December 2016

Travel trends on Bing Network - Australia

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INTERNAL ONLY

Summary

Digital advertising within the travel space can be challenging: A traveller's road to decision is complex. Competition is fierce, therefore finding your audience may be tricky. Bing can help you by analysing consumer search behaviour within the travel vertical.

Methodology

- AU Bing sindicated network traffic
- Top 100,000 travel queries based on volume
- Analysis period: September 2015 – August 2016

Objectives

- Identify travel trends across key sub-verticals
- Create profiles of travel searchers on Bing
- Analyse their search behaviours
- Identify advertiser opportunities
- Introduce new product features relevant to travel

List of content

- Travel landscape overview
- Travel search trends
- Air travel
- Accommodation
- Cruise
- Car rental services
- Bing Ads travel essentials

Travel landscape overview

- **Aussies rank #1 in how much they plan to spend on holidays in 2016**
  (overtaking Switzerland from 2015)
- **59% plan to try something new**
  (compared to 59% Americans, 43% Britains, 57% Japanese)

Source: TripAdvisor TripBarometer Travel Trends 2016. 34,046 total respondents, 1,068 respondents from Australia.

Travellers are shifting towards active pursuits

+43%

increase in adventure travel searches

+49%

increase in agritourism searches

+44%

increase in camping caravan & RV accommodation searches

Source:
1. Tourism Research Australia Travel by Australians.pdf.
2. Microsoft internal data, query volume change January to September 2015 vs 2016.

Bing

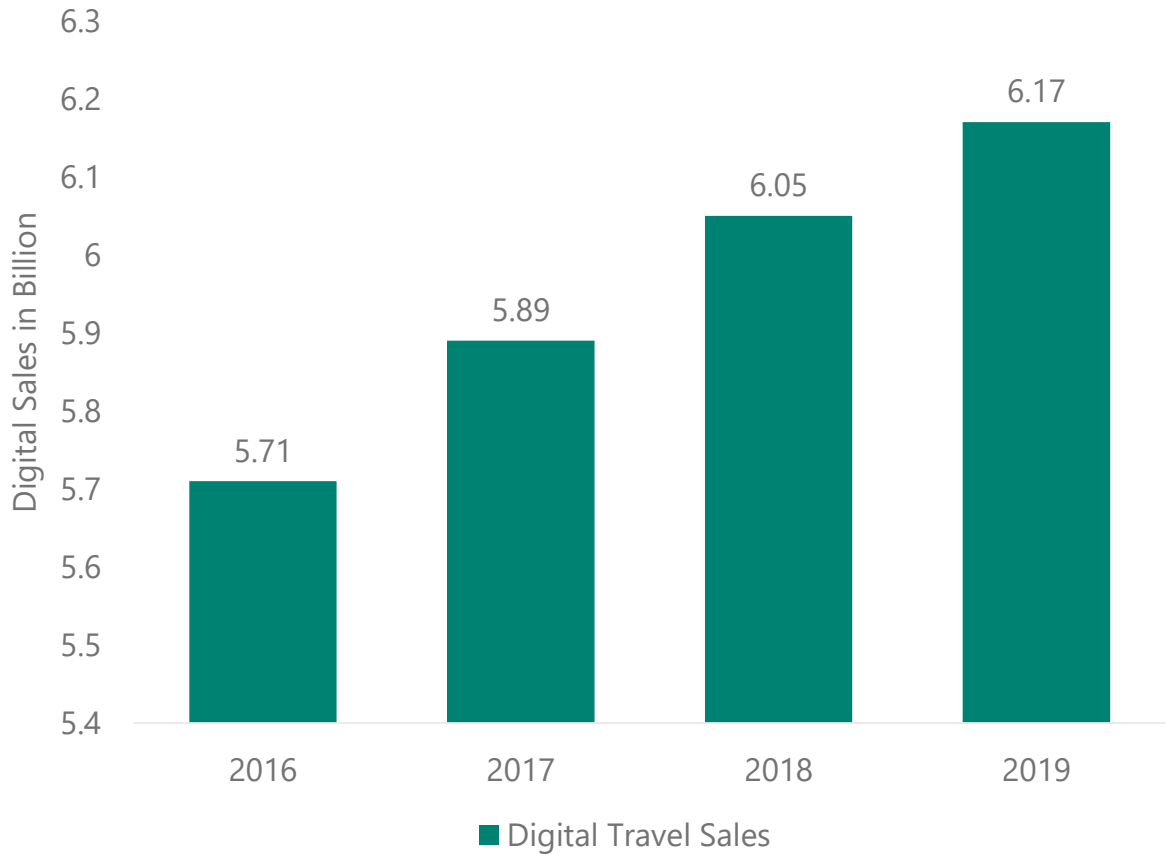
Growth of digital travel sales in Australia expected to continue

$5.9B

Estimate of AU digital sales in 2017

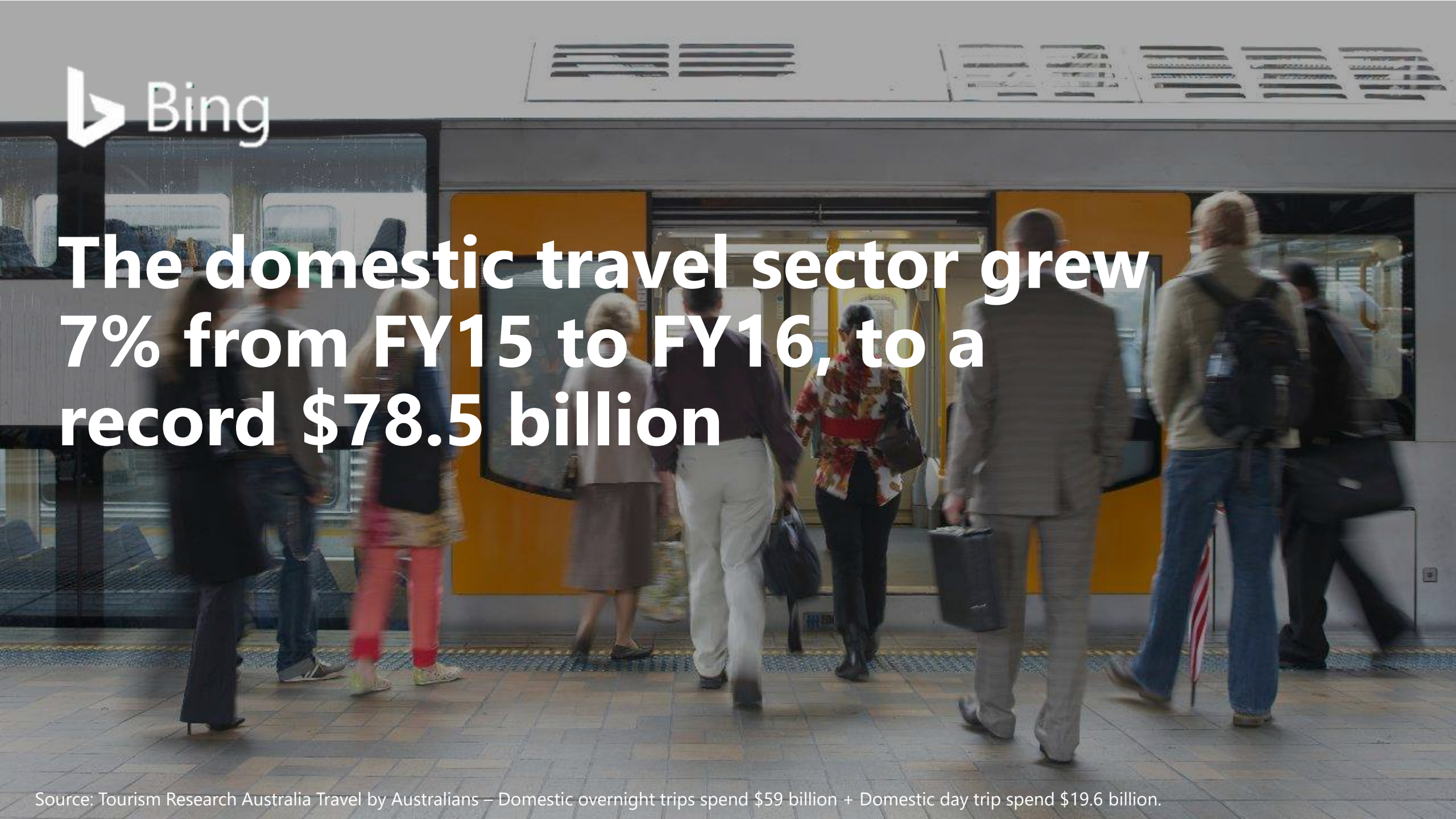
3.3%

Estimated digital travel sales growth in 2017



Source: eMarketer Digital Travel Sales in Asia-Pacific, by Country 2015-2020.

Bing



The domestic travel sector grew 7% from FY15 to FY16, to a record $78.5 billion

Source: Tourism Research Australia Travel by Australians – Domestic overnight trips spend $59 billion + Domestic day trip spend $19.6 billion.

The Bing Network audience is primed and ready for travel

76%

Check the Internet to plan a trip

7% more likely compared to all respondents

Gender

% of Bing audience who are

38% 62%

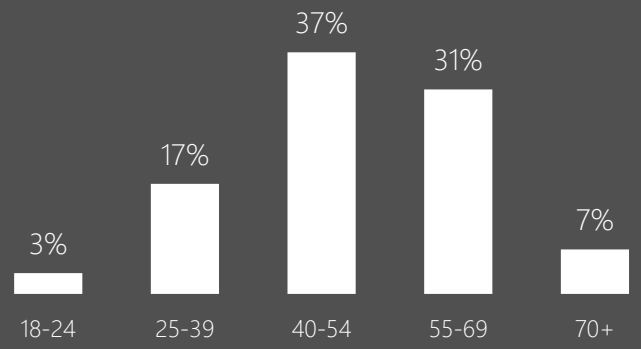
41%

Enjoy travelling and prefer to stay in Australia

11% more likely compared to all respondents

Age groups

% of Bing audience who fall under these age groups



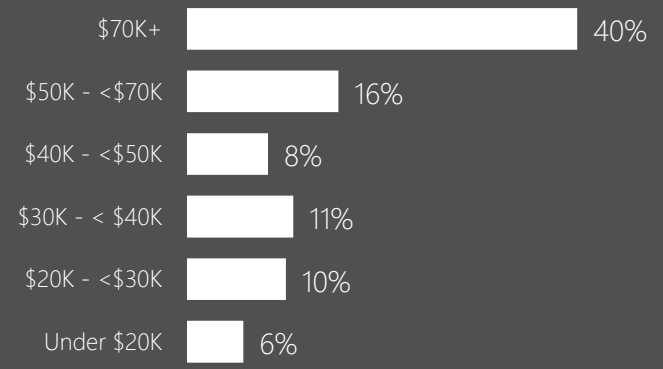
67%

like to travel to new places

3% more likely compared to all respondents

Income segment

% Bing audience within these income segments



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Source: Nielsen Consumer & Media View National Database, April '15 - March '16 Base: 14+.

Let the Bing Network help you reach more travellers

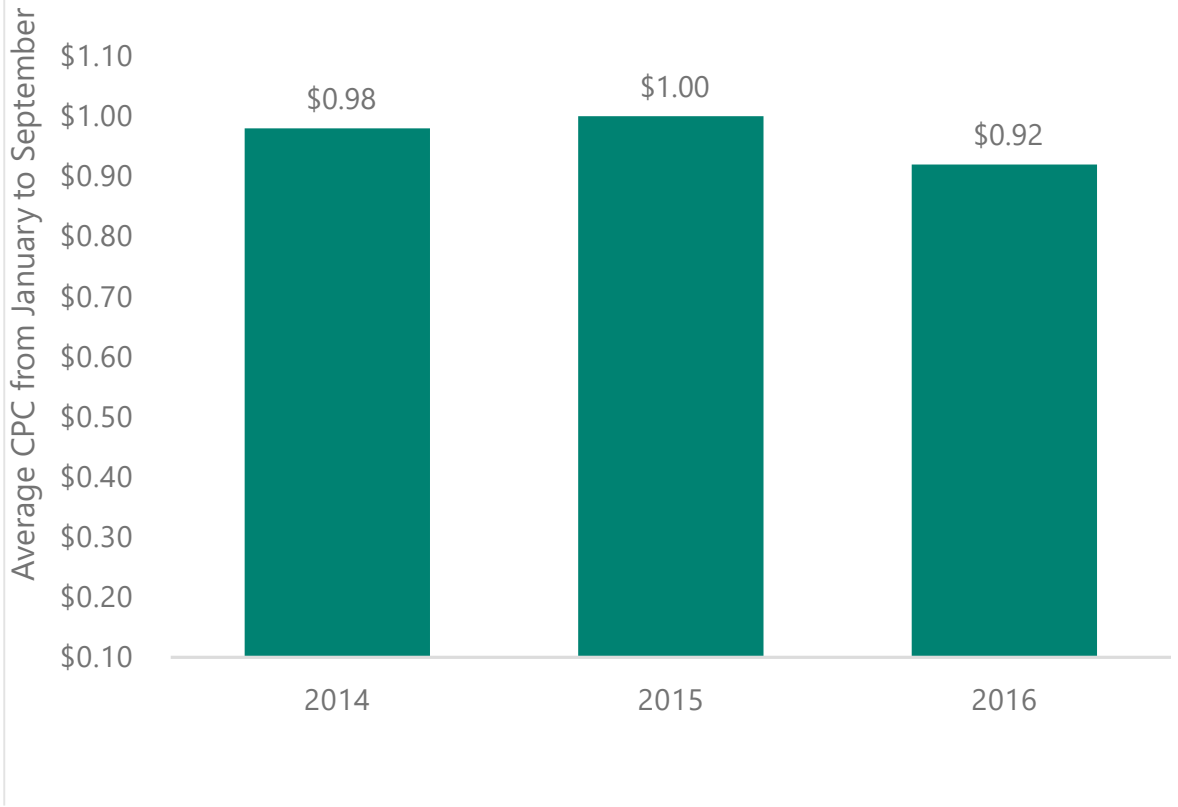
With Bing Network, you'll get access to over 6.5M qualified travel searches and a pool of affluent searchers.

6.5M
Monthly travel Searches

1.4M
Monthly travel clicks

+30%
Uplift of travel related searches year on year

+40%
Uplift of travel related clicks year on year

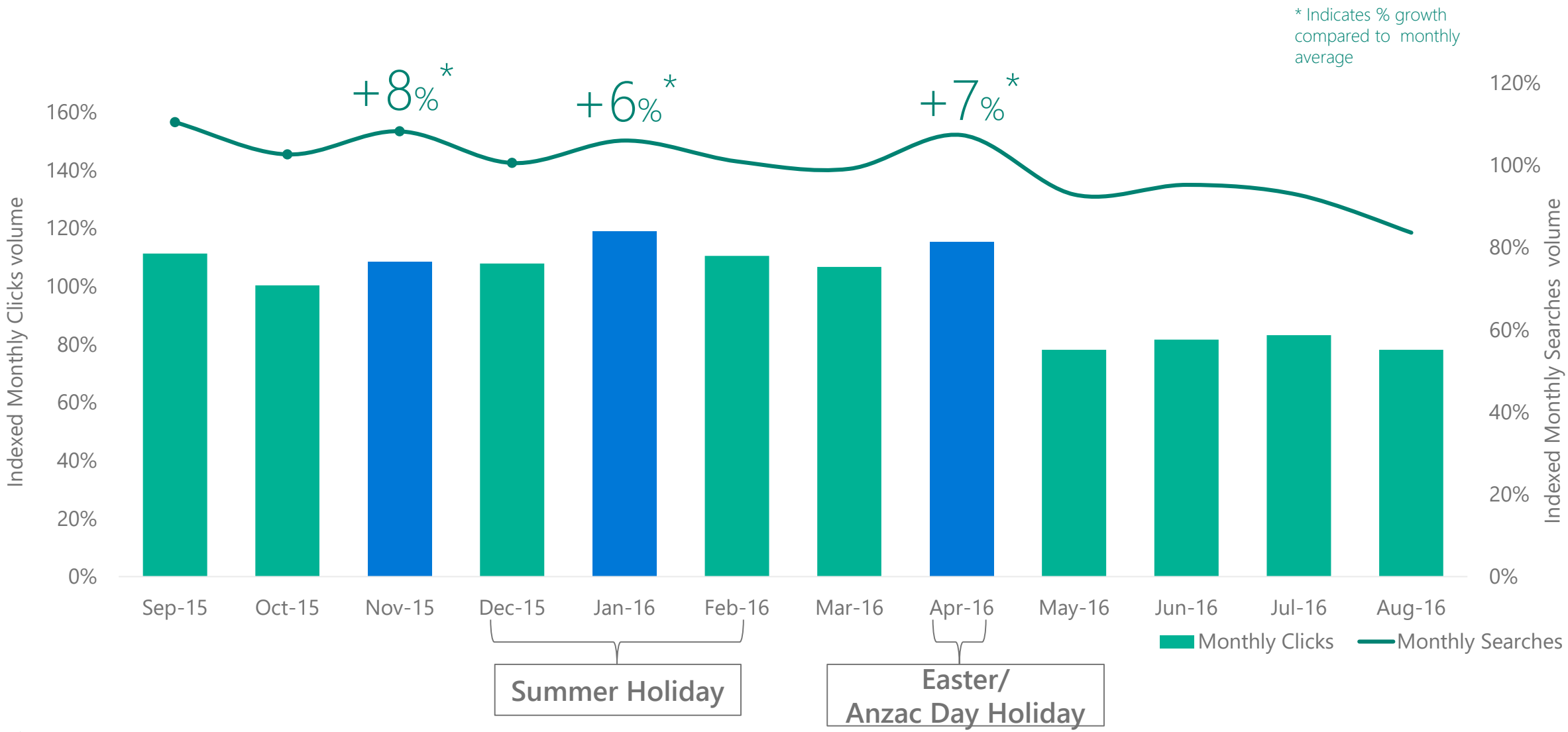


Source: Microsoft internal data January – September 2014-2016.

