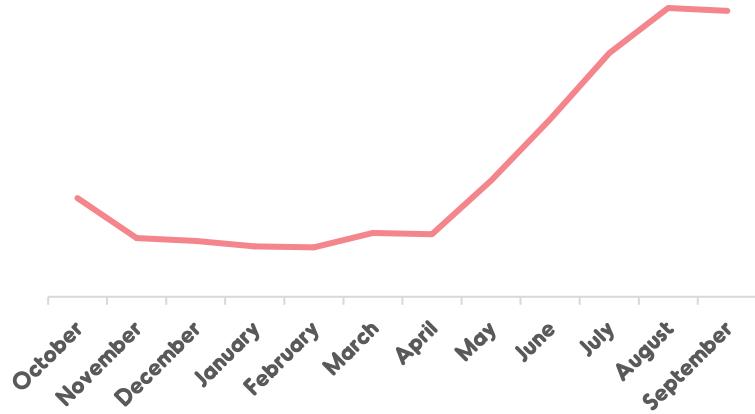




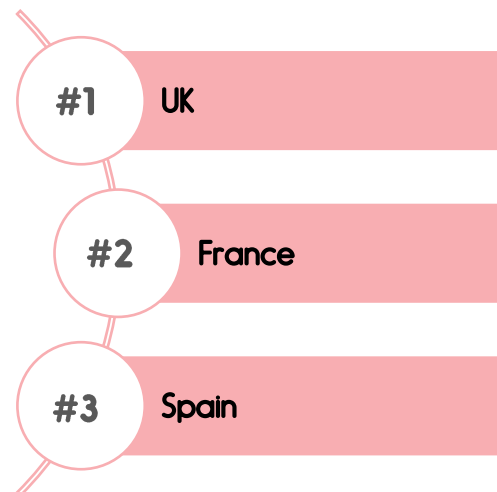
### Is there recovery?



With travel restrictions easing, we are seeing a spike in domestic bookings.

UK, France and Spain are leading the way with the highest share of domestic travel within the region.

### Who is travelling the most?



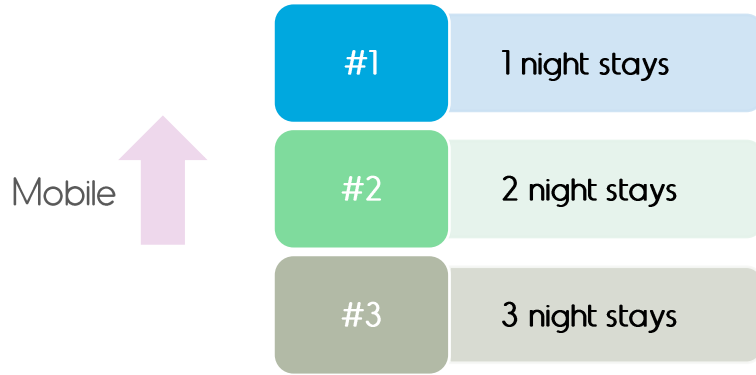
### Recommendations

Targeting domestic travelers whilst preparing yourself for international is vital.

- Visibility  
Being part of performance marketing campaigns during this period will ensure you stay relevant within your market. Campaigns such as AGP, AGX and Sponsored Listing will help you achieve this.
- Flexibility  
Offering your customer flexibility such as Pay at the hotel and Easy cancel will help build consumer confidence.
- Content  
Updating your photographs, amenities and especially the new cleanliness & hygiene facilities will help build confidence amongst your travelers.



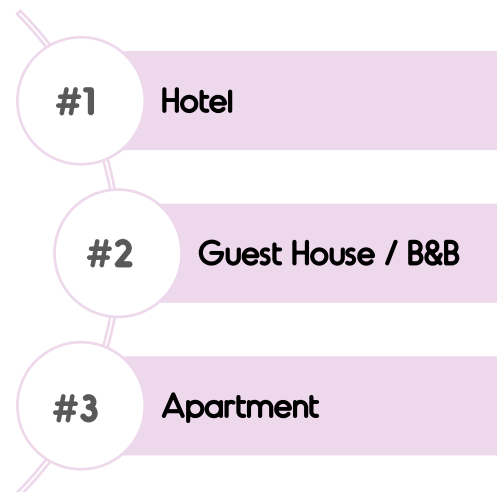
**How are they booking and how long are they staying for?**



With majority of people working from home and looking to travel domestically, we are continuing to see a growth of bookings via mobile and shorter stays.

While majority of travelers are choosing hotels as their stay, we are also seeing a rise in other forms of accommodation

**Where are they staying?**



**Recommendations**

Targeting domestic travelers whilst preparing yourself for international is vital.

- Channels  
Having different channels to target different customer segments and grow visibility will help drive bookings.  
Ex – Mobile, VIP, APS
- Meals & other amenities  
Ensure to offer your travelers a variety of choices as they are seeking to get away being at home. ASO is an ideal product for this driving extra visibility and traffic for additional benefits offered to customers.