



# Traveler Trend Insights for HSMAI

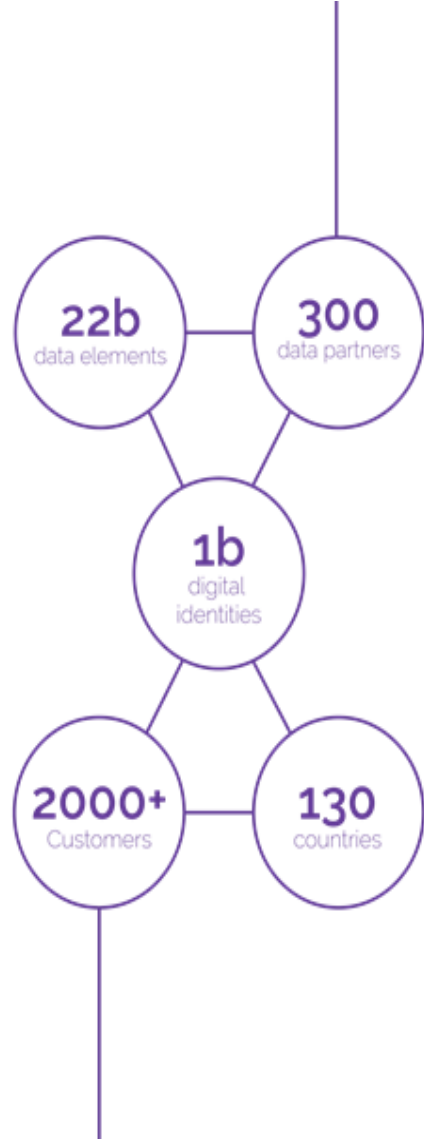
Carolyn Corda, CMO, ADARA



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

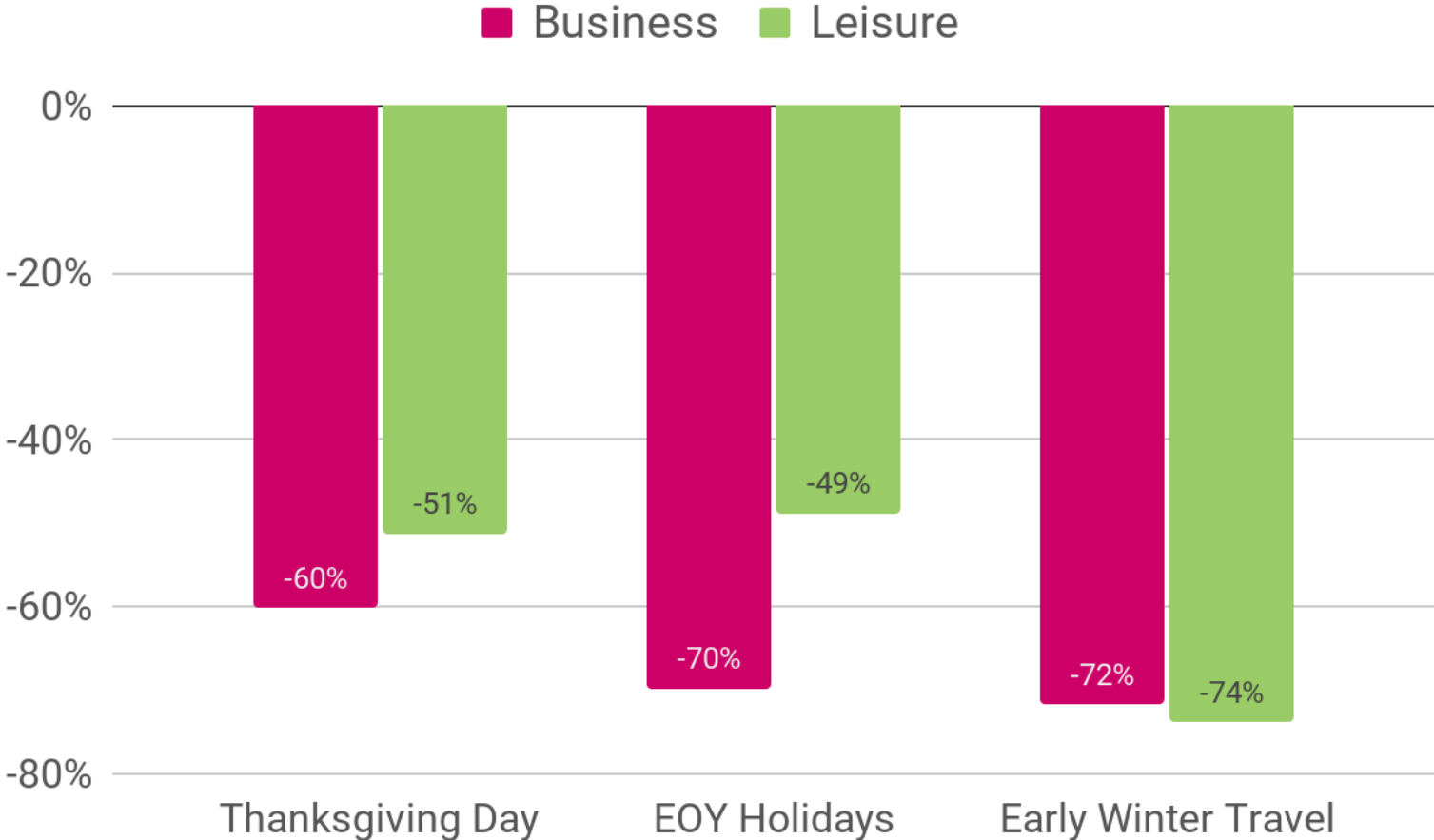
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- Unified Identity Across Platforms
- Global Permissioned Data
- World Class Data Science
- Value Driven Use-Cases
- Privacy Compliant | Consented

