

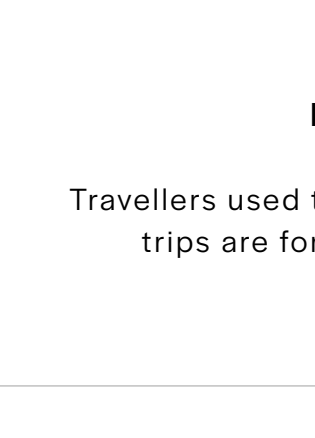
# Travel Trends 2021



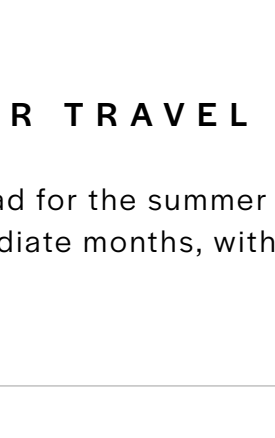
\* The data reflects the trends recorded during the time period January – March 2021

## TRAVEL ATTITUDES

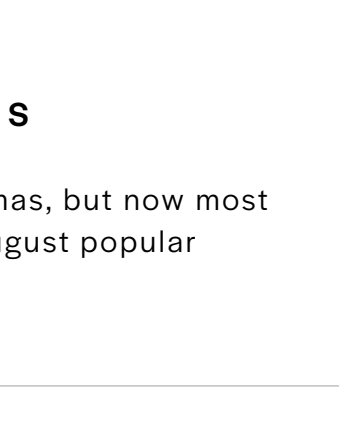
Customers are becoming more decision averse. They are requesting more information, and the consideration period has increased.



**Staycations** are proving popular, along with **coastal homes**



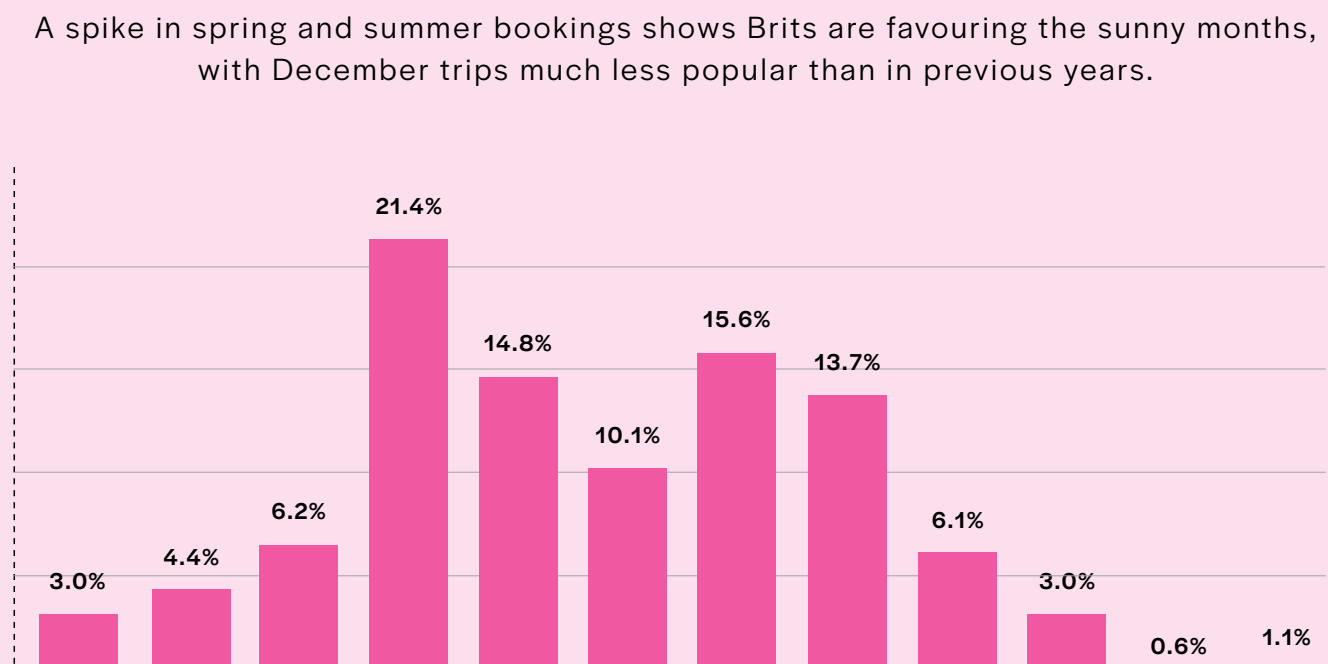
Homes with **office** and **outdoor spaces** are highly desirable



