



travelmarket
Voice of the Travel Advisor report

TRAVEL ADVISORS

COVID-19 Sentiment Barometer

SEPTEMBER 2020, WAVE III

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 III was conducted from August 24-September 8 and includes responses from 440 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.



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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

- Last month's Travel Advisor survey took place in the midst of record number reported U.S. COVID-19 cases and the results reflected that, with travel advisors reporting less interest in nearly all types of travel and rising concerns around health and the visitor experience. Similar to the June results, nearly 3 in 4 advisors continue to expect business to be down 75% or more in 2020.
- Travelers' inquiries continue to shift from international destinations to domestic destinations. Advisors report that 40% of all inquiries are about U.S. destinations, 27% are about cruises, 25% are for global destinations, and 8% are inquiring about Canadian destinations.
- Advisors report that 20% of incoming North American travel bookings are for the next 30 days, up from 16% in July. Additionally, there is an increase in the percentage of international travel, cruise and group tour vacations being booked within the next 12 months.
- North American beach and mountain destinations continue to be of most interest to clients, with clients' interest in North American mountain destinations increasing compared to both both June and July.



Key Findings

- Clients continue to feel more comfortable staying in smaller, more private accommodations in lieu of larger hotels or short-term rentals, though all accommodation types show rising interest.
- Health concerns related to COVID-19, government advisories/restrictions and concerns about the visitor experience continue to be the primary barriers to travel, though they are all down compared to last month.
- There was an increase in the percentage of advisors indicating that they do believe promotional offers would impact booking decisions, from 39% to 44%, which is a shift compared to the July results.
- Travel advisors' most trusted source to learn about COVID-19 is travel trade media, followed by the CDC website and state/local government websites.

