

SEARCH MARKET REPORT

Travel: Europe Summer 2023

Your essential benchmark for search



Introduction

Adthena is an award-winning search intelligence platform

Adthena is an award-winning search intelligence platform that provides competitive analysis, strategic insights, and a team of experts to help brands, marketers, and agencies dominate their competitive landscape.

Your AI-generated market view

Our machine-learning technology monitors top travel search terms for Italy, Spain, Greece, and Tenerife, providing a broad overview of market activity and SEM success. Our report compares the search performance of top travel companies in Q1 2019 vs 2023, to benchmark against pre-pandemic performance.

You'll be able to:



Compare your brand's Share of Clicks vs competitors.



See how your brand's market share stacks up against rivals.

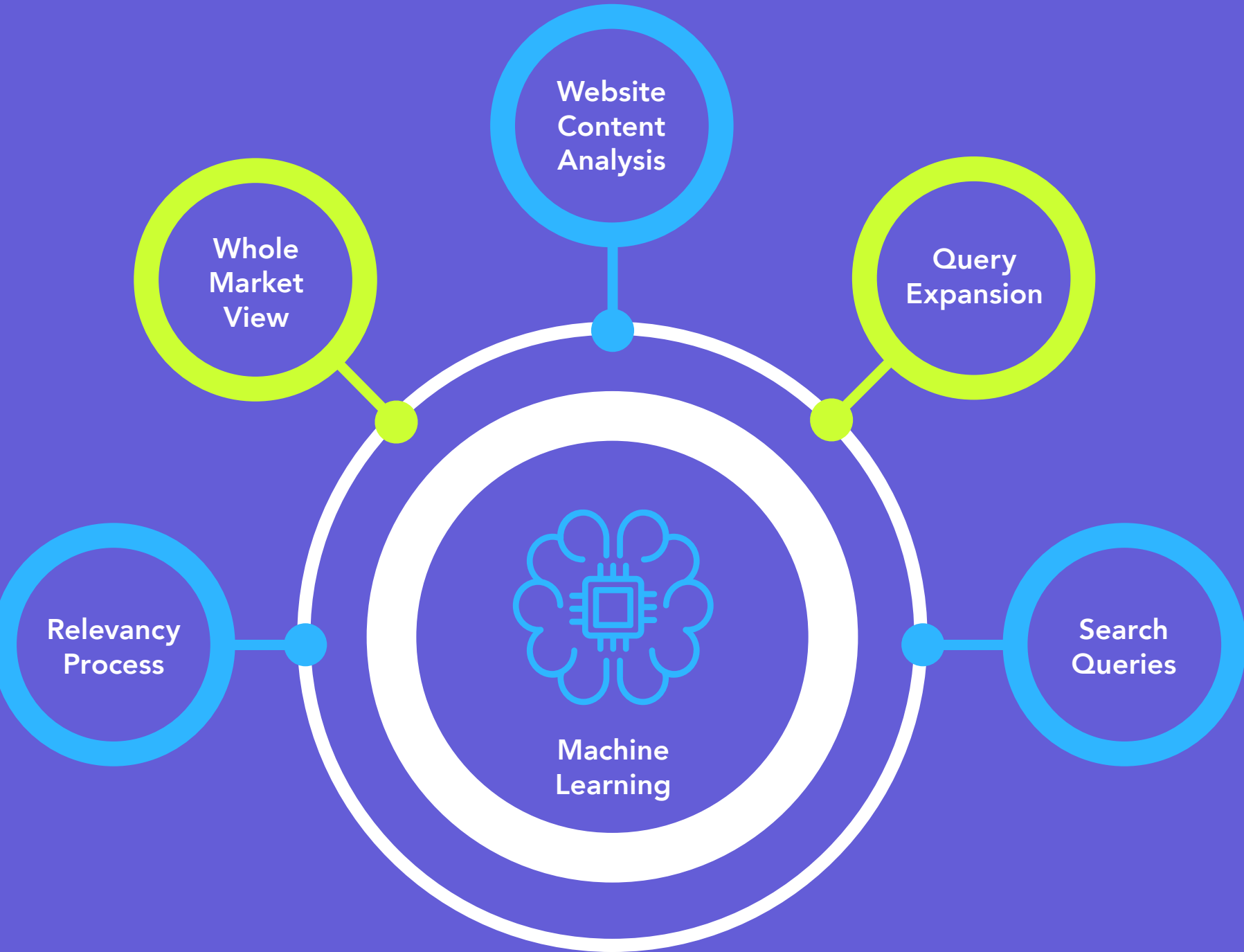


See the top spenders in the category.



This intel not only gives marketers a benchmark to guide strategy, it also enables you to see how your paid search performance stacks up against competitors.

Whole Market View



Available data and metrics:

- Advertisers
- Search Terms
- Time of Day
- Device
- Frequency
- Average Position
- Ad Copy
- Impressions
- Clicks
- Share of Spend
- CPC's

Bespoke AI models:

