



Updated CDC Travel Guidelines have sparked travel interest to major US West Coast markets looking for signs of recovery

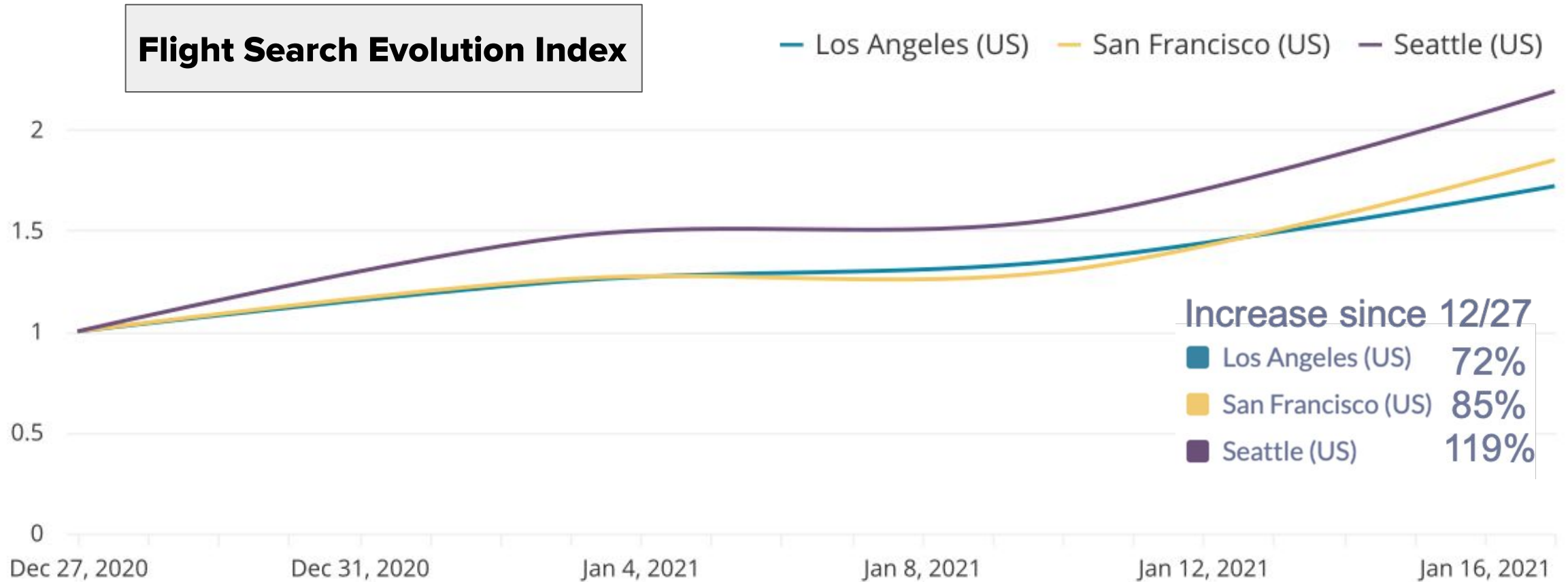
American CDC Traveler directive to reduce travel restrictions



Effective January 26, the Centers of Disease Control and Prevention will require all air passengers entering the United States to present a negative COVID-19 results*

Easing of previous “blanket restrictions” to specific traveler origin nations opens US borders to effectively screened international travelers.

