

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

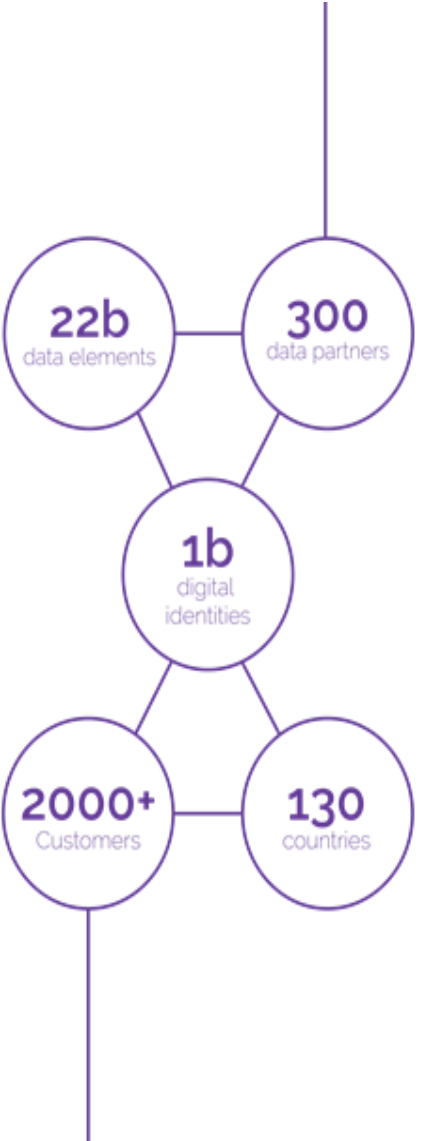
Global Permissioned Data

World Class Data Science

