Traveler Trend Insights

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The World's Most Comprehensive Data Consortium

JUNE 2020

Value-based understanding of consumer discretionary activity, ethically sourced across **270+ of the world's top brands**.

American Airlines	ticketmaster	MARRIOTT BONVOY	Sotheby's INTERNATIONAL REALTY	UNITED	OpenTable	KAYAK	evite
CENTURY 21	avis budget group	the ticket factory	SINGAPORE AIRLINES	boingo	National Rail	COLDWELL BANKER	THE RITZ-CARLTON
HYATT	punchbowl	malaysia airlines	omio	الاتحاد ETIHAD AIRWAYS	RE/MAX	yatra	ANA
EASY VOYAGE	Telecharge.com	CHANGI airport singapore	BERKSHIRE HATHAWAY HomeServices	CHOICE HOTELS	PEGASUS AIRLINES	Hotels Combined	national express

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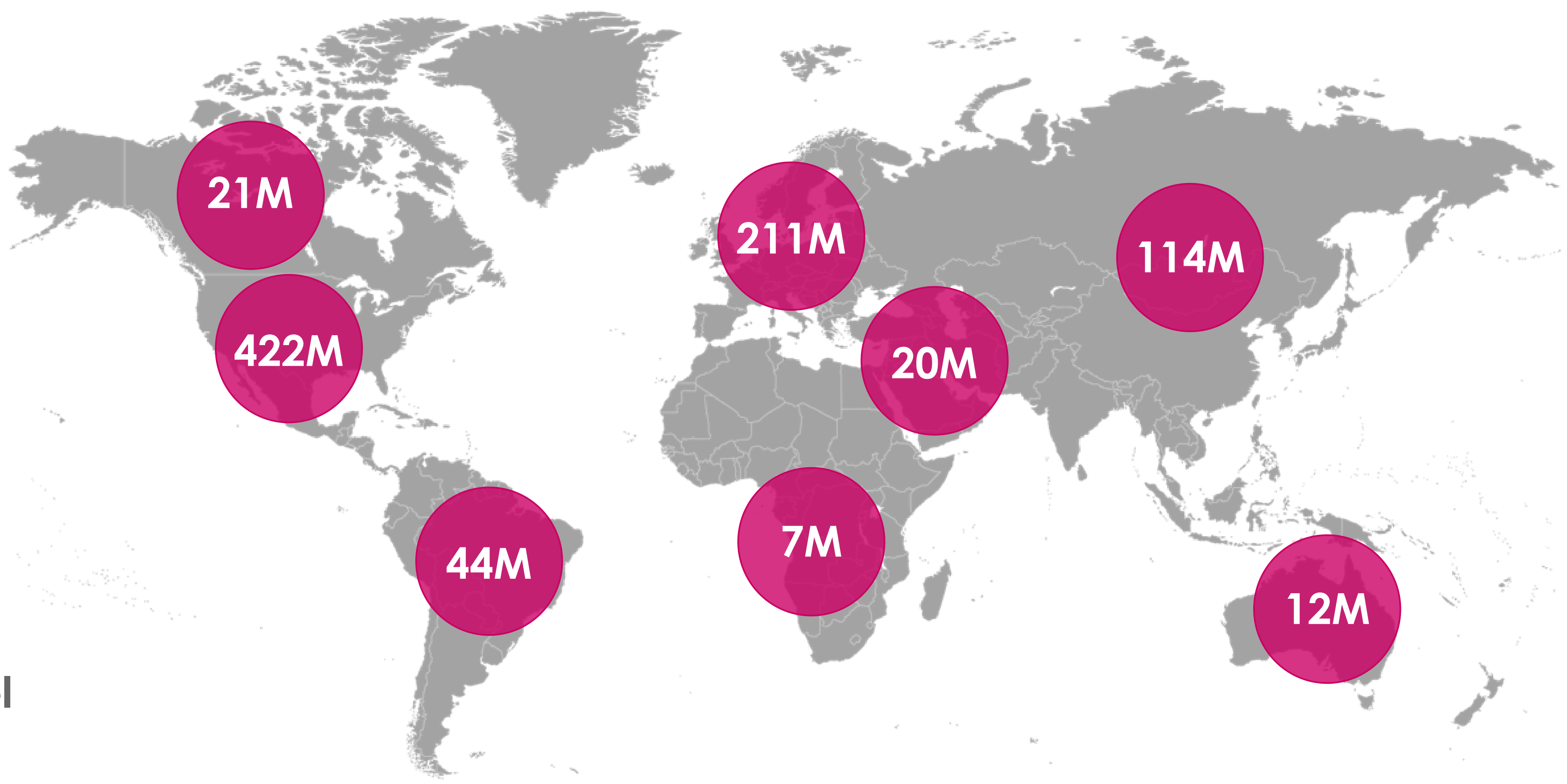
Our Global Footprint

Over 850 Million monthly uniques

1 Billion rich profiles that include, on average:
30+ data points per profile

14+ Billion travel searches annually

950+ Million air and hotel bookings annually



Top destinations for early summer have been pretty consistent.

