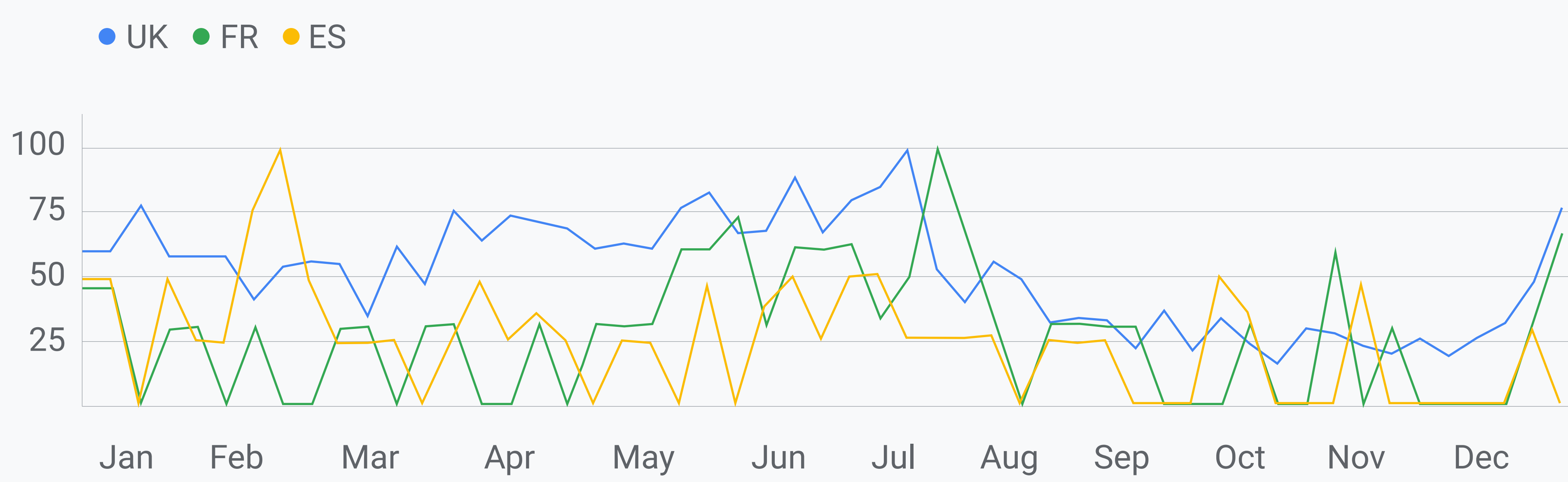


Summer holiday trends: Travellers go back to nature – and back in time

January blues aside, mid-June and Mid-July are the peak times people plan their summer holidays.¹ But what destinations and travel related queries are trending for holiday-goers this year?²

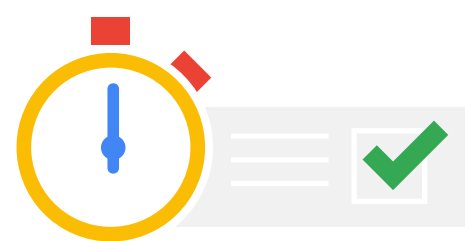
Search trends: Summer travel



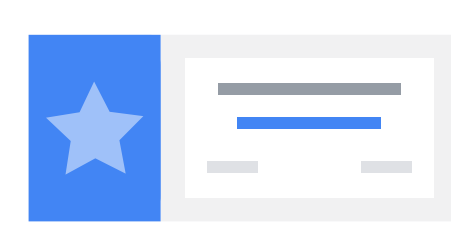
Pre-planning: Budget travel searches on the rise



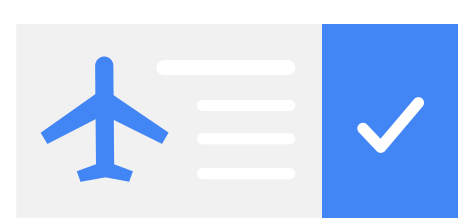
Prepare travel
+810%
'préparer voyage',
France



