



MICROSOFT ADVERTISING INSIGHTS

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<sup>1</sup>



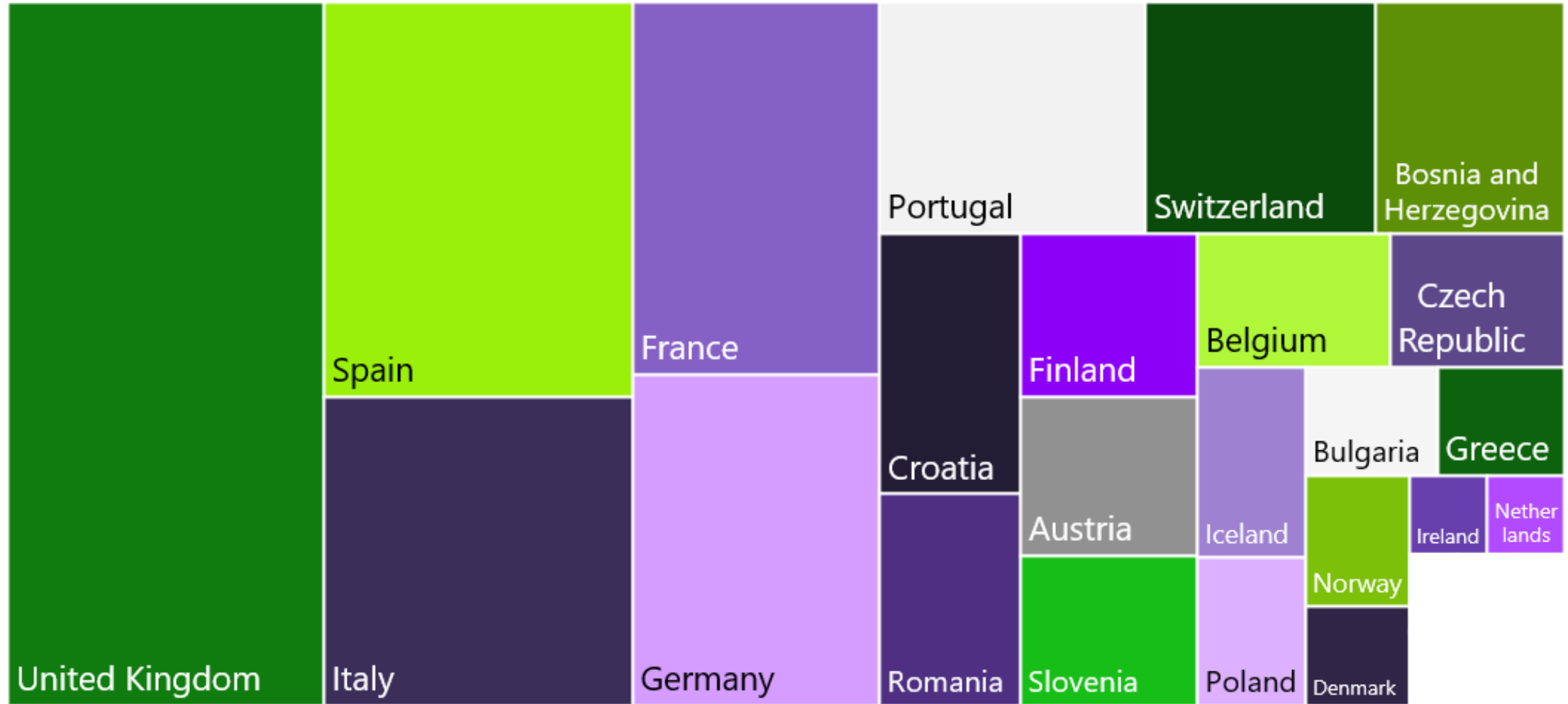
Families with at least one child use Microsoft Advertising compared to a top competitor<sup>1</sup>



The best place to reach full-time workers searching for international travel is Microsoft Advertising<sup>1</sup>

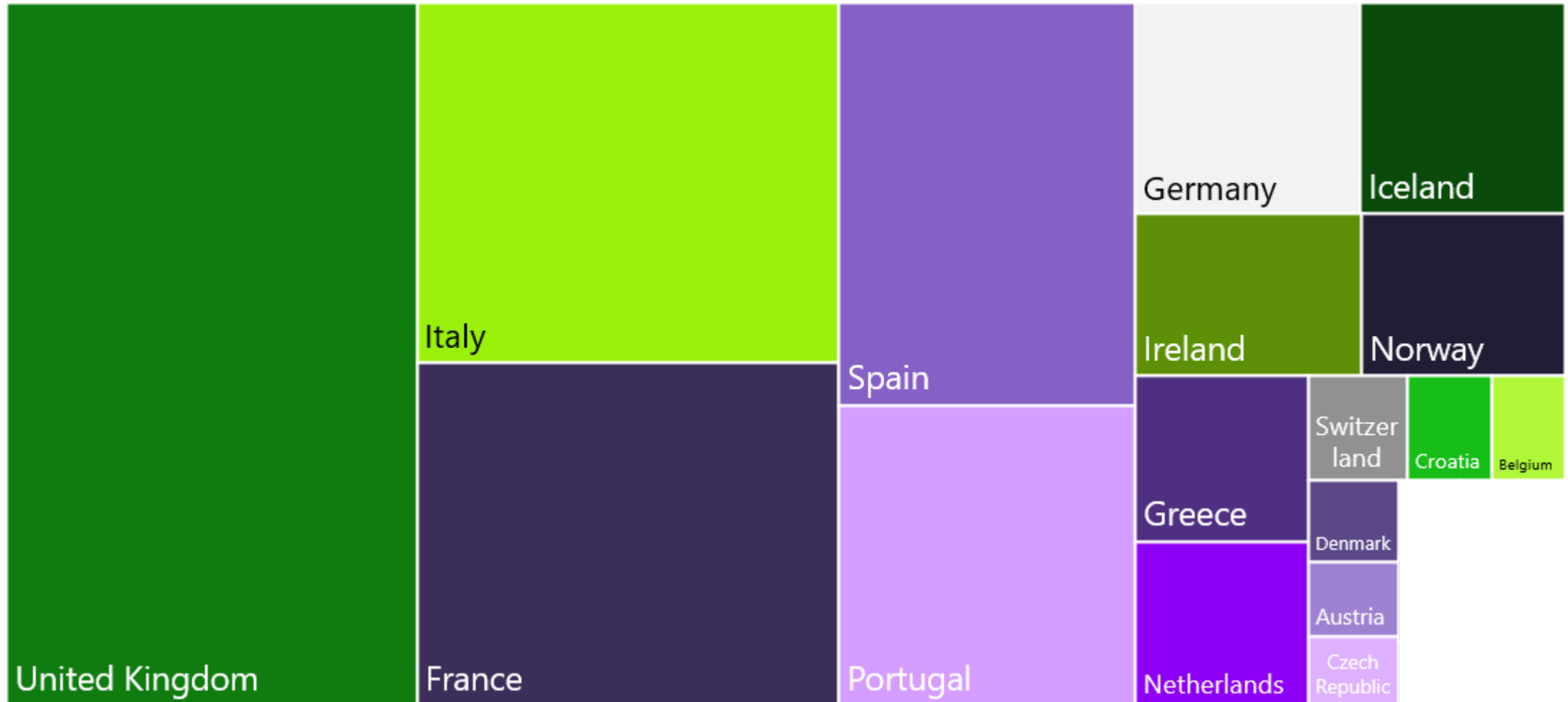
# Where are Americans searching for travel in Europe?

