BREXIT
What does it mean for travel?
The longer-term impact of Brexit on global politics and financial markets will undoubtedly take years to play out. However, we are already seeing the impact of Brexit on travel to and from the UK. We mined search and transactional data from our global proprietary travel data representing 500MM monthly unique travelers from 2016 prior to June 23 compared to searches since June 23 to analyze “post-Brexit” vs. “pre-Brexit” travel trends.

In-Bound travel is on the rise, but Brits are staying close to home

Flights to the UK
25%↑ flight bookings

15%↑ flight searches

8%↓ average daily rate of hotel rooms is starting to decline

-1% out-bound bookings

Origin cities of London hotel bookings
Americans are taking advantage of the exchange rate - Post-Brexit, 7 out of 10 top cities booking hotels in London are in the US.

Pre-Brexit
1. New York, NY, US
2. Dublin, IE
4. Los Angeles, CA, US
5. Paris, FR
6. Chicago, IL, US
7. Amsterdam, NL
8. Boston, MA, US
9. Hong Kong, HK
10. Frankfurt, DE

Post-Brexit
1. New York, NY, US
2. San Francisco, CA, US
3. Los Angeles, CA, US
4. Chicago, IL, US
5. Boston, MA, US
6. Paris, FR
7. Atlanta, GA, US
8. Dublin, IE
10. Hong Kong, HK

£214 pre-BREXIT
£196 post-BREXIT