Bing

Travel search trends

In the lead up to the key holiday seasons travel searches increase
January sees the highest volume of clicks

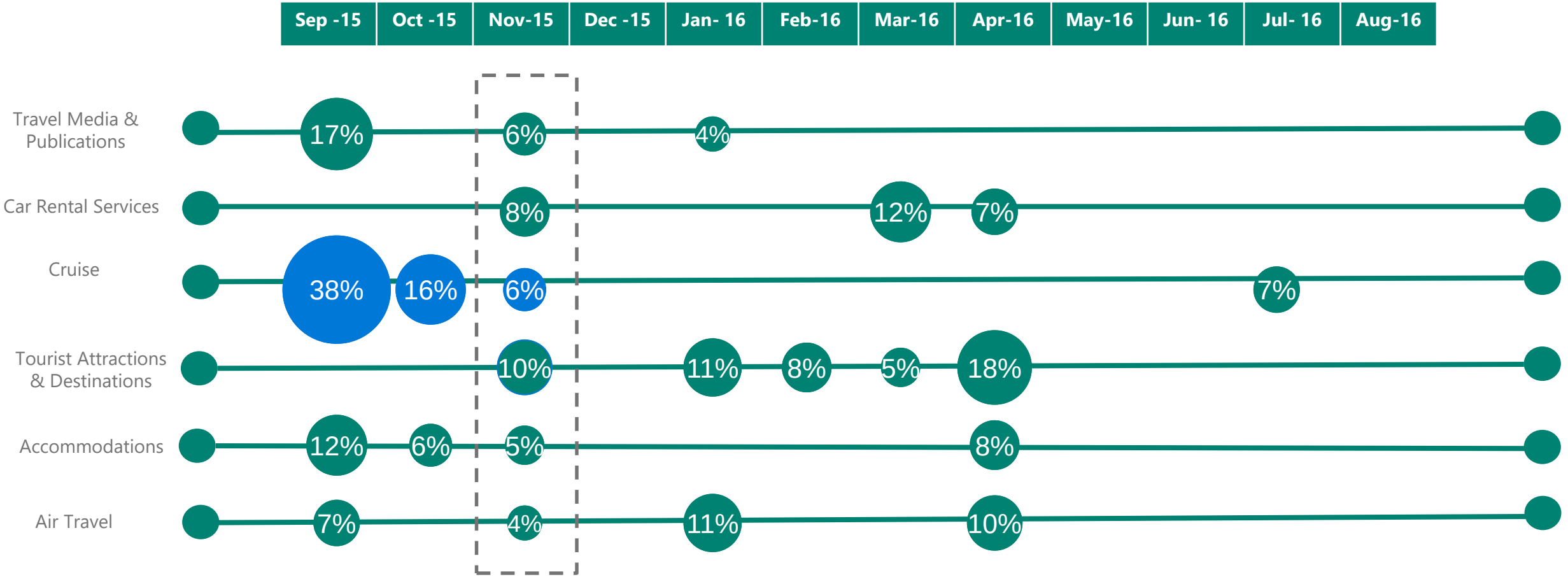


Bing

Source: Microsoft internal data, September 15 – August 16 monthly searches and clicks index.

Travel related searches increase in November across all subcategories, this is most likely due to last minute planning

Cruise category registers strong volume increase between September to November



Source: Microsoft internal data, September 15 – August 16 Monthly Searches Index.

Bing

Air travel dominates search share on Bing Network

Accommodation as well as tourist attractions & destinations hold similar share of total searches

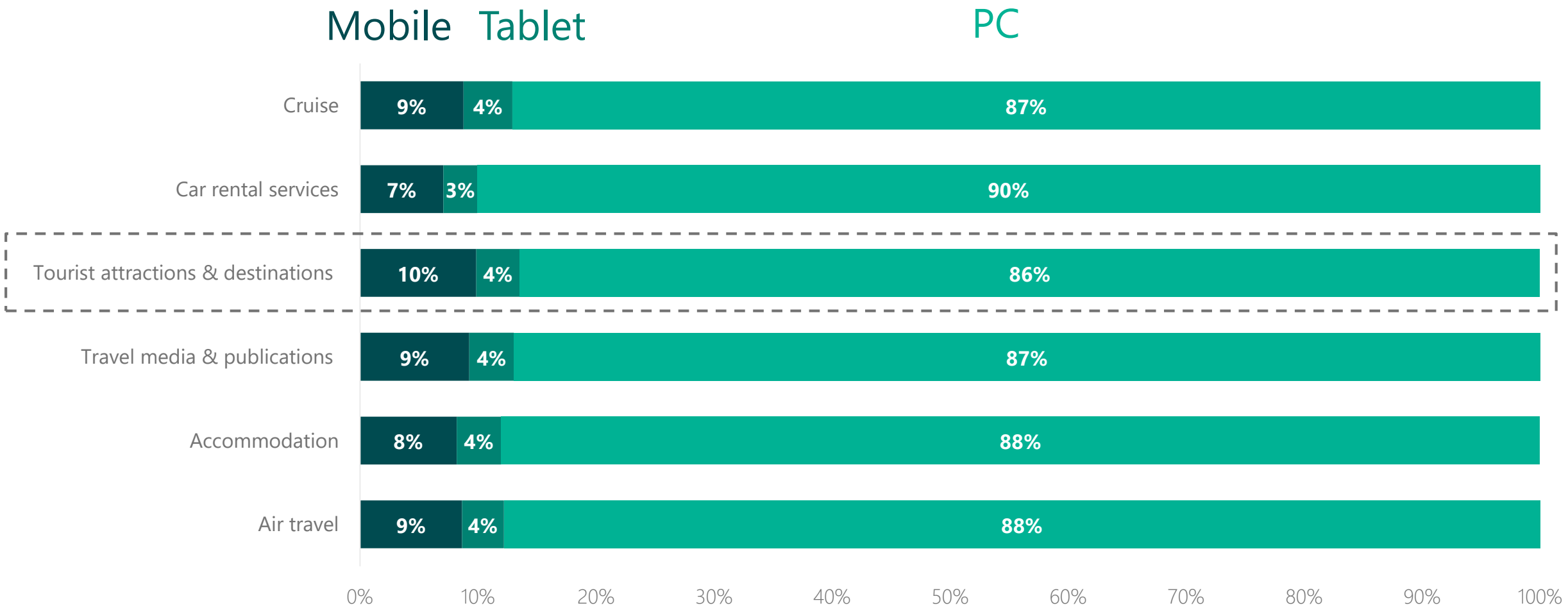
	Searches	Clicks
Air travel	32%	47%
Accommodation	21%	28%
Tourist attractions & destinations	20%	4%
Transportation & excursions	17%	4%
Cruises & cruise services	4%	5%

Source: Microsoft internal data
September 15 – August 16 monthly searches and clicks.

Bing

The Bing Network audience prefers to use PC for travel research

Tourist attractions and destinations is the category with most mobile searches



Source: Microsoft internal data September 15 – August 16 total searches.

Bing

Millennials prefer travel as a way to explore new cultures
They are action-oriented, eco-conscious and tech-savvy

Millennials account for % of category searches (Millennials, Gen-X, Baby Boomers):

33% share of searches beaches & islands	33% share of searches travel booking services	38% share of searches hostels accommodation
37% share of searches city & local guides	33% share of searches house swap & home exchange	38% share of searches last minute travel

Source: Microsoft internal data November 15 – January 16. Search share across all generations in travel sub-categories.
Roy Morgan Research, *Same same but different: the holiday habits of Millennials.*
Forbes, *Are Millennial Travel Trends Shifting in 2016?*

Gen-X travellers seek holiday of personal and financial value

They enjoy a mix of work and play and in some cases balancing family activities

Gen-X accounts for % of category searches (Millennials, Gen-X, Baby Boomers):

31%
share of searches museums & historical sites

35%
share of searches holiday packages

45%
share of searches family travel

34%
share of searches ski accommodation

42%
share of searches theme parks, zoos& aquariums

33%
share of searches luxury travel

Source: Microsoft internal data November 15 – January 16. Search share across all generations in travel sub-categories.
TripAdvisor, TripBarometer Travel Trends 2016.

Baby boomers are travelling like never before

100% year on year increase for travel related searches on the Bing Network

Baby-Boomers account for % of category searches (Millennials, Gen-X, Baby Boomers):

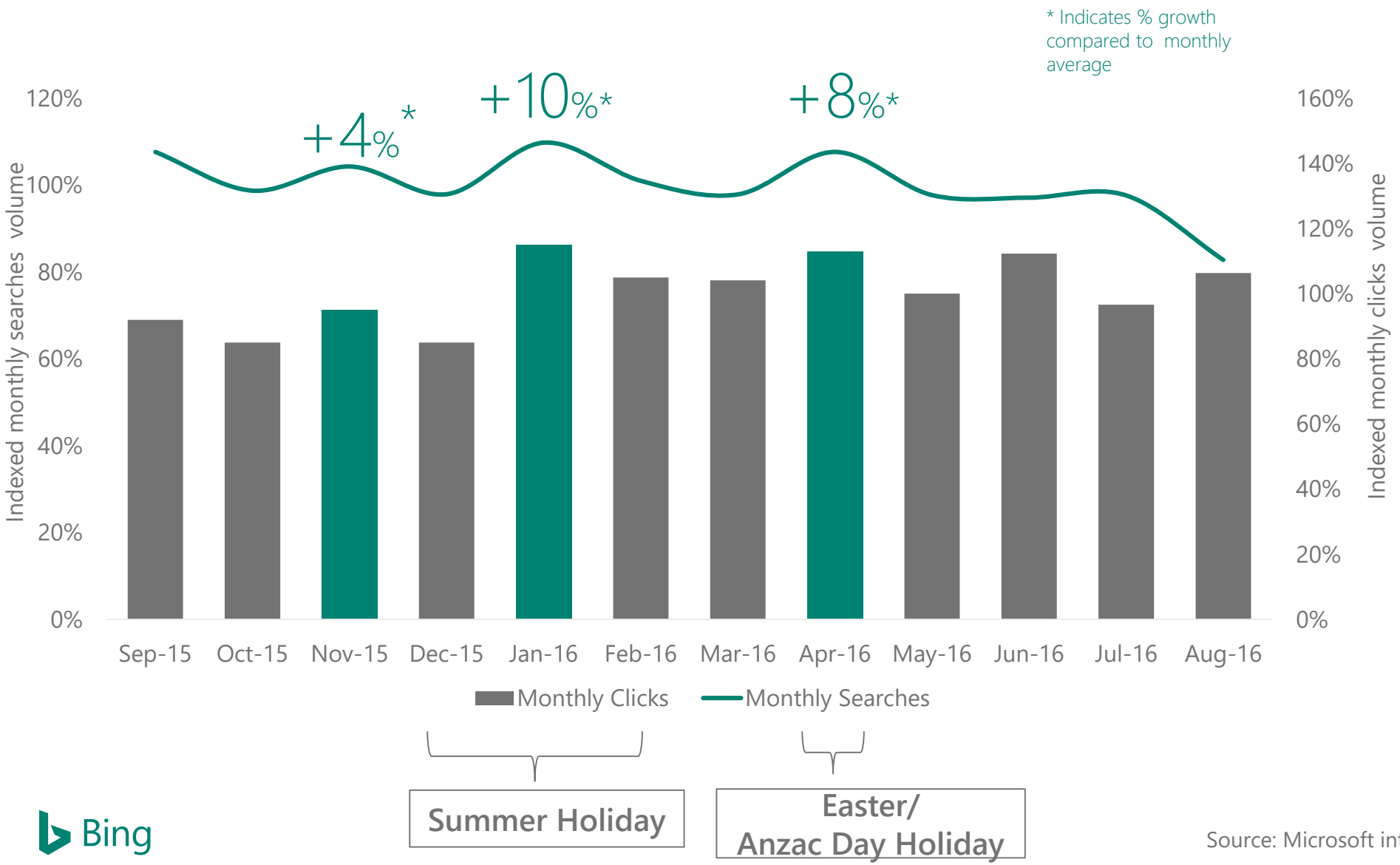
56% share of searches Cruise	42% share of searches camping, caravan and RV accommodation	33% share of searches accommodation packages
40% share of searches lake& rivers	42% share of searches tour operators	36% share of searches car rental services

Source: Microsoft internal data November 15 – January 16. Search share across all generations in travel sub-categories.
The Australian, Australia's seniors travelling more.

Air travel

Air travel related searches mildly seasonal with peaks prior to key holiday seasons

January sees the highest volume of searches and clicks followed by April



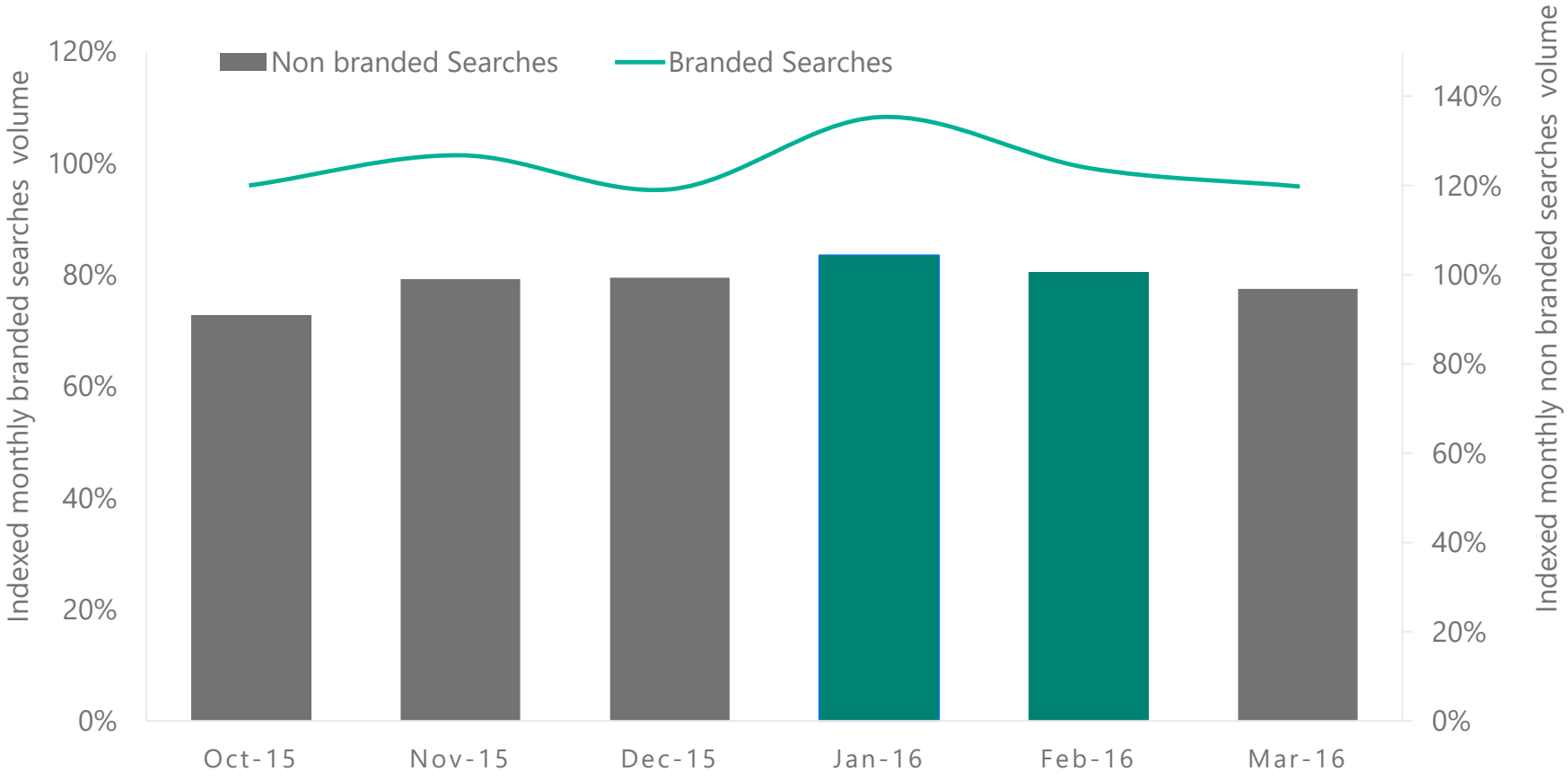
Checklist

- ✓ Adjust your daily budgets to capture the increase in demand preceding key holiday seasons
- ✓ Key Months: January and April, September, November

Bing

Source: Microsoft internal data September 15 – August 16.