**Larger homes** are becoming increasingly popular

## POPULAR TRAVEL MONTHS

Travellers used to book ahead for the summer and Christmas, but now most trips are for more immediate months, with March – August popular



## UK Trends

### POPULAR TRAVEL MONTHS

A spike in spring and summer bookings shows Brits are favouring the sunny months, with December trips much less popular than in previous years.



Holidayayers are typically searching **4 months** ahead

This is 1 month further ahead than in previous years, as people allow time for restrictions to be loosened



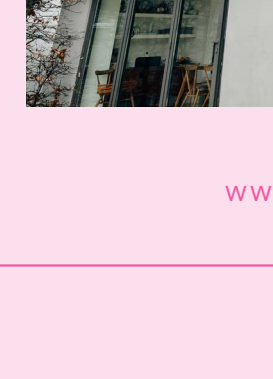
## TOP 10 POPULAR UK DESTINATIONS

Although London remains the most popular destination, we've seen a surge in demand for travel to countryside locations.



1. London
2. Devon
3. Cornwall
4. Oxfordshire
5. Gloucestershire
6. Somerset
7. Suffolk
8. Kent
9. Norfolk
10. Dorset

## THE 4 MOST POPULAR TYPES OF HOMES



**Cottage**

1



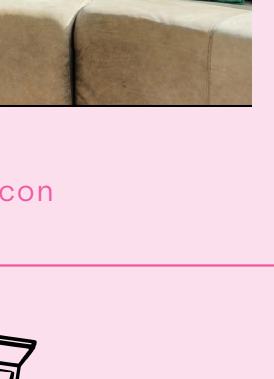
**Villa**

2



**Lodge**

3

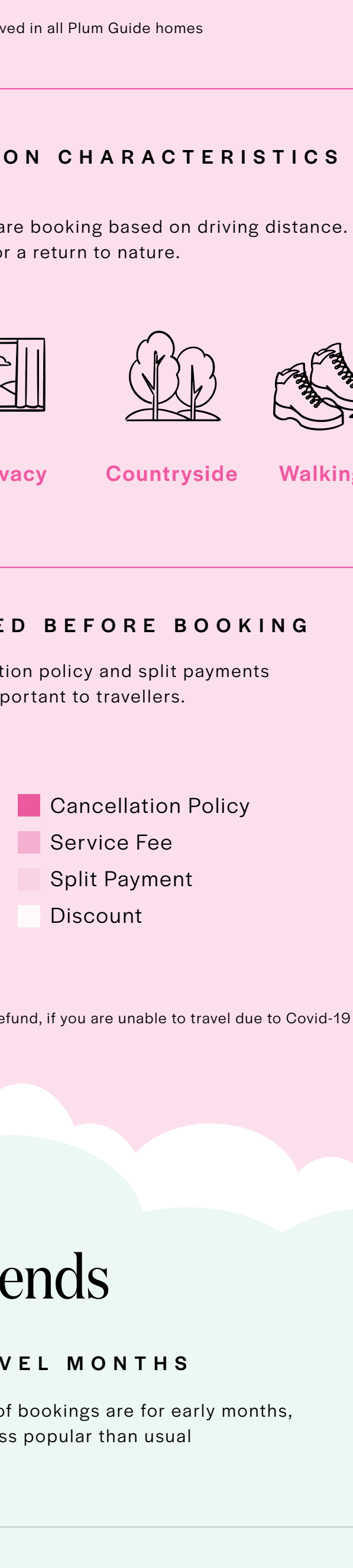
