



Ready for Takeoff

2021 Travel Industry Trends,
Insights, and Strategies



apptopia

braze



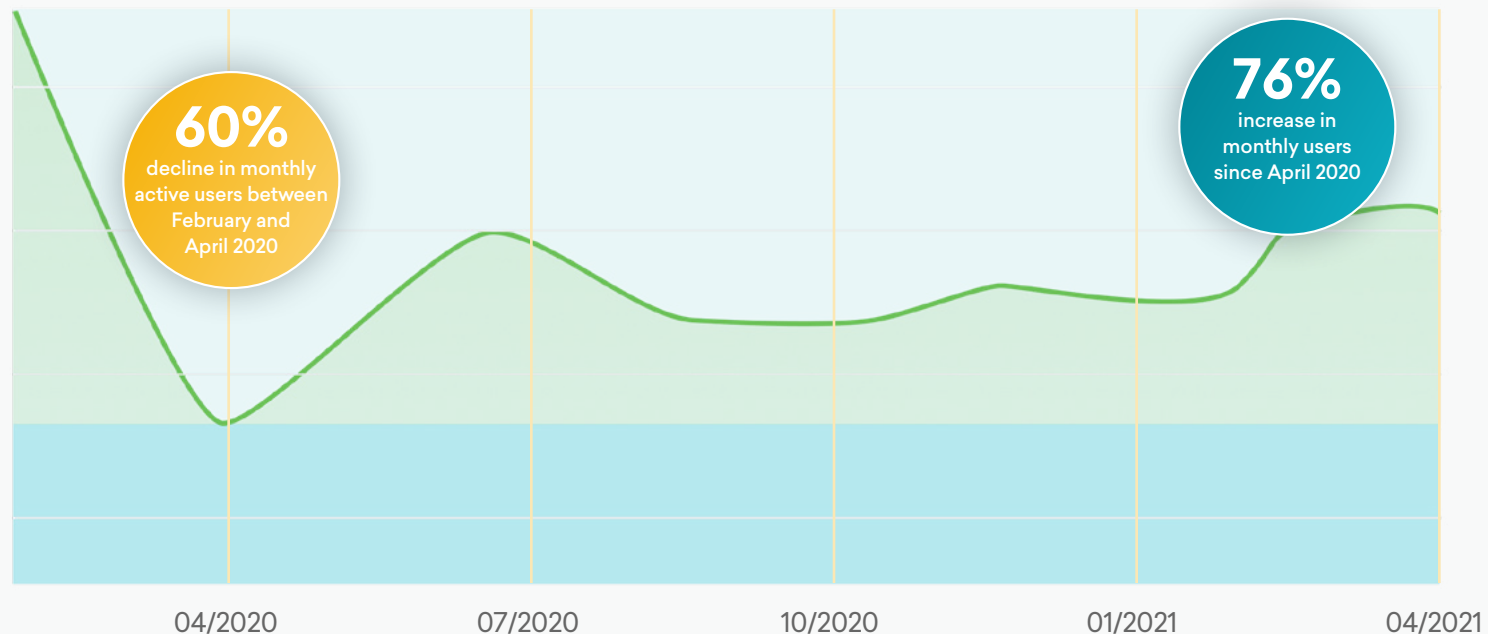
Skyscanner

INTRODUCTION

The travel and hospitality sector suffered more than any other as boundaries closed and people quarantined in place during COVID-19. According to the [World Travel & Tourism Council](#), the sector lost almost \$4.7 trillion in 2020—and as the industry teeters on the edge of recovery, the full impact of the pandemic is still unknown. While there are signs of a rebound happening as vaccines get rolled out and lockdown restrictions ease in some parts of the world, the industry still faces major challenges: For one thing, 39% of global consumers have not traveled since the pandemic began and [it could take years](#) for leisure travel to return to pre-pandemic levels.

To better navigate the road to recovery, travel brands need a clear and consistent engagement plan that puts customer needs front and center. These times of uncertainty will require consumer relationships to be rebuilt, but they also give brands a chance to stand out and gain lifelong loyalty—if they rise to the occasion. In this comprehensive data report, we'll provide exclusive insights and strategies to aid brands in the travel and hospitality sector as they make their way on this challenging, rewarding journey.

Travel Monthly Active Users During the COVID-19 Pandemic*



ABOUT THIS REPORT

Exploring the State of the Travel and Hospitality Industry in 2021

This report examines the impact of the global COVID-19 pandemic on the travel and hospitality industry and provides guidance for how brands can successfully meet the challenges and opportunities that come next. To support these efforts, we analyzed data from four different sources.

