

expedia group™

# What travelers want in 2021

Global research reveals the top ways to drive reservations and revenue for your property



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44%

of travelers said the last vacation they took was more than a year ago.



51%

Travelers ages 40 and above were especially impacted — over half (51%) indicated it had been at least a year.



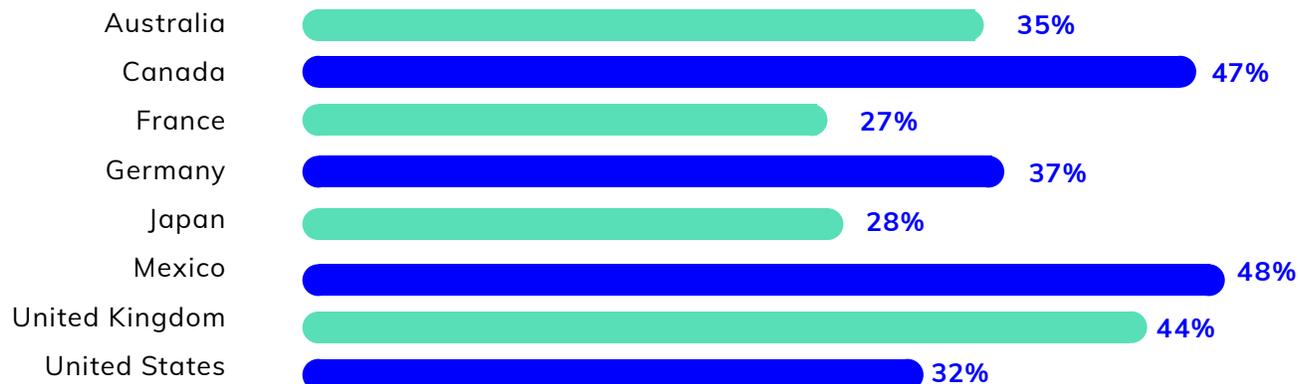
31%

Nearly a third (31%) of survey respondents said they would not travel at all until they received the vaccine.

## Travel was put on hold in 2020...

How did the COVID-19 outbreak change travel plans in 2020?

Percentage of respondents who canceled or postponed all travel plans in 2020



# ...but is rebounding in 2021 — and beyond.



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



**41%**  
Watching sports



**39%**  
Online shopping



**37%**  
Social media



**32%**  
Watching TV shows



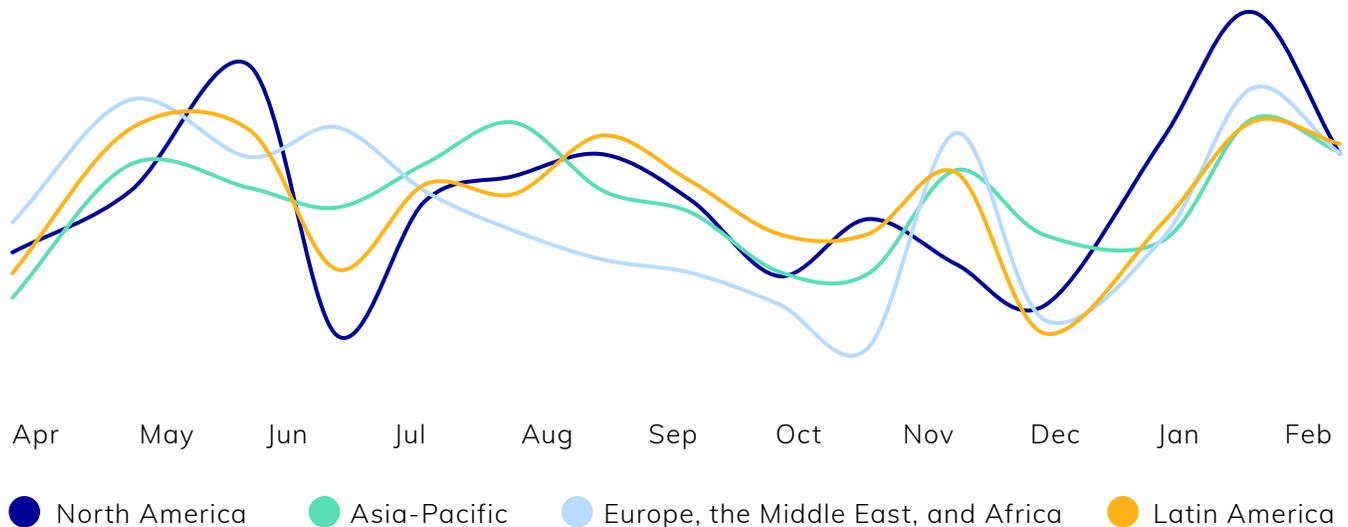
**27%**  
My favorite food/alcohol



**25%**  
Listening to music

Travel searches across the Expedia Group marketplace fluctuated in 2020 but increased at the beginning of 2021 as vaccine programs rolled out, particularly in North America.<sup>1</sup>

