



# GLOBAL TRAVEL DISTRIBUTION COVID-19 IMPACT

OCTOBER 2020



## THE SURVEY

Travel Consul launched its second survey to better understand the impact of COVID-19 on the industry and the future recovery of global travel distribution.

This round was conducted from 14<sup>th</sup> - 28<sup>th</sup> September and gathered **1,021 complete responses** from travel executives (tour operators and agency owners) across the main outbound travel markets.

20+ SOURCE MARKETS

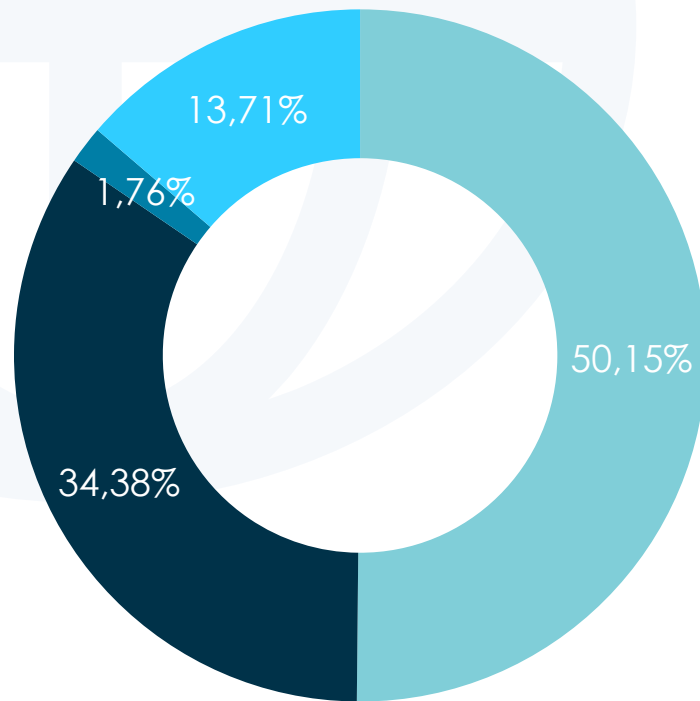
11 LANGUAGES



## Respondents by company type and continent of main operation

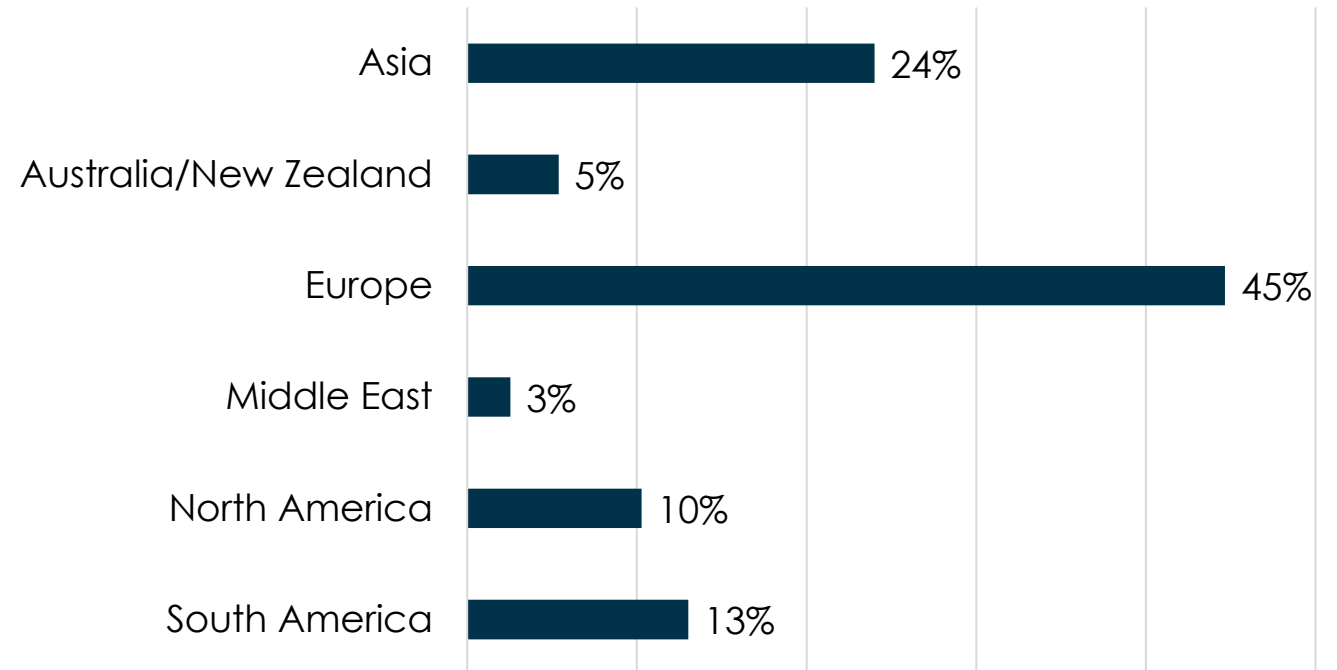
1,021 COMPLETE RESPONSES

**Q1.** Respondents by company type



■ Retail travel agency ■ Tour operator/wholesaler ■ GSA ■ Other

**Q2.** Continent of company's main operation



42% of the respondents believe their countries restarted cautiously but the epidemic is on the rise

