

# EDGE EVENT SERIES

**Unpacking Booking Trends with Expedia**

Tuesday, December 14, 2021



# The New Traveler and You

Adapting to the New Era of Travel



# Agenda

**The New Traveler**

**What do Travelers Value Most**

**Market Insights**





# The New Traveler





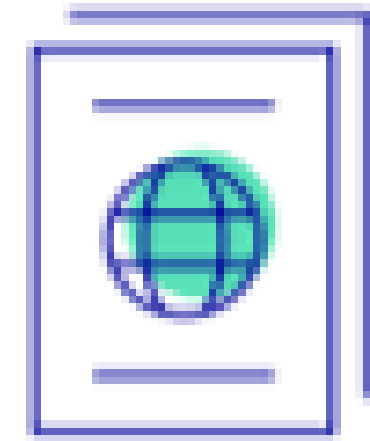
# The new traveler

What would travelers give up for one month in exchange for a holiday?

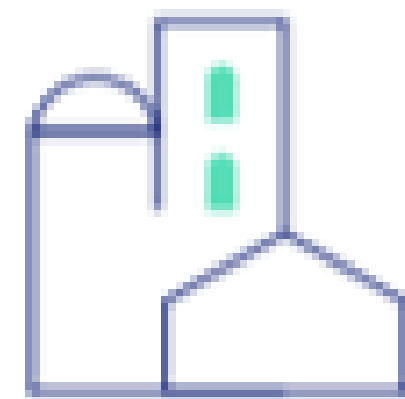


# The new traveler

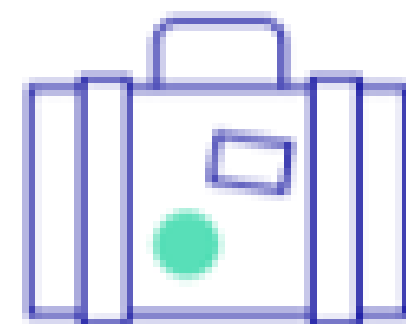
Rising Optimism



Vaccine Passports



Return to Urban Escapes



Travel is Top Priority

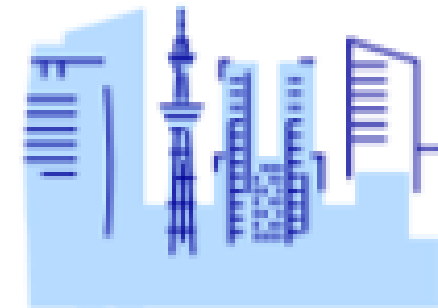
# The new traveler

Where are travelers considering a trip to in the next 18 months?



