

2021 | Q3

Travel Recovery Trend Report






Maintaining Momentum

For many travel brands and organizations around the world, Q2 2021 was a bright spot, delivering strong gains and positive performance compared to prior quarters during the COVID-19 pandemic. Our [Q2 2021 Quarterly Travel Recovery Trend Report](#) highlighted the travel industry's renewed optimism, driven by rising international searches, lengthening search windows and growing search volumes. As we moved into Q3, we started to see some diminishing performance due to a variety of global factors – such as the Delta variant of COVID-19, which resulted in new border restrictions and re-emergence of testing or quarantine requirements. But despite these factors, the industry maintained its momentum during Q3 and we saw more positive progress at a regional level – including new vaccination corridors, travel green lanes and the return of business travel.

In this Q3 2021 report we share a snapshot of the latest quarterly trends, gathered from more than 300 petabytes of our exclusive Expedia Group first-party data and custom research. We remain focused on sharing data and insights on shifting traveler behaviors and attitudes around the world to help travel marketers on their continued road to recovery and rebuilding. [Connect with us](#) any time for more specific data on your region and destination and [subscribe to our blog](#) for more Q3 trends and regional insights.

 Let's take a look at the leading trends from Q3 2021.



JENNIFER

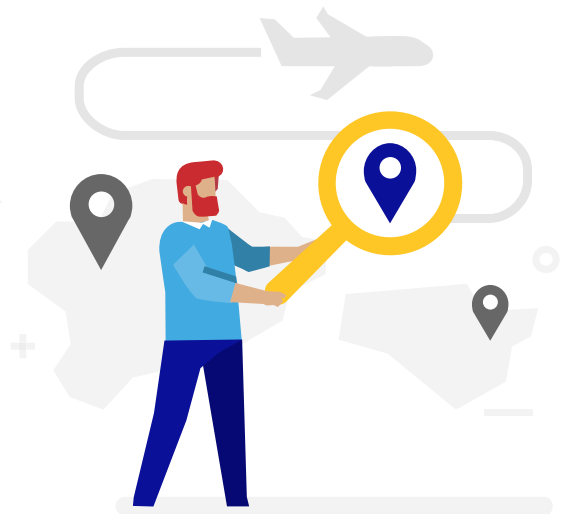
Andre

Global Vice President
Expedia Group Media Solutions

Q3 Snapshot

Global Search Volume Holding Steady

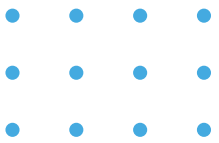
Following a strong Q2, global search volumes held steady during Q3, with nominal change quarter-over-quarter. EMEA and LATAM saw the strongest quarter-over-quarter change from Q2, with increases of 50% and 10% respectively, while APAC and NORAM saw modest decreases, possibly due to travel restrictions and the rise of the Delta variant of COVID-19 in July and August. However, searches globally began to lift in September following border announcements and travel easements across several regions.



0- to 30-Day Search Window is the Sweet Spot

In Q3, nearly 70% of global searches fell within the 0- to 30-day search window, a 15% increase quarter-over-quarter, indicating that travelers are reverting to planning trips for the near future. EMEA saw the largest lift for the same near-term search window, up more than 30% quarter-over-quarter.