Spotlight: Los Angeles, San Francisco, Seattle

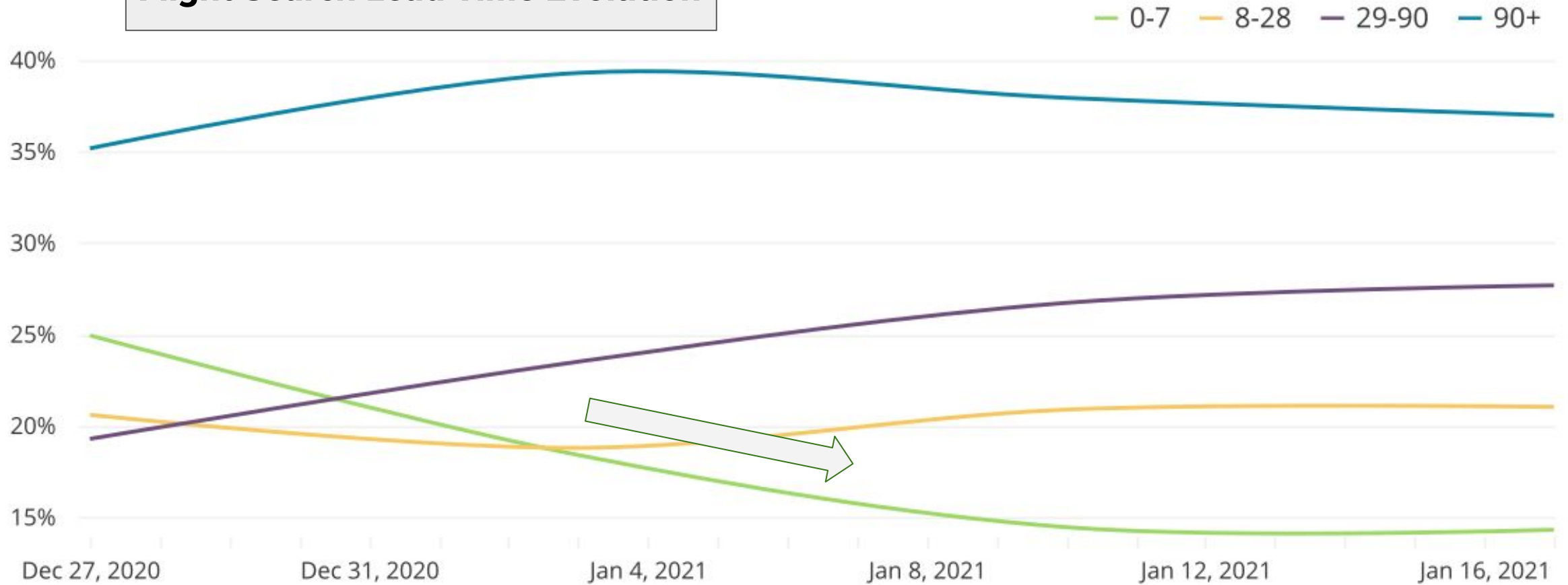


Evident increase in Flight Searches to major West Coast hubs following CDC announcement at the start of 2021.

Spotlight: Los Angeles



Flight Search Lead Time Evolution

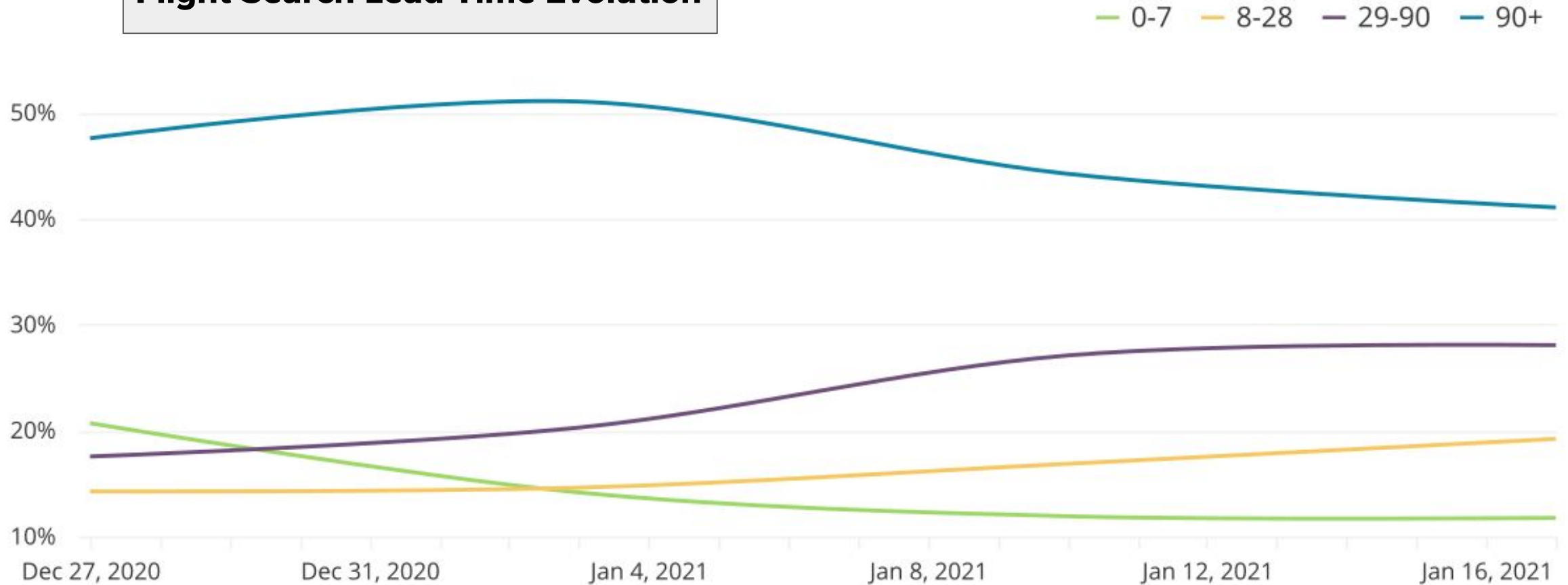


In L.A., same-week booking window has diminished since end of 2020, indicating return to somewhat typical search patterns and early signs of eventual recovery.