- Click/Spend Model
- Relevancy Models

500M

Adverts every day

200M

Terms every day

24/7

Collected hourly

15

Languages

10TB

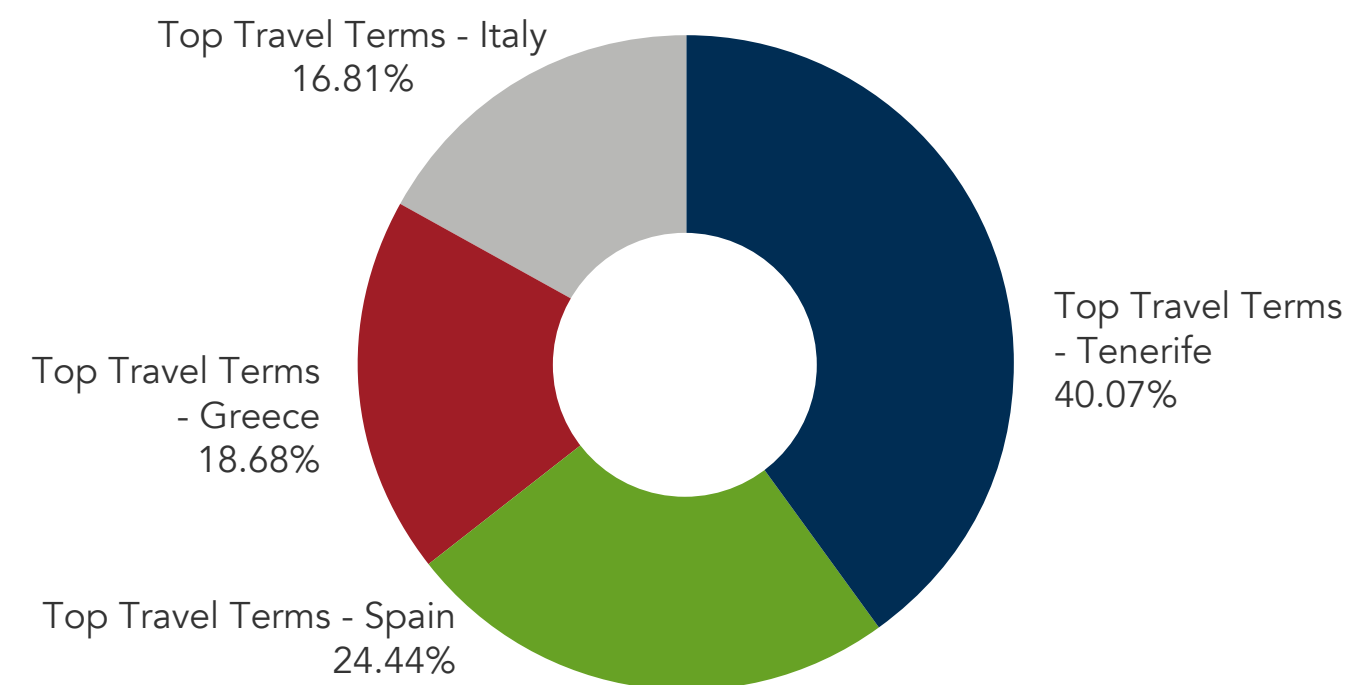
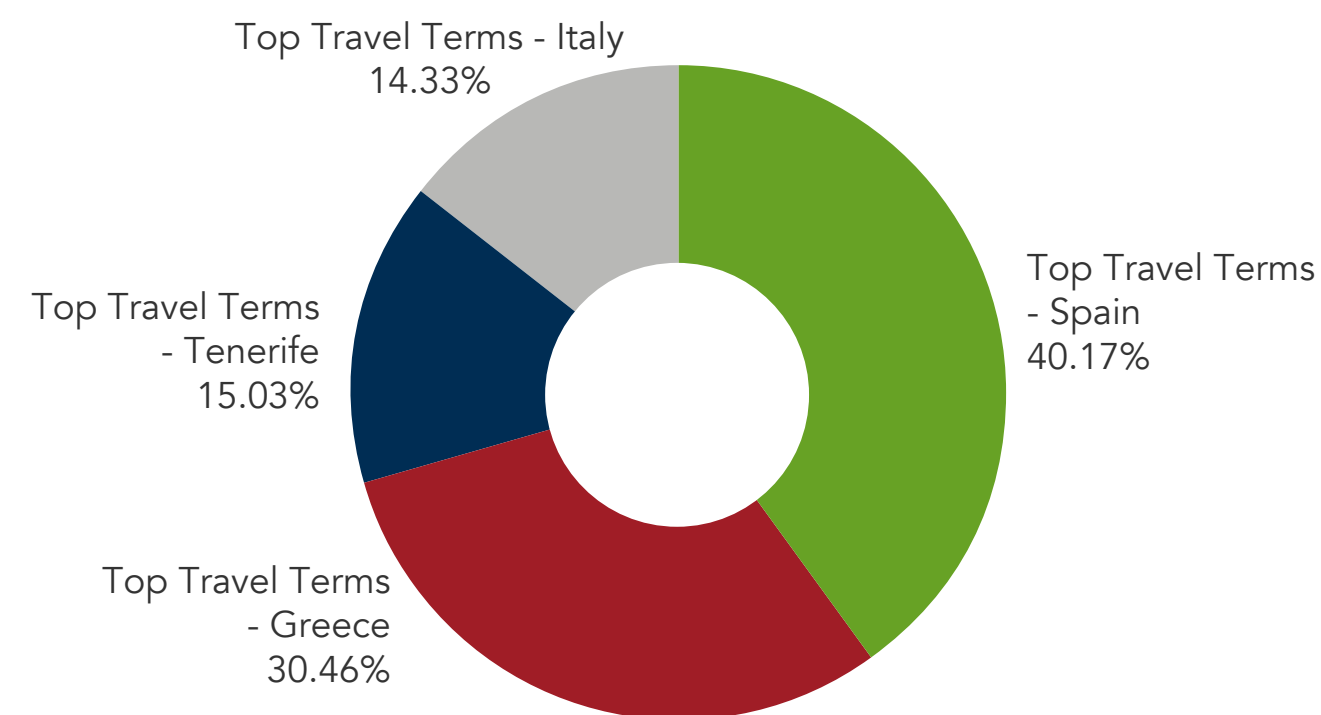
New data every day

