



expedia group™

2021 Travel Trends Report

Overview



In December 2020, Expedia Group conducted a study of 2,200 Americans in collaboration with data intelligence firm The Morning Consult to better understand how the travel industry has evolved since the outset of the pandemic, and the way consumers are feeling about traveling in the year ahead.

The generations include:

Gen Z
1997-2012

Millennials
1981-1996

Gen X
1965-1980

Baby Boomers:
1946-1964

The purpose of this report is to provide a holistic view of the outlook on travel. We encourage all travelers to make responsible travel decisions, including adhering to guidance issued by governments and health authorities.



Looking back at 2020

Before we dive into 2021, let's reflect.



Travelers had to endure a change of plans — but the trips taken were worth it.

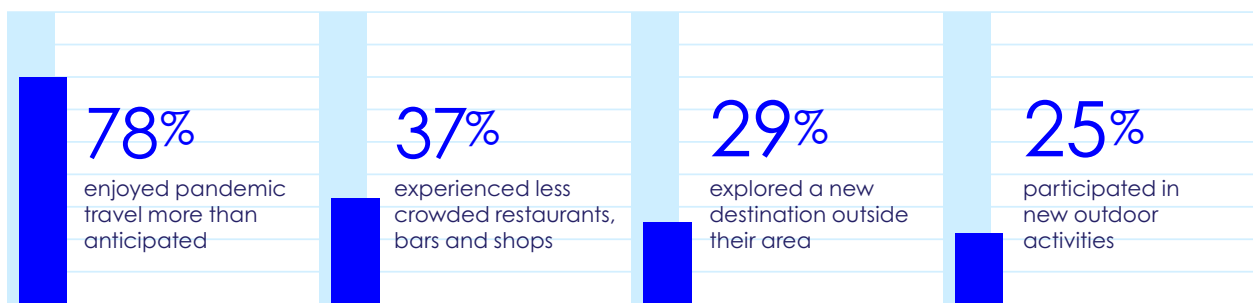
34%

had a shorter booking window

30%

opted to drive over other methods of transportation

Still, the majority of travelers discovered unexpected benefits of taking trips for leisure or business during the pandemic.





Predictions for 2021





#1

Travel will serve as a force for good.

In the year ahead, travel will play an increasingly critical role in strengthening connections, broadening horizons, and bridging divides.

The majority of Americans agree that travel:

63%

Creates greater cultural understanding

62%

Makes me feel more connected to the world

56%

Is healing





Initiatives to reduce the spread of COVID-19 will fuel travel industry recovery.

#2

46%

are more likely to travel when a COVID-19 vaccine is made widely available

42%

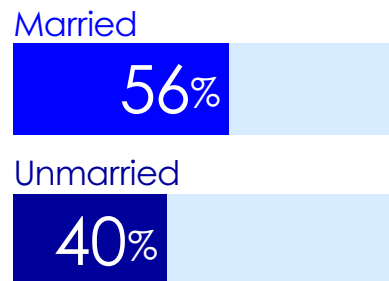
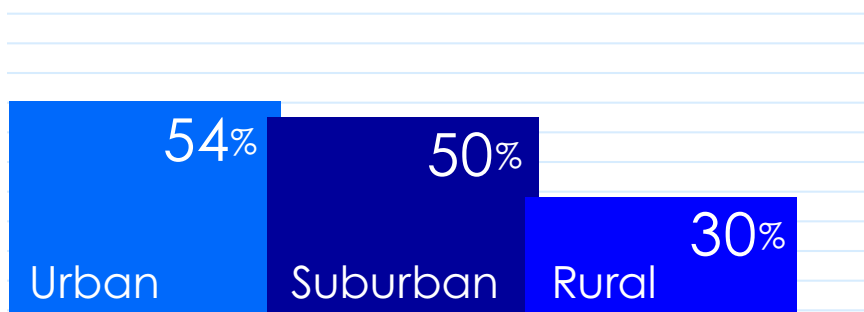
said positive news surrounding a COVID-19 vaccine made them more hopeful about travel, or drove them to book a trip

39%

believe instituting travel bubbles will help keep communities safe

Married couples and city dwellers will be first to travel following the wide release of a COVID-19 vaccine.

