

MICROSOFT ADVERTISING INSIGHTS

## 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

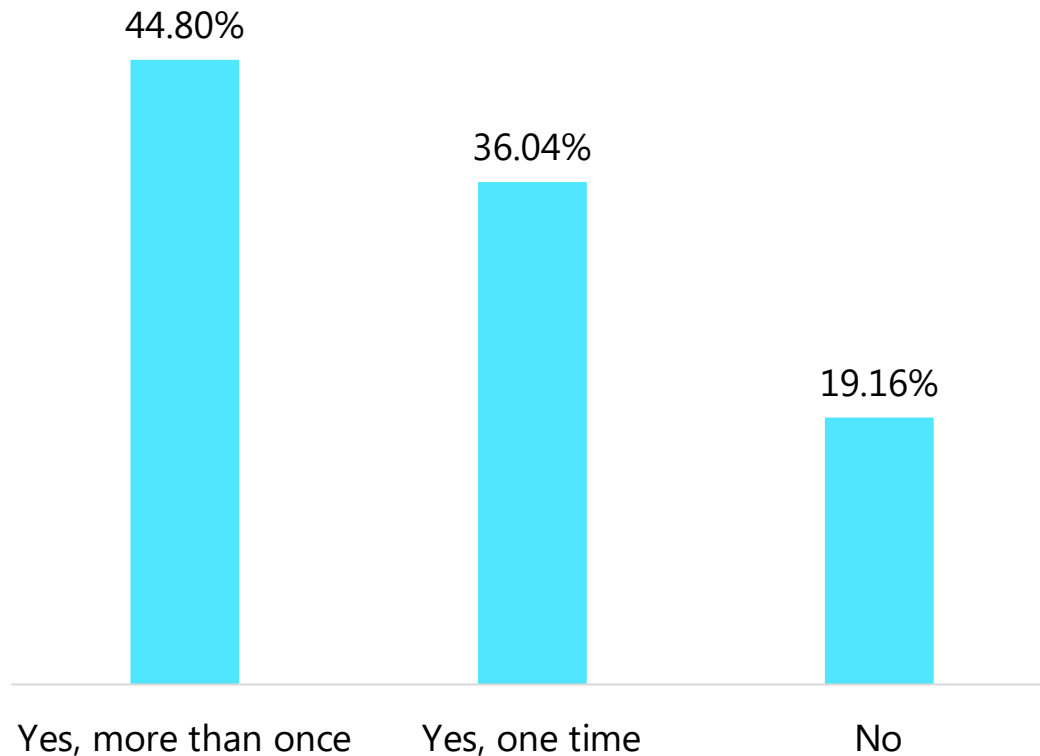


Queries containing “car rental” are up **21%** YoY; clicks are up **31%**

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? <sup>1</sup>



**20%** of survey respondents plan on traveling internationally this summer<sup>1</sup>



**58%** of