- 1 Consumer Survey:** Conducted by Wakefield Research on behalf of Braze in April 2021, this survey gathered insights from 9,500 consumers across 13 global markets in APAC, EMEA, and North America (Australia, France, Germany, Indonesia, Japan, Philippines, Singapore, South Korea, Spain, Sweden, UAE/Dubai, UK, and the US).
- 2 Apptopia:** The leader in real-time competitive intelligence, Apptopia pulled its estimated mobile app data for a variety of major travel brands. The data spanned the months of January 2019 through April 2021 in order to understand the performance trend lines and current status of different sectors within the travel industry.
- 3 Braze Customer Data:** As a leading customer engagement platform, Braze has exclusive insight into the evolving marketing and technology landscape. Our data was aggregated from over 160 million global users between January 2020 and April 2021 to assess trends for booking platforms and travel/local brands and to uncover the best methods for improving customer engagement.
- 4 Skyscanner:** As a global travel marketplace, Skyscanner's Travel Insight data provides actionable insights into future travel patterns based on where people are searching and booking in the next 12 months. The analysis period is based on March and April 2021 for return, economy airfares for travel until December 31, 2021 and is segmented according to the regions and countries specified.

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Key Trends in the Travel and Hospitality Industry in 2021

Following our analysis, we identified three clear trends that travel and hospitality brands need to be aware of in order to prepare for the next normal:

TREND 1 While Cost Is a Top Factor Post-COVID, Health and Safety Can Be a Dealbreaker

TREND 2 There Is No Consensus Among Travelers When It Comes to “Vaccine Passports,” So Brands Will Need to Be Strategic about Vaccination Messaging

TREND 3 With Many Still Hesitant About Traveling, Customer Engagement Strategies Are More Important Than Ever



While Cost Is a Top Factor Post-COVID, Health and Safety Can Be a Dealbreaker

While the COVID-19 pandemic impacted many normal behaviors for consumers, one thing remains the same—travelers still want a good deal. We see this attitude reflected in how consumers describe themselves: 60% of today’s travelers are “budget-minded” while only 40% are “luxury-minded.”

The younger generations are more focused on luxury than the older generations. 58% of Gen Z and 56% of Millennials say they are luxury-minded vs. 37% of Gen X and 26% of Baby Boomers.

Consumers’ Focus on Cost Can Be Seen Across the Airline Industry

When it comes to airline recovery, Apptopia found that Low-Cost Carriers (LCCs) are bouncing back the quickest. In April 2021, LCC app downloads and sessions were up 135% and 62% year-over-year after a slight boost in March. On the other hand, Hybrid and Legacy carriers, which tend to be more dependent on business travel, saw a decrease of downloads in March and a more modest lift in April.

However, the popularity of LCCs doesn’t always translate into low fares: Skyscanner data shows travelers buying tickets 28% more expensive than the cheapest available offer, attributed to COVID-related factors like a preference for direct flights and closer airports.

60%

Of travelers describe themselves as “budget-minded”

40%

Of travelers describe themselves as “luxury-minded”

135%

Year-over-year increase in app downloads for Low-Cost Carriers in April 2021

62%

Year-over-year increase in app sessions for Low-Cost Carriers in April 2021

However, the Only Thing More Important Than Cost Is Safety

Although travelers care about cost just as much as they did before the pandemic, brands' COVID-19 policies and safety measures are now front and center. Our survey showed that, when asked to rank the most important factors in choosing a travel company, 31% of consumers put health and safety first, with those putting cost first slightly behind at 29%.

Mirroring this trend, more airlines have added safety scores to increase traveler confidence—this move has seen a positive response from consumers, who have begun choosing airlines with higher safety scores. In April 2021, Skyscanner found that the average safety score of airlines booked by consumers was 4.8 out of 5, up 14% from last summer.



Hot Tip: Make Sure You Have Clear Calls to Purchase

In April 2020, few people were browsing travel sites or apps, resulting in sessions per active users that were 22% lower than pre-COVID rates. However, those who were browsing were buying: Purchases per active user were 22% higher than average.

Today, more consumers are using travel apps—but they tend to be **browsers rather than buyers, suggesting they are preparing for when they feel comfortable traveling again**. Purchase frequency is down 37% compared to active users in April 2020, so encouraging purchase behavior when communicating with users is key.

31%

Of consumers list health and safety as their top factor when choosing a travel company

29%

Of consumers list cost as their top factor when choosing a travel company

14%

The average safety score of airlines booked by consumers has risen 14% since summer 2020