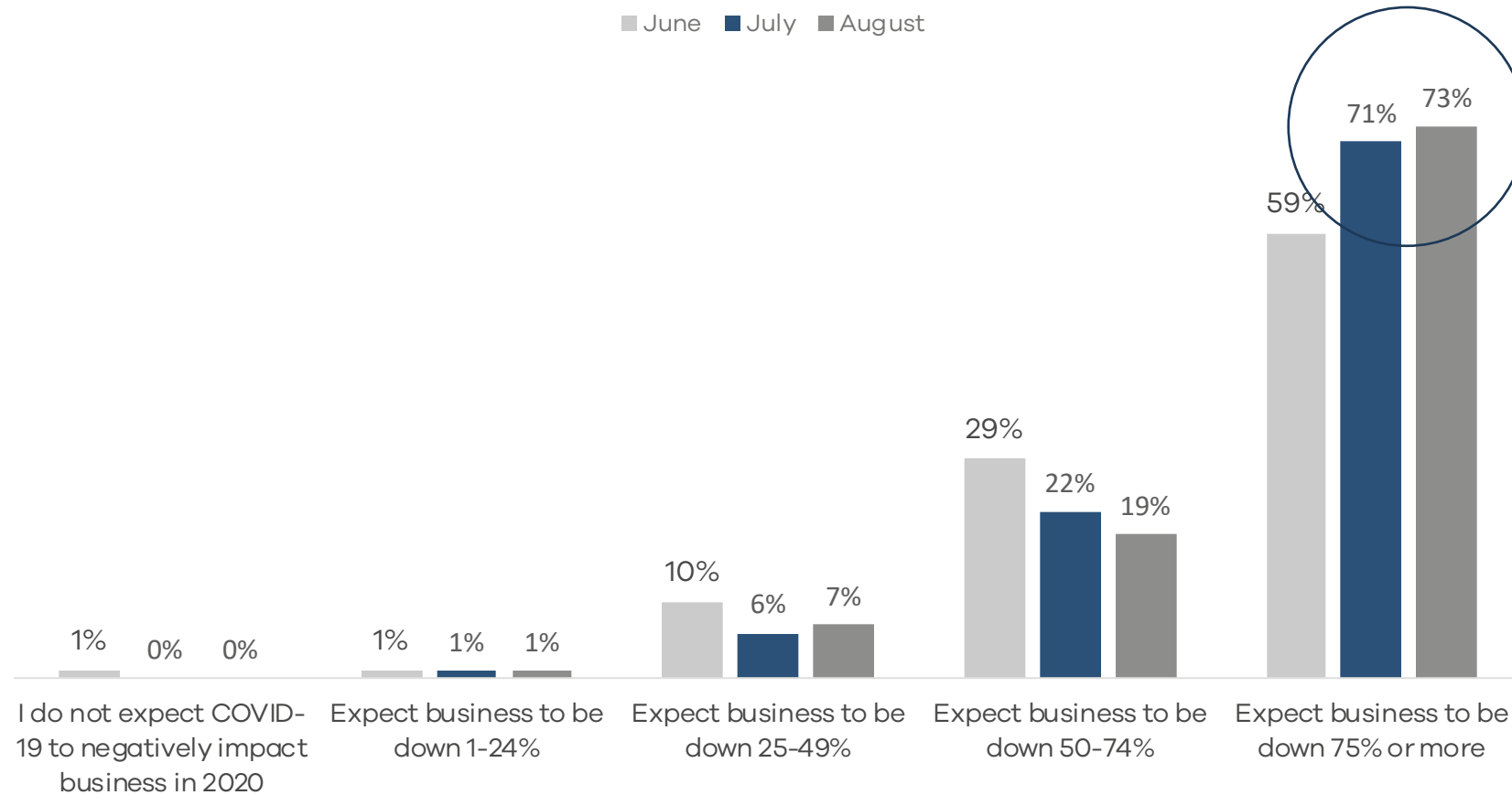


Impact of COVID-19 on Travel Agencies

73%

Of travel advisors
expect business to
be down 75% or more
for 2020

Expectation That Business Will Be Down 75% Or