



# Traveler Trend Insights for HSMAI

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# Adara: The market leader in verified identity and permissioned data

Globally Scaled

Unified Identity Across Platforms

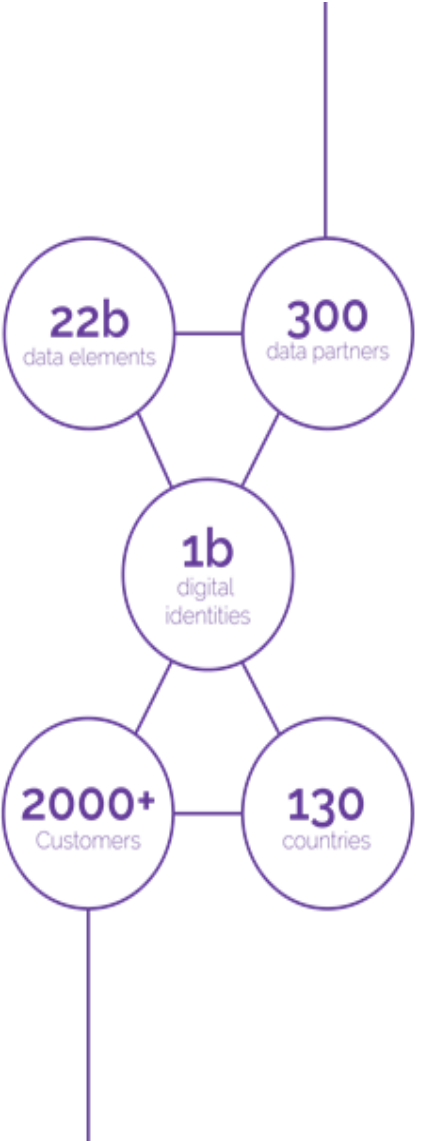
Global Permissioned Data

World Class Data Science

Value Driven Use-Cases

Privacy Compliant | Consented

Adara  
Global Consortia

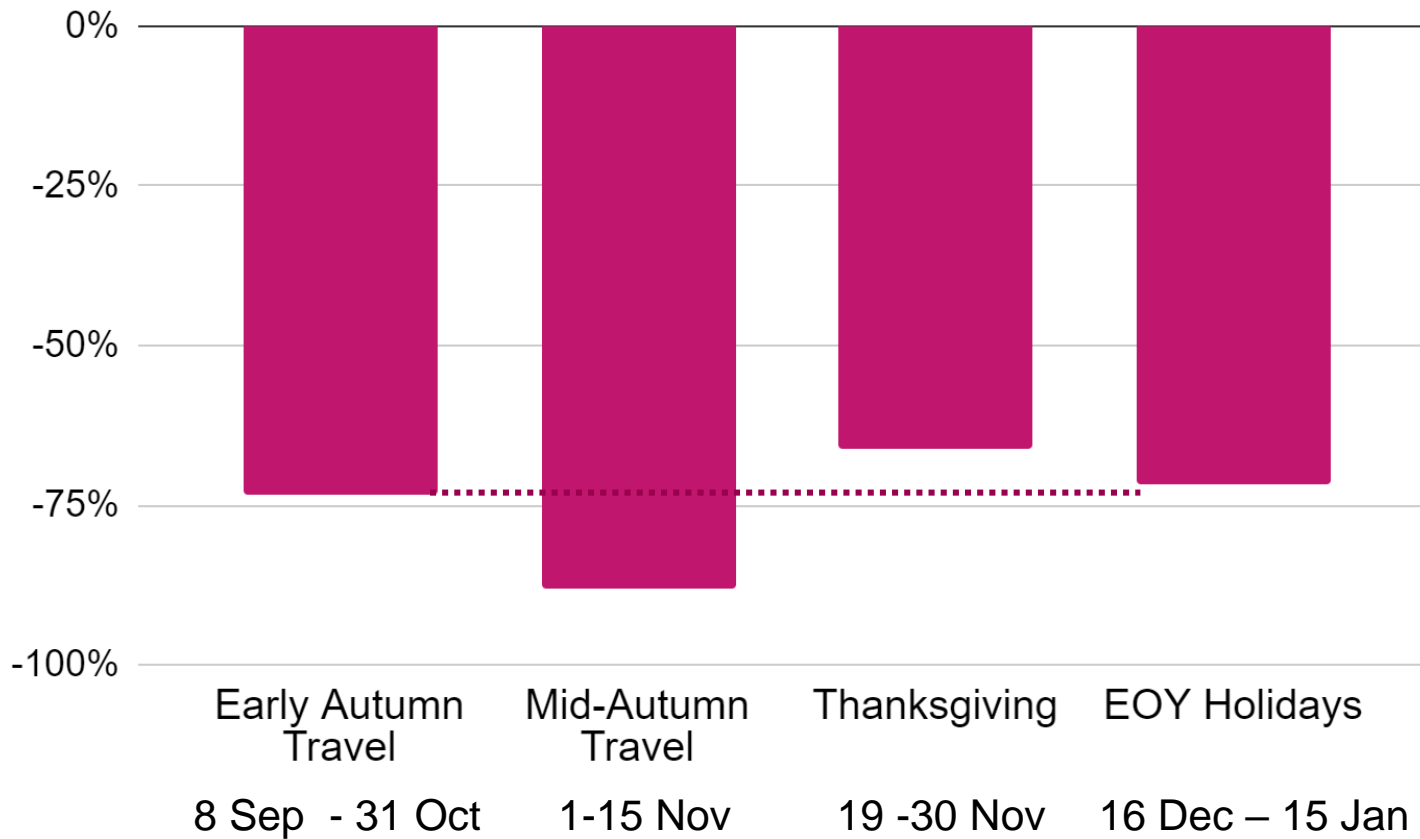


There's tremendous interest in booking patterns  
for the remainder of 2020