Early booking
+115%
'раннее бронирование',
Russia



Travel deals
+45%
'ofertas viajes',
Spain



Cheap flights
+140%
'billig flüge',
Germany



Baggage policy
+115%
'baggage policy',
UK

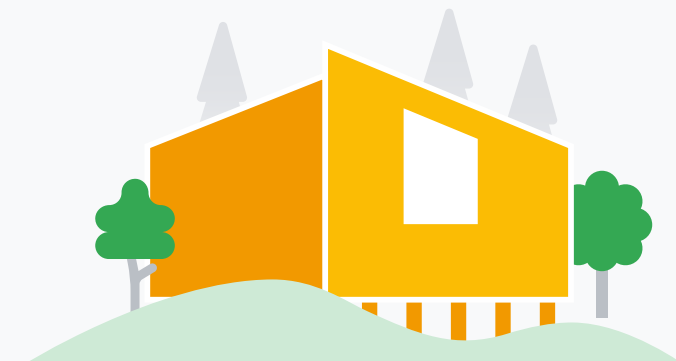


Luggage cost
+55%
'gepäck kosten',
Germany

Popular destinations: Travellers go back to nature



Premium camping
+450%
'premium camping',
Germany



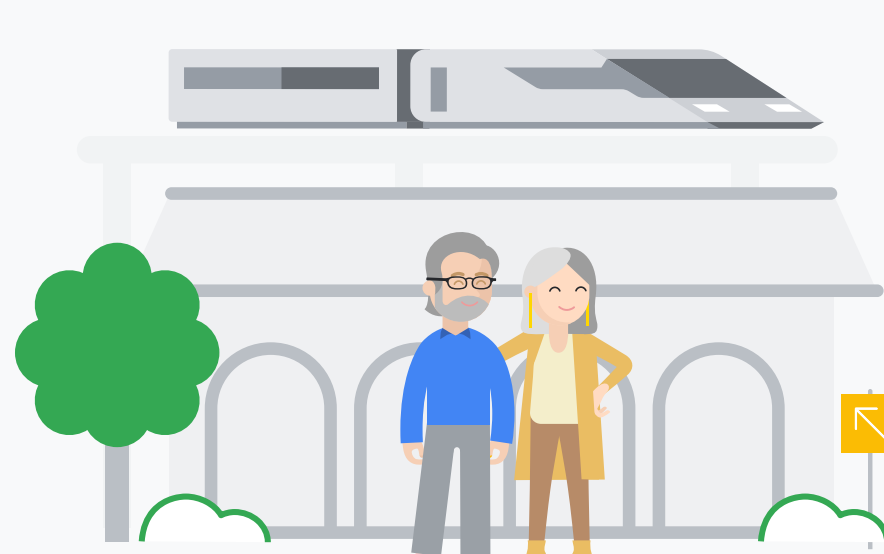
Forest holiday
+55%
'forest holiday',
UK



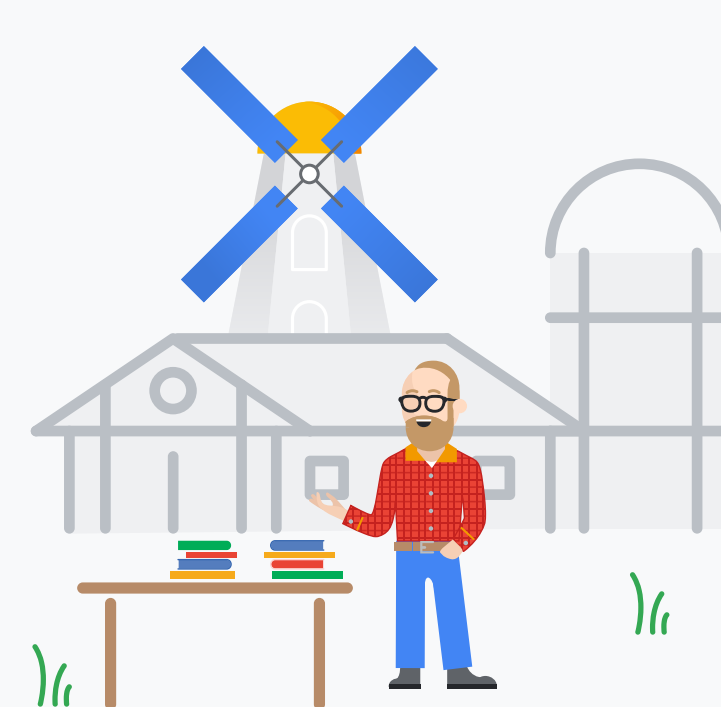
Nature reserve
+40%
'nature reserve',
UK



For adults
+180%
'для взрослых',
Russia



For seniors
+45%
'para mayores',
Spain



Educational farm
+40%
'ferme pedagogique',
France

Shorter trips: Day tours, wellness weekends, and dinosaurs



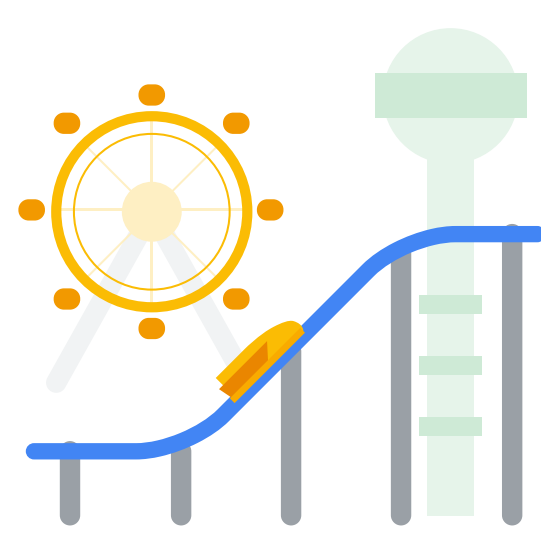
Weekend holidays
+85%
'weekend holidays',
UK