Market Overview

Travel brands should monitor the market closely

Hot Destinations

Share of Clicks - all competitors - Q1 2019 vs 2023



Competitor View

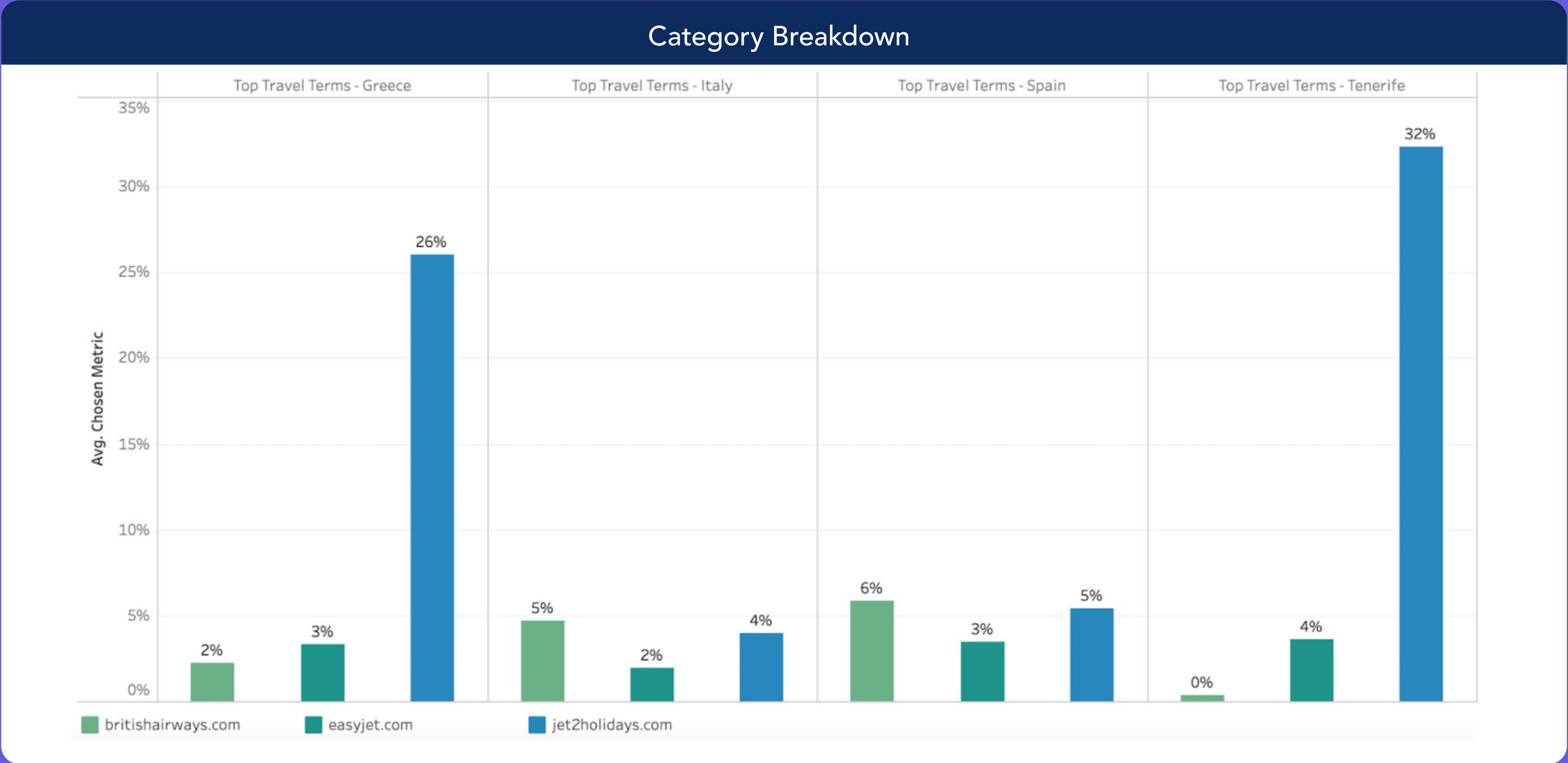
Visualize the performance of your top competitors in the category by clicks and spend. Discover who the biggest players in the market are, where the gaps are, and where you fit in.

With restrictions fully open following the pandemic, Tenerife and Spain are the hottest destinations for Europeans as we head into the holiday season. Travel brands should monitor the market closely in the run up to the summer to ensure PPC campaigns remain competitive and effective.



Share of Clicks 2023

Category Breakdown



Analysis

Here we look at three players in the market - British Airways, easyJet, and Jet2holidays. In 2023, Tenerife emerged as the most popular holiday destination, replacing Spain which held the top spot in 2019.