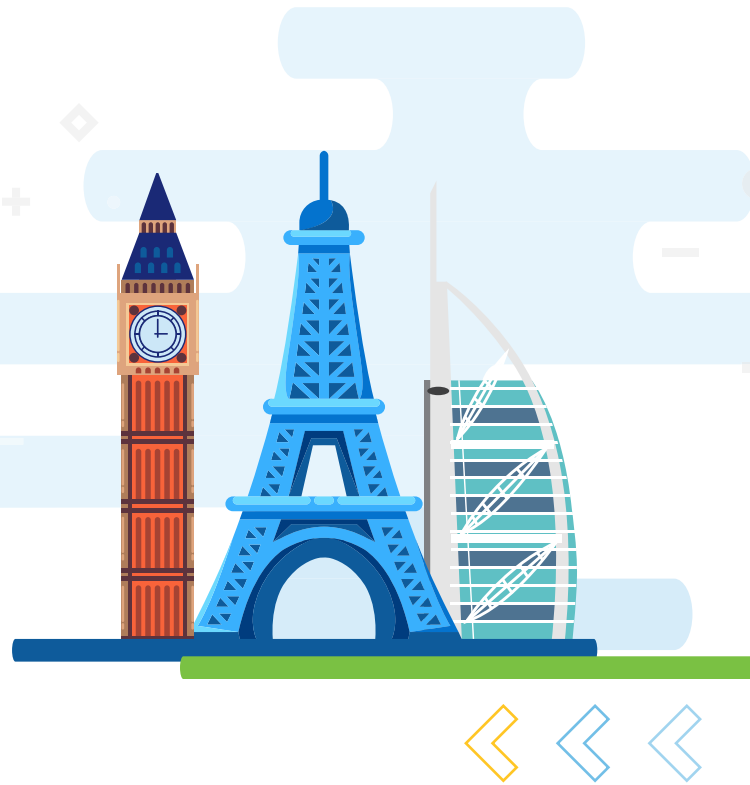




Q3 Snapshot

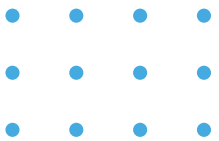
Cities Growing Fast

Globally, in Q3 there was a lot of movement in the top 10 booked destinations compared to Q2, with more international destinations making up the top 10 list in each region of the world. Notably, New York topped the list for global bookings, and was a top 10 destination in NORAM, APAC, EMEA, and LATAM. Cities such as Dubai, Paris, London, and Istanbul moved up the rankings quickly and entered the global top 10 for September bookings.



Holiday Season Head Start

Travelers are eager to make up for the “lost” 2020 holiday season—including Thanksgiving (U.S.), the December holiday season and New Year’s—and are planning ahead this year. Compared to the same period in 2020, Q3 searches for November and December trips saw triple-digit growth, with NORAM and EMEA leading the surge, while LATAM saw double-digit growth.



Q3 Snapshot

Business Travel Building Momentum

With business returning to normal in some parts of the world and a rise in those returning to the office, business travel is starting to take off. Globally, business travel demand in Q3 was up more than 40% quarter-over-quarter and up more than 110% compared to Q3 2020. During Q3, Paris, Chicago, London, and New York were the global top-booked destinations for business travelers.



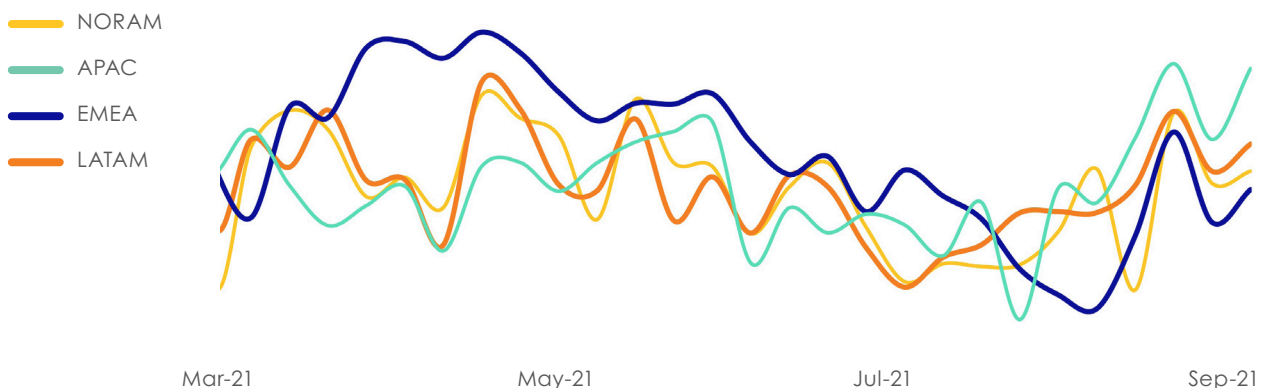
Global Search Volume Holding Steady

Following a strong Q2 and first half of the year, global search volumes held steady during Q3, with nominal change quarter-over-quarter. EMEA and LATAM saw the strongest quarter-over-quarter change from Q2, with increases of 50% and 10% respectively. APAC and NORAM saw modest decreases, likely in part due to travel restrictions and the rise of the Delta variant of COVID-19. However, searches globally began to rise again in September, and when compared to Q3 2020 global search volumes, Q3 2021 delivered triple-digit growth year-over-year. Even NORAM, which saw some of the strongest impacts from the Delta variant, still saw search volumes up 80% year-over-year for the quarter.



