



# Quick reference guide – CBI tourism dashboards

There are dashboards for 9 main outbound markets in Europe:

Country
<a href="#">France</a>
<a href="#">UK</a>
<a href="#">Germany</a>
<a href="#">Spain</a>
<a href="#">Italy</a>
<a href="#">Netherlands</a>
<a href="#">Switzerland</a>
<a href="#">Poland</a>
<a href="#">Sweden</a>



The dashboards give an insight into 3 different stages of recovery after COVID-19:

- Domestic
- Regional
- Long Haul

We also added key phrases that indicate the [booking stage of the customer journey](#) (see trend 4), looked at different holiday types and added key phrases related to travel to countries in the CBI programme.

See below for a full overview of the key phrases. The most important key phrases (the ones with a link) have their own dashboard, in which you can compare all countries in one dashboard for that phrase.

Domestic:	Regional:	Long Haul:
<b>Search term</b>	<b>Search term</b>	<b>Search term</b>
<a href="#">Coronavirus</a>	<a href="#">Flights</a>	<a href="#">Visa</a>
<a href="#">AirBnB</a>	Popular flight destinations: Tenerife, Antalya	<a href="#">Hotel Bali</a>
<a href="#">Hotels</a>		<a href="#">Flights Cairo</a>



Destinations in the CBI programme:

- Destinations in the CBI programme do not generate many searches, so produce no data for the dashboard. For the flight terms, we used the names of popular airports in the region as key phrases in some cases, like Nairobi or Johannesburg.
- To adapt the search terms to your own needs, watch [this instruction video](#).

Booking phase:

Search term
<a href="#">Travel Insurance</a>
Intrepid
<a href="#">G Adventures</a>

Holiday Types:

Search term
<a href="#">Family Holiday</a>
<a href="#">Last Minutes</a>
<a href="#">Beach Holiday</a>
Holiday Packages
Safaris

Use the data to select markets that are recovering fast, to identify when the recovery takes place and to decide when to start advertising. If people are starting to show an interest in popular destinations in your continent, there is a good chance you can convince people from this target market to also travel to your destination, as long as there are no big COVID-19 issues there.



## Instruction videos

Title and link to YouTube

Video 1 - [Forecast tourism demand with Google Trends & Data Studio](#)

Video 2 - [How to change a Google Data Studio dashboard with Google Trends data](#)

### Tip:

- ✓ To change the dashboard and use it for your own organisation, go to the [Strategiq](#) website and follow steps 1 and 2 to register for your own API key.

The API to connect with Google trends is made by [Strategiq](#)

This study was carried out on behalf of CBI by [VTP Digital Marketing](#)