respondents are planning to take more trips this summer than in the summers prior to the pandemic<sup>2</sup>



**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<sup>2</sup>

**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](#)

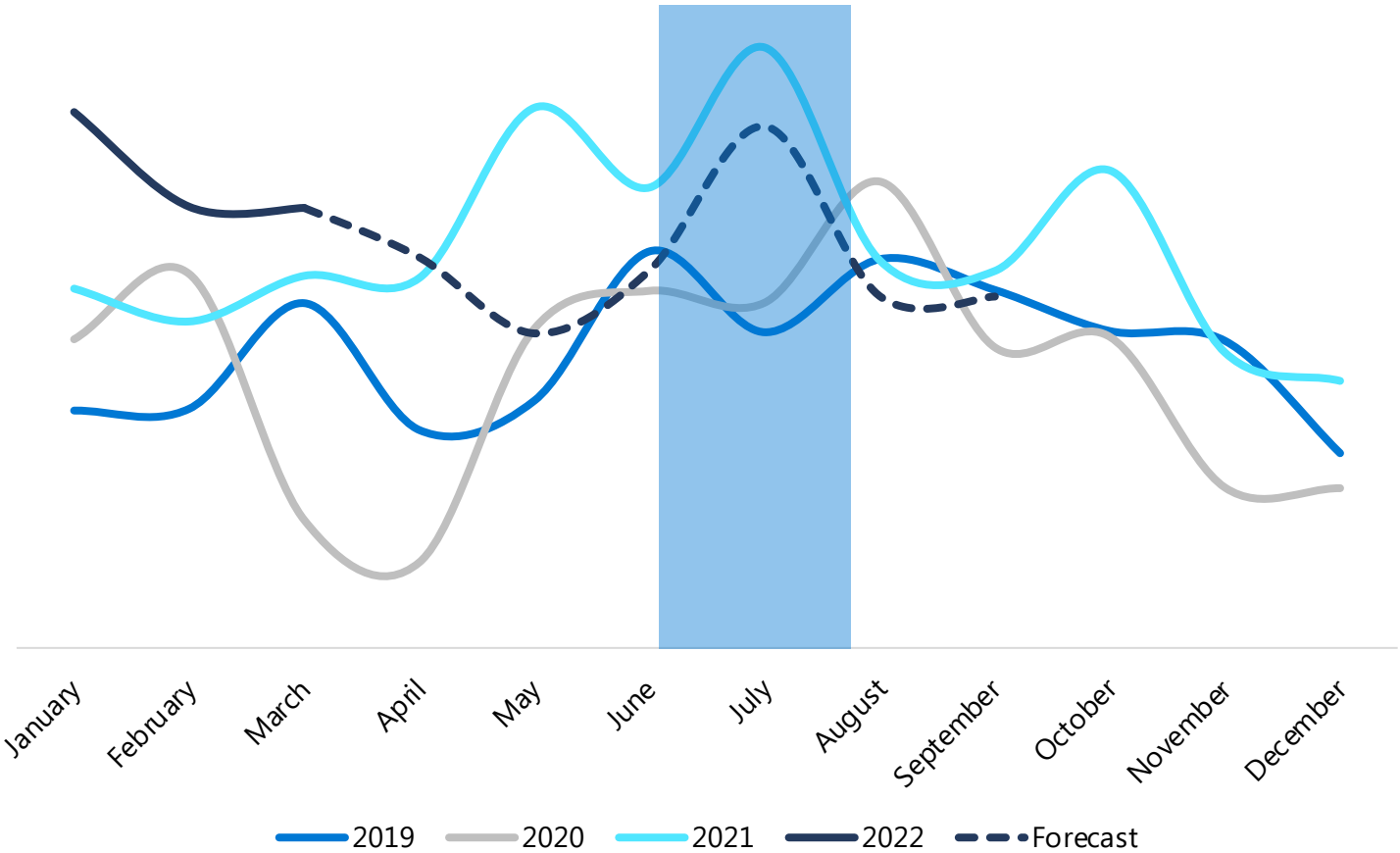
[2. Americans are planning more summer trips and other 2022 travel trends \(traveldailymedia.com\)](#)

