



Travel and Hospitality Search Trends Report 2021

As leisure travel nears pre-pandemic levels,
learn which hotels, motels, resorts, airlines & cruise
lines own the online conversation.

| What's the travel market report look like in 2021?

If there's one thing most of us can agree upon after a 2020 filled with pandemic-related woes, it's this: In 2021, we all needed a break. That's why millions of Americans took to planes, RVs, and

rental cars this past spring and summer, sparking new travel trends and sparking a great resurgence in leisure travel.

On July 2, **more than 2.1 million people passed through Transportation Security Administration airport security checkpoints**, topping 2019 volume for that day. Hotels in popular U.S. domestic travel destinations like Miami and Virginia Beach **topped 2019 occupancy rates in 2021**. While business travel and cruise travel still face hurdles, recent travel market reports indicate that **cruise bookings for the second half of 2022 are running ahead of 2019 levels** for major brands like Carnival Cruise Line.

As the industry embraces a sense of optimism, many travel CEOs and executives wonder which new travel trends will emerge. We did the research for you. Using Conductor search data as our guide, we took an in-depth look at travel and hospitality trends for

2021. Read on to learn which domains own the online conversation, which items post-pandemic travelers will search for the most, and which destinations and accommodations earn the top spots on Google with innovative organic content marketing strategies.

Travel sites with optimized content own the conversation

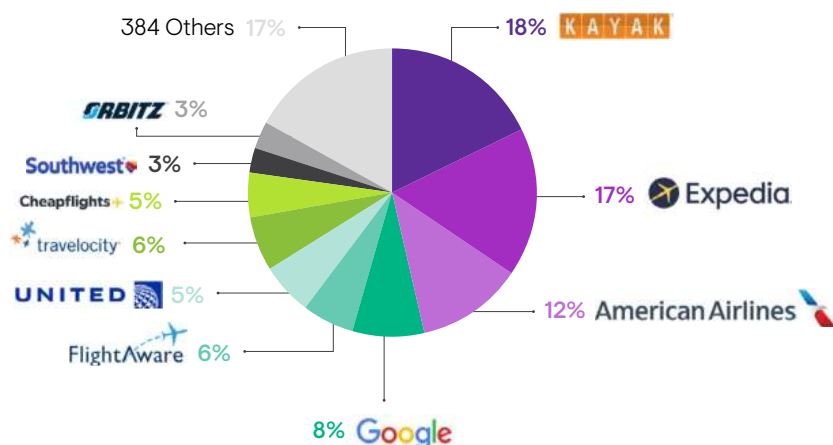
When travelers plan their getaways, they have a wealth of places to start. The travel and hospitality market is crowded, with airline, hotel, motel, resort, and cruise brands competing for clicks, taps, and swipes alongside Online Travel Agencies (OTAs) and travel information providers.

The domains winning the online conversation about hospitality trends and travel share a common bond: They invest in well-optimized content that gets them ahead of the competition.

In flights, OTAs rule the day

When you want to book a flight, where do you start? A look at monthly search volume (MSV) data in August 2021 shows that two OTAs—**Kayak** and **Expedia**—are winning the highest portion of market share, earning 17.93% and 16.67% respectively.

Weighted Market Share of Top 5 Flight Search Results by Domain



Based on 4,642 keywords; 26.1M MSV

Kayak's organic search success is rooted in the way it creates specific content for travelers' most sought-after destinations centered around the keywords "cheap flights". These route-specific landing pages drive tens of thousands of clicks.



Cheap Flights to Miami



Cheap Flights to Las Vegas

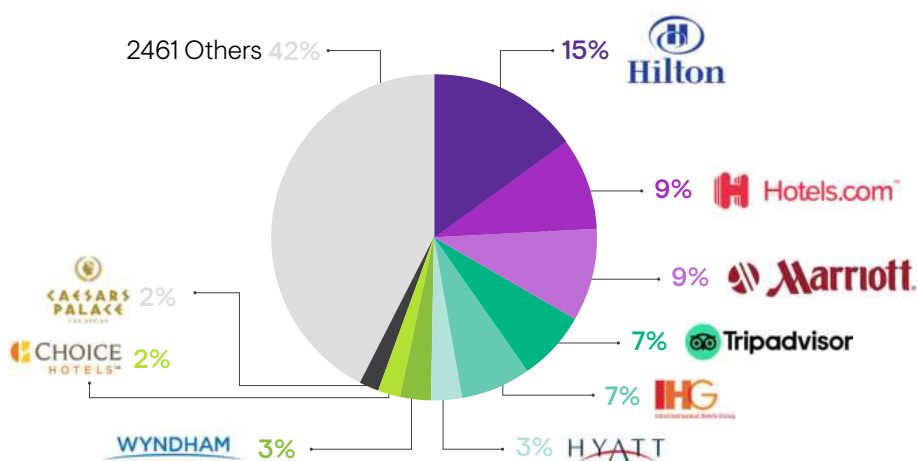


Cheap Flights to Atlanta

In hotels, a tight race at the top

When it comes to market share for hotel-related searches, mega-brand **Hilton** leads a close pack of domains in MSV. Two other brands—**Marriott** and **IHG**—garner their fair share of top-five search results. In between are one of the most popular OTAs (**Hotels.com**) and top travel information company **TripAdvisor**.