Value Driven Use-Cases

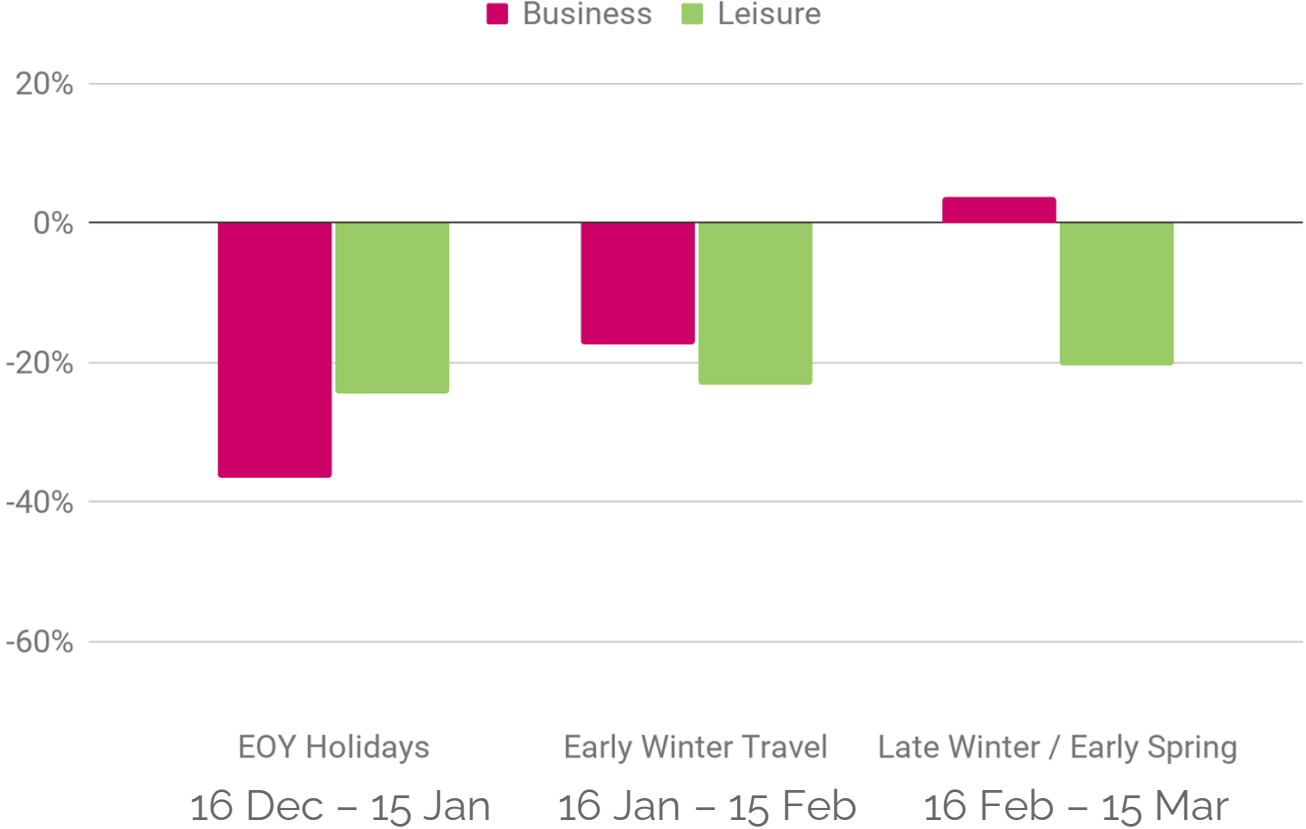
Privacy Compliant | Consented

Adara
Global Consortia

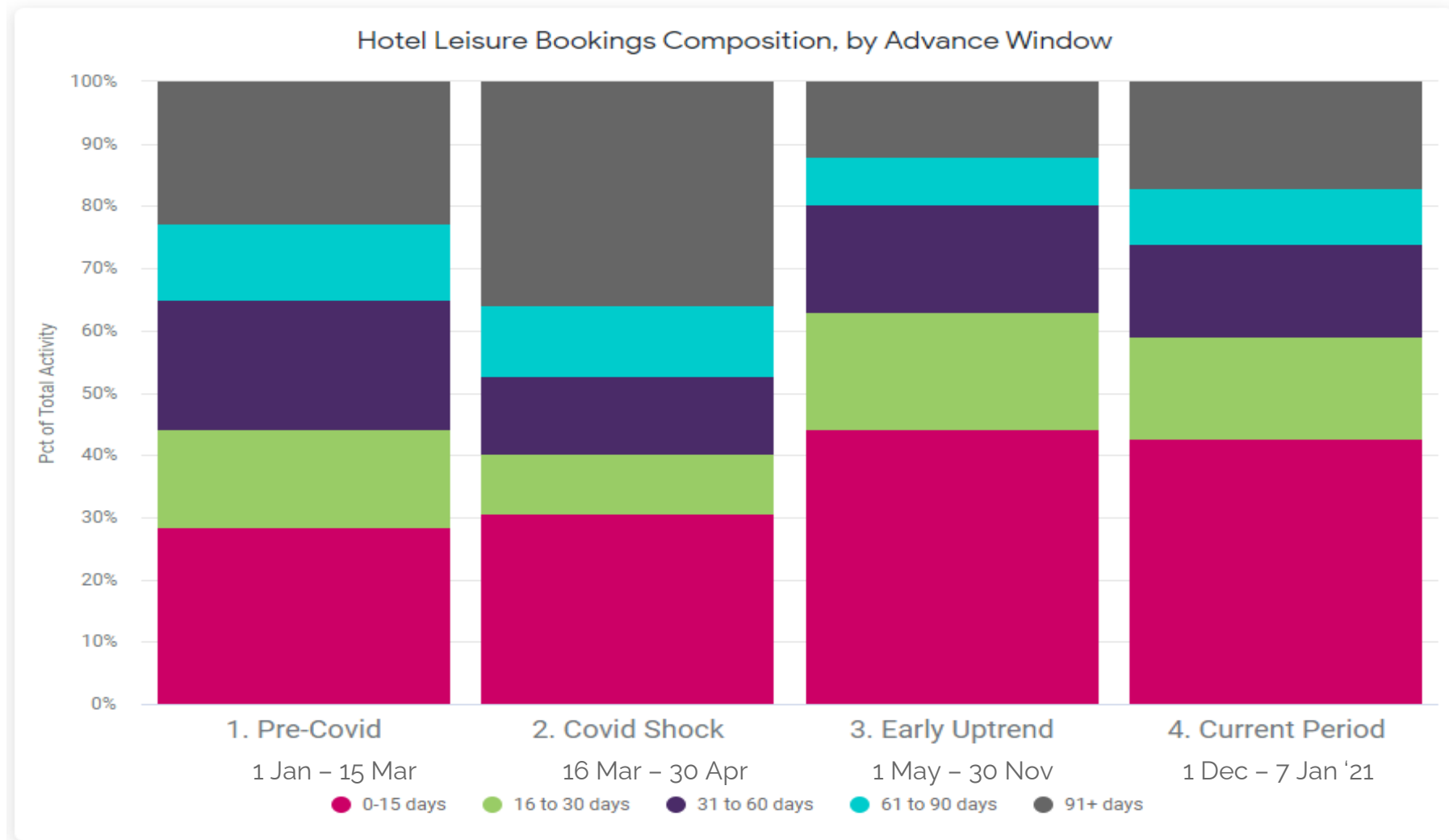