Q3 | 2021

Destinations Super-Regions | WoW Search % Change



Source: Expedia Group data, Q1-Q3 2021

**+95%**

week-over-week
increase in searches
from EMEA to the U.S.
after the White House
announced it would
lift travel restrictions
for vaccinated
international travelers

In week-over-week global searches, the week of September 13 saw the largest increase in searches—up more than 5%—following border reopening announcements and travel easements across several regions. In APAC, the reopening of Singapore, and Australia's trial vaccine passport program with select countries, resulted in a 10% increase in searches during the same week and contributed to week-over-week positive search performance for the region during the month of September.

Diving into Q3 search demand by destination, we see some interesting trends and destination hot spots – with spikes tied to travel easements or announcements.

EMEA Search Demand Trends

Searches from the U.K. to Canada were steady throughout Q3, with the largest week-over-week lift in search demand during the weeks of July 19 (15%) and August 23 (10%).

Spurred by the announcement of a vaccination corridor between the two destinations, searches from Germany to Singapore increased 20% week-over-week during the week of September 6.



Searches from EMEA to the United States increased 95% week-over-week during the week of September 20, after the White House announced it would soon lift travel restrictions on international visitors who are vaccinated.

APAC Search Demand Trends

Week-over-week searches from Australia to Fiji increased by triple digits during the weeks of August 23 and September 13, following a flurry of announcements, including the [Qantas plan for resuming international flights](#) and Fiji's proposed plan to open to tourists by the end of the year.



0- to 30-Day Search Window is the Sweet Spot

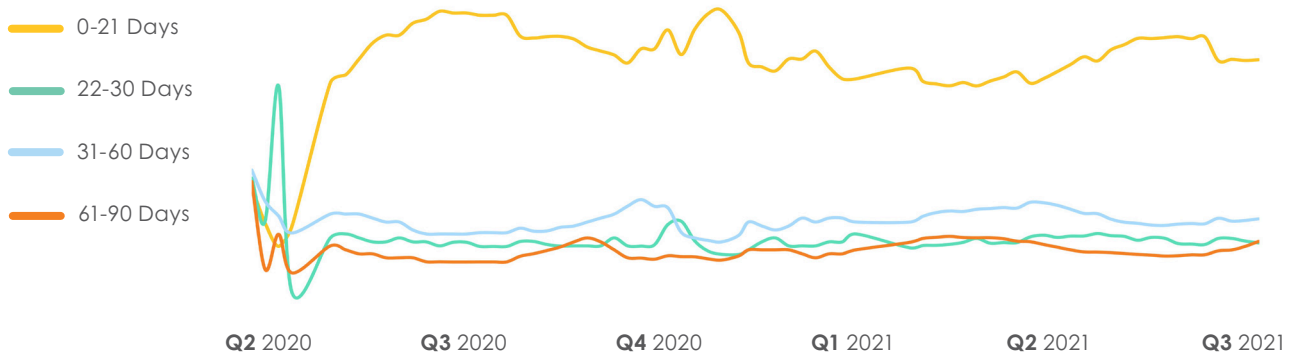
In Q3, nearly 70% of global searches fell within the 0- to 30-day search window, a 15% increase quarter-over-quarter. Global searches in the 31- to 90-day search window dropped slightly from 25% in Q2 to 20% in Q3. This shift in search windows indicates that travelers are reverting to planning trips for the near future, compared to the lengthening search windows we saw in Q2 2021.



EMEA saw the largest lift for the 0- to 30-day search window, up more than 30% quarter-over-quarter, while NORAM and APAC were largely flat for the same search window quarter-over-quarter. Nearly 65% of global domestic