Weighted Market Share of Top 5 Hotel Search Results by Domain

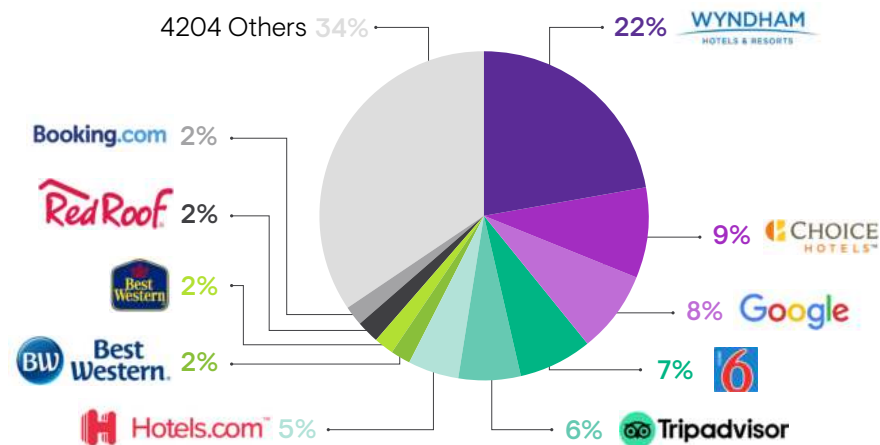


Based on 4,642 keywords; 26.1M MSV

In motels, Wyndham is a content standout

With a 22.42% market share, **Wyndham Hotels** stands well above the crowd in searches for motels.

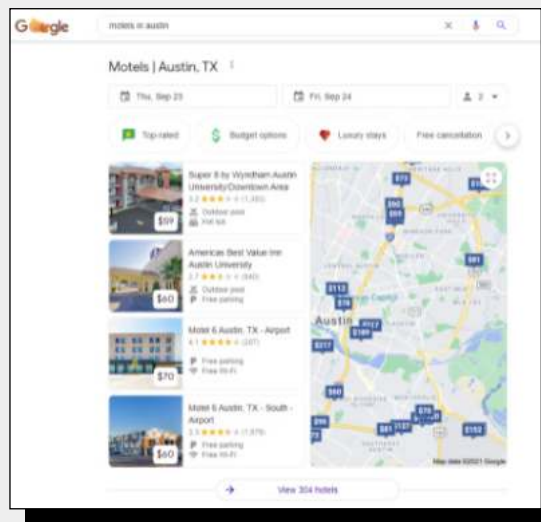
Weighted Market Share of Top 5 Motel Search Results by Domain



Based on 4,642 keywords; 26.1M MSV

We've identified two reasons for Wyndham's remarkable success:

1. They pay attention to keywords, ranking for over 50% of the nearly 6,000 keywords we analyzed in the motel category.
2. They understand how travelers browse, ranking well for many U.S. city-specific searches that use the format "motels in [US city]" For example, Wyndham ranks No. 1 in searches for "motels in Austin", which has an MSV of 6,600.



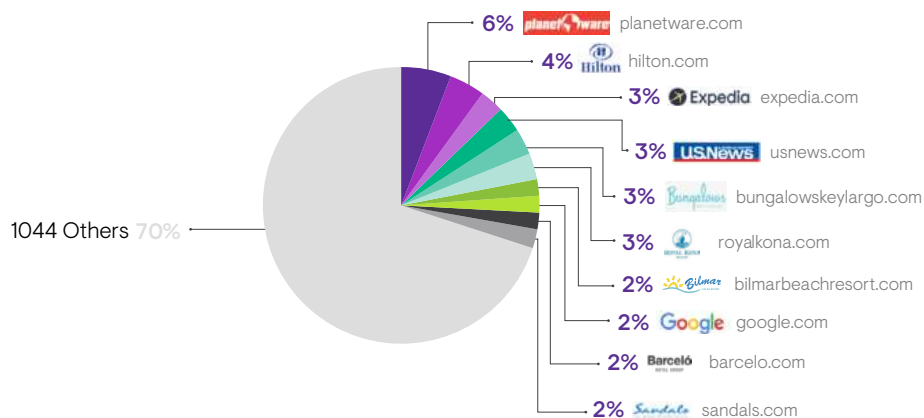
SEO tip

Optimize your Google My Business page for your hotel or motel, and keep it updated regularly with prices, amenities, contact information, and availability. Then back it up with an in-person experience that wows so you earn better reviews and higher ★★★★★ rankings.

