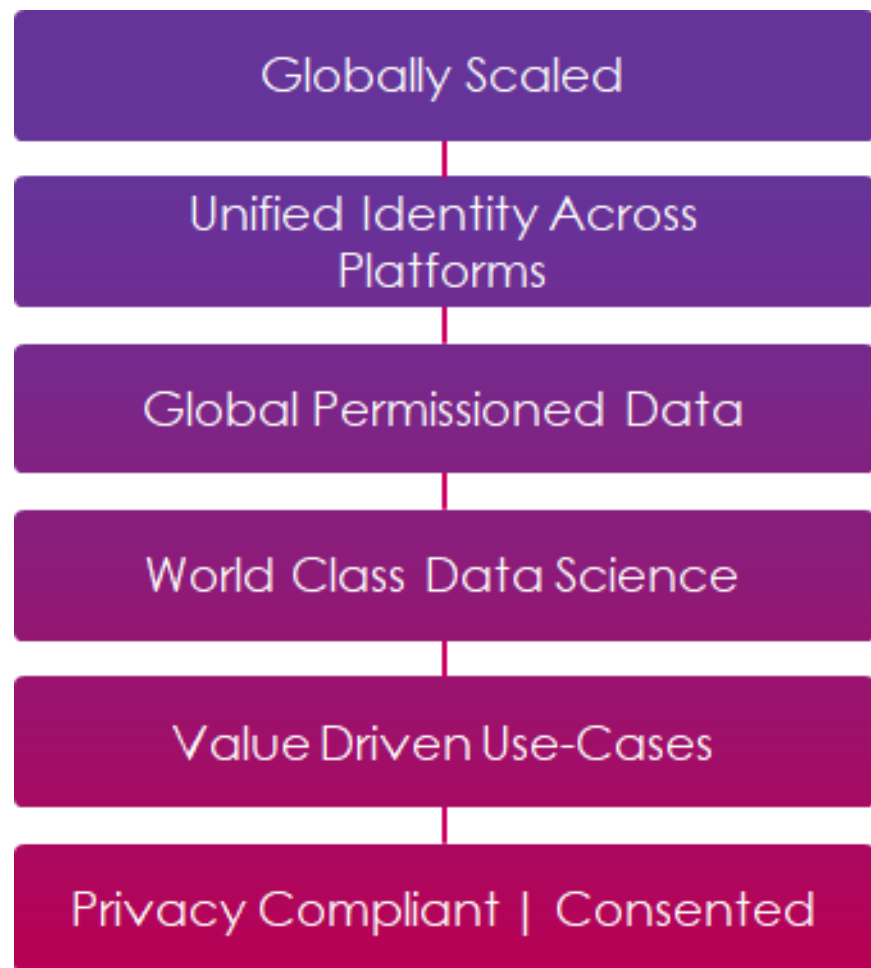


Traveler Trend Insights for HSMAI

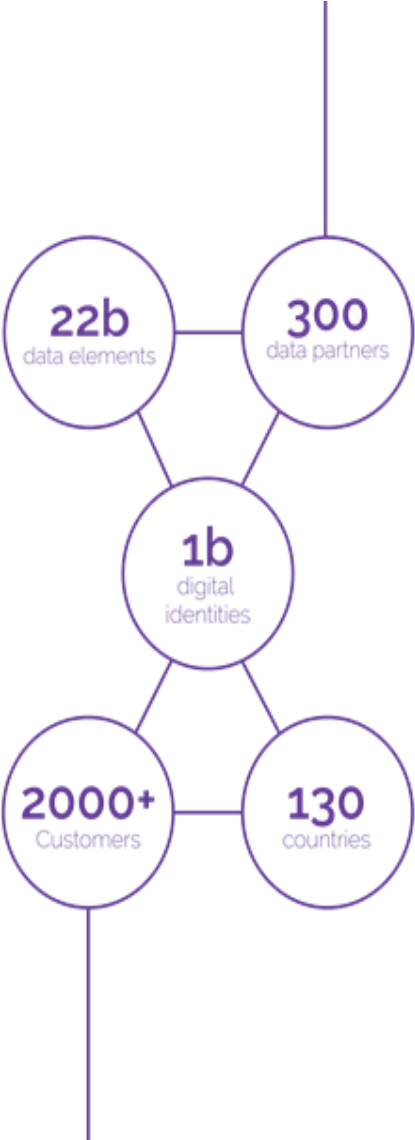
Carolyn Corda, CMO/CCO, ADARA
March 2021



Adara: The market leader in predictive consumer intelligence.