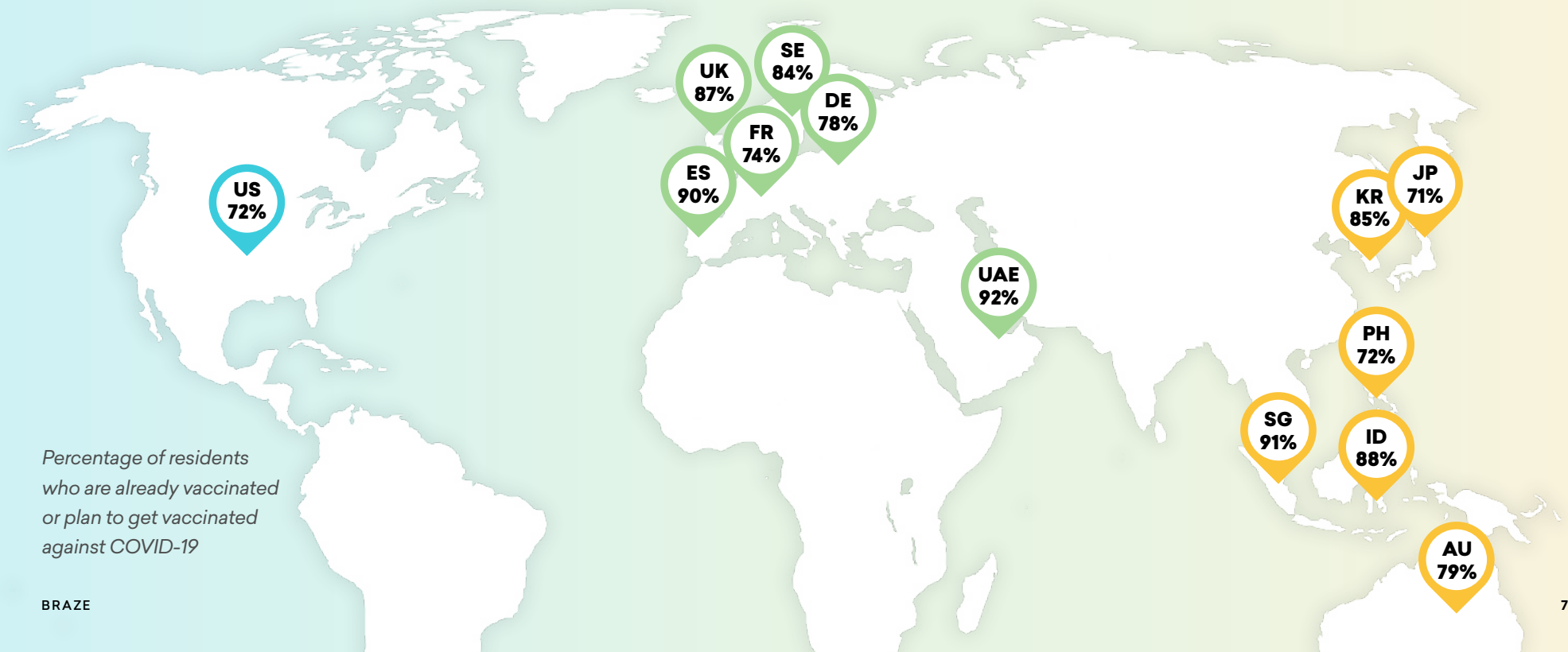
There Is No Consensus Among Travelers When It Comes to “Vaccine Passports”*

The rising number of worldwide vaccinations are set to have a significant impact on the travel and hospitality industry as consumers begin to feel more safe to travel. According to our survey, 42% of global travelers say they expect to carry proof of vaccination as a precaution, while 57% say they are more likely

to use a travel company that requires travelers to share their vaccination status.

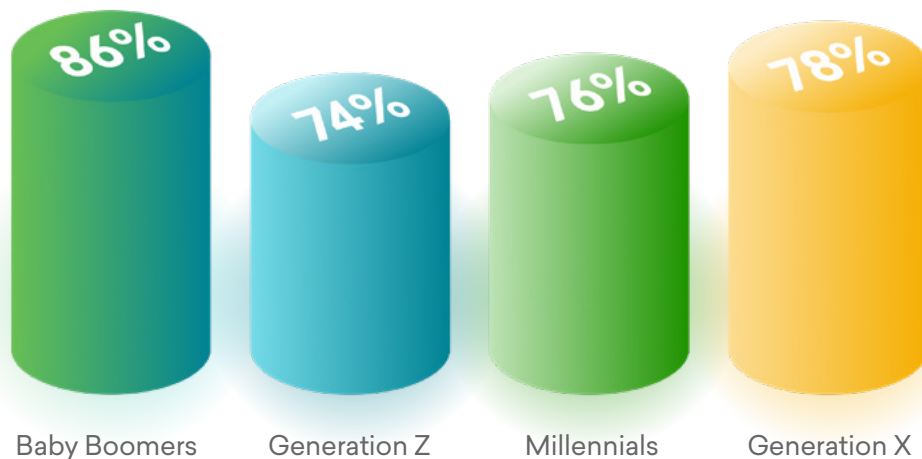
**A term coined by the media, “vaccine passports” in actuality represent digital vaccine certificates, digital travel passes, and digital health apps that aim to enable international travel.*

Most Consumers Plan to Get Vaccinated



When It Comes to Vaccination Plans, There Are Baby Boomers—and Then There’s Everyone Else

While it’s not unusual for marketers to grapple with significant variances in how different generations engage with their communications and patronize their brands, we found that there was a lot of common ground when it came to vaccination plans. Our survey found that 86% of Baby Boomers are planning to get vaccinated, the highest rate for any generation. However, there was little difference between other generations, with 74% of Generation Z, 76% of millennials, and 78% of Gen X planning to get vaccinated.



“Vaccine Passport” Apps

Within the past year, we’ve seen a rise in apps that are used to share vaccination status in order to travel. Apptopia estimates that VeriFLY, which provides secure digital credentials for a safe return to in-person experiences, has seen 1.1 million installs since it launched in July 2020, with 67% in the US.. Other apps like CommonPass have seen similar rapid adoption.

The UK government announced on April 28, 2021 that its NHS app would serve as a COVID-19 passport for international travel; two days later, downloads hit an all-time high, up 76% year-over-year.