In resorts, there's no clear domain winner

Travel trends for resorts reveal the highest level of competition, with 10 domains claiming anywhere between 5.71% - 2.27% of the market share for top-five results. Searchers show an interest in online travel guides ([Planetware.com](https://www.planetware.com)), OTAs ([Expedia.com](https://www.expedia.com)), and "best vacations" rankings ([USNews.com](https://www.usnews.com)). They also choose specific brands, with Hilton and [Bungalows Key Largo](https://www.bungalowskeylargo.com) ranking highly.

Weighted Market Share of Top 5 Resorts Search Results by Domain



Based on 1,544 keywords; 12.6M MSV

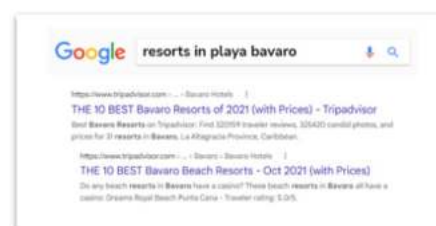
This high level of competition means resorts should keep a close eye on resort domains on both a country and local-level based on the travelers they're looking to attract. In addition, resorts should bake into their organic content strategy a thorough understanding of how different variations of geo-modified searches impact search results. For example, let's say you're looking for a resort in Punta Cana. Typing these three phrases into Google brings up different landing pages.



Resorts in Dominican Republic



Resorts in Punta Cana



Resorts in Playa Bavaro

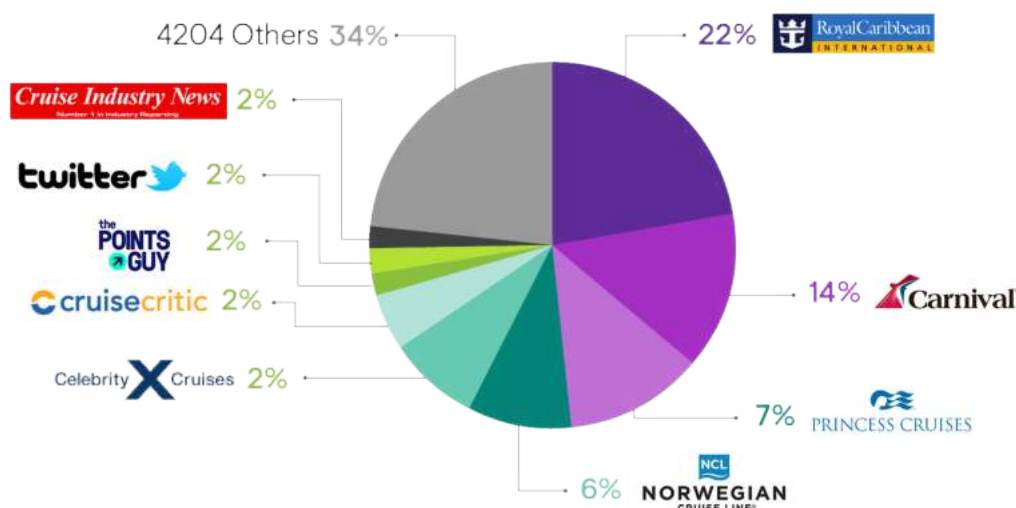
SEO tip

Follow the lead of TripAdvisor, which has multiple well-optimized landing pages that target all three of these searches.

In cruises, Royal Caribbean sets sail

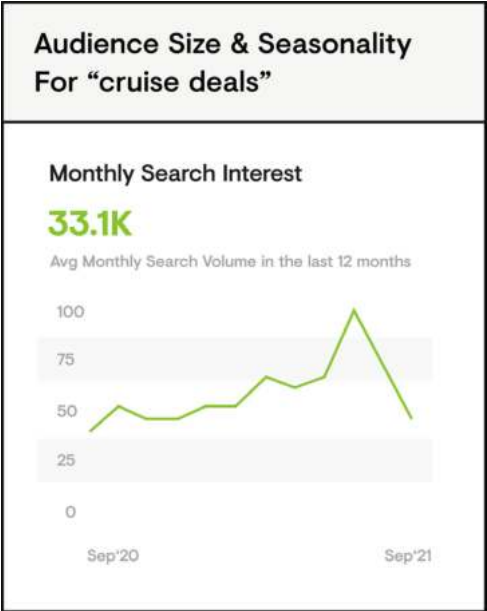
Cruising is back! Morgan Stanley expects **cruise ship capacity to reach 75% in 4Q 2021**, and 2022 looks even more promising. When it comes to top cruise domains, brands top the charts, with Royal Caribbean earning an impressive 22.17% share of top-five results.

Weighted Market Share of Top 5 Cruise Search Results by Domain



Based on 832 keywords: 3.7M MSV

This past summer, as monthly search interest for “cruise deals” rose, Royal Caribbean positioned themselves to capture them. Their [cruise deals landing page](#) has steadily increased in ranked keywords since May and has received nearly 57,000 in non-branded organic traffic.