**Q4.** What is your country's overall situation of COVID-19?

My country reopened cautiously, epidemic is on the rise  
42%

My country's borders remain closed to travel internationally  
32%

My country reopened cautiously, epidemic is on the decline  
19%

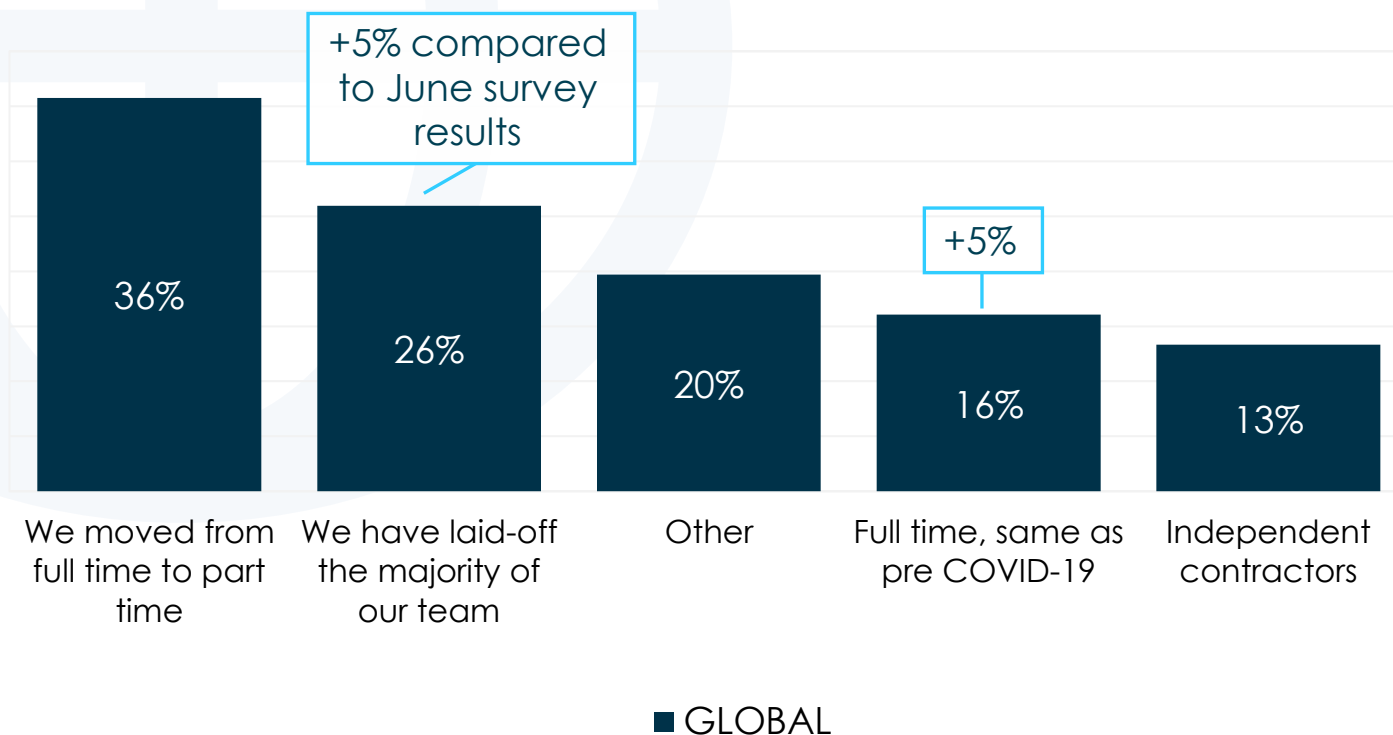
Other  
7%



# COVID-19 EFFECTS ON THE COMPANY

## Full-time work and layoffs register a 5% increase compared to June 2020

### Q5. How is your team working today

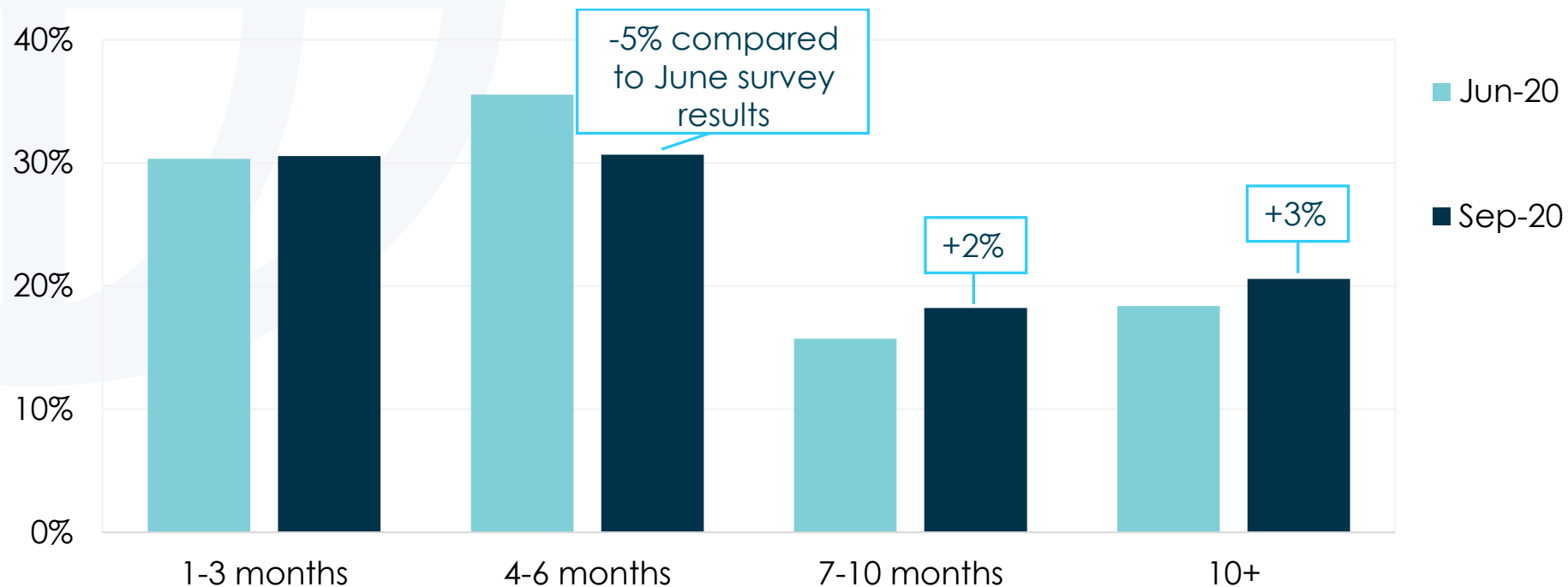


### "OTHER" INCLUDE:

- Combination: full time to part time & partly laid-off
- On government furlough scheme
- Working from home
- Working less hours
- Pay cuts up to 50%
- Temporarily closed
- On sabbatical and expenses reduction

## A positive shift in agencies' confidence

**Q23.** Under the current circumstances, with no government intervention, how long would you be able to sustain your business?





## Impact on revenue

**Q22.** Compared to the last calendar year 2019-2020, what % drop do you expect in business volume (revenues) for Q4 2020 and Q1-Q2 2021?