Brands Will Need to Be Strategic about Vaccination Messaging

While most consumers intend to get vaccinated against COVID-19, the response to vaccination requirements is much more nuanced. 21% of consumers state they are unwilling to share their status with a travel company, with US travelers being the most unwilling (28%), followed by EMEA (23%), and APAC (16%.) More than half (55%) of respondents who said they are unwilling to share their vaccination status don't plan to get vaccinated vs. 13% of travelers who plan to get vaccinated.

“It is highly likely that proof of vaccination or a recent negative COVID-19 test will be required by governments for anyone wanting to travel internationally for some time to come. Clear, consistent and transparent communication about these new types of entry requirements will be essential for travel providers in order to provide a positive end-to-end experience for their customers.”

—Hugh Aitken, VP of Flights at Skyscanner

55%

Of Consumers Who Are Unwilling to Share Vaccination Status Don't Plan to Get Vaccinated

13%

Of Consumers Who Are Unwilling to Share Vaccination Status Plan to Get Vaccinated



Hot Tip: Smart Communication May Not Pay Off Right Away— But Don't Lose Hope

Users who first engaged with booking and travel/local brands in February 2020 took an average of 105 days to make a first purchase—but were 59% more likely to purchase than users who first engaged in the surrounding months. That means that users who joined right before COVID-19 hit worldwide only began making purchases during Summer 2020, a result of rescheduled trips or promotions by travel brands.

The upshot? Using the communication tools at your disposal to communicate key information, build trust, and incentivize purchases can pay off later, even among users who haven't shown significant engagement to date.

With Many Still Hesitant About Traveling, Customer Engagement Strategies Are More Important Than Ever

Consumers Are Getting Ready to Travel—but They Aren't Fully Comfortable Yet

While there's evidence of both progress against COVID-19 and a growing return to normal, consumers have yet to fully embrace traveling again. According to our survey, only 19% of respondents feel comfortable traveling right now, while 22% say they won't feel comfortable until most people have been vaccinated. That hesitancy is even more pronounced when it comes to global travel: 59% of consumers feel safe traveling in their own country but only 32% feel like it's safe to travel to other countries.

The key factor influencing whether consumers are ready to travel? Vaccination status. While 24% of respondents aren't sure they'll ever be comfortable traveling again, that number rises to 41% when you look at consumers who don't plan to get vaccinated and falls to 19% among those who plan to get (or have already been) vaccinated. The takeaway for brands: Travel hesitancy is real for a segment of consumers, making it more important than ever to build trust through clear, consistent communication.

19%

Of respondents are already comfortable traveling

16%

Of respondents will be comfortable traveling once they're fully vaccinated

22%

Of respondents will be comfortable traveling once most people are vaccinated

19%

Of respondents will be comfortable traveling some time after most people are vaccinated

In the Midst of Changing Guidelines and Heightened Expectations, Travel Brands Need to Deliver the Right Message

Communicating updates has always mattered for travel brands, but today it's crucial: 34% of global travelers said they'd consider booking with another company if they didn't get the communications they expected. And channel matters too—43% of travelers prefer to get these updates via email, versus 21% who prefer a call and 16% who prefer texts/direct messages.



Hot Tips

Messaging Matters

Travelers expect communications around COVID-19—so brands need to ensure they're sending timely, relevant updates.

63%

Expect travel companies to communicate COVID-19 regulations at the location they are visiting

59%

Expect communications on the company's COVID-19 policies

52%

Expect communications about the status of the virus at their destination

Personalized Emails Perform Better

Most travel brands send each user 1 email per month, but as people become more open to traveling, brands might benefit from upping frequency.

10.8X

Emails triggered by user actions perform 10.8X better than time-based emails

3.3X

Emails using dynamic message personalization (via [Braze Connected Content](#)) drive 3.3X more purchases

99%

Of travel emails use message personalization to customize messages for consumers

Cross-Channel Boosts Results

Although email is the most popular messaging channel for travelers, Braze research shows brands see stronger results with a cross-channel strategy.

32%

Messaging travelers on two channels instead of one results in a 32% longer user lifetime on average

