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Adobe Analytics Insights: Consumers have spent \$11 billion more online for domestic flights, compared to pre-pandemic levels

New Delhi, India: Adobe continues to track the travel sector, with new Adobe Analytics data on U.S. domestic flight bookings online. Adobe provides the most comprehensive report of its kind, measuring direct consumer transactions from 6 of the top 10 U.S. airlines and over 150 billion web visits. Adobe Analytics is part of Adobe Experience Cloud, which is used by the travel and hospitality industry to deliver, measure, and personalize digital experiences.

Domestic flight bookings so far this year (Jan. 2022 - Oct. 2022) have driven \$76 billion in online spend, 17 percent more than the comparable period in 2019 (pre-pandemic), where \$65 billion had been spent. While the \$11 billion difference is partly driven by higher prices, bookings have also grown 5 percent compared to 2019. This data shows that demand for domestic travel has recovered, after a pandemic that brought the industry to a standstill overnight. For comparison, the same periods in 2021 and 2020 (Jan - Oct) brought in \$43 billion and \$32 billion, respectively.

Prices for domestic flights have continued to rise: In the latest month of October 2022, prices increased 24 percent over 2019 levels and 2 percent month-over-month. But despite elevated prices, demand remained strong. Consumers spent a total of \$7.7 billion in October 2022, 15 percent more than October 2019 (pre-pandemic); Bookings rose by 1 percent in the same period. This follows the \$8.1 billion spent online in September 2022.

“After record spending on physical goods in the first two years of the pandemic, we see consumers shifting more significantly towards services such as air travel,” said Vivek Pandya, lead analyst, Adobe Digital Insights. “We expect the momentum to carry through the holiday season, even as prices remain elevated above pre-pandemic levels.”

Holiday Season Travel

Domestic flight bookings for Thanksgiving week (trips landing between Nov. 19 and Nov. 24) are down 7 percent compared to this point in 2019 (*through the end of October*); Spend is up 3 percent however, showing the impact of higher fares. The slower bookings growth indicates that some consumers are waiting to see if prices come down materially. It also shows that some consumers may pursue alternate forms of travel, such as by car or train.

Adobe Analytics – Domestic Flight Travel

Adobe has not seen a material uptick yet for Christmas travel (trips landing between Dec. 20 and Dec. 25). Domestic flight bookings are currently down 17 percent compared to this point in 2019 (*through the end of October*), while spend is down by 12 percent.

Lastly, based on arrival sites, Hawaii is a top holiday travel destination (for trips landing between Nov 1. and Dec. 31). The top 10 include: Lihue, Hawaii; Kailua-Kona, Hawaii; Kahului, Hawaii; Orlando, Florida; Honolulu, Hawaii; Palm Springs, California; Fort Myers, Florida; Las Vegas, Nevada; Fort Lauderdale, Florida; Phoenix, Arizona (*Top 10 destinations based on lift, not volume*).

Methodology: Adobe offers the most comprehensive set of insights of its kind, based on analysis through Adobe Analytics that covers over 150 billion visits to travel, leisure and hospitality sites — measuring transactions from 6 of the top 10 U.S. airlines (more than any other technology company).