Top tourist destinations remain popular post-vaccination (July 2021 to January 2022)



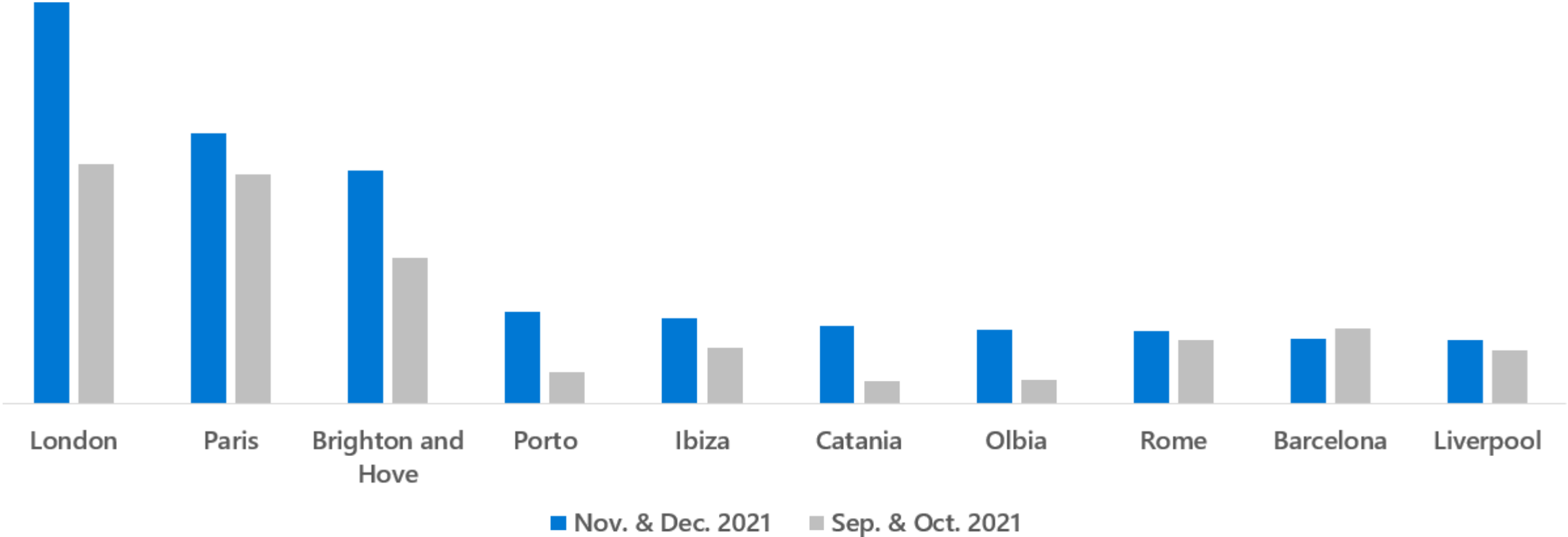
# Where are Americans clicking for travel in Europe?

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

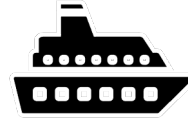


# The Russian-Ukrainian War impact on travel plans to Europe



## 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

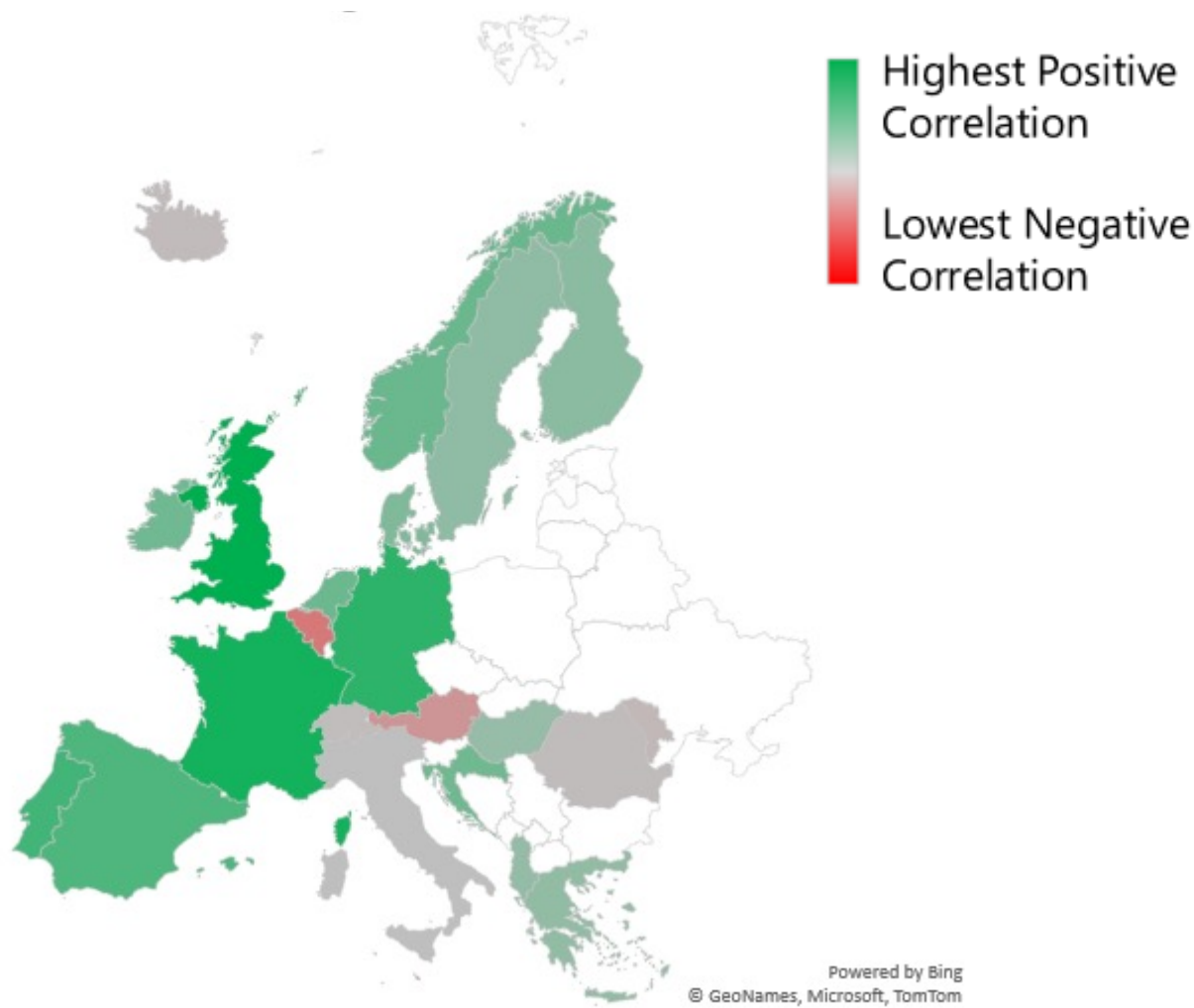


## Tours

- 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<sup>1</sup> 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)



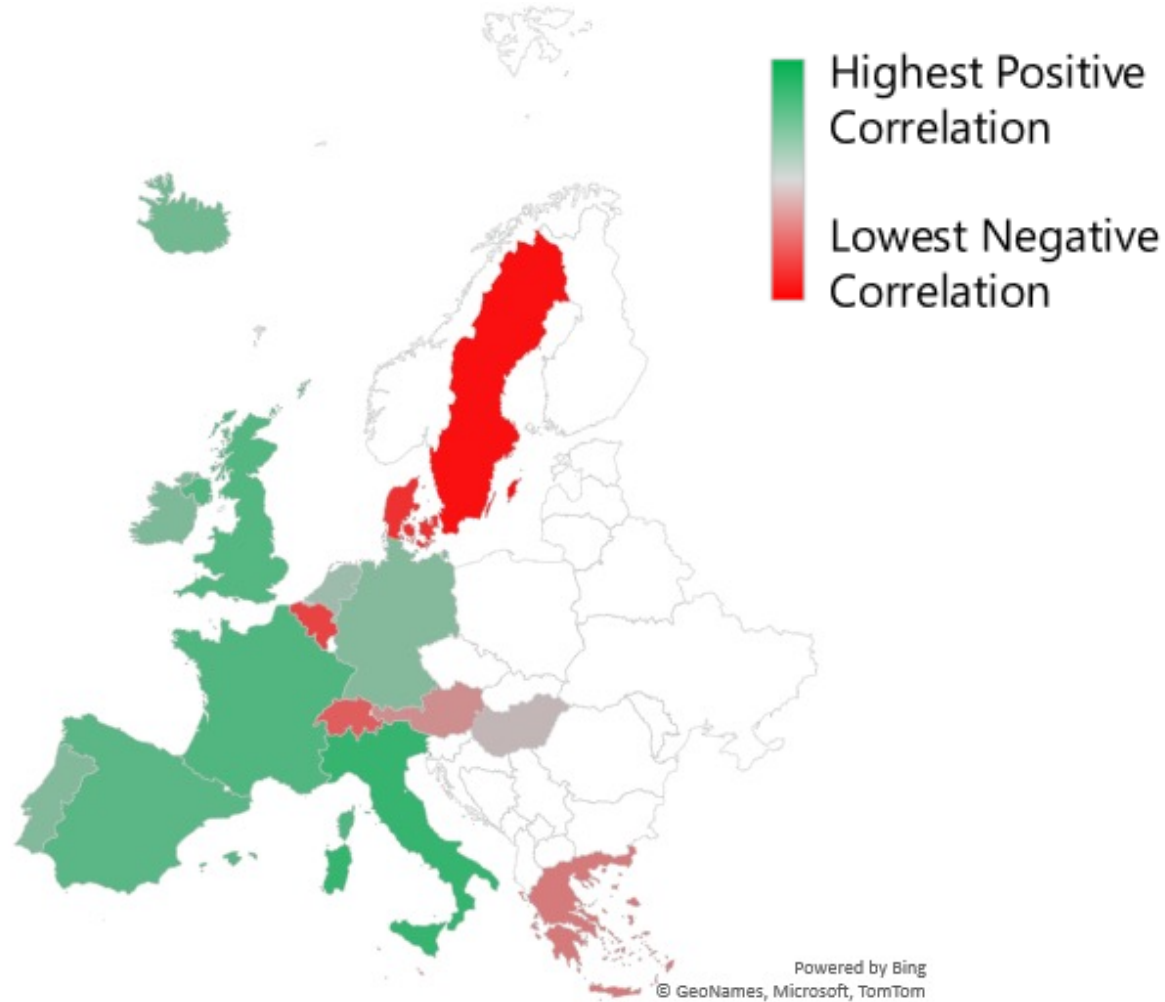
Use the green countries as a guide for investment for highly vaccinated countries, combined with the top city queries to ensure maximum coverage.

