

User Travel Behavior: Overview



Avg. days to check-in

57 days, -23% vs 2019



Domestic vs international

79% domestic travel, +39% vs 2019



Avg. length of stay

8-9 days, +5% vs 2019



Rural vs urban

8.5% urban travel

User Travel Behavior: Domestic Travel



Avg. days to check-in

US: 41

EU: 54 *UK = **-17** days WoW



Share of searches

US: 86% **+30%** vs 2019

EU: 72% **+18%** vs 2019



Key insights

-20% share of domestic searches in Germany from CW 19 - CW 23



Accommodation type – Share of bookings

Holiday house: 46%

Holiday apartment: 33%

-10% from CW 22

User Travel Behavior: More Domestic Insights



Avg. booking value

US: +10% in May 2020 vs May 2019

EU: +31% in May 2020 vs May 2019



Key insights

+735% US bookings in top 10 states in May vs April 2020



Most booked states

Florida, California, Hawaii, North Carolina, South Carolina, Texas, New York, Colorado, Arizona

Most booked EU regions

Apulia, Schleswig-Holstein, Mecklenburg-Vorpommern, Lower Saxony, Tuscany, Sardinia, Sicily, Bavaria