2020-2021

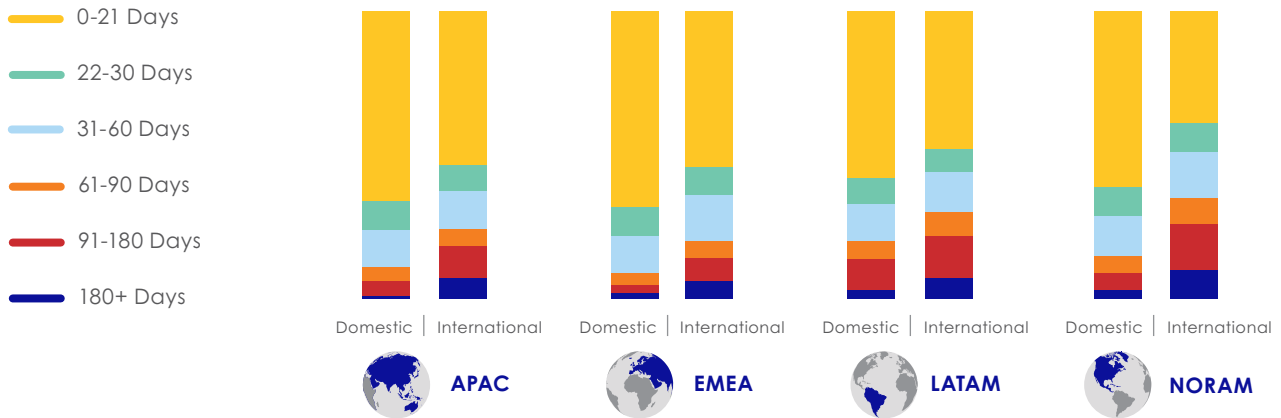
Global Traveler Search Windows | Week over Week % Change



Source: Expedia Group data, Q2 2020-Q3 2021

Q3 | 2021

Super Region Search Window Domestic vs. International



Source: Expedia Group data, Q3 2021

searches fell within the 0- to 21-day search window in Q3, a 15% increase quarter-over-quarter. The 31- to 90-day search window saw the greatest impact from this share shift, falling nearly 25% quarter-over-quarter. Regionally, LATAM was the bright spot for longer domestic search windows. The region saw a nearly 15% increase in the domestic 61+ days search window quarter-over-quarter.

Across all regions, the 61+ days search window for international searches increased throughout Q3, with EMEA seeing the largest increase in the same search window – up nearly 65% when comparing the start of the quarter to the end of the quarter. This strong lift indicates that EMEA travelers are eager to plan an

international getaway and may have been seeking one last holiday before heading into fall, or are planning trips before the end of the year.



Cities Growing Fast

Globally, Q3 saw a lot of movement in the top 10 booked destinations compared to Q2, and more international destinations made the top 10 list in each region of the world. Notably, New York topped the list for both global bookings and NORAM bookings, and was also a top 10 destination for travelers from APAC, EMEA, and LATAM. Other new destinations appearing in the regional top 10s in Q3 include Boston and Denver for NORAM travelers; New York, Sapporo, and London for APAC bookers; Berlin and Edinburgh for those in EMEA; and Sao Paulo, Paris, and Los Angeles for customers in LATAM.



Cities such as Dubai, Paris, London, and Istanbul moved up

Top 10 Booked Destinations | Q3 2021

*New Top 10 destination



APAC

- Seoul
- Seogwipo
- Tokyo
- Busan
- Jeju City
- New York*
- Shanghai
- Naha*
- Sapporo*
- London*



EMEA

- London
- Dubai
- Paris
- Istanbul
- Copenhagen
- Stockholm
- Barcelona
- Berlin*
- New York
- Edinburgh*



LATAM

- Mexico City
- New York
- Cancun
- Rio de Janeiro*
- Sao Paulo*
- Las Vegas
- Playa del Carmen
- Paris*
- Madrid*
- Los Angeles*



NORAM

- New York
- Las Vegas
- Los Angeles
- Orlando
- Chicago
- Cancun
- Boston*
- San Diego
- Honolulu
- Denver*

the rankings quickly and entered the top 10 for September bookings, with Dubai having a particularly strong showing. The destination jumped from the 33rd position in July to the 10th position in September, while Paris moved from 22nd to 5th during the same time period. Las Vegas, New York, and Orlando held their 1-2-3 positions, respectively, through July, August, and September.

At the regional level, Q3 delivered a more diverse mix of destinations across each region. While most of the top 10 booked destinations were for destinations within the same region, APAC and LATAM each had top destinations spanning three different regions.