ESTIMATED  
DECREASE  
IN BUSINESS  
VOLUME



76% in Q4 2020

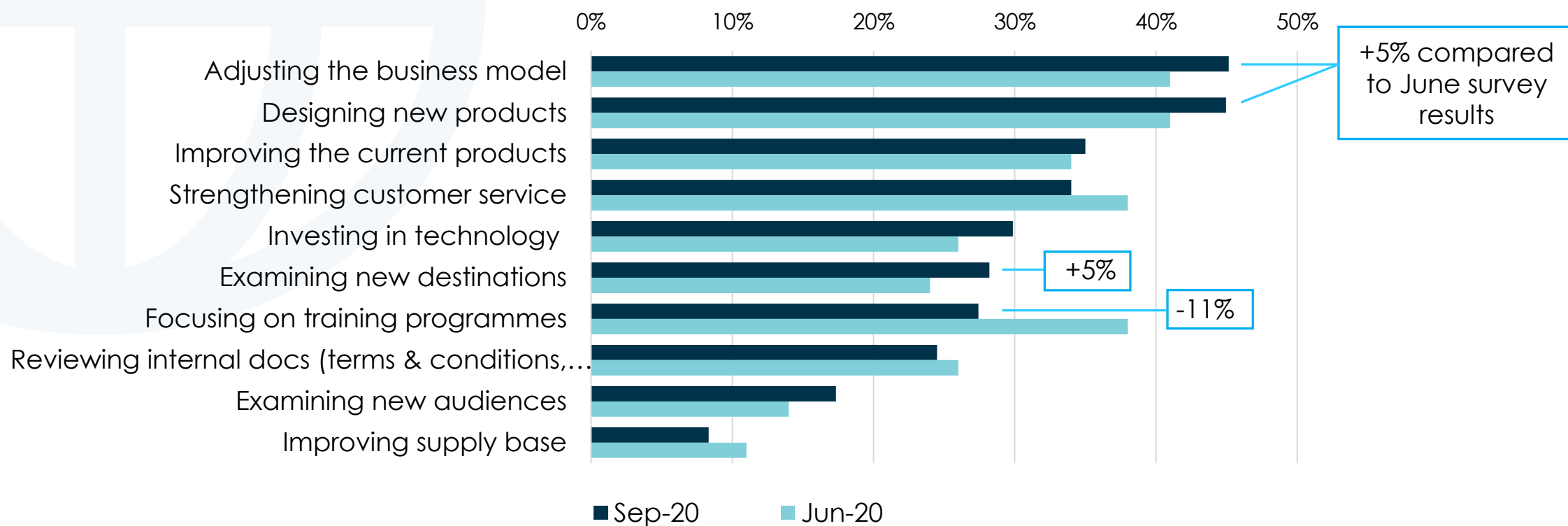
67% in Q1 2021

51% in Q2 2021

# RESPONSE TO COVID-19

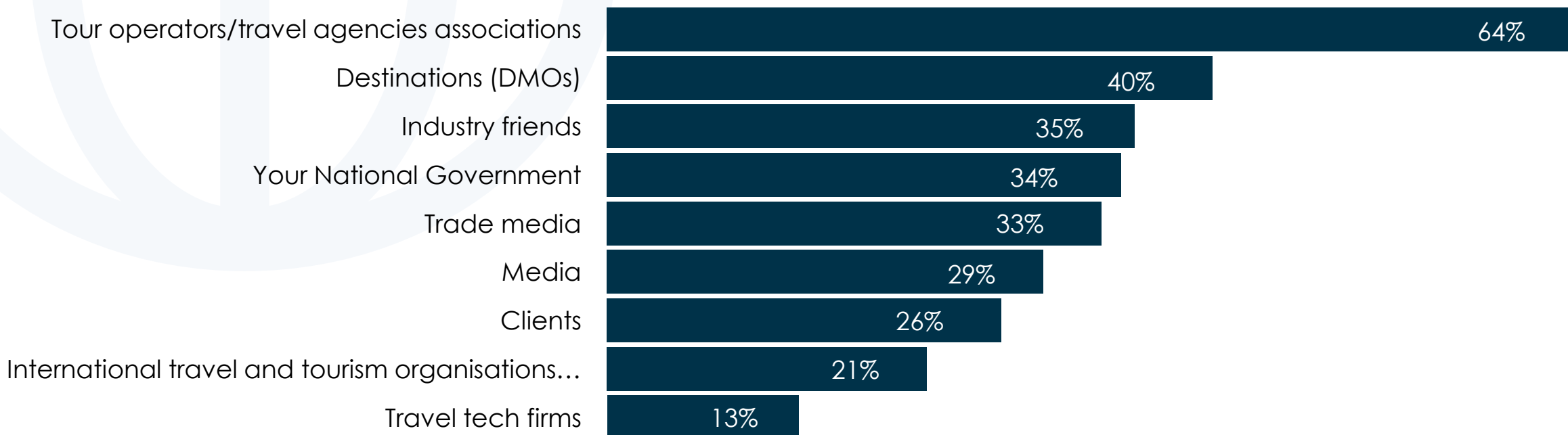
## Training leads to new product development

