicate that as vaccinations increase, clicks for positively-correlated European destinations may increase.

Top Ten European Cruise searches:
- Seine river cruise
- Cruises Greece
- Cruises Portugal
- Cruise Croatia
- Barcelona cruises
- Greek cruises
- French river cruises
- Cruises Southampton
- Iceland cruises
- Arctic Circle cruises Norway

Countries with top cruise searches are diversified throughout the continent. Maximum audience reach by promoting European ports of call for every traveler.

\(^1\) Share of people who completed the initial COVID-19 vaccination protocol (ourworldindata.org)
Several middle-European countries saw a strong correlation between accommodation clicks and Covid case levels. This may indicate that as Covid cases decline, European destination click volume may increase.

Top Ten European Lodging searches (inclusive of a named city)

- hotels berlin
- hotels london
- hotels ibiza
- london hotels
- hotels york
- paris hotel
- hotel london
- hotel paris
- schloss leopoldskron Leopold Kron moos
- london hotel

Although middle-European countries had the best relationship with clicks and Covid cases, western-European cities had the largest number of searches. Create an inclusive geo-targeting strategy to reach all interested travelers.
Ocean and Mediterranean-based countries are seeing the strongest correlation between clicks and vaccine levels for accommodations. This may indicate that as vaccinations increase, clicks for positively-correlated European destinations may increase.

Pent-up travel demand and willingness to spend are creating great opportunities in lodging. Promote investment in top countries with a diversified bid strategy to reach this high-value audience.

Microsoft Internal Data, July 2021 – Jan. 2022
Airbnb Q4-2021-Shareholder-Letter_Final.pdf (q4cdn.com)
Compared to the generic online travel agency (OTA) travelers, travelers looking to book a trip to Europe have a longer decision journey.

% of travelers by journey length groups:

- Single Day: 8% (OTA), 22% (Generic)
- Less Than 1 Week: 14% (OTA), 24% (Generic)
- 8 - 31 Days: 23% (OTA), 21% (Generic)
- 32 - 62 Days: 31% (OTA), 21% (Generic)
- 2 Month +: 23% (OTA), 12% (Generic)

54% of travelers to Europe need two months or more to decide a trip.

In general, 46% of the OTA travelers converted less than a week.

However, only 23% of OTA travelers to Europe had a decision journey shorter than one week.

Microsoft Internal Data, 2021
US users searched or booked a trip to Europe with at least one or more OTA brands
1: Less than 1 week excludes the single day user journeys
OTA travelers to Europe are largely comprised of The Dreamer, whereas the generic OTA travelers are mainly The Last-Minute Booker.

**The Last-Minute Booker**
- Makes up 20% of all converters
- Had the shortest decision journey
- Shopped up to two weeks before conversion
- Made 1–3 unique searches before conversion
- Saw 1–3 ads during journey
- 7% of converters saw a Microsoft Audience Network ad before conversion

**The Planner**
- Makes up the most converters – 25%
- Shopped up to two months before conversion
- Made 4–6 unique searches before conversion
- Saw 4–9 ads during journey
- 20% of converters saw a Microsoft Audience Network ad before conversion

**The Dreamer**
- Makes up the most converters – 55%
- Had the longest decision journey
- Shopped more than two months before conversion
- Made 10+ unique searches before conversion
- Saw more than 10 ads during journey
- 43% of converters saw a Microsoft Audience Network ad before conversion

Microsoft Internal Data, 2021
Compared to the generic OTA travelers, OTA travelers to Europe are 1.5x more likely to interact with the Microsoft Audience Network during their journeys.
OTA Travelers to Europe

31%
Journeys that contain MSAN impression

3%
Journeys that start with MSAN

Generic OTA Travelers

21%
Journeys that contain MSAN impression

4%
Journeys that start with MSAN

Microsoft Internal Data, 2021
OTA Travelers looking to travel to Europe are in-market across multiple categories

% of travelers by In Market Audience category

OTA Travelers to Europe vs. Generic OTA Travelers

2x
Travel Booking Services

7x
Sightseeing Tours & Tourist Attractions

2x
Accommodations

4x
Trips by Destination

Top in-market audience segments

Layer relevant in-market audience categories for search and audience campaigns to reach OTA travelers looking to travel to Europe

Microsoft Internal Data, 2021
Compared to the generic cruise travelers, cruisers looking to book a trip to Europe have a longer decision journey

65% of cruisers to Europe need one month or more to decide a trip

Specifically, there are still 39% of the cruisers that are searching for a trip to Europe need two months or more before making a decision.