More Is Up Slightly From Last Month



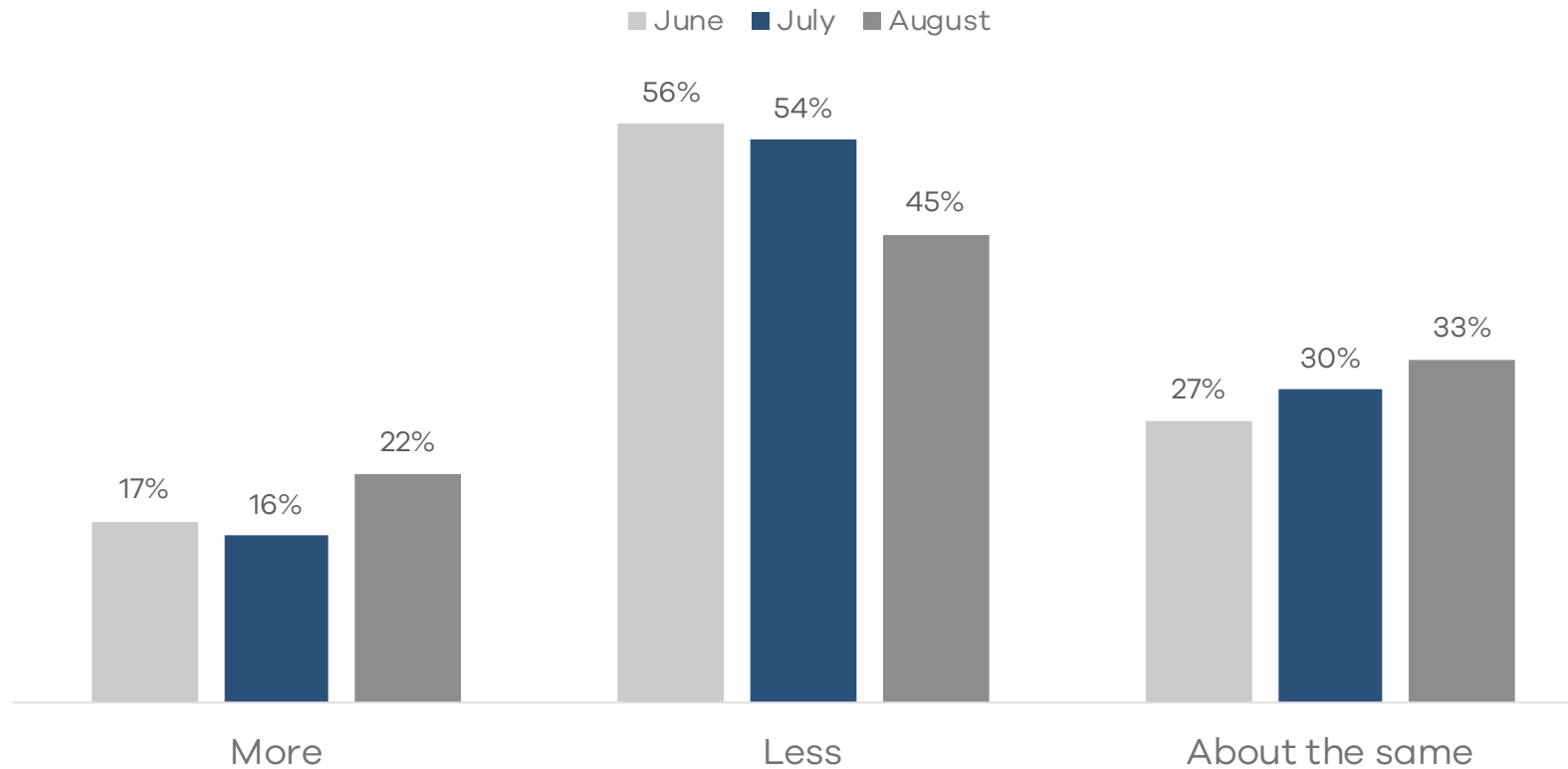
Q. How do you expect the COVID-19 pandemic will ultimately impact your travel agency's 2020 full-year results? n=440