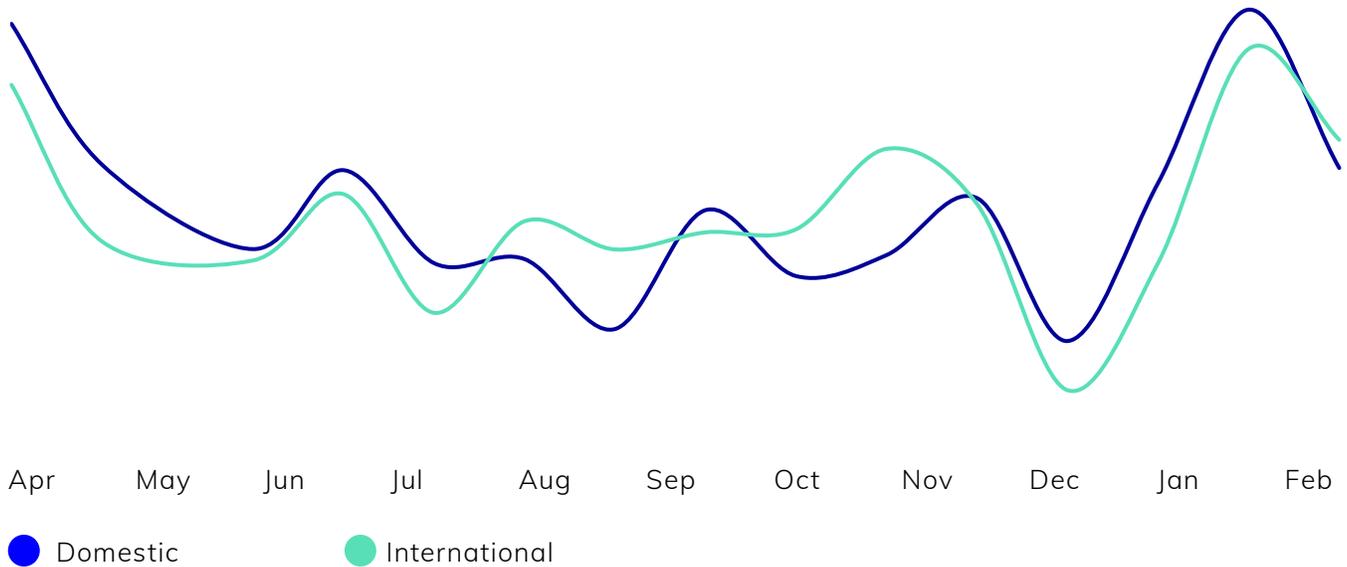
Percent change in search activity



1. Expedia Group, April 2020 – Feb 2021

Through most of 2020, travelers' searches for international trips lagged domestic trips, though international searches spiked in the latter months of the year. In early 2021, domestic and international searches spiked back toward levels not seen since the beginning of the pandemic.<sup>2</sup>

Percent change in search activity



### 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

# 16,000

Survey  
respondents

# 8

International  
markets

# 14

Key  
recommendations

## What travelers want in 2021



**Within the following pages, we have one priority: give you actionable strategies to help drive reservations and revenue in the coming year — and beyond.** In pursuit of this goal, we commissioned a study of 16,000 consumers across eight international markets to discover what they want in travel this year. This updates research done in 2020.

To begin, we have good news. People are excited to travel and are making it a priority this year. In our research, **75% of travelers told us a vacation would make them happier in 2021 than a new smartphone.** [Related Expedia Group research](#)<sup>3</sup> revealed similar findings: more than three quarters (81%) of working adults are placing more value on vacation post-pandemic, and two thirds (66%) of them have been inspired to create a bucket list as a result of the pandemic.

While travelers are excited to get away, unsurprisingly, how people search, book, travel, and stay has changed. In the following pages, we summarize the key trends revealed by our research and outline best-practice recommendations intended to help drive reservations and revenue at your hotel or vacation rental in 2021.

Use this guide like a quick reference document. Select the stage of the traveler journey you'd like to explore, implement a few of the recommendations, then expand.

This research included respondents from eight major international markets: Australia, Japan, France, Germany, the United Kingdom, Mexico, Canada, and the United States. While there were some nuances in regional findings, some of which are highlighted in the report, the key recommendations remained remarkably consistent — a testament to the power of the best practices revealed by the study.



**What travelers want  
while searching and booking**

# What travelers want while searching and booking

**Year-long lockdowns have created pent-up demand.** Travel is expected to surge mid-year as many take the summer vacations they couldn't take last year. As our industry continues to rebound, competition for travelers' attention and wallets will be fierce — it's critical to stand out to travelers when they're searching for a place to stay. In this section, we'll walk through key trends related to how travelers evaluate and choose accommodations before providing our top recommendations for how to stand out during the search process.

## Travelers want:

### ★ To travel close to home

When asked which they're likely to choose for their next vacations, travelers told us "a drivable destination somewhat close to home" was their top choice. In 2020, travelers were most comfortable taking trips to locations within a manageable drive, and we expect that preference to continue for the foreseeable future.

### ★ To stay longer

As travelers look to make up for lost time with friends and family, as well as take advantage of more flexible working conditions, a trend toward longer stays has emerged. More than half [\(55% of families\)](#)<sup>4</sup> would spend more on a longer stay. Within longer stays, one trend of note is flexcations — mixing work and play.

### ★ To envision their stay

The uncertainty of the last year means travelers are hungry for information to help them envision their trip and book with confidence. From detailed property descriptions and amenity photos to cancellation and cleanliness policies, savvy travelers require all of the necessary information before booking a place to stay.



## A drivable destination

was the most popular choice for a next vacation.



## A longer stay

was the second most popular choice for a next vacation.



# 57%

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

# How to stand out to travelers during their search

## Entice travelers in your area

The preference for nearby destinations means you need to court travelers from your own backyard — or those a short flight away.

[Seven in ten travelers](#)<sup>5</sup> said they were willing to drive up to six hours for a leisure trip during the pandemic. See additional insights on this trend in the graphs on the following page.