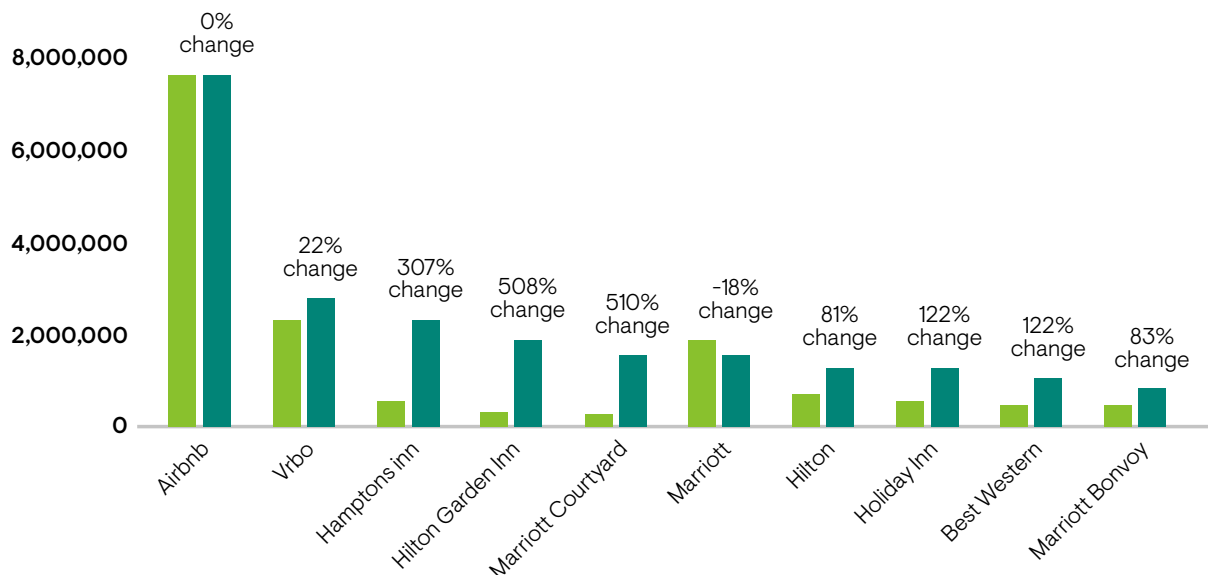


Accommodations

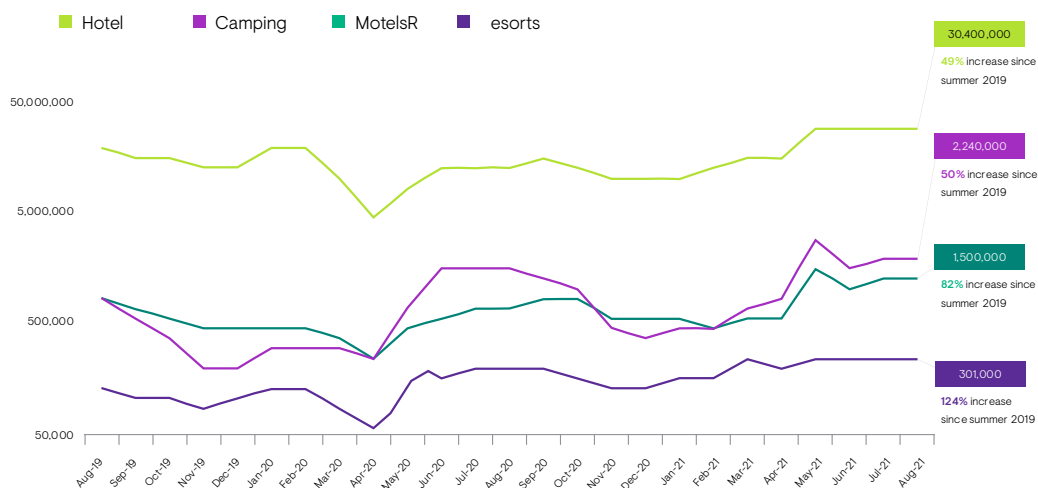
When it comes to trends and travel, today's vacationers are searching for all types of accommodations. Searches for accommodations (hotels, motels, resorts, and camping) reached their ebb in April 2020—the height of pandemic lockdowns. Since then, searches for branded and non-branded accommodations have increased across the board. Branded searches for “hilton garden inn” and “marriott courtyard” are both up by more than 500% from August 2019 to August 2021, even though searches for “marriott” alone are down 18%.

Interestingly, searches for [Airbnb](#) are equal to where they were pre-pandemic. Airbnb took a hit early on in the pandemic [for having more rigid cancellation policies](#), which they've since adjusted. Now, they predict achieving their [strongest quarterly revenue level in Q3](#) 2021 even though booking levels still remain below 2019 numbers.

Top Branded Hotel and Vacation Rental Searches This Summer



The pandemic also created greater interest in private, outdoor, socially distant trips, as evidenced by a sharp rise in camping-related searches since April 2020. The search data dovetails with travel trends. According to a [Kampgrounds of America report](#), the proportion of first-time campers has grown fivefold vs. 2019.