# Optimistic signs of increasing leisure demand towards end of 2020

## Hotel Booking Volumes by Travel Period YOY Change



# Trend toward spontaneous bookings will boost final results

## Comparison of proportion of booking windows--Leisure

Hotel Booking Proportions

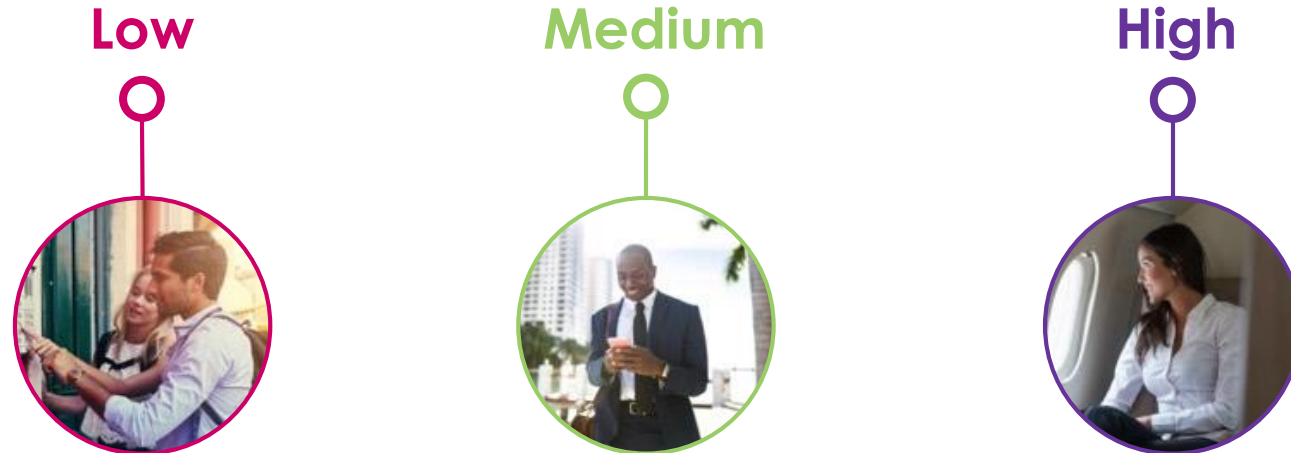
	1 Aug to 15 Aug	16 Aug to 7 Sep	
0-15 days	48.1%	65.3%	↑ 17%
16-30 days	15.5%	14.9%	
31-60 days	15.4%	10.6%	↓ 17%
61-90 days	7.7%	4.0%	
91+ days	13.4%	5.3%	





Who is traveling now?