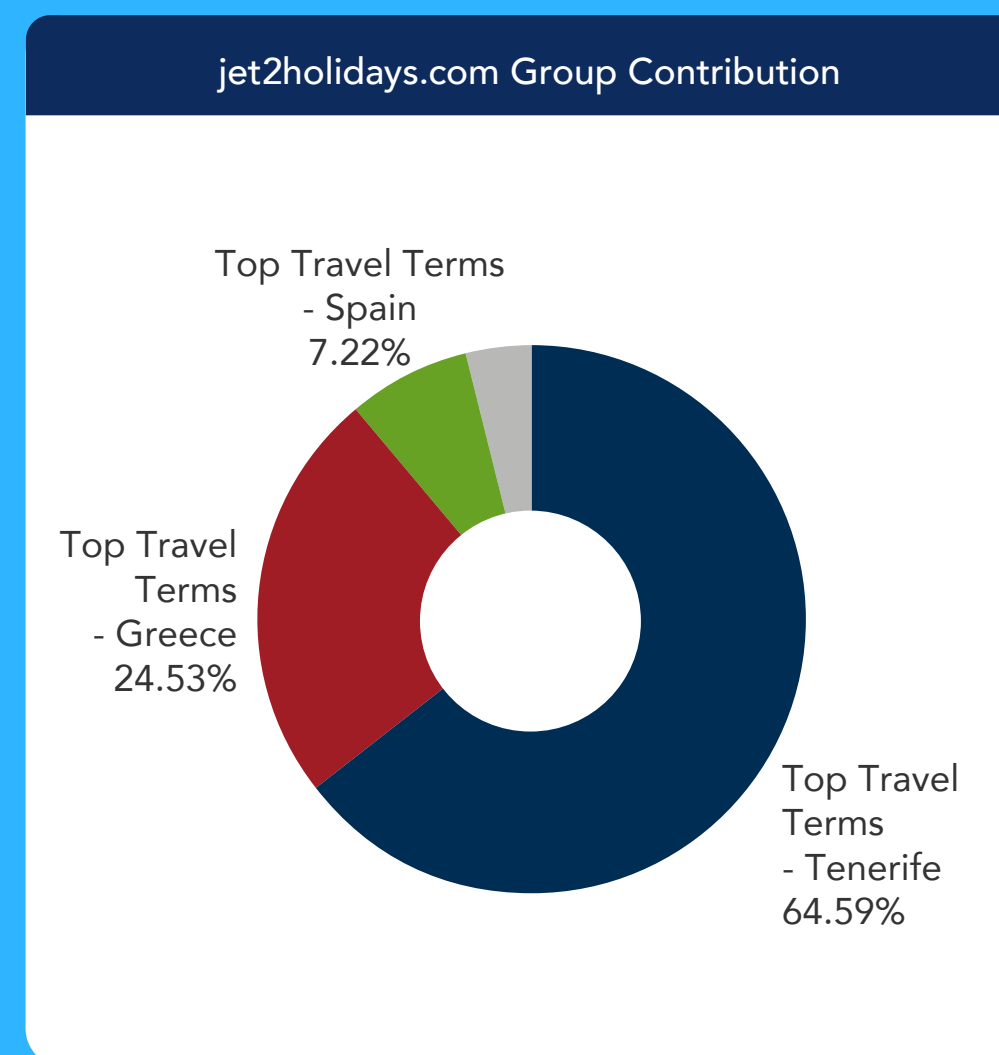
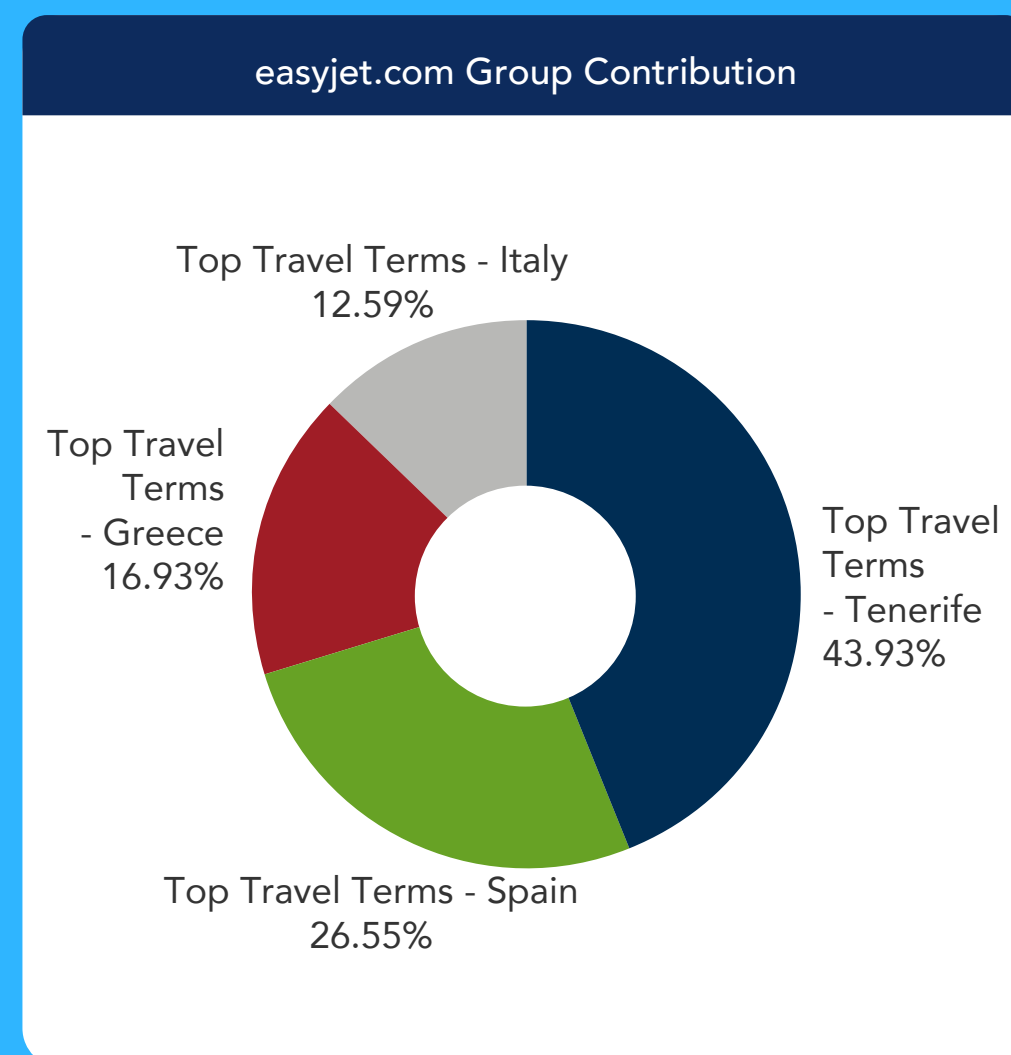
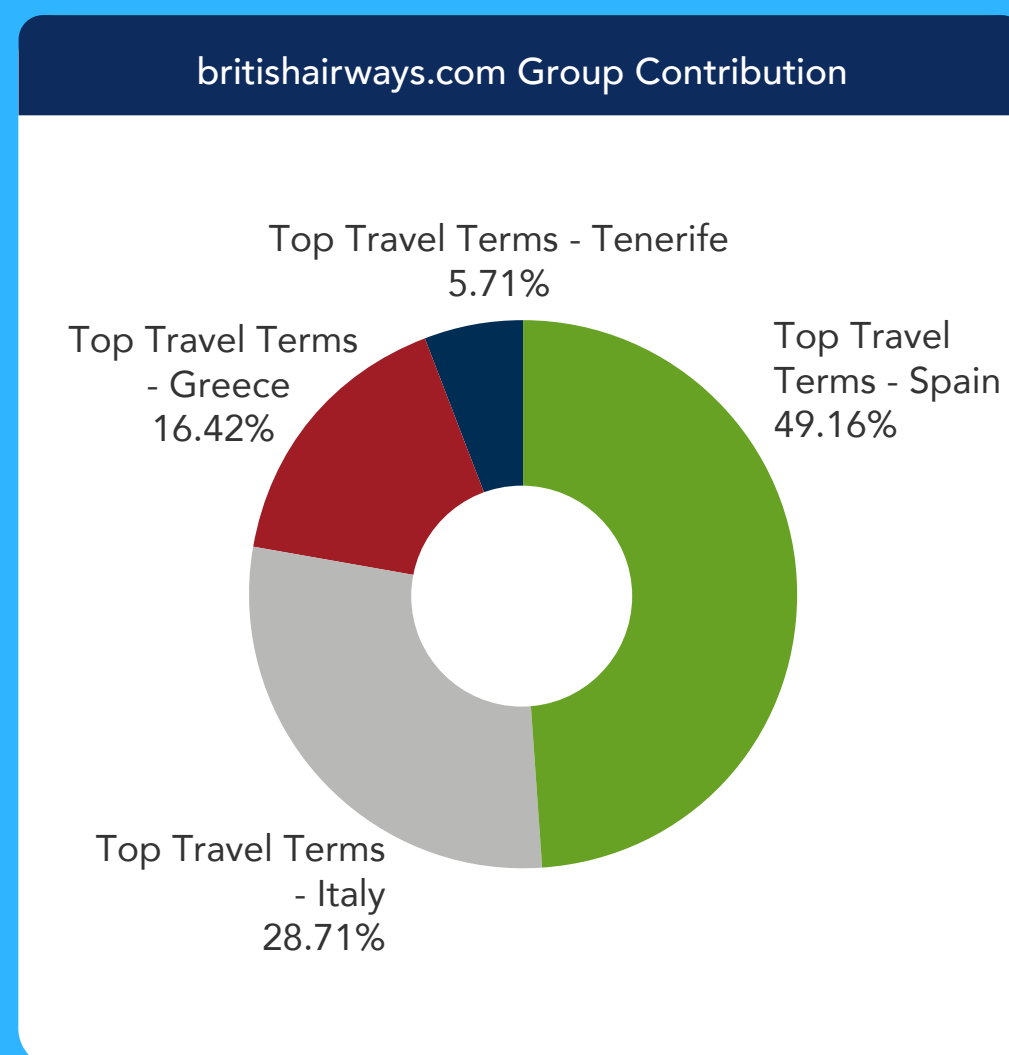
Jet2holidays doubled its market share in the Greek and Tenerife markets compared to traditional airlines like British Airways and easyJet, thanks to their diverse range of holiday destinations and budget allocation decisions.