Top trending accommodation searches

A look at travel and vacation searches with the highest overall increase since 2019 reveals a fascinating mix of new resorts, Netflix-inspired trends, and searches driven by amenity and price.

Majestic Elegance Costa Mujeres.

the luxury resort brand's first Mexico location, opened in November 2019 and has become a highly sought-after destination. We expect search interest in the June Motel, a popular Canadian Millennial hangout located on the shores of Lake Ontario, to grow in 2022 thanks to its leading role in an episode of the new Netflix show **Motel Makeover**.

Top Branded Hotel and Vacation Rental Searches This Summer

Majestic elegance costa mujeres	90,233%	▲
The june motel	90,233%	▲
Fairfield inn marriott	12,246%	▲
\$300 a month motel	6,948%	▲
Hotels with private jacuzzi in room	4,614%	▲
Wekopa casino	4,554%	▲
Baymont inn & suites	4,468%	▲
The fives beach hotel & residences	3,708%	▲
Inexpensive weekend getaways near me	3,015%	▲
The luxury collection	3,015%	▲
Travel insurance cancellation for any reason	241%	▲
Villa vacations	174%	▲
Allianz travel insurance	83%	▲
Disney world star wars hotel	50%	▲
Vacation with dogs	49%	▲

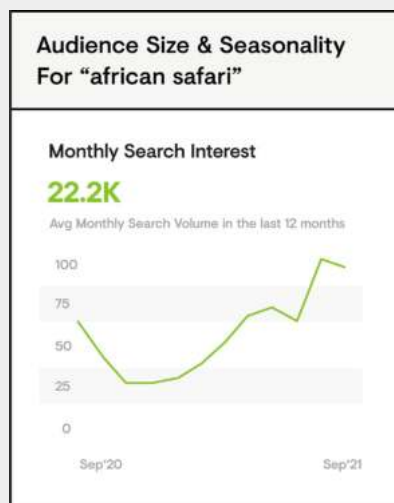
New travel trend: vacationers snap up insurance

With COVID-19 causing people to adjust their schedules at a moment's notice, travelers are adding trip insurance to their pre-vacation packing lists. Nearly one-third (31%) of U.S. travelers responding to a **recent AAA Travel survey** said they're more likely to purchase travel insurance for trips planned between now and the end of 2022 due to the pandemic.

Allianz travel insurance	74,000
Trip insurance	12,100
International travel insurance	12,100
Travel health insurance	12,100
Travel insurance cancellation for any reason	9,900
Travel guard insurance	9,900
Travel insurance companies	8,100
Aig travel insurance	8,100
Best travel insurance	8,100
Travel medical insurance	8,100

A vacation like no other: an African safari

They're remote and socially distant by nature, and they're a one-of-a-kind luxury experience. That's why interest in safari vacations has reached extraordinary heights. A top safari Booker told Forbes that they already have **300% more safari bookings for 2022** than they had a year in advance pre-pandemic. Searches for safari-related terms have increased by more than 269% on average since before the pandemic.



What travelers want to do once they reach their destinations

A look at the travel market report for "things to do" searches since last summer offers some interesting insights. On one level, these searches reveal the most popular destinations and speak to travelers' desire for activities while on vacation. But on

another level, they could reveal places where people are moving full-time, including beach-friendly and warm-weather areas like Honolulu, Orlando, San Jose, and Fort Lauderdale.

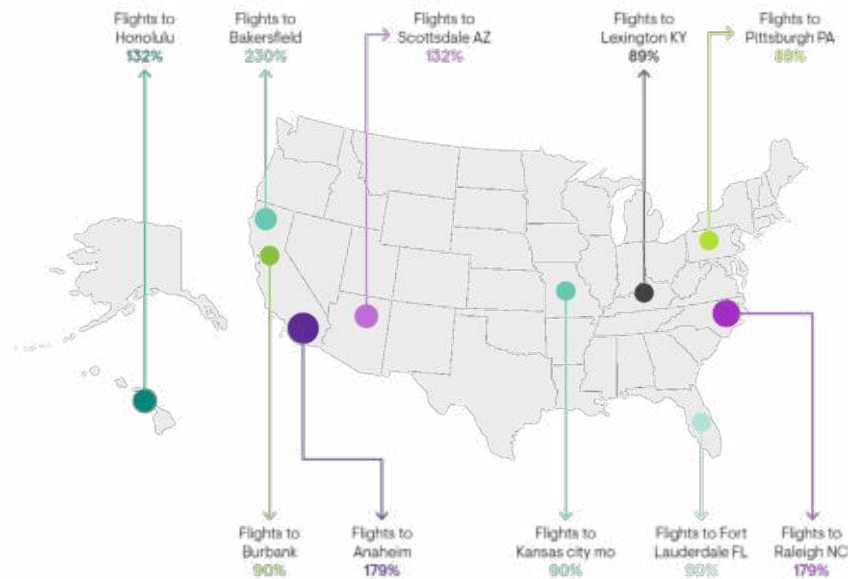
Cities trending where people are searching for "things to do"?



