



**travelmarket**  
*Voice of the Travel Advisor* report

# TRAVEL ADVISORS

## COVID-19 Sentiment Barometer

JULY 2020, WAVE II

# OVERVIEW

Myriad Marketing and Travel Market Report have partnered on an industry tracking survey to monitor the impact of the COVID-19 pandemic on travel agencies.

The online survey, designed and analyzed by MMGY Travel Intelligence, is conducted monthly among travel advisors in the United States and Canada. Wave II was conducted from July 13–July 28, 2020 and includes responses from 506 travel advisors.



# *Industry Leader in International* **TRAVEL MARKETING**

Myriad is an established representation, marketing and public relations agency, whose team members are committed to developing long term marketing and sales goals and effective strategies for their clients. With over 25 years of experience in the travel and tourism industry, Myriad has acquired invaluable industry contacts and relationships with key industry partners.

Myriad understands the tourism distribution channels, enabling us to develop a complete integrated approach to all public relations and promotional activities. It is through the consistent quality of our work that we have retained many clients for several years and substantially expanded our new client base. We understand the demands, pressure and needs of tourism offices, and the balance between effective account administration and proactive public relations and marketing.



# *Voice of the* **TRAVEL ADVISOR**

Travel Market Report is an online travel trade publication that serves as an independent forum and voice for retail travel sellers in North America. TMR is the first and only trade media founded by travel advisors, for travel advisors. Powered by a team of award winning journalists that analyze and report the news exclusively from the perspective of top-producing travel advisors and its impact on their business, Travel Market Report has become the most trusted news source in less than a decade by providing the most valuable information for its reader/advisors. TMR also provides practical business building advice and insights into key growth markets, helping advisors operate and grow their business. The editorial team is guided by an independent Editorial Advisory Board whose members represent a cross-section of the retail travel industry in North America. Launched in 2009 by American Marketing Group, Travel Market Report delivers news updates by email to over 64,000 US and Canadian subscribers.

**travelmarket**  
*Voice of the Travel Advisor* report

# *Better insights.* **SMARTER STRATEGY.**

MMGY Travel Intelligence specializes in syndicated and custom market research exclusively for the travel and tourism industry. We boast the industry's most expansive and richest historical data, and we are dedicated to providing the highest-quality travel and traveler research.

Our mission is to provide clients with valuable insights they can apply to improve their results. Our portfolio of products and services is designed to power travel industry decision-makers through consumer insights, travel performance data, and audience modeling and segmentation.





# Key Findings

- As travel continues to be hindered by the pandemic, and a return to normalcy remains unclear, travel advisors are increasingly concerned about their business. Seven in ten (71%) expect business to do be down 75% or more in 2020—this is up from 59% last month.
- Not surprisingly, we continue to see the shift in travelers' inquiries from international destinations to domestic destinations. Advisors report that 42% of all inquiries are about U.S. destinations. Prior to COVID-19, domestic destinations made up only about 16% of all inquiries.
- There has been a slight increase in the percentage of travelers booking North American travel for the next 30 days, perhaps suggesting that people are becoming restless and are in need of a spontaneous vacation. However, the majority of travel is being booked 7+ months in advance. And, this timeframe is longer for international travel, cruises and group tour vacations.
- Outdoor vacations, specifically to North American beach and mountain destinations, continue to be of most interest to clients, although interest in visiting beach destinations declined from last month. This could be due in part to heavy news coverage highlighting crowded beaches and the implication that this type of behavior is irresponsible.





# Key Findings

- Clients appear to feel more comfortable staying in smaller, more private accommodations in lieu of larger hotels or short-term rentals. Compared to last month, there is even less interest in large hotels, while short-term rentals show an increased interest.
- According to travel advisors, health concerns related to COVID-19 are even more of a concern this month compared to last month– 92% of advisors indicate this is a barrier to booking travel compared to 85% in June.
- Perhaps related to the increased safety concern, an increased number of advisors indicate that they do not believe promotional offers would impact booking decisions (37%). In other words, there is a growing sentiment that it doesn't matter how affordable travel is, people don't want to take the risk. It is important to note, however, that 39% of advisors *do* believe promotions would impact the decision to book.
- Travel advisors' most trusted source to learn about COVID-19 is the CDC website, followed by local websites and travel trade media.



