



## **Travel SEO Industry Report 2024**

# Contents

- Travel Industry Statistics
- Travel SEO Statistics
- The Travel Buyer and Planner's Journey
- Emerging Travel Terms
- Algorithm Updates for Travel Brands in '24
- Travel SEO Best Practices
- AI Overviews in Travel Industry
- 2025 Predictions for Travel SEO

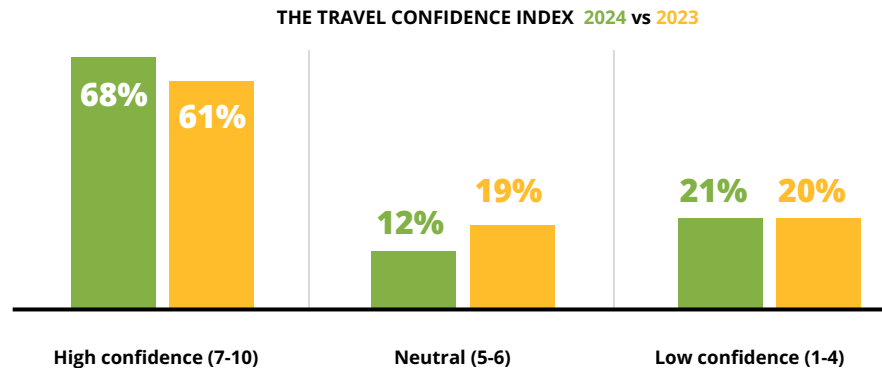


# Travel Industry Statistics



# Travel Confidence

Travel confidence is increasing, in an [ABTA](#) survey of 2,000 people 21% said they felt extremely confident travelling, up 6% from 2023.



Travellers who took a package holiday in 2024 have felt their travel confidence has increased

# Travel Visits

1.

Figures from the aviation

data analytics company

Cirium revealed that

**282,775 flights**  
**departed from UK**  
**airports during**  
**Q3 2024**

– representing a  
record-breaking

**51.24 million seats.**

2.

In a VisitBritain  
survey of 1,500  
people in November  
2024,










**78%** intend to take  
an **overnight**  
**domestic trip in the**  
**next 12 months**

# Travel SEO Statistics



# Most Popular Channels for Traffic



According to [Similar Web](#) for the top 10 travel brands, organic is consistently top or second top (behind direct)

Travel Site	Direct Traffic	Referral Traffic	Organic Search	Paid Search	Social	Other
 Booking.com	50.42%	9.34%	16.49%	21.32%	2.07%	0.36%
 Tripadvisor	21.36%	1.78%	73.28%	2.24%	1.11%	0.05%
 Skyscanner	49.15%	3.20%	42.66%	2.93%	1.91%	0.15%
 easyJet	42.46%	2.90%	49.85%	2.66%	1.83%	0.29%
 RYANAIR	47.10%	5%	45.38%	0.01%	1.80%	0.11%
 Jet2holidays <small>Package holidays you can trust</small>	39.26%	7.80%	24.62%	25.23%	1.92%	1.18%
 Expedia	38.01%	13.64%	37.62%	8.86%	1.45%	0.41%
 Hotels.com	47.53%	7.51%	31.64%	11.08%	1.94%	0.60%
 lastminute.com	37.86%	13.48%	31.87%	14.16%	1.88%	0.75%
 BRITISH AIRWAYS	50.88%	3.24%	34.47%	9.09%	1.56%	0.77%

Despite [49% of hoteliers](#) believing social media to be one of the most important channels for bookings, on average just 1.75% of traffic to the main travel sites came from social media.

# Most Popular Channels for Traffic

According to Ahrefs for the top 10 travel brands, there are over 20.6 million visits on average p/m -

Travel Site	Estimated Traffic
 Booking.com	84,600,000
 Tripadvisor	27,700,000
 RYANAIR	20,900,000
 Expedia	18,900,000
 Hotels.com	15,200,000
 easyJet	13,900,000
 Skyscanner	13,000,000
 BRITISH AIRWAYS	5,000,000
 Jet2holidays <small>Package holidays you can trust</small>	4,900,000
 lastminute.com	2,500,000

Booking.com receive well over 84.6 million visits p/m from search!



# Travel Sectors by Visibility

We've averaged out the keyword visibility across seven largest competitors for five big travel sub-groups, according to [Sistrix](#):

Group	Avg. Visibility
Reviews	74.8
OTA	52.8
Travel Publisher	23.9
Airline	13.5
Hotel	10.4

As we can see Reviews is the largest travel sector - heavily influenced by Trip Advisor, this is followed by OTAs, Travel Publishers, Airlines and Hotels.

# Travel Sectors by Visibility Change

To get an idea of how the SERP landscape has changed over the last year we looked at the visibility percentage change for each sector:










Group	Avg. Visibility Percentage Change
Airline	87%
Hotel	23%
OTA	-7%
Travel Publisher	-32%
Reviews	-38%

Whilst Reviews are one of the largest sectors they have seen the biggest decrease in visibility of **-38%**.

Airlines have increased an average of **66%** over the year, followed by hotels at **21%**.




