

VERTICAL 6



# Travel

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## TRAVEL

2022 is a year of reunions, relaxation, and the revival of travel. Indonesians are enthusiastic about turning airplane mode on and heading to their favorite domestic and international holiday destinations. They are also looking for new and meaningful ways to experience vacation hotspots.

**International travel has bounced back, and is almost higher than pre-pandemic levels. With restrictions relaxed at popular destinations, Indonesians are prepping their passports and taking off!**

YoY search interest in **international travel** rose by 280%.



While search interest in passport topic and visa increased by +90% and +60% respectively.



Malaysia, Thailand and Australia are the top international destinations for Indonesians looking for break beyond their borders.

### Top demand by destination city

- 1 Kuala Lumpur
- 2 Bangkok
- 3 Sydney
- 4 Melbourne
- 5 Doha
- 6 Perth
- 7 Dubai
- 8 Amsterdam
- 9 London
- 10 Jeddah



Search interest in **liburan di Jepang** grew by +80%.

While search interest in **travel restriction** increased by +70%, as Indonesians stayed updated with the travel guidelines at their favorite destinations.

+80%

+70%

**You don't need to travel too far to find joy. Domestic travel too showed strong growth, as destinations like Bali and Yogyakarta continue to stay popular. At the same time, lesser-known, idyllic and quaint destinations too are generating interest.**

**Tourist favorites are back in demand...**

YoY search interest in domestic travel grew by 51%.



With domestic travel showing signs of recovery from early 2022, cities such as Denpasar, Medan, Surabaya and Yogyakarta emerged as top destinations within Indonesia.

## Top demand by destination city

- 1 Jakarta
- 2 Bandung
- 3 Surabaya
- 4 Yogyakarta
- 5 Denpasar
- 6 Kuta Selatan
- 7 Medan
- 8 Semarang
- 9 Batam
- 10 Makasar



Search interest in **tiket bali** and **tiket medan** increased by +70% and +55% respectively.

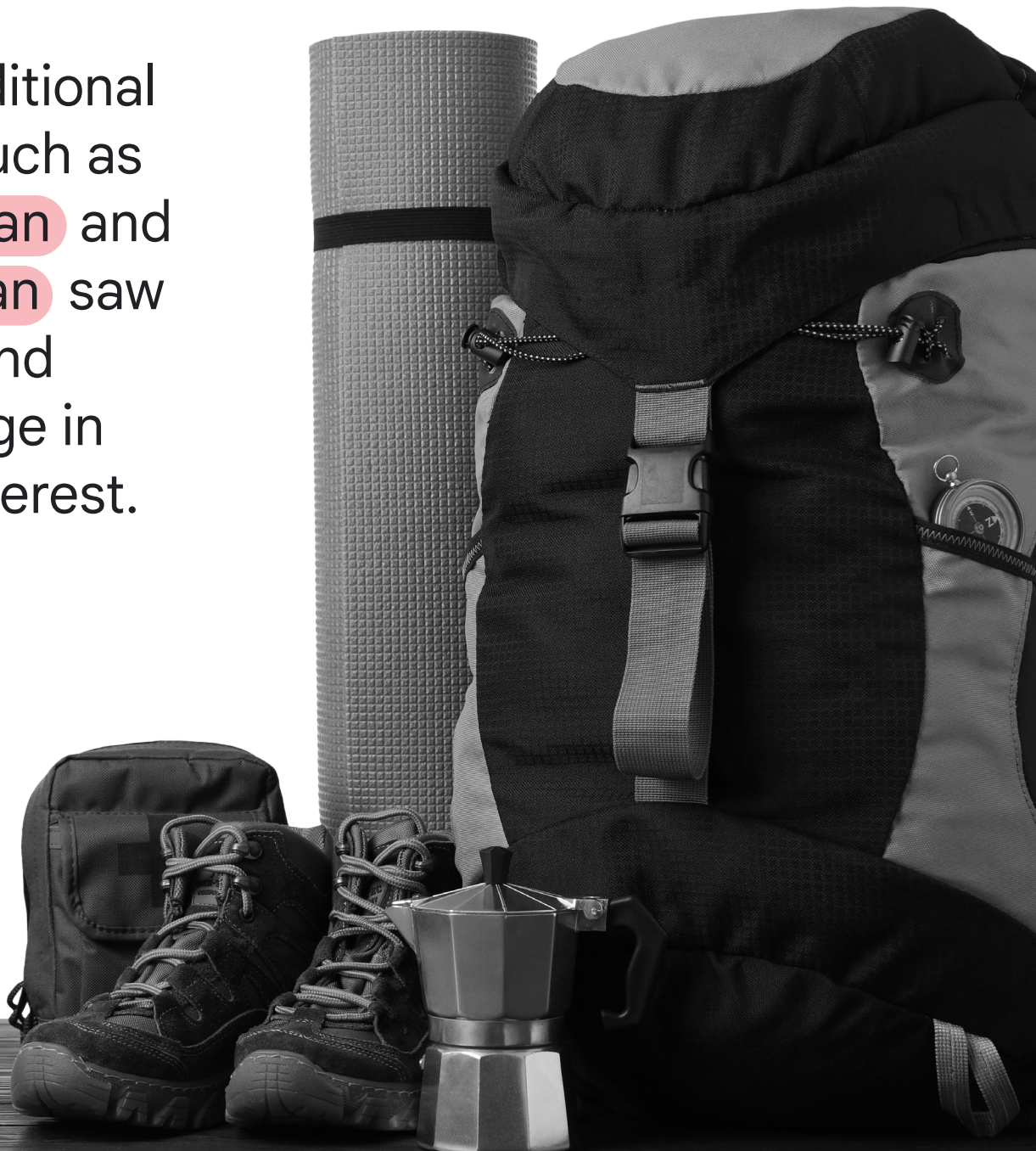
Similarly, **wisata surabaya** and **wisata jogjakarta** saw a growth in search interest of +70% and +50% respectively.



