Bing Australia - travel industry - clicks vs. CTR

July 2013 to December 2013
Bing Australia - travel industry - average CPC vs. average position

July 2013 to December 2013

[Graph showing average CPC and average position over the months of July to December 2013, with a trend indicating a slight increase in CPC and a decrease in average position over the period.]
Travel trends analysis

Looking at the entire travel vertical for Bing Australia, data indicates that November 2013 had the greatest click volume and the strongest engagement level (CTR). During the lead up to the summer travel period, December had the highest average cost per click (CPC), where July and August had the lowest CPC overall. The average position of ads for this vertical also remained quite static from October 2013 to December 2013 (remaining just to outside of the main three advertising positions).
Travel trends analysis

It is recommended that ads relating to travel for the summer period be put into rotation as early as late September to early October in order to capture travelers who like to plan their trips in advance.

It is advisable to have adequate budget set to take advantage of the upsurge in traffic during November. This is also the period when users are most engaged with ads related to travel, so having copy that reflects a sense of urgency would be advantageous.

Although click volumes decrease during the month of December, this would be a good time to advertise “last minute” deals or push any holiday special offers as interaction levels remain strong.
Bing Australia - travel industry popular categories by clicks

July 2013 to December 2013
Bing Australia - travel industry popular categories by CTR

July 2013 to December 2013
Bing Australia - travel industry popular categories by conversions

July 2013 to December 2013

*NB: Conversions are recorded for advertisers who have Bing campaign analytics enabled and represent a limited data set
Travel trends analysis

For advertisers in the lodging category (hotels, motels, etc.), September 2013 produced the greatest number of clicks. However, for the categories of traditional travel agency and air supplier, October had the highest number of clicks.

In regards to engagement levels, the air supplier category had a high click through rate (CTR) that spiked sharply in September and peaked during the month of December. Interaction levels for the cruise supplier category began to increase in October and crested during the November period.

Data collected from advertisers who have Bing campaign analytics enabled shows that conversions heightened during the month of November, however most conversions were completed during December.
Travel trends analysis

For advertisers in the lodging category, it is recommended that budgets are optimised for the month of September in order to ensure ad copy is within the top three places within the Search Engine Results page to ensure optimal site/offer visitation levels.

It is recommended that any special offers be advertised during December in order to capture impulsive or last minute holiday bookings from users who have left their travel plans until late in the summer travel period.
Bing Australia - travel industry by CPC

July 2013 to December 2013
Bing Australia - travel industry

Mobile vs. Desktop, July 2013 to December 2013

Categories by clicks originating from a mobile device:

- **Transportation**: 9%
- **Lodging**: 36%
- **Traditional Travel Agency**: 49%
- **Cruise Supplier**: 6%

Legend:
- Mobile
- Desktop
Travel trends analysis

The average cost per click (CPC) spikes sharply in November for the air supplier category, which would suggest an increase in competition for top positions in the Search Engine Results Page for this period and increased auction activity for high value keywords.

Mobile traffic remained relatively low for the period of July to December 2013. The categories with the strongest mobile user engagement were travel agencies and lodging.
Travel trends recommendations

In order to for advertisers in the air supplier category to maximise their spend in November, they should increase bids for high value keywords with a match type of “exact” to increase relevancy. Ad copy testing should occur in October to discover top performing ad copy. Sitelinks should also be added in order to increase CTR.

Although mobile traffic was relatively low for the last summer travel period, data indicates that mobile traffic for Bing Australia is on the rise, with the mobile traffic percentage increasing from 1% to 3% for January to August 2014.

Having a mobile optimised site and landing page is advisable as a best practice to ensure that there are no missed conversion opportunities from users seeking to complete transactions on a mobile device.
Snapshot of Bing’s travel vertical by clicks

January 2014 to August 2014
Bing Australia travel clicks by category

January 2014 to August 2014
Data indicates that click volume decreases in the month of January as this would be when most people are on vacation. However, there is a steady increase in traffic from January to July 2014, which levels off in August 2014.

During the January to August period, the lodging and travel agency categories remain prominent, which indicates that users are still researching travel related information for these two categories with air supplier click activity increasing in August. August is also a peak time for lodging and travel agency click volumes.
Bing Australia - top 20 travel keywords by user search query

October 2013 to December 2013
Bing travel vertical 2013-2014 destination keyword comparison - points of interest

In 2013, Australian location keyword destination searches dominated the top five, with Wet & Wild Sydney being the most searched for travel destination keyword from October to December 2013.

A snapshot of destination based keyword data for 2014 (January-August) indicates that once again Australian users are searching for information on Australian based destinations. However, countries within the Asia Pacific region are also gaining in search query volumes, with Singapore appearing as the second most searched destination for the period. New Zealand, Bali, Japan, Fiji & China were also featured within the top 10 searches.
Thank you