4.1X

Using a cross-channel approach increases session activity by 4.1X on average

3.3X

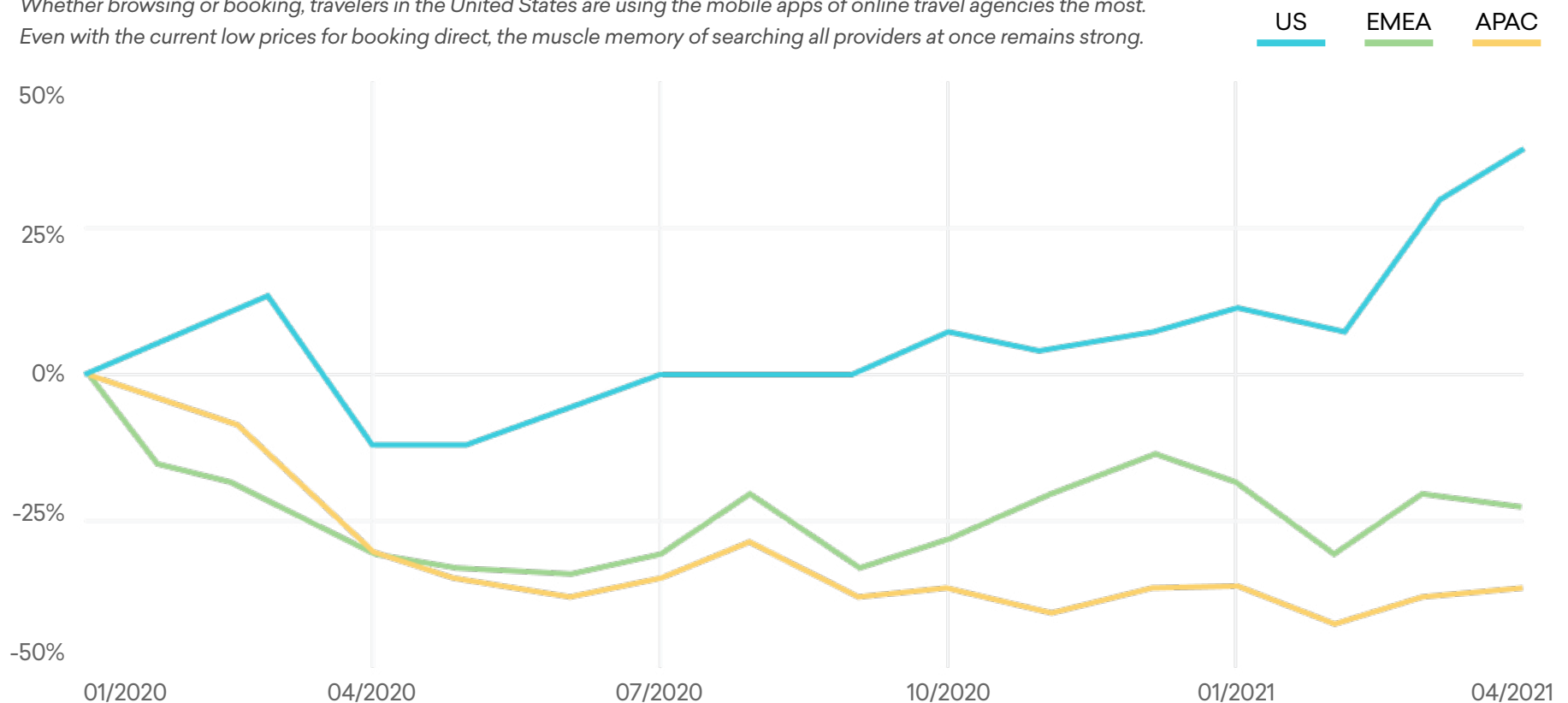
In-app messages drive 3.3X more bookings, reservations, and purchases than email since January 2020

The State of the Travel and Hospitality Industry, Region by Region

While COVID-19 is very much a global pandemic, its response and impact varied greatly by region (and even country) due to local government strategies, resources, and culture. Let's take a look at the current landscape for travel brands in APAC, EMEA, and the US.

Online Travel Agency (OTA) Mobile App Sessions

Whether browsing or booking, travelers in the United States are using the mobile apps of online travel agencies the most. Even with the current low prices for booking direct, the muscle memory of searching all providers at once remains strong.



APAC REGIONAL SNAPSHOT

In APAC, Recovery Is Still Marked by Traveler Caution

While many commended the COVID-19 response of nations like South Korea, the travel industry's growth in the region has been slow since the depths of the pandemic. Prior to the pandemic, app usage was on the rise with user sessions increasing 123% from March to December 2019; however, app sessions dropped 35% between December 2019 and May 2020.

Additionally, we found that month 1 retention is down 30% for APAC travel users versus pre-COVID rates. That said, there's been a 13% spike since January 2021, indicating that trends in safety will influence behavior and user retention in the coming months.

The APAC region is still recovering from a particularly steep drop in user sessions seen across the entire travel industry during the height of the COVID-19 pandemic. There are encouraging signs; however, growth is not consistent across verticals. Online travel agencies (OTAs) and short-term rentals, for instance, still see usage below 2019 levels.

29%

Decrease in user sessions among the categories of accommodations, OTAs, and short-term rentals after the pandemic hit

18%

APAC travelers are still purchasing nearly 18% fewer trips per buyer than they were in January 2020

24%

Usage of OTA apps are down 24% compared to pre-COVID levels

When it comes to travel, surveyed APAC consumers aren't taking any chances: Only 13% of consumers are currently comfortable traveling (less than half the rate seen in the US). Surveyed APAC travelers also have a higher focus on safety precautions compared to the rest of the world.

81%

Of surveyed APAC consumers intend to get vaccinated

67%

Of surveyed APAC consumers will keep wearing a mask after vaccination, the highest of any region

60%

Of surveyed APAC consumers will keep social distancing after vaccination, the highest of any region

More Than Anyone, APAC Travelers Prioritize Budget—and Expect Brands to Meet Their Price Expectations

Just because APAC consumers are especially concerned with safety, it doesn't mean they will sacrifice cost. In fact, it's just as important: 63% are budget-minded travelers, compared to 59% in EMEA and 54% in the US. Skyscanner data shows travel prices that are 15% higher in Singapore, 9% higher in Japan, and 6% higher in Korea in March 2021 compared to March 2020. Since 42% of surveyed APAC travelers expect travel companies to have lower prices in the future, this may be another factor leading to slow growth.