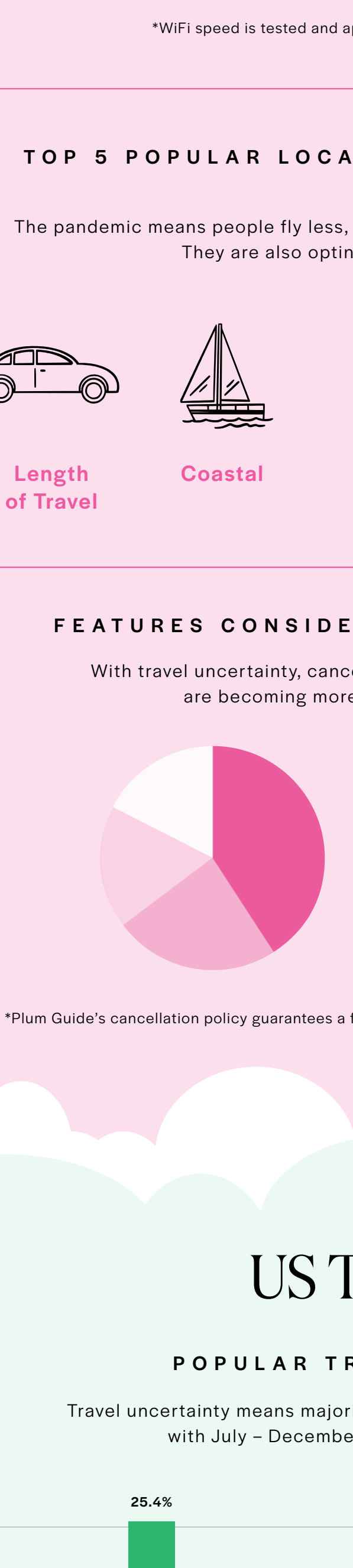


**Cabin**

4

## THIS IS THE HOME WITH THE MOST BOOKINGS

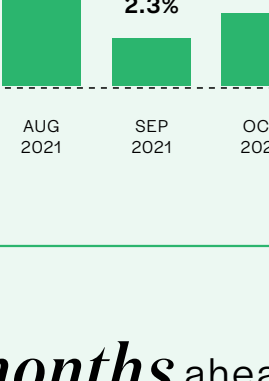
A converted lighthouse called "The Norfolk Beacon" in **Norfolk, England**



[www.plumguide.com/homes/31361/the-norfolk-beacon](https://www.plumguide.com/homes/31361/the-norfolk-beacon)

The average length of stay is

People are booking shorter holidays compared to previous years' average of 11 nights

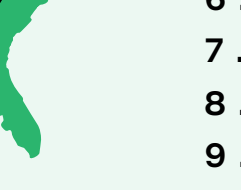


## TOP 6 POPULAR HOME CHARACTERISTICS

Many UK families got pets over lockdown, so pet-friendly homes are in-demand. The pandemic also means WFH space is increasingly desirable.



**Pet-Friendly**



**WFH Space & Strong Wifi**



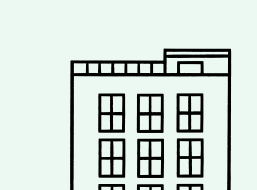
**Parking**



**Outside Space**



**Swimming Pool**



**Hot tub**

\*Wifi speed is tested and approved in all Plum Guide homes

## TOP 5 POPULAR LOCATION CHARACTERISTICS

The pandemic means people fly less, so are booking based on driving distance. They are also opting for a return to nature.