\*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

### Accommodations searches over time



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

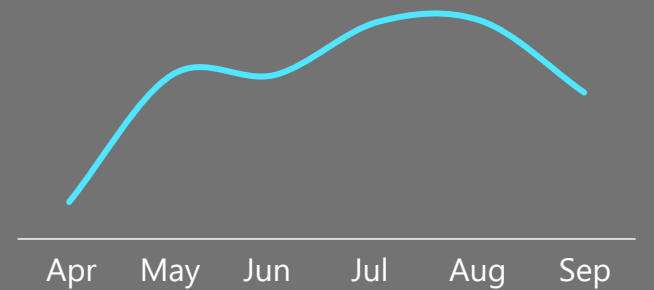


## Bed & Breakfasts

### 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)

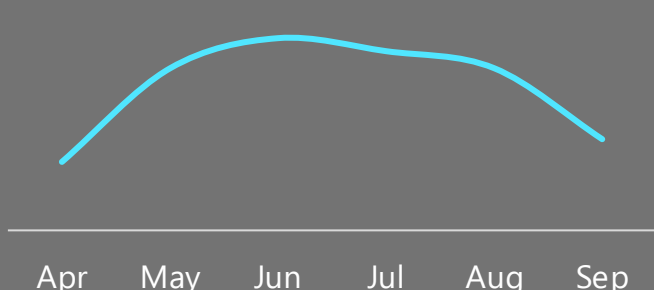


## Vacation Rentals

### Top queries (July 2021)

- \*brand 1\* vacation rental*
- \*brand 2\**
- \*brand 3\* vacation rental*
- poconos vacation rental*

Average summer searches over time (2019-2021)

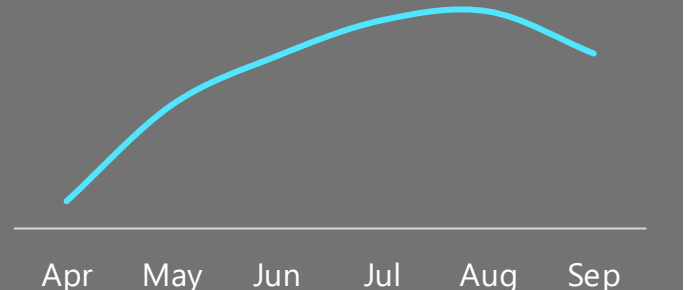


## Ski Accommodations

### Top queries (April 2021)

- \*brand 1\* ski resort*
- \*brand 2\* ski resort*
- colorado ski resorts*
- \*brand 3\**

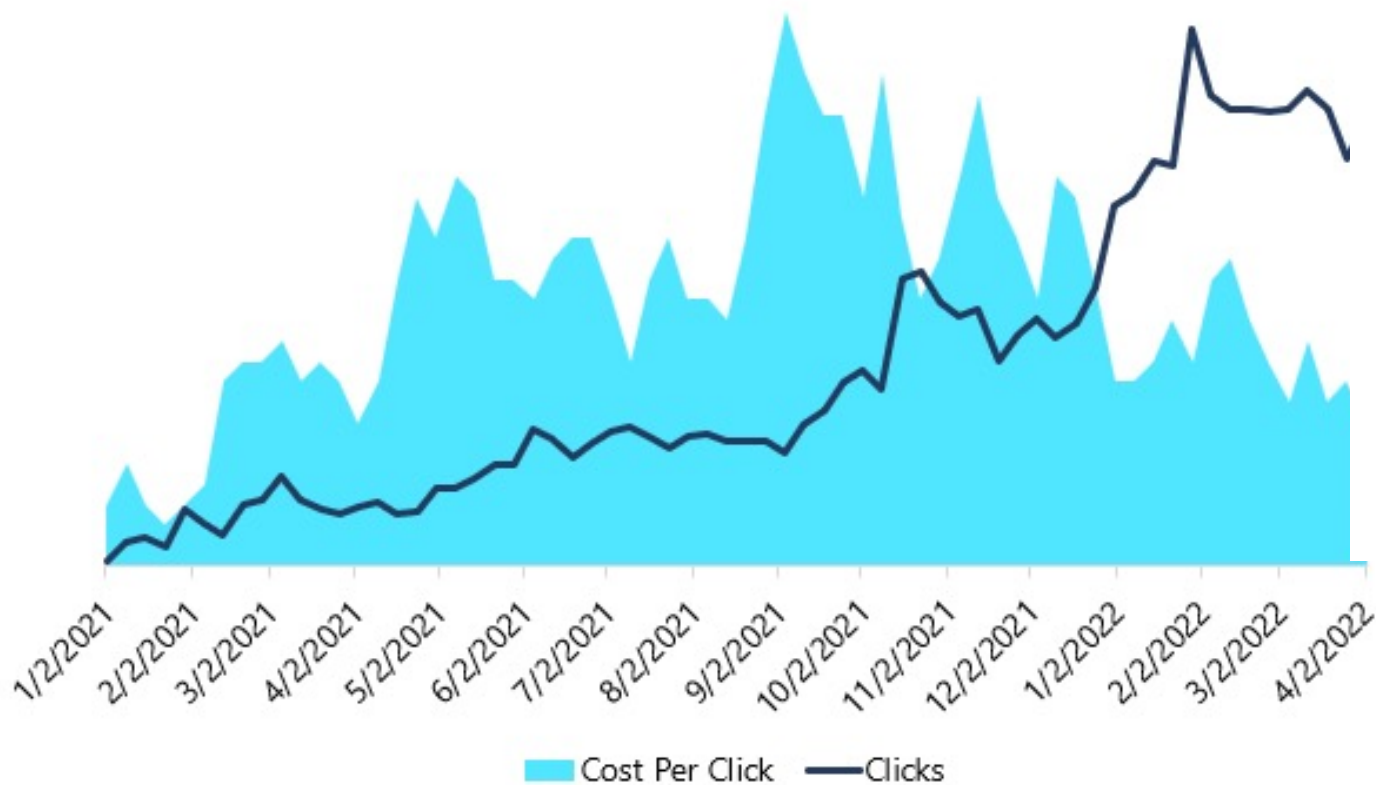
Average summer searches over time (2019-2021)