Flight trends

When U.S. travelers take to the air for domestic leisure travel, they want to touch down in a place with plenty of sunshine. Searches for flights to warm-weather spots like Anaheim, Scottsdale, Honolulu, and Fort Lauderdale experienced some of the largest boosts in search interest since July 2021.

Locations with the largest increase in interest since July 2021 in the US



When it comes to international travel, most U.S. citizens are more interested in short-haul flights vs. trips abroad. This is most likely due to pandemic-era travel restrictions limiting travel to and from many European countries. Not surprisingly, U.S. travelers searching for international flights are planning trips to nearby resort destinations.

Locations With The Highest Search Interest To Travel To By Top US Cities



The impact of pandemic-era travel rules becomes more apparent when you look at international destinations with the largest percent increase in the past month. In August 2021, [Canada reopened its border for fully vaccinated Americans](#), leading to a surge in searches for popular Canadian cities like Toronto and Vancouver.

Locations With The Largest Search Increase Since Last Month To Travel To By Top US Cities



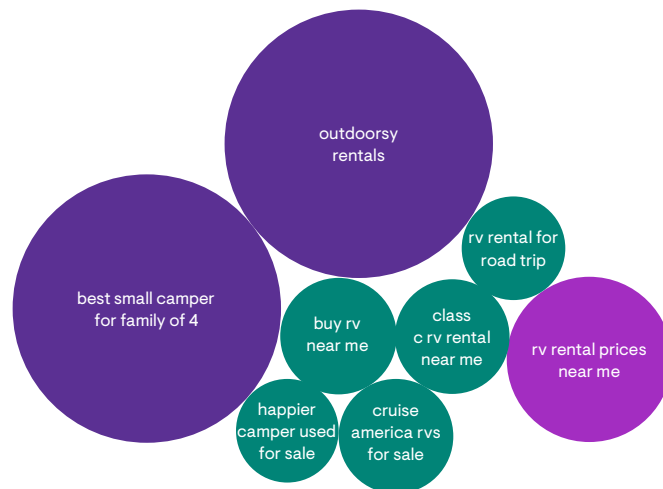
New travel trend: millennials love RVs

If you can't leave home, you might as well take your home with you. That's the sentiment of U.S. travelers who chose to rent or buy RVs as a way to see the country and take socially distant vacations. Searches for RV-related terms increased by 110% over the past two years. The biggest group of RV enthusiasts: millennials (people ages 25 - 39). Sixty-eight percent of millennials say COVID-19 led them to find RVing more appealing than pre-pandemic, and **73% say they're likely to rent an RV in the future.**



The millennial RV travel trend becomes even more apparent when reviewing increases in specific RV-related search terms since the pandemic. Searches for "outdoorsy rentals", for example, are up 1614%, and **more than half of Outdoorsy's customers are 45 or younger.**

Most notable RV-related search increases since before the pandemic



A look at the top RV searches by state reflects the growing popularity of RV vacations from coast to coast.