Optimistic signs of increasing demand

Hotel Booking Volumes by Travel Period YOY Change

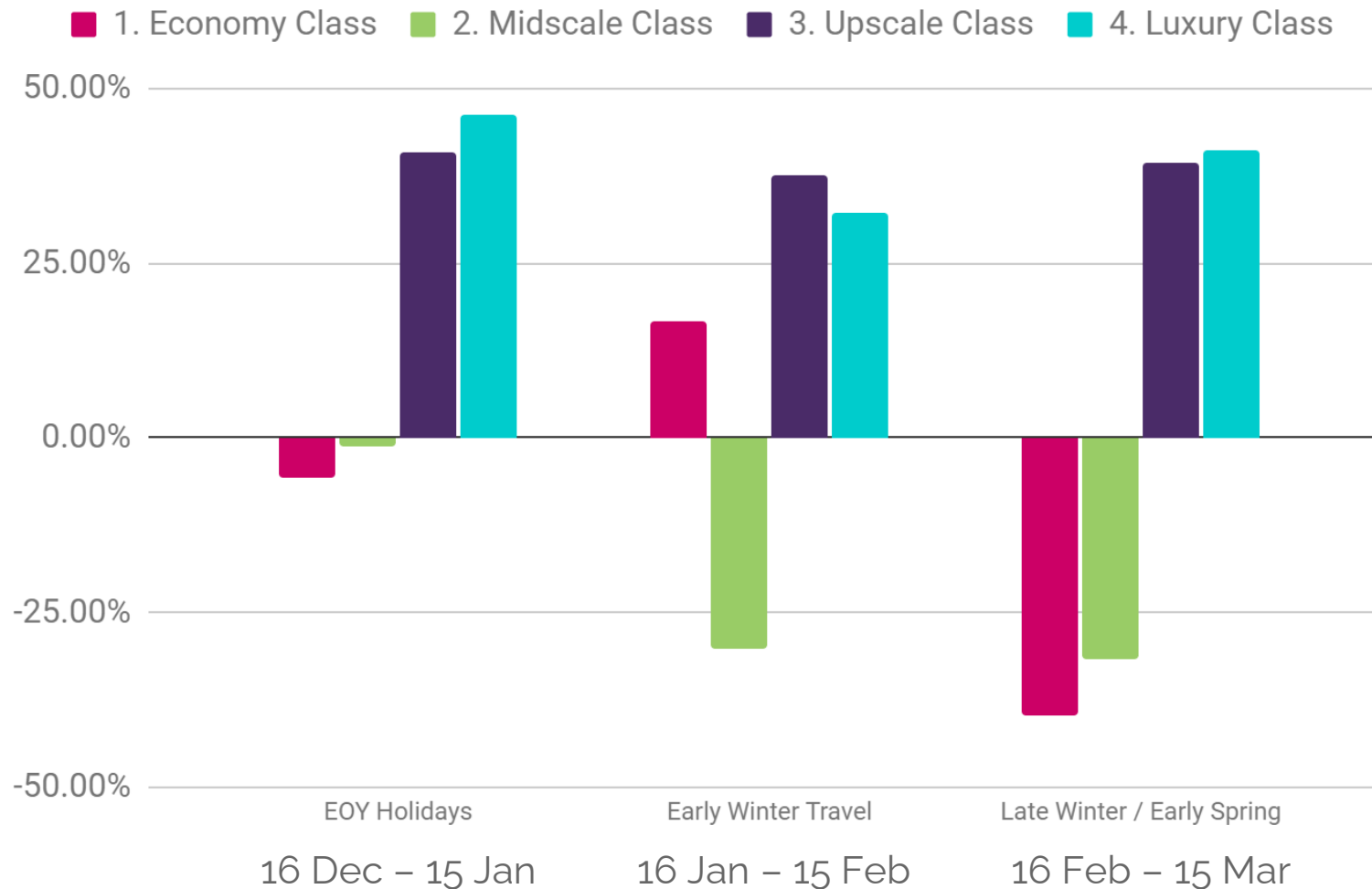