Top Regions Booked | Q3 2021



APAC



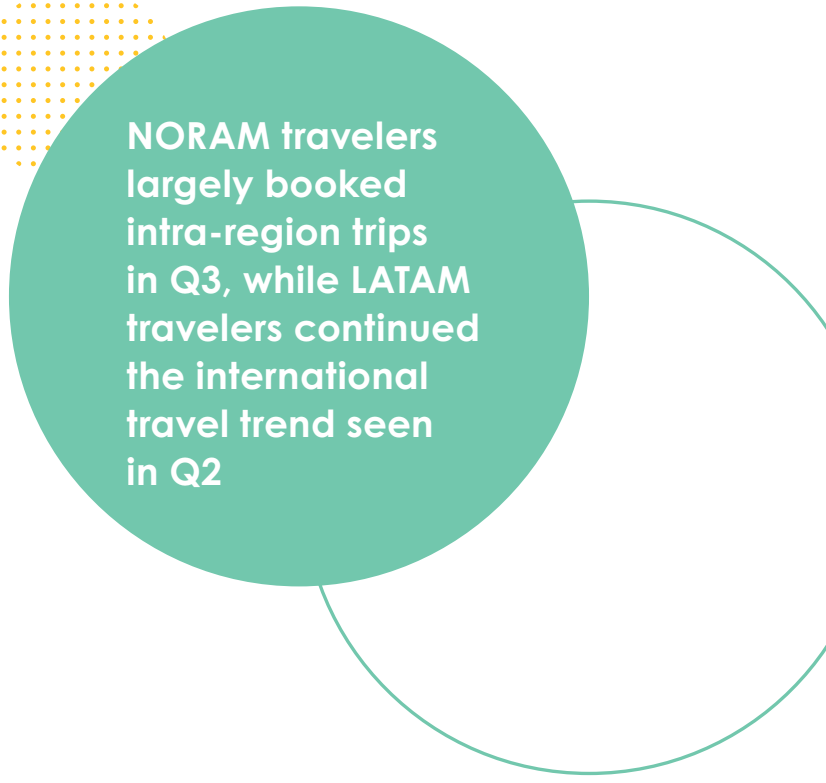
- APAC
- NORAM
- EMEA



LATAM



- LATAM
- NORAM
- EMEA



NORAM travelers largely booked intra-region trips in Q3, while LATAM travelers continued the international travel trend seen in Q2

Demand Growth Around the World

Looking at types of accommodation, the global share of demand for hotels grew 5% quarter-over-quarter when compared to vacation rental properties. This was most pronounced in EMEA, where the share of demand for hotels grew 20% from Q2. Overall demand for hotels also increased globally, with double-digit growth seen in both EMEA and LATAM.

In terms of destinations, London saw the biggest rise in lodging demand during Q3, up over 90% compared to Q2. Anaheim, CA, and Dubai also saw quarter-on-quarter growth of 15%, while demand for New York rose 10% against the previous quarter.



To learn more about the trends mentioned here, and receive further travel industry insights, follow our blog at expedia.gp/MeSo-Q3-Trends.



Viva Las Vegas

Las Vegas has consistently been a top booked destination for NORAM travelers during Q1-Q3 2021 and continues to rise in the rankings in other regions, including among LATAM travelers. As travelers continue to return to big cities, hotels and resorts are activating campaigns and promotions to help drive consideration among future visitors. In Q3, we worked with Las Vegas's newest property, Resorts World Las Vegas, to [launch a campaign and brand partnership](#) with Hotels.com and Captain Obvious to help drive visibility, awareness, and conversion for the property and its unique offering.

A [dedicated microsite on Hotels.com](#) highlights the three hotels within the property, the 40 food and beverage venues, five pool experiences, shopping, relaxation, casino, entertainment, and nightlife awaiting visitors at Resorts World Las Vegas, while integrated booking capabilities allow Hotels.com shoppers to find special deals and discounts and book a room at one of the three hotels. The brand partnership also includes a series of [fun and entertaining videos](#) about the



property, starring Captain Obvious, and is supported by display media, takeovers, mobile, and [TravelAds Sponsored Listings](#), which help maximize visibility and bookings of hotels.

Since the July launch, the campaign has helped Resorts World Las Vegas drive awareness and demand, delivering more than 6.7 million impressions, a .24% click-through-rate, and double-digit return on ad spend.