Microsoft Internal Data, July, 2021 – Jan. 2022  
<sup>1</sup> [Share of people who completed the initial COVID-19 vaccination protocol \(ourworldindata.org\)](https://ourworldindata.org)



# Top vacation destinations had a strong correlation between land transportation searches and vaccine levels<sup>1</sup>

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



## Top Ten European Land Transportation searches (inclusive of a named city)

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



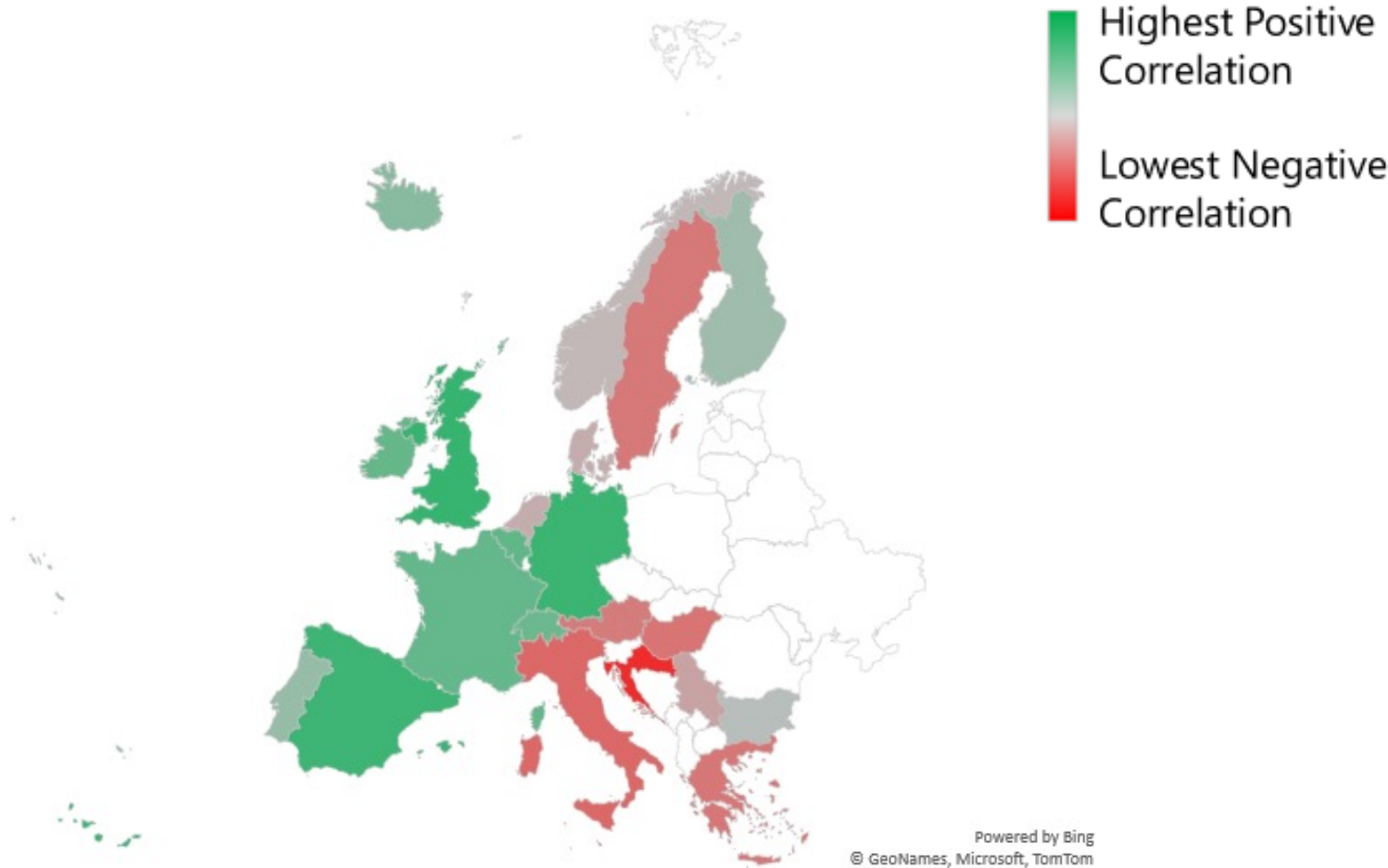
Skift Research reports that searches for car rentals are up in the European Union +54% compared to February 2022<sup>2</sup>. Use this momentum to capture market share!



Microsoft Internal Data, July, 2021 – Jan. 2022  
<sup>1</sup> [Share of people who completed the initial COVID-19 vaccination protocol \(ourworldindata.org\)](https://ourworldindata.org)  
<sup>2</sup> [February 2022 Highlights - Skift Research](https://www.skift.com/research/2022/02/2022-highlights/)

# We see a strong positive correlation between land transportation clicks and vaccine<sup>1</sup> levels

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



Microsoft Internal Data, July, 2021 – Jan. 2022  
<sup>1</sup> [Share of people who completed the initial COVID-19 vaccination protocol \(ourworldindata.org\)](https://ourworldindata.org)