# Take advantage of low cost-per-clicks (CPCs) on the Microsoft Audience Network

Microsoft Audience Network Lodging CPC vs Clicks



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.





# 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<sup>1</sup>

## 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*

### Cruise searches over time



### Cruise clicks over time



**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

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

34%

include brand terms

11%

include "official website"

6%

include "Alaska"

5%

include "river"



**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.\*



# 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<sup>1</sup>

Car Rental Services searches over time



**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.

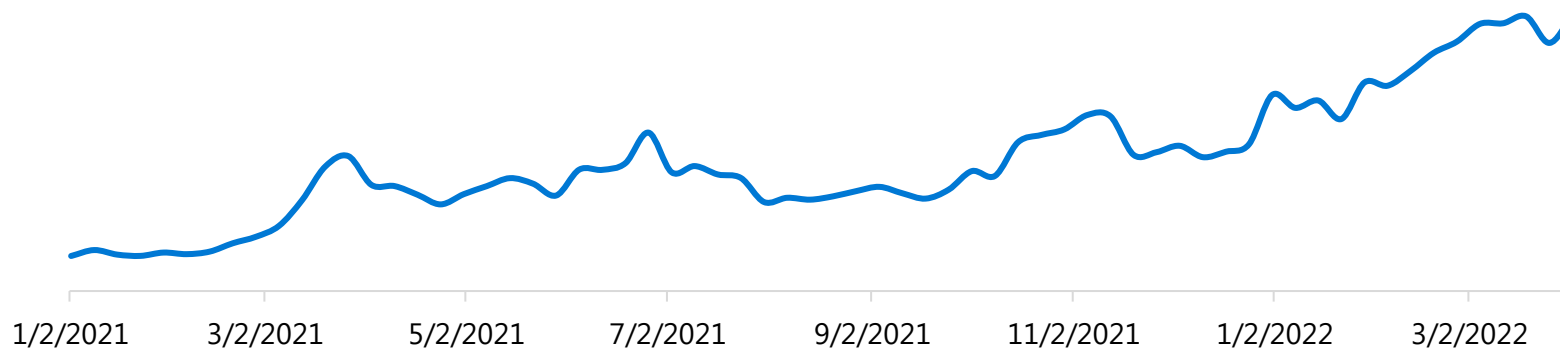
Source: Microsoft internal data, Jan '19- Dec '21  
Forecasted metric not based on COVID data.