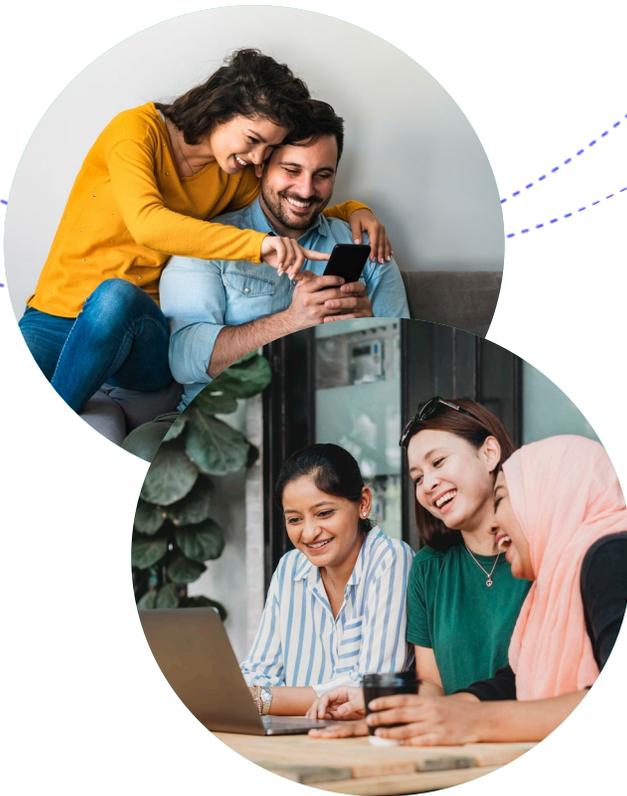
## What are travelers likely to choose for their next vacation?

1. A drivable destination close to home
2. A longer stay
3. Outdoor tours or activities
4. Travel to a “once-in-a-lifetime” destination

## Tip

For hotel partners, [Guest Insights](#) is a great tool to determine where demand is originating in your market. In addition, [TravelAds](#) is a pay-per-click advertising solution that connects hotels with the highly engaged Expedia Group travel audience through sponsored listings, allowing you to specifically target travelers within 100 miles of your property.

For vacation rental partners, lowering your minimum night stay on your listing(s) to two nights is a great way to entice local travelers. In addition, one of the most-used filters is “parking.” Add parking details to your listing description to attract visitors traveling by car.

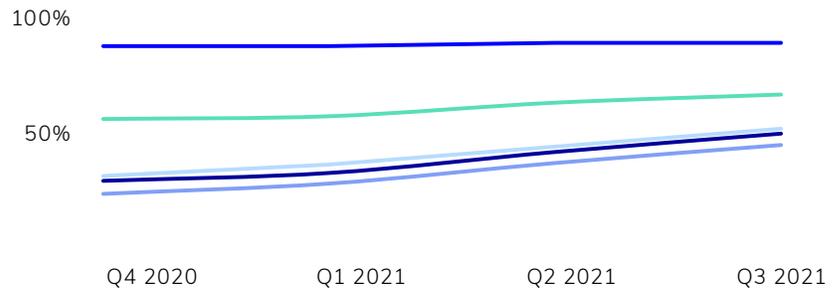




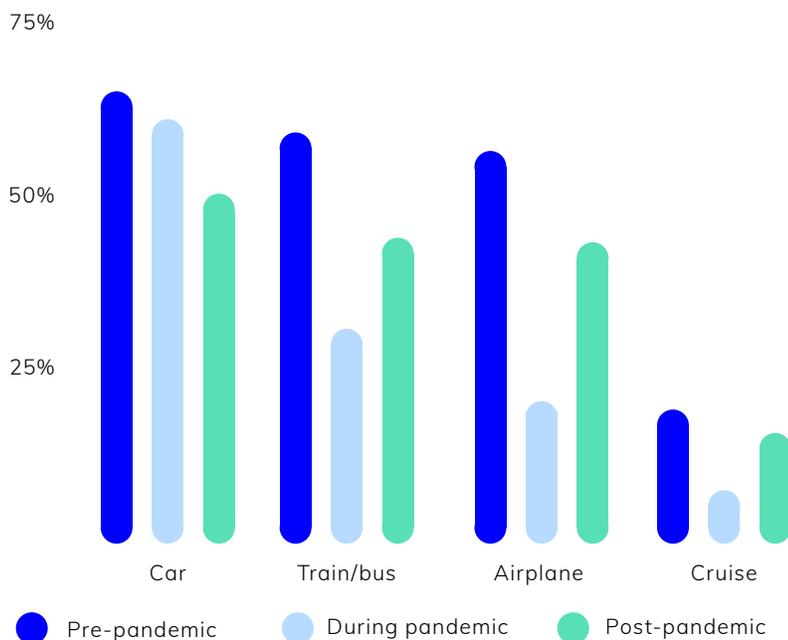
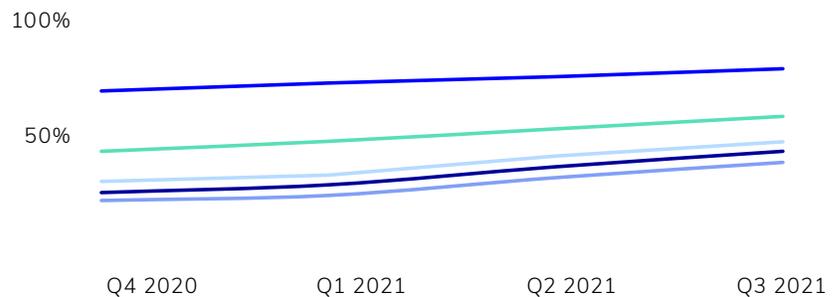
## Car travel, including renting a car, feels safer than other modes of transportation

All modes of transportation feel safer when traveling domestically than when traveling abroad.

### Safety in transportation decisions: Domestic



### Safety in transportation decisions: International



## Car travel remains popular, with other modes returning post-pandemic

During the pandemic, car travel continues to be nearly as popular as pre-pandemic.

Post-pandemic transportation via train, bus, and air will bounce back, indicating travelers expect to regain confidence.



## Encourage extended stays

Travelers have an appetite to take longer trips in 2021. When deciding whether to stay longer, respondents listed five key motivators.

While a rate discount was the top motivator driving extended stays, smaller incentives, like a discounted meal, were also influential. Travelers prioritize their overall trip experience. A small gesture can go a long way to entice a longer stay.