States most searching for RVs

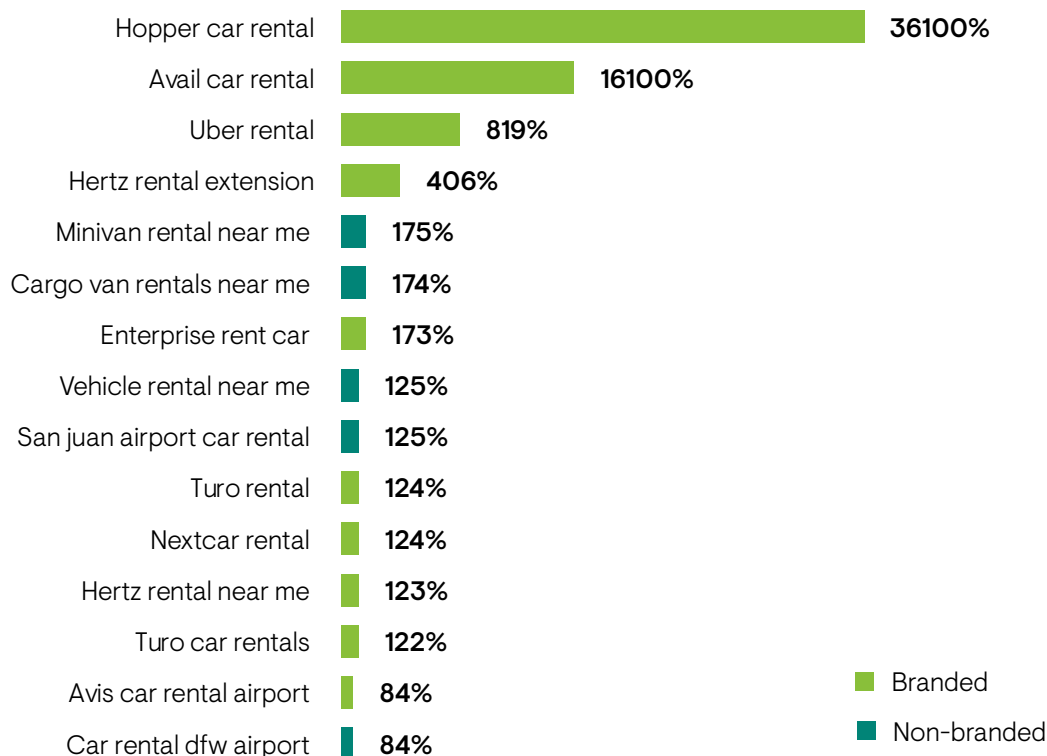


Road trip, anyone? Rental cars see high demand

While many chose RVs as the best way to road trip over the past year, others have hit the highways by renting a car. Some travelers are renting cars near where they live for relatively short drives, while others are looking for car rentals at airports once they reach their destination.

High demand, coupled with a global microchip shortage that has cut the production of new cars, has led to a rental car shortage

that experts say may last well into 2022. The shortage has led travelers to search for non-traditional rental options. That's reflected in rental-car-related queries with the largest percent increase since 2019, a list that includes two names that are fairly new to the car rental game: travel site **Hopper** and rideshare company **Uber**.

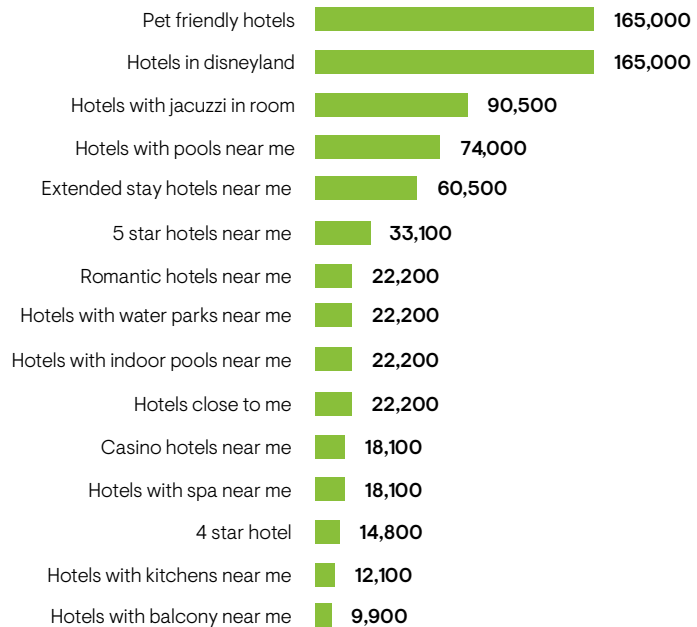


The surging demand has led to lots of online and offline conversation about car rental prices. Here, there's some good news when it comes to future travel trends. While rental car prices were up 78% this year, **prices are now down 33% from their summer peak** and are continuing that downward momentum heading into the holiday season.

Amenities, location drive hotel choice

Pet-friendly policies, in-room jacuzzis, pools, and extended stay options top the list of amenities people want when it comes to trends and travel in 2021. Proximity also drives lodging choice, with vacationers seeking hotels close to popular theme parks and casinos.

Types of hotels and amenities being most searched



Once travelers choose their destination, they have a common request: how to maximize their Wi-Fi connection to use the gaming system or streaming device of their choice. This is especially true as more people work from anywhere, with search demand for “traveling while working remotely” increasing by a whopping 191% since the summer of 2019.

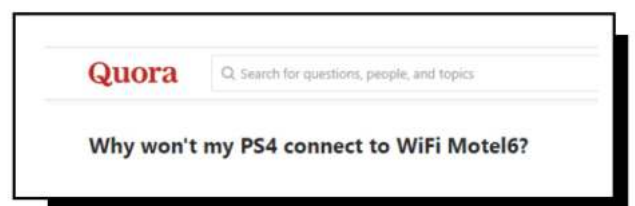


Common hotel Wi-Fi Questions



SEO tip

Create optimized pages that answer common Wi-Fi guest questions. That way, hotels can improve the guest experience and keep their customers from going to sites like Quora and waiting for an answer.