Non-branded searches peaked in January and February
Branded searches increased in November, January



Checklist

- ✓ Contact your Account Manager today to review your brand campaign budget and performance
- ✓ Key months for branded searches: January, November
- ✓ Key months for non branded searches: January and February

Bing

Source: Microsoft internal data October 15 – March 16.

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Qantas and Jetstar are the two most searched airline brands

Webjet is the most popular air travel booking website among users during summer period

Rank	Air Travel Brand	Oct - Dec 15	Jan - Mar 16	QoQ Change	Rank Change
1	Qantas	22.66%	21.41%	-1.25%	0
2	Virgin Australia	16.09%	18.25%	2.16%	-1
3	Jetstar	18.58%	17.65%	-0.93%	1
4	Webjet	11.76%	11.76%	0.00%	0
5	Flight Centre	5.27%	5.69%	0.42%	0
6	Skyscanner	4.95%	5.07%	0.12%	0
7	Emirates	3.54%	3.65%	0.11%	-1
8	Air Asia	3.32%	3.28%	-0.04%	1
9	Tiger Air	3.09%	2.75%	-0.34%	-1
10	Singapore Airlines	2.77%	2.37%	-0.40%	1
11	Cathay Pacific	1.66%	1.55%	-0.11%	0
12	Air New Zealand	1.44%	1.42%	-0.02%	0
13	Qatar Airways	1.32%	1.32%	0.00%	1
14	Fly Scoot	1.28%	1.31%	0.03%	-1
15	Thai Airways	0.94%	0.89%	-0.05%	0

✓ Review your ad extensions adoption and leverage expanded text ad and structured snippet to secure larger real estate for your brand search results

Bing

Source: Microsoft internal data.

Top 15 non-branded search terms in air travel

Top non-branded searches

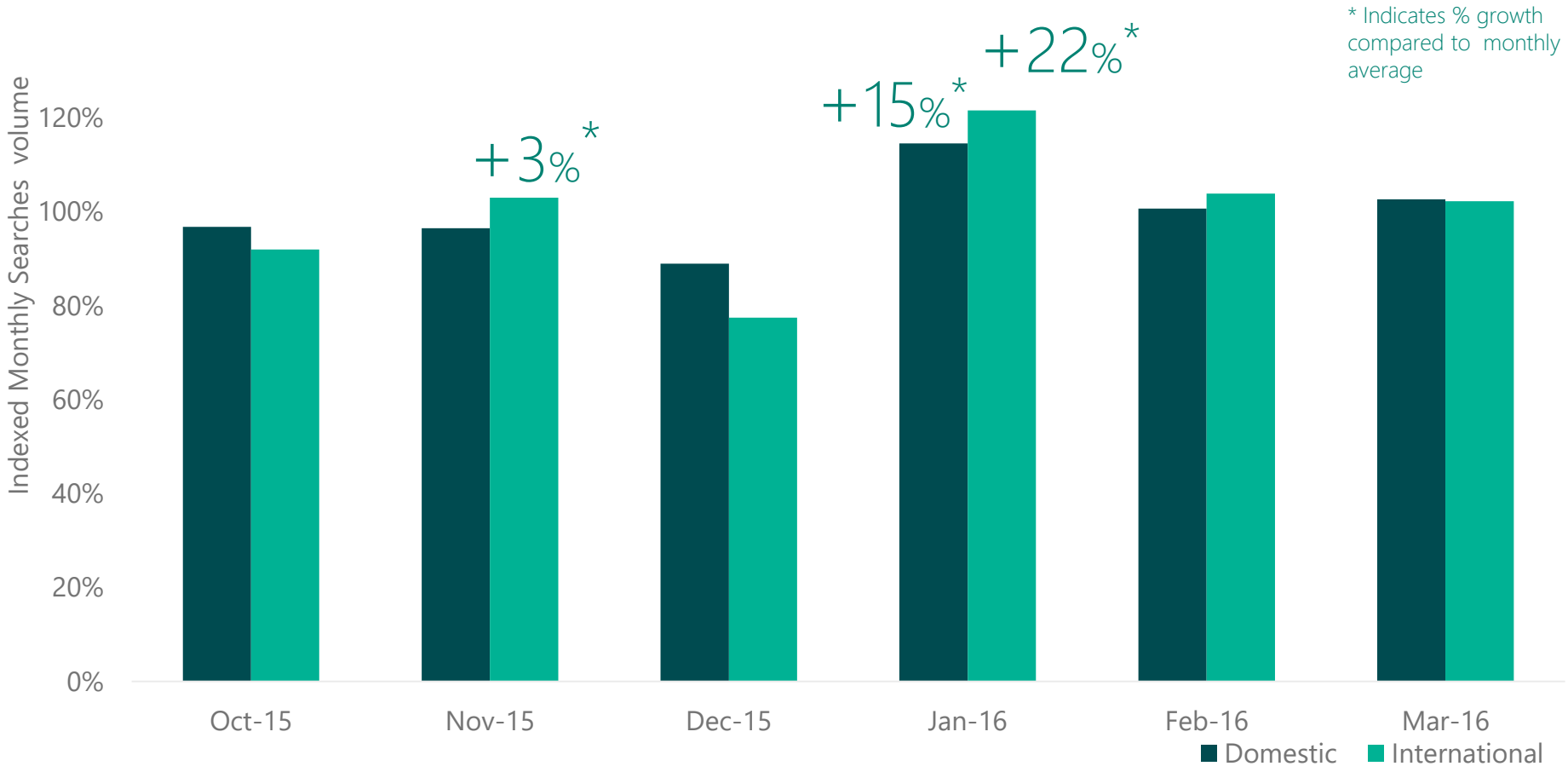
✓ **Contact your Account Manager today for a Keyword Gap Analysis**

Source: Microsoft internal data October 15 – March 16.

Bing

January registered the highest search volume increase for both domestic and international destinations in air travel

Uplift in November for international destinations could be attributed to last-minute bookings



Checklist

- ✓ Secure top positions for key destinations to capture increased demand
- ✓ Key months for domestic destinations: January – March
- ✓ Key months for international destinations: November, January-March

Bing

Source: Microsoft internal data,

Canberra and Newcastle are gaining travellers' attention

Top 10 most searched domestic destinations in air travel and their year on year growth in search volume

SYDNEY	**MELBOURNE**	**BRISBANE**	**PERTH**	**ADELAIDE**
+33%	+38%	+32%	+32%	+40%
CARINS	**DARWIN**	**CANBERRA**	**NEWCASTLE**	**HOBART**
+34%	+32%	+44%	+41%	+36%

✓ Secure top positions for most searched destinations to capture increased demand

Bing

Source: Microsoft internal data, Top 10 domestic destinations air travel November -January '15 vs '16, Lastminute.Com.Au Reveals Australia's 2016 Travel Wish List,

Melbourne has been crowned as the world's most liveable city for 6 consecutive years, its subtle charms and vibrant culture make it the most popular destination among millennial travellers

Top 10 most searched domestic destinations by age group in air travel

Millennials

Melbourne	18%
Sydney	17%
Brisbane	15%
Perth	12%
Adelaide	8%
Cairns	4%
Darwin	3%
Canberra	3%
Townsville	2%
Newcastle	2%

Rest of AU 16%

Generation X

Sydney	21%
Melbourne	17%
Brisbane	14%
Perth	13%
Adelaide	6%
Cairns	4%
Darwin	3%
Canberra	2%
Newcastle	2%
Hobart	2%

Rest of AU 16%

Baby Boomers

Sydney	20%
Melbourne	16%
Perth	14%
Brisbane	14%
Adelaide	6%
Cairns	4%
Darwin	3%
Canberra	3%
Hobart	2%
Newcastle	2%

Rest of AU 15%

Bing

Source: Microsoft internal data October 15 – March 16,

Tasmania has outshone other domestic destinations during summer period in air travel

Top 5 domestic destinations with highest increase in search volume from November to January

November

1. Tasmania
2. Launceston
3. Mackay
4. Adelaide
5. Hobart

December

1. Broome
2. Townsville
3. Hobart
4. Perth
5. Adelaide

January

1. Newcastle
2. Canberra
3. Cairns
4. Darwin
5. Hobart

✓ Reserve incremental budget for top gainers to capture search volume increases and set up shared budgets to make sure your campaigns do not go dark

Bing

Source: Microsoft internal data.

Bing travellers are seeking beach getaways or big city experiences when travelling overseas

Top 10 most searched international destinations in air travel and their year on year growth in search volume

BALI	**SINGAPORE**	**LONDON**	**AUCKLAND**	**FIJI**
+107%	+25%	+26%	+34%	+9%
HAWAII	**PHUKET**	**NEW YORK**	**BANGKOK**	**MANILA**
+27%	+21%	+25%	+11%	+18%

✓ Secure top positions for most searched destinations to capture increased demand

Bing

Source: Microsoft internal data, Top 10 international destinations Air Travel, November - January ‘15 vs ‘16.

Bali is the #1 international destination in air travel across all age groups

Top 10 most searched international destinations by age group in air travel

Millennials

Bali	12%
London	4%
Singapore	4%
Auckland	3%
Fiji	3%
Hawaii	2%
New York	2%
Phuket	2%
India	2%
Japan	2%

Rest of the world 64%

Generation X

Bali	15%
Singapore	6%
London	5%
Fiji	3%
Auckland	3%
Hawaii	3%
Phuket	2%
Bangkok	2%
New York	2%
Manila	2%

Rest of the world 57%

Baby Boomers

Bali	11%
Singapore	5%
London	5%
Auckland	2%
Phuket	2%
Bangkok	2%
Fiji	2%
Hawaii	2%
Manila	2%
New York	1%

Rest of the world 66%

Bing

Source: Microsoft internal data October 15 – March 16.

Australians travelling internationally consider destinations closer to home in November and December

Top 5 international destinations with highest increase in search volume from November to January

November

1. Bali
2. Asia
3. USA
4. Honolulu
5. Auckland

December

1. India
2. Japan
3. Bangkok
4. Dublin
5. Queenstown

January

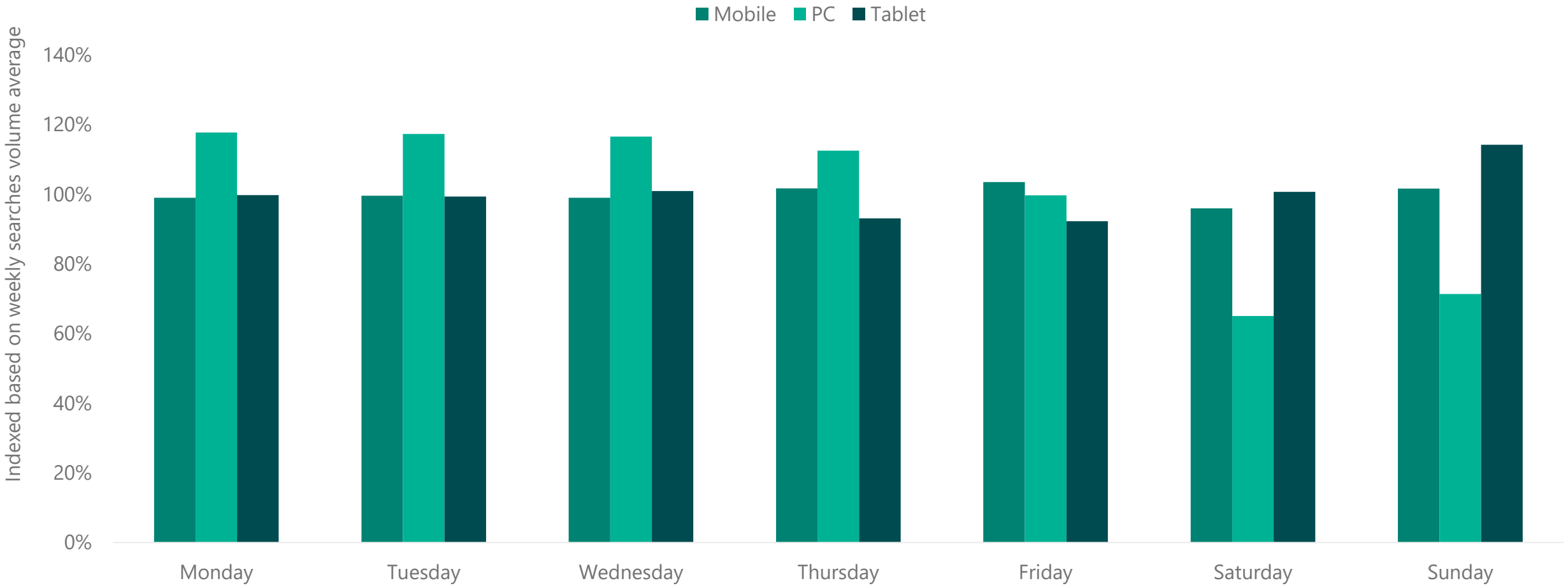
1. Rome
2. Paris
3. Hawaii
4. Athens
5. Las Vegas

✓ Reserve incremental budget for top gainers to capture search volume increases and set up shared budgets to make sure your campaigns do not go dark

Bing

Source: Microsoft internal data.

Higher interest shown in air travel searches on weekdays for PC
Mobile and tablet searches increase towards the end of the week

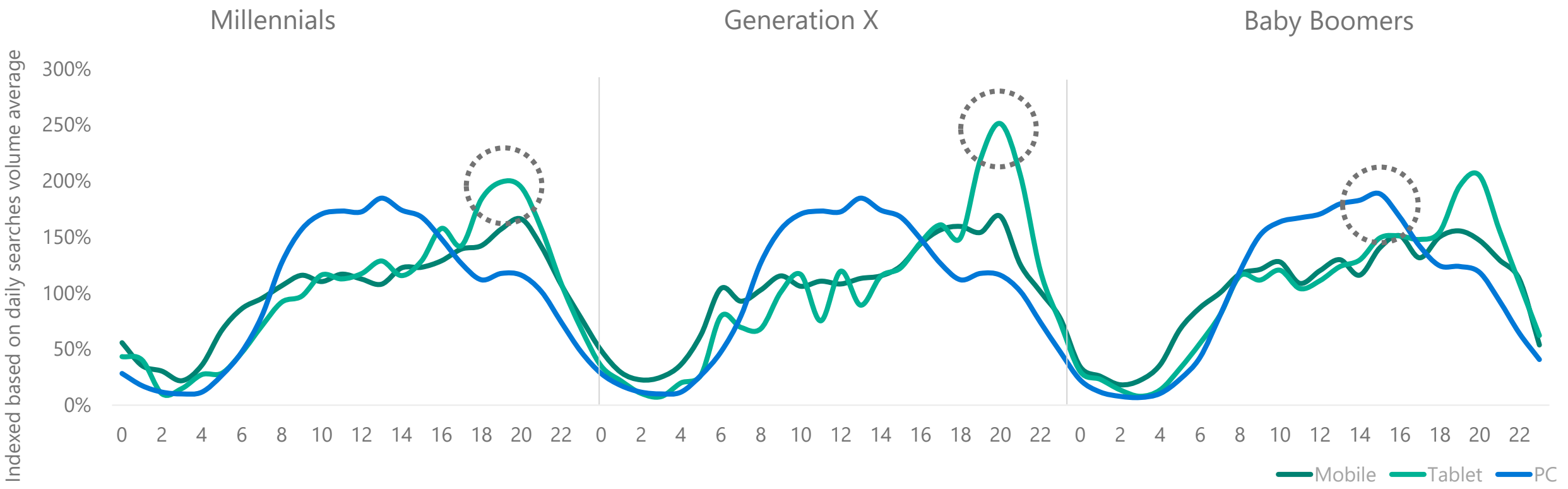


✓ Adjust your budget to capture the increase demand in earlier of the week

Source: Microsoft internal data October 15 – March 16.