Spontaneity and long-term optimism shape booking behavior



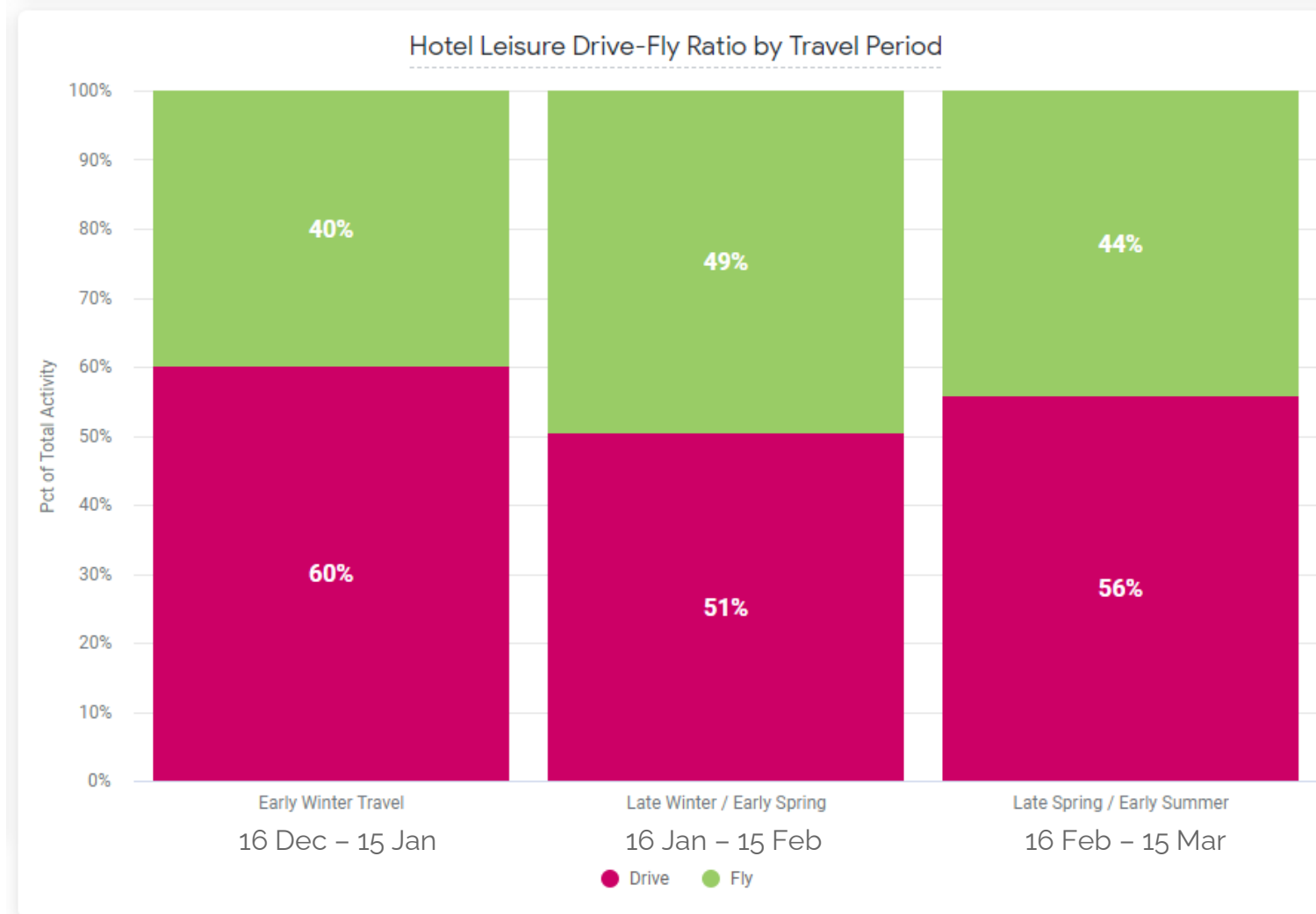
Upscale and luxury brands show continued resiliency