### Tip

Consider piloting a stay-and-save promotion to appeal to travelers planning longer trips. For example, offer a reduced rate for a two-week hotel stay or a month-long vacation rental reservation. On Vrbo.com in particular, travelers can filter their search results by properties offering extended stay discounts — this type of deal will ensure you stand out.

## Top reasons travelers are more likely to book an extra night:

1. Room discount
2. Free breakfast
3. Upgraded room
4. Drink or food vouchers
5. Attending an event or experience unique to the location

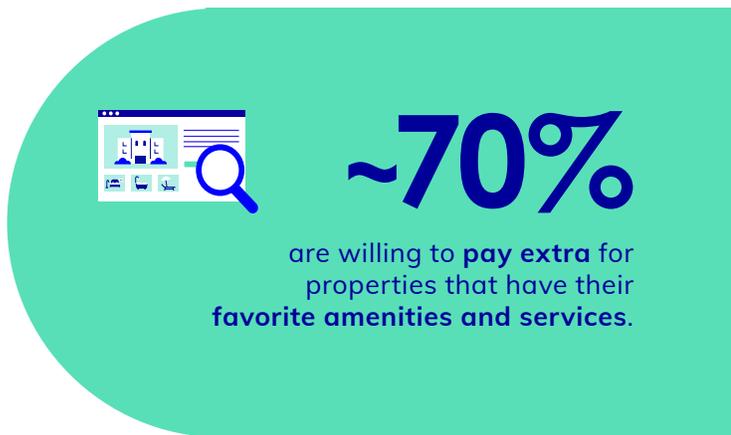


## Highlight amenities and services

The trend toward longer stays means that people are looking for their creature comforts. Attractive amenities were the third most important to travelers when it came to planning their next trip, closely behind cleanliness guidelines and flexible cancellation policies. Those who travel with children were even more likely than the average traveler to say amenities were important.

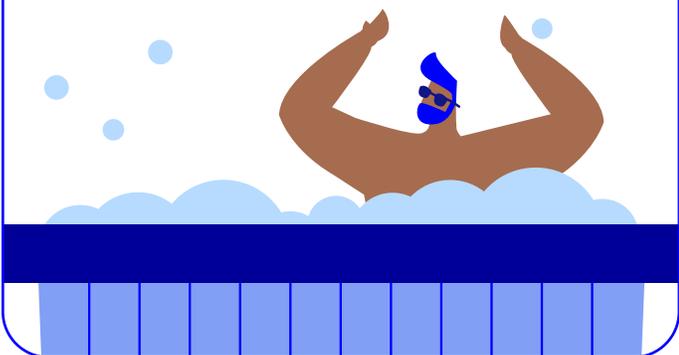
About 70% of travelers say they're willing to pay extra for properties that have their favorite amenities and services. This proves that finding the right experience is as important as finding the best deal — especially to those who are willing to be away from home for an extended period of time.

Make sure your property listings on online travel websites are up to date, thorough, and highlighting the amenities that make you unique. One in two travelers preferred to book accommodations for their next trip through an online travel website. Put your best foot forward across your distribution channels.



### Hotel amenities travelers would be willing to pay more for:

1. Spa treatment
2. In-room jacuzzi
3. High-speed internet
4. Upgraded room service
5. Refrigerator



### Vacation rental amenities travelers would be willing to pay more for:

1. High-speed internet
2. Heated swimming pool
3. Hot tub
4. Balcony/patio
5. Onsite parking



## Provide rich descriptions of your neighborhood

Location is always important to travelers. Our research showed it was the second most important factor after price when evaluating property listings.

It's not just where your property is located though — it's also what's nearby. Travelers say they want rich descriptions of the neighborhood and local hot spots to enhance their understanding of your property. Give your potential guests an idea of how and where they may spend their time during their stay.

The top descriptions travelers want includes tourist sites, bars, restaurants, as well as shopping options — but remember to highlight what makes you unique. In an outdoor town? Tout access to the local trails. This is your chance to share your local favorites.



# 89%

want to see information or features of the surrounding location.



### Tip

For hotel partners, reference your [visibility](#) and [Content score](#) to understand how well you're painting a picture of your property. Follow the simple prompts to improve.

Vacation rental partners can visit their [Property Editor](#) for recommendations on enhancing your listing content.

Improving your descriptions costs nothing and provides a powerful marketing boost that will be a big differentiator in 2021.





## Detail health and cleanliness practices

Unsurprisingly, health remains a top concern for travelers. In fact, cleanliness was the top consideration when making plans. The pandemic will have a lasting impression on how travelers evaluate where to stay.

Travelers are more cautious about the condition of their accommodations and will look to your property descriptions and marketing for reassurance. Make sure your cleanliness practices are front and center.



### Most important to travelers when planning their next trip:

1. Cleanliness guidelines
2. Flexible cancellation policies
3. Attractive amenities



## Offer flexibility

After cleanliness, flexibility was the next most important consideration for travelers. At the time of our survey, more than a third of respondents said they filter by flexible/refundable cancellation policy when searching for accommodation on a travel booking website.

This year, nearly two-thirds (60%) of travelers said they are unlikely to book a non-refundable room in exchange for a reduced rate. This was a near-complete shift from 2020 when two thirds (66%) of travelers said they were likely to book a non-refundable room — the biggest year-over-year change we saw in our survey data.

