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 14th - 28th September and gathered 1,021 complete responses from travel executives (tour operators and agency owners) across the main outbound travel markets.
Respondents by company type and continent of main operation

1,021 COMPLETE RESPONSES

**Q1. Respondents by company type**

- **Retail travel agency**: 50.15%
- **Tour operator/wholesaler**: 13.71%
- **GSA**: 34.38%
- **Other**: 1.76%

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

- **Asia**: 24%
- **Australia/New Zealand**: 5%
- **Europe**: 45%
- **Middle East**: 3%
- **North America**: 10%
- **South America**: 13%
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

- 36% We moved from full time to part time
- 26% We have laid-off the majority of our team
- 20% Other
- 16% Full time, same as pre COVID-19
- 13% Independent contractors

"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?

- Adjusting the business model
- Designing new products
- Improving the current products
- Strengthening customer service
- Investing in technology
- Examining new destinations
- Focusing on training programmes
- Reviewing internal docs (terms & conditions,...)
- Examining new audiences
- Improving supply base

+5% compared to June survey results

-11%
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?

<table>
<thead>
<tr>
<th>Data Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tour operators/travel agencies associations</td>
<td>64%</td>
</tr>
<tr>
<td>Destinations (DMOs)</td>
<td>40%</td>
</tr>
<tr>
<td>Industry friends</td>
<td>35%</td>
</tr>
<tr>
<td>Your National Government</td>
<td>34%</td>
</tr>
<tr>
<td>Trade media</td>
<td>33%</td>
</tr>
<tr>
<td>Media</td>
<td>29%</td>
</tr>
<tr>
<td>Clients</td>
<td>26%</td>
</tr>
<tr>
<td>International travel and tourism organisations...</td>
<td>21%</td>
</tr>
<tr>
<td>Travel tech firms</td>
<td>13%</td>
</tr>
</tbody>
</table>
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:

- Email: 5
- Telephone: 4
- Social Media: 3
- Video conference/webinars: 2
- Live chat: 1
- In-person: 0
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?

- **Postponing**: They are waiting to decide when/where to travel
- **Cancelling**: Looking to go to where they had originally booked
- **Changing destinations**: destination

<table>
<thead>
<tr>
<th>Continent</th>
<th>Postponing</th>
<th>Cancelling</th>
<th>Changing</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASIA</td>
<td>80%</td>
<td>60%</td>
<td>10%</td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td>90%</td>
<td>50%</td>
<td>20%</td>
</tr>
<tr>
<td>EUROPE</td>
<td>70%</td>
<td>40%</td>
<td>15%</td>
</tr>
<tr>
<td>MIDDLE EAST</td>
<td>60%</td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td>NORTH AMERICA</td>
<td>50%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>SOUTH AMERICA</td>
<td>40%</td>
<td>15%</td>
<td>5%</td>
</tr>
</tbody>
</table>
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?

- Less than a month: 21%
- 1 to 3 months: 10%
- 4 to 6 months: 8%
- 7 to one year: 13%
- Clients are waiting to decide when to travel: 48%
Q12. How far in advance are your clients booking their international trips these days?

International advance booking by continent

- **ASIA**: 34% for less than a month, 31% for 7 to one year
- **AUSTRALIA**: 34% for less than a month, 62% for clients waiting to decide
- **EUROPE**: 40% for 1 to 3 months
- **MIDDLE EAST**: 20% for less than a month, 31% for 7 to one year
- **NORTH AMERICA**: 34% for less than a month, 62% for clients waiting to decide
- **SOUTH AMERICA**: 40% for 1 to 3 months
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?

- Destination health/safety certification: 74%
- Destination management of the COVID-19 pandemic: 60%
- Price: 39%
- Air transport safety measures: 34%
- Strict enforcement of safety measures in the destination, i.e. mask-wearing, safe distancing: 32%
- Hotel health/safety certification: 30%
- Access to and quality of healthcare systems: 20%
- Other: 11%

“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?