**Length of Travel**



**Coastal**



**Privacy**



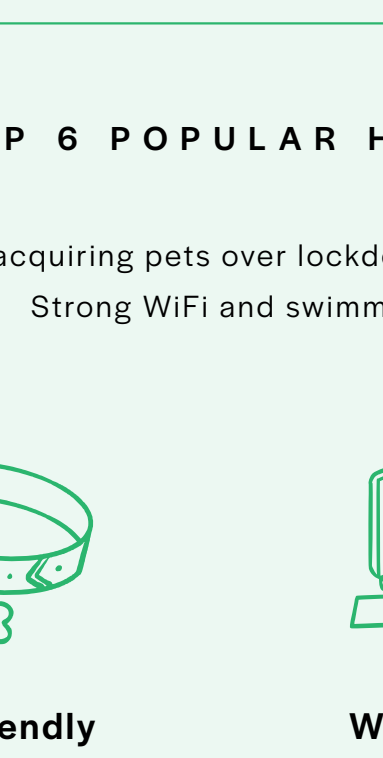
**Countryside**



**Walking**

## FEATURES CONSIDERED BEFORE BOOKING

With travel uncertainty, cancellation policy and split payments are becoming more important to travellers.



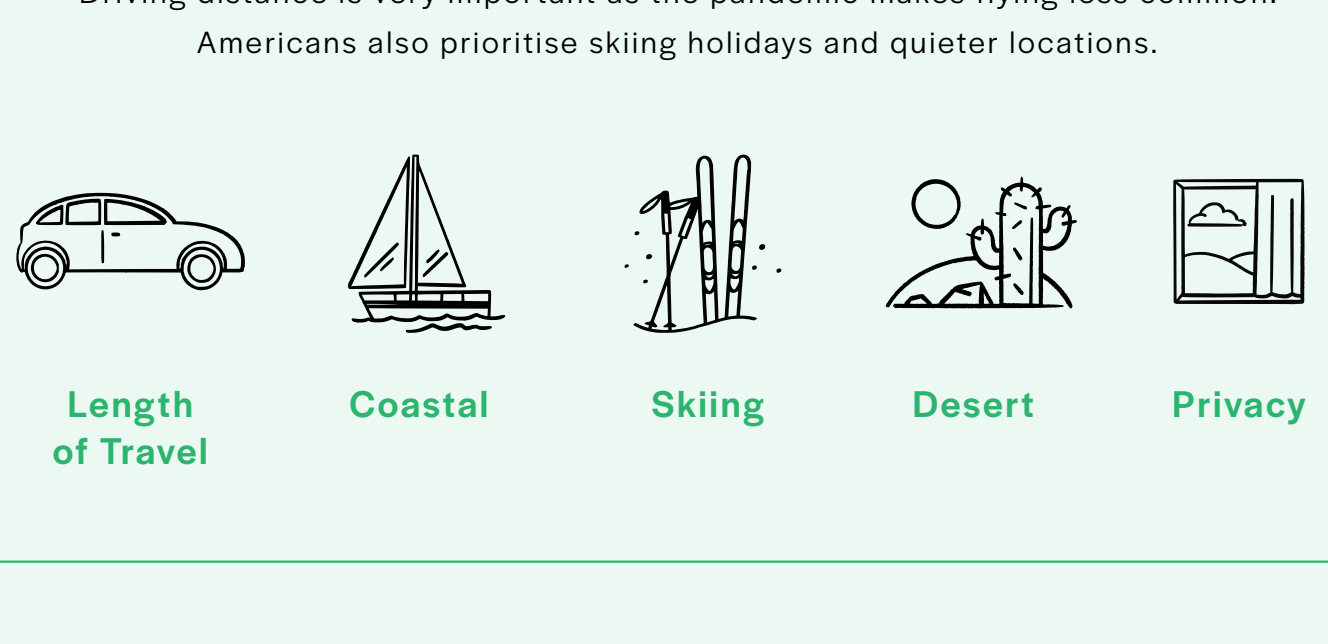
- Cancellation Policy
- Service Fee
- Split Payment
- Discount