European Land Transportation bidded match types



■ Broad ■ Exact ■ Phrase

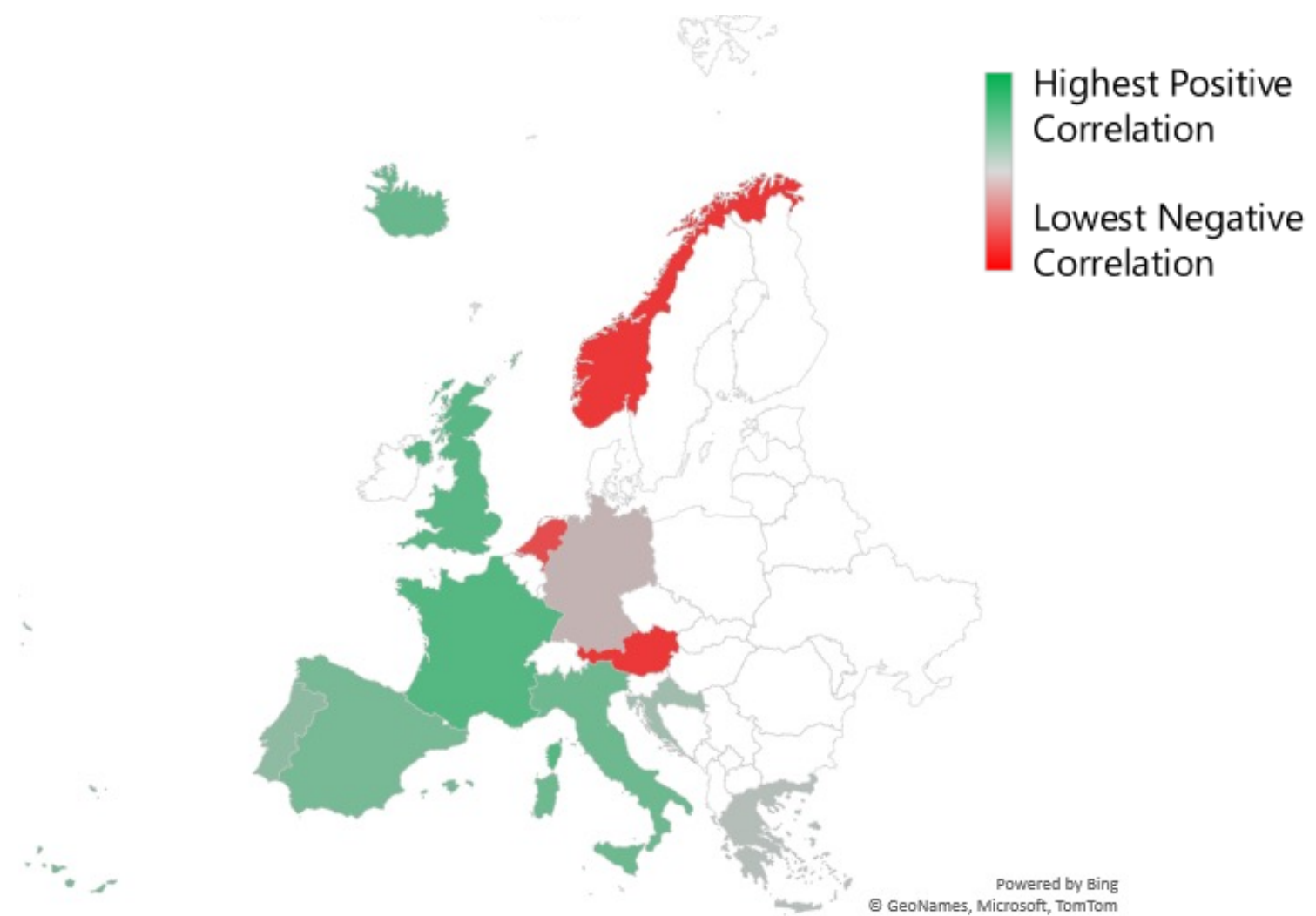


Land Transportation continues to see strong momentum in 2022. Promote investment in top countries with a diversified bid strategy to reach this high-value audience.

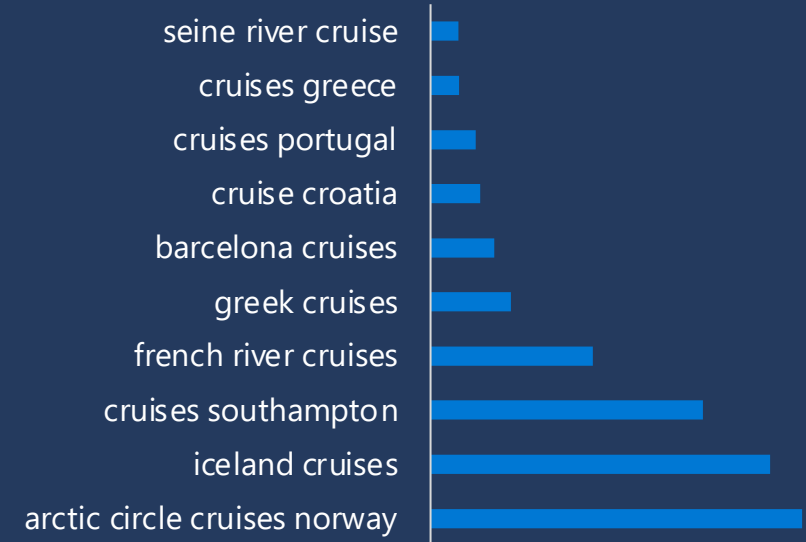


# Ocean and Mediterranean-based countries see a positive correlation between cruise clicks and vaccine<sup>1</sup> levels

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



## Top Ten European Cruise searches



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

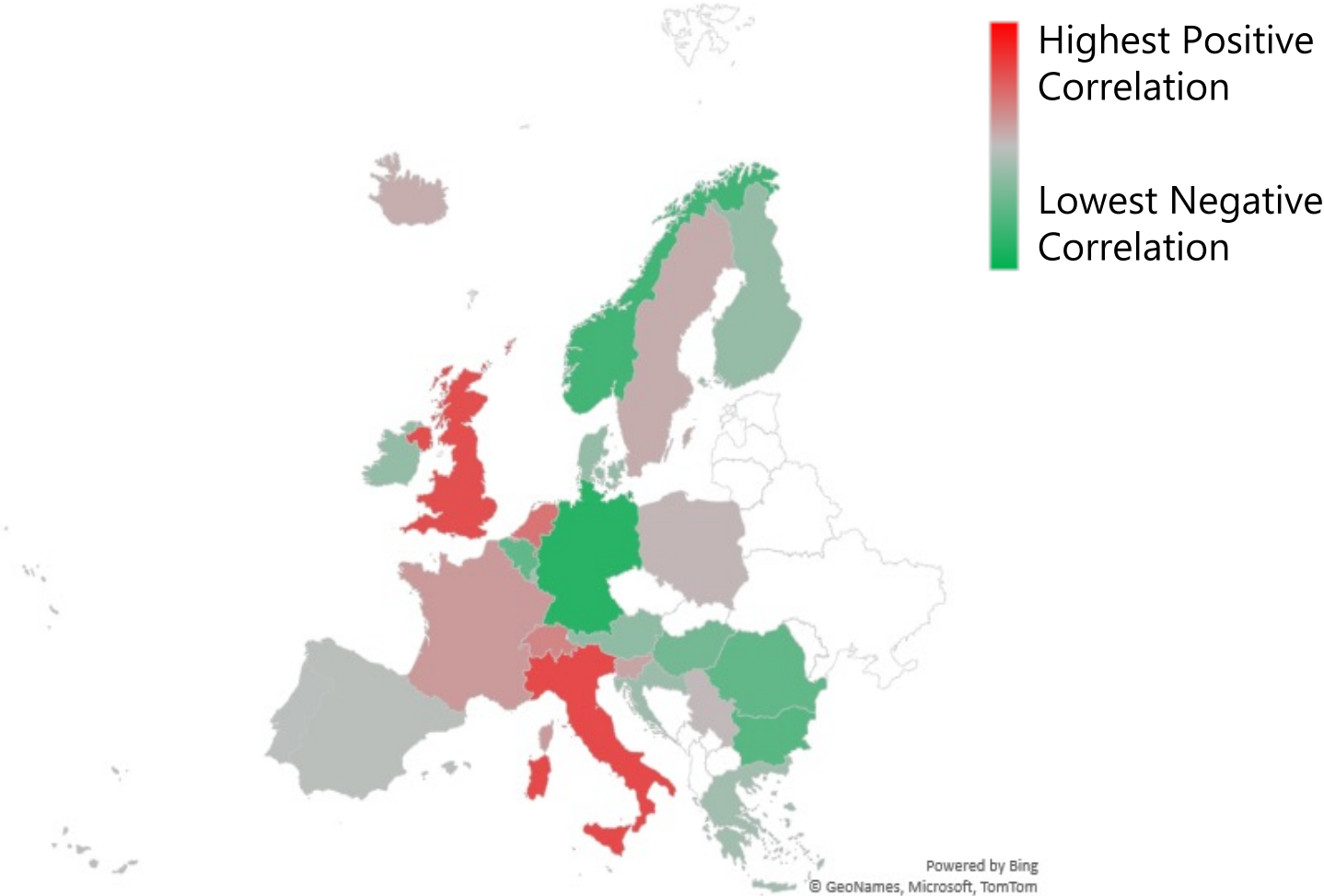
Microsoft Internal Data, July, 2021 – Jan. 2022  
<sup>1</sup> [Share of people who completed the initial COVID-19 vaccination protocol \(ourworldindata.org\)](https://ourworldindata.org)

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# Several middle-European countries saw a strong correlation between accommodation clicks and Covid case<sup>1</sup> levels

This may indicate that as covid cases decline, European destination click volume may increase