1. [The Car Rental Apocalypse Is Sticking Around in 2022 - AutoSlash](#)

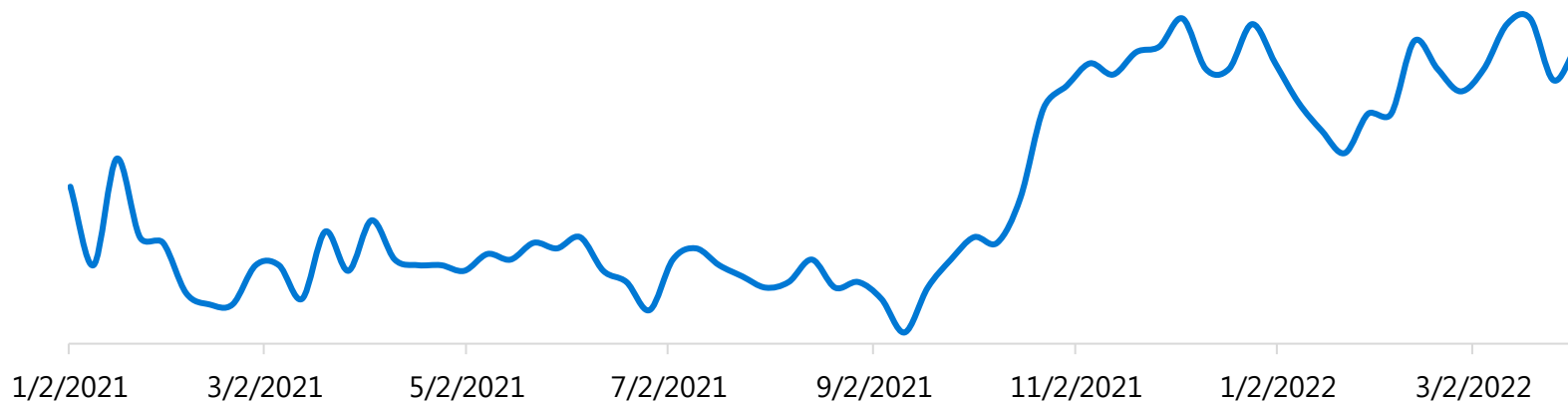


# Transportation clicks on the Microsoft Audience Network are seeing new highs

### Land Transportation clicks over time



### Land Transportation click through rate over time



Source: Microsoft internal data, Jan'21-Mar '22

[1. The rental car shortage is lingering. Here's what to know before booking. - The Washington Post](#)