# Road warriors or novices—what's the mix?

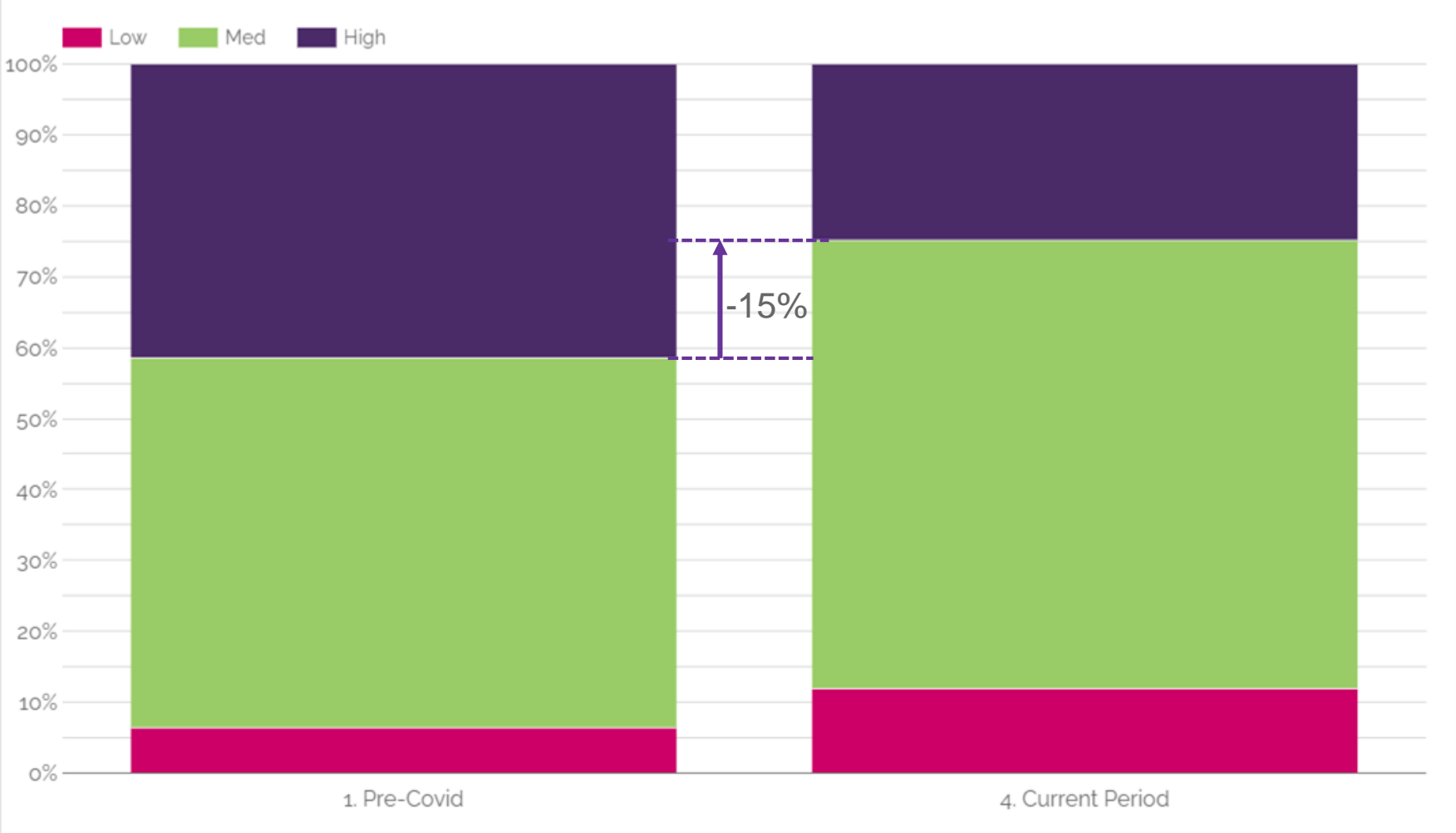
We've categorized travelers into three groups using our Travel Value Score—a composite metric that reflects a customer's potential value as a traveler.



 trips/month/year	<b>3-5 trips/year</b>	<b>1-2 trips/month</b>	<b>3 trips/month</b>
 annual spend	<b>\$5k – \$7.5k</b>	<b>\$15k – \$20k</b>	<b>\$60k+</b>
 loyalty	<b>No or basic</b>	<b>Elite</b>	<b>Multiple top tier</b>
 research channels	<b>All channels</b>	<b>OTA &amp; direct</b>	<b>Mostly direct</b>