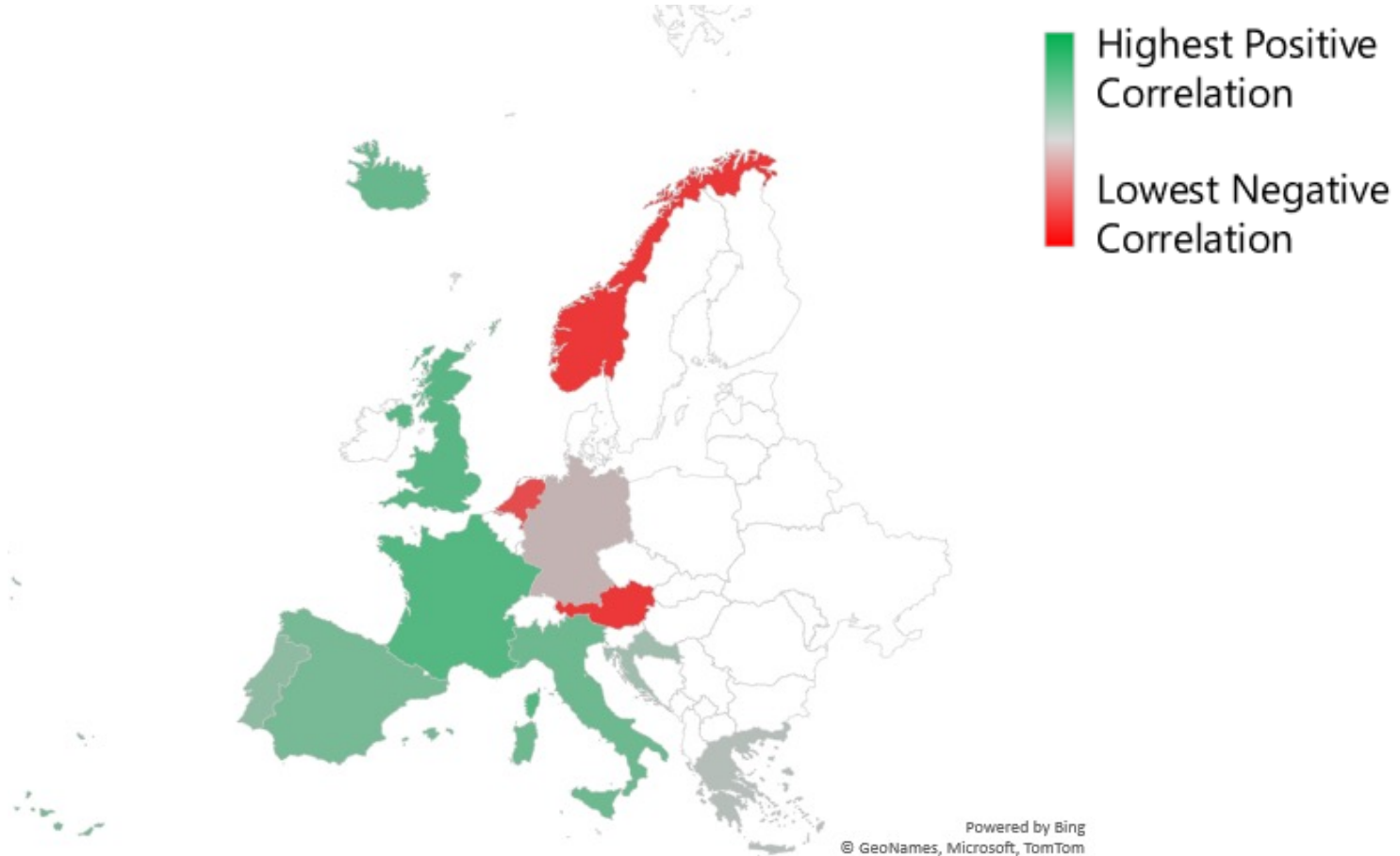
## Top Ten European Lodging searches (inclusive of a named city)

- 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<sup>1</sup> levels for accommodations

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



European Lodging  
bided match types



■ Broad ■ Exact ■ Phrase



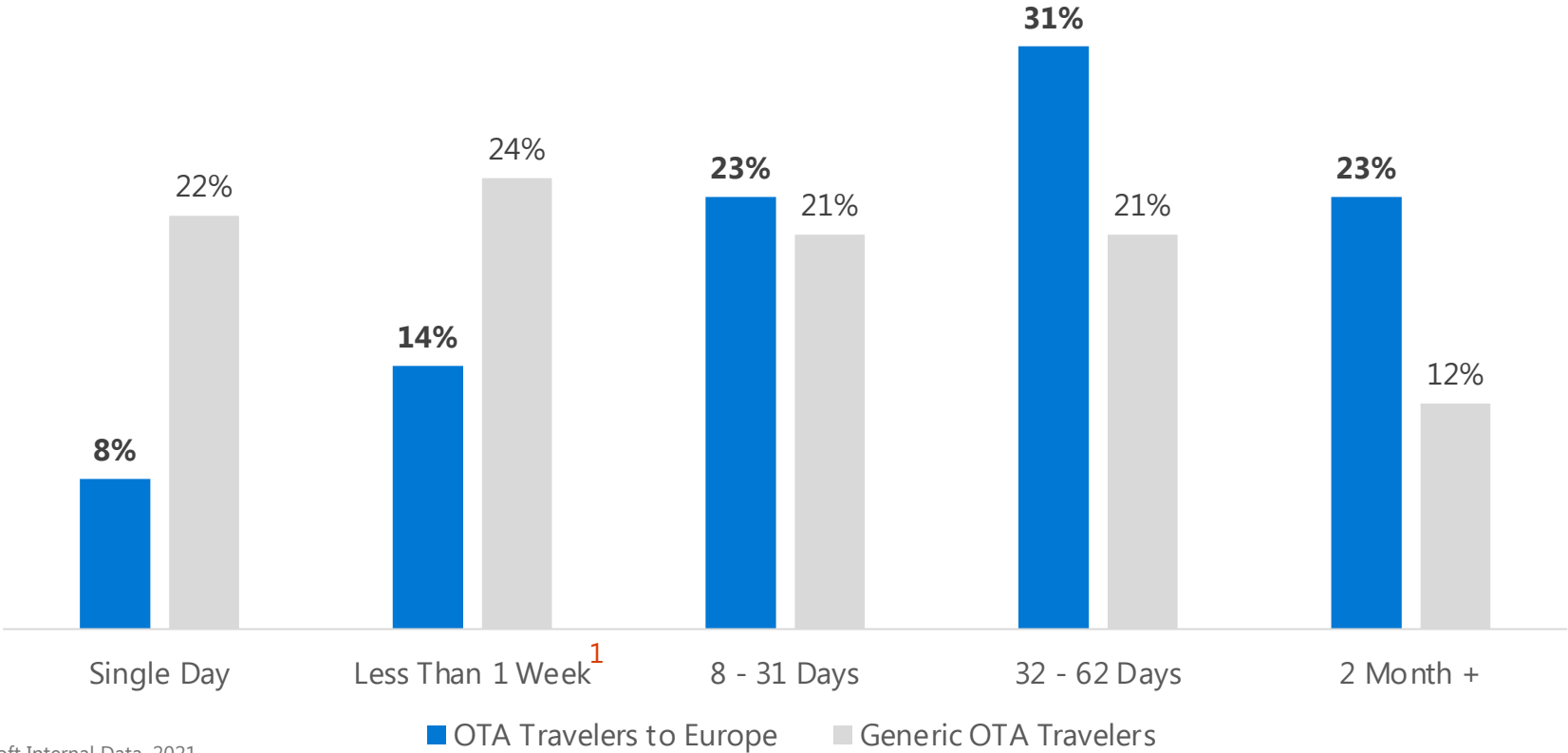
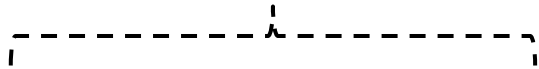
Pent-up travel demand and willingness to spend are creating great opportunities in lodging. Promote investment in top countries with a diversified bid strategy to reach this high-value audience.