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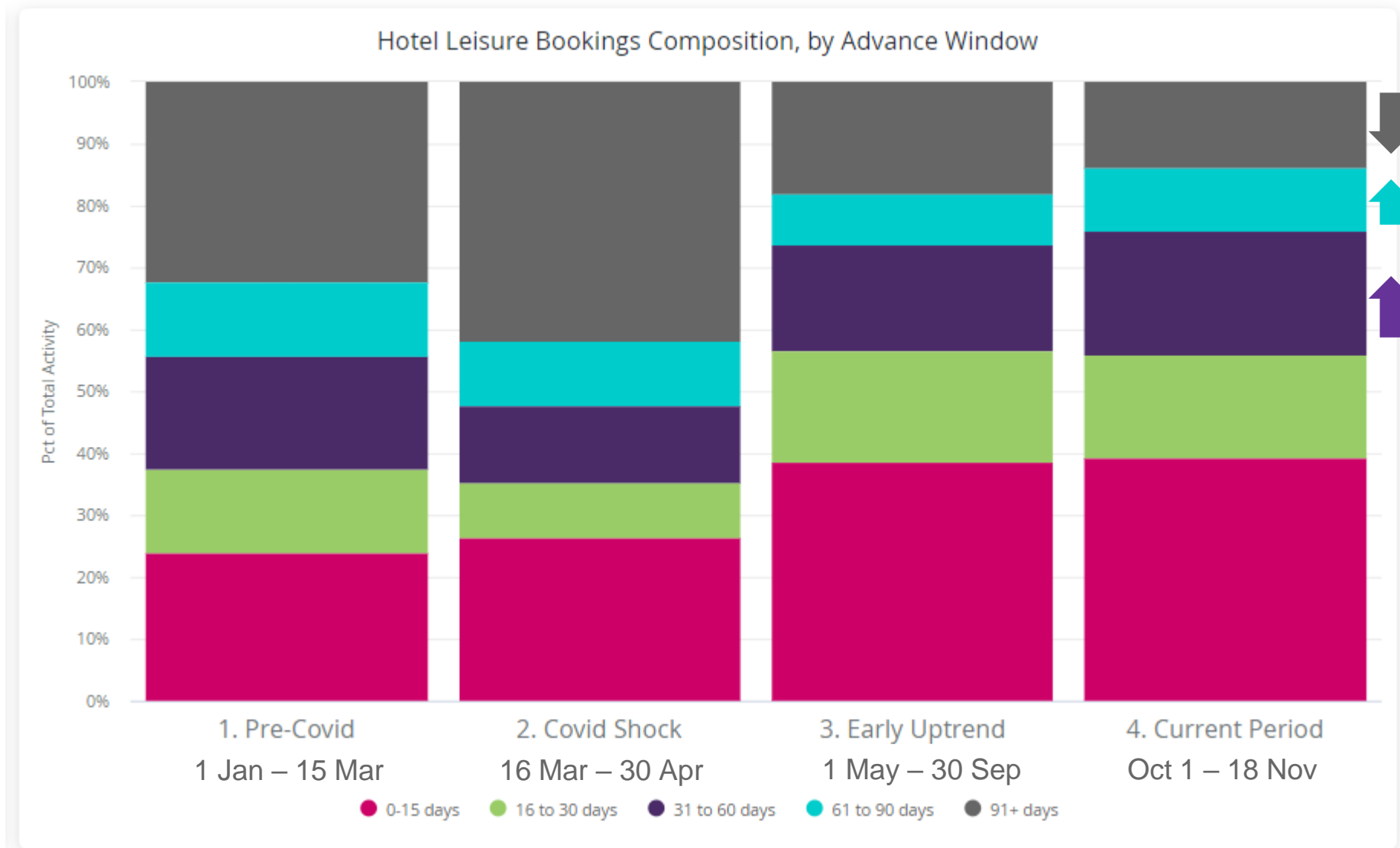