“Strict restrictions for international and regional travel combined with severely reduced capacity in APAC is having a knock-on effect on ticket prices in some markets. As restrictions ease and additional regional travel bubbles come into play, we expect both airlines and tourism boards to stimulate demand, which could have a positive effect on ticket prices.”

—Paul Whiteway, Regional Director of Asia Pacific at Skyscanner

According to Skyscanner data, March saw the highest volume of bookings since the beginning of 2021, with bookings down 6% in April compared to March. Although booking horizons are short, there is a positive trajectory.

Top Booked Destinations for APAC Consumers

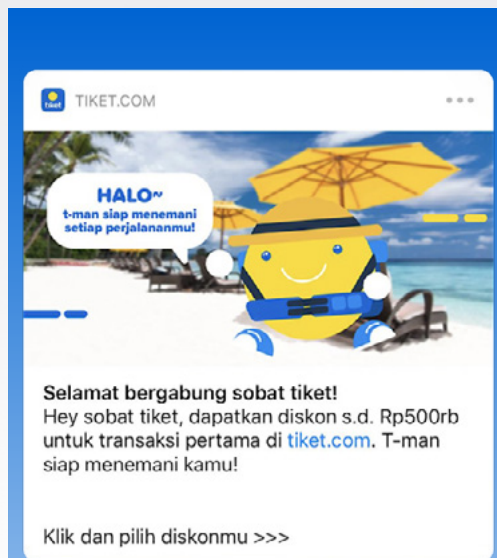
Our research found that the top booked destinations for APAC travelers are oriented to domestic, in-country travel owing to strict border restrictions for international leisure travel. The Trans-Tasman bubble is driving demand between Australia and New Zealand, while there is interest in the United States later in the year.

- 1 South Korea (Jeju, Busan, Seoul)
- 2 Australia (Melbourne, Sydney, Gold Coast)
- 3 Japan (Okinawa, Tokyo, Sapporo)
- 4 New Zealand
- 5 United States

Car rentals were up **100%** year over year in April 2021.

tiket.com Drives More Revenue With a Cross-Channel Onboarding Experience

tiket.com



Online travel agency pioneer [tiket.com](https://www.tiket.com) helps users find the cheapest flights, hotels, car rentals, and more in Indonesia. When looking to improve the customer experience and drive more bookings, the tiket.com team saw an **opportunity to revamp its onboarding process**. They knew app and web users have a different experience, so they designed two unique onboarding flows using [Braze Canvas](#), our customer journey builder. As users moved through the customer lifecycle, **they received targeted messages based on specific milestones via email, in-app messages, in-browser messages, and mobile push notifications**. Since implementing the more targeted customer journey, tiket.com saw a 3X increase in revenue, a 1,285% increase in usage of onboarding-specific promo codes, and a 572% lift in impressions when compared to the previous campaign.

3X

Revenue
Increase

1,285%

Increase in
Usage of Promo
Codes

572%

Lift in
Impressions

EMEA REGIONAL SNAPSHOT

Cost Is Still Key for EMEA Travelers, but Brand Loyalty Holds the Most Weight for Those Under 40

While the region is very focused on safety, EMEA travelers continue to remain budget-conscious as well. 78% say they are mostly/more focused on getting a good deal when it comes to travel. That focus on cost isn't surprising; 79% said they rarely or never paid for travel upgrades pre-COVID.

Being budget-minded is more or less equal across generations—brand loyalty, on the other hand, is not. 81% of Gen Z and 75% of Millennials in EMEA favor specific travel and hospitality brands, compared to under 50% of Boomers. For brands looking to keep (or gain) older customers, it might be beneficial to review your offerings. 60% of Boomers say they'd be attracted to a new company if they offered good refund or cancellation deals.

However, despite a large initial drop in user engagement across accommodations, online travel agencies (OTAs), and short-term booking platforms, recovery is on the way.

50%

Decrease in user sessions among the categories of accommodations, OTAs, and short-term rentals after the pandemic hit

43%

EMEA buyers are purchasing 43% more trips than they were in April 2020 (as of April 2021)

36%

Usage of OTA apps are down 36% compared to pre-COVID levels

More surveyed EMEA consumers plan to get vaccinated than consumers in other regions. A high percentage also report they plan to continue taking safety precautions, at rates just under APAC and above the US.

