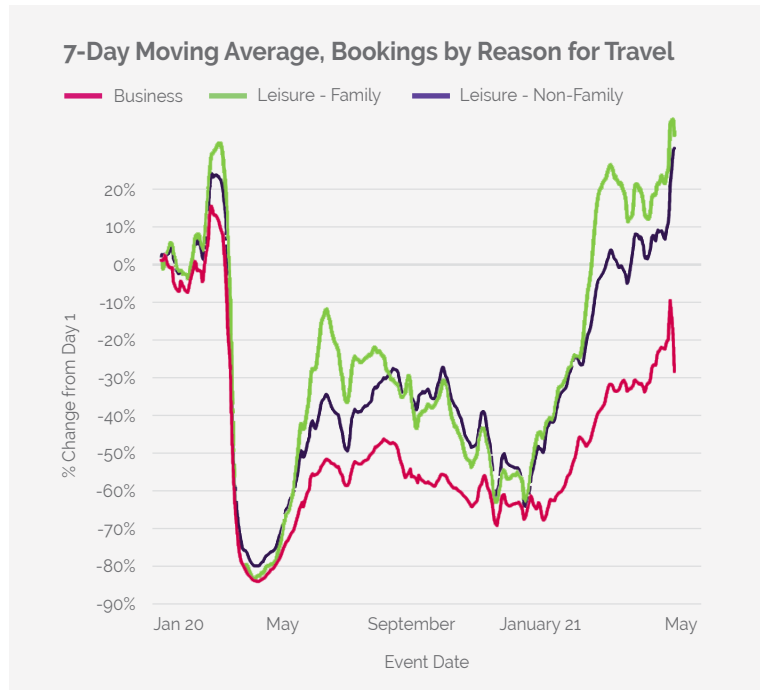


# ADARA HOTEL TRENDS - MAY 2021

ADARA reveals the latest travel trends and how you can capture market share

## Uneven Progression, but Recovery Nonetheless

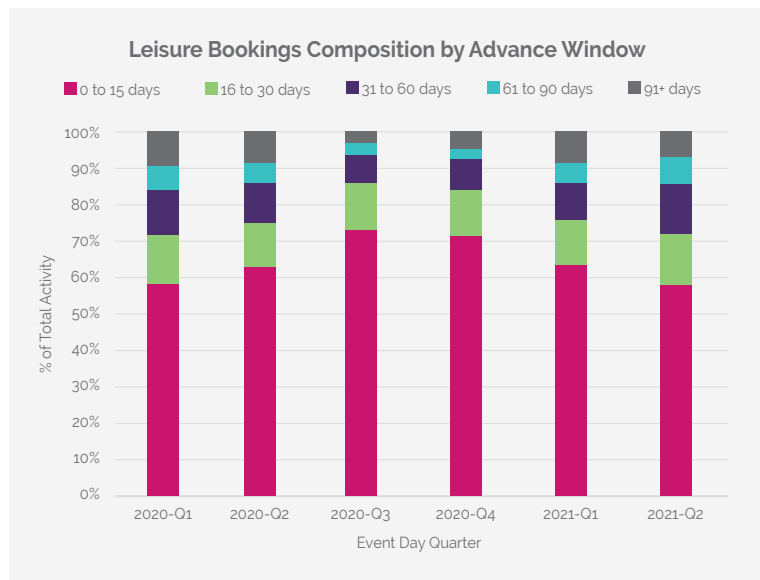
Hotel bookings are on the rise. While we're still not back to normal for seasonally adjusted bookings or cumulative bookings, the pace of hotel bookings for leisure travel has begun to rise above pre-pandemic levels. Business bookings continue to pick-up reaching as high as only 10% off the index earlier in May. For hoteliers and destination marketing organizations, this trend is exactly what they've been hoping to see.



