**PREDICTED BEHAVIOR OF AMERICAN MOUNTAIN TRAVELERS**

We looked at American travelers that are searching & booking mountain travel to European resorts.

**HOW LONG ARE THEY STAYING?**

The average length of stay according to our airline data is 4 times the length of hotel reporting. This means that people are likely moving locations at least once during their ski trip and booking more than one hotel!

**WHEN ARE THEY SEARCHING & BOOKING?**

While summer travelers and ski intenders are searching for the same number of days, ski intenders aren’t planning nearly as far in advance.

**WHERE ARE THEY COMING FROM?**

- **31.1%** New York, US
- **6.4%** Washington, US
- **5.6%** Chicago, US
- **5.5%** Miami, US
- **4.4%** Los Angeles, US

**DID YOU KNOW?**

The average ski intender is searching 9 times for a hotel, and 7 times for a flight.

**ALSO...**

They are spending an ADR of **$215**

*Based on 2017 & 2018 ADARA DATA see back for more details*
ADARA provides a unique, holistic understanding of patterns, trends and behavior, and we’re adding to the bigger picture partner by partner. It’s a safe and secure way to share and analyze historical and real time data about more than 750 million monthly unique traveler profiles from more than 190 of the world’s top travel businesses.

The ADARA data co-op fuels three core business areas: Advertising, Measurement & Analytics and Traveler Intelligence. Together they provide unparalleled access to insights and knowledge allowing travel marketers to increase marketing efficiency, maximize revenues and grow their brands.

LET’S TRAVEL TOGETHER

QUESTIONS? CONTACT US
sales@adara.com