



hometogo

# The Future Of Travel

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Exclusive Insights on U.S. travel in 2021




## What we'll cover:

1. Where and when people are traveling
2. Who travelers will travel with
3. The most popular destinations in 2021
4. What travelers expect from property managers
5. How property managers are securing their future

**HomeToGo's "The Future Of Travel" report is a comprehensive analysis of travel behavior** conducted in the United States by HomeToGo in October 2020, among 280 US adults. In this report, we look at consumer intentions for travel in 2021, how property managers have responded to the pandemic, and combine that analysis with our internal data that contains invaluable user insights on top-line data points, such as average booking volume, length of stay, book-to-check-in, and more.

Our hope in offering this exclusive analysis that overlaps user behavior with consumer intentions and insights from property managers is to **help give our colleagues in the travel industry the best chance possible at bouncing back from the hit we all took in the pandemic.** We want this report to serve as a tool to help you have a successful business in 2021.

This white paper is dedicated to all those who have found themselves struggling to get by during the pandemic. **HomeToGo has shared in that pain but we believe that the analysis showcased in this white paper forecasts a brighter future for us all.**



**HomeToGo is the world's fastest growing booking channel.** In October 2020, we conducted a survey of consumers and property managers to better understand what travel might look like in 2021. Consumer respondents were randomly selected throughout the country from 18 to over 60-years-old across income brackets and split evenly between men and women.

The headline that should have everyone excited about 2021 is that an **overwhelming majority of respondents indicated they plan to travel next year.** In the pages to come, we'll look closer at what to expect from these travelers.

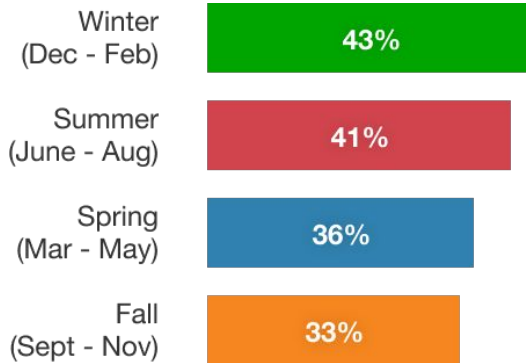
**88%**

**of consumer respondents plan to travel in 2021 regardless of any other consideration related to the pandemic.**

# Where and when are people heading for their first trip in 2021?

More U.S. travelers are searching for sunny domestic winter escapes to start the new year.

**Winter and summer are the most popular travel periods among travelers who plan a trip in the next 12 months**



## 44%

of winter travelers prefer to stay near a beach



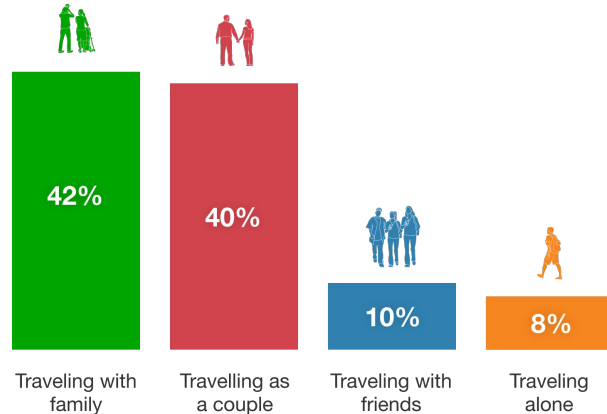
## 9 in 10

of US travelers searched for domestic destinations

# Who will travelers hit the road with in 2021?

Many travelers are choosing to spend more time with families and their partner.

**Families will be the most common travel groups for 42% of travelers, followed by couples 40%, friends 10% and solo travelers 8%.**



## \$1,400

Average booking value for bookings with a **check-in date in 2020** as of November 2020.