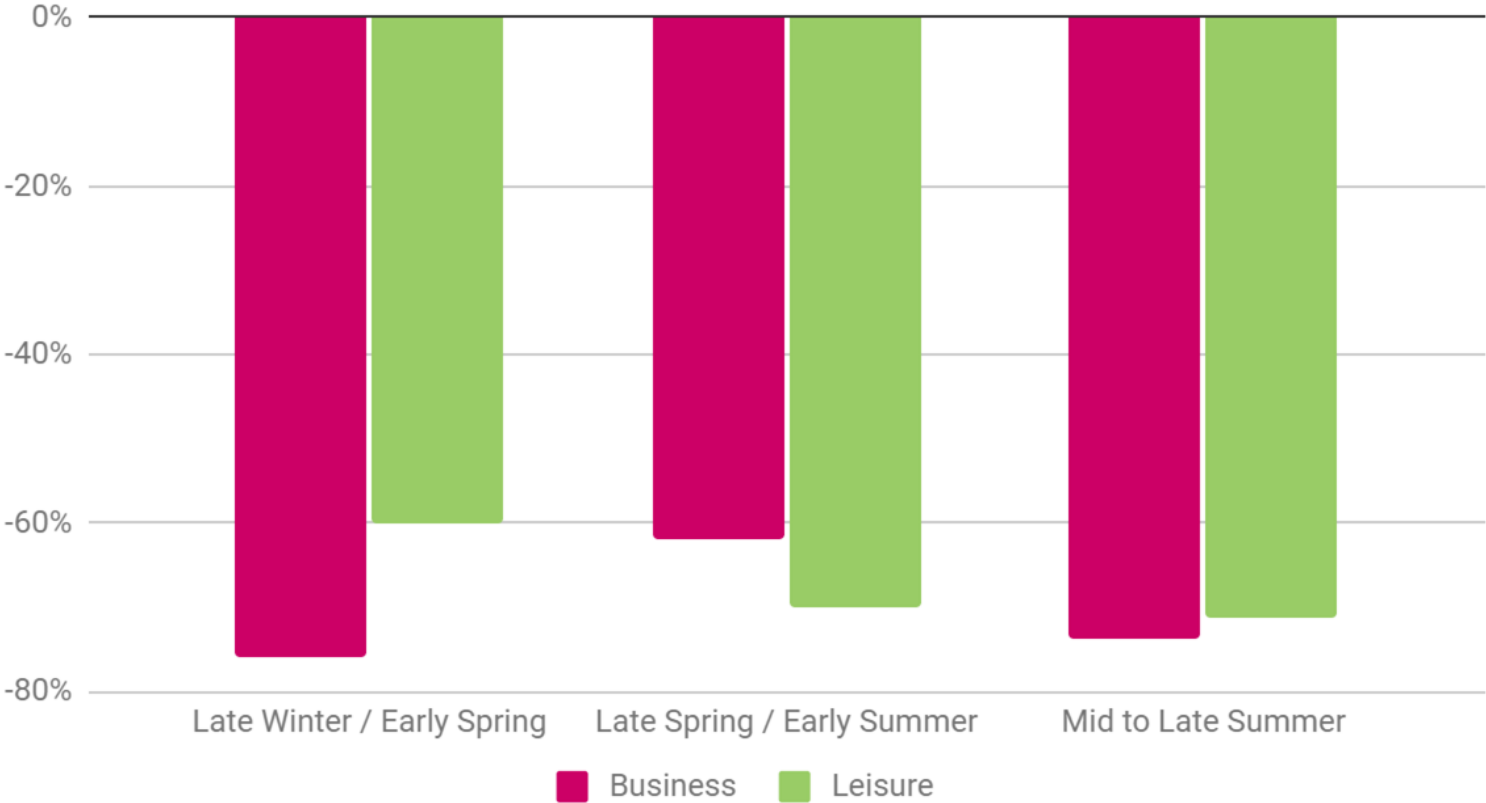


Adara
Global Consortiums



While both Business and Leisure continue to underperform 2019, the increasing relative strength is a bright spot.