**Q7.** What TOP THREE measures is your company implementing during this crisis?



## Travel associations remain the primary data sources during the crisis

**Q8.** What TOP THREE data sources are you using to help you cope with this crisis?

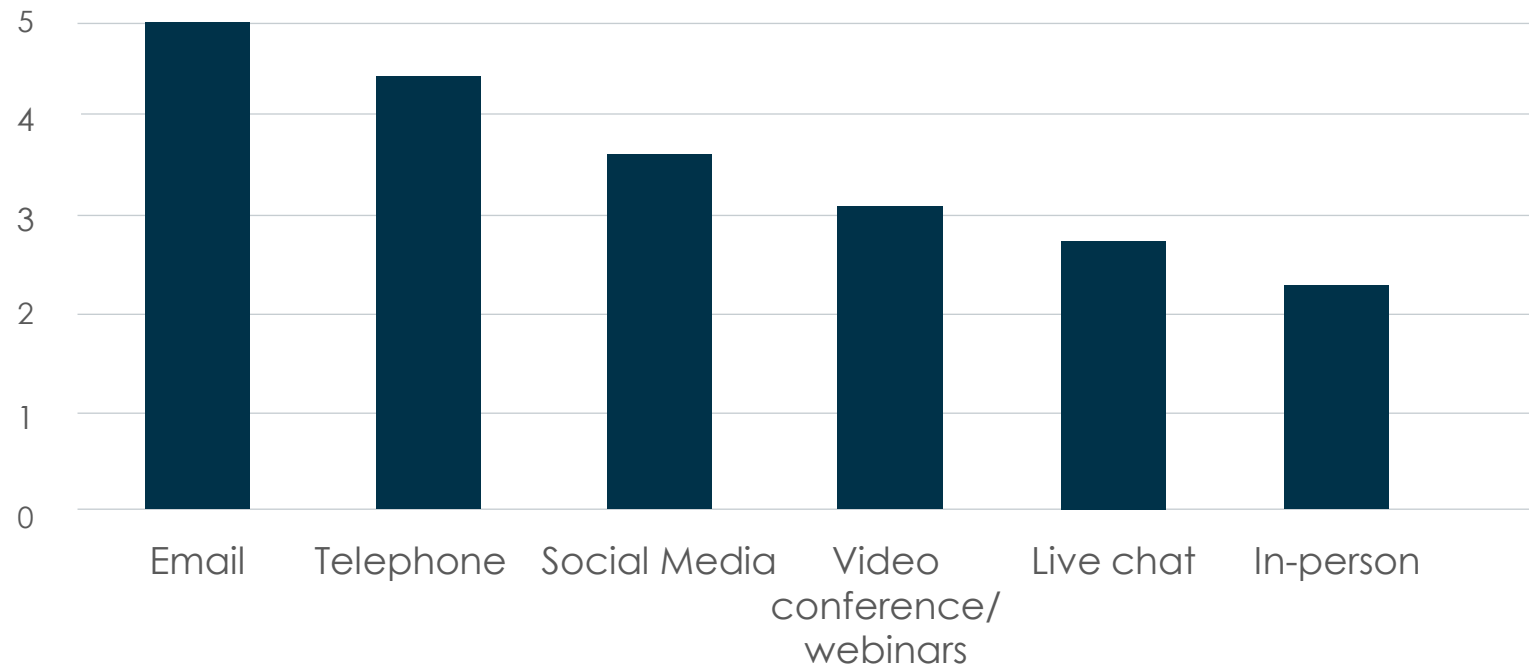






The telephone continues to be the second most popular channel of communications

**Q9.** Which channels are you using to interact with your clients these days?  
Please rank by order





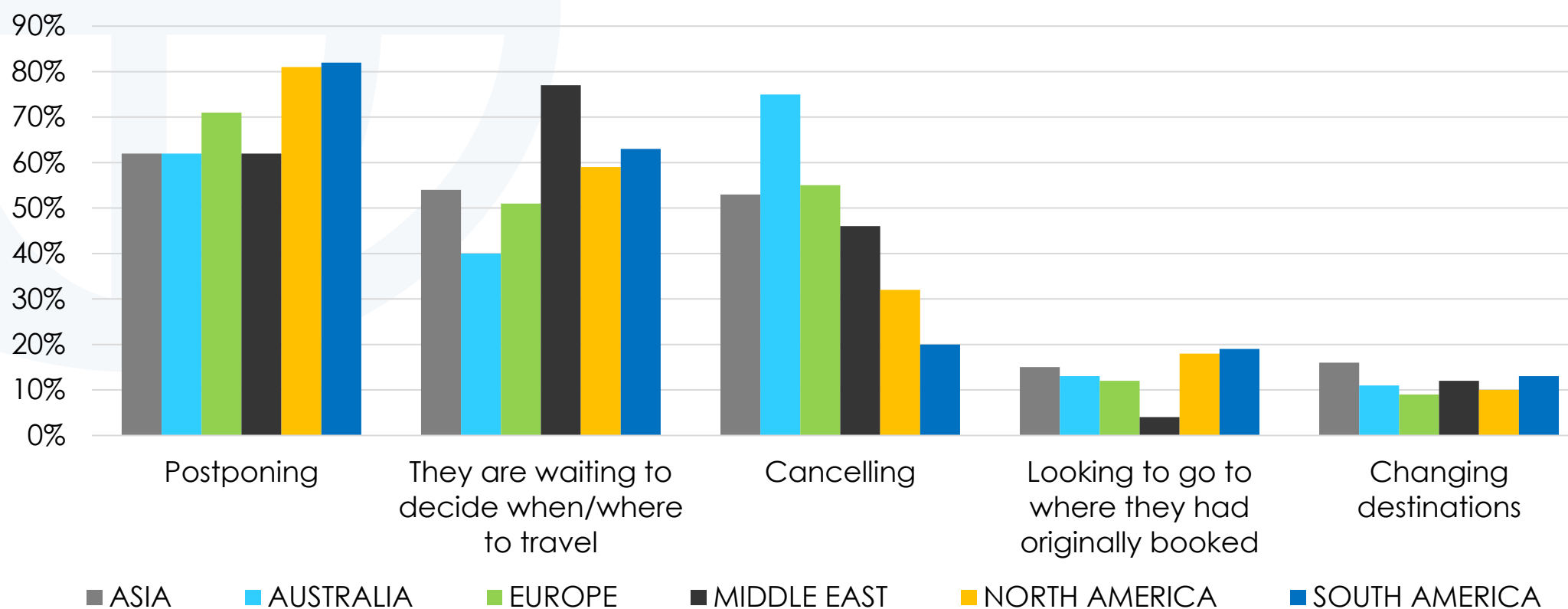
A person in a yellow kayak is paddling on a calm blue lake. In the background, there are large, flat-topped mountains covered in snow under a clear blue sky. The entire image has a blue overlay with large, faint white curved lines on the left side.

# CLIENT PREFERENCES



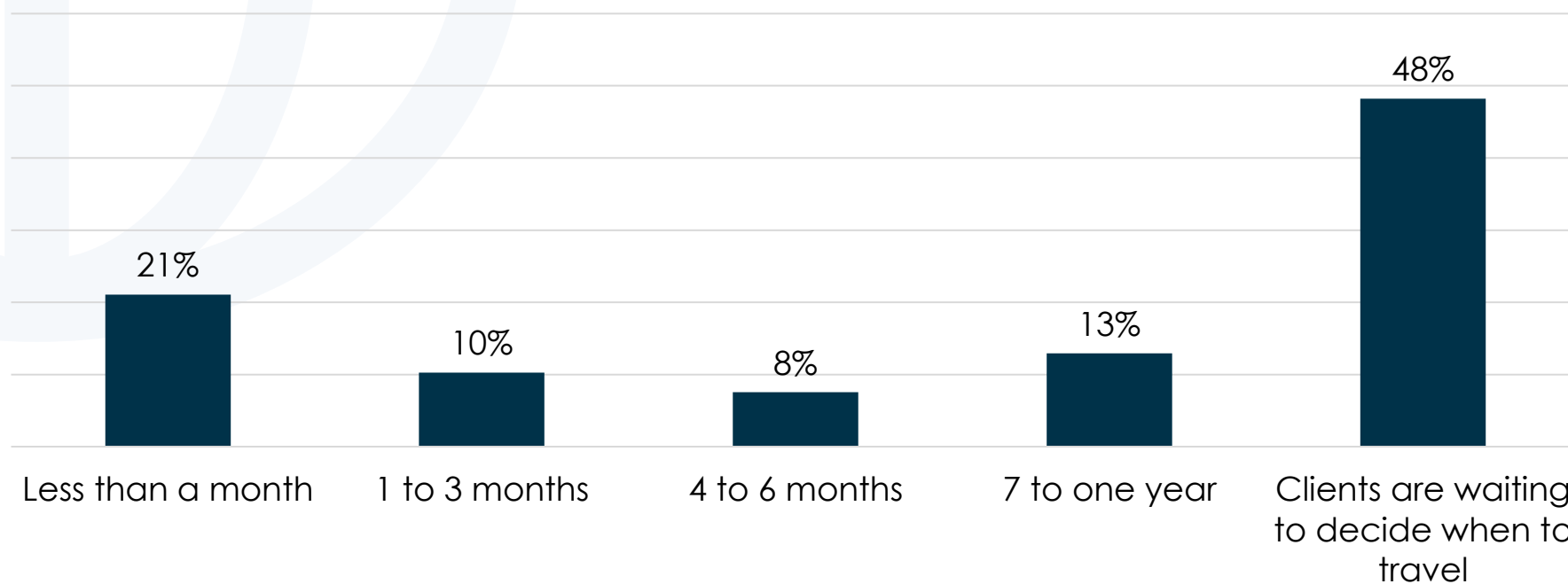
## Postponing travel is still more prevalent than cancellations in most continents of the world

Q10. What are your clients' TOP TWO preferences these days?