\*Plum Guide's cancellation policy guarantees a full refund, if you are unable to travel due to Covid-19

## US Trends

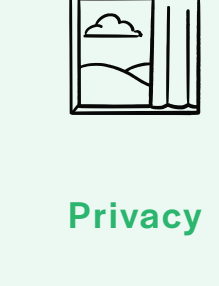
### POPULAR TRAVEL MONTHS

Travel uncertainty means majority of bookings are for early months, with July – December less popular than usual



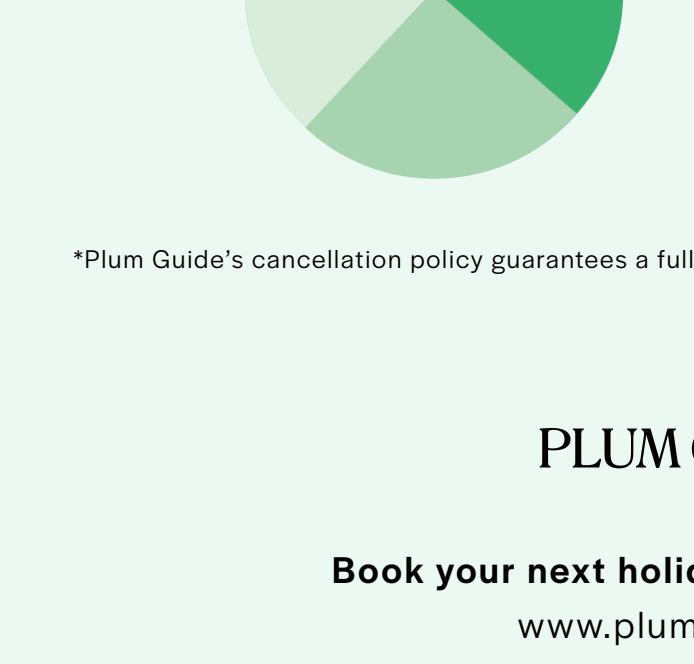
Holidayayers are typically searching **2.5 months** ahead

This is very similar to the pattern of previous years.



## TOP 10 POPULAR US DESTINATIONS

New York and LA are the most popular destinations, with very similar demand, followed by Palm Springs



1. New York
2. Los Angeles
3. Palm Springs
4. San Diego County
5. Joshua Tree
6. Summit County
7. The Hamptons
8. Litchfield County
9. Columbia County
10. Lake Tahoe

## THE 4 MOST POPULAR TYPES OF HOMES



**Villa**

1



**Cabin**

2



**Cottage**

3



**Penthouse**

4

## THIS IS THE HOME WITH THE MOST BOOKINGS

A secluded villa called "Desert Skies" in **Yucca Valley, California**



[www.plumguide.com/homes/27827/desert-skies](https://www.plumguide.com/homes/27827/desert-skies)

The average length of stay is

People are booking shorter trips than in previous years, when the average was 13 nights



## TOP 6 POPULAR HOME CHARACTERISTICS

Many families acquiring pets over lockdown means Americans prioritise pet-friendly homes. Strong WiFi and swimming pools are also highly desirable.



**Pet-Friendly**



**WFH Space & Strong Wifi**



**Swimming Pool**



**Parking**



**Outside Space**



**Hot tub**

\*Plum Guide tests and approves WiFi speed in all homes

## TOP 5 POPULAR LOCATION CHARACTERISTICS

Driving distance is very important as the pandemic makes flying less common. Americans also prioritise skiing holidays and quieter locations.



**Length of Travel**



**Coastal**



**Skiing**



**Desert**



**Privacy**

## FEATURES CONSIDERED BEFORE BOOKING

With travel uncertainty, US customers are placing more importance on cancellation policy and discounts.



- Cancellation Policy
- Service Fee
- Discount
- Split Payment

\*Plum Guide's cancellation policy guarantees a full refund, if you are unable to travel due to Covid-19