



Our friends at Microsoft Ads released several trend reports that provide valuable insight into how consumer sentiment and behavior is shifting as a result of the pandemic. Noted below are our key takeaways and action recommendations as well as links to the reports themselves.

## US

- Deal-seeking queries are popular across Flights, Cruises and Car Rental sub-verticals, but many top queries all still in decline
- Car Rental top non-brand queries show a uniform week-over-week (WoW) decline
- Destination queries are strongly present in the Vacation Rentals sub-vertical, but top searches are in uniform WoW decline
- Queries featuring island destinations like 'Hawaii' and 'Bora Bora' show notable volume, with 'Hawaii' even showing growth

## Germany

- While travel currently is on halt, a significant amount of people are still searching for travel opportunities later in the year. These searches are mainly focused on vacation packages and cruises

Source

[Coronavirus - Travel Updates \(US, UK, FR, DE\)](#)



## UK

- Queries featuring '2020' and 'insurance' attained the highest volume in the study period for the Holidays and Cruises sub-verticals
- 'Insurance' emerged as a top query association in the Holidays, Cruises and Car Rental sub-verticals
- Price-sensitive queries were particularly strong in the Holidays sub-vertical
- 2021 searches are beginning to emerge in modest volumes; they are largely branded and almost exclusively in the Cruises sub-vertical

## France

- Domestic cities are now very frequent in top 10 lists
- Consumers still appear interested in features like sea (mer) and swimming pool (piscine), but without going abroad.

### Suggested Action:

- Travel related businesses can shift focus to planning travel for late 2020 and into 2021.
- Discount and budget friendly travel to "off the beaten path" destinations may be appealing to travelers uneasy with large crowds.
- Appealing to traveler's need for reassurance and security in the form of travel insurance, and ability to reschedule or cancel should be a priority .

Source

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