

Global vaccine rollouts spur return of travel

A Monitor Report

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New York : The start of 2021 saw travel turn a corner with monthly search volumes showing strong growth. Many travellers continue to prioritise domestic over international travel and are taking trips closer to home.

The Q1 2021 Travel Recovery Trend Report was released recently. The quarterly trend report features data from custom research and Expedia Group first-party data combined with actionable insights to help ensure travel brands are best prepared to reconnect and reengage with travellers as spring and summer travel ramps up.

Key findings from the Q1 2021 Travel Recovery Trend Report include:

After a turbulent year for the travel industry in 2020, the start of 2021 saw travel turn a corner with monthly search volumes showing strong growth throughout Q1. The increase in searches and traveler demand is linked with growing momentum for the rollout of Covid-19 vaccines and travel guidelines.

With one of the world's leading vaccine rollouts, search trends in the US illustrate the correlation between major vaccine announcements and week-on-week search growth. In week-over-week searches, the week of March 15 saw the largest spike in searches - an increase of 30 per cent - following the Center for Disease Control's

(CDC) release of guidelines for fully vaccinated individuals. The CDC news made 43 per cent of Americans feel more comfortable travelling - or drove them to book an upcoming trip.

Continuing a trend seen throughout much of last year, the majority of global Q1 2021 searches fell within the 0 to 21 days search window, as uncertainty around global travel saw travellers opt for more opportunistic, short-term trips, often close to home. While this trend seems to be strengthening for domestic trips, longer search windows for international trips are beginning to emerge.

This trend is particularly pronounced in the EMEA region, where searches 91 days out or longer represented almost 40 per cent of international searches made in Q1 2021, up from around 25 per cent in Q4 2020.