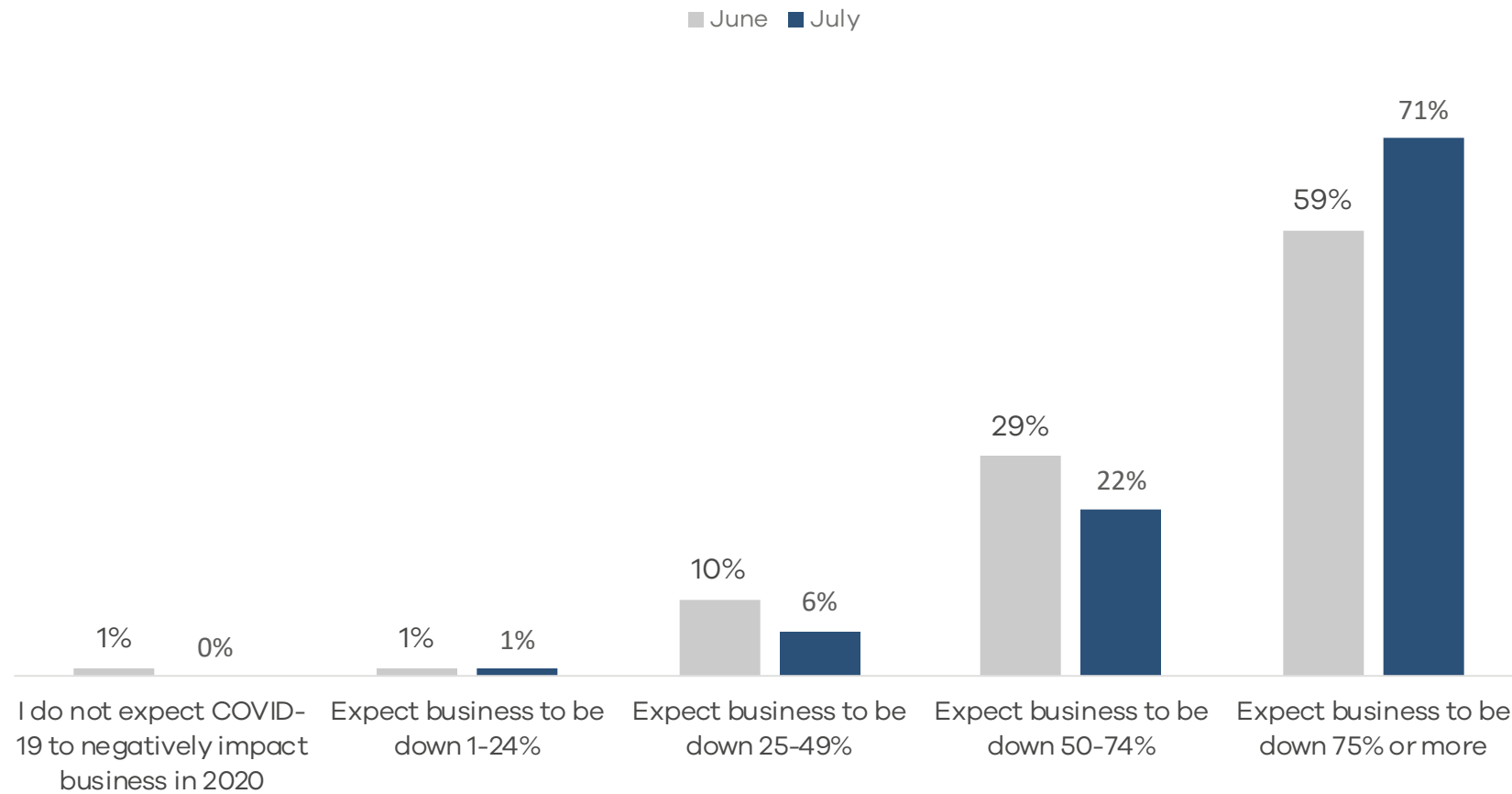
# Impact of COVID-19 on Travel Agencies



# 71%

Of travel advisors  
expect business to  
be down 75% or more  
for 2020—up from  
59% last month.

# Expectation That Business Will Be Down 75% Or More Is On The Rise



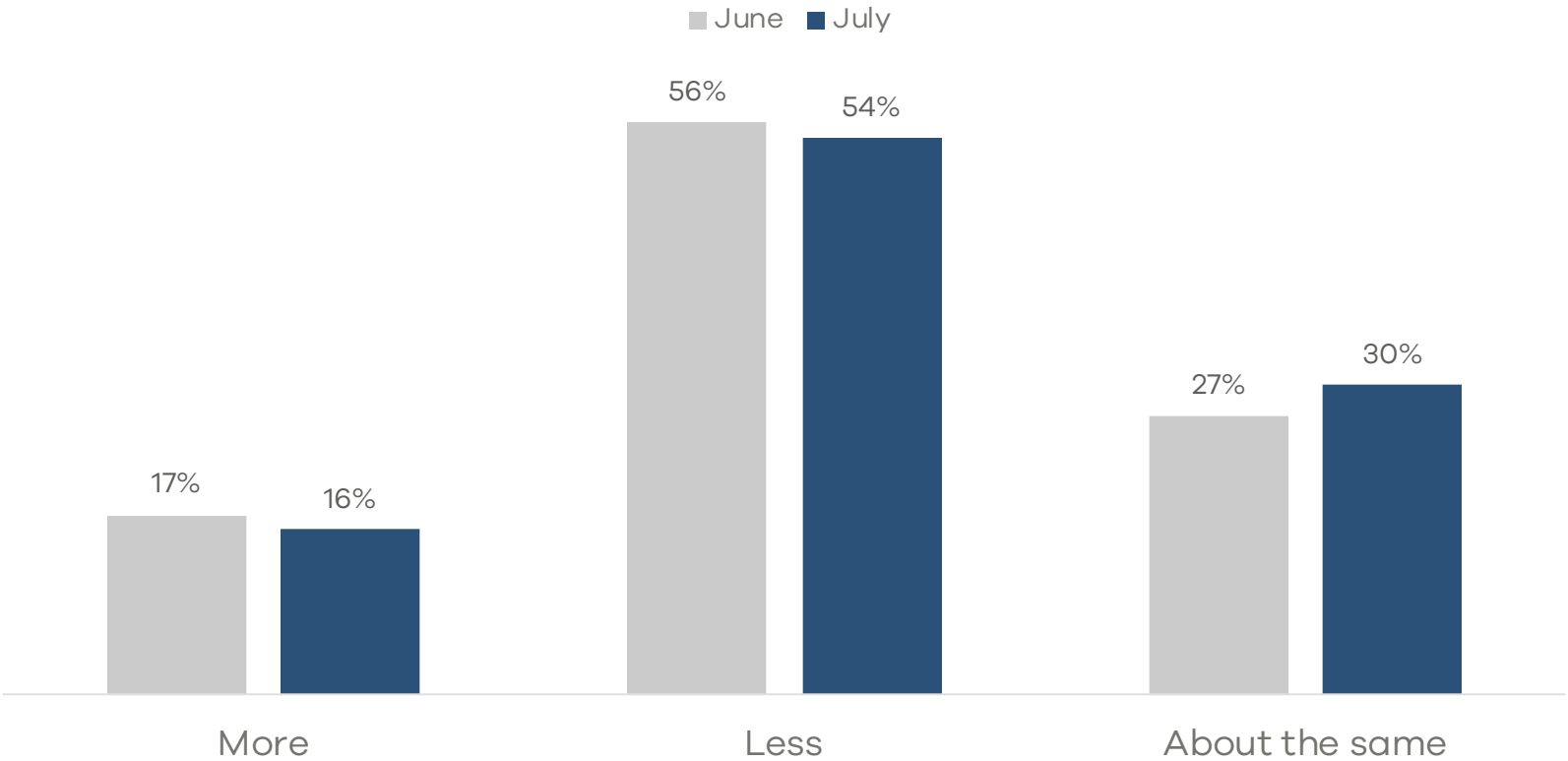
Q. How do you expect the COVID-19 pandemic will ultimately impact your travel agency's 2020 full-year results? n=506

© 2020, MMGY Travel Intelligence

**travelmarket**  
Voice of the Travel Advisor **report**

**MMGY** Myriad

# COVID-19 Likely to Significantly Impact The Number of Familiarization Trips In Subsequent Months



Q. During the 6 months following the COVID-19 pandemic, do you expect to take more, less, or about the same number of destination familiarization trips as compared to the 6 months immediately preceding the COVID-19 pandemic? n=506