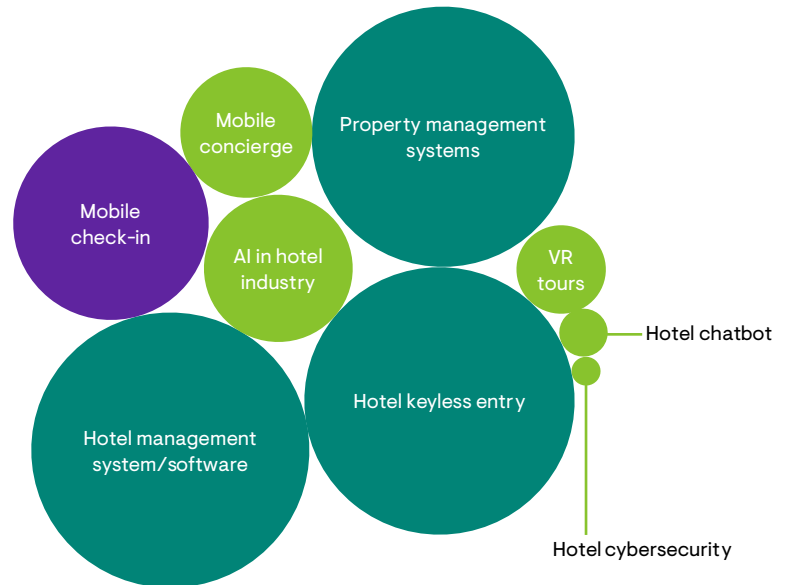


Hotels turn to tech to meet guests' expectations

As hotels emerge from the pandemic, they're seeking ways to become more efficient and offer guests new tech-fueled experiences. That's why searches for B2B hotel technology saw an average increase of 12% from August 2019 vs. August 2021. Interest in hotel management and property management systems and software lead the pack.

Interest in keyless entry, mobile check-in, and mobile concierge services show that contactless guest experiences are a top future travel trend in hospitality. Hotels like Hilton are leading the way, promoting [contactless arrival](#). By downloading a free app, Hilton guests can check in, choose their room and turn their smartphone into a room key, all without stopping at the front desk.

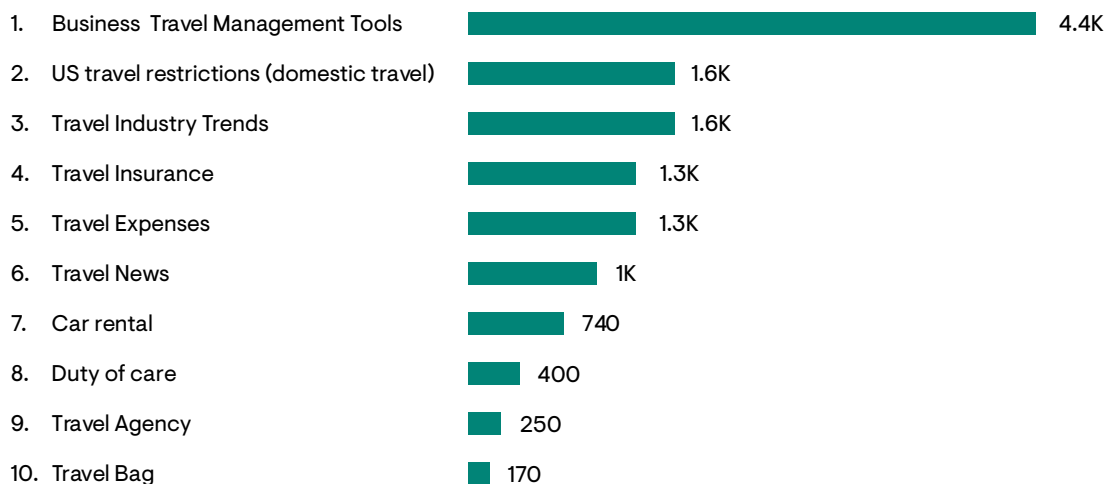
Trending topics by Search Volume



Future travel trends: Will business travel catch up?

While leisure travel led the way in 2021, many people wonder what the travel market report will be for business travel in 2022 and beyond. According to Global Business Travel Association surveys, [about 65% of U.S. companies were conducting domestic business travel at midyear 2021](#). While many others hoped to follow suit later in 2021, concerns about the delta variant led some companies to rethink those plans.

Top Trending Business Travel Topics



One thing that is certain: Companies are looking for new or smarter ways to conduct business travel. It's why search demand for business travel management tools hit an estimated MSV of 4,400, ahead of searches for U.S. travel restrictions and travel industry trends. Searches also show companies' growing interest in travel insurance and business trip expenses, particularly costs related to car rentals.

When seeking information about business trends and travel, companies count on media sites like [Business Travel News](#) and [Forbes](#), solution providers like [American Express](#) and [CWT](#), and corporate travel packages from leading flight provider [American Airlines](#).



| Conclusion

As Americans feel more comfortable traveling, they'll begin researching potential vacations even sooner. **People booked their Christmas holiday vacations earlier than ever before in 2021**, and many are already mapping out their 2022 travel

plans. How can you get ahead of the curve? Travel and hospitality companies with modern digital marketing strategies will capture their fair share of search traffic and attract travelers sooner than the competition. Get your brand ready for takeoff.

CONDUCTOR CAN HELP

Methodology

We tracked over 45K travel and vacation related terms and categorized them into over 200 different categories and subcategories. This list of terms includes both branded and non-branded searches. Using the Conductor platform we were able to see what domains own the market share in 2021 by category and also search intent. Using a blend of Conductor and Google data we also were able to analyze historical search data to find what searches have been trending this year.