Bing

PC searches peak around mid-day, tablet and mobile searches increase after 7pm



Millennials	Generation X	Baby Boomers
PC : 1 & 3 pm Tablet: 7 pm Mobile: 8 pm	PC : 1 pm Tablet: 8 pm Mobile: 8pm	PC : 3 pm Tablet: 8 pm Mobile: 7pm

✓ Activate expanded device targeting to take control of your device bids

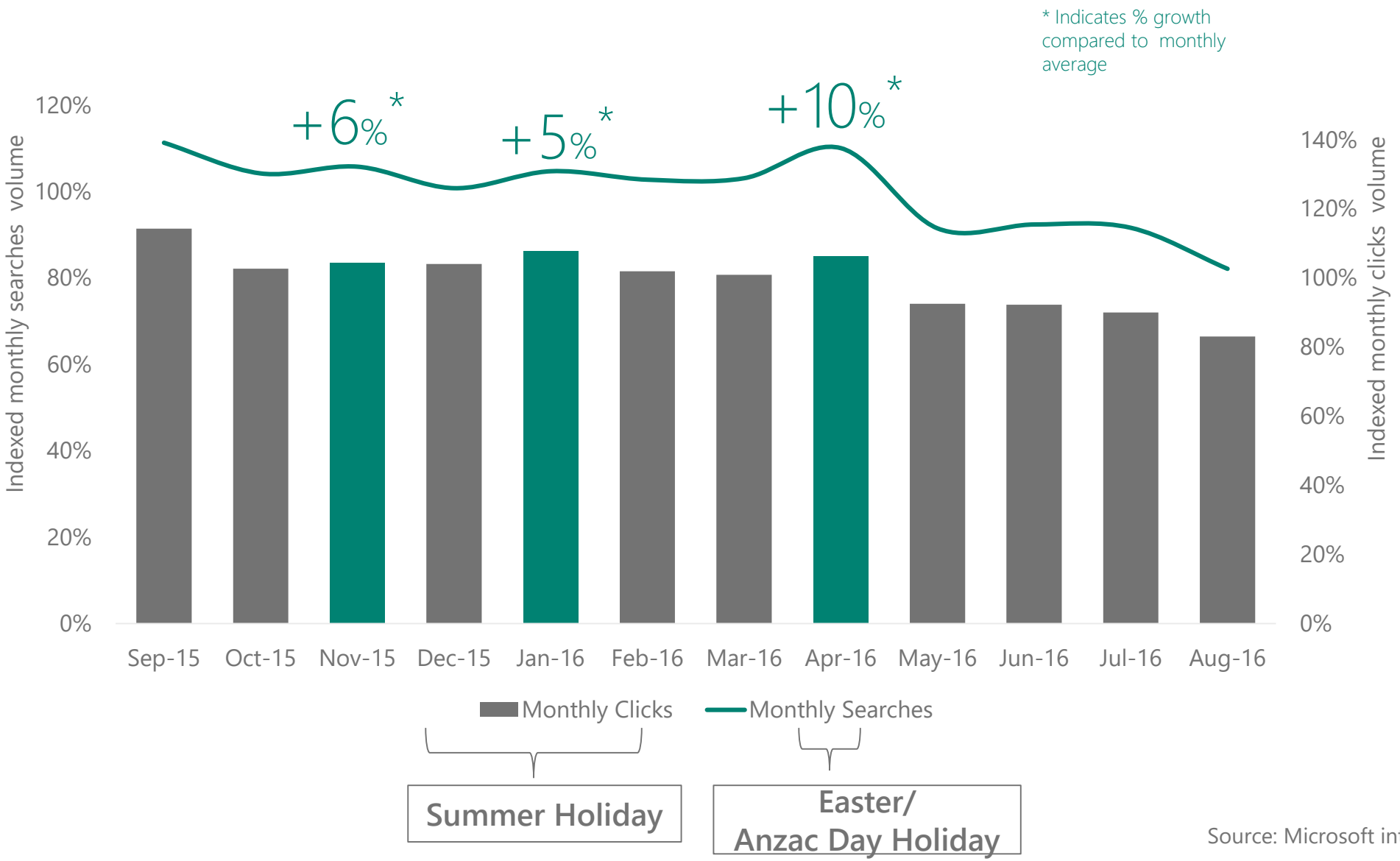
Source: Microsoft internal data October 15 – March 16.

Bing

Accommodation

Accommodation searches flourish during warmer months of the year

Uplift in search volume from September to April (compared to monthly average)



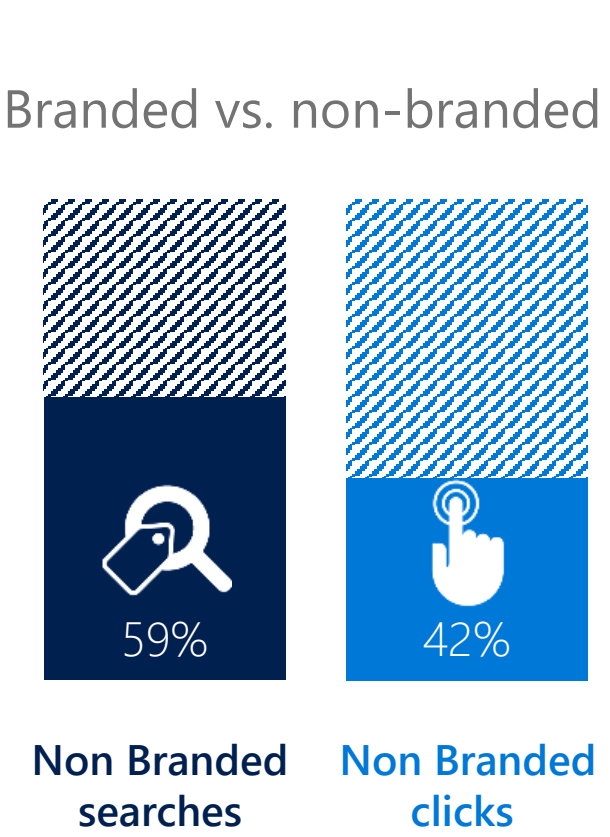
Checklist

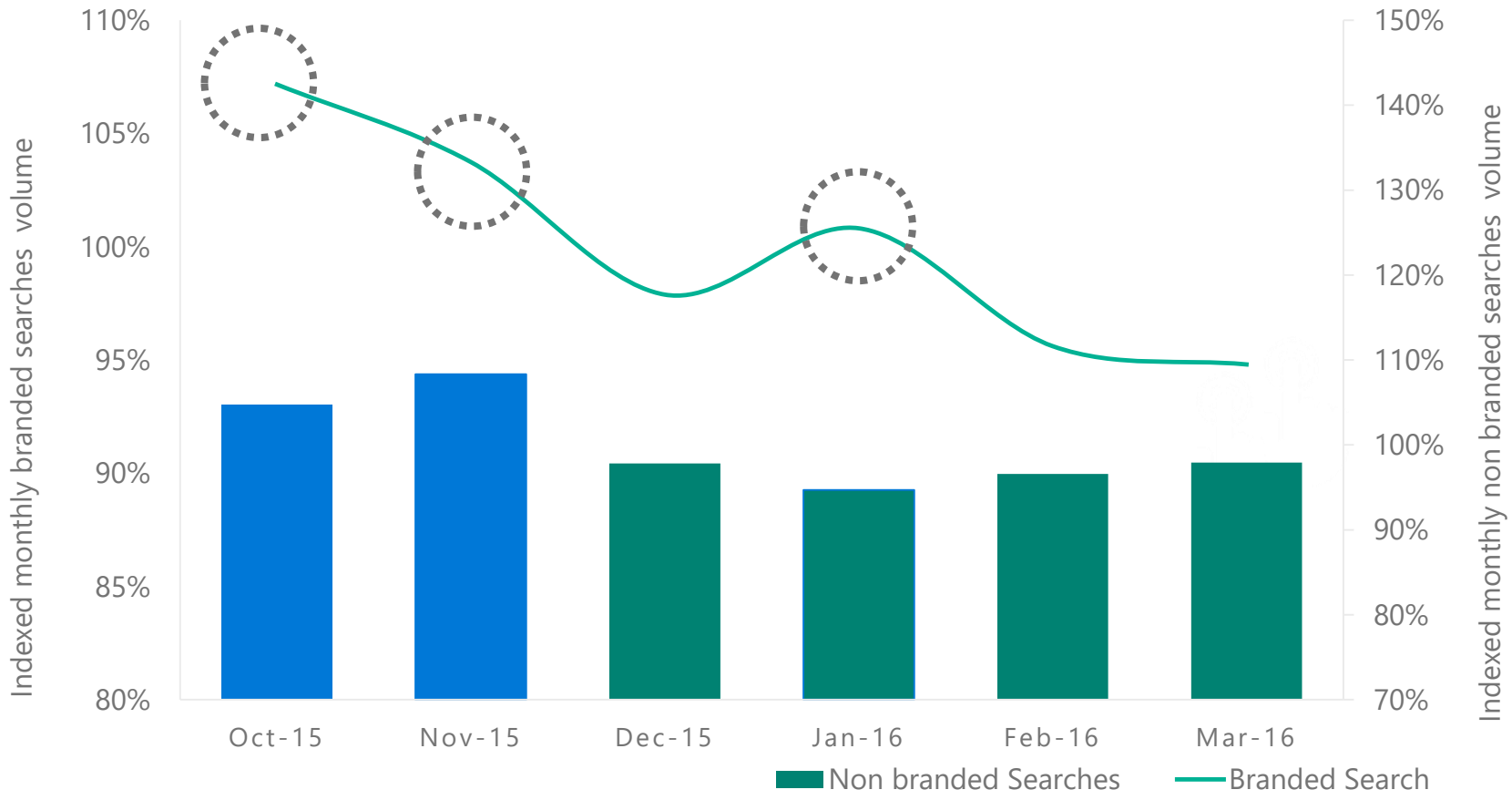
- ✓ Adjust your daily budgets to capture the increase in demand preceding key holiday seasons
- ✓ Key Months: January, April, September, November

Source: Microsoft internal data September 15 – August16.

Bing users show more interest in non-branded search terms when looking for accommodation

Uplift in both branded and non-branded search terms in October, November and January (compared to monthly average)





✓ Contact your Account Manager today to review your brand campaign budget and performance

Bing

Source: Microsoft internal data.

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Wotif is the most popular online travel agent among users during summer period

Search demand for peer to peer booking sites increased from January to March

Rank	Travel Agency	Oct - Dec 15	Jan - Mar 16	QoQ Change Search Voulme	QoQ Change Rank Change
1	Wotif	19.42%	17.49%		0
2	Trivago	16.67%	14.76%		-1
3	Expedia	15.04%	14.65%		-1
4	Booking.com	14.40%	13.51%		-1
5	Airbnb	11.23%	14.92%		3
6	Stayz	4.17%	4.65%		0
7	Last Minute.com	3.63%	2.53%		-2
8	Agoda	3.55%	3.56%		0
9	Luxury Escapes	3.35%	4.06%		2
10	Hotels.Com	2.44%	2.13%		0

Rank	Hotel Chain	Oct - Dec 15	Jan - Mar 16	QoQ Change	Rank Change
1	Accor	39.03%	39.56%		0
2	Mantra	16.66%	16.83%		0
3	SPG	16.27%	15.86%		0
4	IHG	15.92%	15.50%		0
5	Hilton	12.13%	12.24%		0

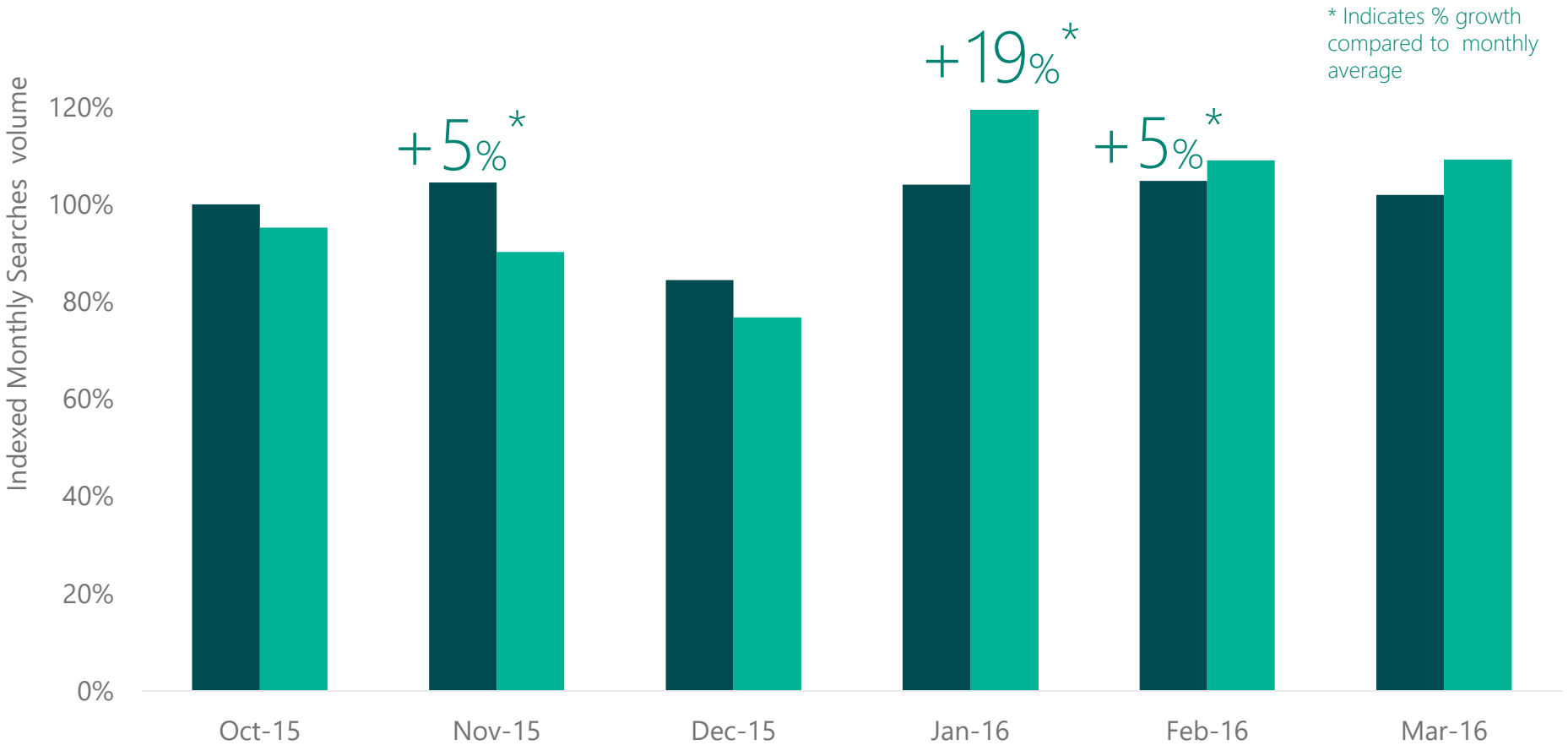
✓ Review your ad extensions adoption and leverage expanded text ad and structured snippet to secure larger real estate for your brand search results

Bing

Source: Microsoft internal data.