# Traveler Interest in Types of Vacations

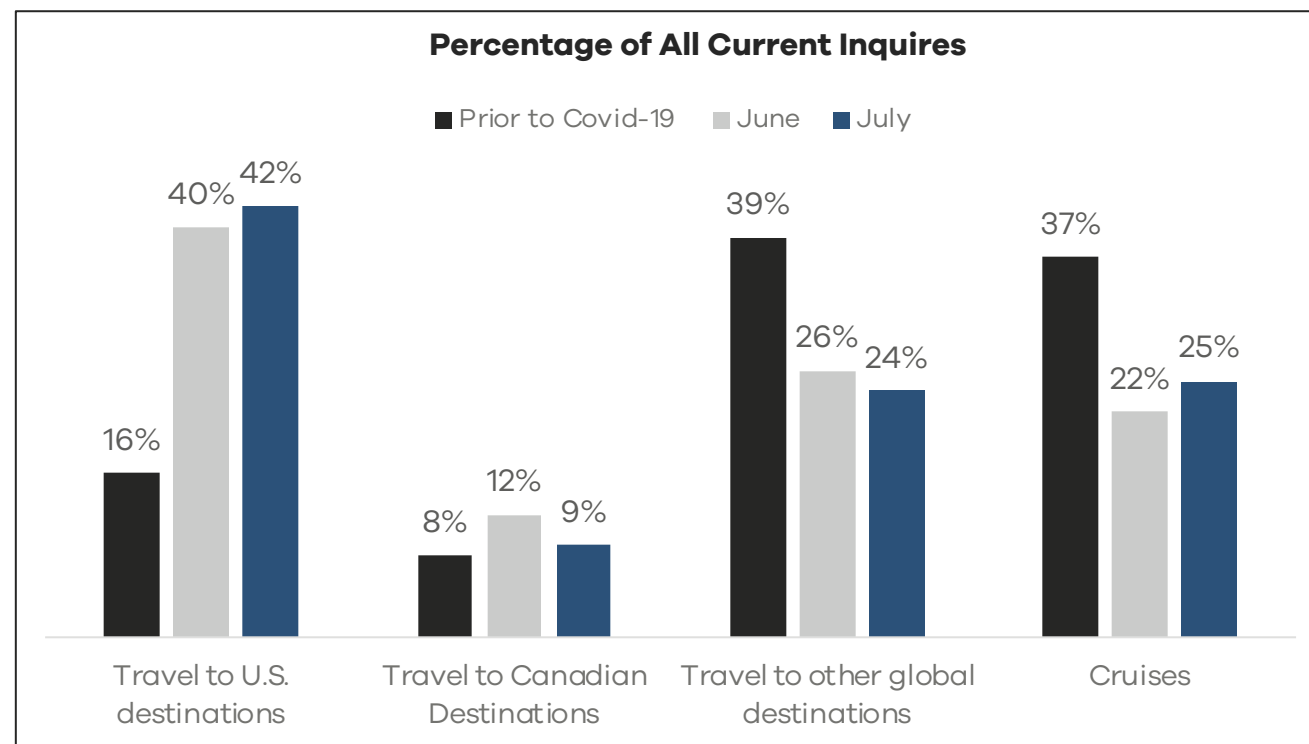
# 42%

Of all travel advisor inquiries are about travel to U.S. destinations—up 163% from pre-Coronavirus levels.



# Travel Inquiries Remain Similar to Last Month— Continue to See the Shift to Domestic Destinations

July 2020	Prior to COVID-19 (% of all inquiries)	Current Inquiries (% of all inquiries)	% Change in Share of Inquiries
Travel to U.S. destinations	16%	42%	↑ 163%
Travel to global destinations	39%	24%	↓ -38%
Cruises	37%	25%	↓ -32%
Travel to Canadian Destinations	8%	9%	13%



Q. How would you compare the current proportion of inquiries you receive about U.S., Canadian and other global destinations to what you received prior to COVID-19? n=506

© 2020, MMGY Travel Intelligence

## United States & Canada

## Mexico & Caribbean



© 2020, MMGY Travel Intelligence

# Most Popular Destinations – Europe & Long-Haul

## Europe



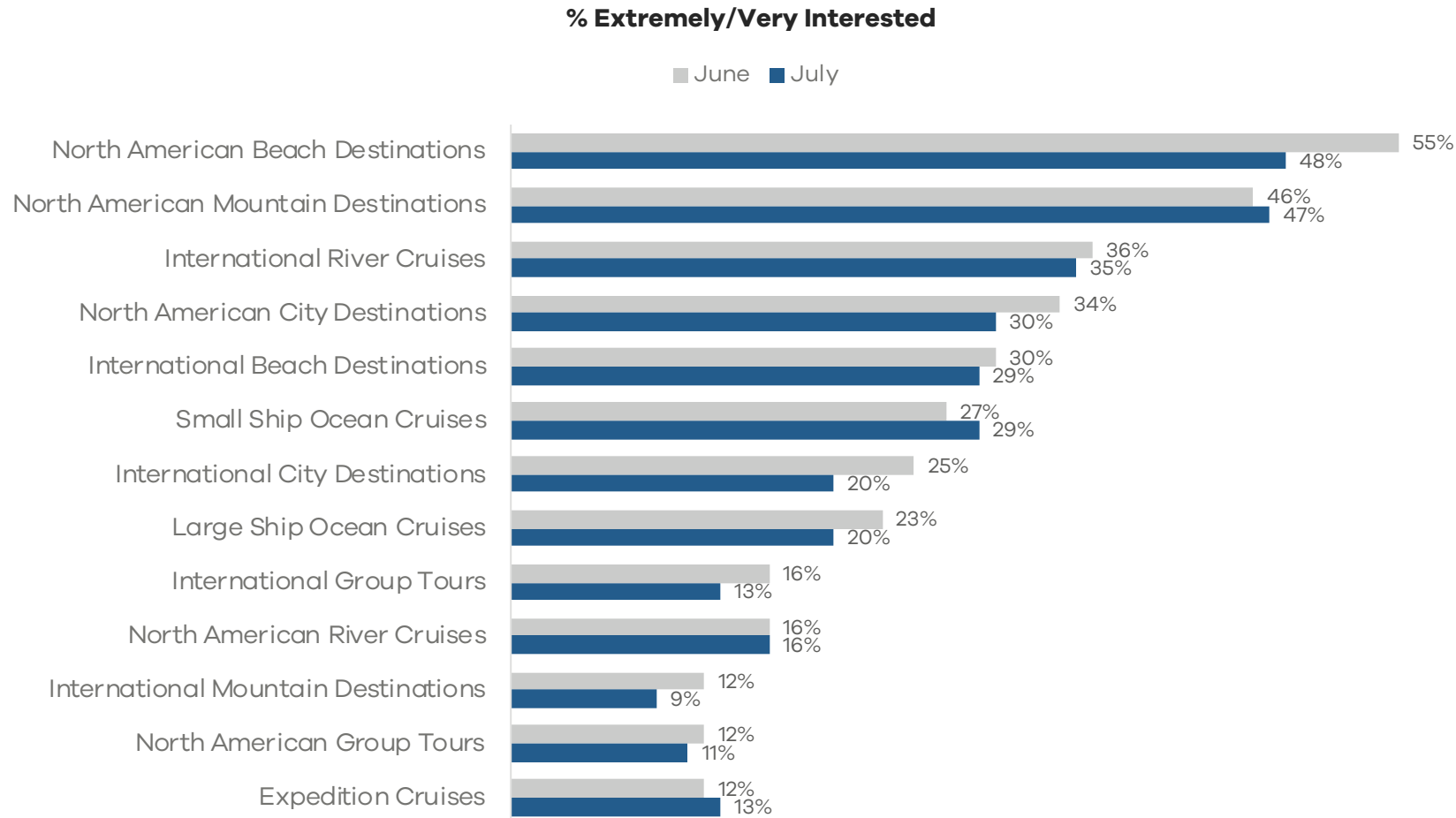
## Long-haul, non-European



Q. Thinking about your current inquiries, please list up to three destinations in Europe/long-haul, non-European destinations that appear to be of most interest to potential travelers.