Any surprises for the rest of summer?

Boston cracks the top 5 for the first time.

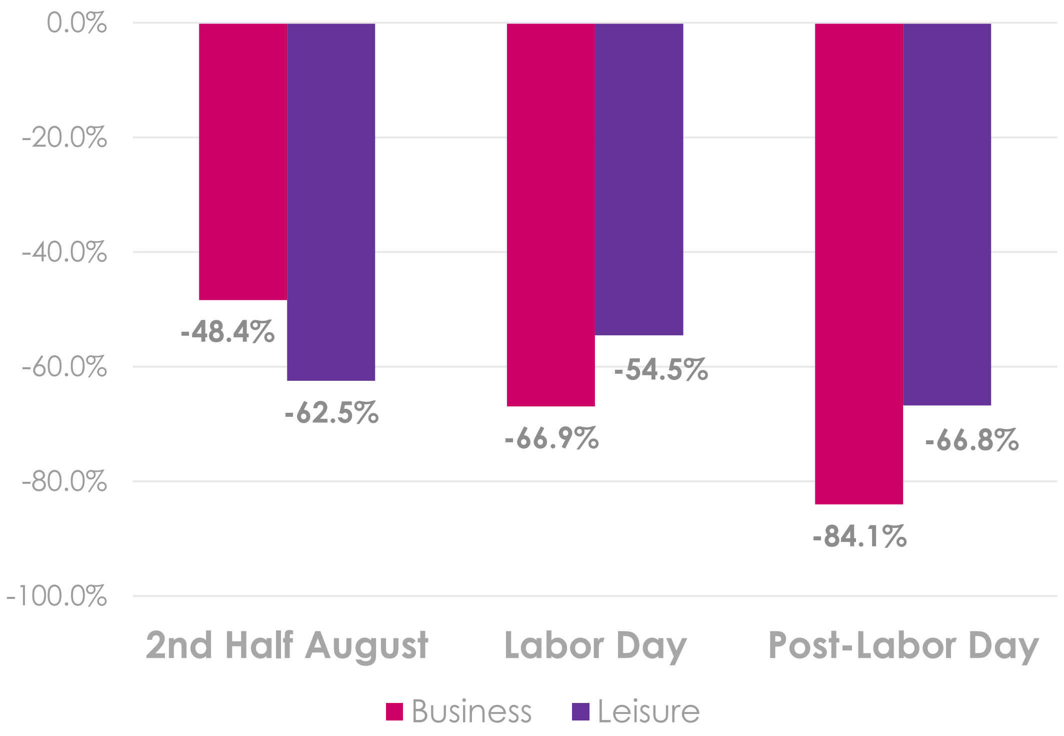
Hotel Booking Volume in Rank Order with YOY % change
(Jul 15 – Aug 15 Booking Dates)

2nd Half August	Labor Day
Las Vegas (-59.5%)	Las Vegas (-39.6%)
Boston (-57.3%)	Denver (-38.4%)
Denver (-54.2%)	Los Angeles (-74.7%)
Philadelphia (-76.3%)	New York (-81.5%)
Los Angeles (-78.2%)	**Boston (-71.9%)**

There's a lot of interest in what happens after Labor Day.

Leisure picks up for the holiday, but both trip types are behind pace for the early fall.