Vacation Rental Trends

American travelers continued to flock to U.S. coastal and beach destinations in Florida, Alabama, Hawaii, and South Carolina, which again made up the top 10 booked destinations on Vrbo during Q3. Sevierville, Tennessee—located near Pigeon Forge and the Great Smoky Mountains National Park—was the only new destination appearing on the list.

Globally, the Q3 average length-of-stay for vacation rentals held steady at 5.2 days.

Top 10 Vrbo Booked Destinations | Q3 2021

- Panama City Beach, Florida
- Kissimmee, Florida
- Gulf Shores, Alabama
- Sevierville, Tennessee > **New Top 10 destination** <
- Hilton Head Island, South Carolina
- Kihei, Hawaii
- Lahaina, Hawaii
- Destin, Florida
- Myrtle Beach, South Carolina
- Orange Beach, Alabama



Campaign Spotlight

As vacation rentals continue to be a leading choice for many travelers, destinations are tapping into this valuable audience through targeted [advertising on Vrbo](#). Media Solutions worked with Visit Idaho on a campaign that helped keep the destination top of mind for travelers as they prepared for their next trip. Advertising placements on Vrbo enabled [Visit Idaho](#) to tap into a new travel audience of vacation rental shoppers—an audience that was identified as a key aspect of the campaign strategy—and geographic targeting based on Expedia Group first-party data ensured the ad placements were seen by the most qualified travel shoppers. The campaign featured outdoors creative that was changed with the seasons to highlight Idaho's open and uncrowded spaces through powerful imagery.



Falling for Fall

According to the [Expedia Group Fall Travel Outlook](#), 58% of Americans have travel plans during the fall, with Millennials leading the trend (67%), followed by Gen Z (61%), Gen X (53%) and Baby Boomers (53%). Those who live in suburban areas (62%) are most likely to travel this fall, followed by city dwellers (58%).

Fall bookings across multiple Expedia Group sites reveal that most people plan to take trips with a significant other, though solo travel is also on the rise. So, what's driving the solo travel trend? Change of scenery (47%), self-discovery (34%), and to be fully immersed in their destination (27%) are the top three reasons.



58%

**Americans with
travel plans during
the fall**

(Expedia Group, June 2021)



Holiday Season Head Start

Travelers are eager to make up for the time lost with family and friends during the 2020 holiday season—including Thanksgiving (U.S.), Christmas and New Year's—and are planning early to make the most of the 2021 holidays. Compared to the same period in 2020, Q3 searches for trips starting in November and December saw triple-digit growth, with NORAM and EMEA leading the surge, while LATAM saw double-digit growth.

In line with the search trends, Q3 room night demand for trips in November and December also saw triple-digit growth across most regions, and the global average daily rate (ADR) increased by approximately 25% on average year-over-year.

In July, [Vrbo data](#) indicated that travelers were already booking vacation rentals in top destinations for December, with increased demand leading to lower availability in some warm-weather destinations such as Maui (Hawaii). Demand for Vrbo vacation rentals in December 2021 is up more than



15% from 2019, with many travelers planning their holiday trips even earlier than in prior years. Travelers are also booking longer stays this holiday season – nearly half of Vrbo bookings in December are for at least seven nights.

With holiday travel planning and booking on the rise, now is the time for destinations to get in front of travelers to build consideration and drive demand among those who have not yet booked a holiday trip. According to the [Expedia Holiday Travel Forecast](#), the top choices for Thanksgiving and Christmas escapes are sunny beachside destinations across Mexico, the southern U.S. and the Caribbean.

In July, Vrbo data indicated that travelers were already booking vacation rentals in top destinations for December.

2021 Top Thanksgiving and Christmas Destinations

Thanksgiving Week

1. Cancun, Mexico
2. Nashville, Tennessee
3. Riviera Maya, Playa del Carmen, Tulum, Mexico
4. Oahu, Hawaii
5. Punta Cana, Dominican Republic
6. Charleston, South Carolina
7. Myrtle Beach, South Carolina
8. Salt Lake City, Utah
9. Puerto Vallarta, Mexico
10. Indianapolis, Indiana

Christmas Week

1. Orlando, Florida
2. Cancun, Mexico
3. Riviera Maya, Playa del Carmen, Tulum, Mexico
4. Oahu, Hawaii
5. Punta Cana, Dominican Republic
6. Kansas City, Missouri
7. Salt Lake City, Utah
8. Palm Beach area, Florida
9. Rapid City – Mount Rushmore, South Dakota
10. Sarasota area, Florida

Top destinations based on fastest-growing lodging demand on Expedia.com for the weeks of Thanksgiving and Christmas 2021 compared to the same time periods in 2019.