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MMGY Myriad

Advisors' Expectations For Familiarization Trips Following The Pandemic Improved Slightly



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=440

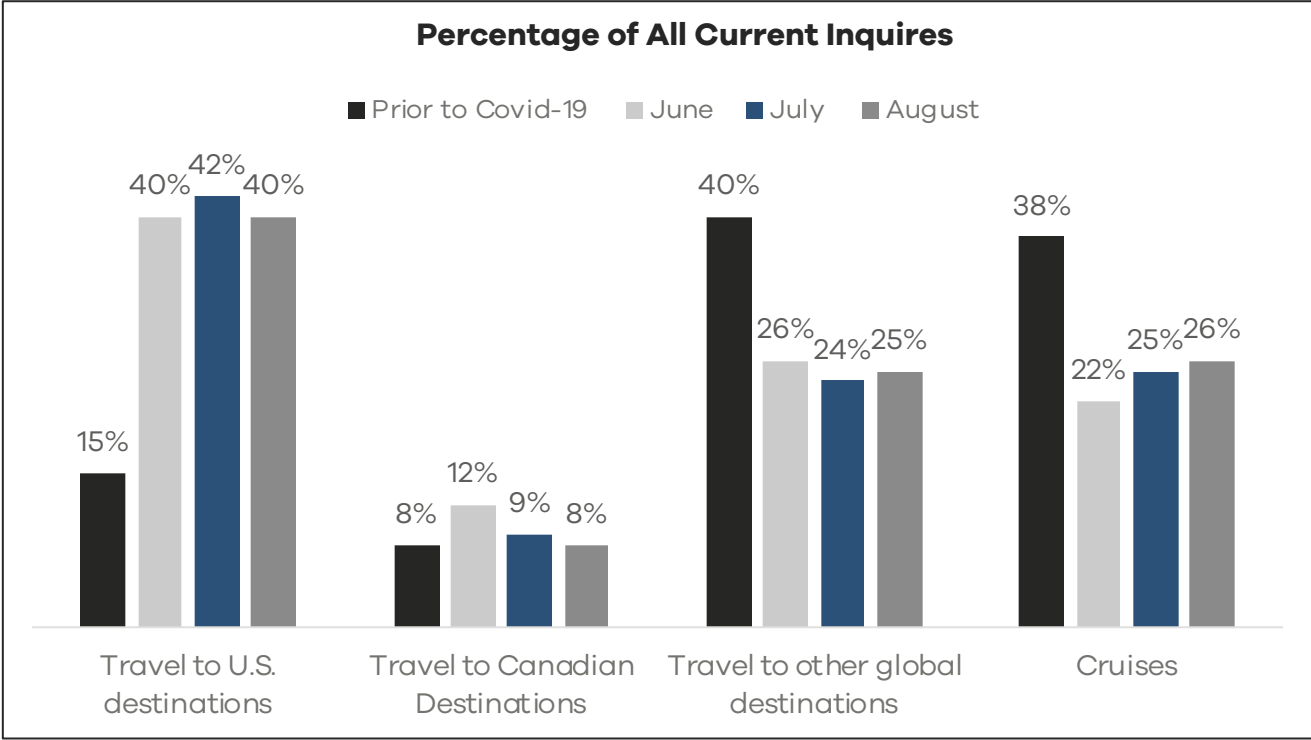
Traveler Interest in Types of Vacations

40%

Of all travel advisor inquiries are about travel to U.S. destinations—up 167% from pre-Coronavirus levels.

Travel Inquiries Remain Similar to Last Month— Shift to Domestic Destinations Continues

July 2020	Prior to COVID-19 (% of all inquiries)	Current Inquiries (% of all inquiries)	% Change in Share of Inquiries
Travel to U.S. destinations	15%	40%	167% ↑
Travel to global destinations	40%	25%	-38% ↓
Cruises	38%	27%	-29% ↓
Travel to Canadian Destinations	8%	8%	0%



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=440

Most Popular Destinations - US/Canada & Mexico/Caribbean

United States & Canada



Mexico & Caribbean



Q. Thinking about your current inquiries, please list up to three destinations in the United States or Canada/Mexico & Caribbean that appear to be of most interest to potential travelers.

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Most Popular Destinations – Europe & Long-Haul