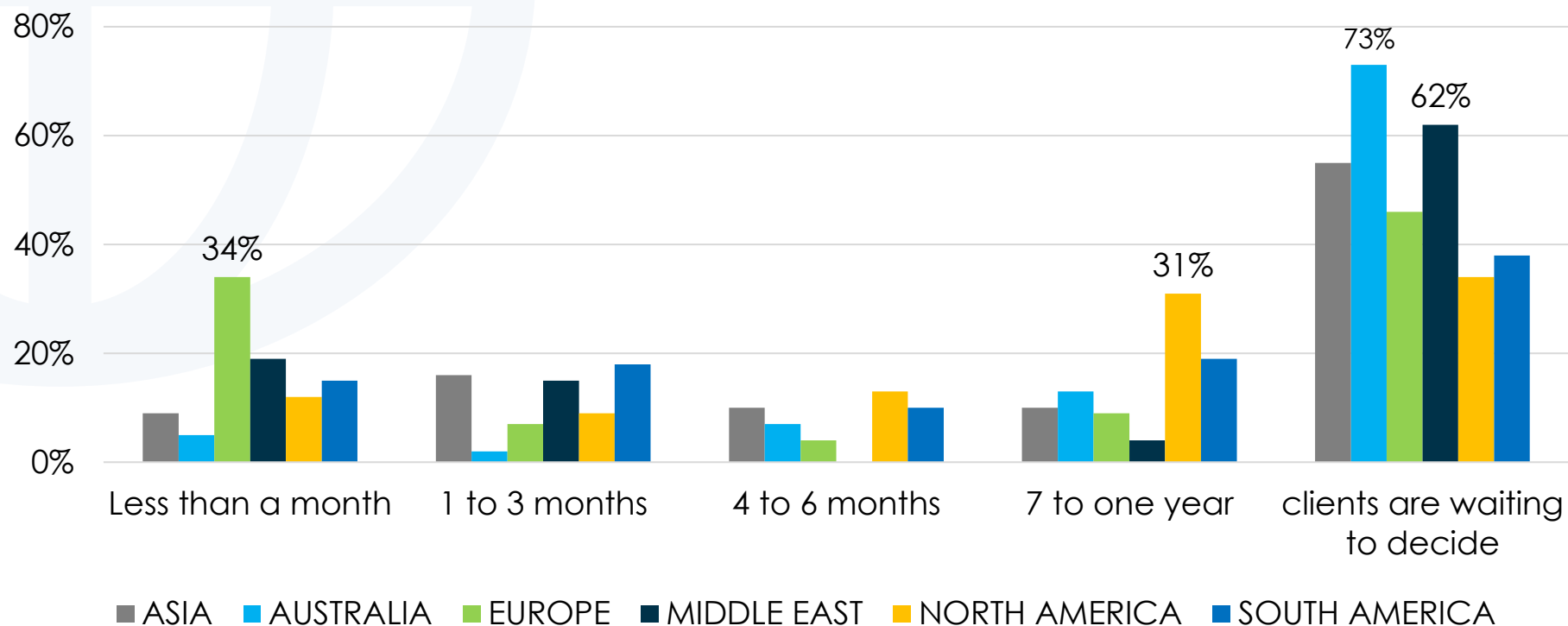
Globally, nearly 50% of clients are waiting to decide when to travel while 1/5 are booking an international trip less than a month in advance

**Q12.** How far in advance are your clients booking their international trips these days?



## International advance booking by continent

**Q12.** How far in advance are your clients booking their international trips these days?



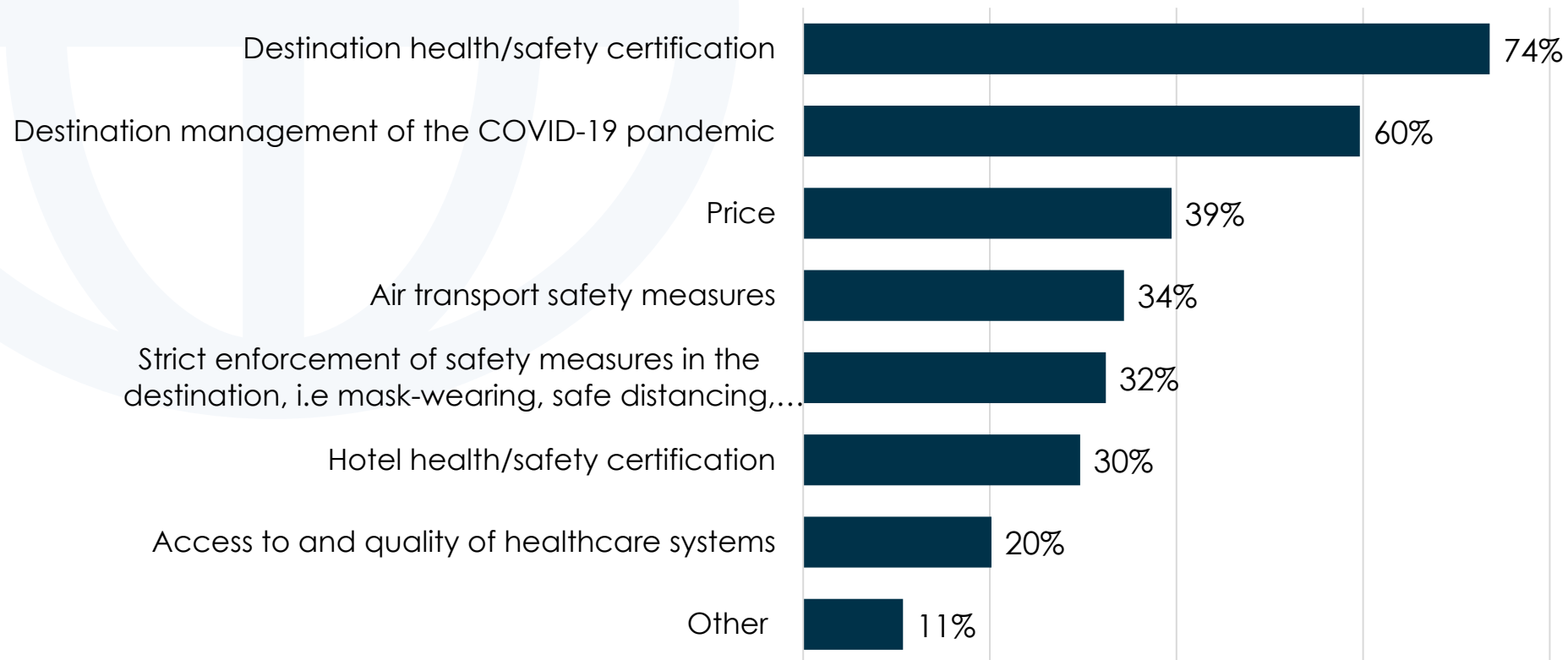
Temperature  
Screening



# Destination health and safety certification

Clients' #1 consideration when choosing a destination these days

**Q13.** What are your clients' TOP THREE considerations when choosing a destination today?



**“OTHER” INCLUDE:**

- Flexible cancellation policies
- Quarantine requirements and open borders
- Quarantine on return

66% of clients' interest is Solo Travel

Q15. What is the level of interest in the following products?