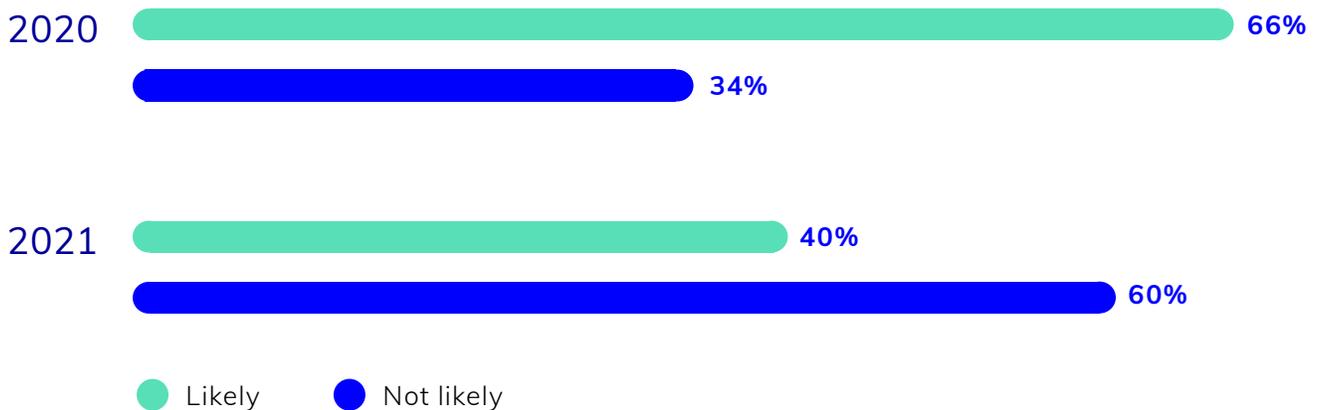
The uncertainty and unpredictability of the last 12+ months means travelers are more hesitant to fully commit to a trip. Flexible cancellation policies can help get them over the hurdle.



Travelers said flexible cancellation policies were **the second most important** factor when making plans for their next trip, behind cleanliness guidelines.

## The impact of COVID-19: Travelers prefer flexibility over cost savings in 2021

How likely would you be to book a non-refundable hotel room in exchange for a reduced rate?



# Case study

## Vacation rental attracts guests during pandemic with flexible cancellation policy

In March 2020, Eric Brown bought a home in the burgeoning wine region of Central Texas.

Despite the property's history of strong bookings, COVID-19 changed everything as a wave of cancellations hit shortly after he purchased the house. As he watched his reservations run dry, Eric first tried lowering rates to attract guests. But even aggressive pricing wasn't enough to get travelers to book.

After talking with his Vrbo Partner Success Manager, he decided to change his strict 60-day cancellation policies to a two-week policy and featured it prominently in the headline of his property listing. It worked! Property views went up by several thousand, and he climbed from a single booking request to more than 30 in just a few weeks.



**Thousands**  
of new page views

**30+**  
New booking requests

**“People are more comfortable booking with a flexible cancellation policy. They have a little more peace of mind, and, as a result, they’re generally happier.”**

**Eric Brown**  
Vacation rental owner  
Fredericksburg, Texas, USA

## Showcase clear, attractive, and abundant photography

Photography has always been an important part of the searching and booking process, but in 2021, travelers said it's make or break. Most travelers (91%) said photos are essential when booking accommodation, and for hotels, 88% said it's important to see photos of amenities before booking.

This is unsurprising given increasing savviness among travelers, as well as their desire for extended stays. Photos bring your property to life, and travelers want to know the property will fit their needs and the needs of their family for their entire stay.



**88%**  
said it's important to see photos of amenities.



Travelers view an average of

**9 photos**

before making a decision on a property.

## The most important photos include:

1. Room photos
2. Bathroom photos
3. Property amenity photos (such as pool or lobby)
4. Property exterior photos
5. On-property dining and food (where applicable)
6. In-room amenities photos
7. Surrounding neighborhood photos
8. Nearby attraction photos



## Use incentives strategically

While offering cost savings is never the first choice for increasing reservations, it remains one of the most powerful ways to attract new guests.

This research aimed to understand which incentives were most attractive to travelers this year. The top four incentives this year mirrored findings in 2020, a testament to their staying power.

## The incentives travelers found the most influential:

1. Lower rate for booking early approximately 4-12 weeks ahead of their stay
2. Lower cost if they book accommodation and flight together
3. One night free if staying multiple nights
4. A free amenity, such as free parking or breakfast
5. An upgraded room, such as to a suite or a room with a view

## Tip

Encouraging early reservations doesn't require a discount. Put your best foot forward by loading and listing all of your inventory: rooms, vacation home types, etc. Keep your calendars up to date for the remainder of 2021 and into 2022.

In addition, pilot or expand your use of early booking promotions. For hotel partners who use Partner Central, you can leverage either a general advanced booking promotion to target all travelers or a members-only advanced booking promotion to reach travelers who are loyalty members of one of our Expedia Group brands.

For vacation rental partners, consider adding seasonal promotions.



# Case study

## Taiwan hotel increases revenue by loading long-term inventory

The Beimen WOW Poshtel offers both private and shared rooms to travelers visiting downtown Taipei. They credit two key strategies with helping them drive revenue in the face of challenges: adding inventory for 6 to 12 months in the future and using promotions to incentivize guests to book early.



**150%**

Increase in net room nights

**392%**

Increase in revenue

“It’s easy for us to set up promotions in Partner Central since we can amend them daily instead of having to set them for specific lengths of time. We depend on online travel agencies (OTAs) to sell rooms, so that promotions function works really well for us.”

**Janet Chen**

General manager, Beimen WOW Poshtel  
Taipei, Taiwan



**What travelers want while preparing for their trip**

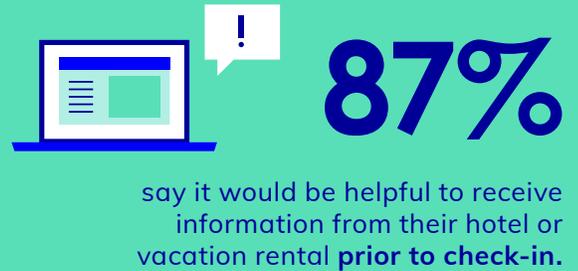
# What travelers want while preparing for their trip

Once their accommodations are booked, survey respondents indicated they want one thing before their trip: **proactive, helpful, clear communication**. Travelers have been cooped up for months and are excited to explore new locations. They're hungry for information in advance so they can plan their stay accordingly.