## \$3,200

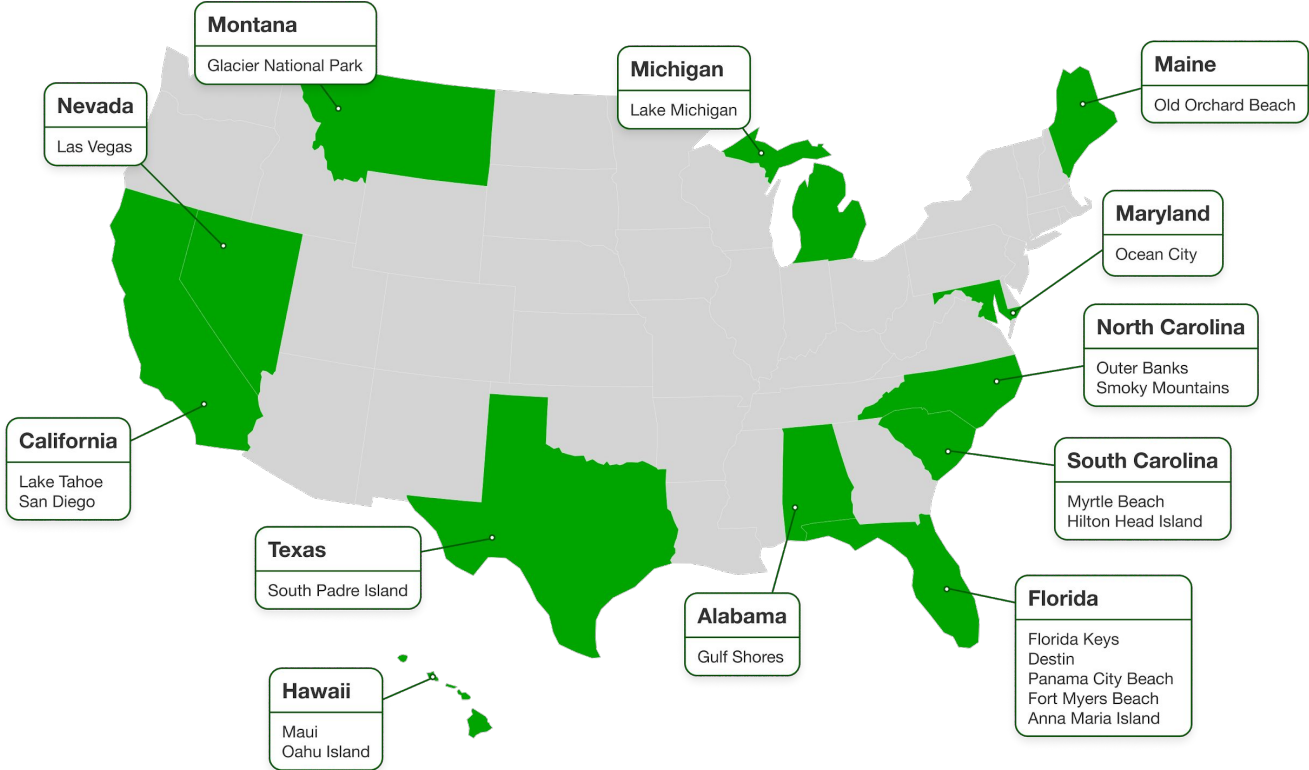
Average booking value for bookings with a **check-in date in 2021** as of November 2020.



**TIP**

Although we currently see a higher average booking value for 2021, we do expect to see the value change as more last-minute bookings for short trips come in and the year progresses.

# What are the most popular destinations in 2021?



# What are the most popular destinations in 2021?

Travelers are embracing their wild side. Rural destinations and natural areas are proving most popular.