**45%**

Beach resort



**36%**

Major city



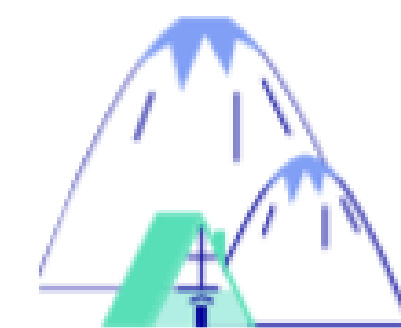
**33%**

Small town  
or village



**25%**

Rural area

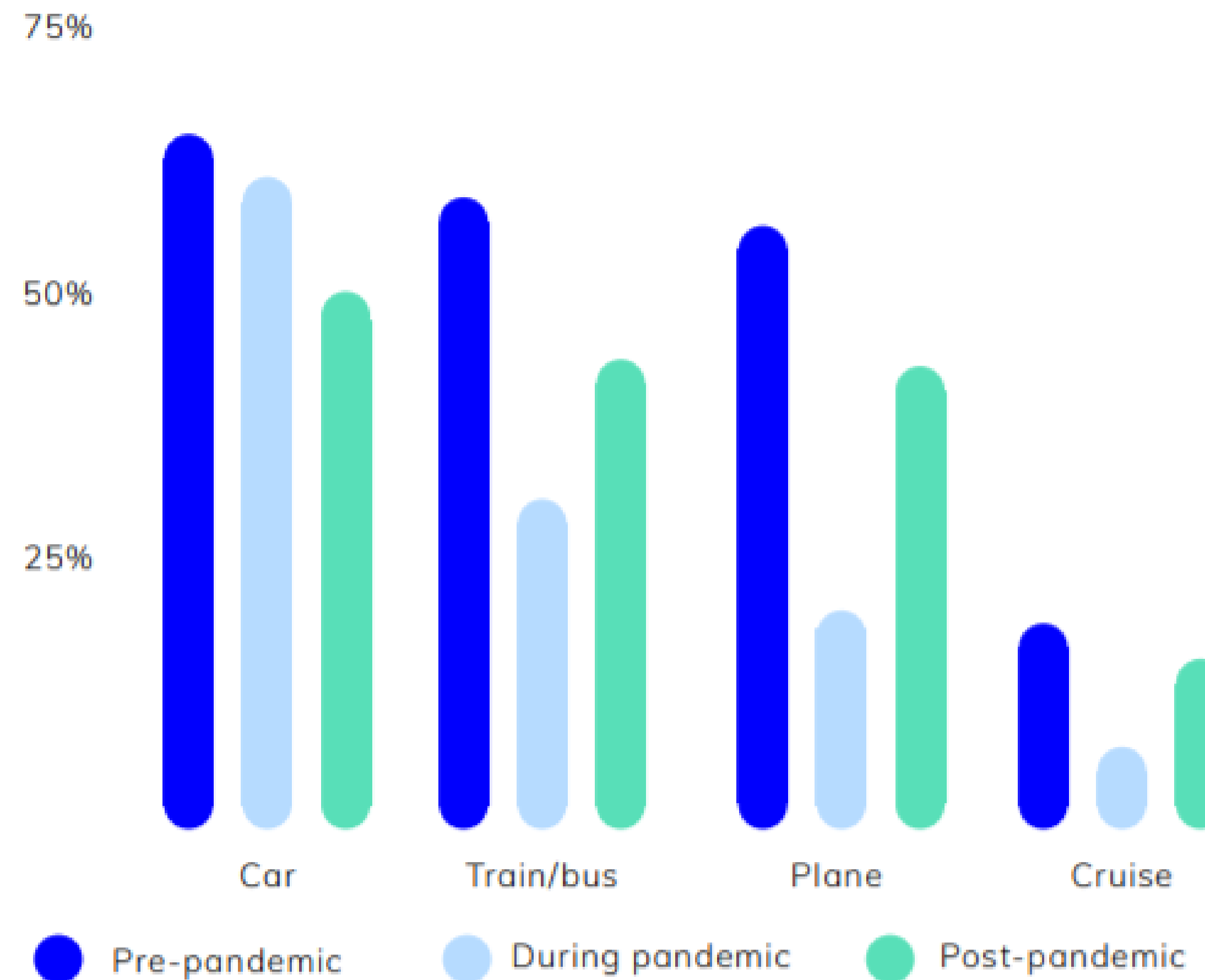


**23%**

Mountain

# The new traveler

How will they get there?





# The new traveler

Most likely by car ...



70%

Travelers are willing to drive up to 6 hours for a leisure trip during COVID-19



59%

Families more likely to drive instead of fly

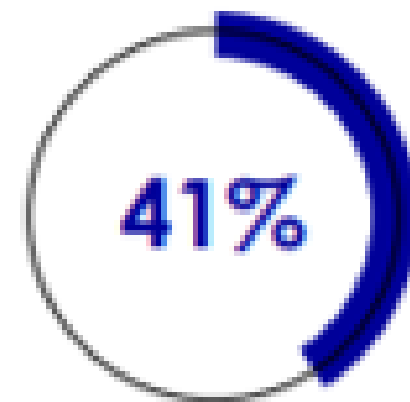
Sources: Expedia Group Media Solutions – Traveler Sentiment & Influences 2020/2021 / "Vrbo US 2021 Trend Report

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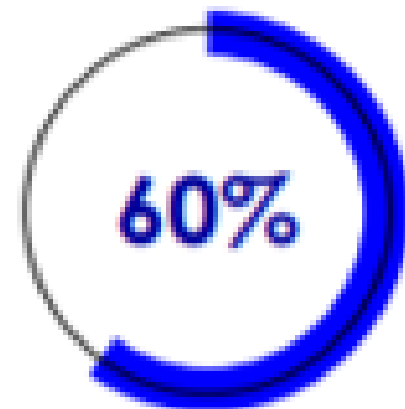


# The new traveler

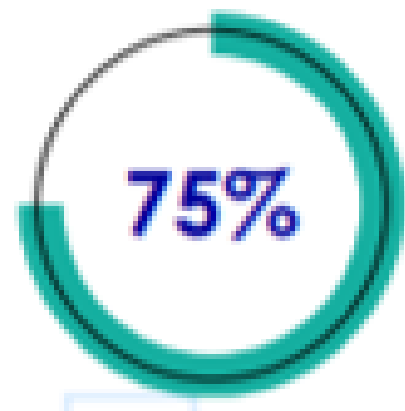
What types of trips are travelers taking?



