amadeus

DISCOVER THE EVOLVING
TRAVELER'S JOURNEY
and the Great Acceleration

COVID-19 was the accelerator none of us saw coming. In 2020, the travel industry has been faced with adapting to new regulations and expectations at a pace none of us thought possible.

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.

GLOBAL TRAVELERS SHARE A LATENT DESIRE FOR THEIR NEXT TRIP *AND* HAVE THE BUDGET TO TRAVEL[1]

75% would travel within **3 months** of restrictions being lifted

72% would consider resuming **international** travel

60% expect to take **1-3 trips** per year

70% expect to have the **same** or **more budget** for their holidays

52% say **visiting family and friends** is the primary reason for their next leisure trip

40% would like to go **somewhere unfamiliar**

94% will keep using **hotels** in the future

Converting intent into *action*

Click to view each section!

Inspire → Shop → Book

Navigate the Evolving Traveler's Journey

Post-trip ← On-trip ← Pre-trip

Inspire

REACH POTENTIAL GUESTS VIA MOBILE AND DIGITAL WITH TARGETED, PERSONALIZED COMMUNICATIONS

47% increase in global **broadband data usage** during COVID-19 quarantine[2]

40% increase in **mobile data traffic** Q2 2020[3]

74% more likely to support brands with COVID-19 and social justice responses that align with their **values**[4]

67% of Millennials and Gen-Zers expect offers from companies to be **personalized**[5]

Shop

COMMUNICATE HOW YOU'RE ADDRESSING COVID-19 WITH CLEANLINESS AND FLEXIBILITY. IT'S MORE INFLUENTIAL THAN PRICE[1]

2/3 say COVID-19 prevention measures are very important to know before they **book a hotel**

The most critical factor for travelers to visit a hotel is enhanced **cleaning techniques**

47% cited a COVID-19 related factor as the most influential criteria in choosing a **destination**

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

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Book

ADAPT YOUR REVENUE MANAGEMENT STRATEGY AND PROMOTIONS FOR LONGER STAYS AND SHORTER BOOKING WINDOWS

50% are seeking stays of at least **14 days**[1]

65% of current year bookings are **less than 7 days out**[6]

50% increase in mobile internet bookings from January to July[6]

Pre-Trip

ADAPT TO THE NECESSITY OF FLEXIBILITY, COMMUNICATING EVEN MORE FREQUENTLY

24 hours prior to arrival without fees is the new **cancellation window** set by large brands[6]

70% want to receive **more information** related to their stay, such as amenities, prior to check-in[6]

On-Trip

DELIVER HIGH STANDARDS FOR CLEANLINESS AND SAFETY

70% trust their favorite brand's enhanced **cleaning policies**[10]

87% don't trust fellow peers to follow health & safety guidelines[10]

50%+ expect **hand sanitation stations** and **mask requirements** for both staff and guests[11]

ENABLE CONTACTLESS COMMUNICATION, THEN USE THAT DATA FOR PERSONALIZATION

62% would prefer to check-in/out through the **hotel app**[8]

61% would like to use **voice assistant technology** if present in their rooms[13]

78% are likely to trust companies with their data if it's used to **personalize the customer experience**[13]

Post-Trip

AGGREGATE DATA TO PERSONALIZE COMMUNICATIONS AND EXPERIENCES, CREATING LOYALTY[15]

79% are more loyal to brands with higher levels of **personalization**

79% agree the more personalization a brand uses, the **more loyal** they will be

77% feel brands could be doing more to earn their loyalty

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[1] Destination X
[2] OpenVault's Broadband Insights Report
[3] Tefficient
[4] Ketchum, Brand Reckoning 2020
[5] Salesforce Research, Trends in Customer Trust
[6] Amadeus Demand360, Oct. 9
[7] N2C study
[8] Condé Nast Traveler
[9] Expedia Group
[10] Oliver Wyman, Glimpses of Recovery: Traveler Sentiment Survey – edition 1
[11] Hotels by Day
[12] Intelity
[13] Bnews
[14] Salesforce Consumer Trust Study
[15] Formation, Brand Loyalty 2020