To reach more potential travelers, you can leverage Broad Match keywords to ensure your ad shows up when someone searches for that keyword, variations of it, as well as other related topics.

There is still an underlying demand for travel in Indonesia. Travel-related searches saw greater growth in 2021. Consumers without a strong itch to travel chose to enjoy recreational activities that were nearby and relatively safe. Activities that became trends during the pandemic saw continued growth in 2021.

When it comes to purchasing vehicles, Indonesians are going online for product discovery and comparison. 

Investing in a strong digital presence is crucial to reach more potential travelers, or market campaigns. Brands can think about adding or remarketing features such as product recommendations, which can be shared via email. Online after-market services to cater to people who feel uncertain or hesitant to travel are now more eco-friendly advertisements can be made necessary, more eco-friendly advertisements can be made.

We see search interest in kendaraan ramah lingkungan (environment-friendly vehicle) grew by 2.3X in November 2021, even reaching prepandemic levels. At times even reaching prepandemic levels. However, we saw small but steady growth emerging in Q4 2021.

Interests in international travel are still very small compared to domestic travel. Indonesians' search interest in international travel remains far below pre-pandemic levels, although we saw small but steady growth emerging in Q4 2021.

Regarding family road trip categories from 10.3% to 40% in 2020, growth compared to 2020, but fluctuated in 2021.

Travel Insights

- Interests in international travel are still very small compared to domestic travel.
- Indonesians' search interest in international travel remains far below pre-pandemic levels, although we saw small but steady growth emerging in Q4 2021.
- Growth in search interests in kendaraan ramah lingkungan (environment-friendly vehicles) grew by 2.3X in November 2021, even reaching prepandemic levels.
- Activities that became trends during the pandemic saw continued growth in 2021.