# Leisure demand for year-end holidays continues to strengthen.

## YOY Comparison for Hotel Booking Volume (1 Oct to 18 Nov)

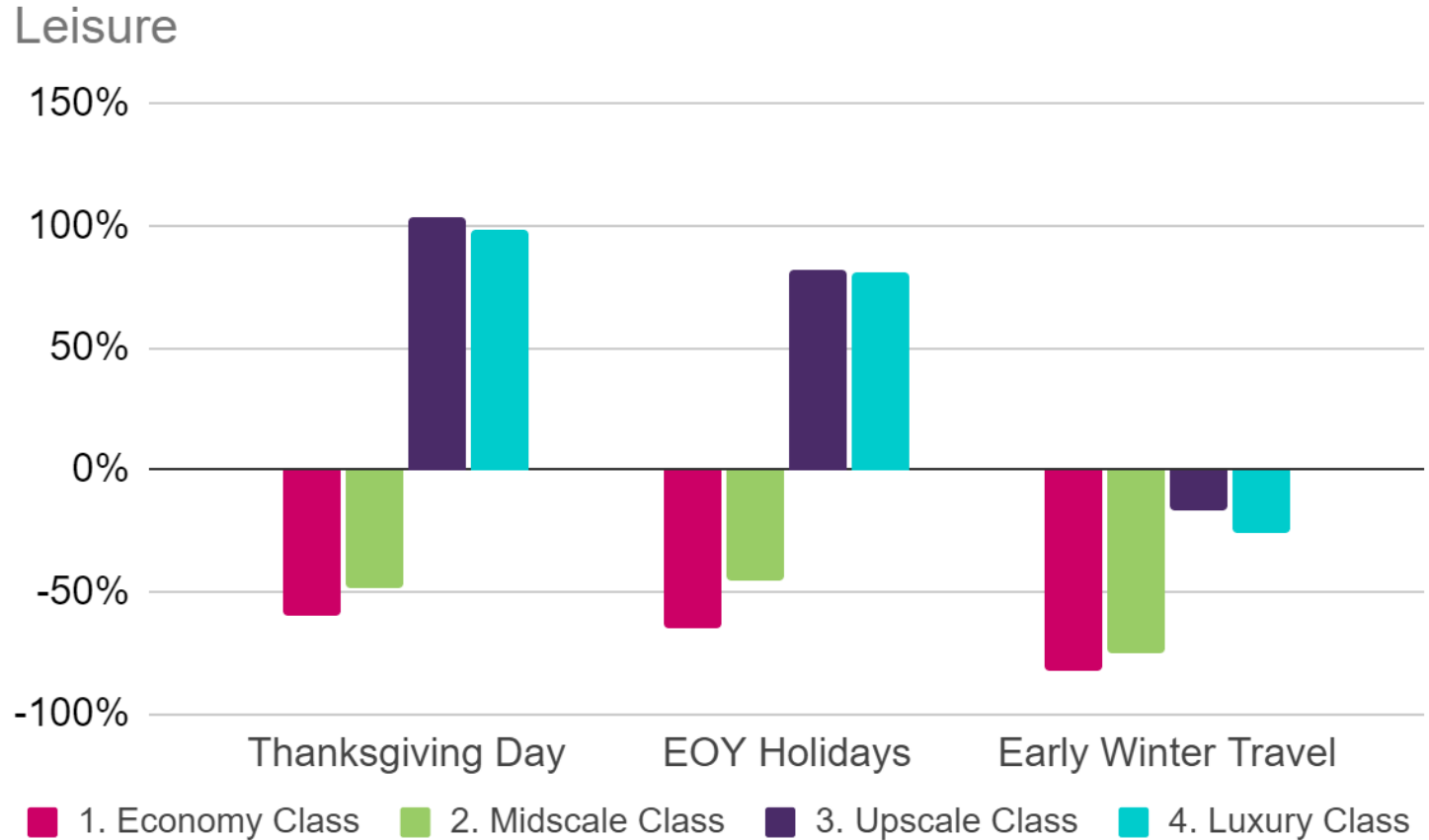