...while newer and more remote destinations caught travelers' attention too.

Search interest in topics related to **tourist village** rose by +55%.

While traditional villages such as **penglipuran** and **potrobayan** saw a +112% and +92% surge in search interest.





## Rise in search interest in lesser-explored destinations:





# Marketing implications

# 01

## Convert travel demand into potential leads.

Travelers' have diverse preferences. Be there to feed them with helpful and relevant information that feeds their passions. Engage with customers by running a lead-generation campaign that encourages them to pursue a specific action - be it planning a trip to an emerging destination or learning more about travel restrictions at international holiday hotspots.

# Product Highlight

Show up in travelers' searches when they are looking for you. Keyword Planner can help brands create Search campaigns that are centered around in-depth keyword research. You can then use image extensions to expand the Search result and help travelers see relevant visuals of your product, making it more likely for them to choose you.

# 02

## Think visually to engage travelers looking for hotels or destinations.

As people increasingly search with images and text together, think about investing in compelling image assets to bring your brand to life with diverse representation of people and products. This makes it easy for travelers to visualize the destination they are about to visit, and take action - especially on mobile.



# Product Highlight

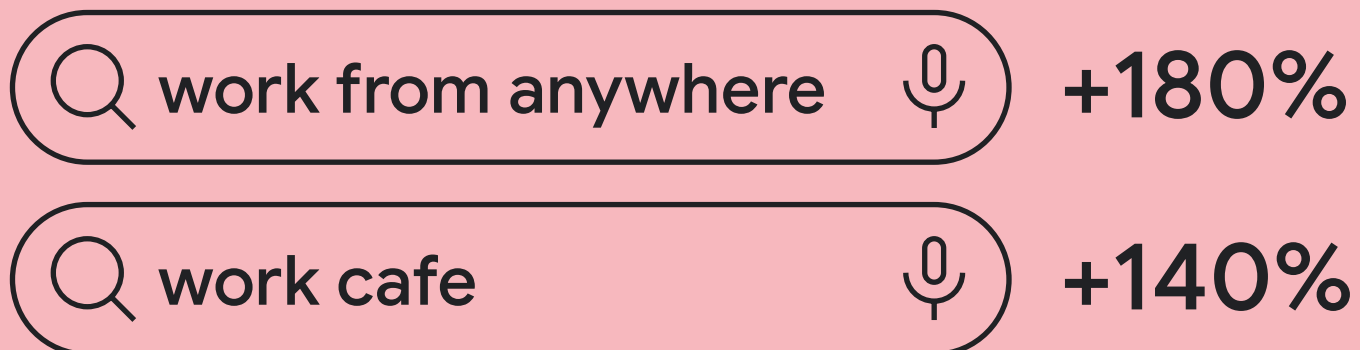
To reach potential travelers and show up in their searches, brands can leverage broad match. It allows your ad to show on searches that are related to the meaning of your travel-related keyword, which can include searches that don't contain the keyword terms. This helps your ads reach a wider audience.

## Brand Example

Traveloka Indonesia adopted broad match for its Search campaigns to scale flight bookings. It was able to drive more bookings on existing keywords and cover new ones as well. This led to a 32% increase in flight bookings at similar CPA.



**Workcations emerged as the buzzword in travel during the pandemic. The trend is still around, with Indonesians continuing to look for options that allow them to mix work and play.**



🔍 remote work 🎙️

**+40%**

🔍 working space 🎙️

**+30%**





**It's not just about where you go, but also why you are there. Travel is increasingly becoming experiential and purpose-driven, as Indonesians look for fresh and unique ways to explore a place.**

Search interest in **healing trip** grew by +40%, as people looked to focus on well-being and rejuvenation while on holiday

Similarly, search interest in **festival trip** and **glamping** grew by +90% and +40% respectively.

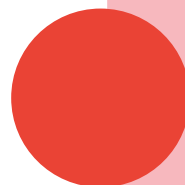
event lari + event sepeda  
search interest climbed by  
+40%, as Indonesians found  
ways to make vacations a  
little more enjoyable than  
simply relaxing on a beach.

+40%



# Did you know?

Travelers rely on Search for planning and execution, while YouTube provides the inspiration they need. Maps and Travel, on the other hand, provide logistical support and information for a trip.



# Product Highlight

Google's Travel Insights  
helps marketers identify new  
and changing demand for  
destinations and hotels around  
the world — and respond  
quickly, including in real-time.