Day tours
+80%
'tagesfahrten',
Germany



Wellness weekend
+60%
'wellness wochenende',
Germany



Theme parks
+205%
'парки развлечений',
Russia

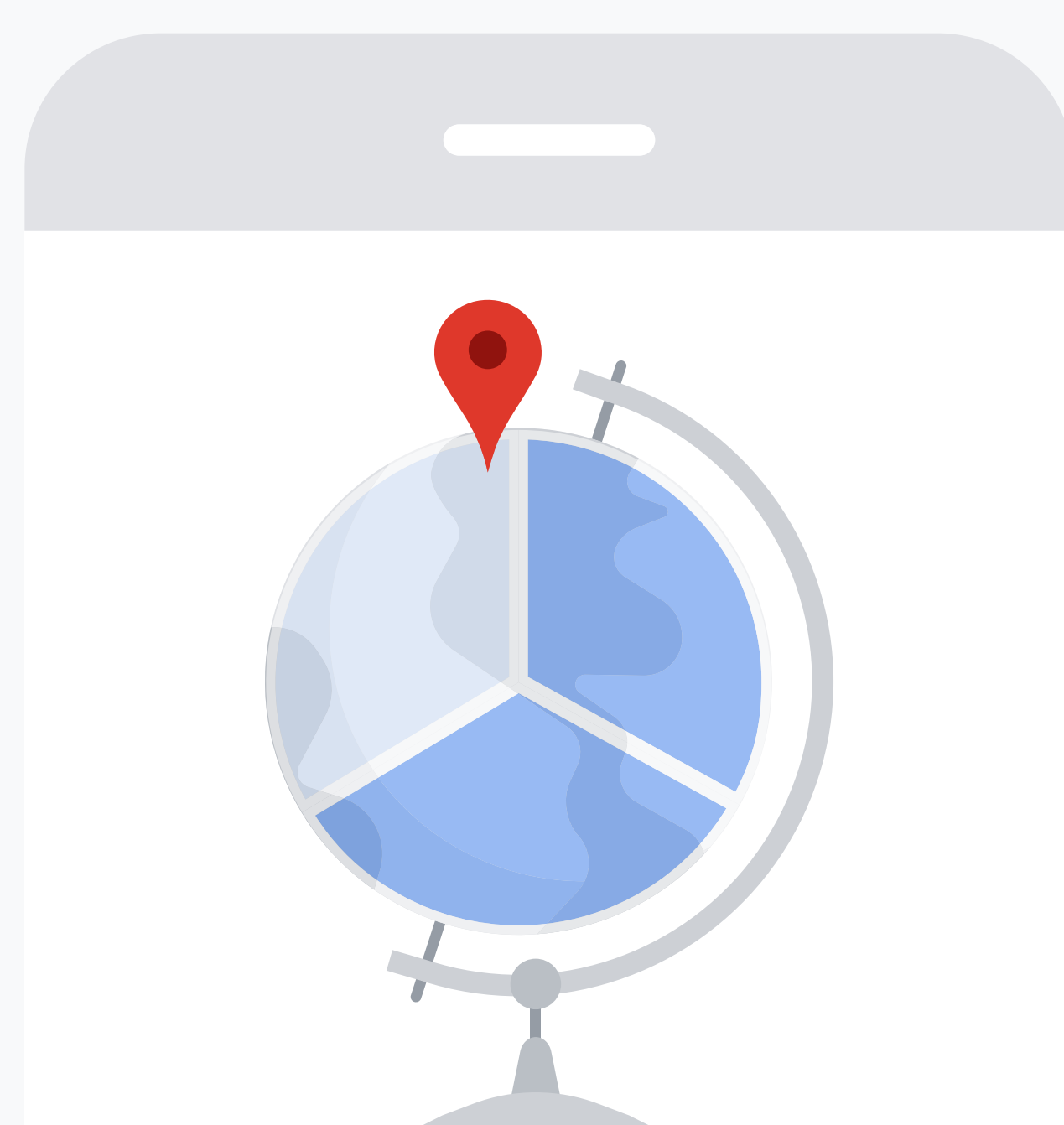


Carnival
+55%
'carnaval',
France



Dinosaur exhibition
+55%
'exposición dinosaurios',
Spain

Over **two-thirds** of holiday destination research takes place on mobile.³



Sources:

- 1 Google Trends UK, France, Spain, January-December 2018
- 2 Google internal data, January-March 2019 vs January-March 2018
- 3 Google internal data, looking at searches for 'holiday destination' across EMEA during Q1 of 2019