The graphs below represent the percent of respondents who report being more willing to travel as soon as a COVID-19 vaccine is widely available:





#3

Travelers will embark on more trips and extend their vacations.

After months in relative isolation, the pent-up demand for travel is significant. With the advent of the vaccine and other treatments, people are starting to believe normal life is within reach — and they can't wait to explore the world and see loved ones.

44%

will take more trips in 2021 compared to 2020.

39%

say their next vacation will be at least a week.





Consumer spending on travel will be high in 2021.

#4

Among those who plan to travel, Millennials and those on the West Coast and in the Northeast will splurge the most.

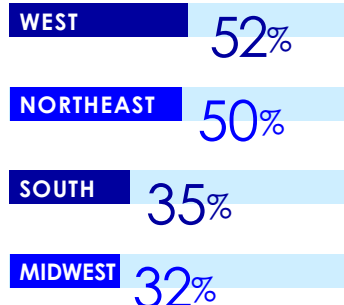
\$3,444

saved on average for the next trip in 2021.

But, Millennials are spending far more

\$5,462

Respondents in the following geographic breakdown say they will spend more on travel in 2021 compared to 2020:



And travelers are willing to cut back on personal expenses to afford more trips. Here's what they would give up:

43%

dining out or getting takeout

38%

alcohol

25%

streaming services





#5

Travelers will use their savings on a dream vacation.

Compared to Boomers, **2x** as many Gen Zers have a bucket list trip planned and hope to take it soon.

56%

Want a beach vacation

51%

Would love to take a U.S. landmark tour

45%

Can't wait to board a cruise

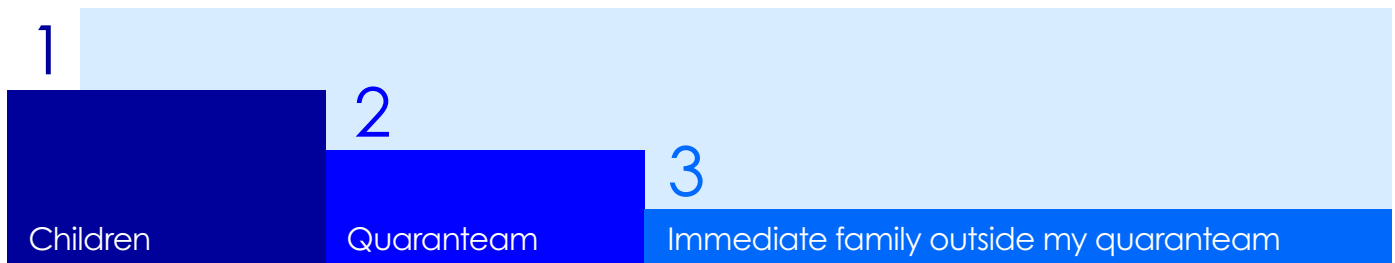




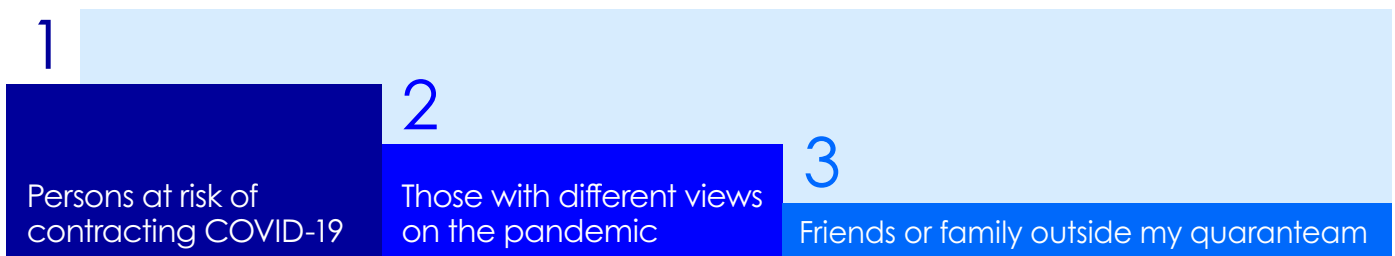
People will travel with those they've been closest to throughout the pandemic.