Europe



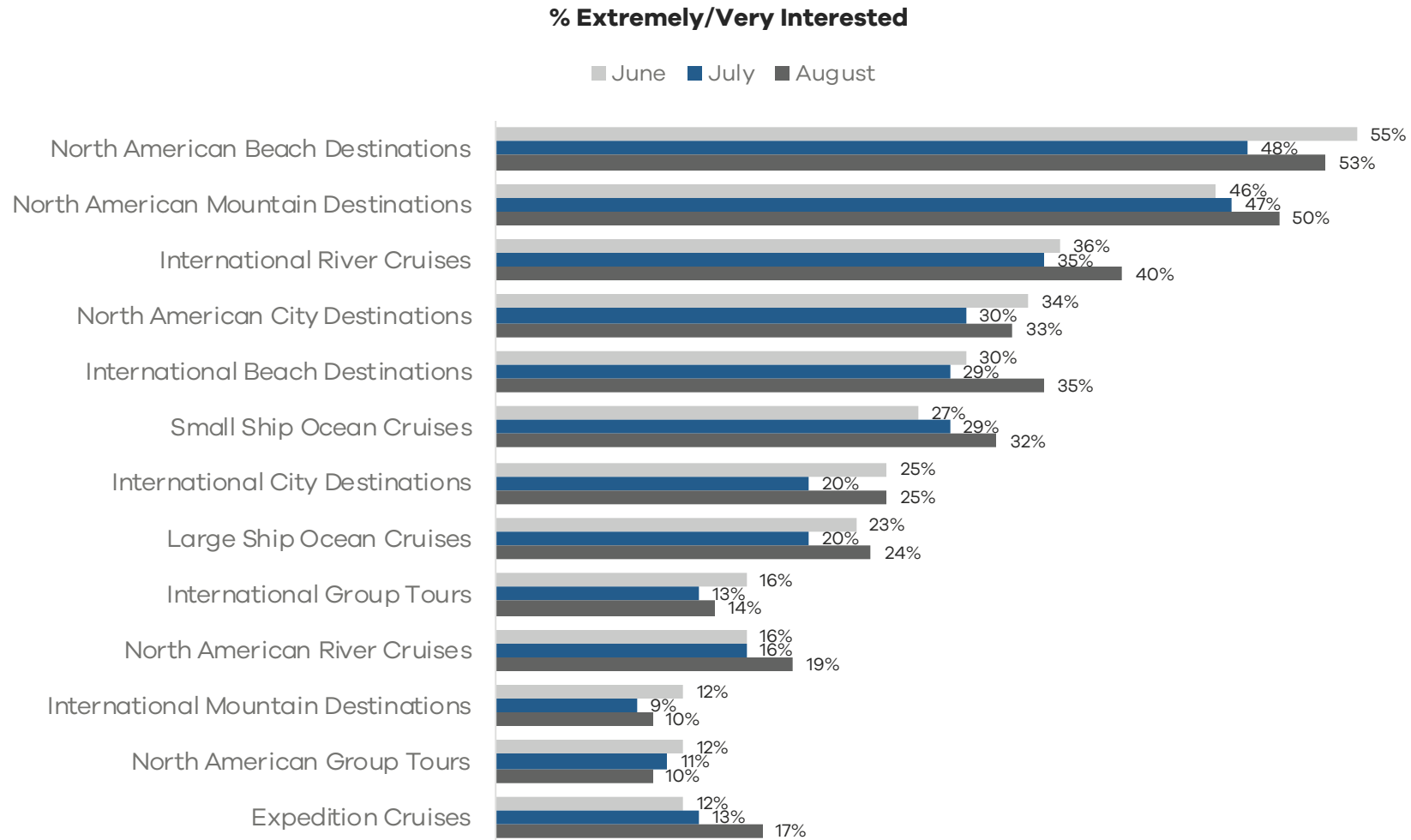
Long-haul, non-European



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.

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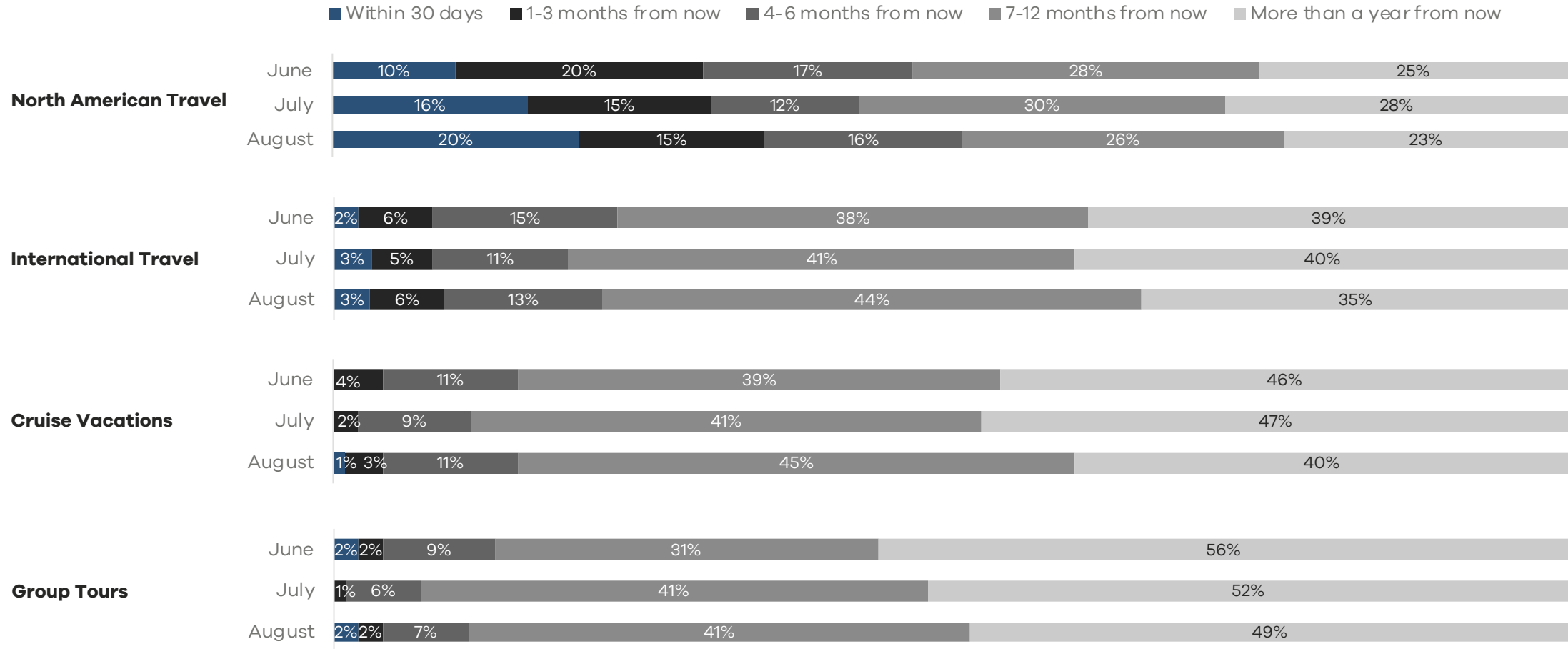
Interest In North American Beach And Mountain Destinations Rose Compared to July Results