# Big shifts in medium and long-horizon booking windows.



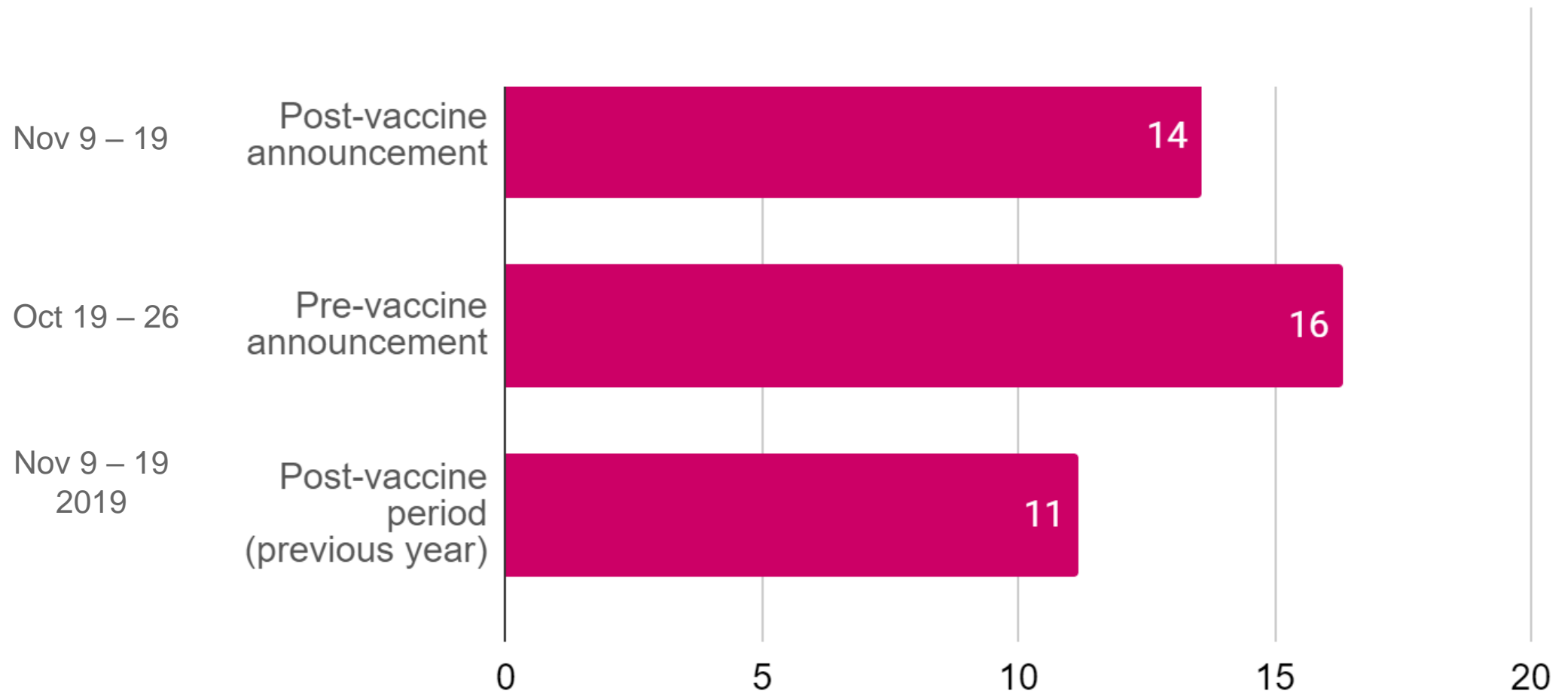
Upscale and luxury brands show improved YOY performance.