#6

Most popular travel companions:

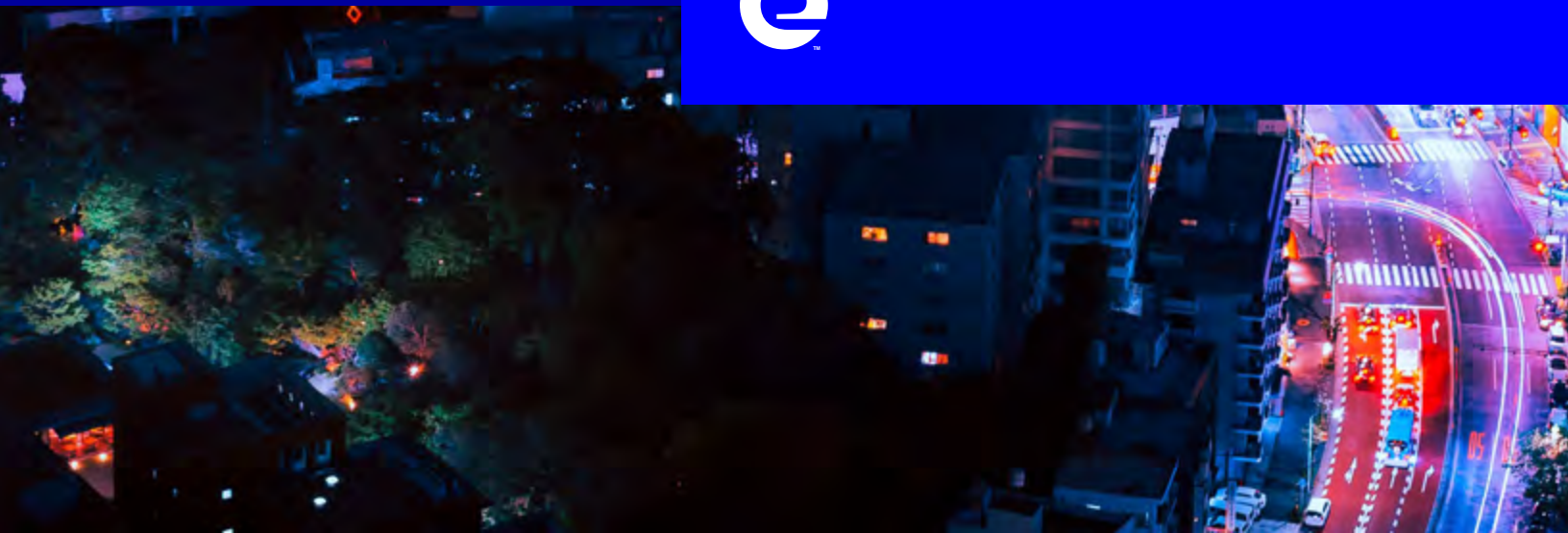


Least popular travel companions:





Here's a snapshot of what
several Expedia Group
brands are forecasting
in the year ahead