© 2020, MMGY Travel Intelligence

# Beach And Mountain Destinations Continue To Be Most Popular, Though Beach Destinations Declined Compared to Last Month



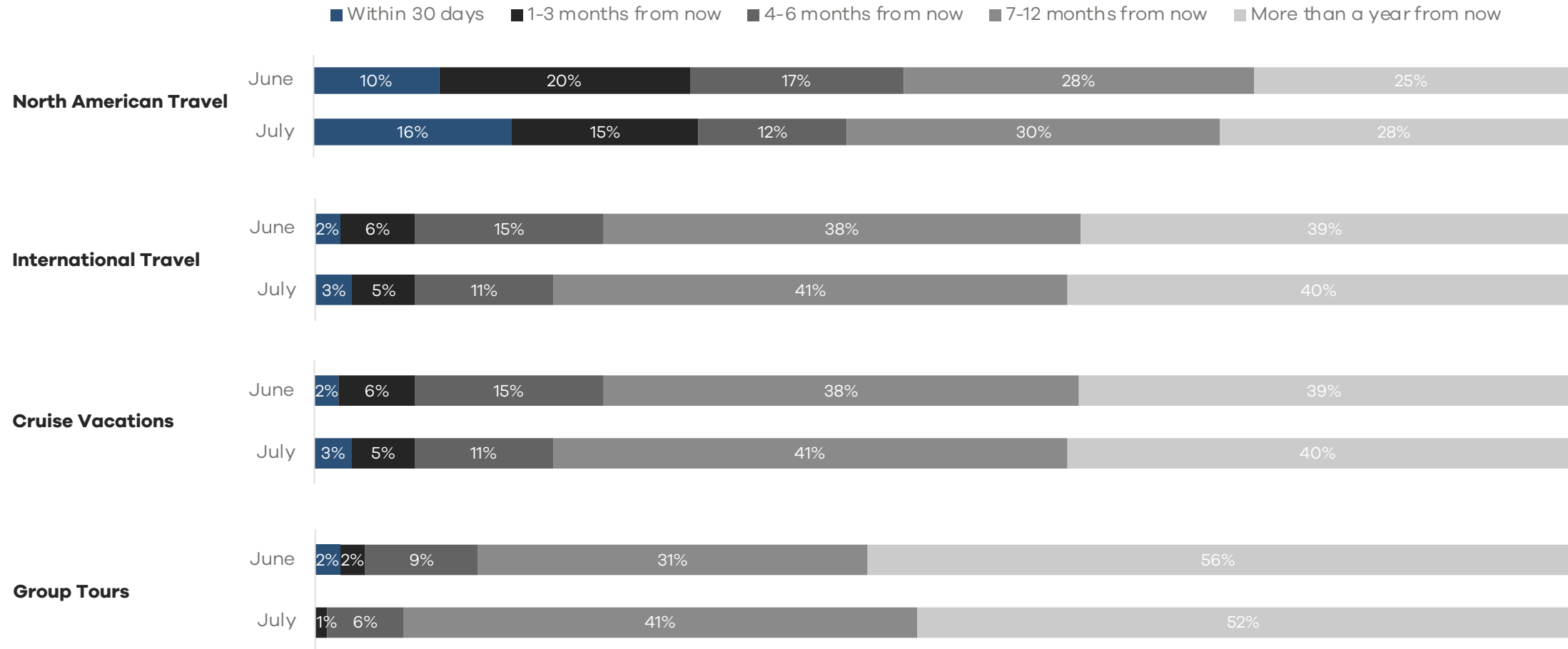
Q. Please rate the overall level of interest your clients are expressing in each of the following as potential types of travel during the next 6 months. n=506

© 2020, MMGY Travel Intelligence

**travelmarket**  
Voice of the Travel Advisor report

**MMGY** Myriad

# Slight Increase In Immediate North American Travel, But Majority of Travel is Booked 7+ Months in Advance



Q. For any \_\_\_\_\_ vacations you are booking, please indicate the percentage of those vacations that fall within each of the timeframes listed.