# 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

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



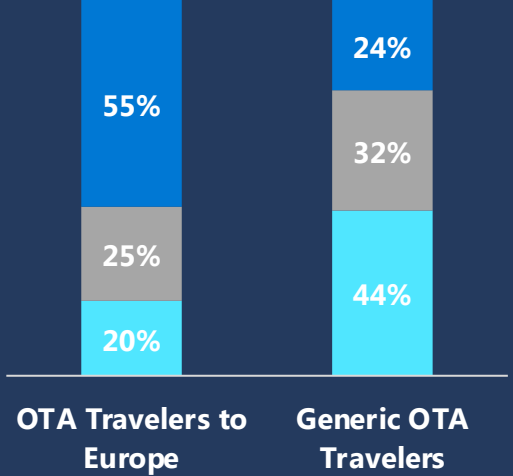
- Makes up the most converters – 25%
- Shopped up to two months before conversion
- Made 4 – 6 unique searches before conversion
- Saw 4 – 9 ads during journey
- 20% of converters saw a Microsoft Audience Network ad before conversion

## 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

■ Last Min Booker ■ Planner ■ Dreamer



- The OTA travelers to Europe over-indexed in The Dreamer who have the longest decision journey, compared to the Generic OTA travelers
- In general, the OTA travelers are mostly made of The Last-Minute Booker

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

# 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

2x

Accommodations



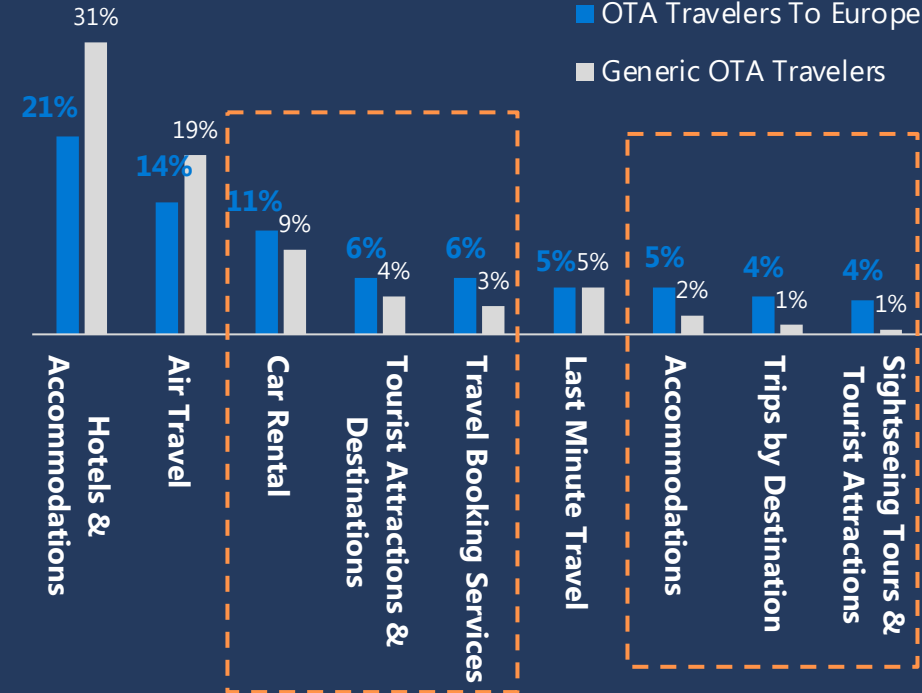
7x

Sightseeing Tours & Tourist Attractions

4x

Trips by Destination

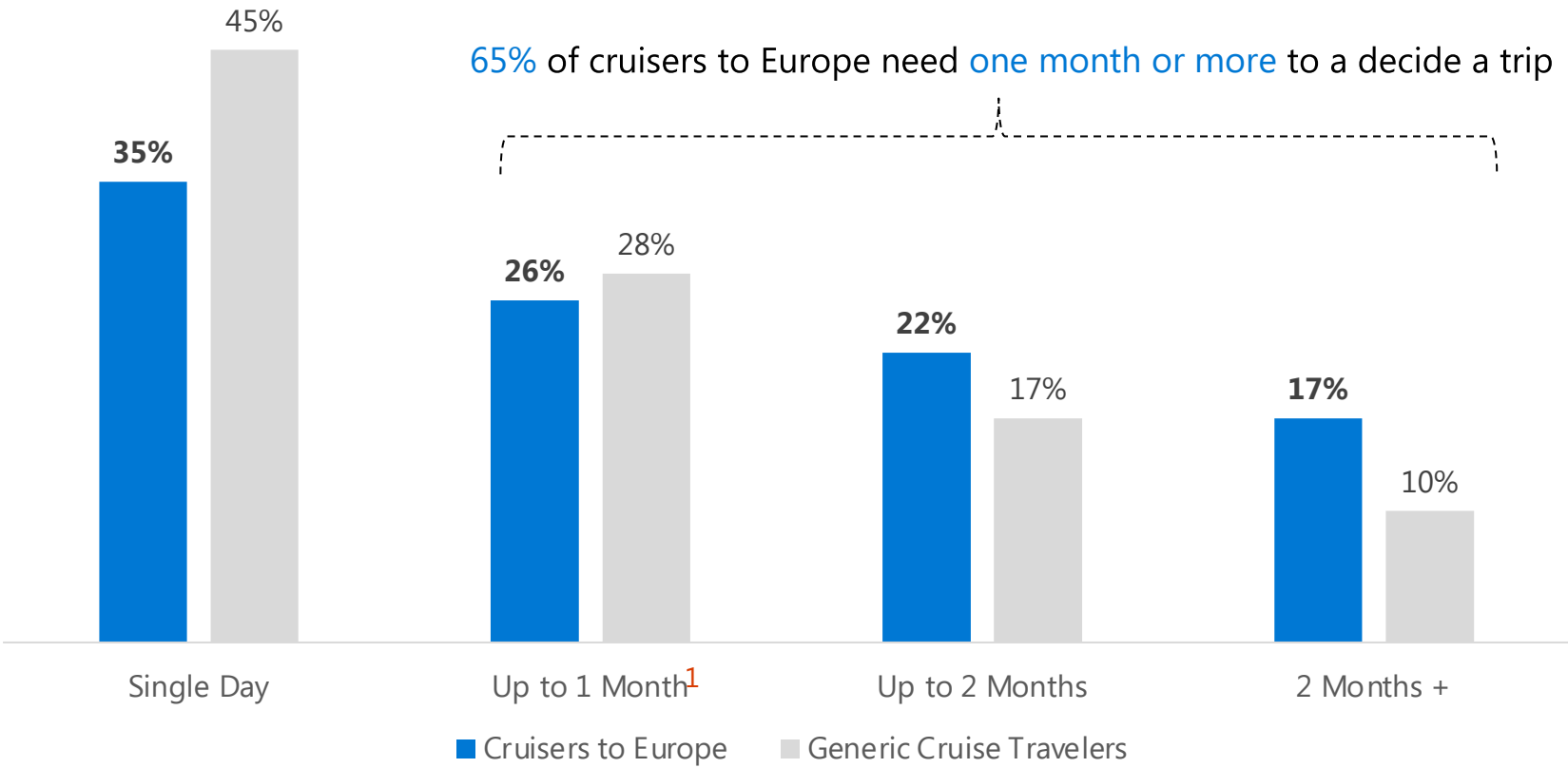
Top in-market audience segments



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

# Compared to the generic cruise travelers, cruisers looking to book a trip to Europe have a longer decision journey

% of travelers by journey length groups



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
- Had the **shortest decision journey**
- Converted **within a day**
- Made **1 unique search** before conversion
- Saw **1 ad** during journey

## The Planner



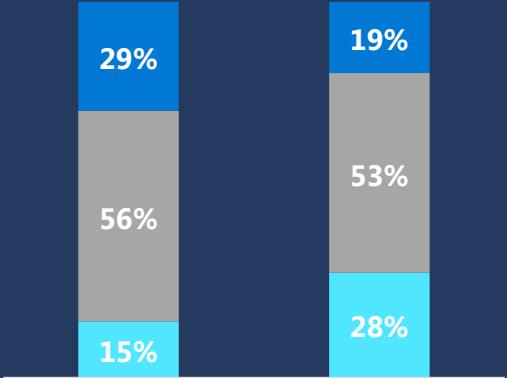
- Makes up **the most converters – 56%**
- Converted **within a month**
- Made **2 – 6 unique searches** before conversion
- Saw **2 – 7 ads** during journey
- **32%** of converters saw a **Microsoft Audience Network ad** before conversion

## The Dreamer



- Makes up **29%** of all converters
- 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
- **74%** of converters saw a **Microsoft Audience Network ad** before conversion

■ Last Min Booker ■ Planner ■ Dreamer



Cruise Travelers to Europe      Generic Cruise Travelers



- The **cruise travelers to Europe** over-indexed in **The Dreamer** who have the longest decision journey, compared to the Generic cruise travelers
- 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.