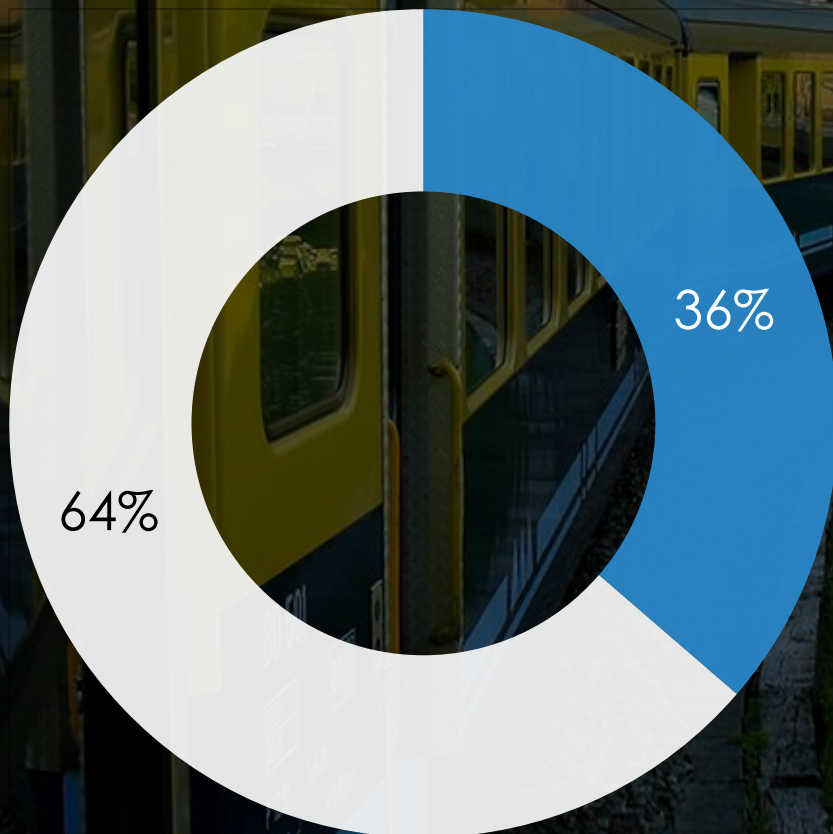
## Global travellers' preferences

**Q15.** What is the level of interest in the following products?

Solo Travel	66%
Hotels and resorts	64%
All-inclusive resorts	60%
Self-catering rental accommodation	57%
Small groups (8-15pax)	54%
Fly-Drives	54%
Caravans/camping	49%
River cruises	42%
Ocean cruises	42%
Guided vacations (20-40pax)	42%

## The perception of the travel season is changing

Q17. Have travel seasons being stretched out?



- YES  
Summer/winter season is being extended into fall/spring or longer
- NO  
Travel seasons remain the same





# 45%

of distribution partners believe that suppliers' cancellation and flexibility policies are having a **positive impact on their businesses**

**Q19.** How much are suppliers' cancellation and flexibility policies impacting your business?



## THREE MOST REQUESTED ACTIONS FROM DMOs

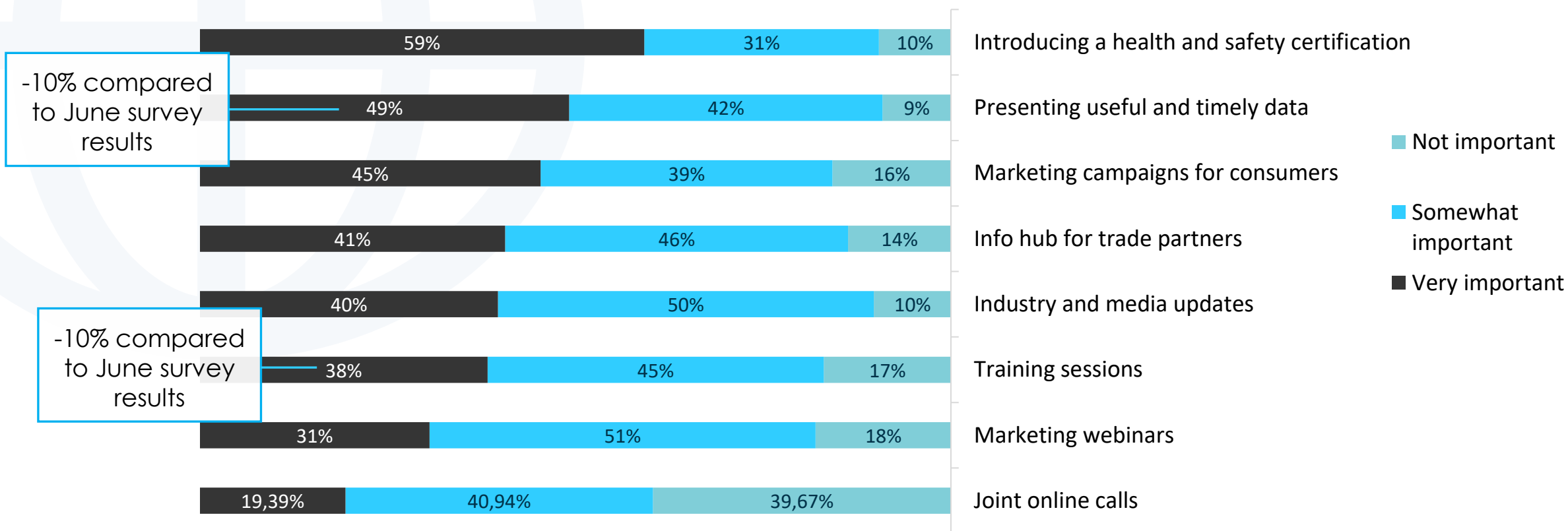
Global distribution partners have expressed the same needs in round I and II of the surveys

1. Introducing a health and safety certification
2. Presenting useful and timely data
3. Marketing campaigns for consumers

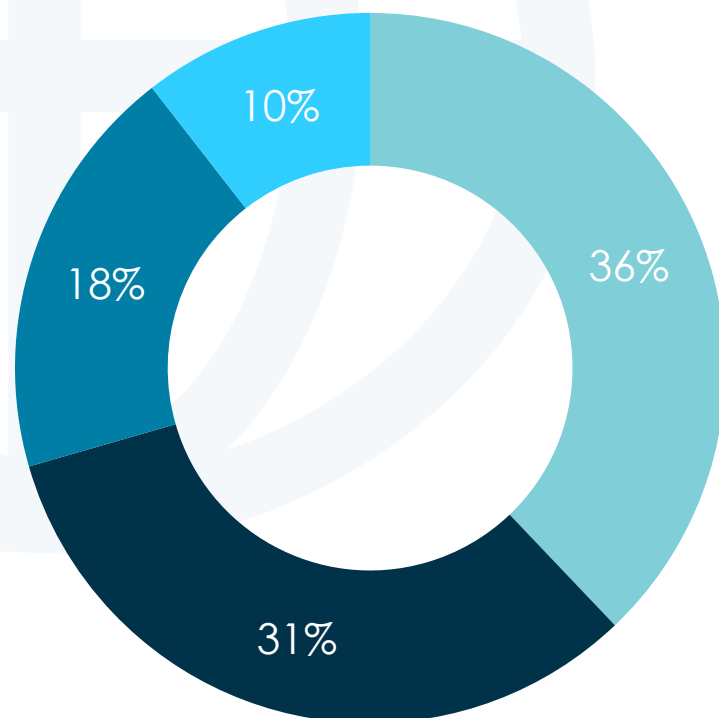
**Q20.** How important are the following actions that destination organizations can do to help you?