## Traditional Booking Windows Reflect Willingness to Plan

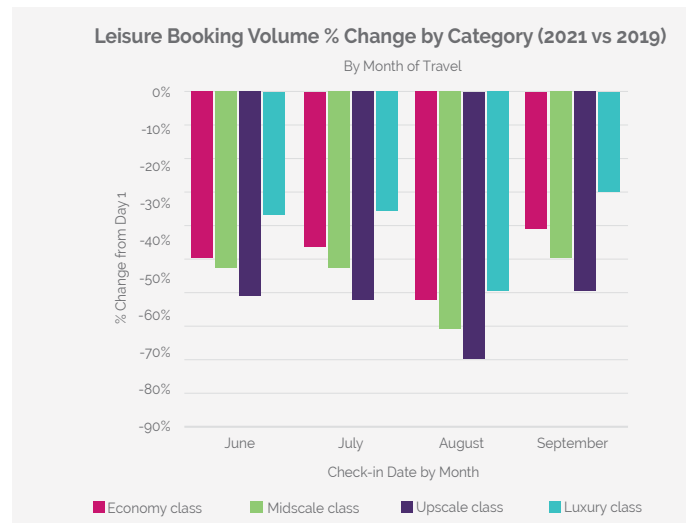
An interesting trend we've uncovered is the shift in advanced booking windows — the time between when someone books and when they take the trip.

Throughout the pandemic, we saw a major shift away from longer booking windows and to shorter booking windows of 30 days or less, which accounts for almost 85% of hotel bookings in Q3 2020. The compression of trip planning timelines was not surprising due to widespread uncertainty about which destinations would be open. As the recovery gains momentum, the booking distribution of Q2 2021 more closely mirrors pre-pandemic Q1 2020.



## Luxury Hotels Show Strongest Recovery

As we look forward to the strong summer travel season, we see a clear "winner" for hotel recovery. Luxury hotels are rebounding quicker than other types of hotels as we analyze leisure booking volume change for 2021 compared to 2019. This has been a trend we've seen throughout the pandemic. People are investing more money in their lodging experience. One theory is that they have more money to spend — having foregone last year's vacations. Another hypothesis is people feel they deserve to treat themselves after the last year. Either way, luxury class accommodations are reaping the benefits.



## Demand Surges for Outdoorsy Destinations

The large metropolitan cities such as New York and Los Angeles as well as attraction centers such as Orlando are slowly rebounding. In this analysis, the focus is on the destinations that posted the biggest gains over 2019. This list is dominated by beaches and the wide open spaces. Even as the vaccination rates rise, there's still keen interest in destinations that allow travelers to spread out.

### Big Movers Hotel Destinations - Summer 2021

Rank	Destination	% change vs 2019
1	Panama City, FL	65%
2	Zanesville, OH	35%
3	Honolulu, HI	18%
4	Marquette, MI	16%
5	Twin Falls, ID	15%
6	Idaho Falls-Pocatello, ID	15%
7	Missoula, MT	12%
8	Greenwood, MS	11%
9	Butte-Bozeman, MT	11%
10	Helena, MT	11%

## What can travel marketers do to capture this travel intent and unusual booking behavior?

### Tailor Message to Account for Booking Window Differences

Marketers need to be prepared to appeal to spontaneous travelers as well as those who prefer to plan ahead. Offers that tailor the messaging to both segments ready to "travel now" and those interested in "building their dream vacation" will ensure you are viewed as relevant.

### Put a Spotlight on Luxury Accommodations

Whether you are a hotel or destination marketing organization, driving hotel revenue with high ADRs (average daily rates) is your number one priority. Now is the time to push on your high-value properties because more people are willing to pay for a luxury experience.

### Promote Outdoorsy Activities, Attractions, & Eating Venues

People want to get outside for their next vacation — whether that's due to their sensitivity to catching the virus or their desire for fresh air, people are flocking to destinations with an outdoor appeal. So, make sure you communicate the activities people can experience outdoors for your DMO market, hotel location, or flight destination.

We focused mainly on U.S. domestic leisure travel trends in this report. Stay tuned to ADARA for updates on other markets as travel interest rebounds.