Business Travel Building Momentum

With business returning to normal in some parts of the world, including a rise in employees returning to the office and in-person events, business travel is starting to take off. Egencia data shows that globally, business travel demand in Q3 was up more than 40% quarter-over-quarter and up more than 110% compared to Q3 2020. During Q3, Paris, Chicago, London, and New York were the top booked destinations for business travelers globally.



In NORAM, Q3 business travel demand was up more than 40% compared to Q2, and up 200% year-over-year. Top business travel

Top 10 Booked Destinations | Q3 2021



APAC

- Shanghai
- Beijing
- Belmont
- Shenzhen
- New Delhi
- Mumbai
- Bengaluru
- Chennai
- Hyderabad
- Darwin



EMEA

- Paris
- London
- Stockholm
- Berlin
- Oslo
- Copenhagen
- Lyon
- Munich
- Frankfurt
- Hamburg



NORAM

- Chicago
- Atlanta
- New York
- Houston
- Denver
- Dallas
- Las Vegas
- Boston
- Los Angeles
- Charlotte

destinations included Chicago, Atlanta, Houston, Dallas, and Charlotte. EMEA business travel demand in Q3 was up 50% quarter-over-quarter and year-over-year, with Paris, London, Berlin, and Munich appearing in the top 10 booked destinations. In APAC, business travel demand was up nearly 50% year-over-year, with destinations throughout China and India making the top 10 list, including Shanghai, Shenzhen, Mumbai, and Chennai.

During Q3, Paris, Chicago, London, and New York were the top booked destinations for business travelers globally.





Looking Forward

Despite relatively flat quarter-over-quarter performance in Q3, we remain focused on the positive progress we've seen to-date and the turnaround we've seen since 2020. As travelers learn to adapt to traveling amid the ongoing pandemic, recent trends—such as road trips and domestic travel—are expected to continue, while new trends are on the horizon.

Accessibility

During Q3 we saw yet more evidence of inclusion and diversity gaining more attention in the travel space. And one of the elements of inclusion and diversity most pertinent to travel is accessibility, which touches various aspects of the traveler experience, from the design of marketing campaigns to the amenities provided in a hotel room.

Diving into our customer data, we see that one-third of all accessibility-related feedback comments from travelers recount a bad experience. The availability, or lack of, facilities for the physically impaired is by far the most common cause. Other frequent causes include problems with requests for accessible rooms, as well as the availability of amenities for cognitive-, visually- and hearing-impaired guests.

Cruising Ahead

Last quarter also saw some interesting trends for cruise travel. It has been an extremely challenging couple of years for the sector, but with the Centers for Disease Control and Prevention lowering the warning level for cruise travel in June, demand grew solidly during between July and September 2021. The NORAM cruise market saw +13% quarter-over-quarter search growth, with seven weeks of positive search growth across the quarter. The Canadian government's announcement that cruise ships would be allowed back into its territorial waters from November 1st, caused spikes in NORAM search (12%) and booking (32%) demand in late August. As the U.S. cruise season begins in earnest during Q4, it will be interesting to see if search and booking demand and continue to accelerate.

**Ready
to get
started?**

For more specifics on our traveler data and insights, and how we can help with recovery, **please reach out to your Expedia Group Media Solutions representative or Contact Us on our website.**



Expedia Group Media Solutions is a global travel advertising platform that connects marketers with hundreds of millions of travelers across the Expedia Group brands. With our exclusive access to 300 petabytes of Expedia Group traveler search and booking data, we offer advertisers actionable insights, sophisticated targeting, and full-funnel results reporting. Our suite of solutions includes display, sponsored listings, audience extension, co-op campaigns, and custom creative campaigns – all designed for our branded sites globally to add value to our travel shoppers and deliver on the objectives of our advertising partners. We bring more than 20 years of travel and media experience to help our advertising partners inspire, engage, and convert travelers for meaningful results.

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