This is a group of users that can be influenced by a cross channel and multi-ad strategy.

In comparison, most of the generic cruisers decide a trip within a month (72%)

Microsoft Internal Data, 2021
US users searched or booked a trip to Europe with at least one or more cruise brands
1. Up to 1 Month" excludes the single day user journeys
Cruise travelers to Europe are mostly comprised of The Planner who usually converts within a month and sees multiple ads. The Last-Minute Booker makes up 15% of all converters and has the shortest decision journey. They converted within a day, made 1 unique search before conversion, and saw 1 ad during their journey. The Planner makes up the most converters at 56%. They converted within a month, made 2–6 unique searches before conversion, saw 2–7 ads during their journey, and 32% of converters saw a Microsoft Audience Network ad before conversion. The Dreamer makes up 29% of all converters and has the longest decision journey. They shopped more than two months before conversion, made 10+ unique searches before conversion, saw more than 10 ads during their journey, and 74% of converters saw a Microsoft Audience Network ad before conversion. In addition, the generic cruise travelers over-indexed in The Last-Minute Booker.
Compared to the generic cruise travelers, cruise travelers to Europe are 1.4x more likely to interact with the Microsoft Audience Network during their journeys.

<table>
<thead>
<tr>
<th>Cruise Travelers to Europe</th>
<th>Generic Cruise Travelers</th>
</tr>
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<tbody>
<tr>
<td>47% Journeys that contain Microsoft Audience Network impression</td>
<td>34% Journeys that contain Microsoft Audience Network impression</td>
</tr>
</tbody>
</table>

Microsoft Internal Data, 2021
Cruisers looking to travel to Europe are in-market across multiple categories

% of travelers by in-market audience category

Cruise Travelers to Europe vs. Generic Cruise Travelers

29x
Accommodations

2x
Vacation Packages

1.3x
Transportation & Excursions

1.2x
Cruises

15x
Home & Garden

2x
Financial Services

Layer relevant in-market audience categories for search and audience campaigns to reach OTA travelers looking to travel to Europe

Microsoft Internal Data, 2021
Compared to the generic air travelers, air travelers looking to book a trip to Europe have a longer decision journey

% of travelers by journey length groups

- **Single Day**: 19%
- **Up to 1 Month**: 31%
- **Up to 2 Months**: 30%
- **2 Months +**: 20%

81% of air travelers to Europe need one month or more to decide a trip

Specifically, there are still 50% of the air travelers that are searching for a trip to Europe need two months or more before deciding a trip.

This is a group of users that can be influenced by a cross channel and multi-ad strategy.

In comparison, most of the generic air travelers decide a trip within a month (72%)

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Microsoft Internal Data, 2021
US users searched or booked a trip to Europe with at least one or more airline brands
1. Up to 1 Month excludes the single day user journeys
Air travelers to Europe are largely comprised of The Dreamer who has the longest decision journey, whereas the generic air travelers are mainly The Planner.

**The Last-Minute Booker**
- Makes up 7% of all converters
- Had the shortest decision journey
- Converted within a day
- Made 1 unique search before conversion
- Saw 1 ad during journey

**The Planner**
- Makes up 29% of all converters
- Converted within a month
- Made 2 – 3 unique searches before conversion
- Saw 2 – 6 ads during journey
- 13% of converters saw a Microsoft Audience Network ad before conversion

**The Dreamer**
- Makes up the most converters – 64%
- Had the longest decision journey
- Shopped two months or more before conversion
- Made 3 – 10 unique searches before conversion
- Saw more than 10 ads during journey
- 40% of converters saw a Microsoft Audience Network ad before conversion

- The air travelers to Europe over-indexed in The Dreamer who have the longest decision journey and the most exposure to the Microsoft Audience Network ads, compared to the Generic air travelers.
- In addition, the generic air travelers are mostly comprised of The Planner.
Compared to the generic air travelers, air travelers to Europe are 1.5x more likely to interact with the Microsoft Audience Network during their journeys.