<table>
<thead>
<tr>
<th>Product</th>
<th>Interest Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solo Travel</td>
<td>66%</td>
</tr>
<tr>
<td>Hotels and resorts</td>
<td>64%</td>
</tr>
<tr>
<td>All-inclusive resorts</td>
<td>60%</td>
</tr>
<tr>
<td>Self-catering rental accommodation</td>
<td>57%</td>
</tr>
<tr>
<td>Small groups (8-15pax)</td>
<td>54%</td>
</tr>
<tr>
<td>Fly-Drives</td>
<td>54%</td>
</tr>
<tr>
<td>Caravans/camping</td>
<td>49%</td>
</tr>
<tr>
<td>River cruises</td>
<td>42%</td>
</tr>
<tr>
<td>Ocean cruises</td>
<td>42%</td>
</tr>
<tr>
<td>Guided vacations (20-40pax)</td>
<td>42%</td>
</tr>
</tbody>
</table>
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
  - 36%
- **NO**
  Travel seasons remain the same
  - 64%

Photo credit: Eurorail
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?
Global distribution partners have expressed the same needs in round I and II of the surveys.

THREE MOST REQUESTED ACTIONS FROM DMOs

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?

- **Introducing a health and safety certification**
  - Not important: 31%
  - Somewhat important: 42%
  - Very important: 27%

- **Presenting useful and timely data**
  - Not important: 10%
  - Somewhat important: 21%
  - Very important: 69%

- **Marketing campaigns for consumers**
  - Not important: 16%
  - Somewhat important: 41%
  - Very important: 43%

- **Info hub for trade partners**
  - Not important: 17%
  - Somewhat important: 39%
  - Very important: 44%

- **Industry and media updates**
  - Not important: 19%
  - Somewhat important: 45%
  - Very important: 36%

- **Training sessions**
  - Not important: 18%
  - Somewhat important: 46%
  - Very important: 36%

- **Marketing webinars**
  - Not important: 39%
  - Somewhat important: 41%
  - Very important: 20%

- **Joint online calls**
  - Not important: 70%
  - Somewhat important: 9%
  - Very important: 21%

- **Presenting useful and timely data**

- **Introducing a health and safety certification**

- **Not important**

- **Somewhat important**

- **Very important**

- **10% compared to June survey results**

- **10% compared to June survey results**
Q21. Which health/safety certification gives you more confidence?

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

36% for Destination certification
31% for International travel and tourism certifications
18% for International certification
10% for Hotel certification
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?

- **Modify cancellation policies or terms & conditions**: 70% More, 23% Same, 7% Less
- **Expand customer communication channels**: 65% More, 32% Same, 3% Less
- **Diversify or change your product/destination offerings**: 60% More, 34% Same, 6% Less
- **Offer insurance policies**: 55% More, 37% Same, 8% Less
- **Create new partnerships with new buyers or suppliers**: 70% More, 23% Same, 7% Less
- **Diversify or change your source markets**: 47% More, 46% Same, 7% Less
- **Increase your marketing and advertising spend**: 47% More, 42% Same, 30% Less
- **Offer price reductions**: 28% More, 47% Same, 25% Less

+12% compared to June survey results

+6% compared to June survey results
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?

- Not likely: 11%
- Somewhat likely: 45%
- Very likely: 44%

-4% compared to June survey results.
Over 50% of respondents are very likely to contemplate DESTINATIONS not previously offered.

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

- Not likely: 11%
- Somewhat likely: 37%
- Very likely: 53%

Photo credit: Kyoto Tourism
Globally, nearly 40% of respondents are very likely to consider new SUPPLIERS

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

- Not likely: 15%
- Somewhat likely: 47%
- Very likely: 38%
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?

<table>
<thead>
<tr>
<th></th>
<th>June</th>
<th>September</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td>65%</td>
<td>69%</td>
</tr>
<tr>
<td>Digital</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>Sales</td>
<td>37%</td>
<td>28%</td>
</tr>
<tr>
<td>Co-op campaigns</td>
<td>41%</td>
<td>26%</td>
</tr>
<tr>
<td>Advertising</td>
<td>28%</td>
<td>20%</td>
</tr>
<tr>
<td>None</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Changing roles

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

ANSWERED: 635        SKIPPED: 386
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.

www.travelconsul.com
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