Spotlight: San Francisco



Flight Search Lead Time Evolution

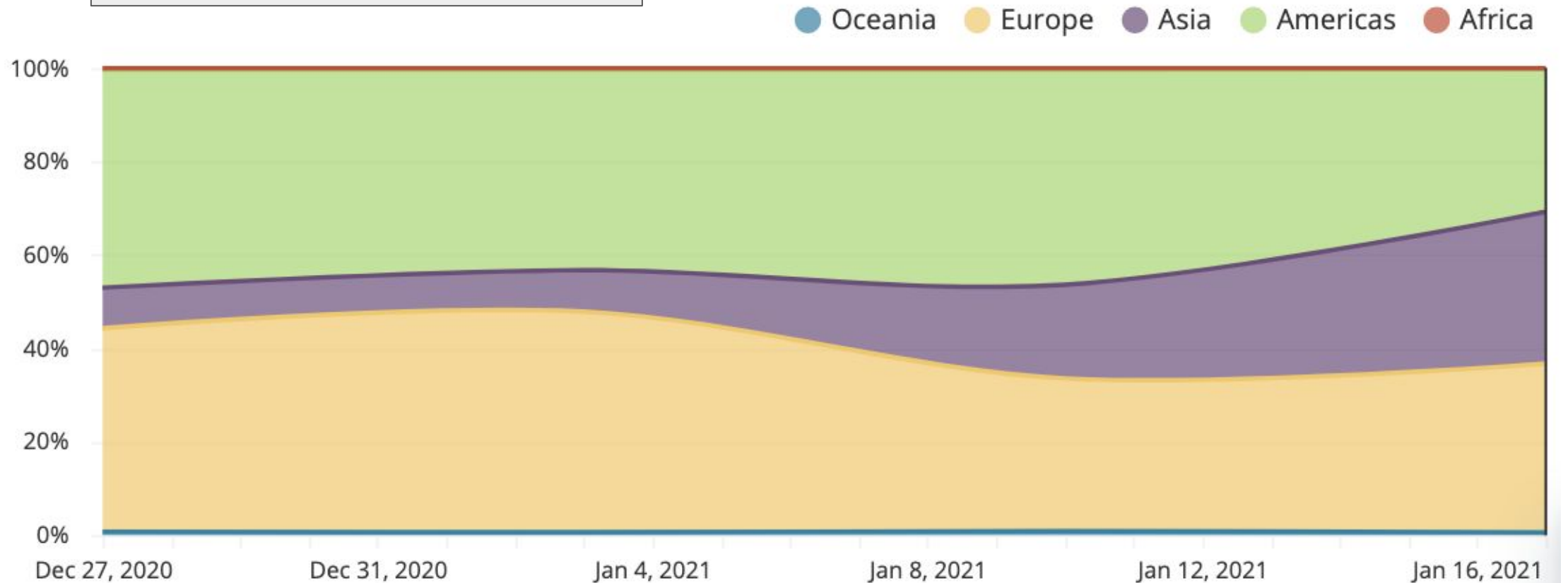


Similar search data reflected for San Francisco airports, with gradual increases seen for 8-28 days Lead time.

Spotlight: San Francisco



Flight Search Origin Evolution



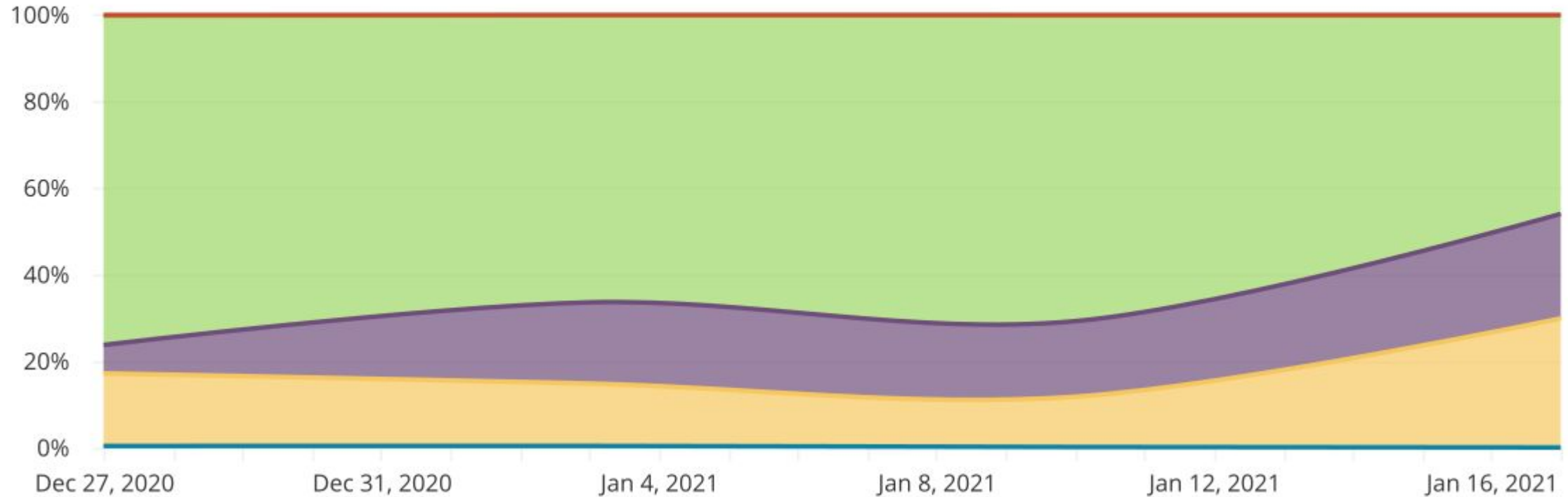
**A major uptick in searches from Asia is present and growing.
As of mid-Jan, a healthy mix can be seen.**