Domestic accommodation search volume increase during summer

January registers highest search volume increase for international accommodation



Bing

Checklist

- ✓ Secure top positions for key destinations to capture increased demand
- ✓ Key months for domestic destinations: January – March, November
- ✓ Key months for international destinations: January – March

Source: Microsoft internal data.

Top 15 non-branded search terms in **Accommodation**

✓ **Contact your Account Manager today for keyword gap analysis**

Source: Microsoft internal data October 15 – March 16.

Bing

Canberra and Darwin stand out for increase in consumer interest

Top 10 most searched domestic destinations in accommodation and their year on year growth in search volume

SYDNEY	**MELBOURNE**	**BRISBANE**	**PERTH**	**ADELAIDE**
+27%	+23%	+21%	+27%	+29%
CANBERRA	**HOBART**	**CAIRNS**	**DARWIN**	**NOOSA**
+51%	+21%	+27%	+38%	+16%

✓ Secure top positions for most searched destinations to capture increased demand

Bing

Source: Microsoft internal data Top 10 domestic destinations Air Travel November -January '15 vs '16.
Lastminute.Com.Au Reveals Australia's 2016 Travel Wish List.

Top 5 major cities searches contributed to more than 50% of total domestic accommodation searches

Top 10 most searched domestic destinations by age group in accommodation

Millennials

Sydney	19%
Melbourne	15%
Brisbane	8%
Perth	7%
Adelaide	6%
Canberra	3%
Cairns	3%
Hobart	2%
Noosa	2%
Darwin	2%

Rest of AU 33%

Generation X

Sydney	18%
Melbourne	14%
Brisbane	8%
Perth	7%
Adelaide	6%
Canberra	3%
Cairns	3%
Noosa	2%
Hobart	2%
Queensland	3%

Rest of AU 34%

Baby Boomers

Sydney	17%
Melbourne	14%
Brisbane	7%
Perth	6%
Adelaide	6%
Canberra	3%
Hobart	3%
Cairns	2%
Tasmania	2%
Queensland	2%

Rest of AU 38%

Bing

Source: Microsoft internal data October 15 – March 16.

Noosa is one of the fastest growing domestic destinations in accommodation during summer

Top 5 domestic destinations with highest increase in search volume from November to January

November

1. Canberra
2. Perth
3. Brisbane
4. Adelaide
5. Noosa

December

1. Broome
2. Ballarat
3. Townsville
4. Noosa
5. Wollongong

January

1. Noosa
2. Canberra
3. Hobart
4. Sydney
5. Cairns

✓ Reserve incremental budget for top gainers to capture search volume increase and set up shared budget to make sure your campaigns do not go dark

Bing

Source: Microsoft internal data.

International travel is growing despites weaker currency

Top 10 most searched international destinations in accommodation and their year on year growth in search volume

BALI	**FIJI**	**SINGAPORE**	**PHUKET**	**LONDON**
-1%	+17%	+20%	+10%	+2%
NEW YORK	**WAIKIKI**	**PARIS**	**DUBAI**	**SEMINYAK**
+12%	+23%	+9%	+7%	+14%

✓ Secure top positions for most searched destinations to capture increased demand

Bing

Source: Microsoft internal data, Top 10 international destinations in accommodation, November -January '15 vs '16.

USA cities remain popular holiday spots for millennials and generation X during summer

Top 10 most Searched international destinations by age group in accommodation

Millennials

Bali	8%
Fiji	5%
Singapore	3%
Phuket	3%
London	2%
New York	2%
Seminyak	2%
Waikiki	2%
Los Angeles	1%
Dubai	1%

Rest of the world 71%

Generation X

Bali	9%
Fiji	5%
Singapore	4%
Phuket	3%
London	2%
New York	2%
Waikiki	2%
Seminyak	2%
Las Vegas	1%
Auckland	1%

Rest of the world 69%

Baby Boomers

Bali	6%
Singapore	5%
Fiji	3%
London	3%
Phuket	2%
New York	2%
Paris	2%
Waikiki	1%
Dubai	1%
Bangkok	1%

Rest of the world 74%

Source: Microsoft internal data October 15 – March 16.

Bing

Searches for **European destinations** soar in January as users search for value deals

Top 5 international destinations with highest increase in search volume during November to January

November

1. Honolulu
2. Auckland
3. Pattaya
4. Christchurch
5. Log Vegas

December

1. Philippines
2. Seminyak
3. Manila
4. Bali
5. Tokyo

January

1. Barcelona
2. Venice
3. California
4. Italy
5. Waikiki

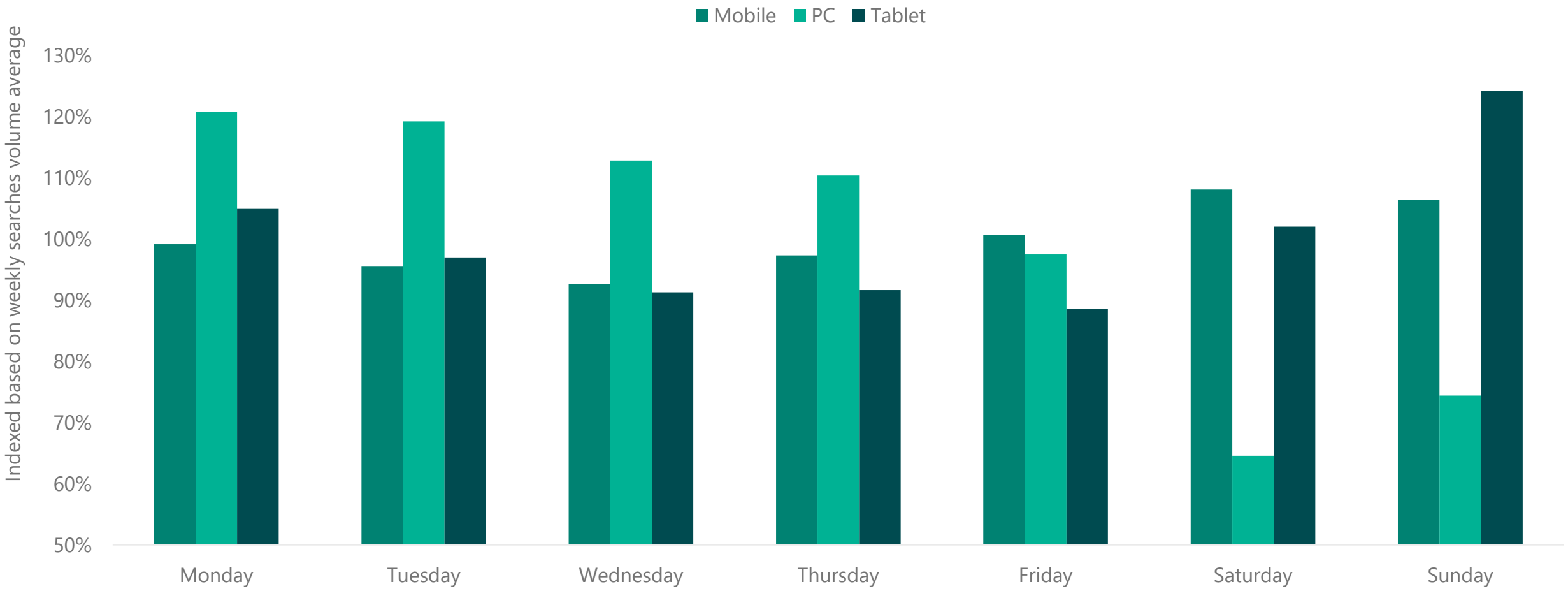
✓ Reserve incremental budget for top gainers to capture search volume increase and set up shared budget to make sure your campaigns do not go dark.

Bing

Source: Microsoft internal data.

Higher interest shown in accommodation searches on weekdays for PC

Mobile and tablet searches increase during weekends

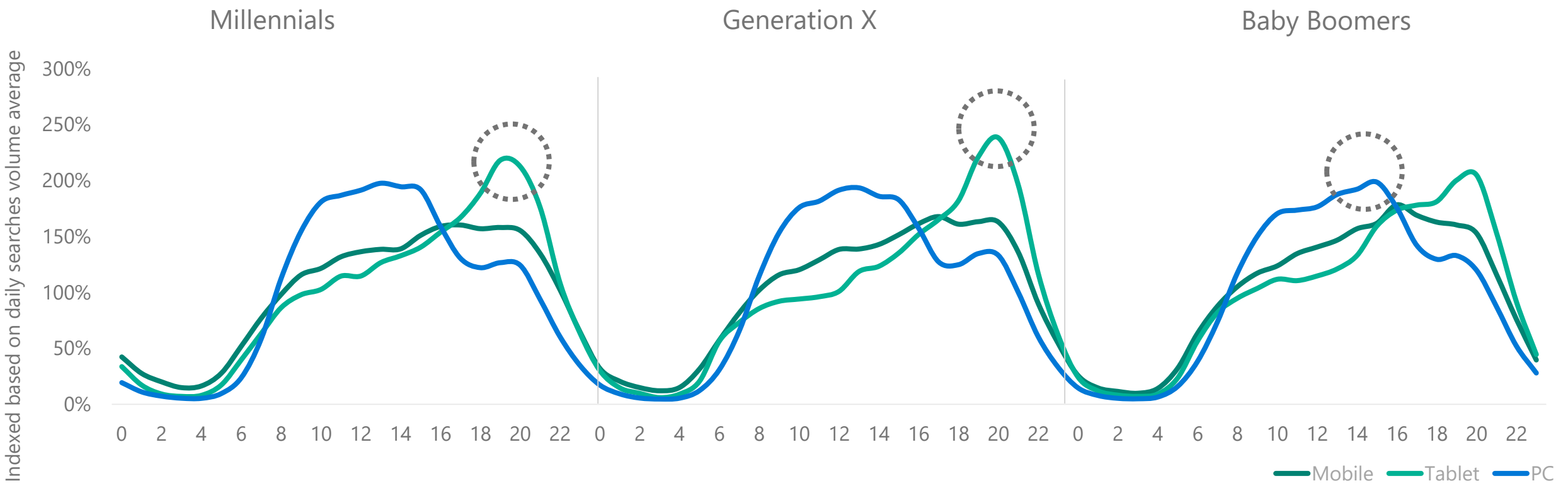


✓ Adjust your budget to capture the increase demand in earlier of the week

Source: Microsoft internal data October 15 – March 16.

Bing

PC searches peak around mid-day, mobile searches increase in the afternoon



Millennials	Generation X	Baby Boomers
PC : 1pm Tablet: 7pm Mobile: 5pm	PC : 1pm Tablet: 8pm Mobile: 5pm	PC : 3pm Tablet: 8pm Mobile: 4pm

✓ Activate expanded device targeting to take control of your device bids

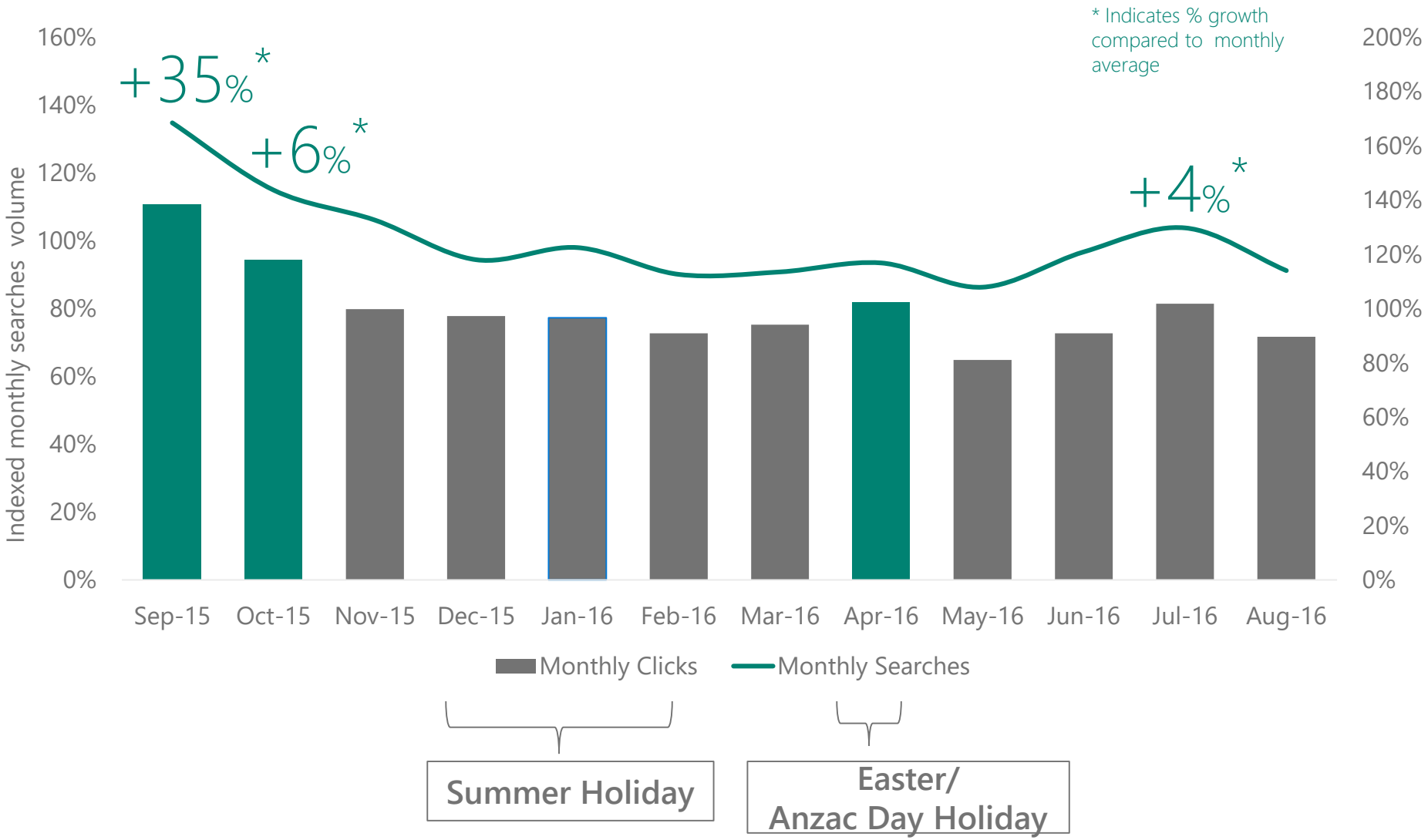
Source: Microsoft internal data October 15 – March 16.