## Travelers want:

### ★ To make the most out of their trip

Savvy travelers want proactive communications to help them make the most out of their stay. Properties who communicate clearly are likely to see fewer cancellations, happier guests, and better reviews.



# How to inform and excite travelers

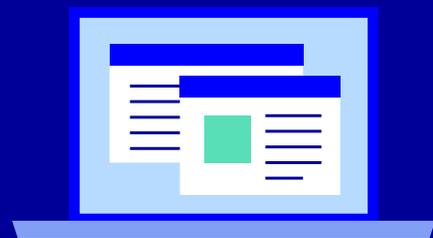
## Send pre-check-in communications

Travelers were nearly unanimous in their desire for pre-check-in communications: 87% said it would be helpful to receive information from their hotel or vacation rental prior to check-in. This is another opportunity for you to highlight your property and its amenities, as well as share your personal recommendations for what to do, see, eat, and enjoy in the area.



## Ranked in order of importance, travelers want:

1. Information about the onsite amenities
2. Restaurant recommendations
3. Driving and parking instructions
4. Complimentary passes or tours
5. Insider knowledge
6. Accessibility features
7. Partnerships with local businesses



## Tip

Use tools like the [Vrbo Welcome Guide](#) or [Messages templates](#) in Partner Central for seamless guest communications.

# Case study

## Tennessee cabin drives favorable reviews with pre-trip communications

Kristina Watson has a cozy mountain cabin in Tennessee. Given the property's remote location, guests have many questions about the area. Where should they purchase groceries? What are the favorite local spots? Driving tips for winter?

Kristina addresses all this by sending detailed pre-trip communications and including a robust welcome guide. This strategy helps create happier guests, repeat visits, and 5-star reviews.



### Amazing Cabin 5/5



"This is our 4th year going to the Pigeon Forge area for our family Christmas. My husband and I brought 5 adult kids and my parents. We had so much room...the views are absolutely beautiful and worth the drive!...The owner was very fast to reply to any questions. We didn't have many questions because they do a fantastic job with communication before you get there. I would highly recommend this property and hope to be able to stay here again!"

**"Traveling is stressful enough already. Our welcome guide helps guests feel at ease and start the trip on the right foot. I believe it helps us get better reviews and more bookings."**

**Kristina Watson**  
Vacation rental owner  
Pigeon Forge, Tennessee, USA

# Case study

## Boutique hotel uses communication to improve guest satisfaction and revenue

Sooke Harbour House is a charming boutique hotel located in British Columbia. Kate Saunders, Sooke Harbour House's Head of IT and Digital Marketing, began using guest relations messaging to communicate with guests prior to arrival and to uncover any in-stay issues that might impact their reviews. Using these tools has increased guest satisfaction and improved staff efficiency, leading to improved revenue.



**35%**

Increase in overall revenue

**15%**

Annual occupancy growth

**“We enjoy the ability to communicate directly with our guests using the in-house feedback and messaging tools — I am guilty of checking this as late as 11 o'clock at night....We are now coming off our best year since 2006 and anticipate finishing the year with overall revenue up 35%.”**

**Kate Saunders**

Head of IT and Digital Marketing, Sooke Harbour House  
Sooke, British Columbia, Canada



**What travelers want  
for a great stay**

# What travelers want for a great stay

When looking at what travelers want in a 5-star stay in 2021, trust and comfort emerged as key themes. From amenities to cleanliness procedures, travelers want the experience they were promised while booking to be delivered.

If a guest's experience exceeds their expectation, they're more likely to leave a positive review. On the other hand, guests can leave negative reviews when their experience falls short. Communication during and after their stay can help resolve any issues that arise and demonstrate that you're listening to and addressing their needs.

## Travelers want:

### ★ To feel at home

Travelers are staying longer and bringing their whole family along. Our research highlighted areas of opportunity for properties, including providing kid- and pet-friendly amenities and technology conveniences travelers find at home.

### ★ Their experience to match their expectations

Travelers are especially prudent and perceptive in 2021. They are diligent in researching just the right property to meet their needs. It's critical that the experience delivered at your property matches the promises you've made.

### ★ Active communication

Communication emerged as a key theme when looking at what drove travelers to both leave five-star reviews and forgive negative reviews. The desire for comfort and trust is likely as the heart of this trend. Travelers are far more likely to return to trusted accommodations post-pandemic (see graph on page 31). Communicating throughout your guests' stay and responding to and acting upon reviews is critical.



# 77%

said accommodations must have **key technology amenities** if they are to book a stay.



# 1 in 3

Travelers want [to see destination messaging](#) around social **distancing measures or protocols and cleanliness standards**.<sup>6</sup>



# 40%

said reviews are **more important** today than before the pandemic.

# How to exceed expectations

## Provide desired technology

People want to remain connected to online experiences while they are traveling.

If you promise certain amenities in your listing, make sure to deliver on that promise during a guest's stay. Small touches like complimentary phone chargers can take the guest experience to another level.



### Travelers' must-have technology:

1. High-speed internet
2. Streaming services (Netflix, Disney+, Amazon Prime Video)
3. Conveniently located USB ports
4. Contactless check-in
5. Smart home speakers
6. Home office (printer, scanner)

### Streaming services are especially important to:

**38%**  
Gen Zers

**42%**  
Millennials

**61%**  
Respondents  
in Mexico

**41%**  
Those who  
travel with  
children

**42%**  
Those who  
travel with  
their in-laws

## Tip



As many around the world have been working virtually, people are taking advantage of being able to work from anywhere. This means reliable, strong Wi-Fi is more critical than ever. Invest in the infrastructure to guarantee it and have back-up options available as needed (Mi-Fis). As explored in the searching and booking section of this report, 32% of guests would be willing to pay extra for high-speed internet, so there's a strong potential for return on investment.