## Cruise Travelers to Europe

47%

Journeys that contain Microsoft Audience Network impression

## Generic Cruise Travelers

34%

Journeys that contain Microsoft Audience Network impression

# 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

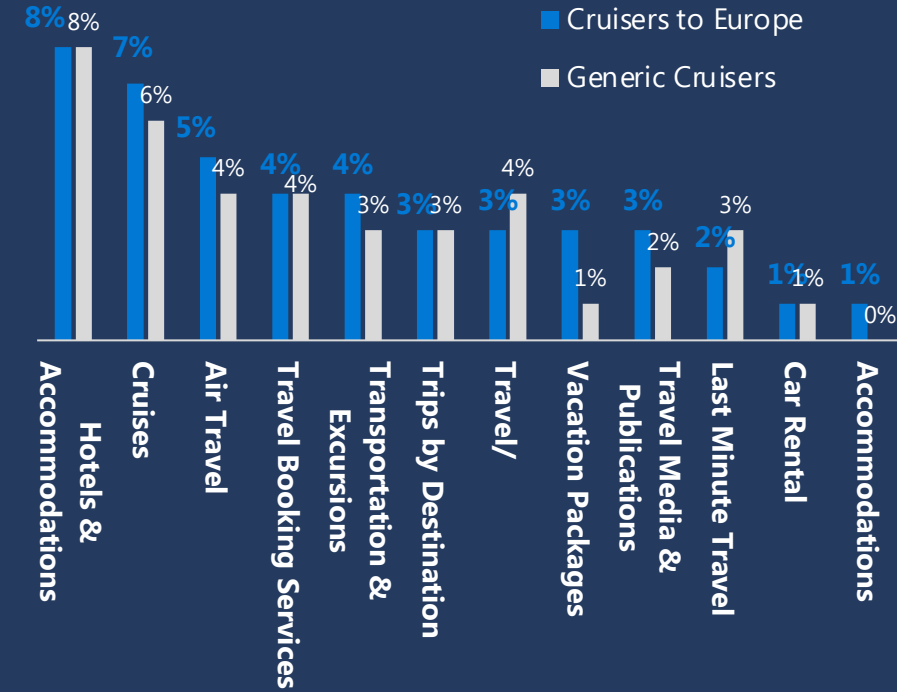
**1.2x**  
Cruises



**15x**  
Home & Garden

**2x**  
Financial Services

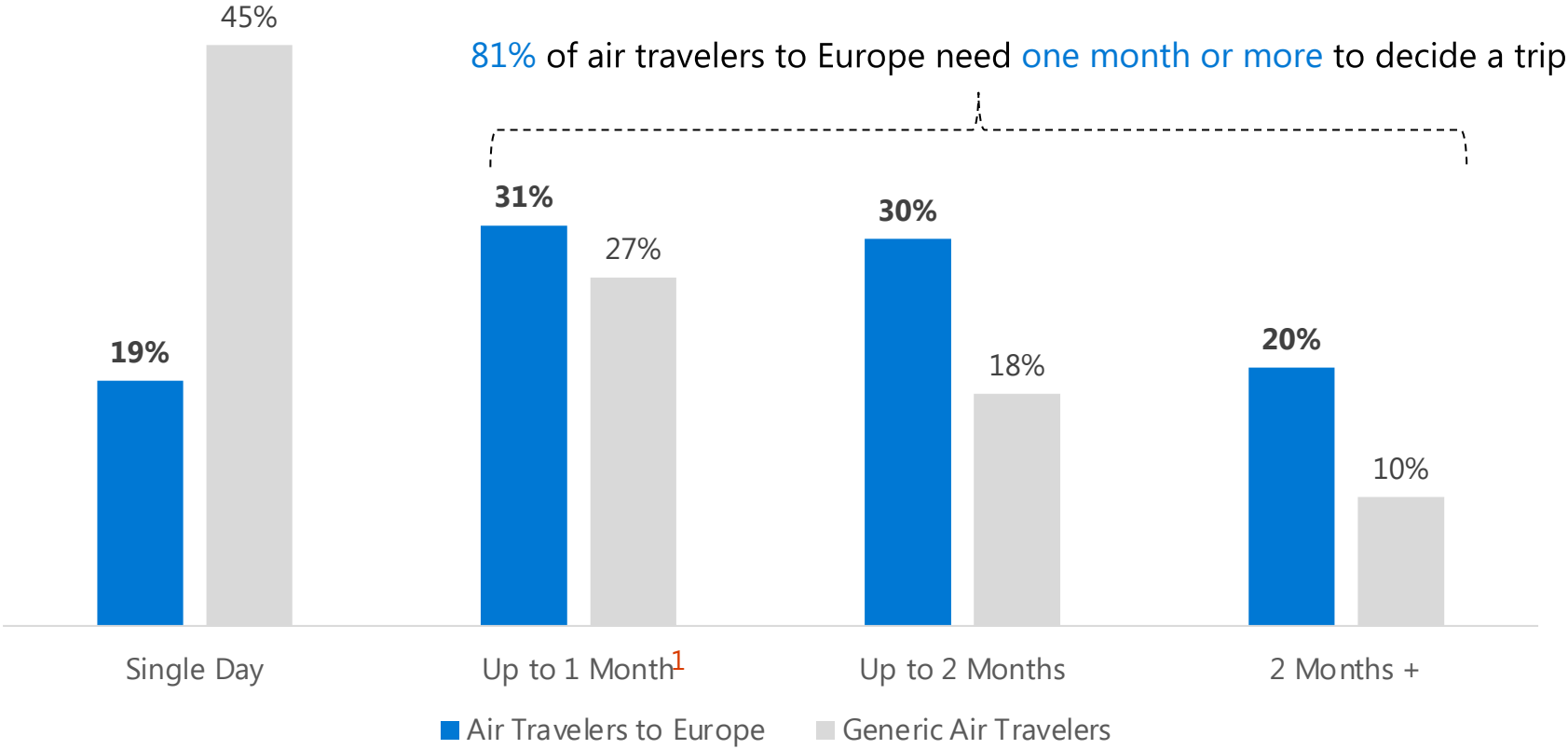
Top Travel in-market audience segments



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

# 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



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%)