Bing

Cruise

Bing users' cruise research aligned to the "wave season"

September sees the highest volume of cruise related searches



Checklist

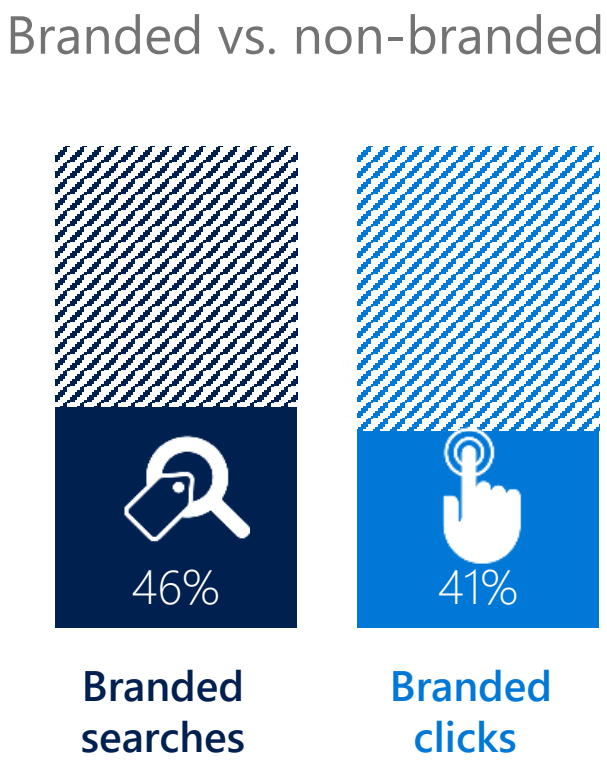
- ✓ Adjust your daily budgets to capture the increase in demand preceding key holiday seasons
- ✓ Key months: September to end of January and July

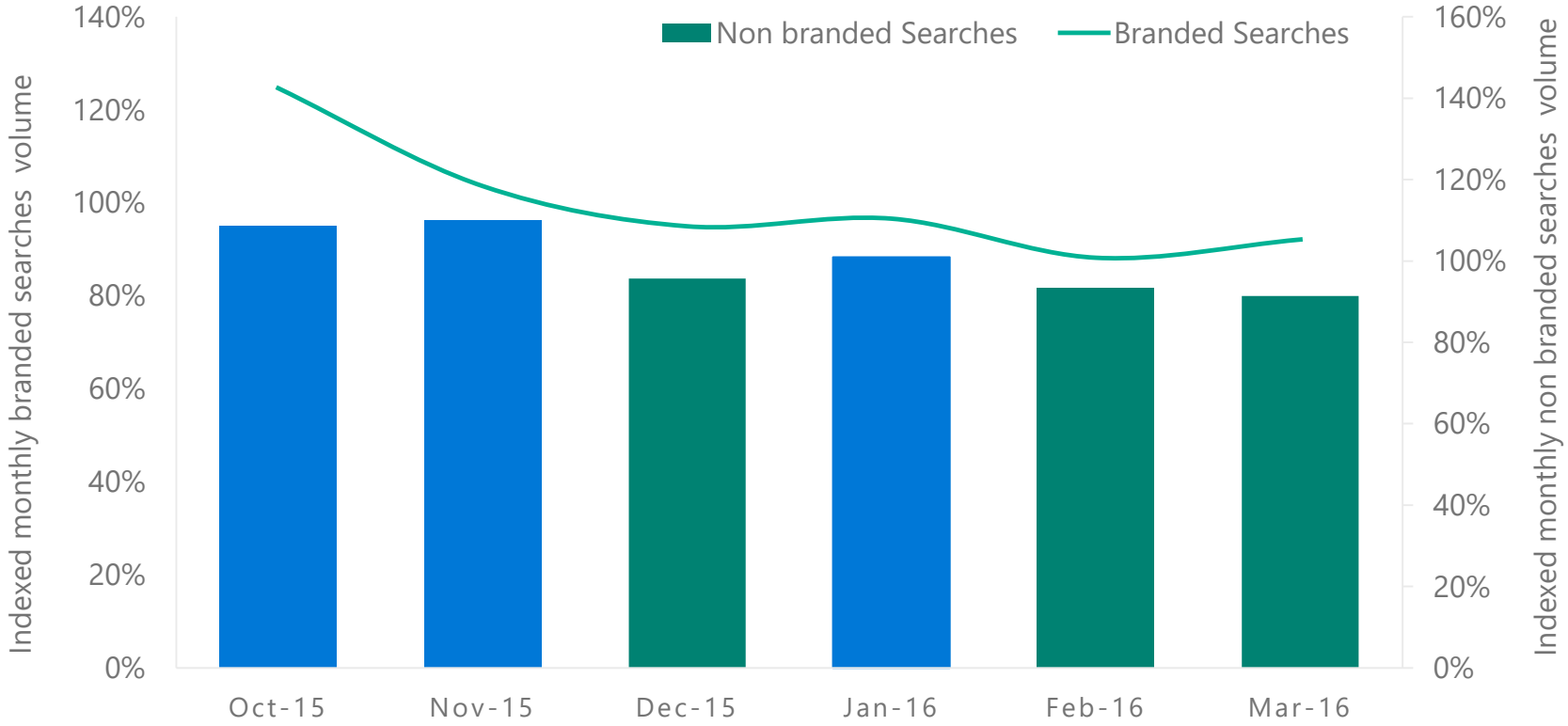
Bing

Source: Microsoft internal data.

Bing users show more interest in non-branded search terms when looking for cruise related information

Searches for non-branded terms trend high from October to January





✓ Contact your Account Manager today to review your brand campaign budget and performance.

Bing

Source: Microsoft internal data.

CUSTOMER ONLY

P&O and Princess Cruises are the two most searched cruise brands

Carnival Spirit is the most popular ship amongst users during summer period

Rank	Cruise Supplier	Oct - Dec 15	Jan - Mar 16	QoQ Change	Rank Change
1	Princess Cruise	29.60%	27.92%	-5.66%	-1
2	P&O Cruise	29.30%	32.12%	9.62%	1
3	Carnival Cruises	11.50%	10.24%	-10.96%	0
4	Ozcrusing	7.68%	7.49%	-2.47%	-1
5	Royal Caribbean Cruises	6.76%	3.82%	-43.49%	-2
6	Celebrity Cruises	6.24%	5.35%	-14.26%	0
7	Scenic Tours	4.30%	7.67%	78.37%	3
8	Norwegian Cruise Line	1.99%	2.41%	21.11%	0
9	Cruise About	1.96%	1.93%	-1.53%	0
10	Cruise Sale Finder	0.66%	1.04%	57.58%	0

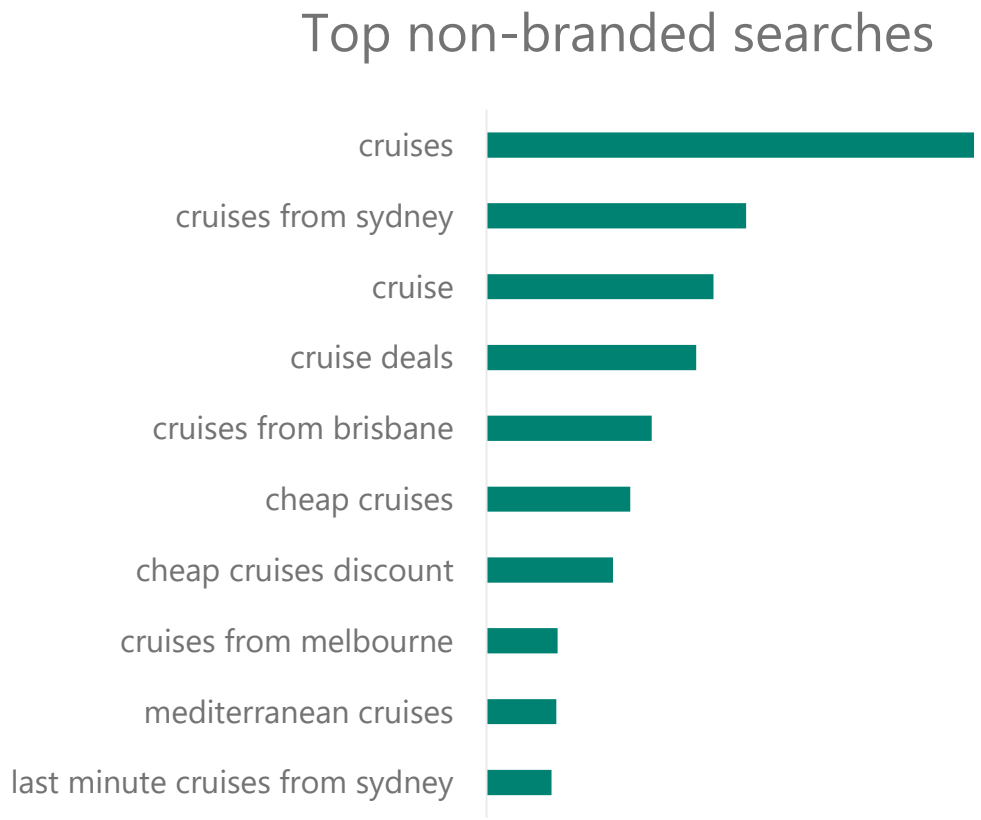
Rank	Ship Brand	Oct - Dec 15	Jan - Mar 16	QoQ Change	Rank Change
1	Carnival spirit	30.04%	38.57%	28.41%	0
2	Voyager of the seas	21.85%	13.99%	-35.96%	-3
3	Explorer of the seas	18.14%	15.11%	-16.70%	-1
4	Pacific jewel	16.04%	16.05%	-0.06%	1
5	Dawn princess	13.92%	16.28%	16.95%	3

✓ Review your ad extensions adoption and leverage expanded text ad and structured snippet to secure larger real estate for your brand search results.

Bing

Source: Microsoft internal data.

Top 10 non-branded search terms in cruise



✓ **Contact your Account Manager today for keyword gap analysis.**

Source: Microsoft internal data October 15 – March 16.

Bing

Adelaide is gaining cruise travellers' attention with +78% year on year search volume increase

Top 10 most searched domestic destinations in cruise and their year on year growth in search volume

AUSTRALIA	SYDNEY	BRISBANE	MELBOURNE	PERTH & FREMANTLE
+37%	+17%	+76%	+61%	+68%

ADELAIDE	TASMANIA	CAIRNS	DARWIN	WHITSUNDAYS
+78%	+51%	+68%	+35%	+11%

✓ Secure top positions for most searched destinations to capture increased demand.

Bing

Source: Microsoft internal data, Top 10 domestic destinations in cruise suppliers, November -January '15 vs '16.

Cruise travel is gaining popularity at a rapid pace

Top 10 most searched international destinations in cruise and their year on year growth in search volume

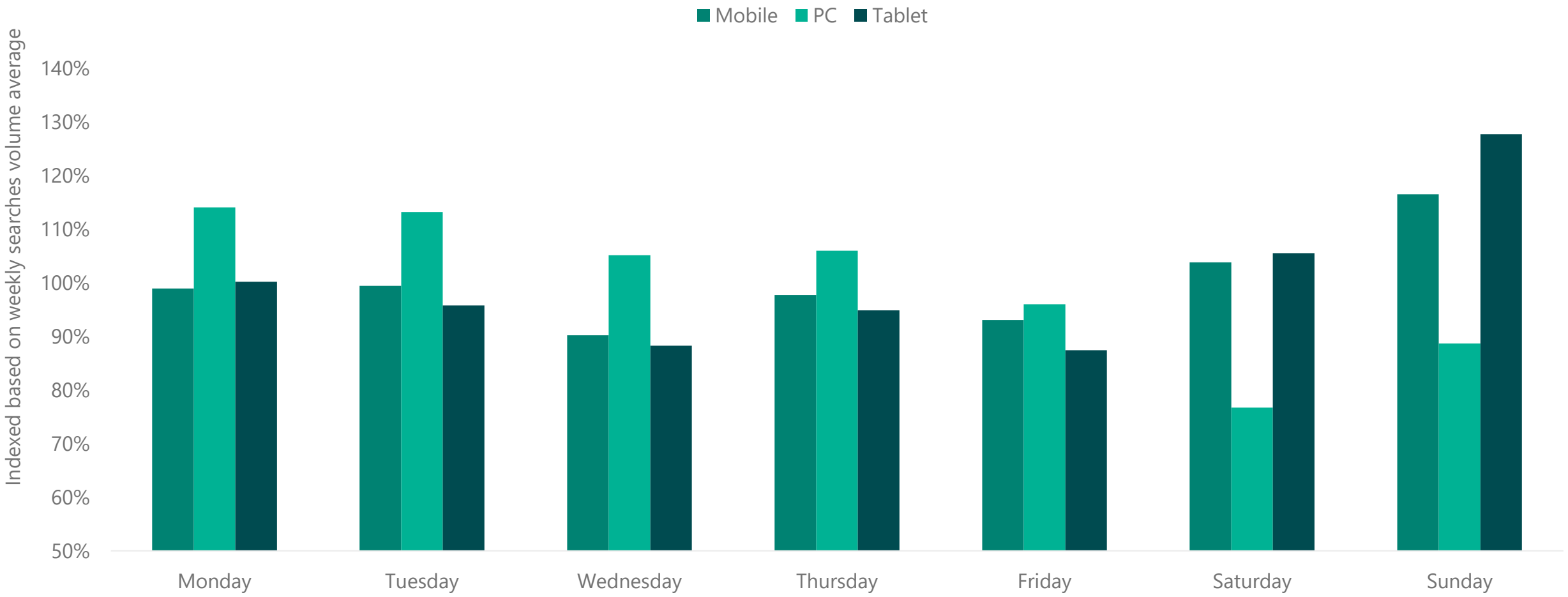
SINGAPORE	**HAWAII**	**ALASKA**	**MEDITERRANEAN**	**FIJI**
+32%	+35%	+75%	-7%	+14%
ASIA	**JAPAN**	**VIETNAM**	**MILFORD SOUND**	**NEW GUINEA**
-16%	+50%	+59%	+69%	+59%

✓ Secure top positions for most searched destinations to capture increased demand.

Bing

Source: Microsoft internal data. Top 10 international destinations in cruise suppliers, November -January '15 vs '16.
CLIA 2016 Cruise Industry Outlook.

Higher interest shown in cruise searches on weekdays for PC
Mobile and tablet searches increase towards the end of the week

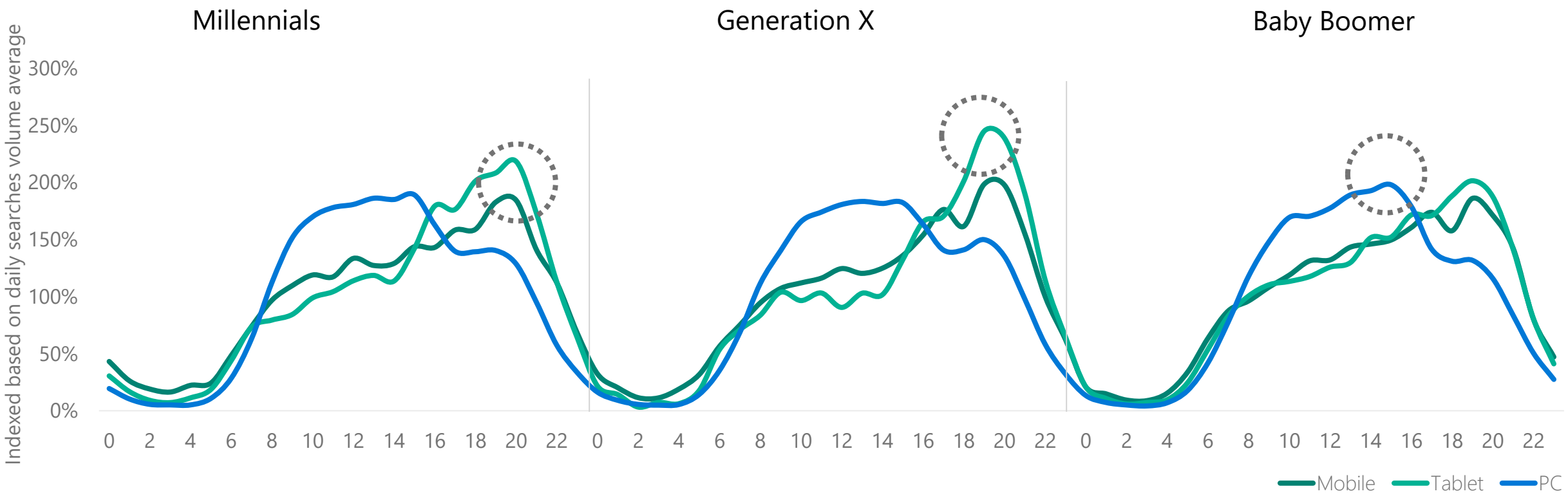


✓ Adjust your budget to capture the increase demand in earlier of the week

Source: Microsoft internal data October 15 – March 16.

Bing

PC searches peak around mid-day, tablet and mobile searches increase after 7pm



Millennials	Generation X	Baby Boomer
PC : 3 pm Tablet: 8 pm Mobile: 8 pm	PC : 2-3 pm Tablet: 7 pm Mobile: 7-8pm	PC : 3 pm Tablet: 7 pm Mobile: 7pm

✓ Activate expanded device targeting to take control of your device bids.