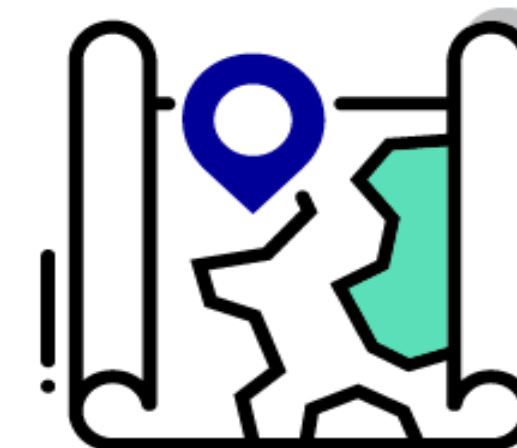
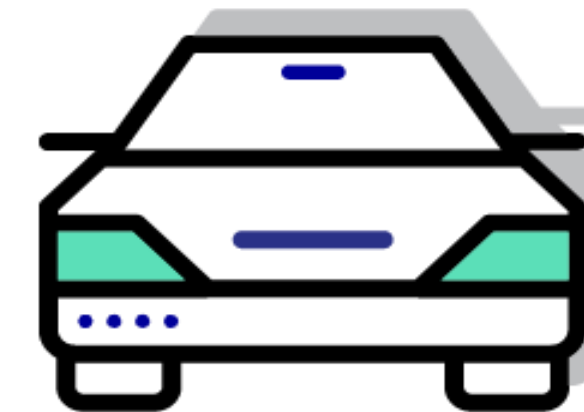
Quick Getaways



Close to home, for now



New Places



Source: Expedia Group Traveler Value Index 2021

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# The new traveler

Who's most likely travel first?