YOY Booking Volume Change by Category (booked 1 Dec to 7 Jan)



Fly-mode vacations represent increased share of travel into 2021

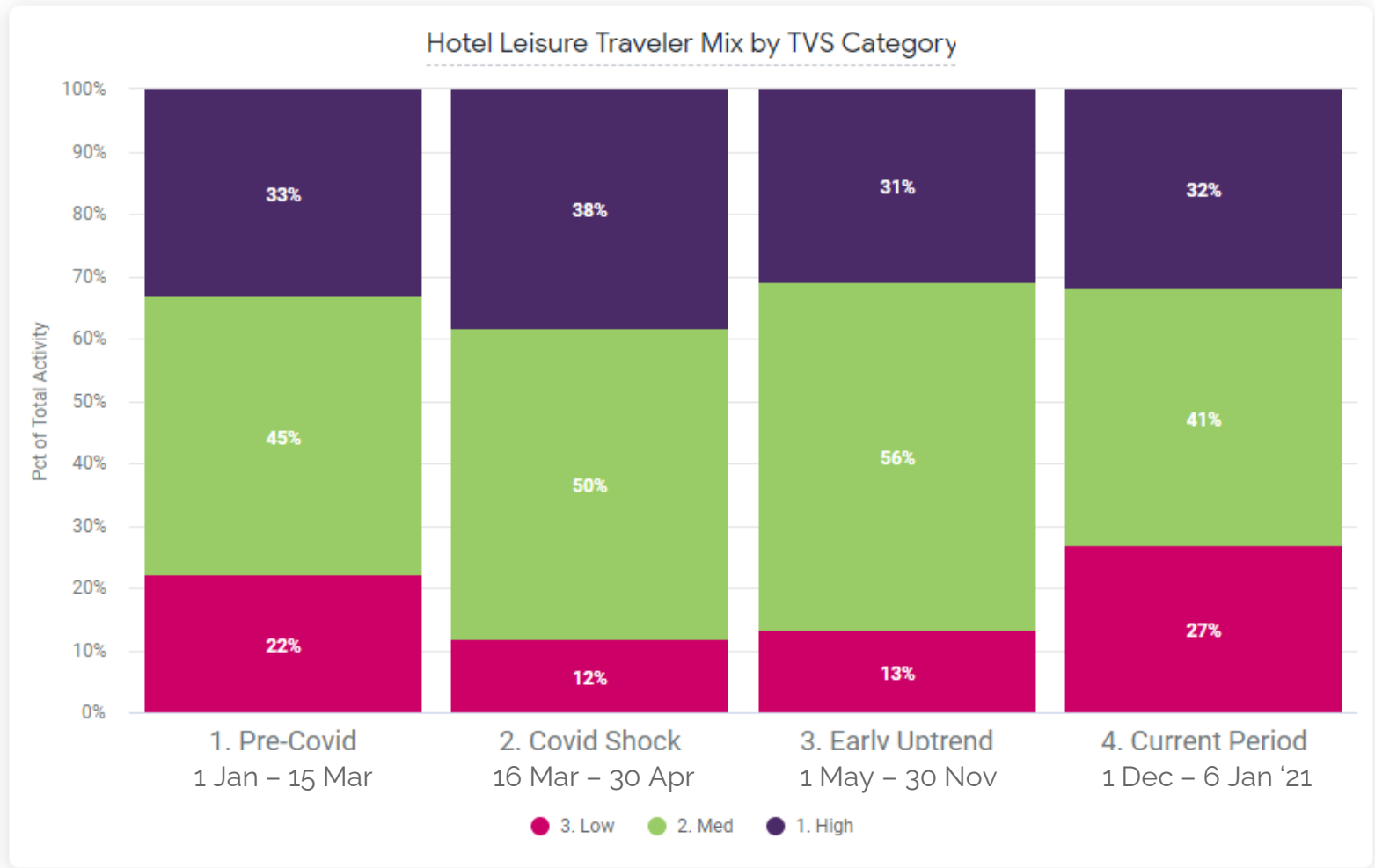
Travel mode proportions for leisure hotel bookings (1 Dec – 7 Jan)



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

Novice Travelers represent increased proportion of bookings

Leisure Traveler Mix Proportions by TVS Category



Adara is here to help

ADARA Traveler Trend Tracker

ADARA
Predictive Traveler Intelligence

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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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