# Share of Search - Hotels

Our analysis from [Ahrefs](#) shows that following travel sites dominate across 'hotel' queries -

Traffic	Domain	Share
411,272	 Booking.com	20%
224,382	 trivago	11%
188,126	 Expedia	9%
185,794	 Tripadvisor	9%
170,246	 Hotels.com	8%
57,040	 lastminute.com	3%
55,601	 Skyscanner	3%
31,138	 Premier Inn	2%
30,198	 LateRooms.com	1%
21,047	 KAYAK	1%











# Share of Search - Flights

Our analysis from [Ahrefs](#) shows that following travel sites dominate across 'flight' queries -

Traffic	Domain	Share
762,226	 Skyscanner	29%
201,514	Cheapflights 	8%
201,458	easyJet	8%
199,320	 Expedia	8%
148,923	KAYAK	6%
138,228	Google	5%
114,542	WIKIPEDIA The Free Encyclopedia	4%
95,679	 RYANAIR	4%
67,374	Booking.com	3%
66,934	BRITISH AIRWAYS 	3%











# Share of Search - Things to Do

Our analysis from [Ahrefs](#) shows that following travel sites dominate across 'things to do' queries -

Traffic	Domain	Share
683,524	 <b>Tripadvisor</b>	36%
86,838	 <b>Time Out</b>	5%
82,000	 <b>VISIT LONDON</b>	4%
61,578	 <b>WIKIPEDIA</b> The Free Encyclopedia	3%
56,112	 <b>DOWTK</b> Day Out With The Kids	3%
29,288	 <b>Visit Scotland</b>	2%
23,652	 <b>visit Manchester</b>	1%
21,022	 <b>Tripadvisor</b>	1%
20,493	 <b>lonely planet</b>	1%
19,430	 <b>TOP</b>	1%











# Share of Search - Tours

Our analysis from [Ahrefs](#) shows that following travel sites dominate across 'tour' queries -

Traffic	Domain	Share
13,260	 TRAILFINDERS THE TRAVEL EXPERTS	5%
13,214	 Tripadvisor	5%
6,099	 viator	2%
6,073	 Intrepid	2%
4,487	 TUI	2%
4,449	 GET YOUR GUIDE	2%
3,747	 Newmarket HOLIDAYS	1%
3,735	 RIVIERA TRAVEL	1%
3,321	 titan LONDON	1%
3,290	 exodus ADVENTURE TRAVELS	1%

# Share of Search - Holidays

Our analysis from [Ahrefs](#) shows that following travel sites dominate across 'holiday' queries -

Traffic	Domain	Share
873,275	 TUI	16%
487,473	 On the Beach	9%
382,663	 easyJet	7%
283,235	 Jet2holidays	5%
251,768	 lastminute.com	5%
241,999	 Thomas Cook	4%
138,210	 loveholidays	3%
110,631	 FIRST CHOICE	2%
87,276	 virgin atlantic	2%
83,594	 forest holidays	2%

# The Travel Buyer & Planner's Journey





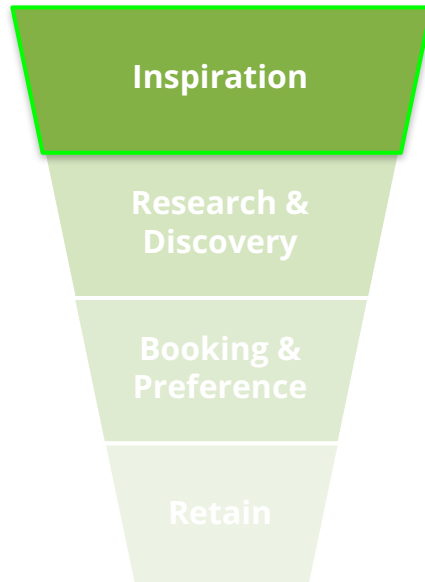
# The Travel Buyer & Planner's Journey

A content strategy for travel brands should focus on the traditional travel buyer's journey:



# Inspiration

The first element of the funnel is to Inspire travellers to go on holiday.



## Inspiration

Helping users discover new places to visit

### Example keywords

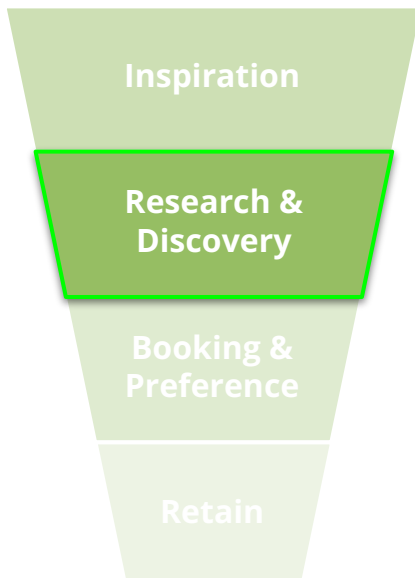
- ↗ 'holidays for families' - 18,100 AMSV
- ↗ 'best holiday destinations' - 14,800 AMSV
- ↗ 'cheap family holidays' - 9,900 AMSV

### Content types

'best' articles, blogs, hero content

# Research & Discovery

Next, we want to help your customers Research and plan their ideal trip.



## Research & Discovery

Show users what your product does and how it will improve their trip

### Example keywords

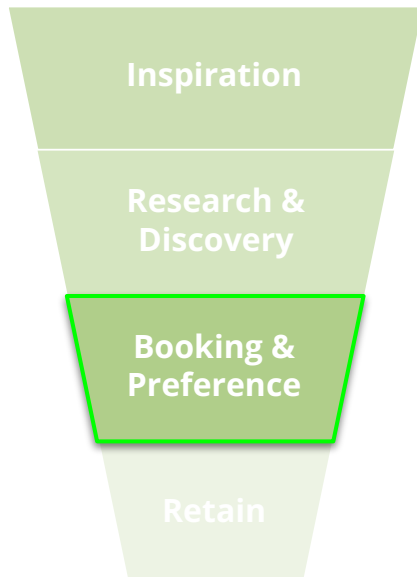
- ↗ 'tourist attraction near me' - 550,000 AMSV
- ↗ 'places to visit near me' - 74,000 AMSV
- ↗ 'things to do with kids' - 27,100 AMSV
- ↗ 'family days out' - 18,100 AMSV

### Content types

FAQs, itineraries, comparisons,  
interactive planners, checklists

# Booking & Preference

This section of the funnel is all about consumers converting and Booking/ buying your product.



## Booking & Preference

Showing users what is your service and why someone should chose you

### Example keywords

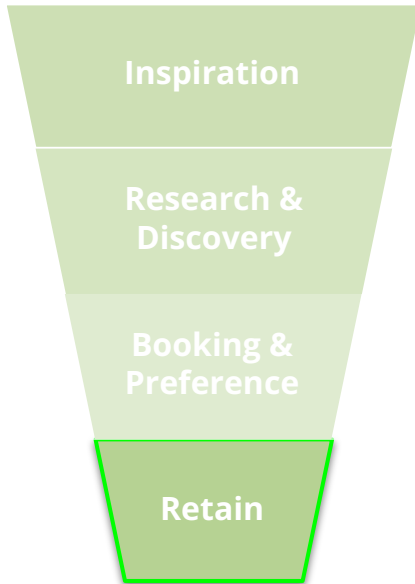
- ↗ 'all inclusive holidays' - 201,000 AMSV
- ↗ 'compare trip insurance' - 40,500 AMSV
- ↗ 'holiday deal' - 22,200 AMSV

### Content types

commercial, product pages

# Retain

The Retain element of the funnel is less about SEO and more about making sure your clients remember you exist with loyalty content.



## **Retain**

Making sure users chose your service again and again

**Content types**

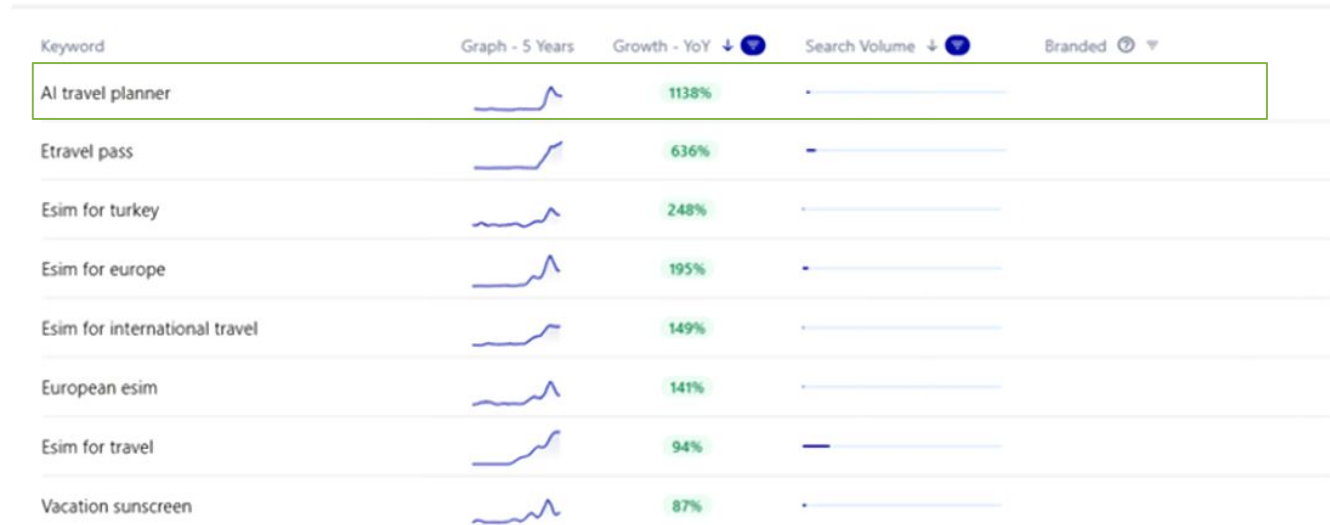
commercial, email marketing

# Emerging Travel Site Trends



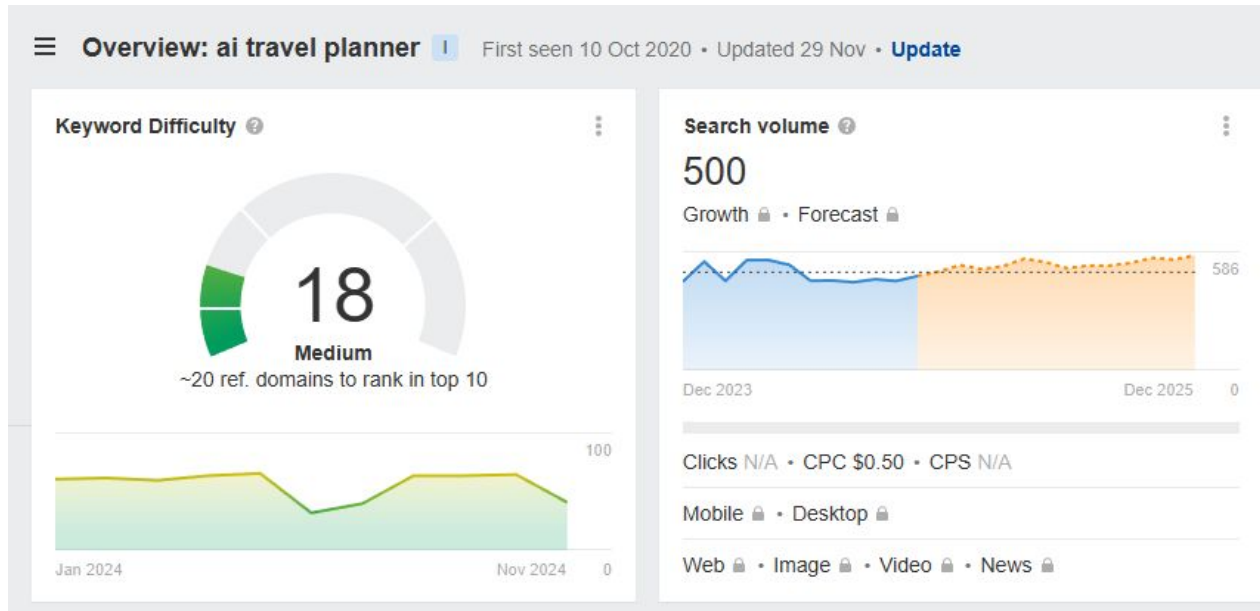
# Emerging Travel Terms

SEO tool [Glimpse](#) shows several core travel trends across '24, the most crucial being “AI travel planner” -



# High Opportunity Keywords – AI Travel Planner

According to keyword research tool [Ahrefs](#), 'AI travel planner' is only a medium difficulty keyword to rank for -





# High Opportunity Keywords – AI Travel Planner

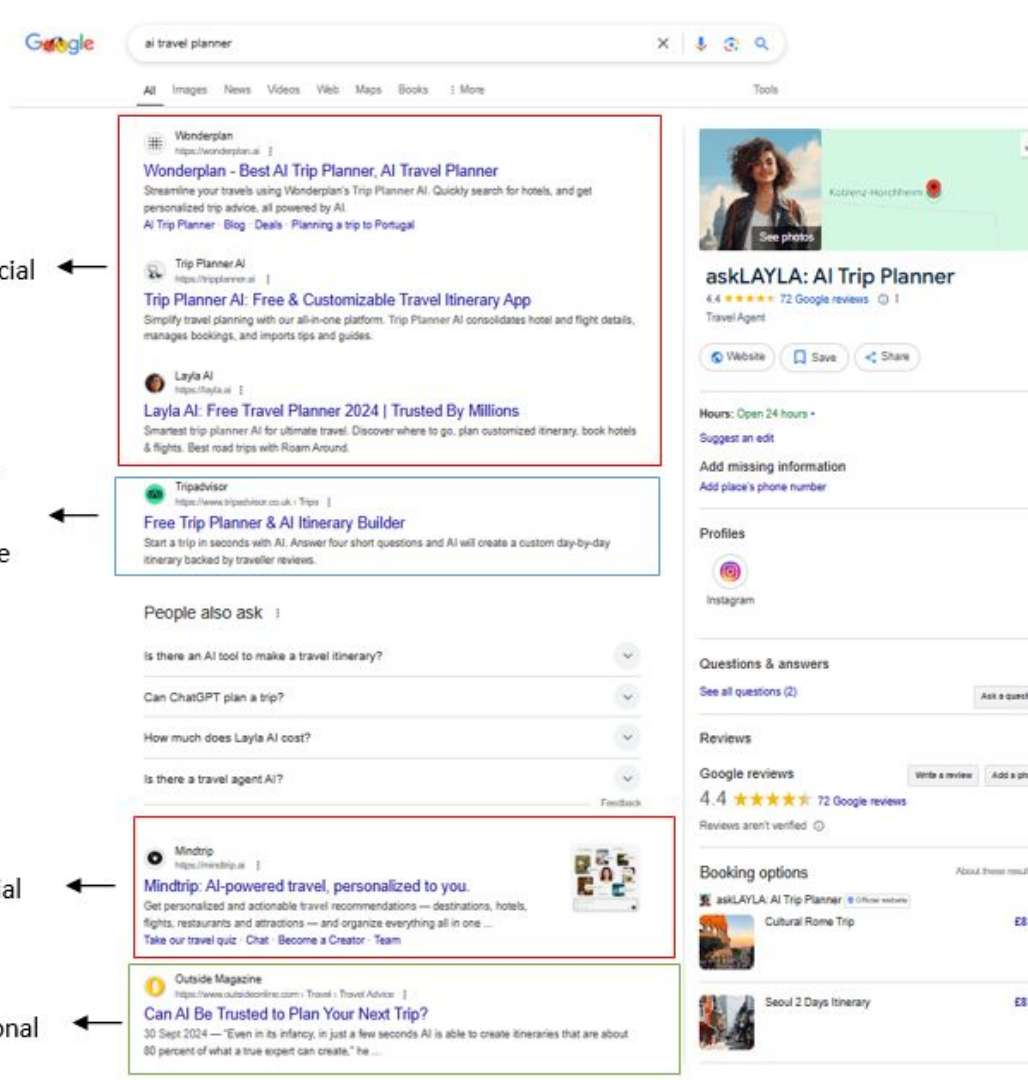
- There is also a mixed search intent behind this with commercial AI sites, guides and a known travel brand supporting with free AI planning
- Big brands have high opportunity to align existing pages to the query or create something equivalent to TripAdvisor

Commercial ←

Only 'big' player listing free AI planning help ←

Commercial ←

Informational ←



# Booking.com AI Integration

TripAdvisor aren't the only site to work on AI integration this year.

Booking.com previously launched their AI planner in June 2023 but its now rolled out in the UK and has updated features through a 'smart filter' improving their UX significantly -

**Search Made Simple:** Travelers can use the **Smart Filter** tool to describe their ideal property in their own words. For instance, a couple traveling to Amsterdam for their honeymoon might type, *"Hotels in Amsterdam with a great gym, a rooftop bar, and canal views from the room."* GenAI then scans Booking.com's entire inventory to automatically apply the most relevant filters, saving time and effort while delivering a tailored list of properties that match their preferences. This feature removes the need for manual filtering, making it easier for travelers to find the perfect stay.

## Smart filters

What are you looking for? ⓘ

Hotels in Barcelona with a  
swimming pool, breakfast and  
gym

Find properties

# Expedia AI Integration

Expedia have experimented for a while too, although with mixed reception. Their travel planner powered by ChatGPT and assistant Romie has been positive.

Their attempts at leveraging AI for review summaries could have indexing challenges for SEO.



[Overview](#) [Amenities](#) [Rooms](#) [Accessibility](#) [Policies](#)

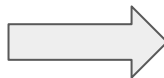
## Ember Locke Kensington

★★★★

Hotel with a 24-hour front desk, a short walk to Kensington High Street

**9.2** Wonderful

[See all 619 reviews](#) >



### 9.2/10 Wonderful

619 verified reviews ⓘ

#### What guests liked

- Breakfast was delicious and a perfect way to start the day, with many guests praising its quality and freshness. (7 reviews)
- The on-site gym was great and had plenty of equipment to use. (3 reviews)
- The property's on-site restaurant, coffee shop, and dining options were highly praised for their quality and variety. (5 reviews)











📄 From real guest reviews summarized by AI.

AI summaries behind  
popups

# Algorithm Updates for Travel Brands '24



# Algorithm Update Impact on the Biggest Travel Brands

Travel Site	March Core Update 2024	August Core Update 2024	November Core Update 2024	December Core Update 2024	Year over Year Change
 Booking.com	3%	0%	3%	-4%	-4%
 Tripadvisor	2%	0%	5%	-4%	22%
 Skyscanner	-5%	4%	0%	9%	22%
 BRITISH AIRWAYS	0%	-1%	-10%	-3%	17%
 easyJet	-3%	3%	5%	8%	150%
 RYANAIR	-16%	1%	2%	6%	-7%
 Jet2Holidays	-1%	-13%	1%	8%	47%
 Expedia	-2%	-1%	1%	-6%	6%
 Hotels.com	9%	-2%	8%	-5%	-39%
 lastminute.com	0%	-19%	8%	-6%	-24%



Core travel brands seem to have limited 2-week organic visibility fluctuations correlating with official core update dates.



Bar Jet2Holidays and Lastminute.com who saw big drops in August and Ryan Air in March, as well as BA in November

# Unconfirmed Updates - EasyJet Visibility

EasyJet, however, almost doubled their visibility over a few days in May, which correlated with high volatility and rumours of unconfirmed updates. All site sections from /holidays/ to /baggage/ shot up in visibility -



# Unconfirmed Updates – Hotels.com Visibility

Around a similar time, Hotels.com also saw a huge decline in visibility by 51% -



# Google Travel Dominance

Unfortunately for SMEs, one of the most convincing visibility reinforcements over '24 goes to Google themselves. Each pin represents a core update in '24 and a positive increase -





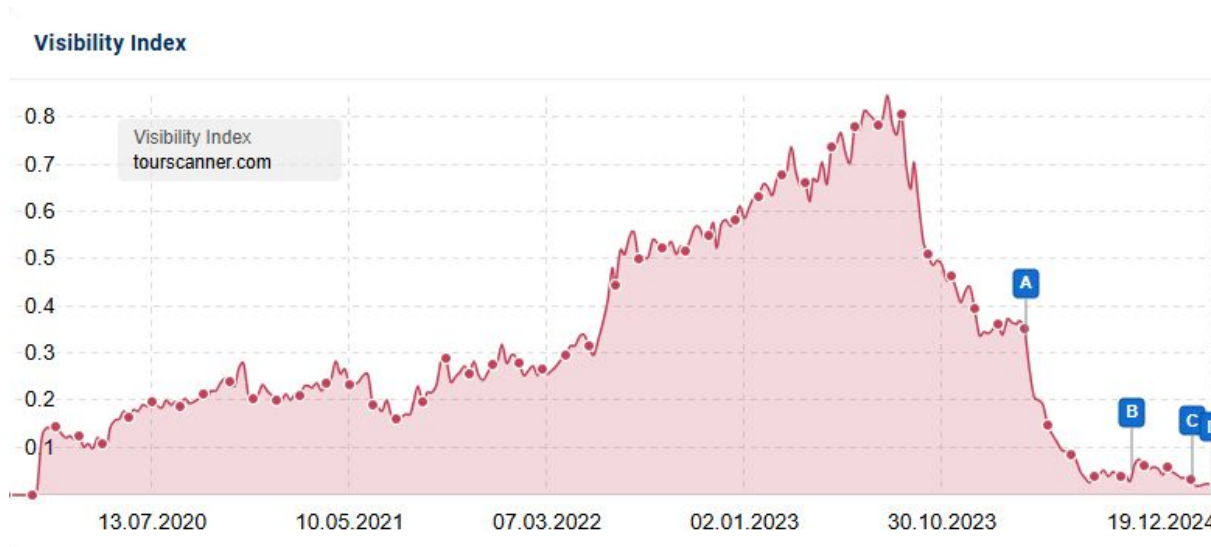
# Regional Travel Brands – Visit Britain

Pleasingly for regional brands, Google seems to be prioritizing them across local terms. Visit Britain have seen great increases after pinned core update -



# TourScanner Comparison

While brands like TourScanner have seen negative algorithmic movement despite sharing a similar informational keyword set in the UK -



# TourScanner vs Visit Britain – ‘places to go in london’

TourScanner aggressively went after ‘things to do’ or ‘places to go’ terms globally, VisitBritain now rank for localised UK terms such as ‘**places to go in london**’

04.09.2023		11.12.2024
www.visitlondon.com/things-to-do/sightseeing/london-attraction/top-ten-attractions	1 → 1	www.visitlondon.com/things-to-do/sightseeing/london-attraction/top-ten-attractions
www.holidify.com/places/london/sightseeing-and-things-to-do.html	2 → 9	2 www.tripadvisor.com/Attractions-g186338-Activities-London_England.html
www.thrillphilia.com/destinations/london/places-to-visit	3 → 6	3 <b>www.visitbritain.com/en/things-to-do/free-things-do-london</b>
www.londonxlondon.com/free-things-to-do-in-london/	4 → 10	4 www.atlasobscura.com/things-to-do/london-england
www.tripadvisor.co.uk/Attractions-g186338-Activities-London_England.html	5 → 5	5 www.timeout.com/london/attractions/top-london-attractions
www.timeout.com/london/attractions/top-london-attractions	6 → 6	6 www.thrillphilia.com/destinations/london/places-to-visit
<b>tourscanner.com/blog/best-tourist-attractions-in-london/</b>	7 → 7	7 www.london-tickets.co.uk/travel-guide/trip-planner/best-places-to-visit-in-london/
traveltriangle.com/blog/best-places-to-visit-in-london/	8 → 8	8 www.cosmopolitan.com/uk/lifestyle/travel/g38846279/things-to-do-london/
www.thecrazytourist.com/25-best-things-to-do-in-london/	9 → 9	9 www.holidify.com/places/london/sightseeing-and-things-to-do.html
travel.usnews.com/London_England/Things_To_Do/	10 → 14	10 www.visitlondon.com/
		11 londonpass.com/en
		12 www.cntraveller.com/gallery/top-london-attractions
		13 www.reddit.com/r/Europetravel/comments/1at36zn/things_to_do_in_london/
		14 travel.usnews.com/London_England/Things_To_Do/

## How Do TourScanner & Visit Britain Differ?

It seems a strange question to ask as it's so obvious...

- There's a clear difference across **intent of site** - TourScanner is commercial site relying on a significant amount of informational traffic and VisitBritain.com are an official voice of tourism in the UK.
- VisitBritain.com have **demonstrable experience** of travelling in the UK, TourScanner overly optimised for SEO purposes.
- Google is **prioritising local results** with genuine experience and authority within the area.

# Travel Bloggers Continue to Lose Traffic

Travel bloggers & smaller travel publishers reported drop offs from the Helpful Content Updates (HCU) in '22 with some research suggesting up to 78% of sites lost some traffic

This has continued in '24 with further drops from the March update – the first core update to incorporate HCUs. See one of the largest travel UK bloggers, [handluggageonly.co.uk](https://handluggageonly.co.uk) below



# Travel Blogger SEO Strategy in '25

Here's the best focus for travel bloggers moving forwards

- Continue to focus on E-E-A-T, **particularly 'experience'**
- Showcase first hand evidence of your experience in each destination and **don't create destination content otherwise**
- Content should **not be written for 'SEO' but for users** and avoid overly optimised meta data

**E****EXPERIENCE**

How much first-hand experience does the creator have on the topic?

**E****EXPERTISE**

How much expertise and knowledge does the creator have on the topic?

**A****AUTHORITATIVENESS**

How much first-hand experience does the creator have on the topic?

**T****TRUSTWORTHINESS**

How accurate and reliable is the website and page?

# Travel SEO Best Practices



# Click-through-rate (CTR) Optimisation

Travel search results are getting more and more noisy with ads, traditional listings, carousels and knowledge panels to name a few

Standing out in the crowd is difficult. Brands need to optimise CTR with –

- Travel schema – Hotel, HotelRoom, TouristTrip, Review and so on
- SEO testing metadata

The screenshot shows a Google search for "melbourne tours". The results are annotated with boxes and arrows pointing to specific elements:

- Ads:** A red box highlights the "Sponsored - Tickets and tours" section, which contains five travel-related ads with images, titles, prices, and ratings.
- Organic Listing:** A blue box highlights the "THE 30 BEST Melbourne Tours & Excursions (from £2)" listing from TripAdvisor, showing its URL, meta description, and search traffic data.
- Organic Carousel Images:** An orange box highlights a carousel of four images showing various Melbourne attractions and tours.
- Knowledge Panel:** A blue arrow points to the "Melbourne" knowledge panel on the right, which includes a description, population, age, founded date, area, elevation, and neighborhoods.
- Review stars:** A green box highlights the review stars and ratings for the "Great Ocean Road Day Tour with lunch" and "Great Ocean Road Small-Group Ecotour from..." listings.



## Keyword Strategy

For any travel site, keyword strategy should now be focused on -

**E-E-A-T** - does your brand have the experience, expertise, authority and trustworthiness to cover a keyword topic?

**The travel buyer's journey** - are you creating content that caters from travel inspiration to booking?

**Low keyword difficulty terms** - are keywords providing a low opposition to ranking? If you're a new site consider zero-volume keywords that typical SEO tools aren't able to obtain search volume for!

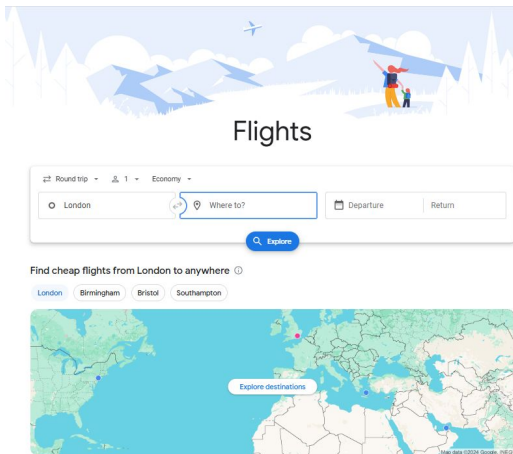
**Your locale** - if you are a local business, are you creating enough regional content? Google rightly continues to bias regional sites for regional terms!



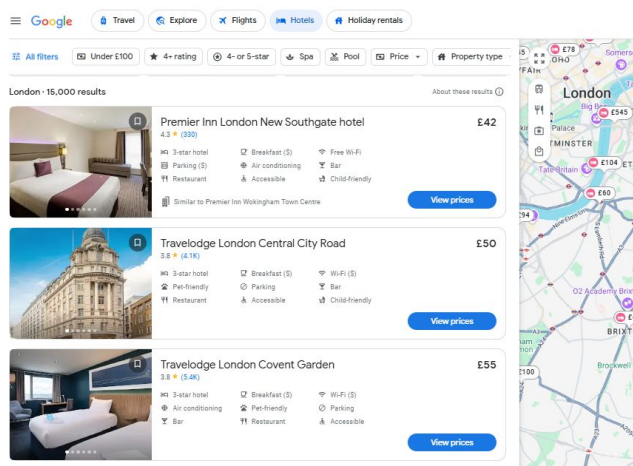
# Optimising for Google Travel Itself

Google Travel's continued dominance should be treated as an opportunity to rank in new Google tabs –

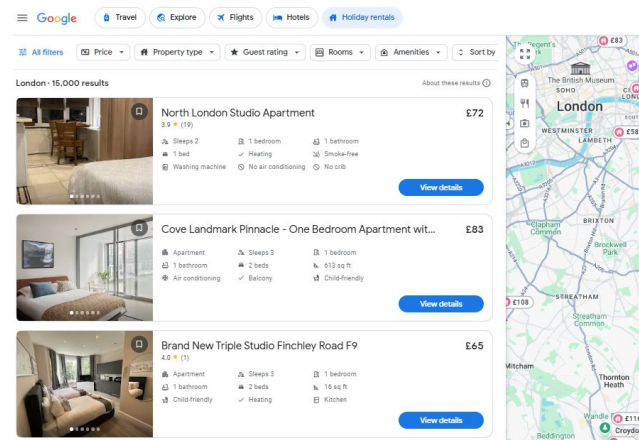
## Google Flights



## Google Hotels



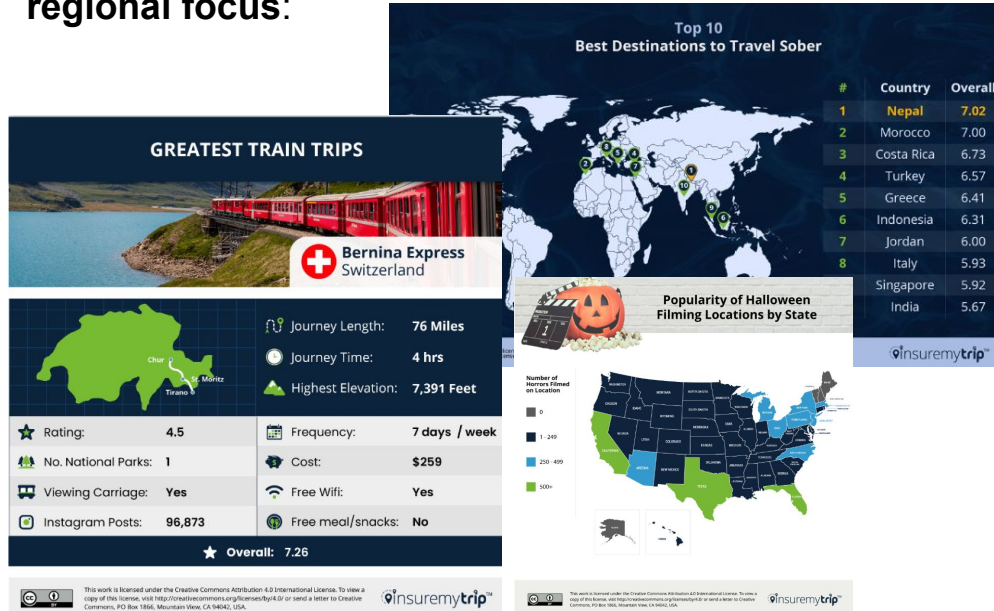
## Google Holiday Rentals



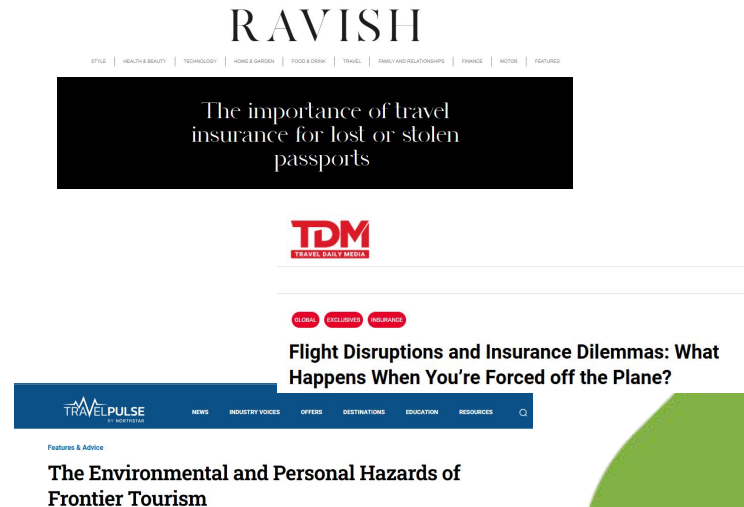
# Reactive PR & Hero Content

Links remain one of the most important factors for increasing rankings, a strong offsite strategy can help you get ahead of competitors. There's a huge market in travel for -

**Hero content with credible data and regional focus:**



**And smaller reactive comments on current events:**



# AI Overviews in Travel Industry













# AI Overviews Impact on Big Travel Brands

➤ AI Overviews dominated SEO news in 2024 with SEOs sat in two camps - crisis mode or ignore it mode.

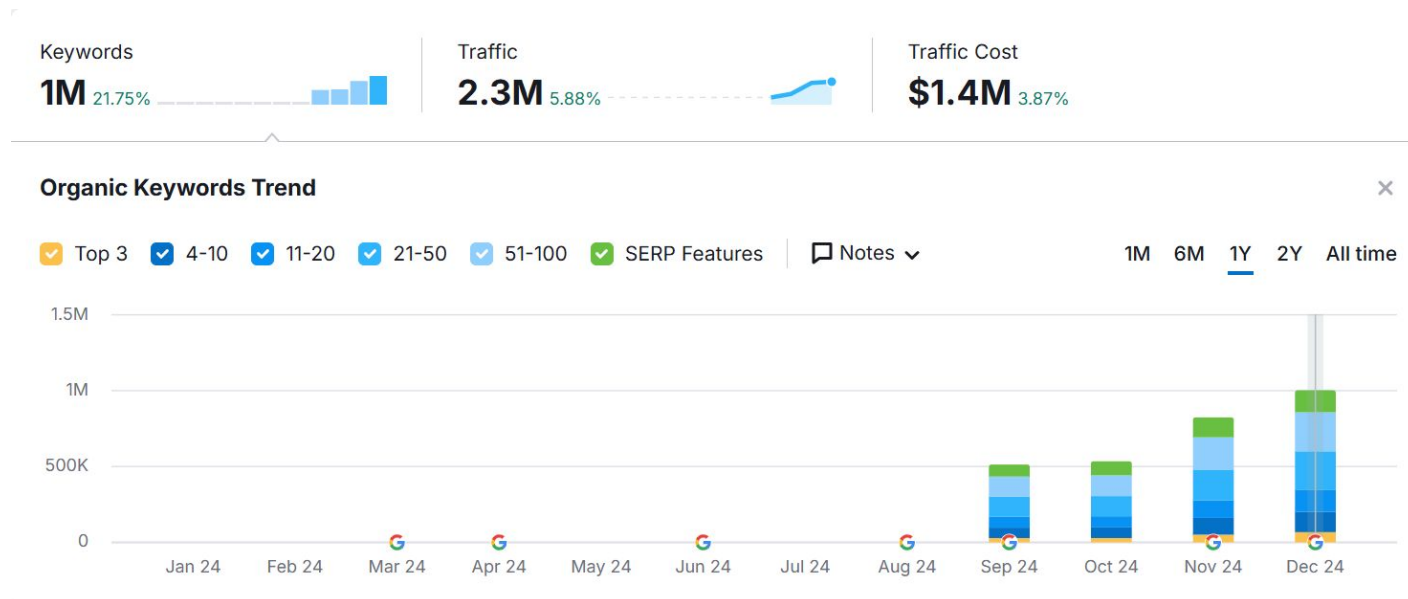
➤ Some research shows that they are **showing for 30% of travel queries.**

➤ On average, they show for **5% of travel brands keywords** (according to rank tool Sistrix) -

Travel Site	AI Overview Presence
 RYANAIR	10%
 BRITISH AIRWAYS	8%
 easyJet	7%
 Jet2holidays <small>Package holidays you can trust</small>	6%
 Tripadvisor	5%
 lastminute.com	4%
 Booking.com	3%
 Skyscanner	3%
 Hotels.com	3%
 Expedia	<1%

## AI Overviews Growth in '24

Despite the relatively low brand contribution, there's signs of AI Overview presence increasing significantly MoM and SEMrush still shows over 1 million keywords with an AI Overview for TripAdvisor (up 21%) -





# Should I Care About AI Overviews on Commercial Travel Terms?

AI Overviews are **typically present on informational queries**, allowing users to get their information straight away on the search results page.

But they **can appear for commercial travel or mixed intent terms**, see to the right.

Creating both page intent types are even more important moving forwards with an AIO strategy.

The screenshot shows a Google search for "beach holidays in poland". The search results page includes an "AI Overview" section at the top, which provides a summary of popular beach holiday destinations in Poland. Below the AI Overview, there are several search results, including "Sopot Beach", "Ustka", "Gdańsk", "Kołobrzeg", and "Jastrzębia Góra". To the right of the main search results, there is a sidebar with three commercial travel links: "Beach holiday in Poland | Book beach holiday by the sea" from SpaDreams, "Beach Holidays in Poland | HomeToGo", and "Poland Holidays 2025/2025 from £79" from Expedia. A blue arrow points from the "Show all" button in the sidebar to a box containing the text: "Citation graph shows informational and commercial pages attributed".

Generative AI is experimental.

# 2025 Travel Predictions for Travel SEO





# Core Travel SEO Challenges in '25

Here's our core travel SEO challenges for 2025 –

1.

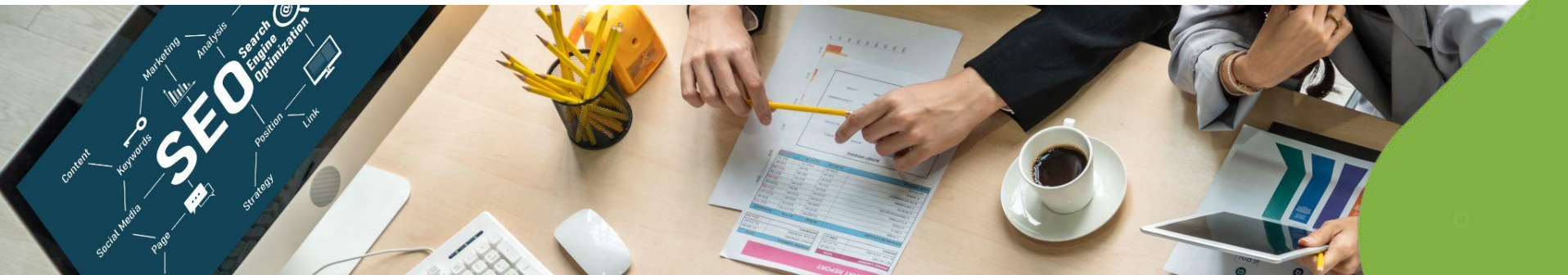
High volume keywords even more difficult with Google Travel ranking themselves

2.

Local results continue to be prioritised at expense of overly optimised SEO heavy sites

3.

AI Overviews presence will continue to rise MoM in early '25 before settling later in the year



# Overcoming Travel SEO Challenges in 2025

Here's what SME travel sites must focus on –

**User-first content**



**Keyword strategy  
aligned to experience  
and value propositions  
not SEO**



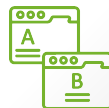
**Trend & news jacking**



**Evergreen user assets**



**SEO testing on CTR &  
AI Overview targeting**



**Optimising for Google  
Travel tabs**



# Screaming Frog Travel SEO Credentials



## Multiple Travel Award Winners

UK Search Awards for Travel SEO in [2019](#), [2021](#), [2022](#), [2023](#) and [2024](#). UK Digital PR Awards for Travel in [2023](#) and [2024](#).

*"Very pleased with the results of our campaign with Screaming Frog. The team designed a very original data-driven campaign for us and we had impressive media uptake. Jimmy Kimmel's show even referenced it! The Screaming Frog team were very professional and I think the results speak for themselves. We highly recommend them."*



*"We initially chose to partner with Screaming Frog due to their prominent reputation and unparalleled Spider tool. However, we were pleasantly surprised to learn about their creative content generation and robust outreach capabilities. They understand the core values of our business while generating compelling pieces to share across various platforms."*





**Looking for agency support?**

**Get a proposal from Screaming Frog today!**

**<https://www.screamingfrog.co.uk/>**