67%

Those under 40



60%

Those with Children

Source: What travelers want, Wakefield Research, 2020

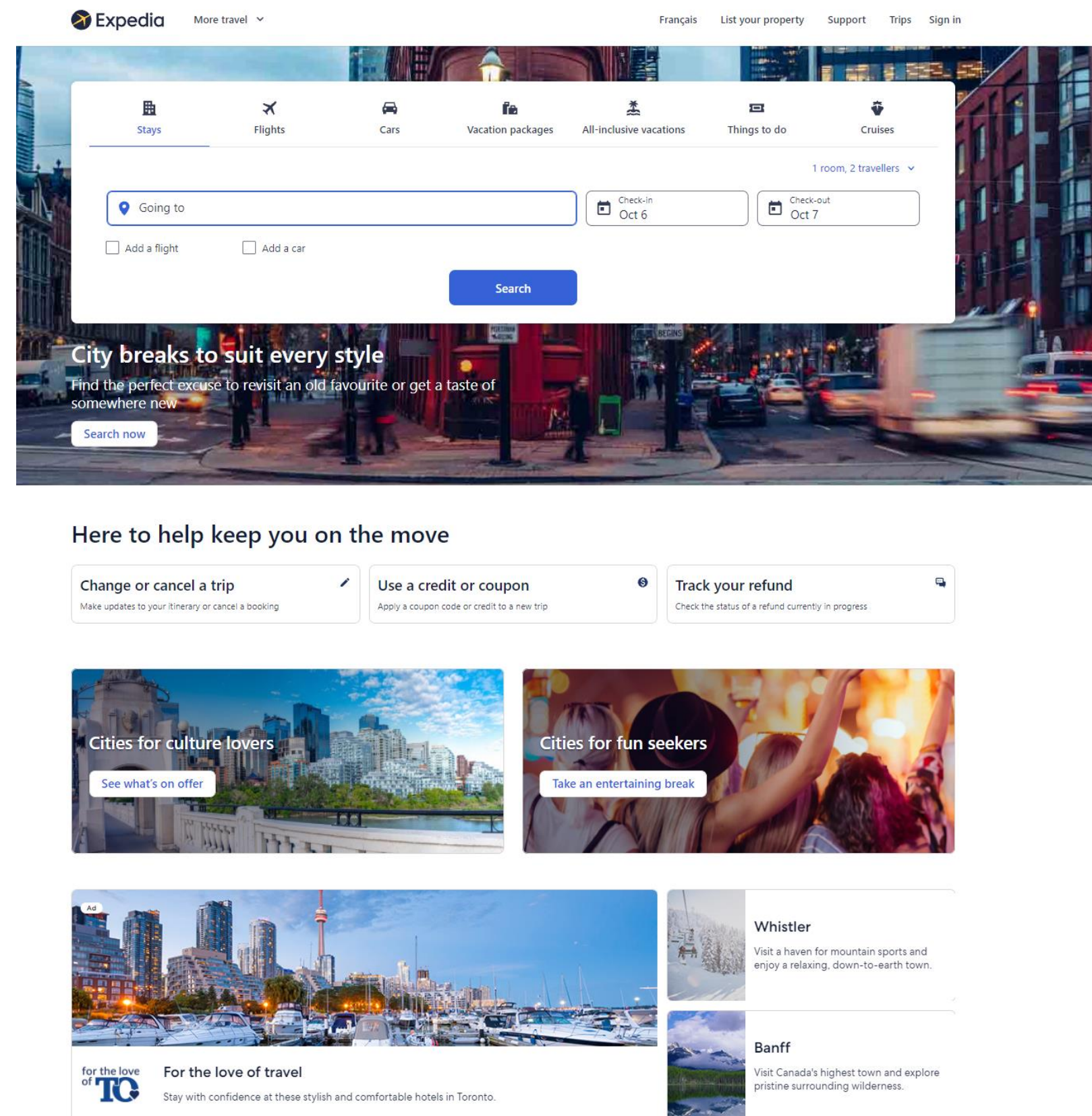
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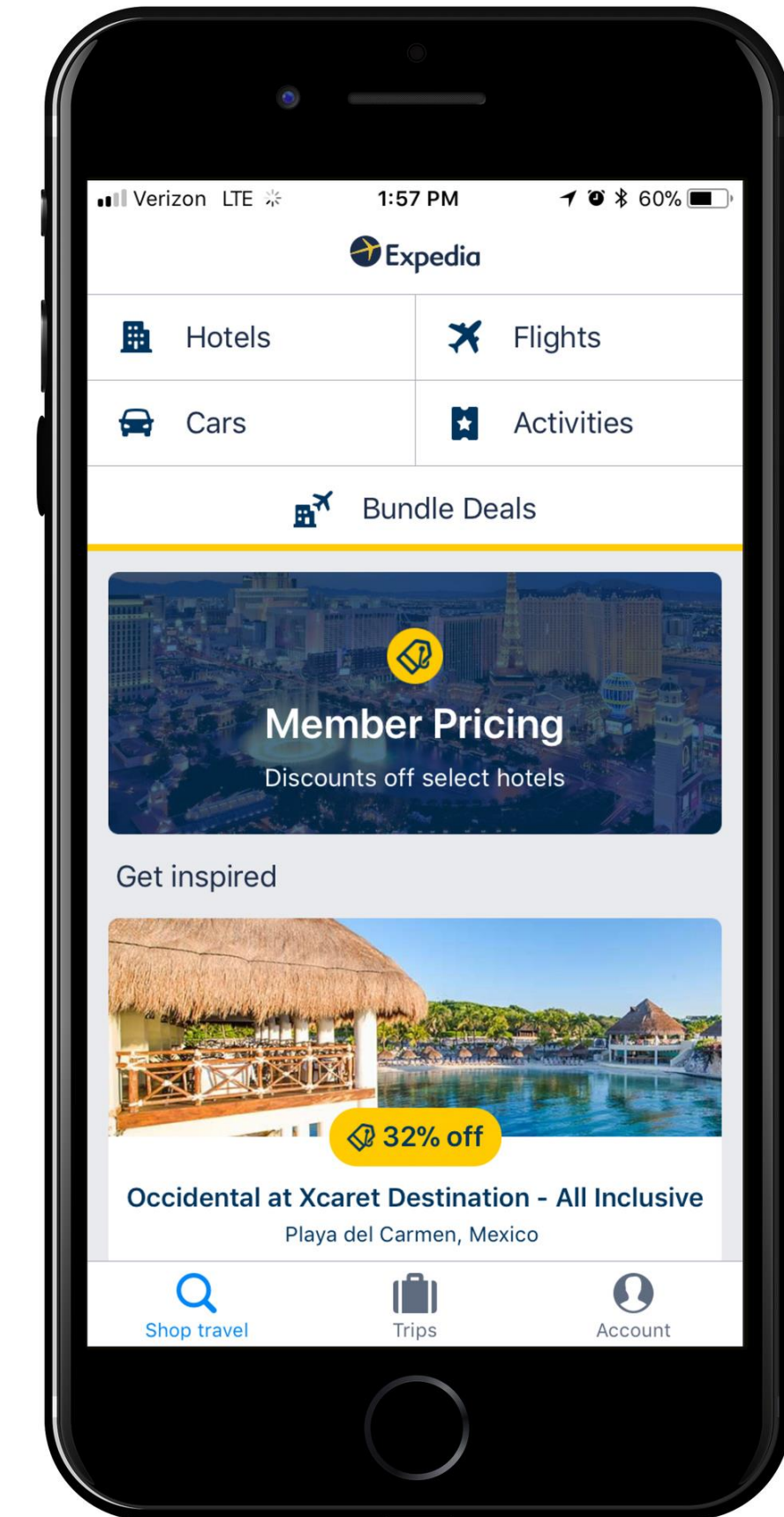
# The new traveler