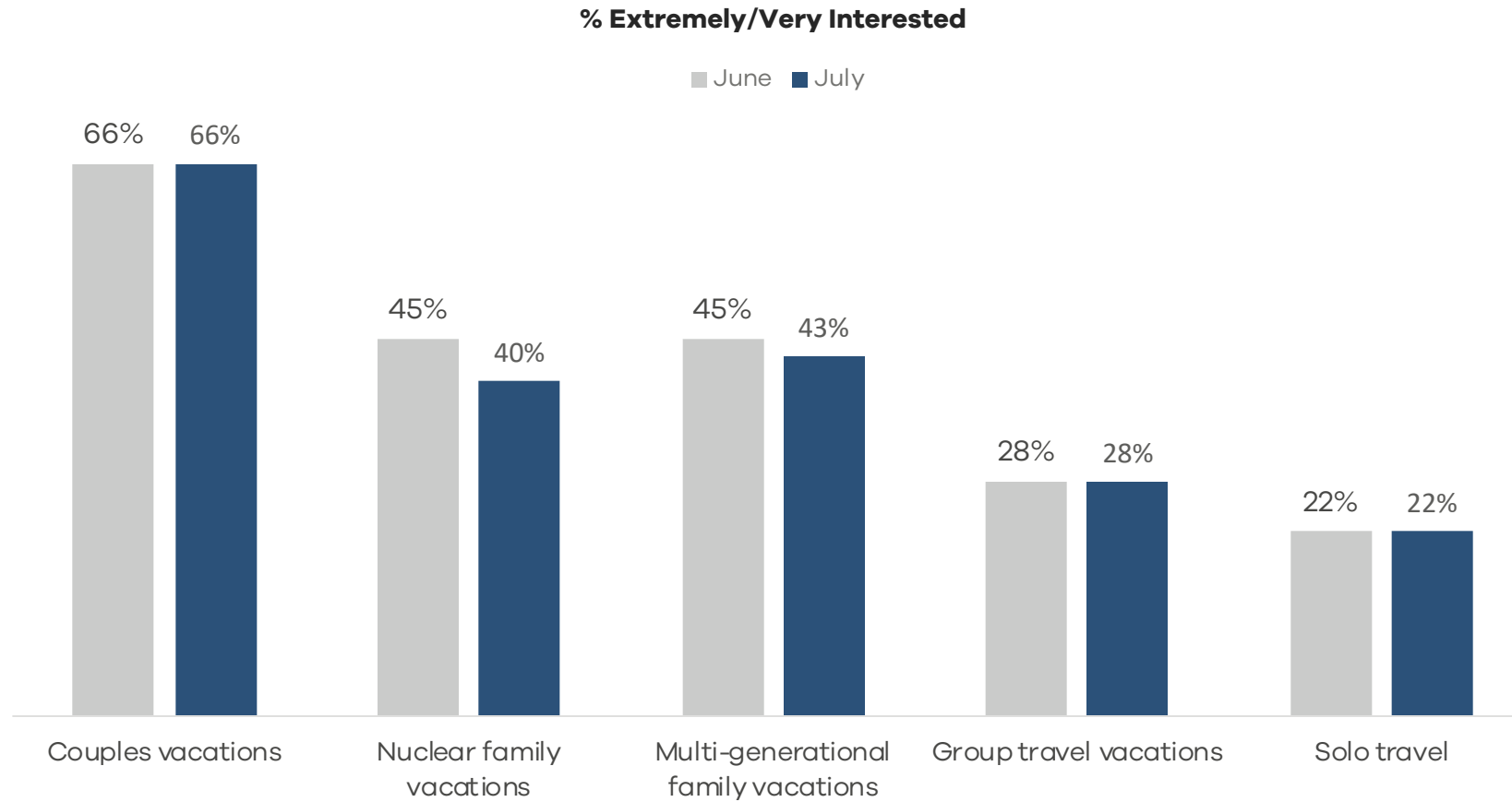
© 2020, MMGY Travel Intelligence

**travelmarket**  
Voice of the Travel Advisor report

**MMGY** Myriad



# Travel Party Composition Led By Couples



Q. Please indicate how interested your clients are in booking each type of travel. n=506

© 2020, MMGY Travel Intelligence

**travelmarket**  
Voice of the Travel Advisor report

**MMGY** Myriad

# Smaller, More Private Accommodations Rise in Popularity Amidst COVID-19 Outbreak

\* The difference score can range from -100% to 100%. In this case, a negative difference score indicates a lessened interest in booking this type of accommodation, whereas a positive score indicates more of an interest in booking compared to the period immediately prior to COVID-19. A score of zero (0%) would represent a neutral response.

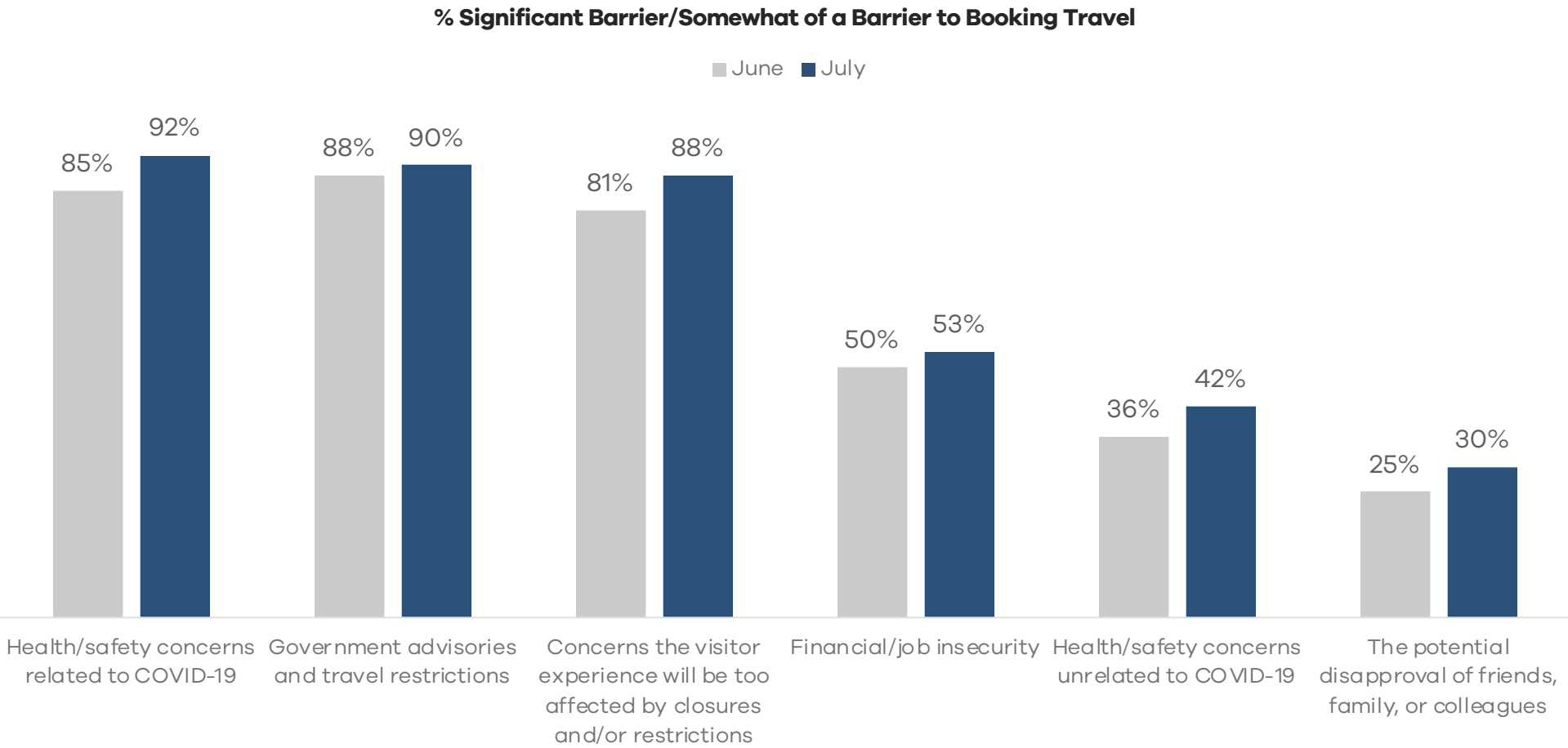
Interest in Lodging Types Compared to Pre-COVID-19 (Difference scores—More minus Less Interested)*	June (n=308)	July (n=506)
Small/Boutique Hotels	17%	14%
Private Villas/Cabins	17%	12%
All-inclusive Resorts	NA	1%
Large/Resort Hotels	-17%	-24%
Short-term rentals (Airbnb etc.)	-26%	-22%

Q. Compared to the time period immediately prior to the COVID-19 outbreak, please indicate your clients' current interest in booking the following types of lodging. n=506