# A shift towards medium-value travelers at the expense of high-value travelers

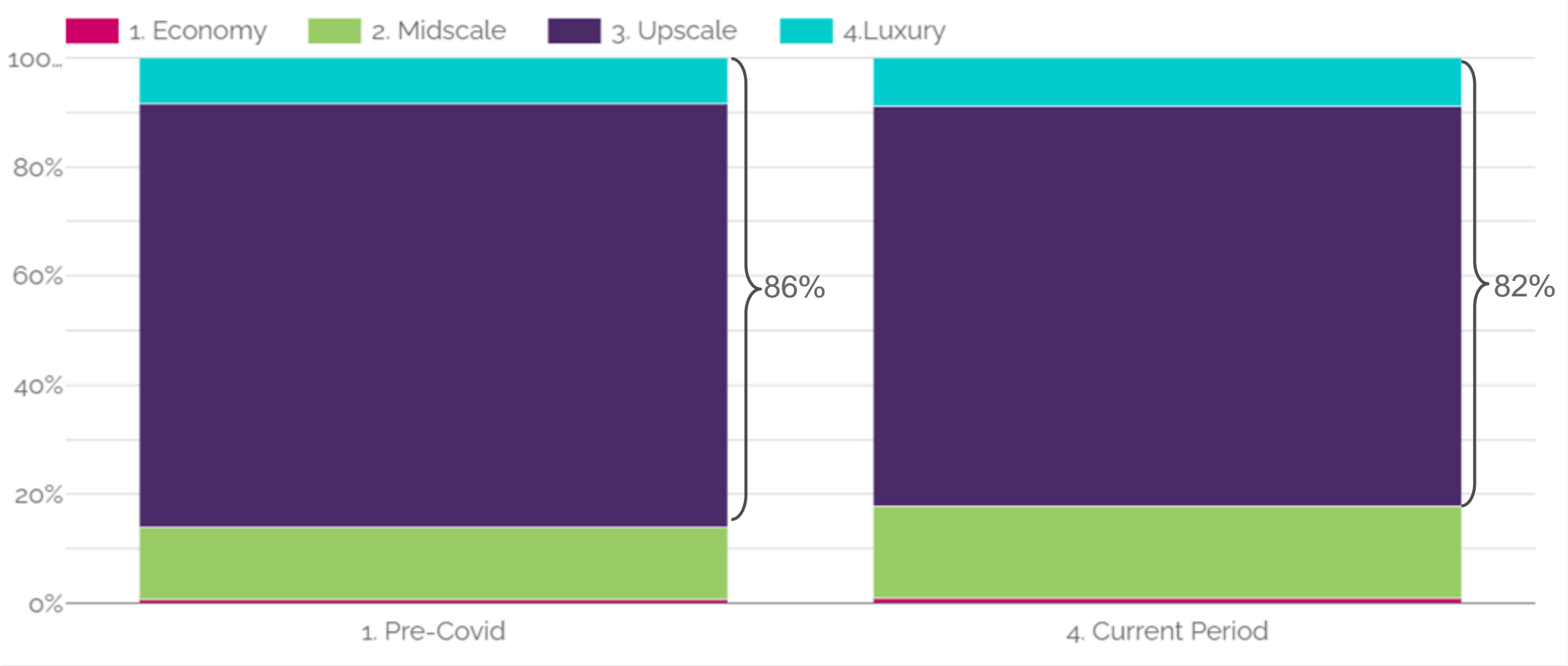
## Hotel Booking Volume Contribution by type of TVS Traveler





# But minimal shift in High-TVS travelers' preference for high-end hotels

## Hotel bookings comparison by STR hotel category for high TVS Travelers



# Adara is here to help

## ADARA Traveler Trend Tracker

**ADARA**  
Predictive Traveler Intelligence

PRODUCTS SOLUTIONS CASE STUDIES RESOURCES BLOG COMPANY

### ADARA COVID-19 RESOURCE CENTER

**Welcome to the ADARA COVID-19 Resource Center**

To help travel brands adapt to this fast-changing environment, we created the **ADARA Traveler Trends Tracker**, which taps into our real-time travel data to track travel-related consumer behavior and identify key trends. We will update this data frequently.

This information will help travel marketers activate the most informed marketing strategies based on the most recent consumer travel activities.

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