## Offer kid-friendly amenities

As travelers seek out stays that feel like home, 85% said there's room for improvement among "kid-friendly" hotels. This creates a large gap and opportunity for properties who want to welcome families. Of those who said there's room for improvement at kid-friendly hotels, 71% would come back and stay again if hotels get "kid friendly" right, and 34% would stay longer.

### Top areas kid-friendly hotels fall short:

1. Space to play
2. Kids' menu
3. Information on child-friendly attraction
4. Quiet rooms (not near a bar or elevator)
5. A place to store or prepare food

### Top amenity filters used by families on Vrbo.com<sup>7</sup>:

1. Pool
2. Hot tub
3. Internet/Wi-Fi

## Offer pet-friendly amenities

Continuing with this trend, most travelers (94%) saw room for improvement among "pet-friendly" hotels. Of those who said there's room for improvement at pet-friendly hotels, more than half (60%) said they'd come back and stay again, nearly half (42%) would stay longer, and almost a third (31%) would pay more per night if the property gets "pet friendly" right.

Though this data is specific to hotel accommodations, there are lessons for any type of property. Going above and beyond to make your guests feel welcome (kids and furry friends included) is noticed and often drives repeat stays.

### Pet-friendly hotels fall short on:

- Having a designated pet relief or play area
- Allowing pets in common areas — not just rooms
- Accepting mid- or large-sized pets



## Update and showcase your cleaning protocols

Your property likely has its COVID-19 cleaning procedures implemented and enforced. These protocols should remain in place for the foreseeable future, as advised by your local government agencies.

Our research reveals that travelers repeatedly ranked cleaning and sanitization measures as top considerations for a trip. Ensure that the cleaning practices you mentioned in your property listing are carried out and that guests are aware of how you're keeping them and your staff safe. Make guests feel more comfortable, with educational signs posted around your property. Access to transparent health and safety content is leading to more bookings, with [Expedia Group data](#)<sup>8</sup> showing that properties see 10% more net room nights when traveler reviews show how the property deals with COVID-19 mitigation.



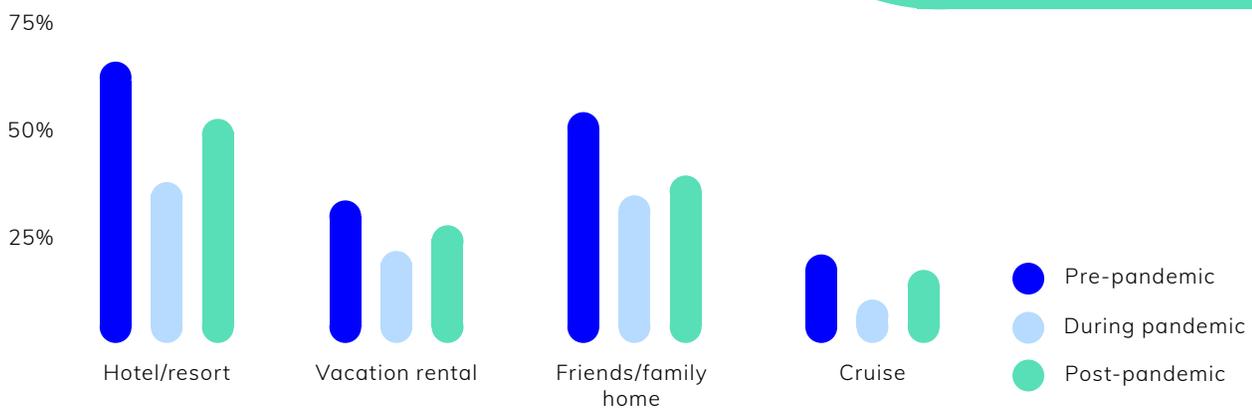
### Tip

Use tools like the Vrbo [Property Editor](#) or the [Messages templates](#) in Partner Central to make it easy for guests to understand your cleaning protocols during their stay.

## Actively ask for and respond to reviews

Trust is important to travelers in 2021. Clear communication and great traveler reviews help build trust.

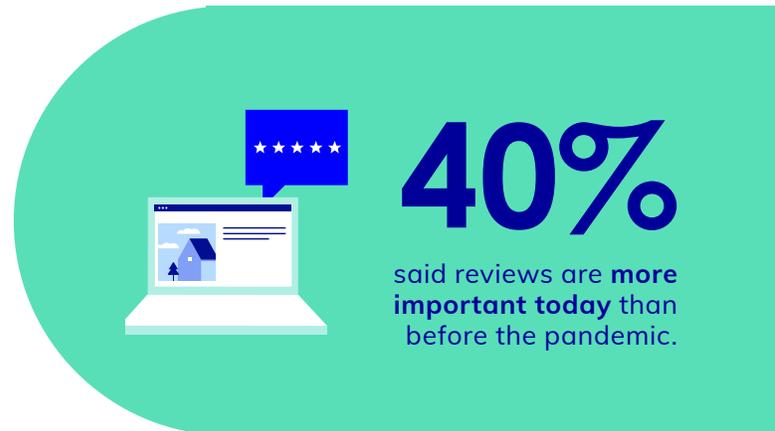
### Travelers are looking to return to trusted accommodations post-pandemic<sup>9</sup>



A critical emerging trend is travelers' desire for thoughtful responses to reviews. Almost all travelers (91%) said property owners and manager should reply to negative reviews. When partners reply to reviews in a courteous way, prospective guests have an improved impression of the property and are more likely to book.