© 2020, MMGY Travel Intelligence

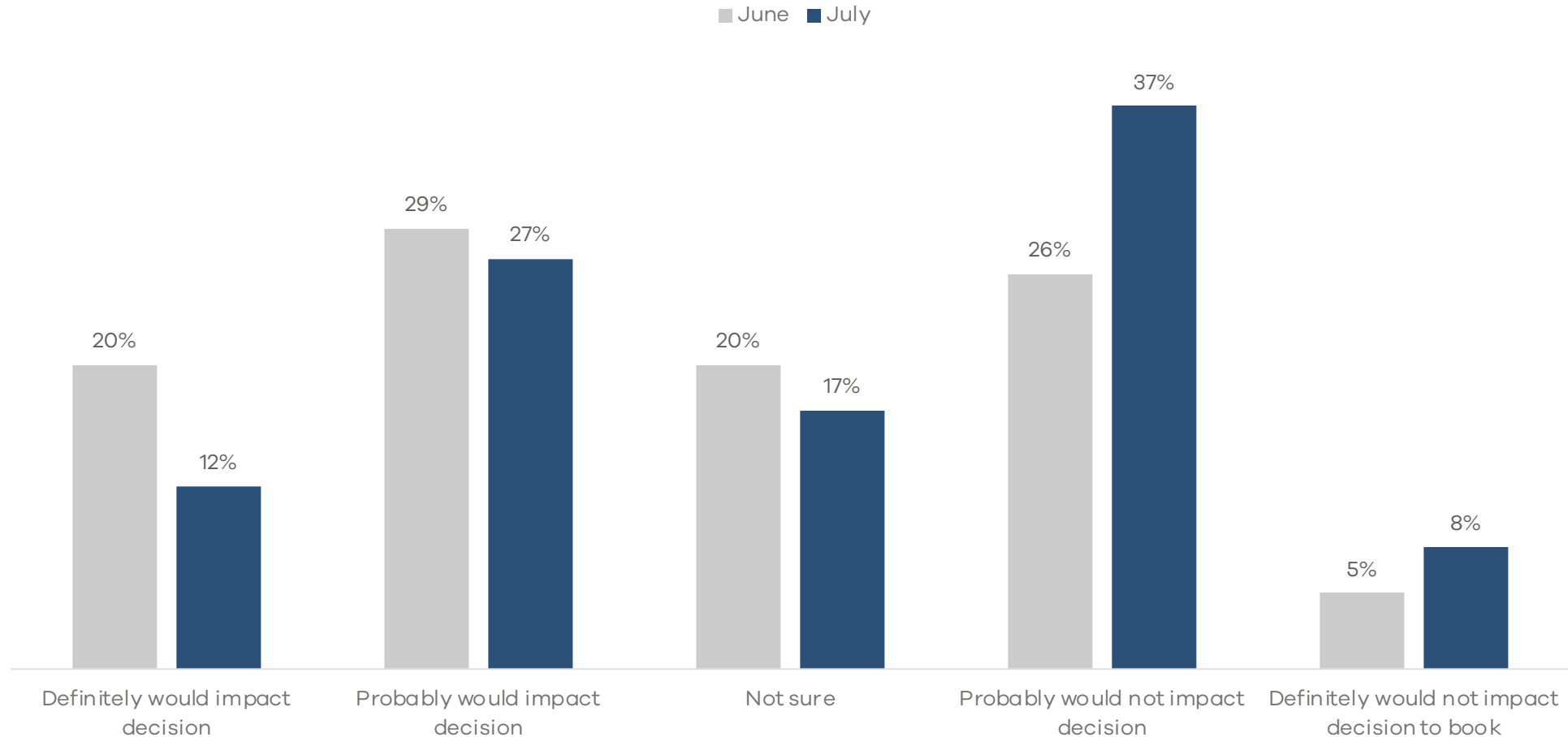
# Barriers & Incentives

# Health Concerns As a Barrier To Travel Increased From Last Month, As Did Visitor Experience Concerns



Q. Please indicate how much of a barrier you believe your clients see each of the following to booking travel right now. n=506

# Increasingly, Advisors Don't Think Promotional Offers Would Impact Booking Decisions



Q. To what extent do you believe aggressive promotional offers and price discounts from suppliers would affect your clients' decisions to book travel right now? n=506

© 2020, MMGY Travel Intelligence

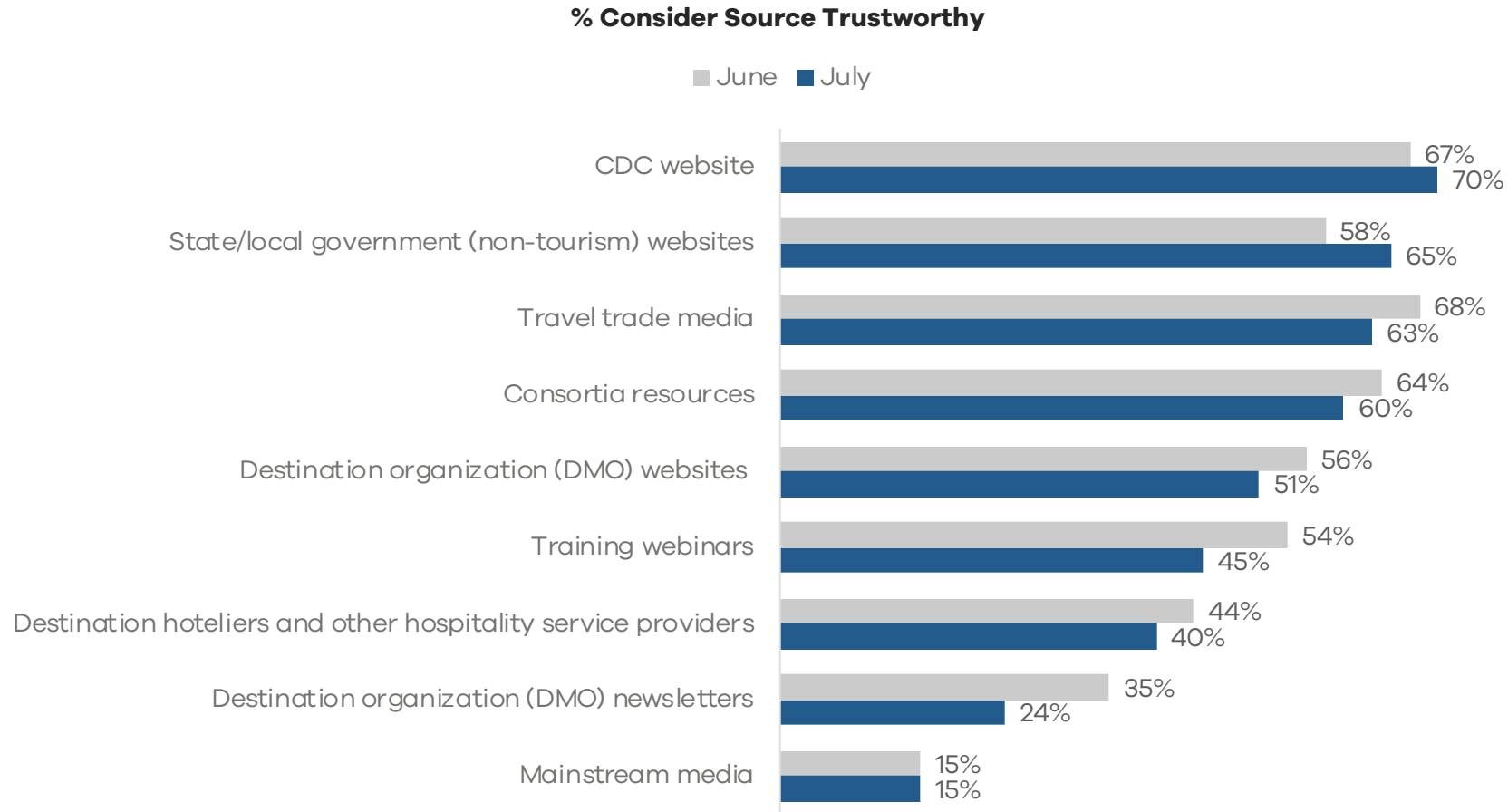
**travelmarket**  
Voice of the Travel Advisor report