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=440

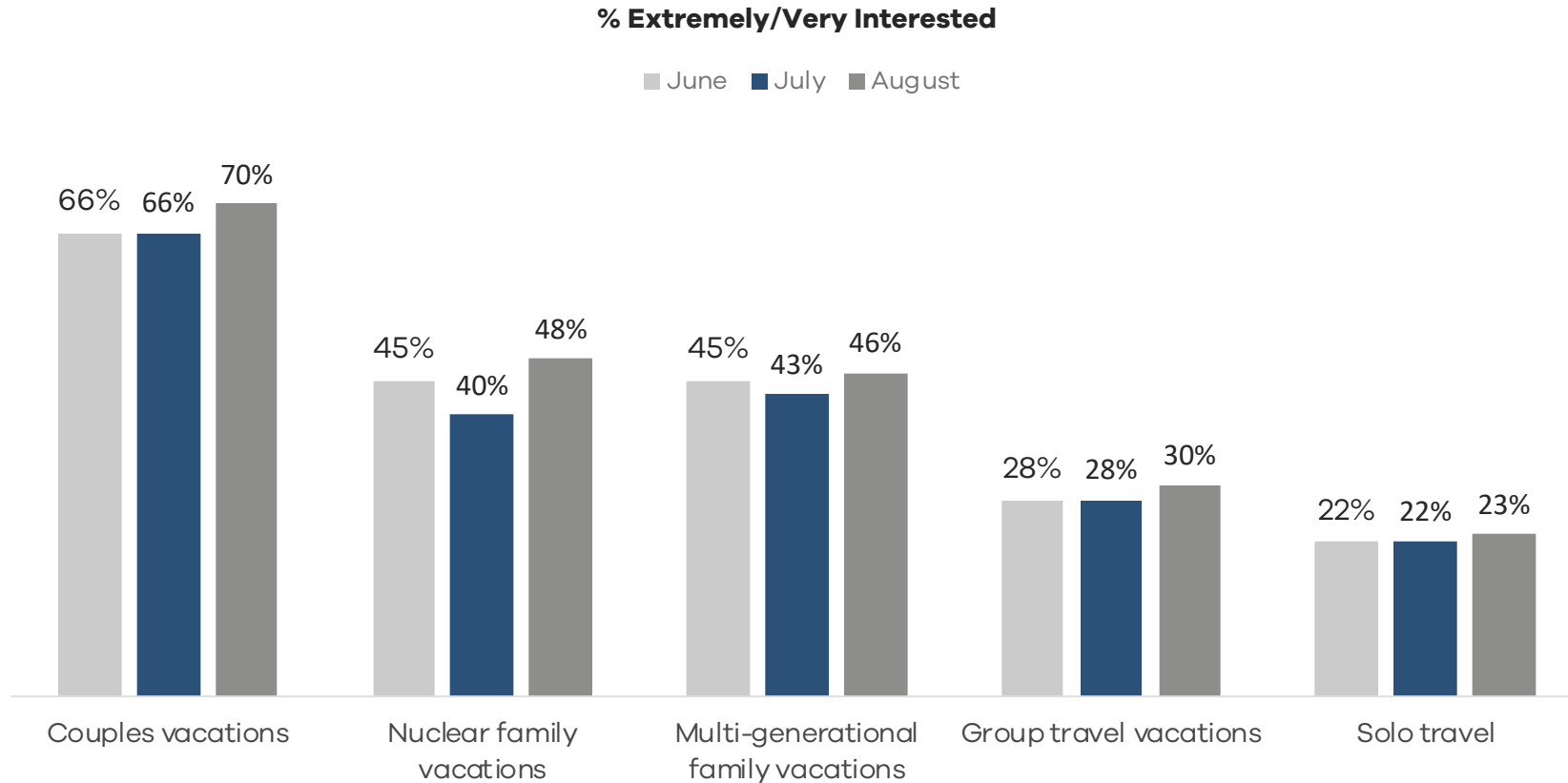
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Near-Term North American Travel Expectations Continue to Improve