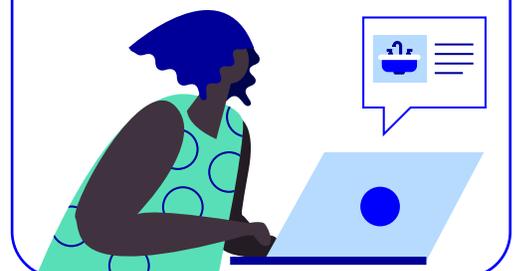
Don't let fear of negative reviews dissuade you from seeking them out. Travelers understand that negative reviews happen — it's how you handle them that matters. Only 9% of respondents said there was nothing properties could do to make them feel more comfortable after reading a negative review, showing that, for most travelers, there's always an opportunity to regain their trust.

The other benefit to soliciting reviews is the opportunity to improve your overall experience. Reviews often reveal hidden issues that can affect return visits and, when handled properly as explored here, will help rather than hinder guests' propensity to book with you.



### Top ways to respond to negative reviews:

1. Reply to the review with a plan to address the problem
2. Post pictures or other proof of improvement
3. Offer a sincere apology



# Case study

## Garrett Lodge makes guests comfortable to drive 5-star reviews

Grant and Amy's rental cabin, Garrett Lodge, is a favorite among guests on Vrbo — and not just because it's nestled in the Great Smoky Mountains of Gatlinburg, TN. These hardworking hosts go the extra mile to make families and friends feel at home. By caring for the little details, their guests repay them to the tune of 63 total reviews, averaging 4.9 out of 5 stars.



### Best View in Gatlinburg 5/5



"The Chalet Village property is truly one of a kind, it has an unbeatable, unobstructed and almost 180 degree view of the Smoky Mountains. The house is extremely well-appointed from the bedrooms to the loft game area to the home theater. Perhaps the nicest feature are the roomy wrap around decks on both levels with both dining and relaxing areas. The VRBO pictures are great, but don't bring to do this rental justice. Stay at this property! You won't be disappointed."

**"We think of the little details to make the home really comfortable, we have a full stocked kitchen, a Keurig and a regular coffee pot, a crock pot, things for babies. We just want you to seamlessly experience the whole house and feel like your vacation is worry-free. The cabin is part of the vacation."**

**Amy and Grant**  
Property managers  
Gatlinburg, Tennessee, USA

# Case study

## Family-friendly resorts go above and beyond for guests

Given their location within one of the most visited vacation destinations in the world, The Walt Disney World Swan and Dolphin Resorts attract a lot of families. But the properties faced a major challenge during the pandemic when travel slowed and Disney World's attendance dropped.

The Walt Disney World Swan and Dolphin Resorts leaned on their partnership with Expedia Group to not only survive the pandemic, but to thrive. With a combination of flexible cancellation policies, strategic discounts and packages, and exceptional amenities, the resorts' reservations are up 39% compared to 2019.



**39%** Increase in reservations, compared to 2019



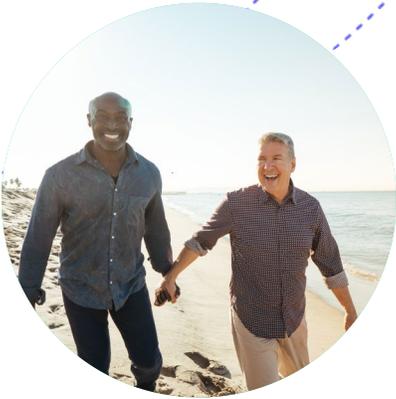
**Excellent 5/5**



"Location and amenities were excellent. Complimentary transportation to Disney Parks was so handy. The pool areas and hotel grounds are beautiful, and your family will love it!...The complimentary in-room coffee and water bottles were a nice touch...Best value if you want a magical Disney World experience but don't want to spend a fortune!"

### Why families love the resorts:

- Complimentary transportation to Disney theme parks and attractions via bus or water taxi
- Advance golf tee times
- Onsite Disney ticketing and planning center
- Complimentary parking at Disney theme parks
- 18 restaurants and lounges, plus a game room
- Onsite pools, beach, and watercraft rentals
- Daily scheduled recreational activities and instructor-led fitness classes
- Walking distance to Epcot® and Disney's Hollywood Studios®



## On the horizon

**Good news is on the horizon.** People are excited to pack their bags and get away. Months spent cooped up in our homes have us all eager to set out again — to see friends and family, explore both nearby and far away destinations, and spend time working and playing in new locations.

While travelers are excited, how they search, book, and stay has changed. Travelers are looking for you to reduce their uncertainty and to provide places and spaces that bring them comfort.

For all of us willing to meet those needs, it creates opportunity. An opportunity to find new ways to serve travelers, earn new business, drive repeat stays. And an opportunity to **shape the future of travel together.**

If we're willing to listen and respond to what travelers want and adapt to meet their needs, we can all usher in a swift, safe, and exciting new chapter in the travel industry.

### Ready to take action?

#### Hotel partners:

[Visit Expedia Group's Partner Central](#)

#### Vacation rental owners and property managers:

[Visit Vrbo dashboard](#)



# Methodology

## -Methodological notes:

The Expedia “What travelers want in 2021” survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 16,000 nationally representative adults ages 18+ in eight markets. Quotas are set for 2,000 respondents in each of eight markets: US, Canada, Mexico, UK, France, Germany, Japan, Australia, between February 18 and March 4, 2021, using an email invitation and an online survey. The data has been weighted to ensure reliable and accurate representation of adults ages 18+ in each market.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 0.8 percentage points overall and 2.2 percentage points per market, from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

## About Expedia Group

### Bringing the world closer to you, one booking at a time

Comprising 200+ travel websites and 20+ brands in 70+ countries, the Expedia Group platform powers the travel industry by connecting our airline, car, cruise, conventional lodging, and vacation rental partners with their ideal travelers — those who bring the most value. Our partners benefit from comprehensive data analytics, superior service, and advanced technology that help drive exceptional bookings at scale, so they can spend more time focused on what matters most: providing an exceptional, inclusive experience to their travelers. Work with us to strengthen connections, broaden horizons, bridge divides, and — above all — power global travel for everyone, everywhere.

[Partner with us.](#)