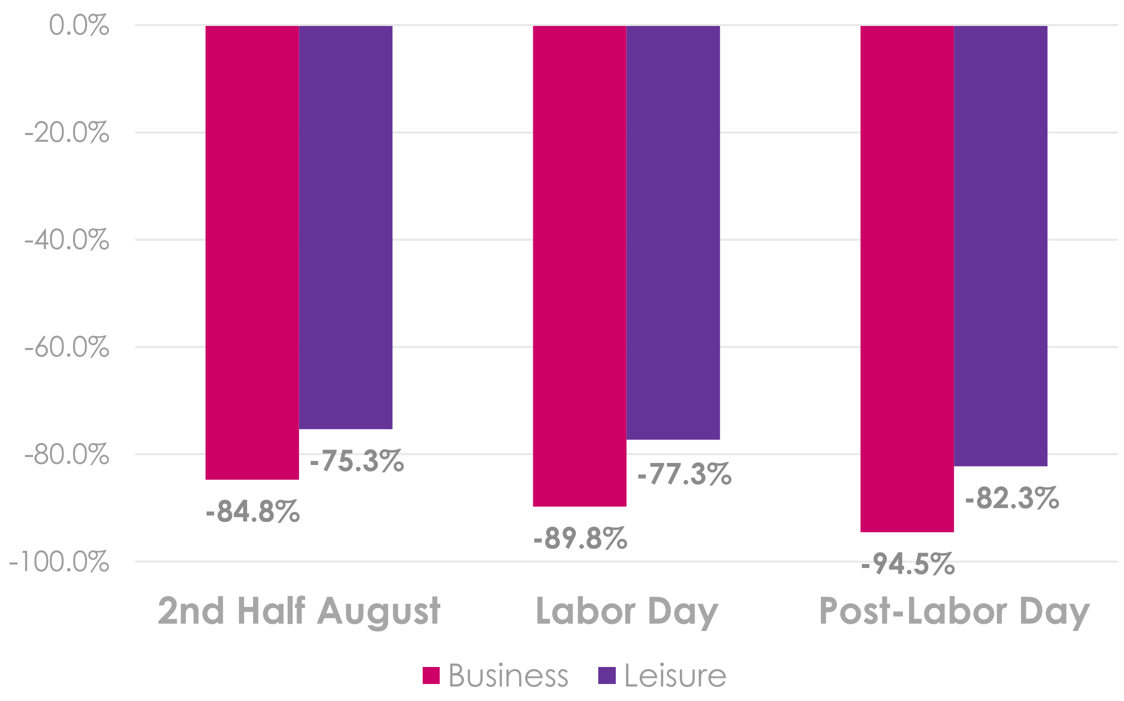
Hotel bookings transacted from 1 July to 17 August: YOY Change



	Rate of Change **Business**	Rate of Change **Leisure**
2nd Half of August		
Labor Day	**-38.4%**	**12.8%**
Post-Labor Day (8 Sep - 20 Oct)	**-25.6%**	**-22.5%**

Air demand drifts lower over the near future.

Air bookings transacted from 1 July to 17 August: YOY Change



	Rate of Change **Business**	Rate of Change **Leisure**
2nd Half of August		
Labor Day	**-5.9%**	**-2.6%**
Post-Labor Day (8 Sep - 20 Oct)	**-5.3%**	**-6.4%**

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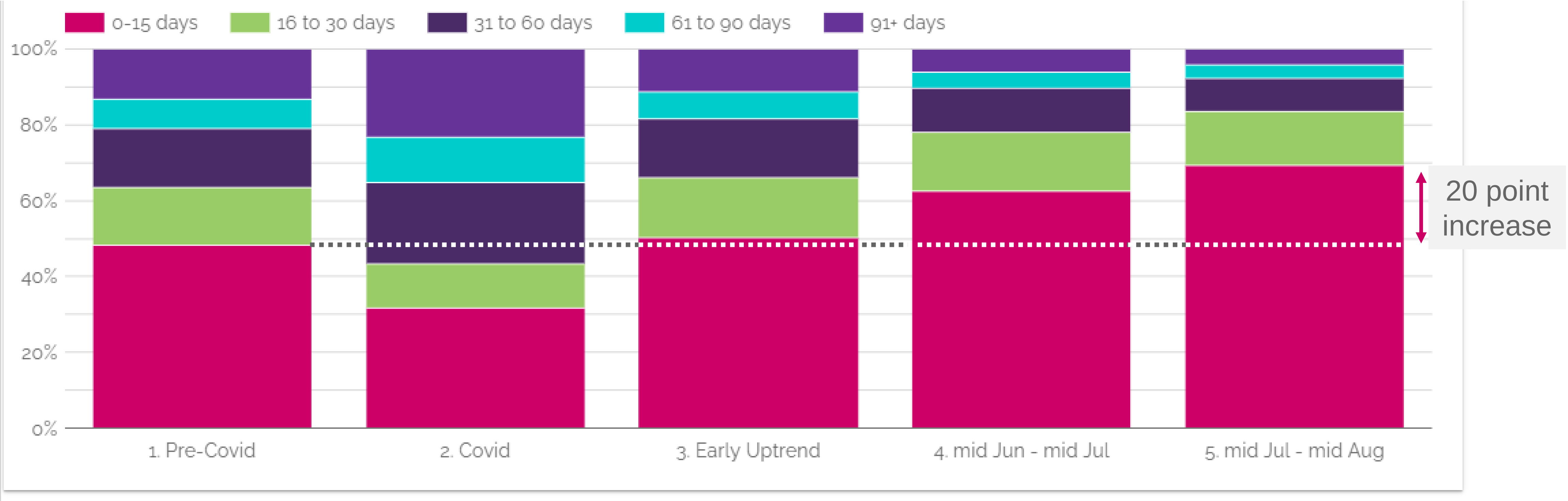
There may be hidden upside in the near term as spontaneous trips are on the rise.