**MMGY** Myriad



# Sources of Info & Respondent Demographics

# CDC Is Now The Most Trusted Source For COVID-19 Information, Followed By Local Websites And Travel Trade Media



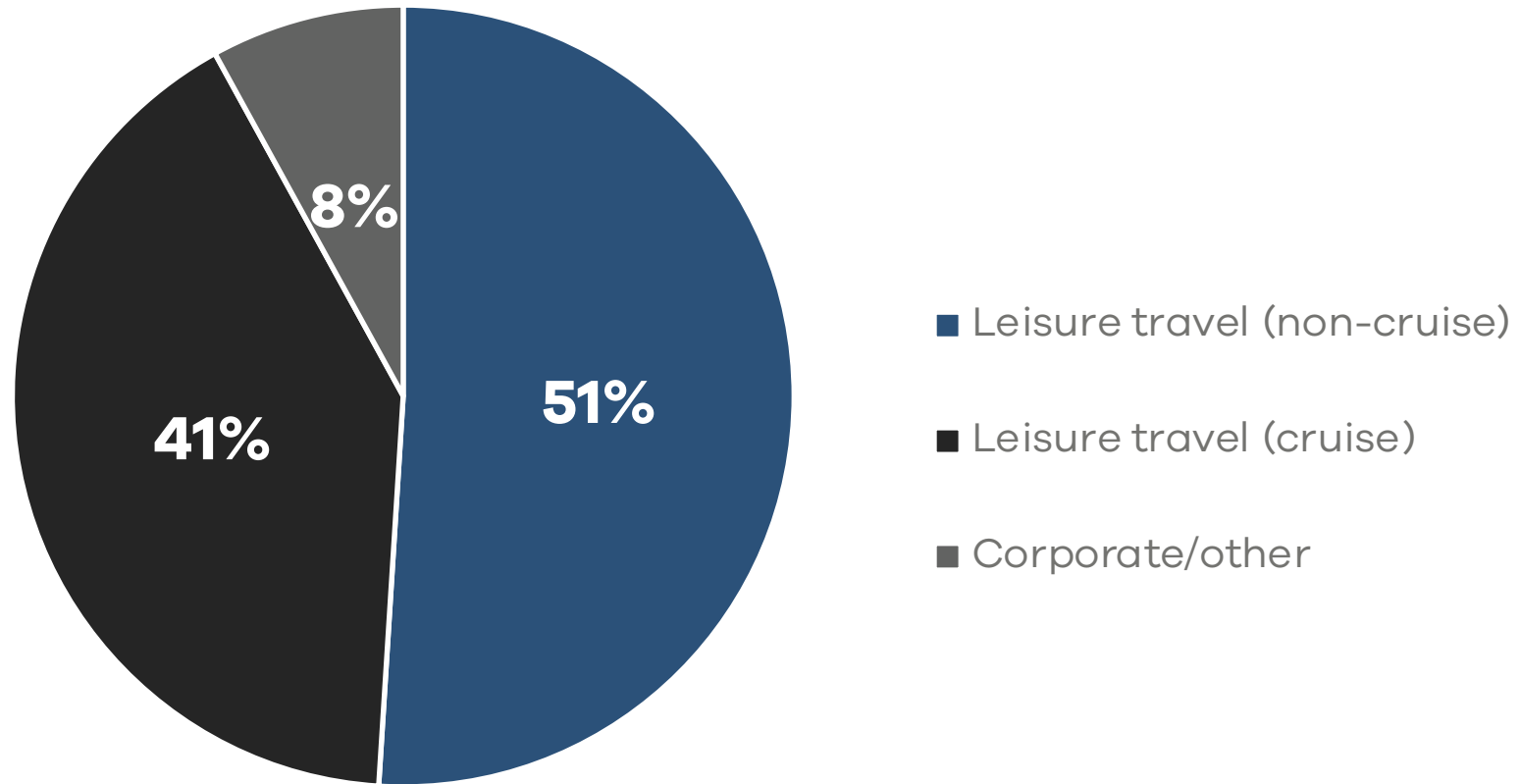
Q. For information about the impact of COVID-19 as well as destination information overall, which of the following sources of destination information do you consider trustworthy? n=506

© 2020, MMGY Travel Intelligence

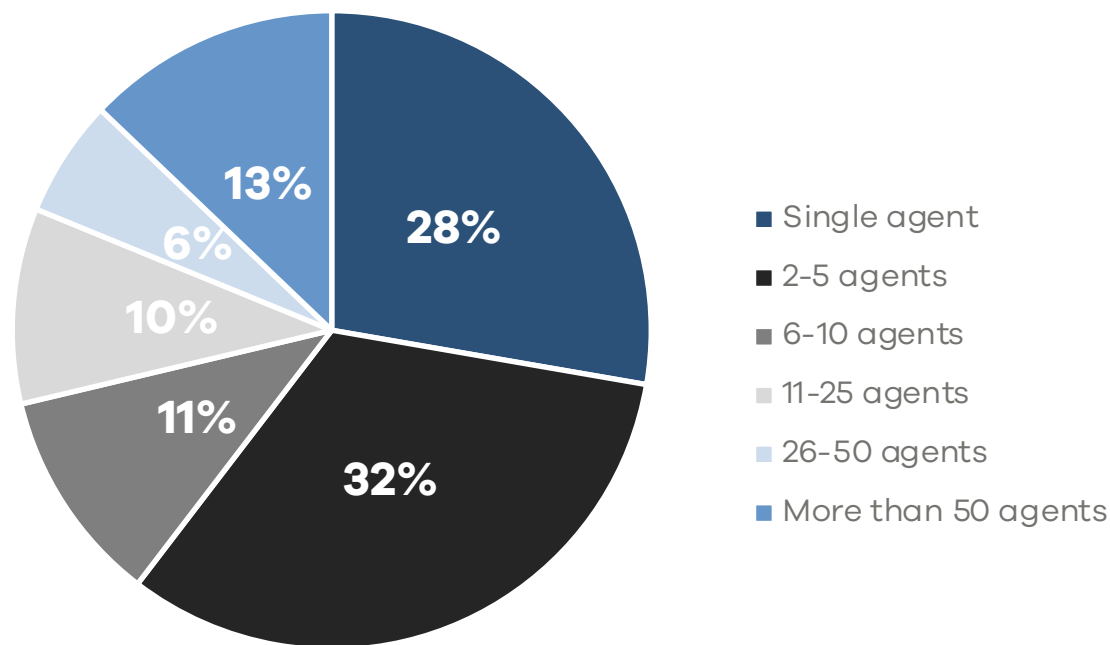
**travelmarket**  
Voice of the Travel Advisor report