## A further in depth look at the activities DMOs can do to support distribution partners in recovery

**Q20.** How important are the following actions that destination organizations can do to help you?



**Q21.** Which health/safety certification gives you more confidence?



- Destination certification
- International travel and tourism certifications
- International certification
- Hotel certification



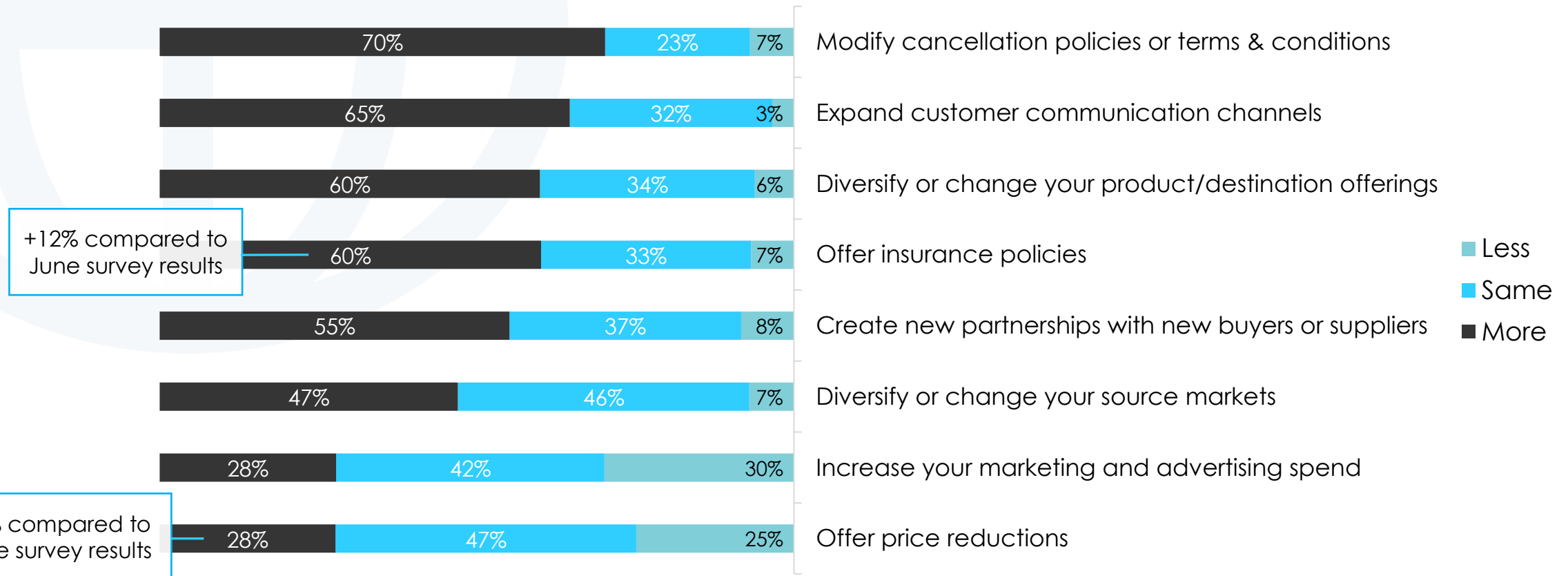




# OUTLOOK

70% of the respondents believe that modifying cancellation policies or terms and conditions will be among their main undertakings in 2020-2021

**Q25.** Do you think you will be doing More, Same or Less in 2020-2021?







Globally, 44% of respondents are very likely to consider HOTELS & RESORTS not previously offered

**Q26.** Will you consider hotels & resorts you have never sold before?

-4% compared to June survey results

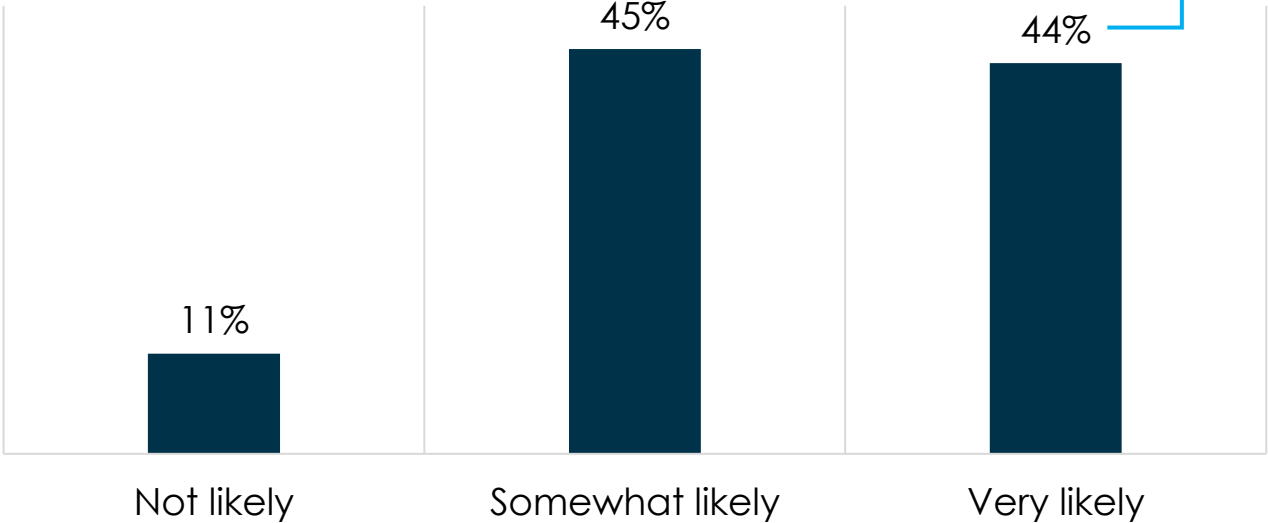
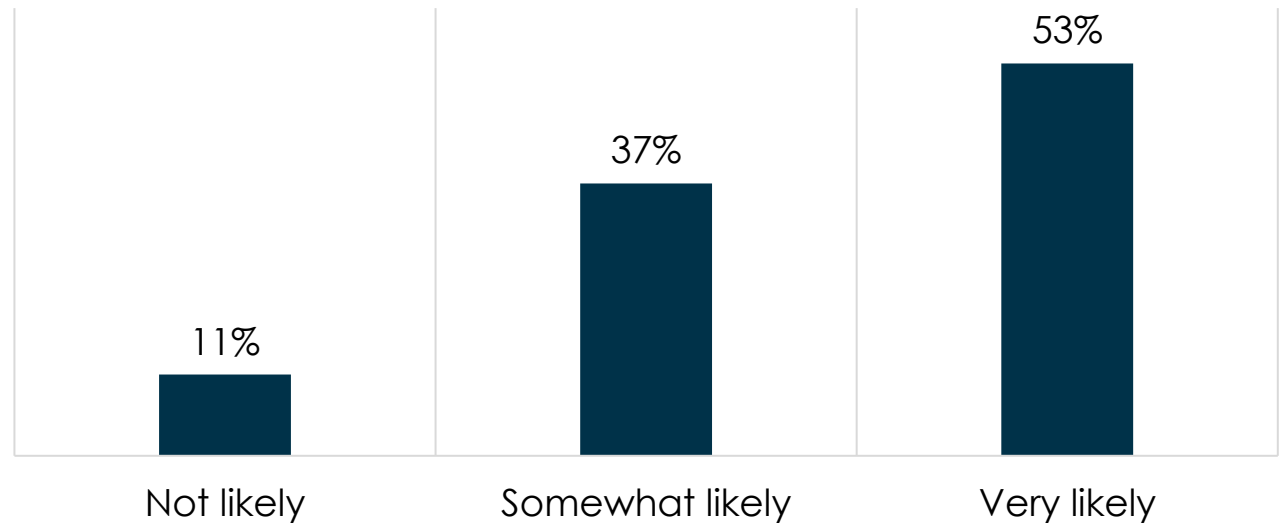


