



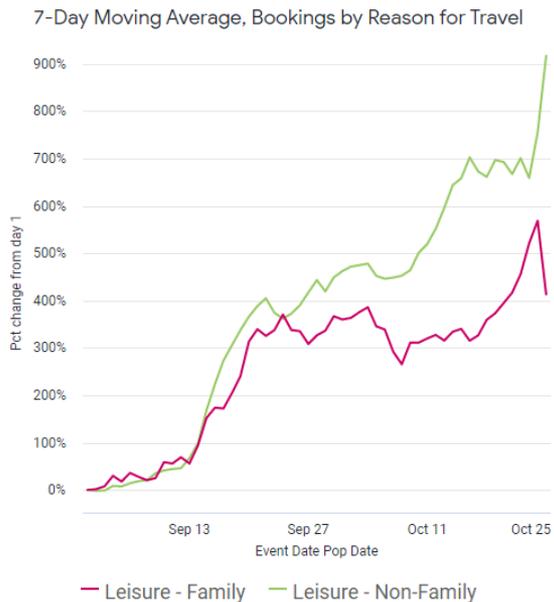
Travel Trends for HSMAI

Uptick in Travel from EMEA to the US & US Domestic Business Travel
Data Recency: 26 Oct 2021



EMEA to US Travel Spike (Trip dates from 8 Nov to 9 Jan)

Leisure Hotel Bookings: EMEA to US



Hotel bookings began spiking on September 13th. More recently, there's been a significant divergence in demand between Leisure Non-family which is continuing to rise and Leisure Families which has retreated to 400% ahead of 1 Sep.

It's likely that Leisure Family demand will surge again with the roll-out of vaccinations for younger children.

EMEA to US Travel Spike (Trip dates from 8 Nov to 9 Jan)

Top 10 US Destinations	Pct Chg vs 2019
New York, NY	-13%
Los Angeles Area, CA	7%
Miami, FL	-19%
Orlando, FL	-22%
San Francisco Area, CA	-29%
Boston, MA	-20%
Washington, DC	-8%
Chicago, IL	-29%
Honolulu, HI	82%
Las Vegas, NV	35%

It's an optimistic sign that we see major metro areas such as NY, LA and San Francisco rising on the list. Earlier in the year they were eclipsed by less densely populated destinations. Further, there are three destinations running ahead of 2019's booking levels—Los Angeles, Honolulu and Las Vegas. All three feature warmer, resort-like settings.

Domestic Business Travel (Trip dates from 27 Oct to 15 Dec)

Hotel demand is down 51% compared to 2019 but up 108% when compared to 2020

Since September 1, bookings have been growing exponentially to hit 14X on October 19. Just over the last couple of days the growth trend has accelerated.

- The sharp increase in demand seems to correspond with news about office openings
- While not featured here, the air booking change in volume is equally dramatic suggesting that the dominant mode of transportation is flight
- Likely continued volatility in business demand, but this is a strong indication that there's building momentum

Hotel Bookings for Business

7-Day Moving Average, Bookings by Reason for Travel



Domestic Business Travel (Trip dates from 27 Oct to 15 Dec)

Top 10 US Destinations	Pct Chg vs 2019
Los Angeles Area, CA	-45%
New York, NY	-56%
Phoenix, AZ	-41%
San Francisco Area, CA	-63%
Orlando, FL	-45%
Atlanta, GA	-52%
Boston, MA	-55%
Washington, DC	-55%
Dallas-Fort Worth, TX	-56%
Denver, CO	-48%

This ranking is beginning to resemble the 2019 chart with the major urban areas at the top of the list with a couple of conference location favorites such as Phoenix and Orlando making the cut as well.

The range of performance relative to 2019 is fairly narrow with the two bounds of the spectrum being SF as the low performer at 63% down from 2019 and Phoenix as the high performer at only 41% down from 2019.

Curious to learn more about Adara's **Travel Trends**

- How can you receive regular Travel Trend updates?
- How can you action on these amazing spikes in travel activity?

Contact Us!

marketing@adara.com



Travel Trends Tracker