How are they making their booking?



Mobile

48%



52%

Desktop

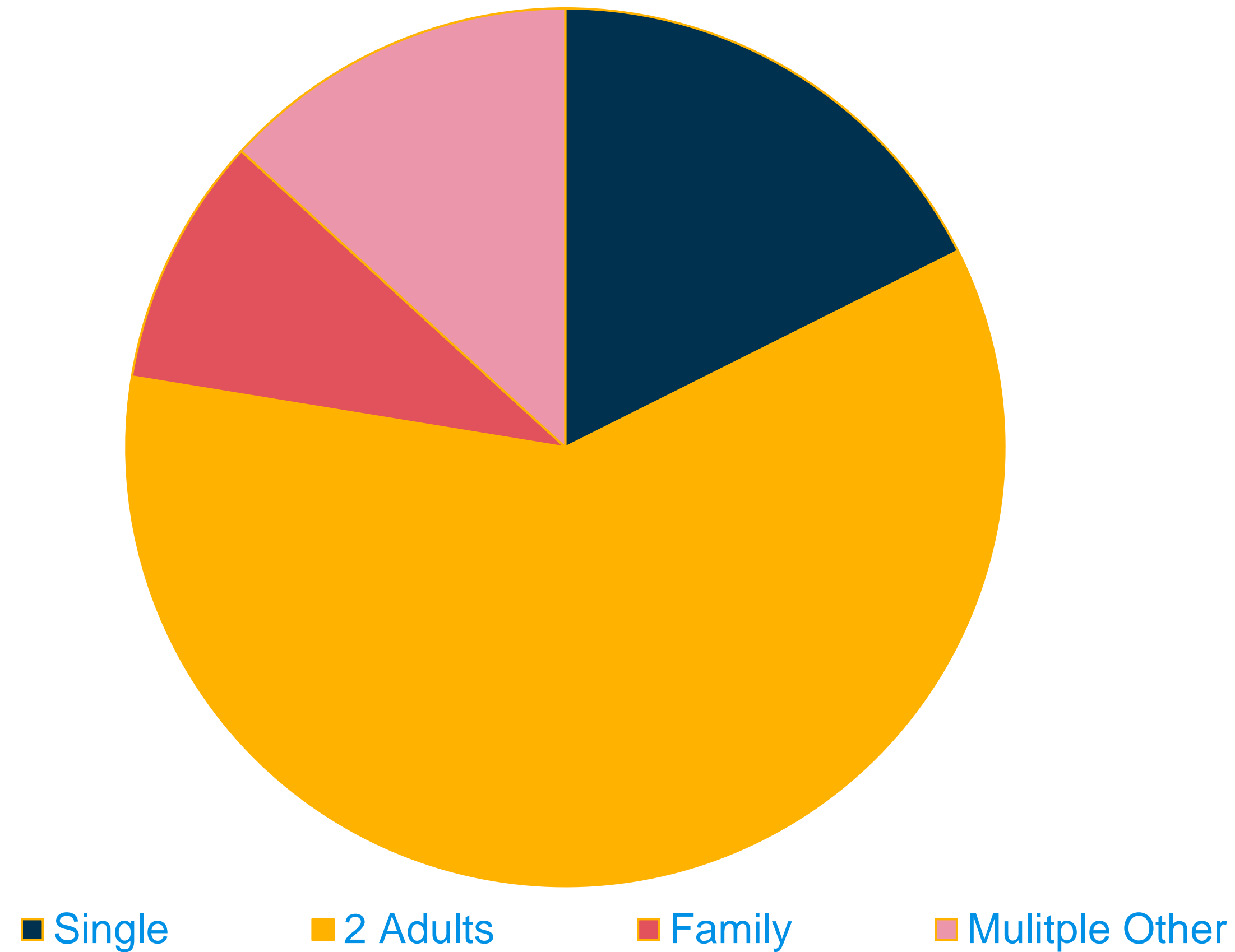
\*\* 2019 Mobile was about 25% of the bookings