Air Travelers to Europe

33%

Journeys that contain Microsoft Audience Network impression

Generic Air Travelers

21%

Journeys that contain Microsoft Audience Network impression
Air travelers looking to travel to Europe are in-market across multiple categories

% of travelers by In Market Audience category

Air Travelers to Europe vs. Generic Air Travelers

- **20x** Accommodations
- **11x** Tourist Attractions & Destinations
- **5x** Car Rental
- **4x** Cruises

- **16x** Financial Services/Insurance
- **8x** Home & Garden/Home Furnishings
- **3x** Autos & Vehicles/Motor Vehicles

Layer relevant in-market audience categories for search and audience campaigns to reach OTA travelers looking to travel to Europe

Microsoft Internal Data, 2021
Compared to the generic hotel lodging shoppers, hotel travelers looking to book a trip to Europe have a longer decision journey.

% of travelers by journey length groups:

- **Less than 1 Week**: 18% (Travelers to Europe), 28% (Generic Hotel Travelers)
- **Up to 1 Month**: 23% (Travelers to Europe), 24% (Generic Hotel Travelers)
- **Up to 2 Months**: 33% (Travelers to Europe), 30% (Generic Hotel Travelers)
- **2 Months +**: 26% (Travelers to Europe), 18% (Generic Hotel Travelers)

59% of hotel travelers to Europe need two months or more to decide a trip.

Aligned with the generic hotel travelers, 74% of the travelers in search for a hotel to book in Europe make a decision within two months.

Microsoft Internal Data, 2021
US users searched or booked a trip to Europe with at least one or more hotel brands.
1. Up to 1 Month excludes the single day user journeys.
Hotel travelers to Europe are largely comprised of The Dreamer who has the longest decision journey, whereas the generic hotel lodging shoppers are mainly The Planner.

**The Last-Minute Booker**
- Makes up 4% of all converters
- Had the shortest decision journey
- Converted within a week
- Made 1 unique search before conversion
- Saw 1 ad during journey

**The Planner**
- Makes up 40% of all converters
- Converted within two months
- Made 2 – 3 unique searches before conversion
- Saw 2 – 6 ads during journey
- 21% of converters saw a Microsoft Audience Network ad before conversion

**The Dreamer**
- Makes up the most converters – 56%
- Had the longest decision journey
- Shopped two months or more before conversion
- Made 10+ unique searches before conversion
- Saw more than 10 ads during journey
- 45% of converters saw a Microsoft Audience Network ad before conversion

The hotel travelers to Europe over-index in The Dreamer who have the longest decision journey and the most exposure to the Microsoft Audience Network ads, compared to the Generic hotel travelers.

In addition, the generic hotel travelers are mostly comprised of The Planner.

Microsoft Internal Data, 2021
US users searched or booked a trip to Europe with at least one or more OTA brands
Hotel travelers looking to travel to Europe are in-market across multiple categories

% of travelers by In Market Audience category

Hotel Travelers to Europe vs. Generic Hotel Travelers

- **3x** Tourist Attractions & Destinations
- **2x** Cruises
- **2x** Trips by Destination
- **2x** Bus & Rail Travel

**2x** Travel Media & Publications

**2x** Accommodations

**4x** Financial Services

Layer relevant in-market audience categories for search and audience campaigns to reach OTA travelers looking to travel to Europe

Microsoft Internal Data, 2021
Key takeaways

- With 64% of Americans planning to spend more money on international travel than they have in the previous year\(^1\), now is the perfect time to capture market share over competitors.
- Clicks and searches are diversified throughout top European vacation destinations.

**European Travel**

**Vertical Level Analysis**

- Popular European destinations continue to see positive metrics between covid-related measures and searches & clicks.
- London remains a top query modifier across several top verticals.

**Audiences**

- Leverage the Microsoft Audience Network to reach users with a longer decision journey and influence their final decision making.
- Layer relevant in-market audiences for search and audience campaigns to reach travelers while cross-shopping.

\(^1\) Travelers seek sun and family time this spring (airbnb.com)
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights