



Travel Engine Bookings

Salience Index 2025



6 Month Report

“ This **report** is a brief run
through of digital
performance for last
6 months in the **Online
Travel Engine Bookings
Sector.**

Want to go beyond the data within?
Speak to our team, any time, through
our site or social pages.



Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

Brett Janes
Managing Director
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Note

We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



Our



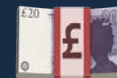
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

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Online Travel Booking Engines has seen a -1% decrease in overall organic visibility within the last 6 months.

Traffic Score Year on Year

What is Organic Traffic Score in Ahrefs and how do they calculate it?

"This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month."

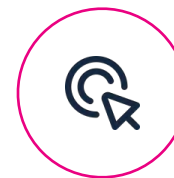
So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

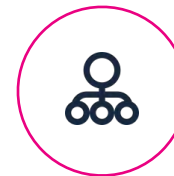
How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

0.63%

**Of Google
Searchers Click
On Results From
The Second
Page..**

* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.

Traffic Score Findings

Top 5 winners

01 **easyJet**

02 **Jet2holidays**
Package holidays you can trust

03 **On the Beach**

04 **lastminute.com**

05 **Emirates**



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



Top 5 Losses

01  loveholidays

02  Expedia

03 

04  Hotels.com

05  virgin atlantic



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
tui.co.uk	1	-	9,141,403	8,985,421	+2%	+3%
easyjet.com	2	+2	7,016,566	6,415,123	+9%	+11%
skyscanner.net	3	-1	6,922,112	6,975,494	-1%	+1%
booking.com	4	-1	6,289,273	6,465,349	-3%	-1%
jet2holidays.com	5	-	3,900,186	3,671,209	+6%	+8%
ryanair.com	6	-	3,496,652	3,601,762	-3%	-1%
onthebeach.co.uk	7	+2	2,583,985	2,041,303	+27%	+28%
loveholidays.com	8	-1	2,208,732	2,855,003	-23%	-21%
expedia.co.uk	9	-1	1,897,263	2,651,354	-28%	-27%
trivago.co.uk	10	+2	1,567,700	1,552,088	+1%	+2%
thomascook.com	11	-	1,523,370	1,632,042	-7%	-5%
jet2.com	12	+1	1,388,346	1,278,574	+9%	+10%
kayak.co.uk	13	-3	1,219,867	1,849,463	-34%	-33%
lastminute.com	14	+3	1,180,038	935,082	+26%	+28%
wizzair.com	15	-	1,104,638	1,029,325	+7%	+9%
pocruises.com	16	-2	1,075,274	1,110,722	-3%	-2%
hotels.com	17	-1	729,237	997,185	-27%	-25%
emirates.com	18	+3	677,185	515,502	+31%	+33%
firstchoice.co.uk	19	-1	659,548	750,229	-12%	-11%
haystravel.co.uk	20	+3	536,020	411,136	+30%	+32%
cheapflights.co.uk	21	+3	377,571	375,910	-	+2%
travelsupermarket.com	22	-2	375,737	534,041	-30%	-28%
agoda.com	23	+5	365,004	278,942	+31%	+32%
omio.co.uk	24	-2	338,996	441,236	-23%	-22%
travelrepublic.co.uk	25	-	322,515	368,907	-13%	-11%
sunshine.co.uk	26	+1	301,573	281,635	+7%	+9%
secretescapes.com	27	+9	261,794	171,422	+53%	+54%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
holidayhypermarket.co.uk	28	+1	243,045	276,651	-12%	-11%
kuoni.co.uk	29	+3	229,749	204,653	+12%	+14%
forestholidays.co.uk	30	-	227,427	222,604	+2%	+4%
uk.trip.com	31	-5	212,943	351,469	-39%	-38%
eurocamp.co.uk	32	-1	177,654	207,929	-15%	-13%
icelolly.com	33	+2	164,742	190,829	-14%	-12%
holidaypirates.com	34	+3	163,168	170,255	-4%	-3%
singaporeair.com	35	-1	162,887	196,246	-17%	-16%
emiratesholidays.com	36	+5	159,497	114,668	+39%	+41%
flypgs.com	37	+8	151,461	98,162	+54%	+56%
momondo.co.uk	38	-5	131,993	202,959	-35%	-34%
opodo.co.uk	39	-1	129,158	164,422	-21%	-20%
seatguru.com	40	-1	128,121	133,921	-4%	-3%
loganair.co.uk	41	-1	121,699	115,614	+5%	+7%
intrepidtravel.com	42	-	119,523	114,647	+4%	+6%
holidaygems.co.uk	43	+5	117,378	92,926	+26%	+28%
ingham.co.uk	44	-	102,114	108,503	-6%	-4%
etihad.com	45	+7	101,859	76,373	+33%	+35%
aa.com	46	+3	99,133	88,565	+12%	+13%
klm.co.uk	47	-	98,361	95,488	+3%	+4%
destination2.co.uk	48	+2	91,450	83,770	+9%	+11%
united.com	49	+9	91,304	68,654	+33%	+34%
norwegian.com	50	-4	88,370	97,279	-9%	-8%
netflights.com	51	+14	86,017	59,463	+45%	+46%
newmarketholidays.co.uk	52	+15	78,318	58,686	+33%	+35%
nationalholidays.com	53	-2	77,608	83,333	-7%	-5%
olympicholidays.com	54	+1	74,792	69,967	+7%	+8%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
edreams.co.uk	55	+6	74,019	66,049	+12%	+13%
barrheadtravel.co.uk	56	+6	70,339	65,708	+7%	+8%
travelbag.co.uk	57	-3	70,033	71,239	-2%	-
travelzoo.com	58	+5	66,701	64,417	+4%	+5%
bestattravel.co.uk	59	+12	64,811	50,955	+27%	+29%
kiwi.com	60	+10	62,848	52,644	+19%	+21%
voyage-prive.co.uk	61	-4	62,821	68,869	-9%	-7%
exodus.co.uk	62	+11	62,410	48,561	+29%	+30%
affordableluxurytravel.co.uk	63	-20	62,263	111,090	-44%	-43%
kenwoodtravel.co.uk	64	-	61,116	60,454	+1%	+3%
southamptonairport.com	65	+1	60,820	59,369	+2%	+4%
broadwaytravel.com	66	-7	57,217	66,793	-14%	-13%
travel.saga.co.uk	67	-7	53,845	66,483	-19%	-18%
flightcentre.co.uk	68	+6	52,172	48,350	+8%	+9%
cheekytrip.com	69	-13	51,182	69,391	-26%	-25%
travelscoop.co.uk	70	-1	49,969	53,105	-6%	-4%
alternativeairlines.com	71	+1	48,288	50,923	-5%	-4%
makemytrip.com	72	+3	46,709	46,833	-	+1%
icelandair.com	73	+3	45,906	43,476	+6%	+7%
dealchecker.co.uk	74	-21	39,432	72,683	-46%	-44%
alfatravel.co.uk	75	+4	36,721	37,797	-3%	-1%
justgoholidays.com	76	+4	36,579	37,702	-3%	-2%
en.aegeanair.com	77	-	33,592	40,454	-17%	-16%
southalltravel.co.uk	78	-10	32,794	54,991	-40%	-39%
travelup.com	79	+3	32,564	36,154	-10%	-9%
jetblue.com	80	+5	32,408	29,513	+10%	+11%
wegotravel.co.uk	81	+11	32,075	20,231	+59%	+60%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Apr 2025	Traffic score Oct 2024	YoY Change	Compared to Market
traveltrolley.co.uk	82	+5	31,896	28,434	+12%	+14%
tourradar.com	83	+3	29,050	29,154	-	+1%
mybudgetbreak.com	84	-3	28,953	37,671	-23%	-22%
skisolutions.com	85	-2	27,565	34,997	-21%	-20%
westjet.com	86	+2	27,539	25,572	+8%	+9%
titantravel.co.uk	87	-3	27,156	31,011	-12%	-11%
bluebaytravel.co.uk	88	-10	24,802	38,202	-35%	-34%
holidaydiscountcentre.co.uk	89	+2	24,427	21,021	+16%	+18%
heidi.com	90	+9	20,813	13,986	+49%	+50%
cooptravel.co.uk	91	+11	16,708	13,479	+24%	+25%
budgetair.co.uk	92	+1	16,414	19,288	-15%	-13%
stewarttravel.co.uk	93	+1	16,346	17,249	-5%	-4%
partyhardtravel.com	94	+2	15,940	16,631	-4%	-3%
destinology.co.uk	95	-5	15,631	21,983	-29%	-27%
virginholidays.co.uk	96	-77	15,597	679,211	-98%	-96%
crystaltravel.co.uk	97	+11	12,951	10,885	+19%	+20%
redseaholidays.co.uk	98	+3	12,904	13,649	-5%	-4%
awayholidays.co.uk	99	+5	12,172	12,796	-5%	-3%
travelhouseuk.co.uk	100	+9	12,016	10,601	+13%	+15%

Industry Variance

-1%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 1% decrease in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.



ds Awards Awards Awards Awards Awards

Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



15+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



**The results we've achieved from
Salience's content marketing efforts
have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Case Study



A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a “generic” search term within a brand name presents both great challenges and benefits.

The brand’s vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term “Wholesale Sweets”.

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term “wholesale sweets” isn’t considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of “wholesale sweet” terms.

Similar Challenges?

Talk to an expert.





Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.

— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

Trends

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
sky scanner	5000000	5%
love holidays	1220000	4%
booking	823000	7%
jet2	673000	4%
kayak	301000	5%
klm	165000	6%
etihad	90500	32%
holiday pirates	90500	14%
euro camp	90500	7%
emirates holidays	74000	6%
destination 2	33100	5%
kuoni	27100	15%
trip com	14800	109%
intrepid travel	12100	19%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
air line tickets	27100	7%
flight ticket	27100	7%
airlines	18100	22%
flight finder	18100	6%
cheap flight tickets	18100	3%
last minute holidays deals	14800	15%
greek all inclusive holidays	9900	13%
black friday flight deals	3600	124%
book flights online	3600	15%
flight ticket online	3600	15%
flight ticket booking	3600	7%
last minute flight deals	2900	7%
cheap holidays in april	1600	10%
zanzibar holiday packages	1600	14%
cheap fly	1600	14%
flight ticket price	1300	60%
japanese holiday packages	1300	25%
ticket booking	1300	19%
cheap holidays in february	880	8%
all inclusive resort deals	590	605%

Emerging Products

Emerging Products

Keyword	Search Volume	Interest Trend
tourist packages	590	28%
package trips	480	90%
april holiday deals	480	41%
all inclusive safari holidays	480	57%
january holiday deals	480	29%
new year holiday packages	480	53%
book my flight	390	50%
all inclusive caribbean vacation packages	210	112%
cheap caribbean all inclusive resorts	210	52%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
tui	2240000	-25%
jet 2 holidays	1830000	-18%
on the beach	1000000	-15%
wizz air	550000	-6%
trivago	450000	-7%
ryan air	301000	-15%
hays travel	246000	-18%
travel republic	201000	-18%
first choice	165000	-45%
secret escapes	135000	-30%
logan air	135000	-24%
thomas cook	135000	-21%
holiday hypermarket	90500	-18%
travel supermarket	74000	-45%
hotels com	74000	-25%
opodo	74000	-18%
last minute com	74000	-5%
po cruises	60500	-14%
momondo	60500	-6%
icelolly	49500	-54%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
seat guru	40500	-18%
norwegian	33100	-18%
holiday gems	27100	-33%
ingham	14800	-8%
sunshine co uk	3600	-33%
singapore air	3600	-6%
fly pgs	1900	-16%
united com	480	-6%

Receding Products


Receding Products

Keyword	Search Volume	Interest Trend
cheap holidays	201000	-18%
all inclusive breaks	135000	-15%
all inclusive holidays	135000	-15%
fully inclusive holidays	135000	-15%
budget all inclusive holidays	49500	-24%
cheap all inclusive holidays	49500	-24%
last minute flights	27100	-18%
holiday packages	22200	-14%
cheap holidays last minute	22200	-19%
last minute all inclusive holidays	18100	-24%
air ticket booking	18100	-13%
flight booking	18100	-13%
plane ticket booking	18100	-13%
holidays deals	18100	-11%
cheap city break deals	14800	-33%
cheap holiday deals	14800	-18%
late holiday deals	14800	-14%
cheap ticket	12100	-13%
affordable holiday packages	12100	-13%
cheap holiday package deals	12100	-13%

Receding Products

Receding Products

Keyword	Search Volume	Interest Trend
discount holiday packages	12100	-13%
flight and hotel	9900	-18%
airline and hotel packages	9900	-17%
flight and hotel deals	9900	-17%
plane and hotel packages	9900	-17%
cheap holiday breaks	8100	-25%
air tickets	8100	-18%
multi city flights	6600	-23%
city break package deals	2900	-42%
cheap flights and hotels	2900	-34%

 **Sky Scanner** is dominating
the brand search game.

**This is far more than
technical SEO fundamentals,
achieving this requires a full
frontal assault on search.**

Brett Janes
Managing Director

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[Book a Chat](#)



Ooo Nice Clients...

Dreams

carpetright.

Lindt 

HARVEY MARIA®
— FABULOUS FLOORS —

sunny



PÂTISSERIE
VALERIE



PAPIER



LiveScoreBet™



PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links



Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

**Struggling with the
migration to GA4?**

Speak with an expert.

Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

Question?



// **Salience.**