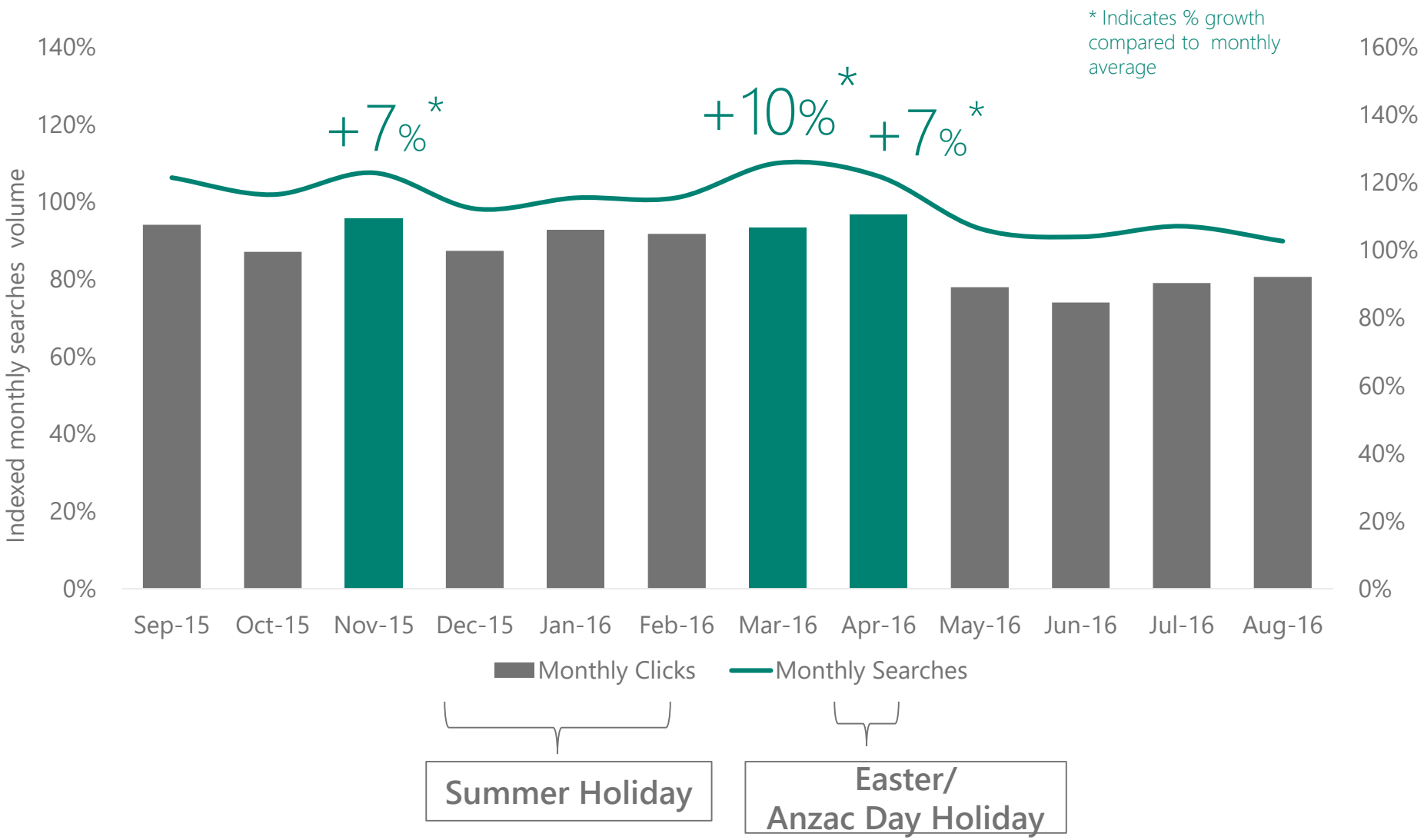
Source: Microsoft internal data October 15 – March 16.

Bing

Car rental services

Car rental related search volume increase one month prior to the holiday seasons

March sees the highest volume of car rental related searches



Checklist

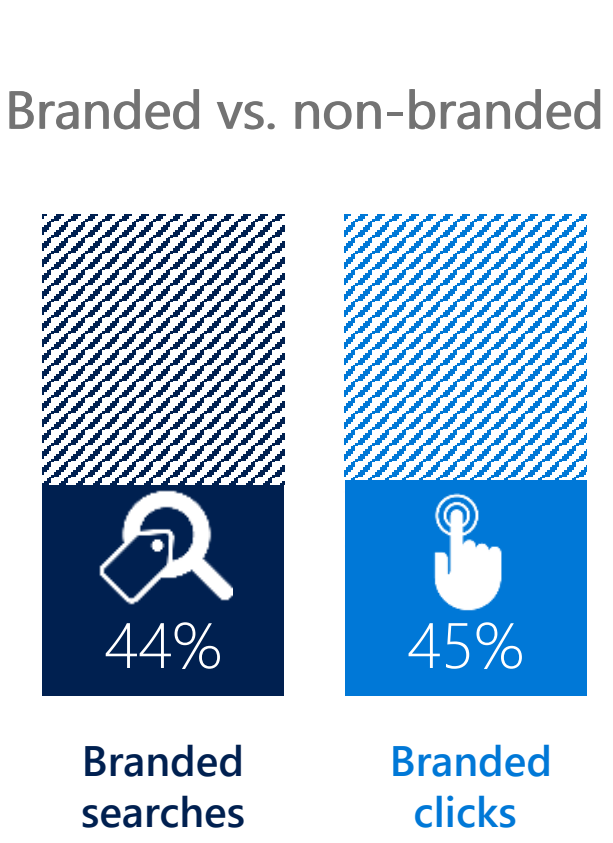
- ✓ Adjust your daily budgets to capture the increase in demand preceding key holiday seasons
- ✓ Key months: March, April, November

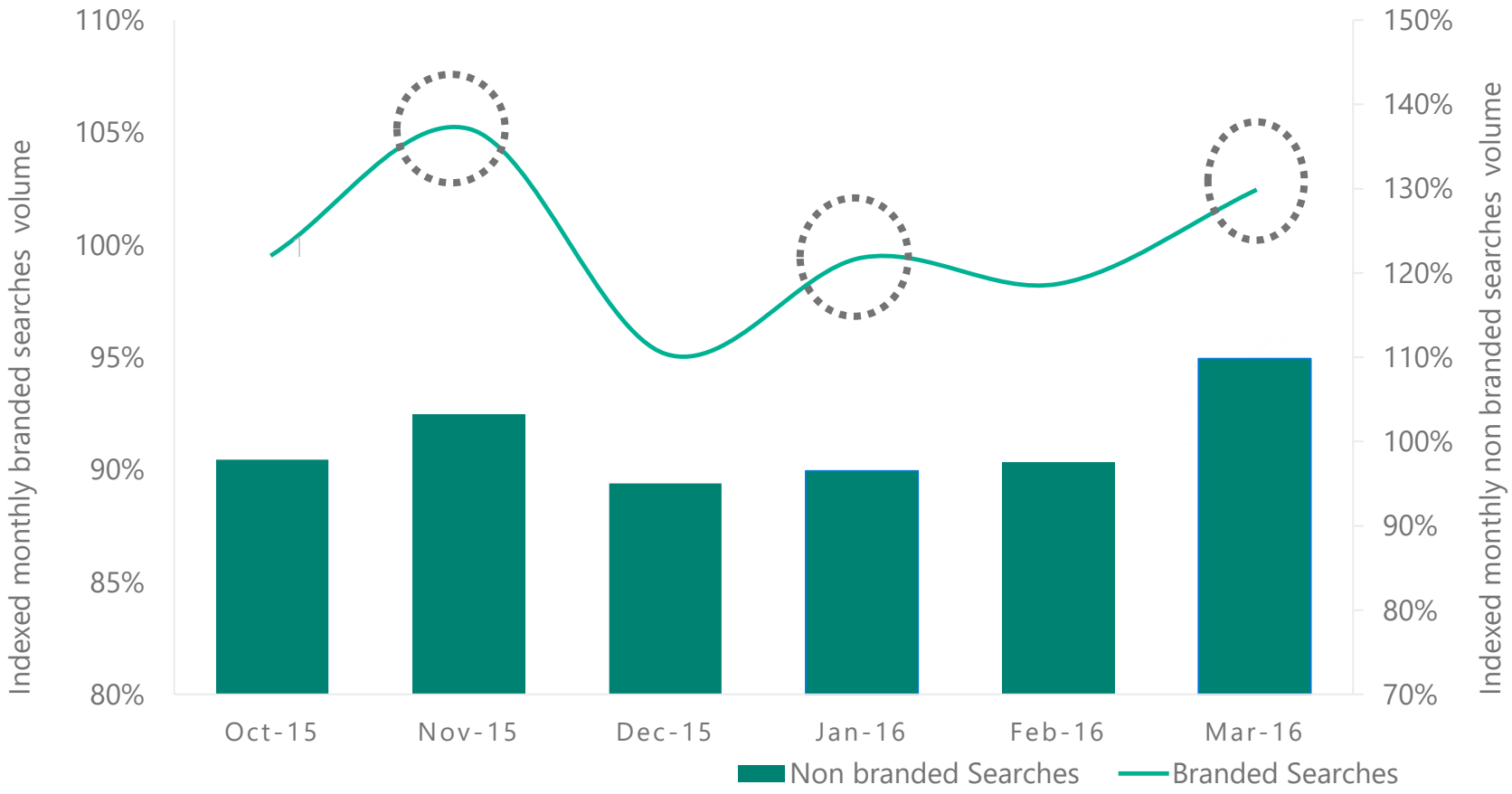
Bing

Source: Microsoft internal data.

Users lean towards non-branded terms when looking for car rental services

Branded and non-branded searches increase in the same months





✓ Contact your Account Manager today to review your brand campaign budget and performance.

Bing

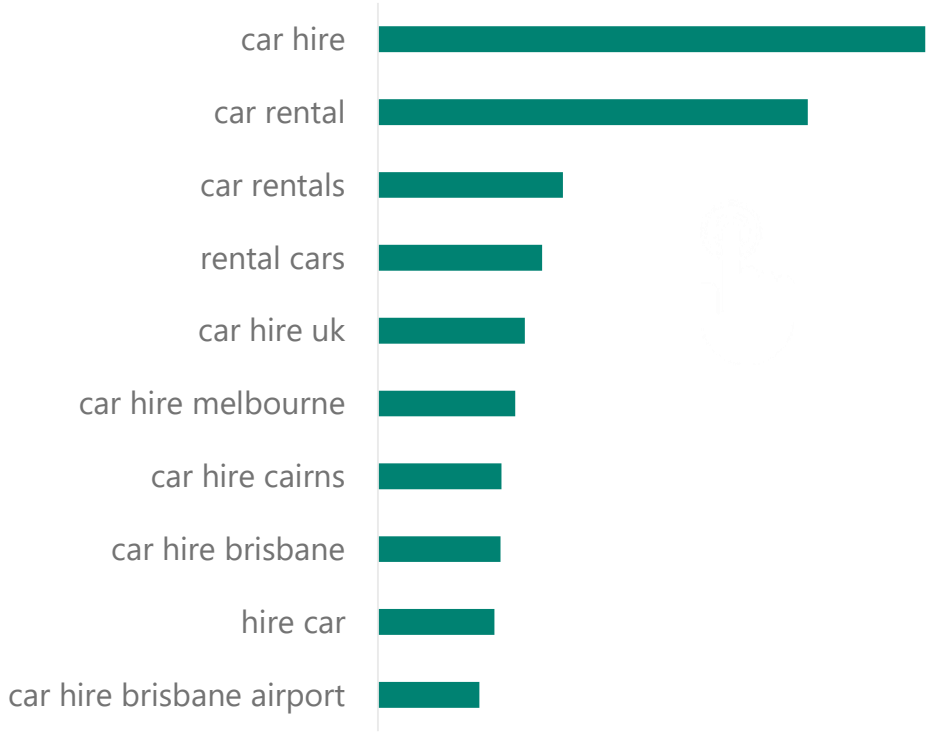
Source: Microsoft internal data.

Hertz and Avis are the two most searched car rental service brands

CUSTOMER ONLY

Top branded searches

Top non-branded searches



✓ Review your ad extensions adoption and leverage expanded text ads and structured snippets to secure larger real estate for your brand search results.

✓ Contact your Account Manager today for keyword gap analysis.

Bing

Source: Microsoft internal data October 15 – March 16.

Cairns is the fastest growing domestic destination among car rental searches

Top 10 most searched domestic destinations in car rental services and their year on year growth in search volume

MELBOURNE	**BRISBANE**	**SYDNEY**	**PERTH**	**CAIRNS**
+40%	+26%	+33%	+31%	+64%
HOBART	**ADELAIDE**	**TASMANIA**	**LAUNCESTON**	**DARWIN**
+41%	+37%	+38%	+47%	+41%

✓ Secure top positions for most searched destinations to capture increased demand.

Bing

Source: Microsoft internal data, Top 10 domestic destinations in car rental services, November -January '15 vs '16.

New Zealand destinations stand out in terms of car rental searches

Top 10 most searched international destinations in in car rental services and their year on year growth in search volume

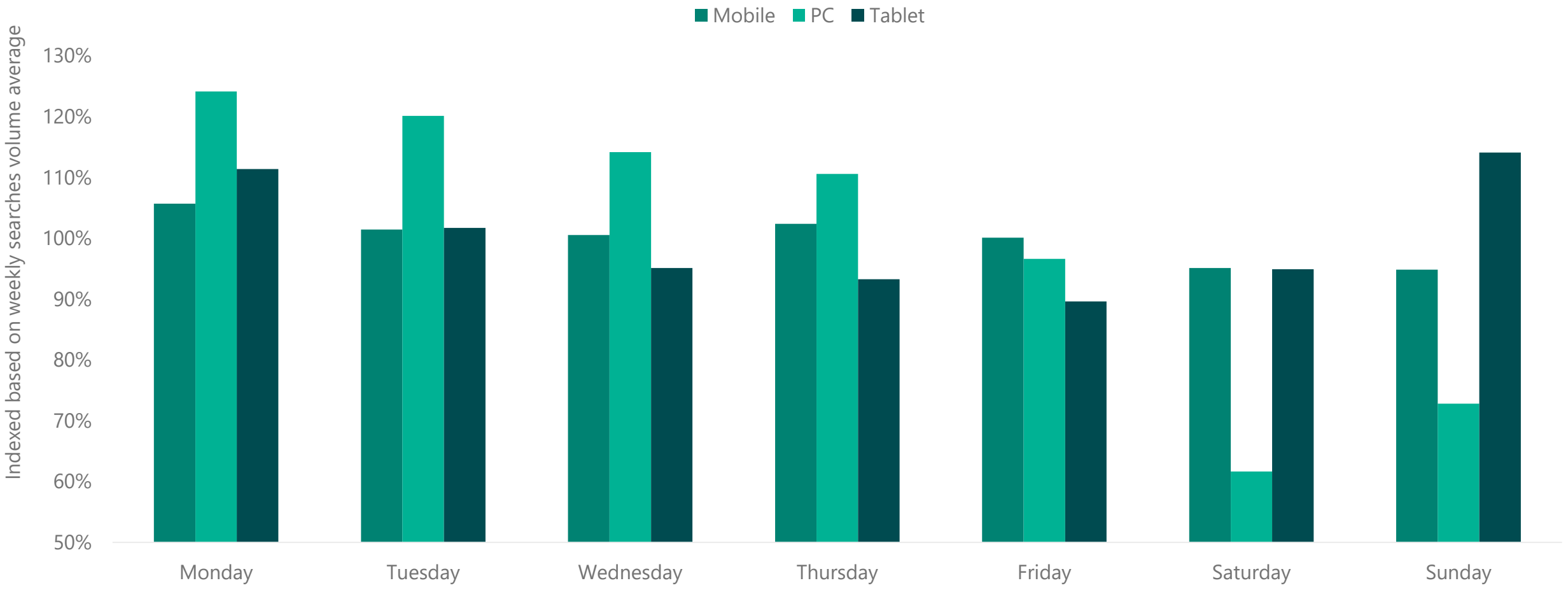
AUCKLAND	**USA**	**CHRISTCHURCH**	**QUEENSTOWN**	**WELLINGTON**
+37%	+13%	+25%	+40%	+14%
LOS ANGELES	**HAWAII**	**LONDON**	**FIJI**	**ITALY**
+38%	+47%	-6%	+43%	+19%

✓ Secure top positions for most searched destinations to capture increased demand.

Bing

Source: Microsoft internal data, Top 10 international destinations in car rental services, November -January '15 vs '16.