82%

Of surveyed EMEA consumers intend to get vaccinated, just ahead of APAC

58%

Of surveyed EMEA consumers will keep wearing a mask after vaccination

55%

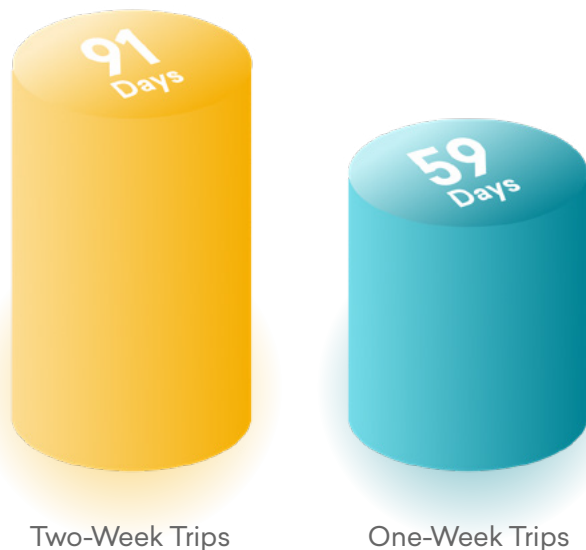
Of surveyed EMEA consumers will keep social distancing after vaccination

EMEA Travelers are Hoping for a Summer Vacation Closer to Home

According to our research, EMEA consumers are primarily focusing on European destinations when it comes to their future travel plans. Additionally, they are booking significantly further in the future: Booking horizons for two-week trips currently come in at 91 days, while those for one-week trips average at 59 days.

“Confidence is returning amongst European travelers as they look to plan and book long-awaited vacations and visits to see family and friends. Whilst there remains a degree of uncertainty about how and when certain destinations will reopen, we see a preference towards shorter breaks within Europe in the summer and longer trips towards the end of the year.”

—Hugh Aitken, VP of Flights at Skyscanner



Top Booked Destinations for EMEA Consumers

Our research found that March saw the highest volume of bookings so far this year. Due to restrictions on international travel, travelers are primarily interested in intra-European beach and island destinations. The United States features high on the list, most likely due to hopes that borders will open later in the year for leisure travel due to the country's high vaccination rates.

- 1 Spain
- 2 United States
- 3 Turkey
- 4 Greece
- 5 United Kingdom

Car rentals were up **22%** year over year in April 2021.

Skyscanner Boosts Engagement By Highlighting Valuable Features With a Personalized Approach



Travel is a little different right now, but this doesn't mean we have to stop exploring the world. Say hello to our new dose of travel news and inspiration, aimed at bringing it straight to you.



Available in over 30 languages and used by 100 million people a month*, UK-based [Skyscanner](#) is dedicated to making travel as simple as possible through its powerful metasearch engine, marketplace model, and robust set of user-friendly features. **To help travelers answer questions about COVID-19 guidelines and border restrictions**, the company launched a “Where Can I Go” map with an email campaign. **Personalized emails were sent via an API trigger when there was a relevant change** in border restrictions and/or quarantine information. The rich experience and timely nature of the message led to open and click-through rates that were 3-4X higher than average.

3-4X
Higher Open and
Click-Through Rates

US REGIONAL SNAPSHOT

Travel Is on the Rise After the US Was Hit Hard by COVID-19

Due to its enormous size and difficulty implementing government travel restrictions at the state level, the pandemic and its effects played out significantly differently in the United States than in other regions. Many people turned to domestic travel, with the US seeing the highest percentage of residents traveling (63%) of any of the regions surveyed, especially given that most countries were closed off to the US due to COVID restrictions.

Surveyed consumers in the US appear to be less risk-averse than individuals in other surveyed regions: While the majority intend to get vaccinated (72%), and then continue to wear a mask (54%) and practice social distancing (50%) after vaccination, those numbers trail behind APAC and EMEA. Accordingly, 33% of surveyed US consumers are already comfortable with traveling, far above EMEA (20%) and APAC (13%).

While the US was hit hard by the COVID-19 pandemic, its travel and hospitality industry has recovered faster when key metrics among accommodations, online travel agencies (OTAs), and short-term bookings are compared to other regions.

15%

Decrease in user sessions among the categories of accommodations, OTAs, and short-term rentals after the pandemic hit

71%

US travelers are making 71% more purchases compared to April 2020

41%

Usage of OTA apps are up 41% compared to pre-COVID levels

While the US is arguably in the strongest recovery position, not every vertical in the travel and hospitality space is seeing equal growth.

74%

Year-over-year growth in user sessions in accommodation apps

60%

Year-over-year growth in user sessions in OTA apps

54%

Year-over-year growth in user sessions in short-term rental platform apps

US Travelers Focused on Short Trips, Close By—at Least for Now

We found that in the US, the world's most travel-ready region, consumers were still focused on domestic travel and close-by international locations. Additionally, we're seeing a current focus on short trips, with searches for trips lasting over a week only surpassing those under a week from July 2021 forward (53% to 47%.) By December 2021, searches for trips lasting over a week increased to 66%.

“We continue to see search and bookings rising for travel all over the States as the vaccine rollout drives confidence and airlines add new domestic routes. We expect to see many US travelers explore their own backyard throughout 2021, at least until international travel restrictions are relaxed and popular European destinations reopen.”

—Mark Crossey, US Travel Expert at Skyscanner

Top Booked Destinations for US Consumers

US travelers are looking for short, domestic trips: 87% of trips in April were for a week or less, and all of the top booked destinations were the contiguous lower 48.