Photo credit: Shenzhen Marriott Hotel Golden Bay, China



Over 50% of respondents are very likely to contemplate DESTINATIONS not previously offered

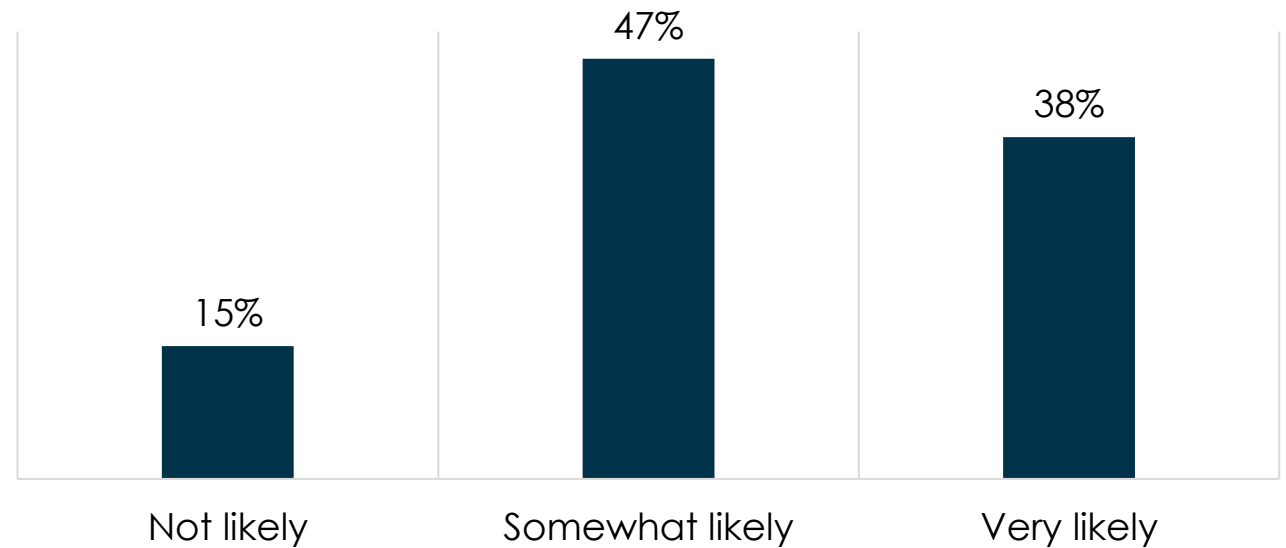
**Q26.** Will you consider destinations you have never offered before?





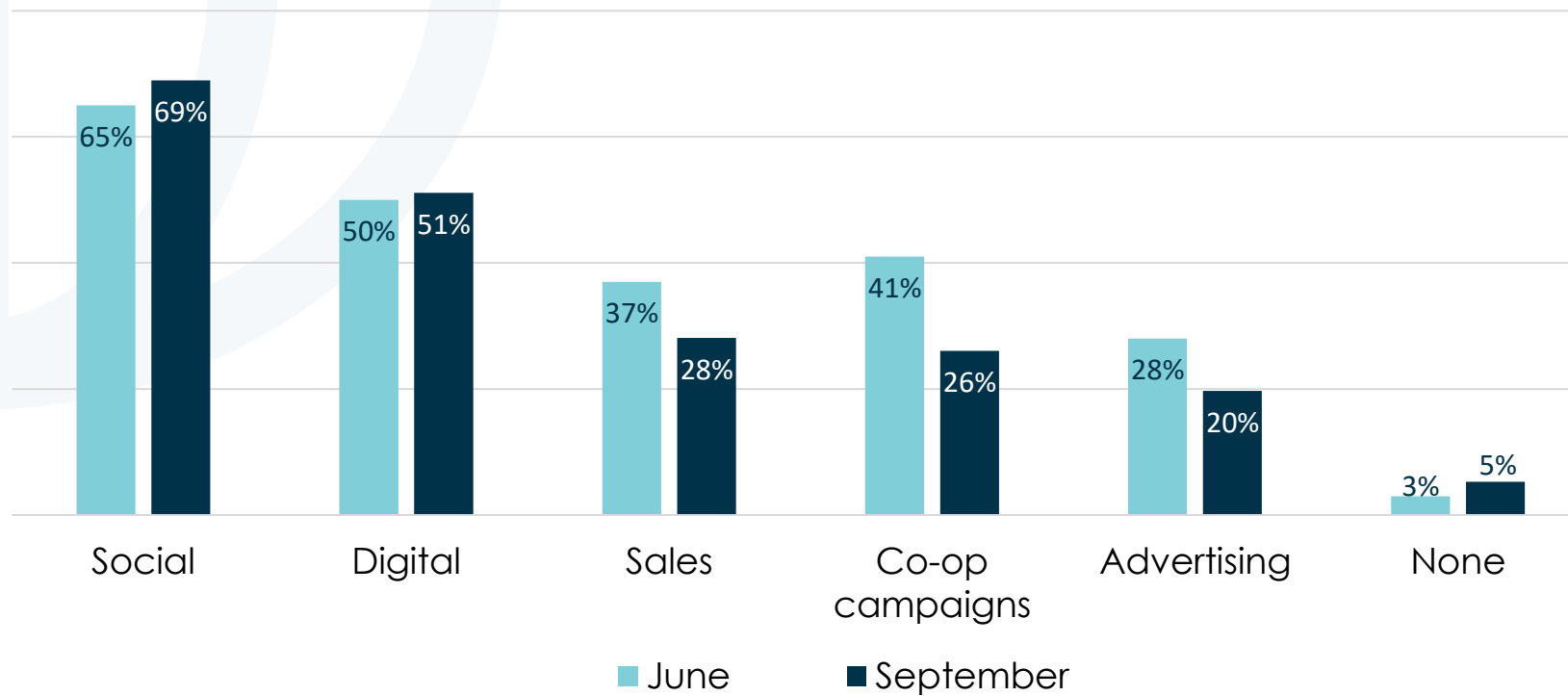
Globally, nearly 40% of respondents are very likely to consider new SUPPLIERS

**Q26.** Will you consider suppliers you have never worked with before?



Social media continues to be the no. 1 marketing activity planned for the coming months

**Q27.** Which marketing activities do you plan for the coming months?





## Changing roles

**Q28.** How do you think your role will change going forward into 2021 and beyond?

ANSWERED: 635      SKIPPED: 386

### Round I, June 2020



### Round II, September 2020



## Travel Consul

Travel Consul is an international travel marketing alliance consisting of (18) advertising, media, public relations and marketing firms spread across six different continents – all specializing in travel.

With over 600 clients in the travel and tourism sector, our global team of more than 850 experts work seamlessly to implement global strategies with unique hands-on local market knowledge and industry relationships. From B2B to B2C, Travel Consul helps government and commercial organizations.

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