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

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

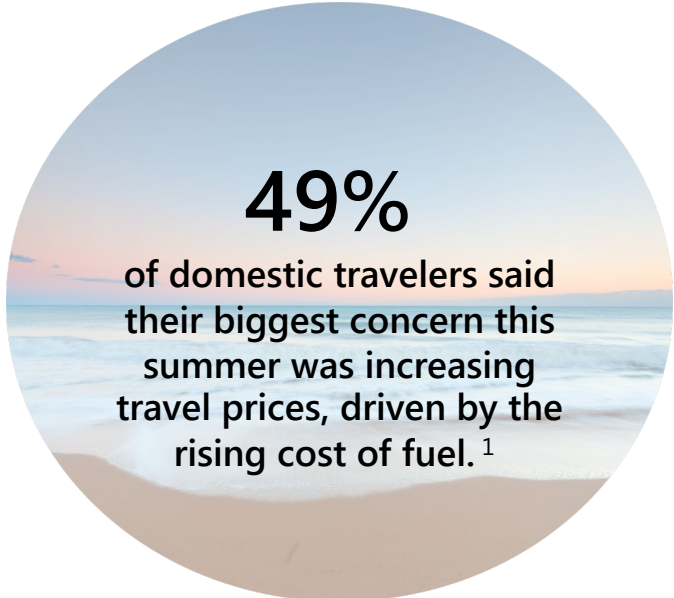
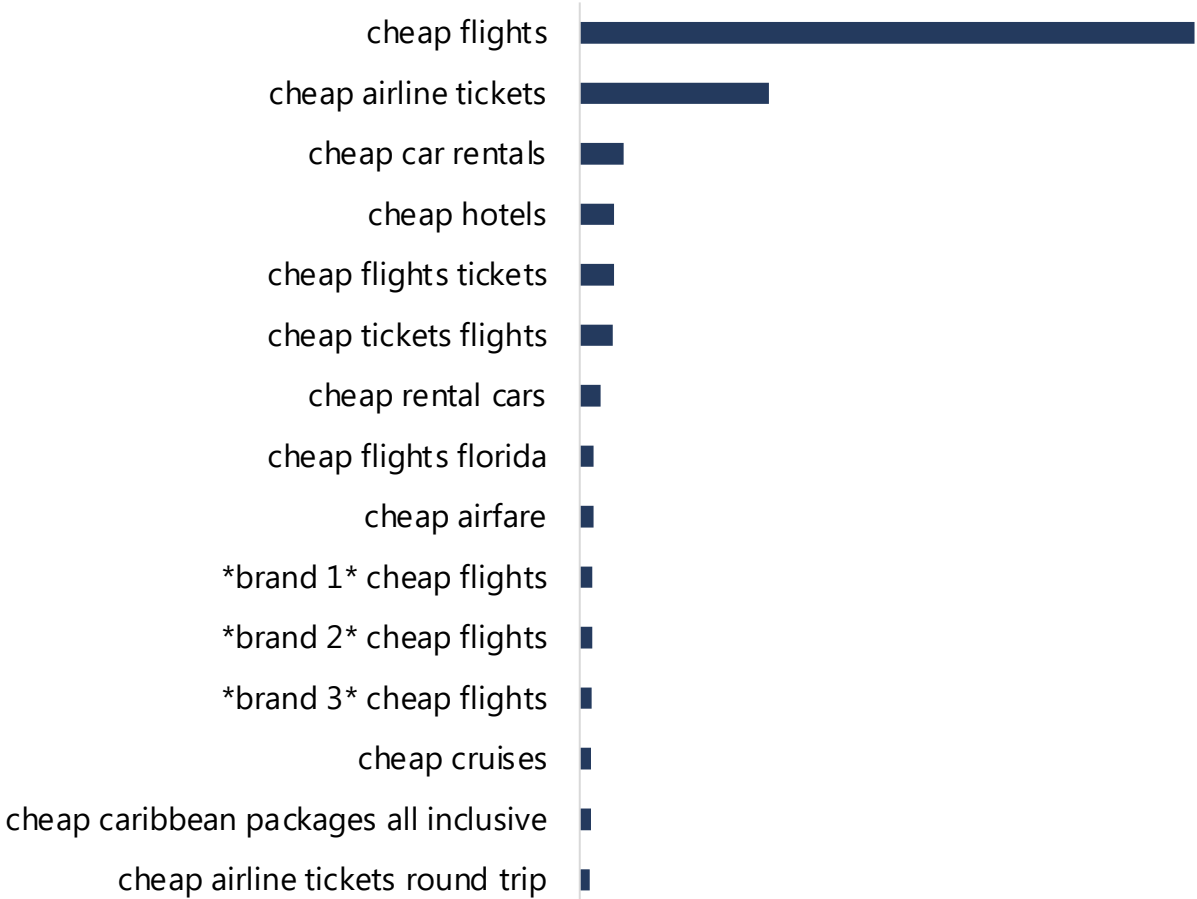
**+4.9x**

more likely to convert vs. to only search ad exposure.



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

Top queries by clicks



**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](#).

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 \(traveldaily.com\)](#)

# 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](https://MicrosoftAdvertising.com/Insights)



Microsoft Advertising. Great relationships start here.

[advertising.microsoft.com](https://advertising.microsoft.com)