Hotel Bookings: 2021 vs 2019 (booked between 1 Jan and 11 Mar of respective year)



16 Mar - 30 Apr

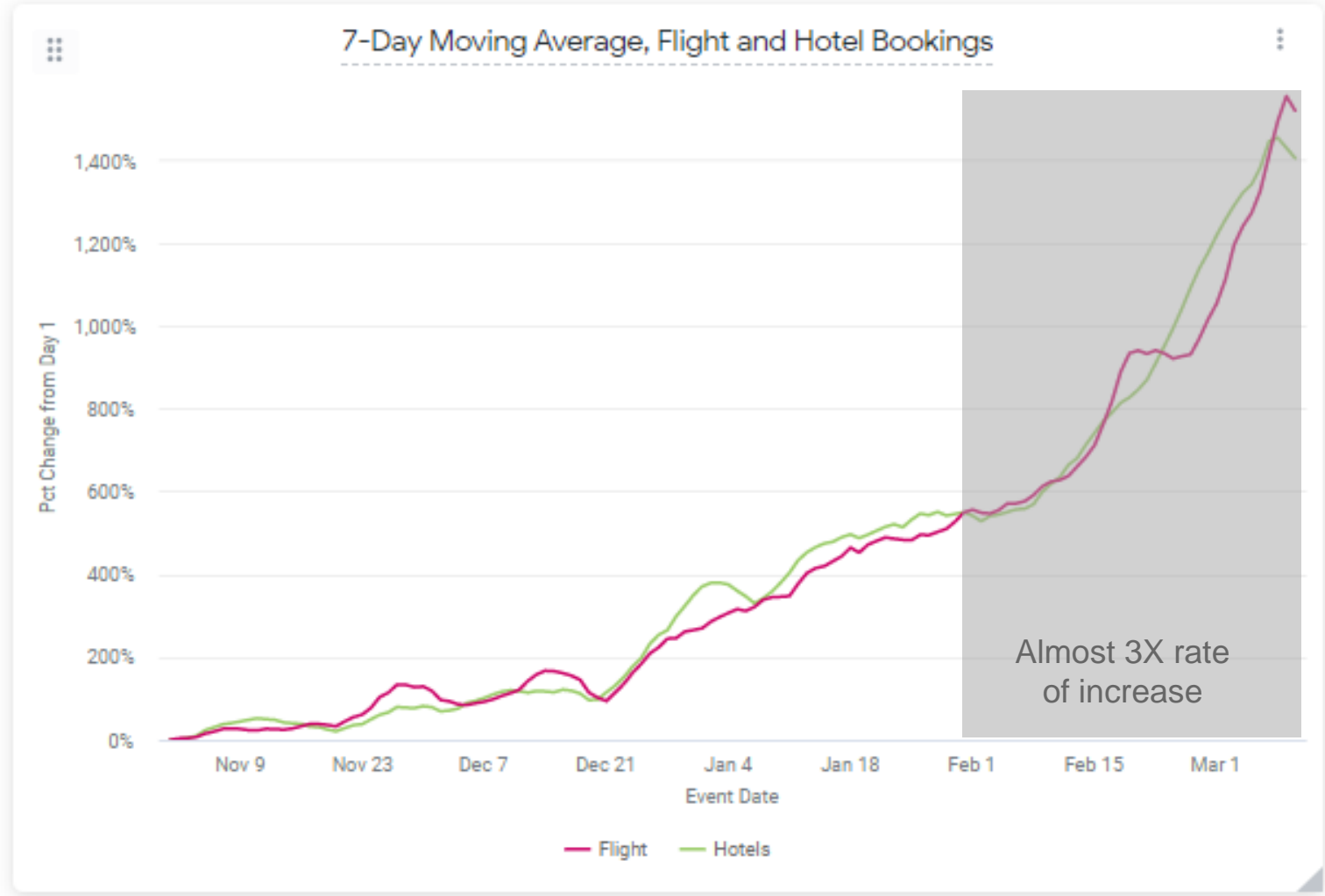
1 May - 30 Jun

1 Jul - 31 Aug



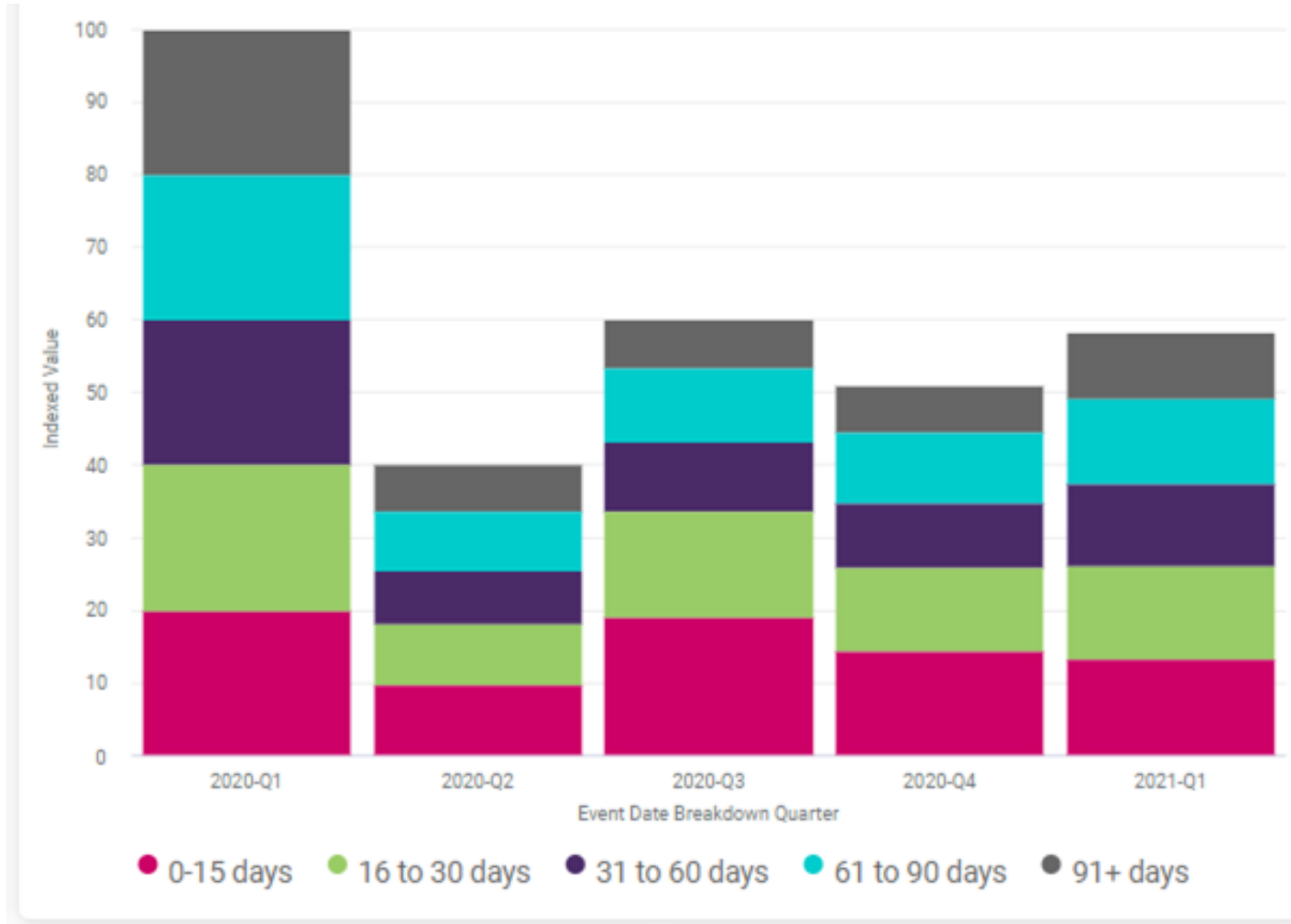
A further positive sign is the recent acceleration of both air and hotel bookings.

Summer Travel (Jul/Aug): Domestic



Over the past couple of quarters, the booking window mix has become more balanced.

Advance Leisure Hotel Booking Trends by Quarter



The absence of perennial favorites Las Vegas and Miami indicates a bit of a shift in preference.

Hotel Destinations booked between 1 Jan and 11 Mar
(Pct Change is 2021 vs 2019)

Mid to Late Summer Trips

Honolulu (-27.6%)

Denver (-68.9%)

New York (-83.1%)

Boston (-76.9%)

Orlando (-78.8%)

Los Angeles (-84.4%)

Salt Lake City (-52.4%)

Chicago (-81.2%)

SF - Bay Area (-81.4%)

Nashville (-70.2%)

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.

Change Region: [US](#) · [EMEA](#) · [APAC](#) · [China](#)

Sign-up for key trend alerts

Share on social media

[f](#) [t](#) [in](#)

Request Custom Analytics

Get insights into how COVID-19 is affecting your industry.

<https://adara.com/traveler-trends-tracker/>

Get in Touch

General: info@adara.com