### YOY Booking Volume Change by Category (Oct 1 to Nov 18)



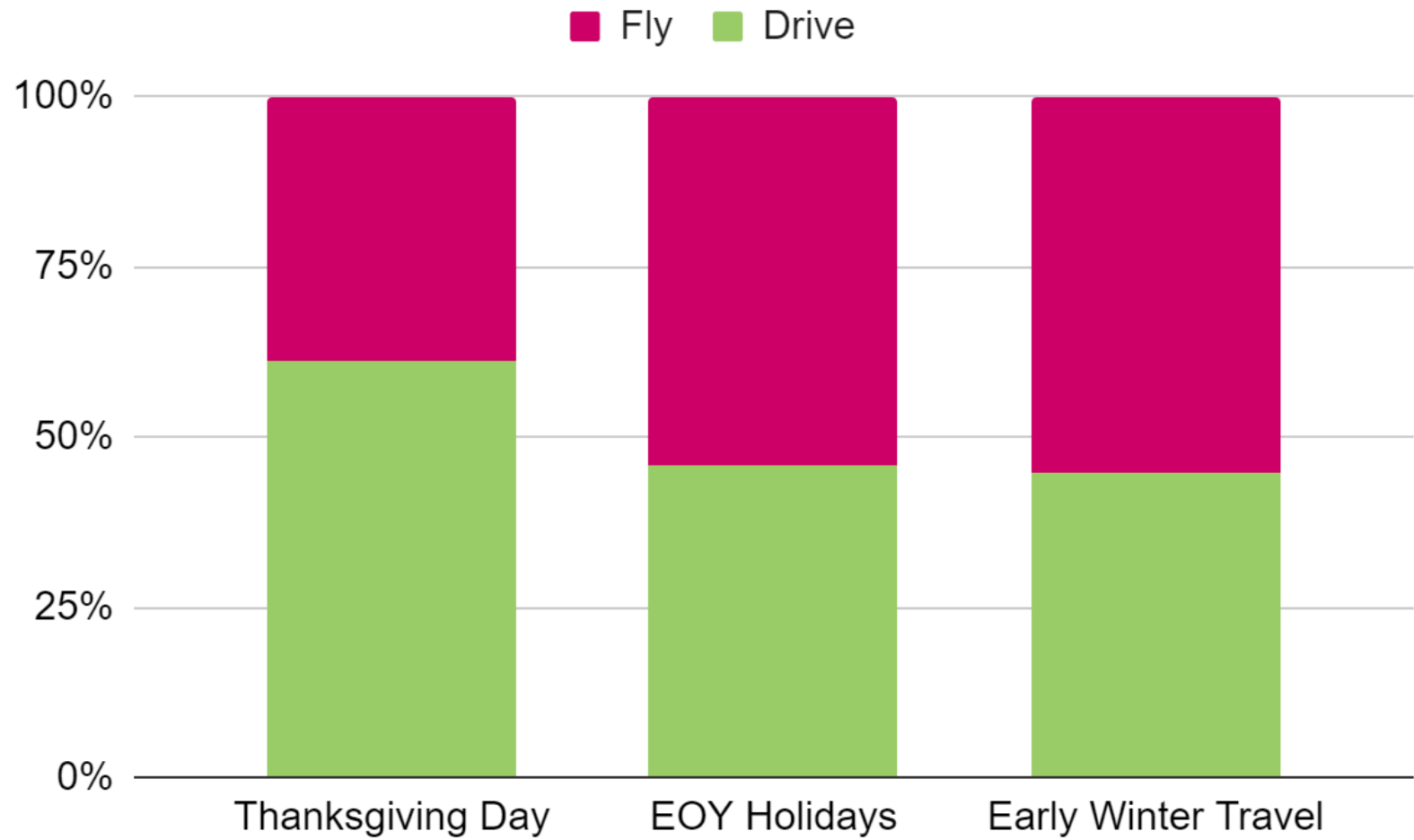
Recent vaccine news aligns with modest shift toward booking confidence.

### Leisure Hotel Search to Book Ratio



Shift toward more fly-mode vacations in December and early 2021.

Travel mode proportions for leisure hotel bookings (Oct 1- Nov 18)



Assumption: distance from origin to destination of > 600 miles = Fly

# Top destinations for upcoming travel periods.

## Ranking by hotel booking volume and YOY percentage change

Thanksgiving	EOY Holidays	Early Winter Travel
Los Angeles (-50.1%)	Orlando (-38.1%)	Orlando (-69.2%)
Orlando (-33.8%)	Denver (1.1%)	Denver (-42.3%)
Phoenix (-12%)	Honolulu (38.8%)	Honolulu (-41.7%)
New York (-71%)	Phoenix (-17.9%)	Miami (-64.9%)
San Francisco (-48.7%)	Los Angeles (-62.3%)	Phoenix (-70.5%)





# 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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## Get in Touch

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