# The new traveler

Traveler Demand Type, Booking Share, and Conversion in Toronto

Booking Share by Demand Type



Source: Expedia Group Traveler Insights

Expedia Group Proprietary and Confidential





# What do Travelers Value Most?





# What do travelers value most?

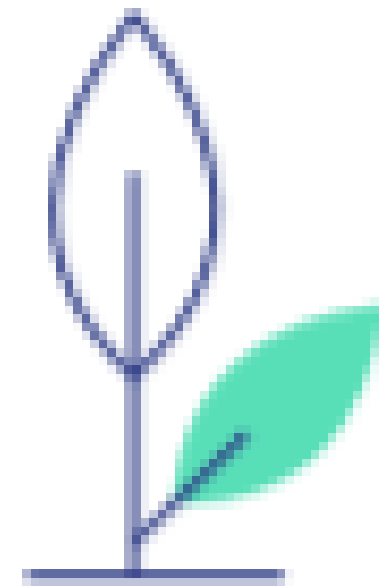
Most important to travelers when planning their next trip

1. Cleanliness Guidelines
2. Flexible Cancellations Policies
3. Attractive Amenities



# What do travelers value most?

Reinforcing Personal Values



Travel Goes Green



Identity & Inclusion

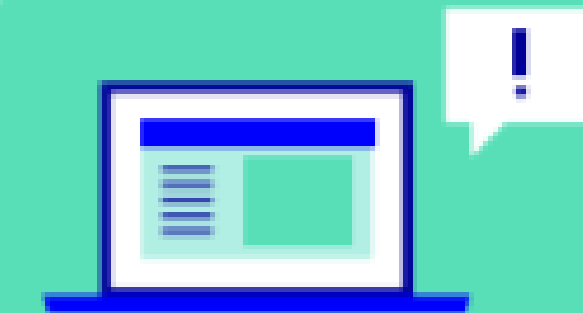
# What do travelers value most?

What are their expectations?

**To Feel at Home**

**Experience to match expectations**

**Active communication**



**87%**

say it would be helpful to receive information from their hotel or holiday rental prior to check-in.



**40%**

said reviews are more important today than before the pandemic.



# What do travelers value most?

How do travelers evaluate and choose accommodation?

★ To travel close to home



**A drivable destination**

was the most popular choice for a next vacation.

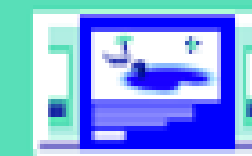
★ To stay longer



**A longer stay**

was the second most popular choice for a next vacation.

★ To envision their stay



**57%**

said many detailed photos give them confidence to book an accommodation.



# Market Insights



Toronto

# Market Insights

International Demand- TOP inbound Markets to Toronto







## Outlook 2022

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International demand growing rapidly



Car and Flight Packaging on the rise



Dream to shop booking window is growing



Toronto top destination in Canada



# Thank you



Report will be available on  
[destinationtoronto.com](https://destinationtoronto.com)

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