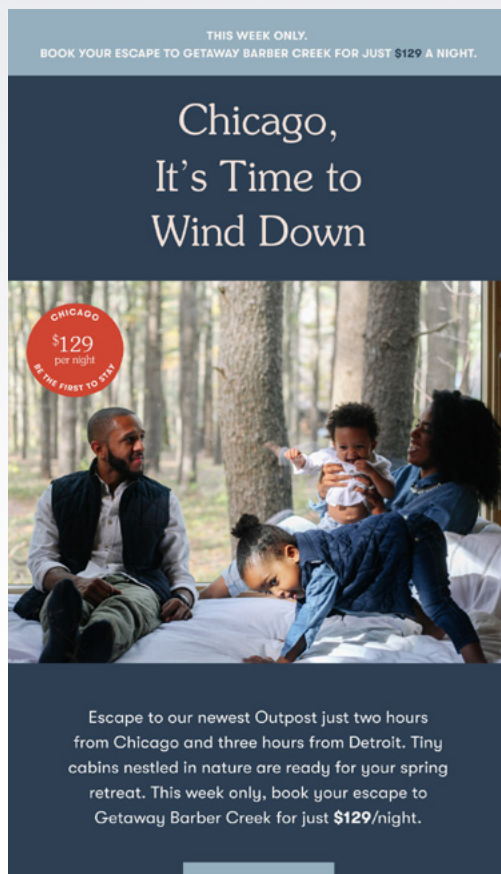
- 1 Las Vegas
- 2 Orlando
- 3 Los Angeles
- 4 Miami
- 5 New York



Car rentals were up **23%** year over year in April 2021.

Getaway Increases Bookings, Retention, and Revenue With Personalized Messaging

Getaway



Getaway, the company that offers escapes to tiny cabins in nature, wanted to create tailored campaigns to help expand their presence and increase revenue. Using **Braze Canvas**, our customer journey builder, the team **developed a flow of personalized transactional emails for customers who booked a stay**. The emails helped result in a 30% increase in repeat customers.

When launching their new Chicago Outpost, Getaway created an announcement email targeting its existing customer base. After identifying the right segments, the brand **used Braze Intelligent Timing, which calculates optimal send times based on past interactions, to deliver the email when customers were most likely to open it**. The email helped drive over \$300,000 in revenue during the first week of launch.

\$300K+
Total Revenue in
First Week
of Launch

30%
Increase in
Repeat
Customers

CONCLUSION

The Travel and Hospitality Industry Is Bouncing Back but Still Has Tough Challenges Ahead—and a Cross-Channel Customer Engagement Strategy Can Help

As the world slowly recovers from the pandemic, we're poised to see the travel sector take off—but recovery may not be linear. In order to better drive growth, brands need to work to understand customers ever-evolving wants and needs, and then message thoughtfully around them. Getting it right can have a major impact on retention, revenue, and success, while getting it wrong risks alienating already-hesitant customers.

To learn more about how brands can master customer engagement in today's fast moving landscape, check out the [2021 Global Customer Engagement Review](#).



Methodology



Combining the analytics dashboards for over 125k+ apps with their advanced models, Apptopia is able to estimate the performance data for more than 7 million apps.

As part of their analysis, Apptopia looked at APAC (Singapore, Indonesia, the Philippines, Australia, Japan, and South Korea), EMEA (United Arab Emirates, Sweden, Spain, France, Germany, and the UK), and the US. Major industry categories examined were Accommodations (Marriott, Best Western, etc.), Online Travel Agencies/OTAs (Skyscanner, Expedia, etc.), and Short-Term Rentals (Airbnb, vrbo, etc.) and minor categories were Airlines (Low Cost Carriers, Hybrid Carriers, and Legacy Carriers) and Car Rentals; each category consists of multiple mobile apps chosen to be representative of that category in each specific country. Apptopia defined Downloads/New Installs as the number of new users who are downloading a given app for the first time and defined Sessions/User sessions as the number of times users have launched a given app in a chosen time frame.



Braze data was compiled using proprietary engagement data from over 160 million users of travel apps. The data were aggregated for the cohort of users that joined, purchased, or were active on these apps between January 2020 and April 2021. For the purposes of this analysis, the travel industry has been defined as brands falling in the Travel & Local and Booking Services sub-verticals; over 30 brands were included in the analysis.

Methodology



Skyscanner Travel Insight draws its data from the anonymized and aggregated behavior of millions of users in 52 countries using Skyscanner's web and app platforms to book travel in the next 12 months.

The analysis in this report is based on Skyscanner's global search and redirect flight data and is segmented by the regions and/or countries specified. A redirect is when a user is sent to a travel provider's website or purchases directly on Skyscanner and represents a booking.

The analysis period is based on March and April 2021 for return, economy fares for travel until December 31, 2021.



The Travel Data Report Survey was conducted by Wakefield Research among 9,500 Nationally Representative Adults in 13 Markets: The US, the UK, France, Germany, Spain, Sweden, UAE/ Dubai, Singapore, Indonesia, the Philippines, South Korea, Australia, and Japan. The survey was conducted during April 2021 using an email invitation and online survey.

The background features a teal-to-yellow gradient with white circuit-like lines in the corners. The lines in the top-left and bottom-left corners are horizontal and zig-zagging, while the lines in the top-right and bottom-right corners are vertical and zig-zagging.

braze

Get in touch to learn more

[BRAZE.COM/CONNECT-WITH-SALES](https://braze.com/connect-with-sales)