Hotel Booking Period by Advance Days before Travel—Bookings Made



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Who do we think will be traveling?

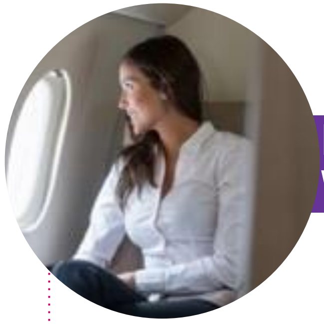
We've categorized travelers into three groups using our Travel Value Score—a composite metric that reflects a customer's potential value as a traveler.

Casual Traveler

- 3-5 trips/year
- 5k – 7.5k annual spend
- No or basic loyalty
- Researches all channels

Moderate Traveler

- 1-2 trips/month
- 15k – 20k annual spend
- Elite loyalty
- Researches OTA & direct



Road Warrior

- 3 trips/month
- 60k annual spend
- Multiple top tier loyalty
- Mostly researchers direct

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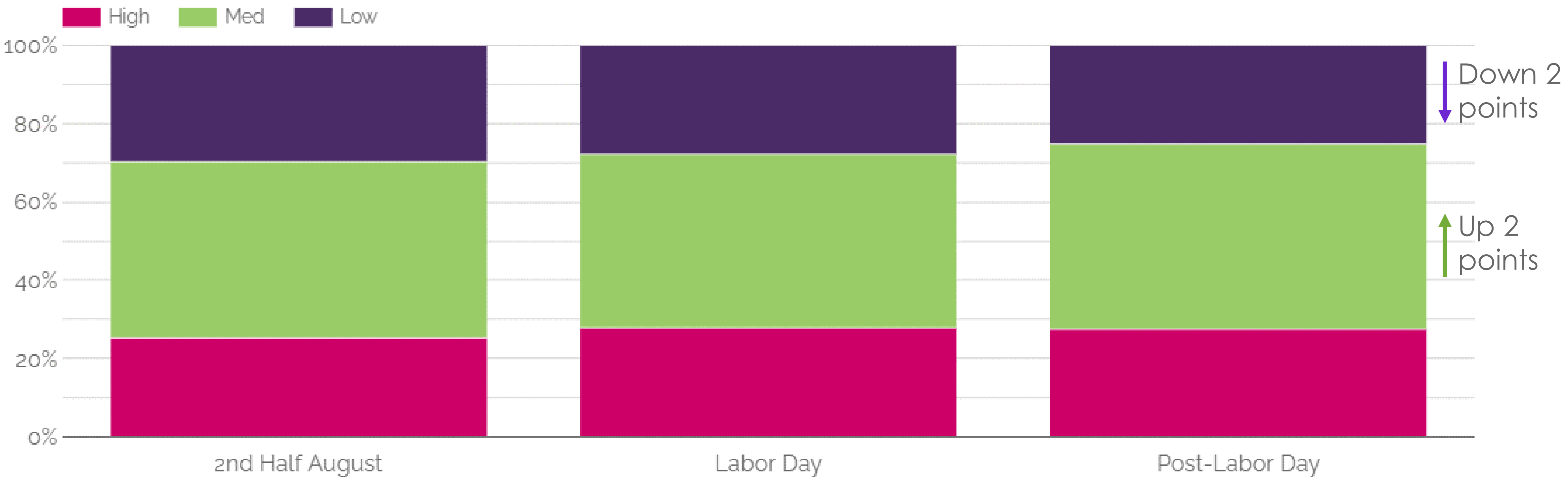
Casual travelers are reducing travel while moderate travelers pick up the slack.