Spotlight: Seattle



Flight Search Origin Evolution

● Oceania ● Europe ● Asia ● Americas ● Africa

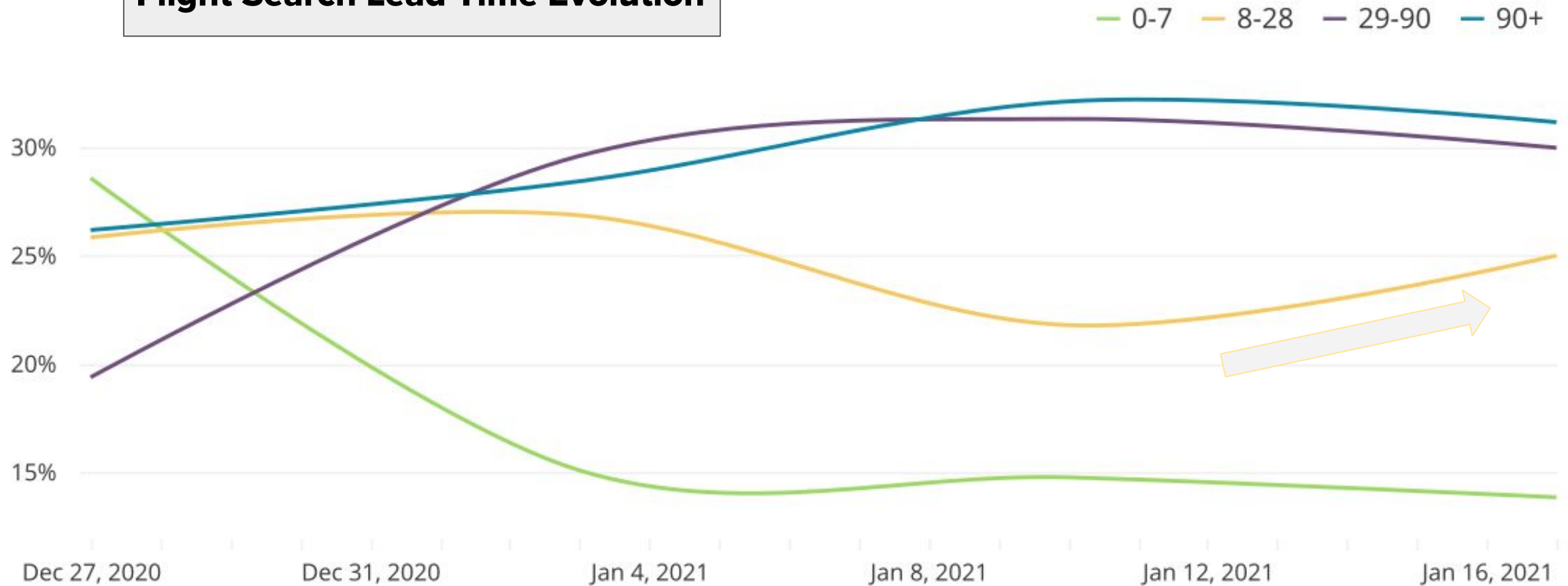


Seattle is seeing similar trajectories for travelers searching from Asia and Europe, which already constitutes half of all searches.

Spotlight: Seattle



Flight Search Lead Time Evolution



Seattle searches show a decrease in same-week queries, and an increase in 8-28 day lead time.

Are you ready to turn lookers into bookers?



Turn information into actionable data by accessing more **key metrics**, including:

- Search date breakdown
- Country feeder markets to your destination
- LOS for those feeder markets

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