

Travel bounces back on Google, while retail takes a hit

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

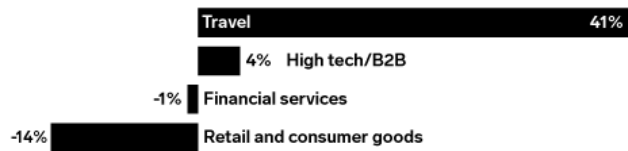
US consumers pined for pre-pandemic pleasures in Q4 2021, with the delta wave receding and omicron just entering the frame—and it showed in their search behavior. Organic Google search visits to travel sites **increased 41%** year over year that quarter. Meanwhile, retail and

consumer goods took a hit: Visits to those sites **decreased 14%** as the prospects of in-store shopping improved.

Beyond the chart: For travel, 2021 was a year of rebounds. The boost in organic search traffic came after a **19% decline** in Q4 2020 and dovetailed with the bounce back in digital ad spending. The US travel industry invested **18.7% more** in digital ads last year, but that was still **\$2.55 billion less** than it did in 2019, per our estimates.

US Organic Google Search Visit Growth, by Industry, Q4 2021

% change vs. Q4 2020



Note: based on campaigns analyzed by Merkle, broader industry metrics may vary
Source: Merkle, "Digital Marketing Report Q4 2021," Feb 1, 2022

272860

eMarketer | InsiderIntelligence.com

More like this:

- Report: [US Programmatic Digital Display Ad Spending 2022](#)
- Article: [EU, UK to investigate Google and Meta for ad tech antitrust violation](#)
- Article: [NYT tech workers form biggest tech union in US](#)