**MMGY** Myriad

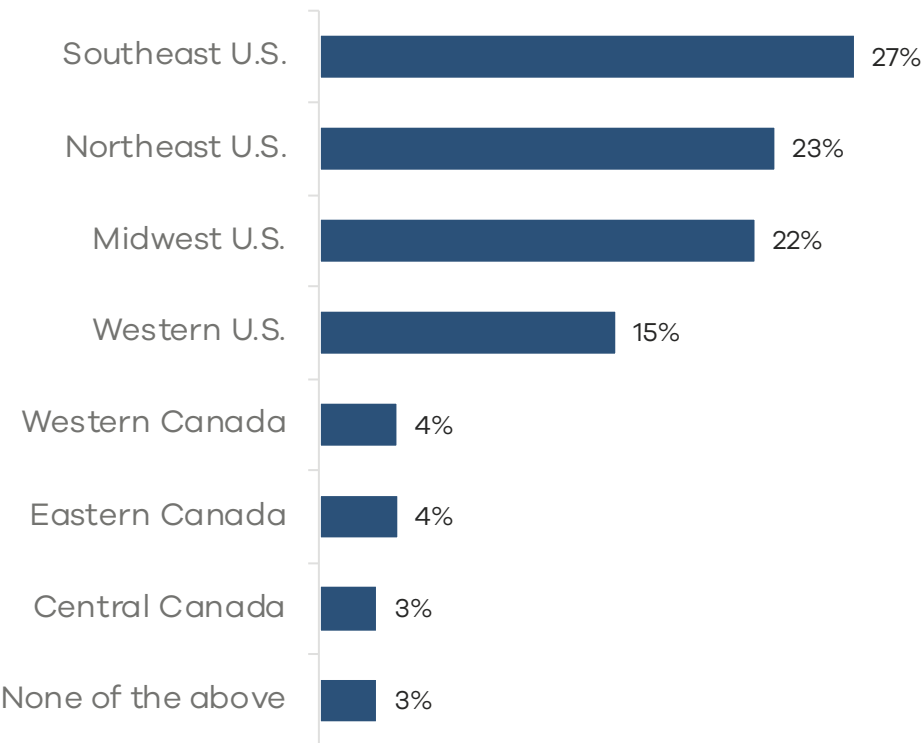
# Types of Travel Booked in 2019 – Percentage of Total



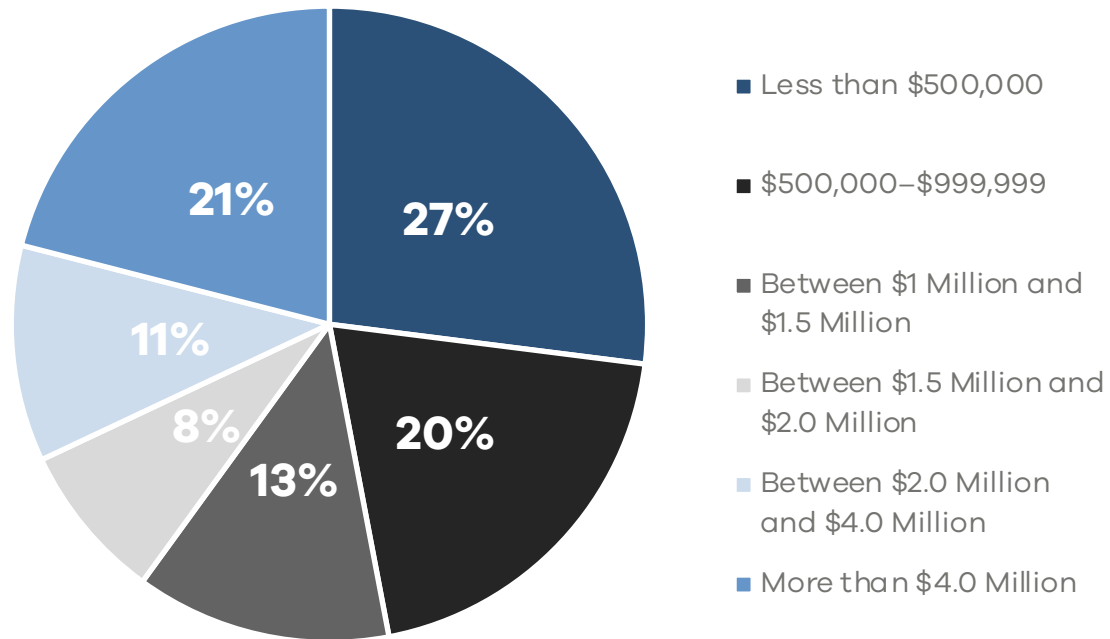
# Size of Travel Agency



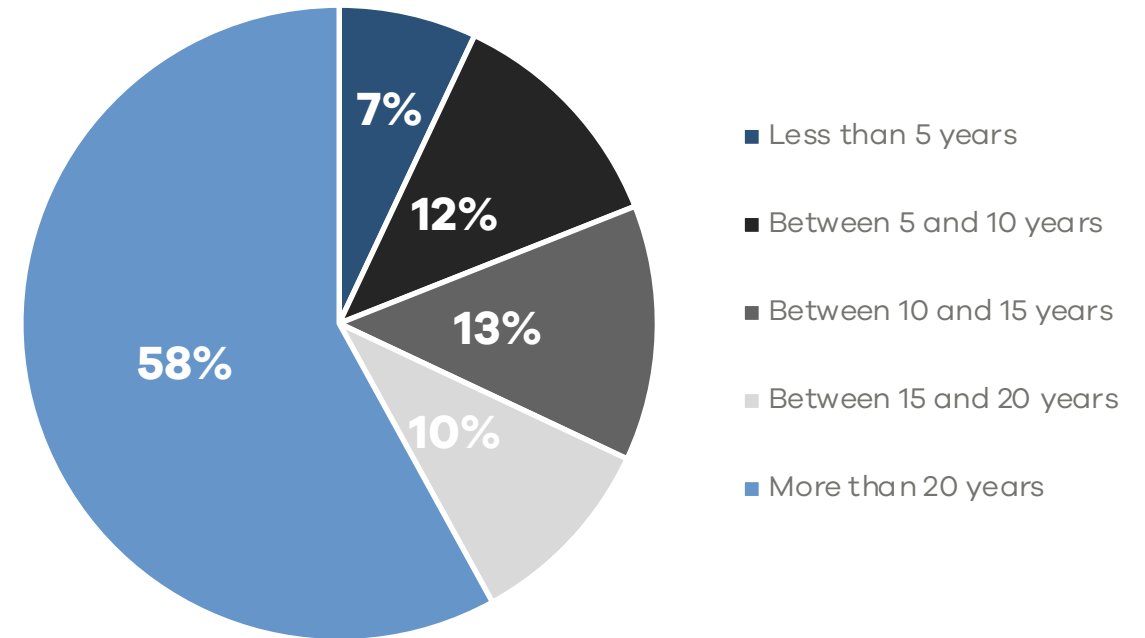
# Travel Agency Location



## Average Annual Revenue



## Age of Travel Agency



**For more  
information contact:**

**Julie Cuesta**

EVP, Managing Director  
MMGY Myriad Marketing  
[jcuesta@myriadmarketing.com](mailto:jcuesta@myriadmarketing.com)

**Chris Davidson**

EVP, Insights & Strategy  
MMGY Travel Intelligence  
[cdavidson@mmgyintel.com](mailto:cdavidson@mmgyintel.com)

**Dan McCarthy**

Editor in Chief  
Travel Market Report  
[dmcCarthy@travelmarketreport.com](mailto:dmcCarthy@travelmarketreport.com)

**Brian Israel**

Associate Publisher  
Travel Market Report  
[bisrael@travelmarketreport.com](mailto:bisrael@travelmarketreport.com)