Meanwhile, Jet2holidays and British Airways have seen a significant drop in Share of Clicks in Spain and Italy, likely due to increased budget allocation from other competitors. Most travel brands are using 2019 data to make budgeting decisions, and this could have left British Airways behind as others increase their budgets to maintain Share of Clicks.

Competitor View

Slice up your competition with Adthena insights

Share of Clicks 2023



Analysis

Here we look at the Share of Clicks Vs Share of Spend for British Airways, easyJet, and Jet2holidays across the top travel terms for Italy, Spain, Greece, and Tenerife. The end goal is to have a higher Share of Clicks than Share of Spend.

In 2019, British Airways had a good spend efficiency in Spain, which can be attributed to their selection of keywords, well-timed bid schedules, and average position.

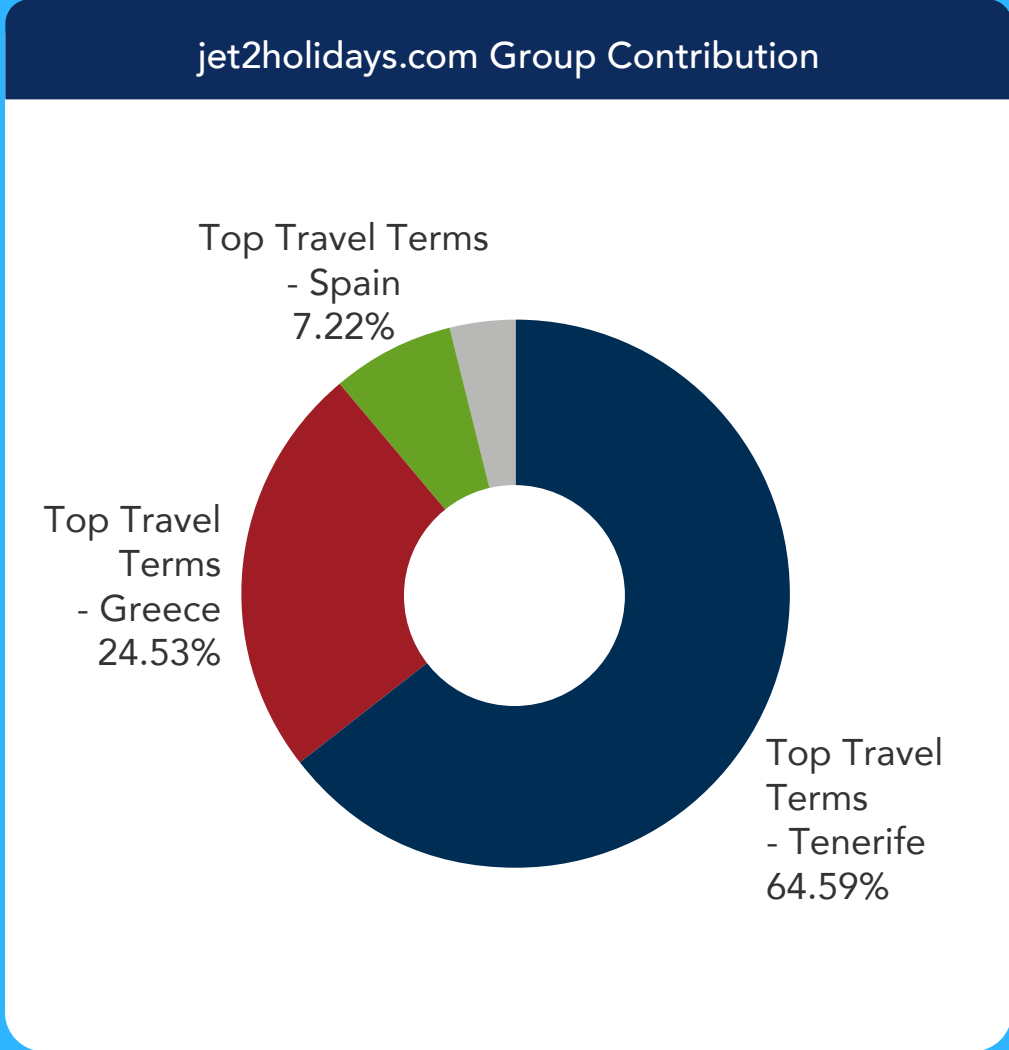
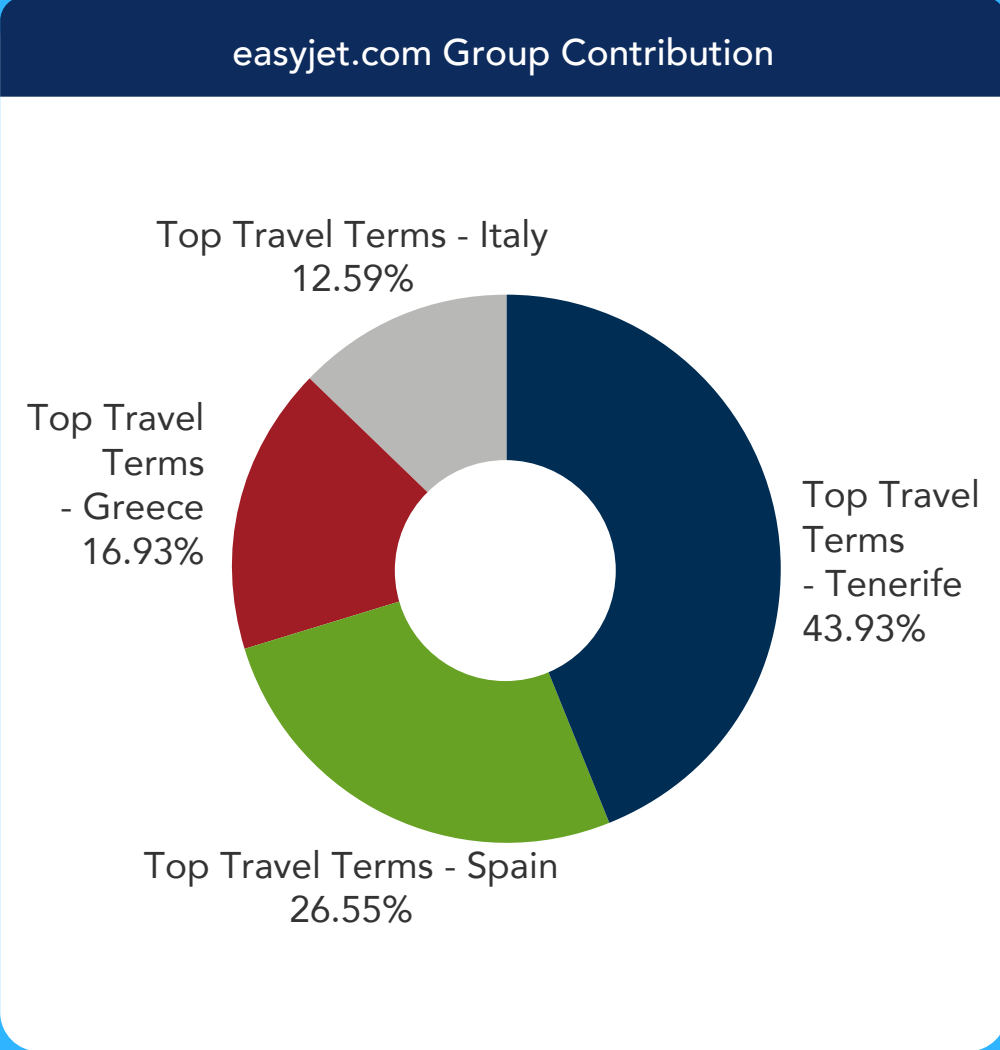
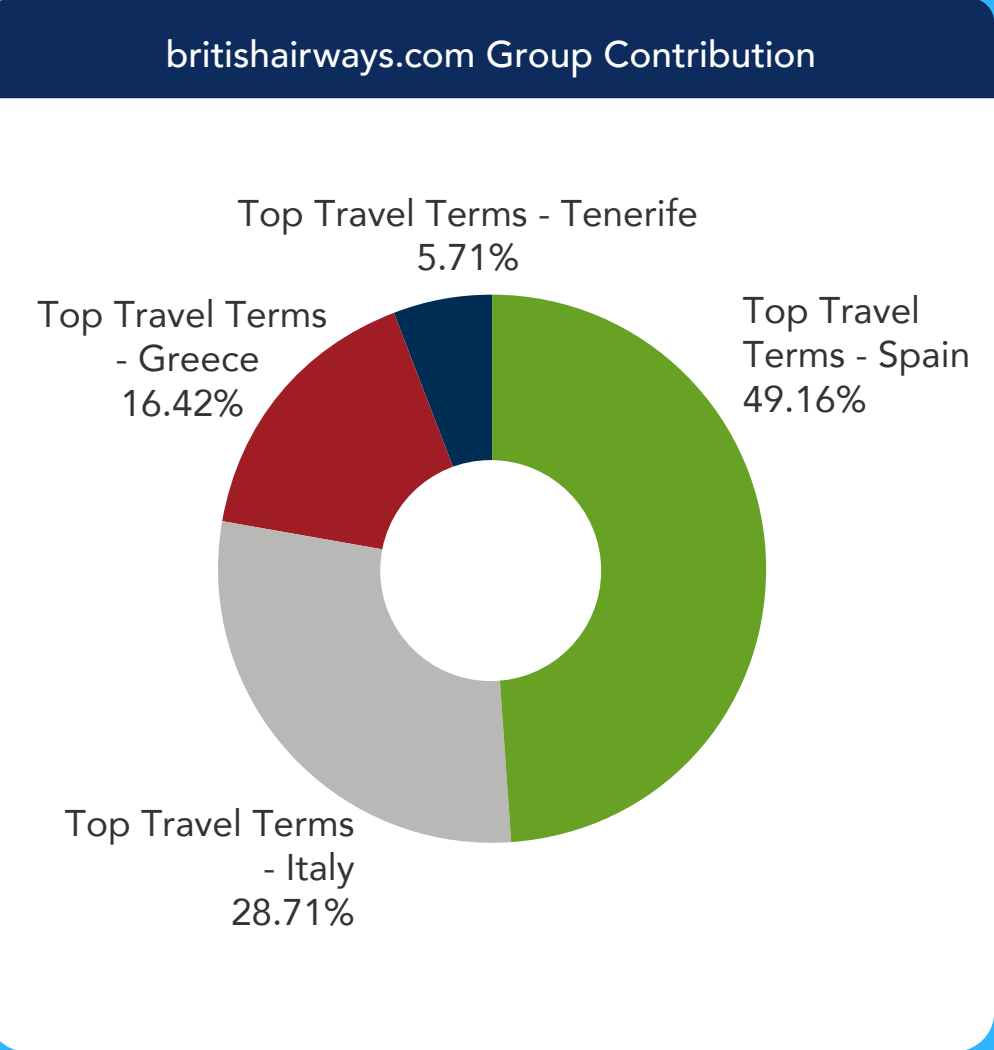