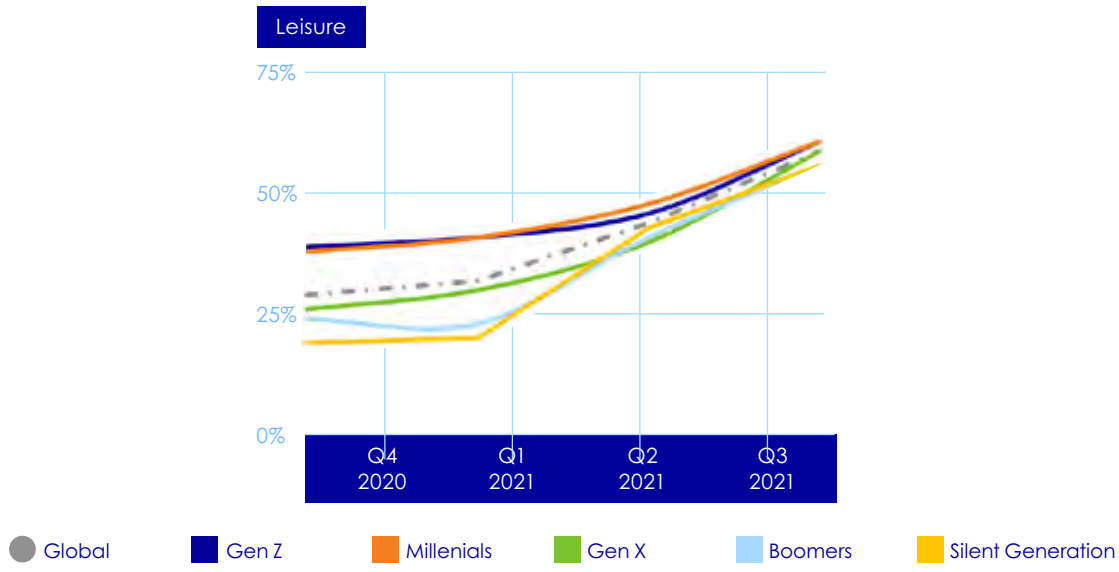


#7

April to September is the most popular time to travel, and younger generations are leading recovery.

An Expedia Group Media Solutions survey of 11,000 individuals across 11 countries found that Millennials and Gen Z will be traveling the most this year, dependent on restrictions. All generations are hopeful about travel in the spring and summer compared to early in the year. Seasonality plays a role here, but this trend could in part be due to optimism about traveling a bit more freely and internationally in the latter half of the year.

Estimated Future Trips



View the full report by Expedia Group Media Solutions, [Understanding Traveler Sentiment & Influences](#)





Cities will make a comeback.

#8

U.S. travelers are already booking their return to cities, according to Brand Expedia®'s top arrival destinations based on flight demand.

H1 Top Fly-To Destinations

- 1 Cancun
- 2 Orlando
- 3 Las Vegas
- 4 Miami
- 5 Denver
- 6 New York
- 7 Los Angeles
- 8 Fort Lauderdale
- 9 Chicago
- 10 Phoenix

H2 Top Fly-To Destinations

- 1 Cancun
- 2 Orlando
- 3 Las Vegas
- 4 Honolulu
- 5 Kahului
- 6 New York
- 7 Los Angeles
- 8 Seattle
- 9 London
- 10 Miami

Saturday

Best day of the week to book air travel

Thursday/ Friday

Best days to depart for travel



View Brand Expedia's [2021 travel trends report](#) and [resources](#)

Brand Expedia flight demand data as of Jan. 2021. H1 is defined as January through June 2021; H2 is July through December 2021.





#9

Families will continue to embark on drivable flexcations together.

Vrbo® discovered many families will still stick close to home and enjoy flexcations — blending play with remote work and school. The findings below were sourced from a survey of 8,000+ people across 8 countries and Vrbo demand data.

In the U.S.:

67%

of families who took a Flexcation this year would embark on a similar trip again

65%

plan on traveling more than they did pre-COVID

Across the globe:

63%

of families say they prefer outdoorsy destinations over urban settings

60%

want to travel to a new destination rather than one they've been to before

Top Drivable Destinations

- 1 Broken Bow, OK
- 2 Boone, NC
- 3 Naples, FL
- 4 Miramar & Rosemary Beach, FL
- 5 Gatlinburg & Pigeon Forge, TN

Vrbo vacation rental demand comparing Jan. 1 – June 30, 2021 and Jan. 1 – June 30, 2020 as of Dec. 2020.



View Vrbo's full [2021 travel trends report](#) and [resources](#)





Parents will plan and book trips early.

#10

A recent Travelocity® survey of more than 1,000 American parents found that parents are **2x** more likely than those without kids to have traveled since the start of the pandemic, and they're feeling very optimistic about taking trips in the year ahead.

56%

had already started or were about to begin planning their next vacation by the second week of January.

55%

report feeling extremely confident about 2021 travel.



View more Travelocity [resources](#)



A view from an airplane window showing a sunset over a coastal town and mountains. The sun is low on the horizon, casting a warm orange glow over the scene. The airplane wing is visible on the left side of the frame.

Travel is a force for good.

