DISCOVER THE EVOLVING TRAVELER'S JOURNEY

and the Great Acceleration

coming. In 2020, the travel industry has been faced with adapting to new regulations and expectations at a pace none of us thought possible.

COVID-19 was the accelerator none of us saw

Through each step of the traveler journey, we've captured how sentiment and engagement has evolved so you can make informed decisions about your strategy as we move into 2021.

THEIR NEXT TRIP AND HAVE THE BUDGET TO TRAVEL¹

GLOBAL TRAVELERS SHARE A LATENT DESIRE FOR



within 3 months of restrictions being lifted



consider resuming international travel

would



expect to take
1-3 trips per year



same or more budget for their holidays

> Click to view each section!



primary reason for their next leisure trip



unfamiliar



future

Converting intent into action





Navigate the Evolving Traveler's Journey

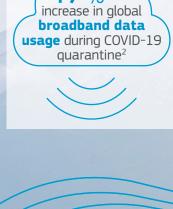












4/%



more likely to support brands with COVID-19 and social justice responses that align with their values4





Shop

2/3 The most critical factor for travelers to visit a hotel is enhanced say COVID-19

CLEANLINESS AND FLEXIBILITY. IT'S MORE INFLUENTIAL THAN PRICE1



most influential criteria in choosing a **destination**

prevention measures are

very important to know

cited a COVID-19 related factor as the

before they book a hotel



25% say **price** is the most influential factor for selecting their next

leisure destination

cleaning

techniques



Book

65%

of current year

bookings are less

than 7 days out⁶

ADAPT YOUR REVENUE MANAGEMENT STRATEGY AND PROMOTIONS

FOR LONGER STAYS AND SHORTER BOOKING WINDOWS





are seeking stays

of at least

14 days¹





increase in mobile

internet bookings from January to July⁷



0

brands8

On-Trip



would prefer

through the

hotel app12

to check-in/out

87% don't trust fellow peers to follow health & safety guidelines 10 50%+ expect hand sanitation stations and mask requirements for both staff and guests11

% trust their favorite brand's enhanced cleaning policies¹⁰

DELIVER HIGH STANDARDS FOR CLEANLINESS AND SAFETY

want to receive more information related to their stay, such as amenities, prior to check-in9

rooms¹³

would like to use

voice assistant

technology if

present in their



62%

AGGREGATE DATA TO PERSONALIZE COMMUNICATIONS AND EXPERIENCES, CREATING LOYALTY¹⁵



more loyal they will be

more personalization

a brand uses, the

% agree the

earn their loyalty

7%

feel brands could

be doing more to



¹⁵ Formation, Brand Loyalty 2020

are likely to trust companies

8%

with their data

personalize the customer

experience¹⁴

if it's used to