Staysure™

I relied heavily on Adthena during the darkest days of lockdown. The price of getting our decisions wrong would have seen us hit the rocks like many of our competitors.

James Robinson, Head of Digital Marketing,
Staysure Travel Insurance

Share of Spend 2023



Analysis

British Airways appeared for fewer high-volume terms but maintained a higher position than their competitors, suggesting that dominating a smaller subset of terms helped them drive efficiencies in this sector.

In 2023, British Airways' efficiencies declined, which is most likely due to increased competition and spend levels. In contrast, the two traditional airlines maintained good efficiencies in Italy, possibly due to their strong brand recognition and less competitive auctions.



Market Share

Adthenea's platform helps you quickly identify the biggest market share holders and your brand's position compared to competitors. Get regular alerts to track shifts and new entrants in your market.

Analysis

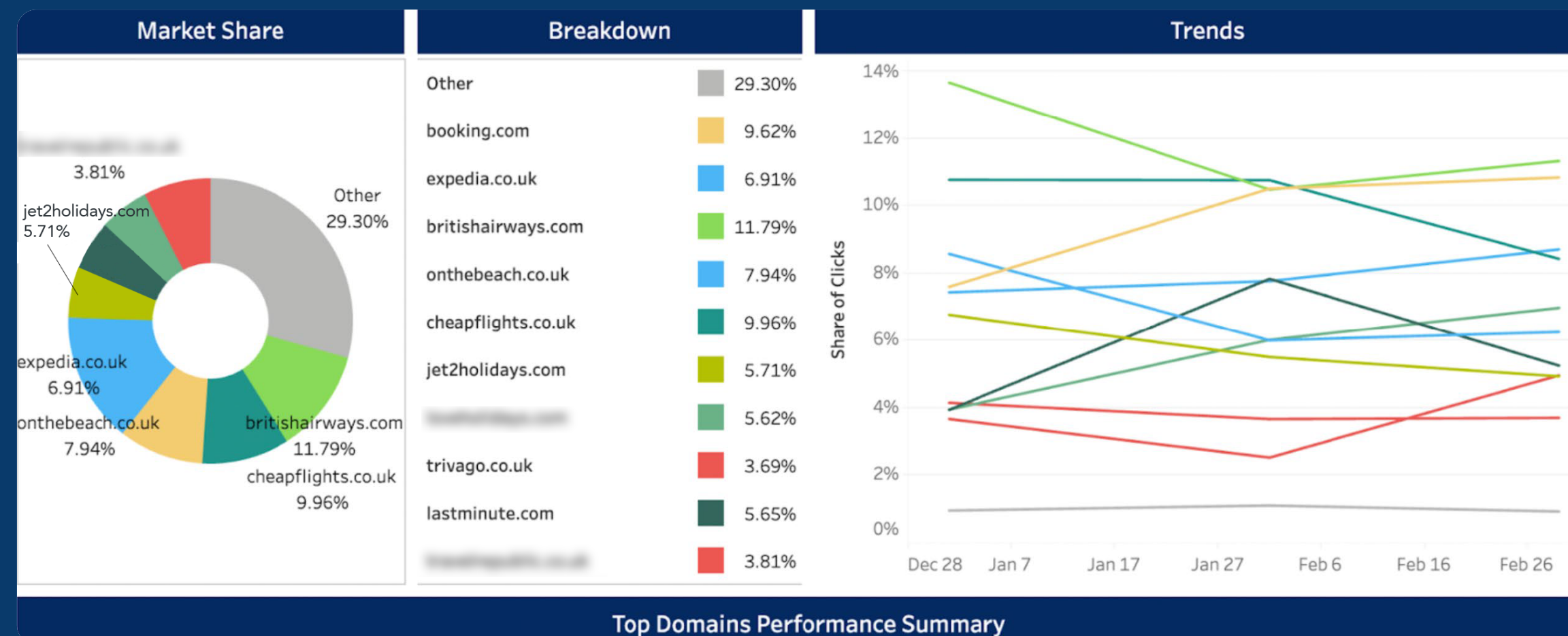
Here we look at the top 10 advertisers in the market across Spain and Tenerife search terms. In 2019, the travel market had a mix of competition due to various factors such as brand recognition, pricing strategies, and target markets.

In 2023, Booking.com and Skyscanner may have emerged as dominant players due to strong brand recognition, effective marketing campaigns, and competitive pricing strategies.

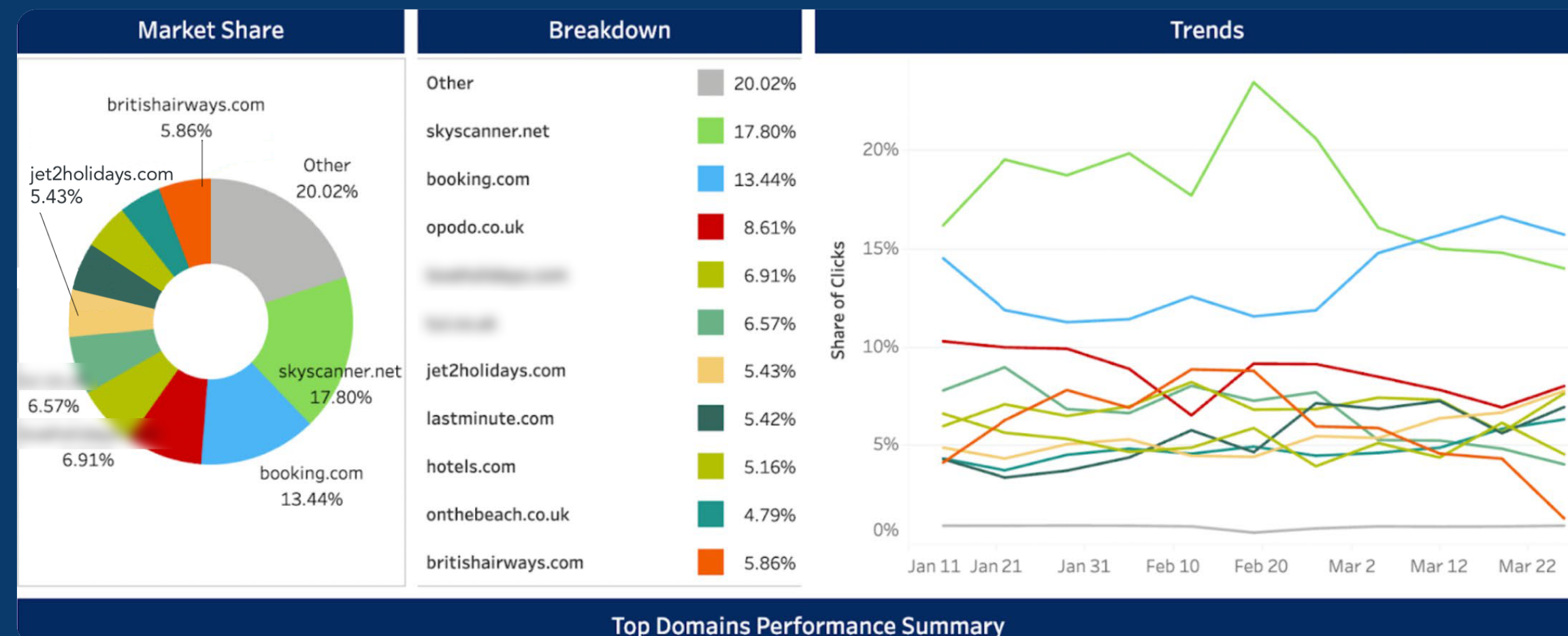
However, market dynamics can shift quickly in the travel industry, so travel companies must stay agile and adaptable to remain competitive.