Proportion of Leisure Travel by Traveler Value Score, Pre- and Post-Labor Day



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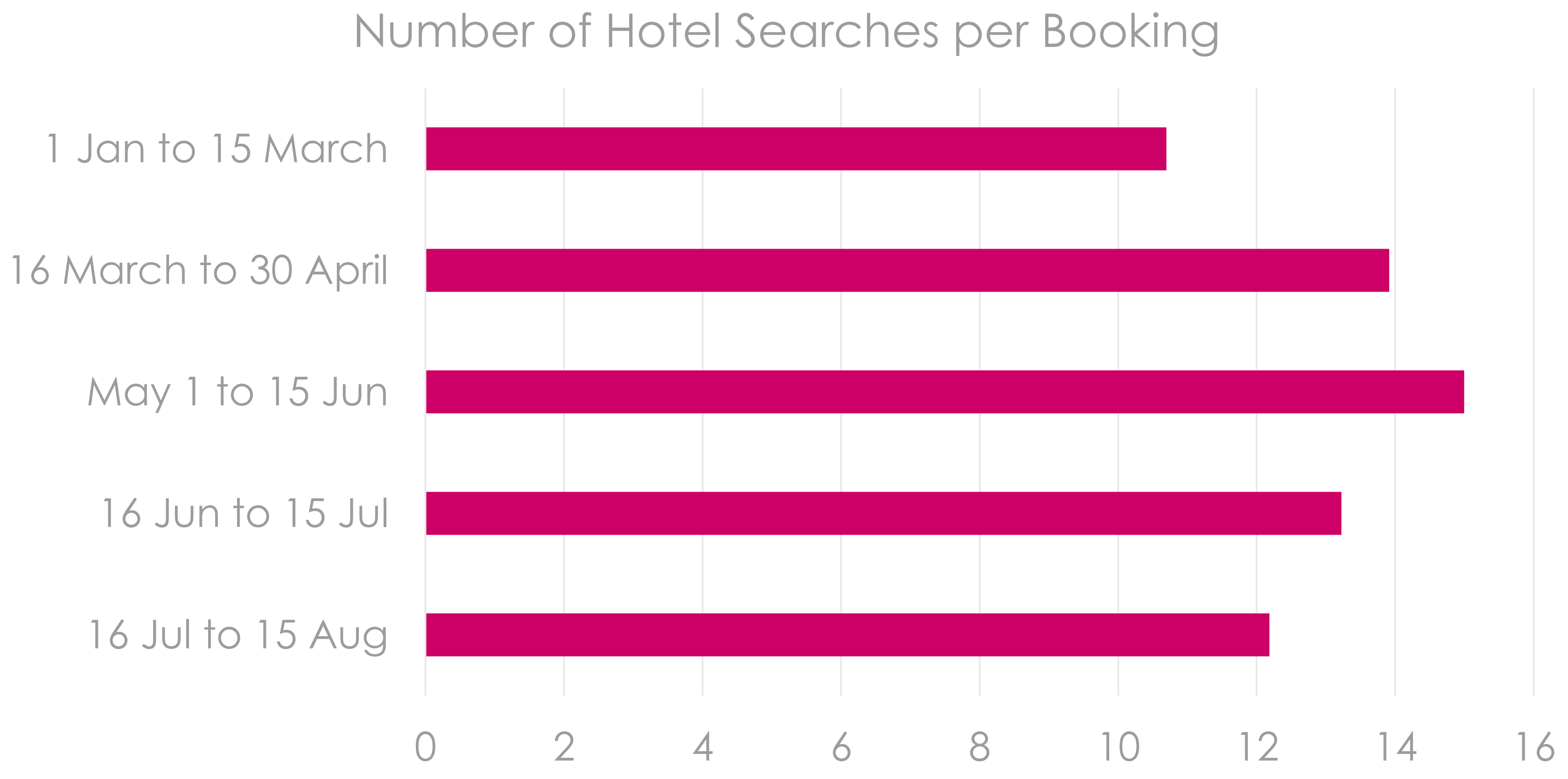
We've seen traveler shopping behavior change fairly dramatically these past few months.

The search to book ratio is settling back to its Pre-Covid level - slightly above 12 to 1.



Wrap Up – preparing for a new future

- Track the key indicators
- Expect fragmented demand
- Rate of change will accelerate
- Make a habit of ingesting a wide range of data
- Prepare for significant structural change