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

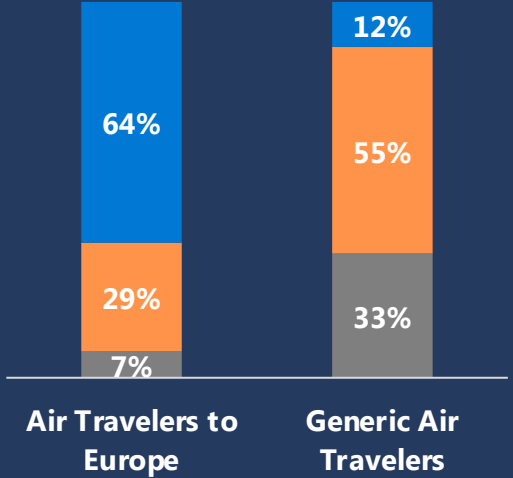
## The Dreamer



- 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



■ Last Min Booker ■ Planner ■ Dreamer



- 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

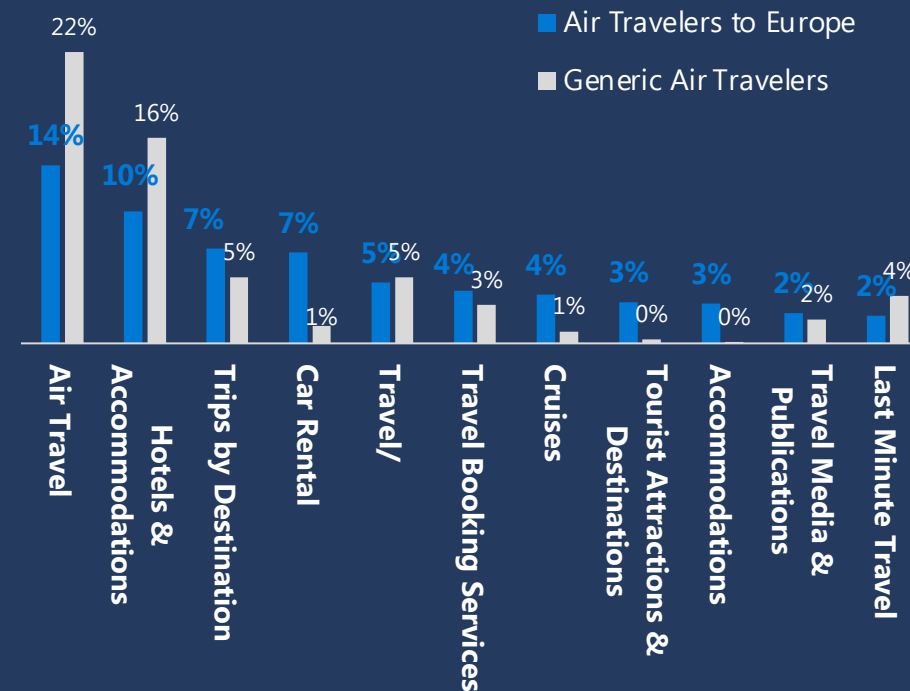
**8x**

Home & Garden/Home Furnishings

**3x**

Autos & Vehicles/Motor Vehicles

Top Travel in-market audience segments

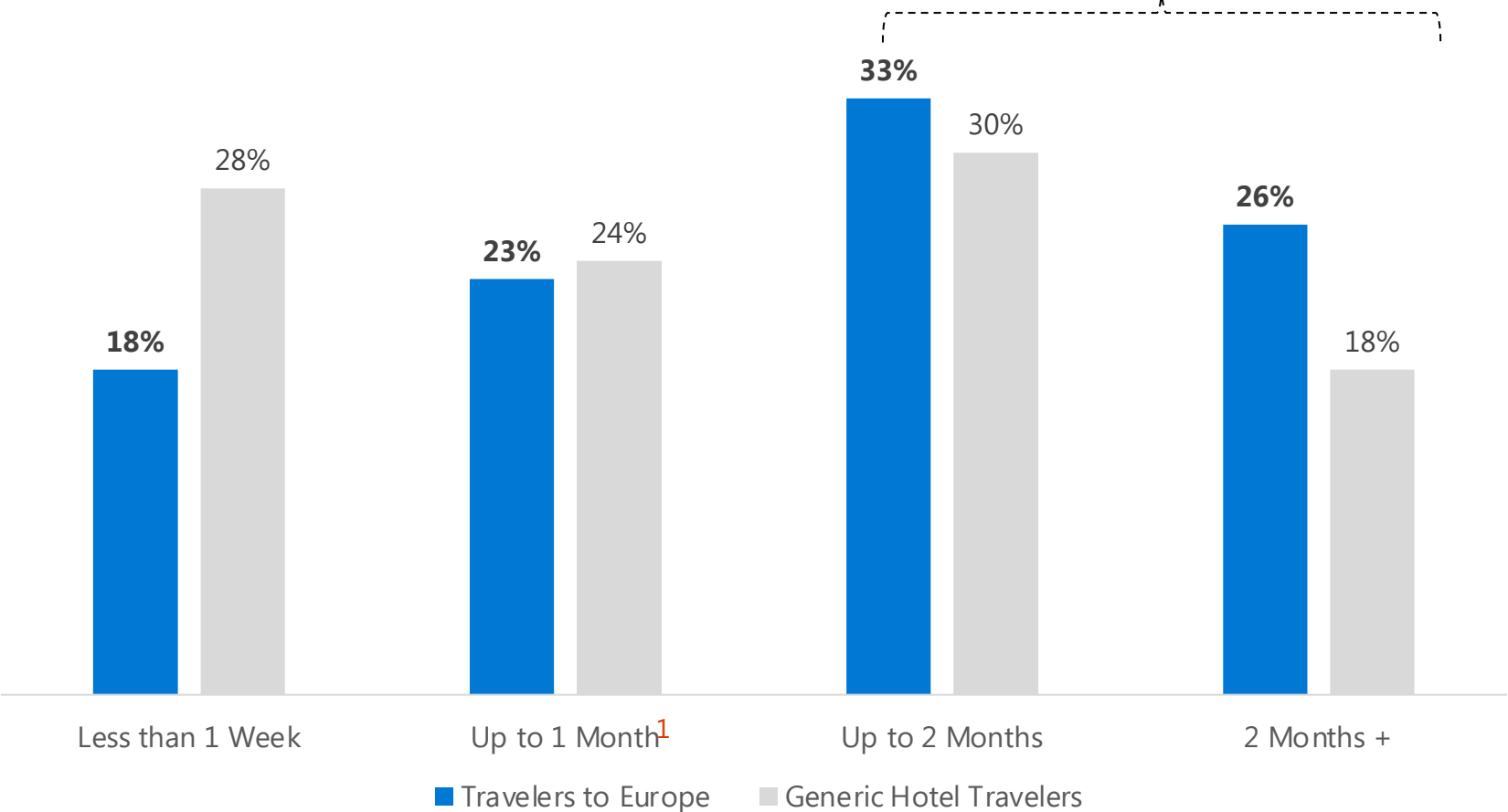


Layer relevant in-market audience categories for search and audience campaigns to reach OTA travelers looking to travel to Europe

# 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

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

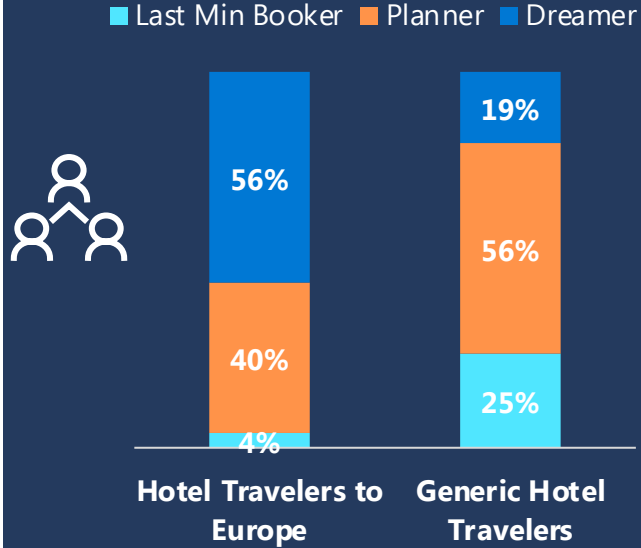


- Makes up 40% of all converters
- Converted within two months
- Made 2 – 3 unique searches before conversion
- Saw 2 – 6 ads during journey
- 21% of converters saw a Microsoft Audience Network ad before conversion

## 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

# 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

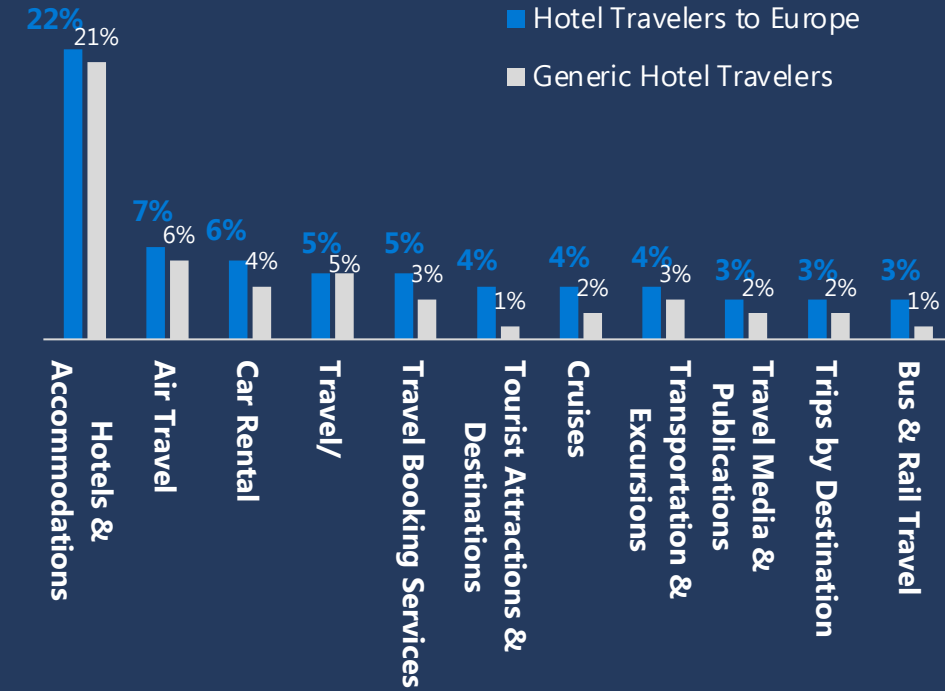


**2x**  
Travel Media & Publications

**2x**  
Accommodations

**4x**  
Financial Services

Top Travel in-market audience segments



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

# Key takeaways



## European Travel

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



## 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

<sup>1</sup> [Travelers seek sun and family time this spring \(airbnb.com\)](https://www.airbnb.com/newsroom/2022/03/16/travelers-seek-sun-and-family-time-this-spring)

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