Market Share - Top Travel Terms - Spain (2019)



Market Share - Top Travel Terms - Spain (2023)



Top Domains Performance Summary - Tenerife

Top Domains Performance Summary										
	booking.com	britishairways..	hotels.com	jet2holidays.c..	lastminute.com	onthebeach.co..	opodo.co.uk	skyscanner.net		
Share of Clicks	13.4%	5.9%	5.2%	5.4%	5.4%	6.9%	4.8%	8.6%	17.8%	6.6%
Share of Spend	15.9%	6.1%	8.5%	5.2%	4.3%	5.7%	3.9%	8.8%	12.1%	5.7%
Average Position	1.51	2.56	2.56	1.70	3.19	2.64	2.58	1.82	2.67	2.51
Estimated Impressions	238,198	133,273	125,962	152,326	177,388	198,419	155,653	225,182	209,337	121,709
Search Term Coverage	37%	89%	21%	47%	84%	100%	42%	53%	53%	84%
Rank (Share of Clicks) along Colour Choice	2	10	8	6	7	4	9	3	1	5

Analysis

Skyscanner has the most-effective strategy, with the highest Share of Clicks covering only 53% of the search terms. Whilst British Airways is covering 89% of the search terms with only a 5.9% Share of Clicks in return.



Looking at the top 10 performing domains in 2023, the data shows that almost all domains have a higher Share of Clicks than Share of Spend, except Booking.com, British Airways, Hotels.com and Opodo, meaning that they have a less efficient strategy than the others in the market.

In 2019, Jet2holidays had the highest Share of Clicks, impressions and STC - but has now dropped out of the competition.



-45%
CPCs



iPROSPECT

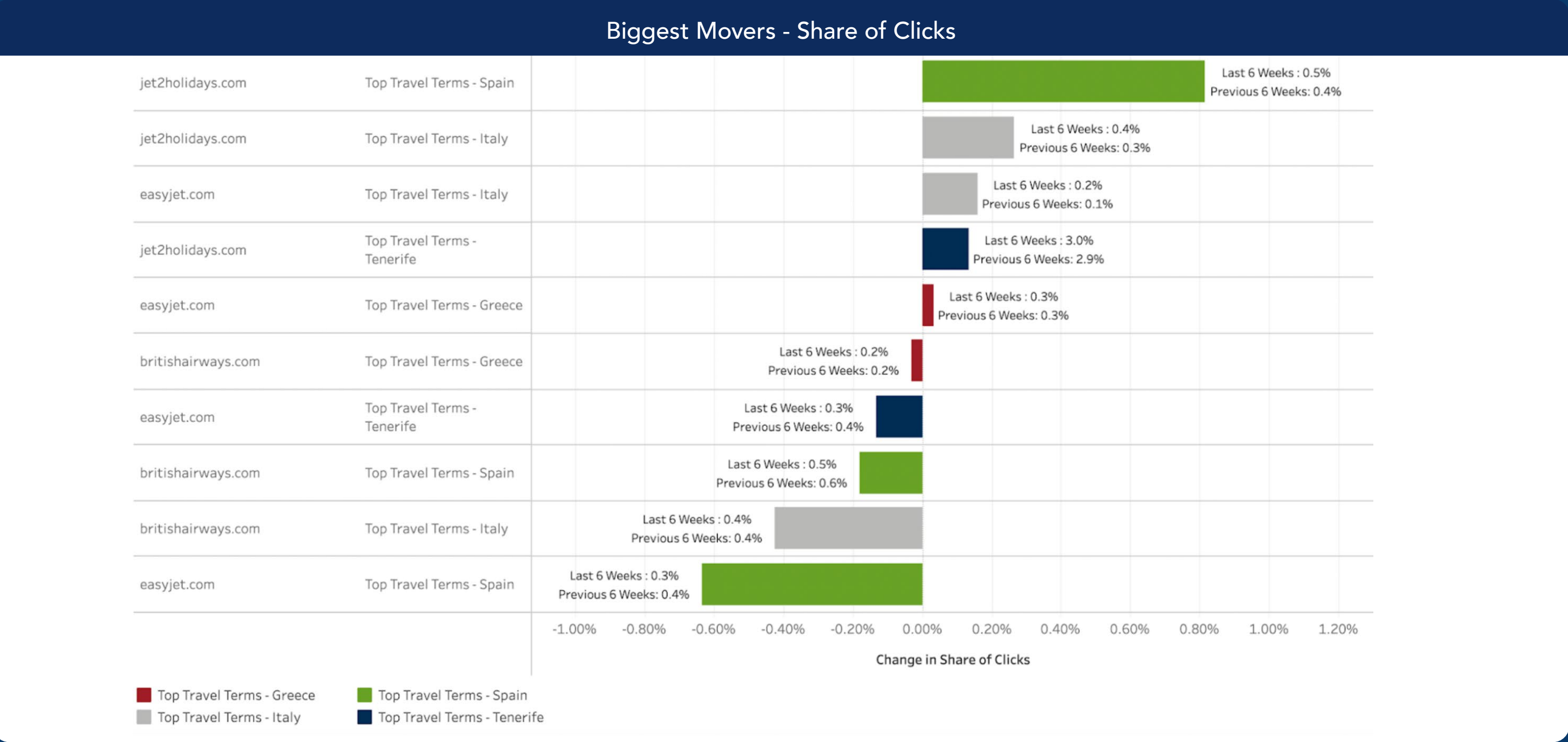
By using Adthena, we were able to save money on our CPCs without investing a single penny more. As a result Eurostar can generate extra revenue through simple efficiencies on keywords.

Turan Kasimova, Search Director, iProspect



Biggest movers - Share of Clicks

View the biggest movers week-by-week in search by Share of Clicks. Adthenea’s platform allows you to see the click and impression share of competitors over time to identify seasonal shifts in their strategy and pick up on opportunities.



Analysis

Jet2holidays experienced the highest increase in Share of Clicks for Spain, Italy, and Tenerife, while easyJet had the greatest change in Greece. Reasons for these changes include increased spending, bidding on more search terms, capitalizing on a competitor’s decreased activity, higher ad quality scores, or modifying the ad copy.



Jet2holidays saw a 1% increase in Share of Clicks over easyJet for top travel terms in Spain over the last 6 weeks, indicating potential market growth.

To optimize campaigns, Jet2holidays should analyse their competitors’ paid search activities, identify gaps in their own campaigns, and optimize ad copy, keywords, and landing pages.

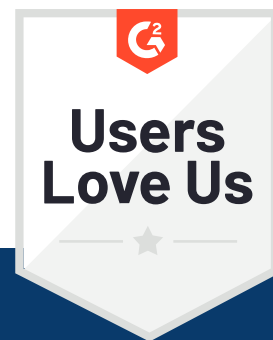


AVANTI
WEST COAST

We’re able to stop spending on brand terms and reinvest that budget to areas that are more conducive to acquiring new customers.

Alison Yarrow, Digital and Media Manager

Loved by customers, trusted by agencies



"Great tool for market insights"



"Best SEM tool I've ever used"



"Adthema delivers on its promise"



Get started with Adthema today

Request a Demo



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