## 9 in 10

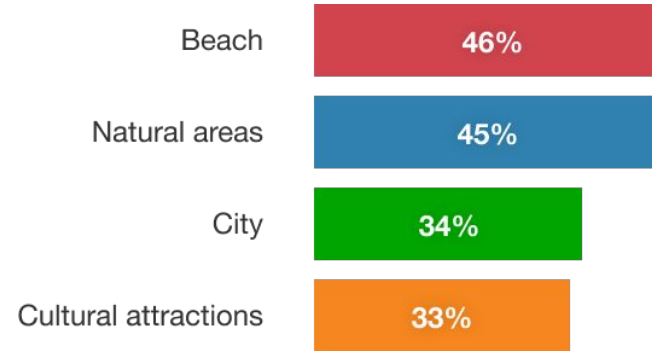
of US travelers prefer rural destinations



## +148%

cabin searches as compared to the previous year

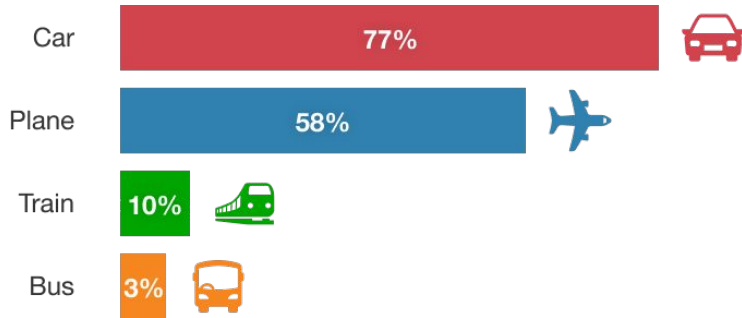
The most popular types of attractions travelers are planning to visit in the next 12 months



# How are Americans traveling in 2021?

Travelers are hitting the road in 2021 — literally.

## Means of transportation which travellers plan to use in 2021



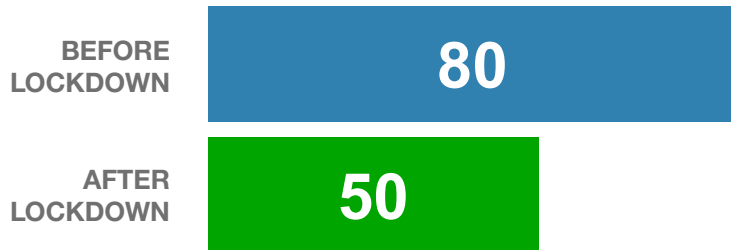
**63%** of property managers have seen an increase in bookings compared to previous years, **82%** say guests are booking longer stays and **90%** noticed more last-minute bookings since reopening.



# What travelers are looking for from property managers in 2021

## Flexibility

Average days to check-in decreased drastically after the lockdown



46% of property managers say they've made their cancellation policies more flexible for travelers, but **82%** said they're **not offering** free cancellation in 2021.



TIP

Offer free cancellations or remove minimum and maximum stays. **To make up for last-minute vacancies**, offer guests a special rate to make your property stand out.

# What travelers are looking for from property managers in 2021

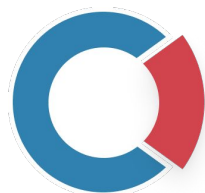


## Cleanliness



**45%**

of travelers included enhanced cleaning in their top-three decision-making factors when making a booking



**27%**

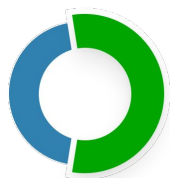
of property managers aren't highlighting COVID-related cleaning measures



73% of property managers are highlighting extra cleaning measures in their listing **but only 18%** are reflecting it in the final price. We recommend both listing extra cleaning measures and reflecting it in your price.

# How are property managers securing their future?

Property Managers are realizing the importance of revenue diversity.



**55%**

of property managers have diversified revenue channels



**82%**

of property managers are interested in listing on another OTA



**100%**

of property managers have opened their calendars for booking in 2021

# What property managers are looking forward to in 2021

“ The obvious transition to people choosing homes over hotels.

“ Greater acceptance of vacation rentals for short stay accommodations.

“ People are booking longer stays and we are a drive destination and will benefit from fear of flying.

“ That people will stay close to home and continue to vacation here rather than spend money going to Europe!



# Contact us

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Full Domestic Report:

[hometogo.com/media/travel-trends-2021](https://hometogo.com/media/travel-trends-2021)

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