Higher interest shown in car rental searches on weekdays for PC
Mobile and tablet searches increase towards the end of the week

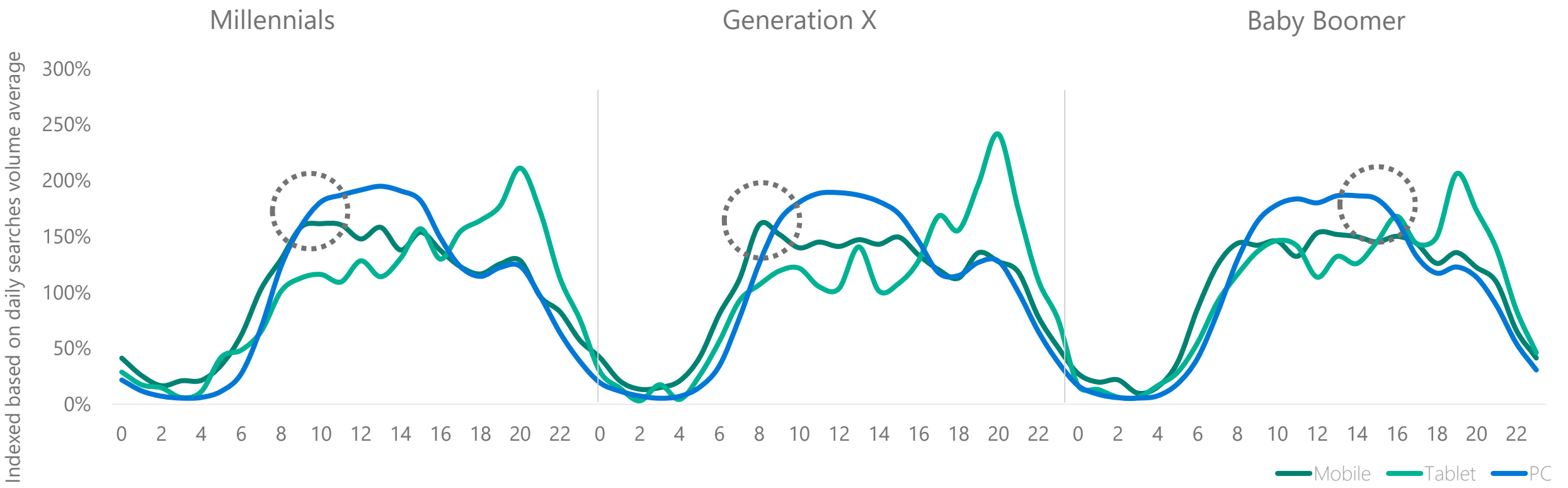


✓ **Adjust your budgets to capture the increase in demand earlier during the week.**

Source: Microsoft internal data October 15 – March 16.

Bing

Mobile searches peak in the morning for car rental services



Millennials	Generation X	Baby Boomer
PC : 12 pm Tablet: 8 pm Mobile: 10 am	PC : 12 pm Tablet: 8 pm Mobile: 8 am	PC : 1-2 pm Tablet: 7 pm Mobile: 12 pm

✓ Activate expanded device targeting to take control of your device bids.

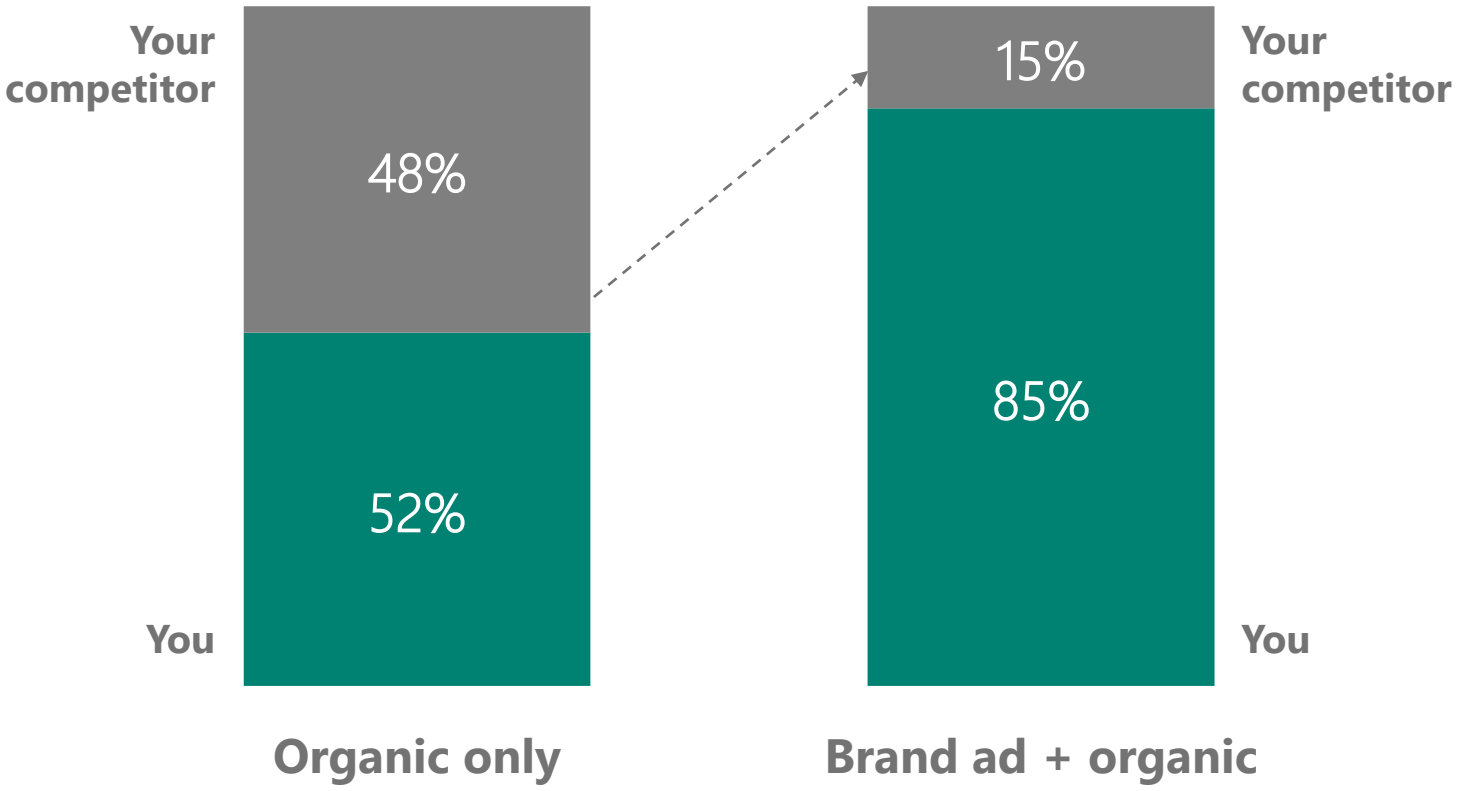
Source: Microsoft internal data October 15 – March 16.

Bing

Remember your Bing Ads travel essentials

Grab attention with brand term bidding

During an internal study of 25 million clicks in the retail vertical, Bing found that brand term bidding yielded a 64% lift in incremental paid and organic clicks.



✓ **Drive more clicks**

You can drive more clicks by bidding on your own brand terms.

✓ **Protect your brand term**

Do not lose leads and clicks for your brand to your competitors.

Bing

Source: Microsoft internal data, Bing Ads Brand Term Bidding Study US, March 2016.

Expanded Text Ads

Improve engagement with potential customers.

Create more compelling calls to action by presenting customers with more information about your business.

Increase audience engagement by providing additional information about your offerings.	Choose from 13 available categories to showcase up to 10 highlights per ad.	Combine with Callout Extensions and other ad extensions to increase your click-through rate.

STANDARD

Contoso Flowers Online! | contosoflowers.com
Ad · **contosoflowers.com**
Up to 25% Off Beautiful Flowers Hand-Delivered by a Local Florist!

EXPANDED

✓ Customisable paths ✓ Additional ad title

Contoso Flowers Online! – Beautiful Flowers Anytime!
Ad · **contosoflowers.com/birthday/roses**
Up to 25% Off Beautiful Farm Fresh Flowers Hand-Delivered by a Local Florist!

✓ 80-character ad text limit

Watch a short video about Expanded Text Ads
or learn more from your Account Manager.

Bing

Structured Snippet Extensions

Highlight specific products or services to provide more information about your business.

Longer ad title and text

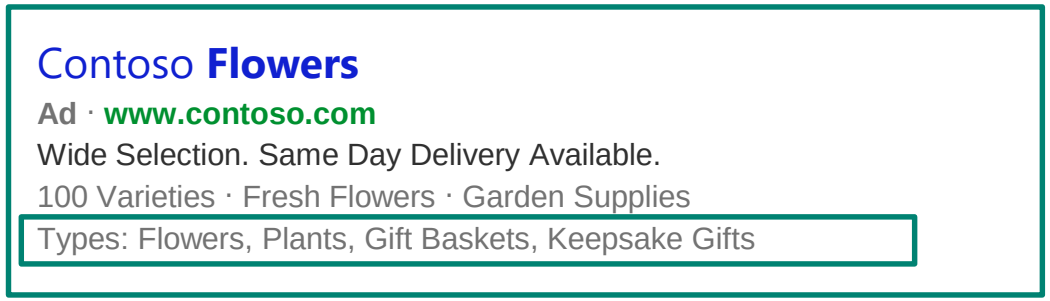
The character limit has been increased for the ad title and text

Seamless across devices

Ads are automatically mobile-optimised, reducing the need for multiple ads by device (mobile, tablet, desktop)

Optimised for Upgraded URLs

You can set up your Expanded Text Ads using final URLs



Watch a short video about Expanded Text Ads
or learn more from your Account Manager.

Bing

Remarketing in Paid Search campaigns: The second opportunity for a conversion

It helps to reconnect, enticing people to come back and complete a transaction.

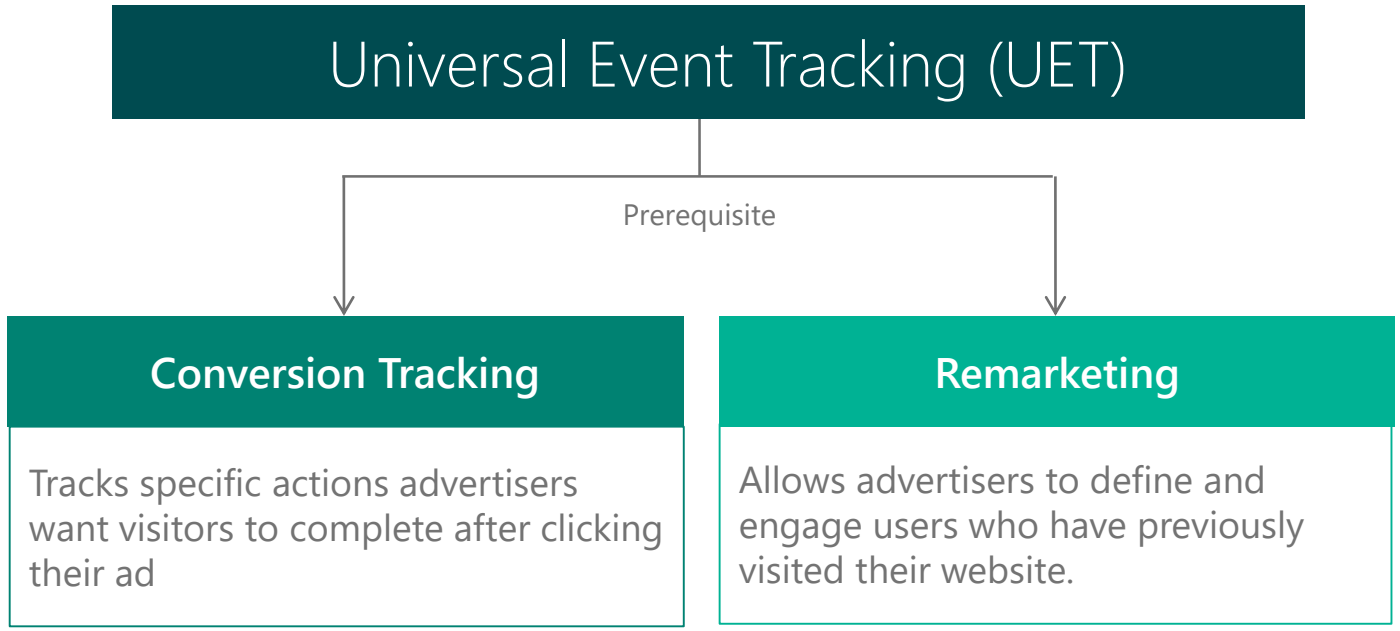
Watch a short video about remarketing
or learn more from your Account Manager.

Bing

Universal Event Tracking

Universal Event Tracking (UET) is a powerful and simple campaign measurement solution that allows advertisers to track conversions and other metrics important to their business.

- ✓ **Conversions** are the specific actions advertisers want their visitors to complete on their website, after they click their ad.
- ✓ **Remarketing** allows advertisers to define and engage users who have previously visited their website.
- ✓ **Universal Event Tracking** is a prerequisite for both Conversion Tracking* and Remarketing.



* This QRG focuses on UET for conversion tracking.

Watch a short video about Universal Event Tracking or learn more from your Account Manager.

Bing

Expanded Device Targeting

Get more control over device bid adjustments.
More bid adjustment flexibility to improve your return on ad spend.

Get additional device options

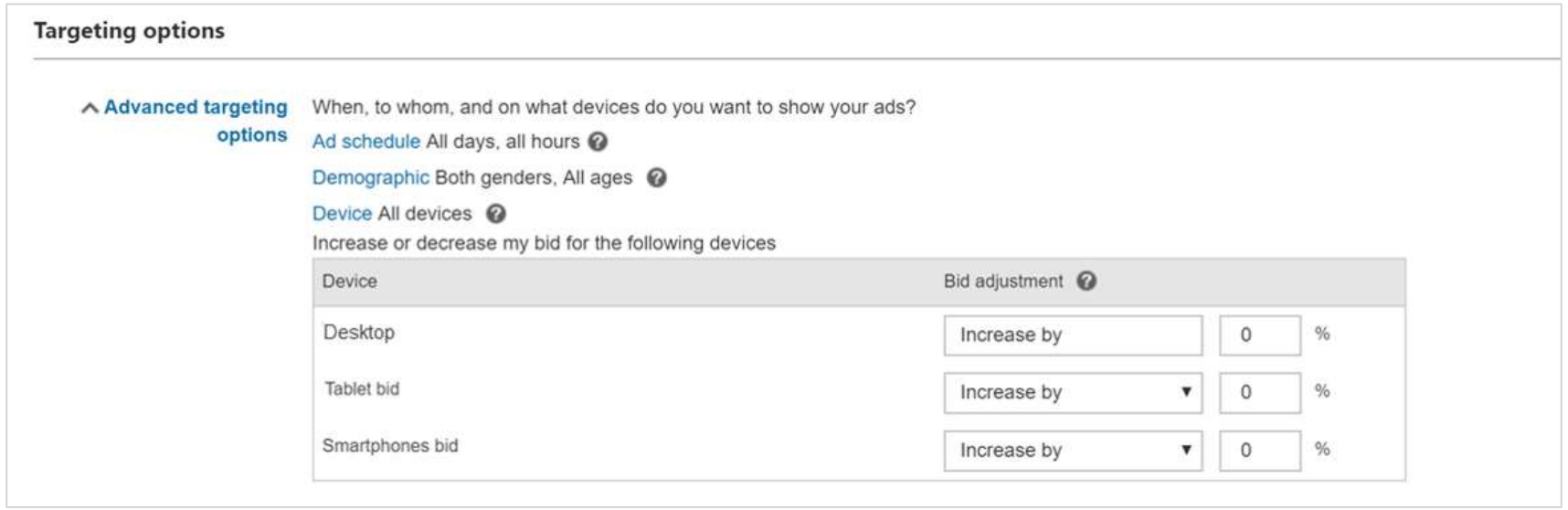
Desktop is a new device option, in addition to tablet and mobile

Exclude underperforming devices

You can opt out of mobile and tablet (new)

Use broader bid modifier ranges

Desktop	0% to +900%
Tablet	-100% to +900%
Mobile	-100% to +900%



Bing

Top recommendations to keep in mind when planning summer travel marketing activities

Capture the summer surge

Adjust daily budgets to capture increase in demand preceding key holiday seasons (particularly November and January)

Last-minute opportunity

Control share of voice for popular last minute summer destinations and be present on mobile to acquire last minute bookings

Desktop experience

Starting now, increase your visibility on PC during weekdays to capture more travel searches and conversions

Ready for Easter via Remarketing

Set up your remarketing list in summer to capture users who have engaged with your products

Bing

Be there.

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