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

Travel Party Composition



Q. Please indicate how interested your clients are in booking each type of travel. n=440

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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)	August (n=440)
Small/Boutique Hotels	17%	14%	20%
Private Villas/Cabins	17%	12%	20%
All-inclusive Resorts	NA	1%	16%
Large/Resort Hotels	-17%	-24%	-17%
Short-term rentals (Airbnb etc.)	-26%	-22%	-12%

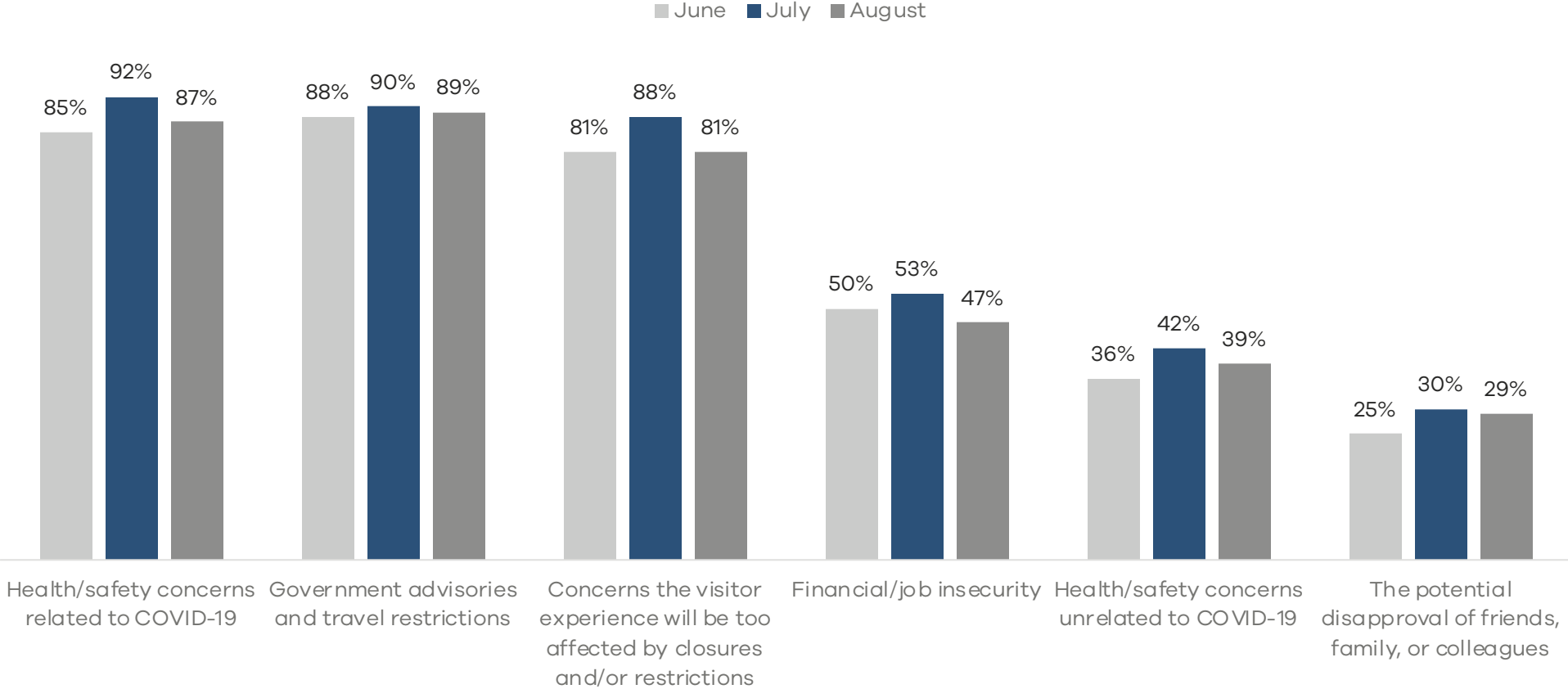
Q. Compared to the time period immediately prior to the COVID-19 outbreak, please indicate your clients' current interest in booking the following types of lodging.

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Barriers & Incentives

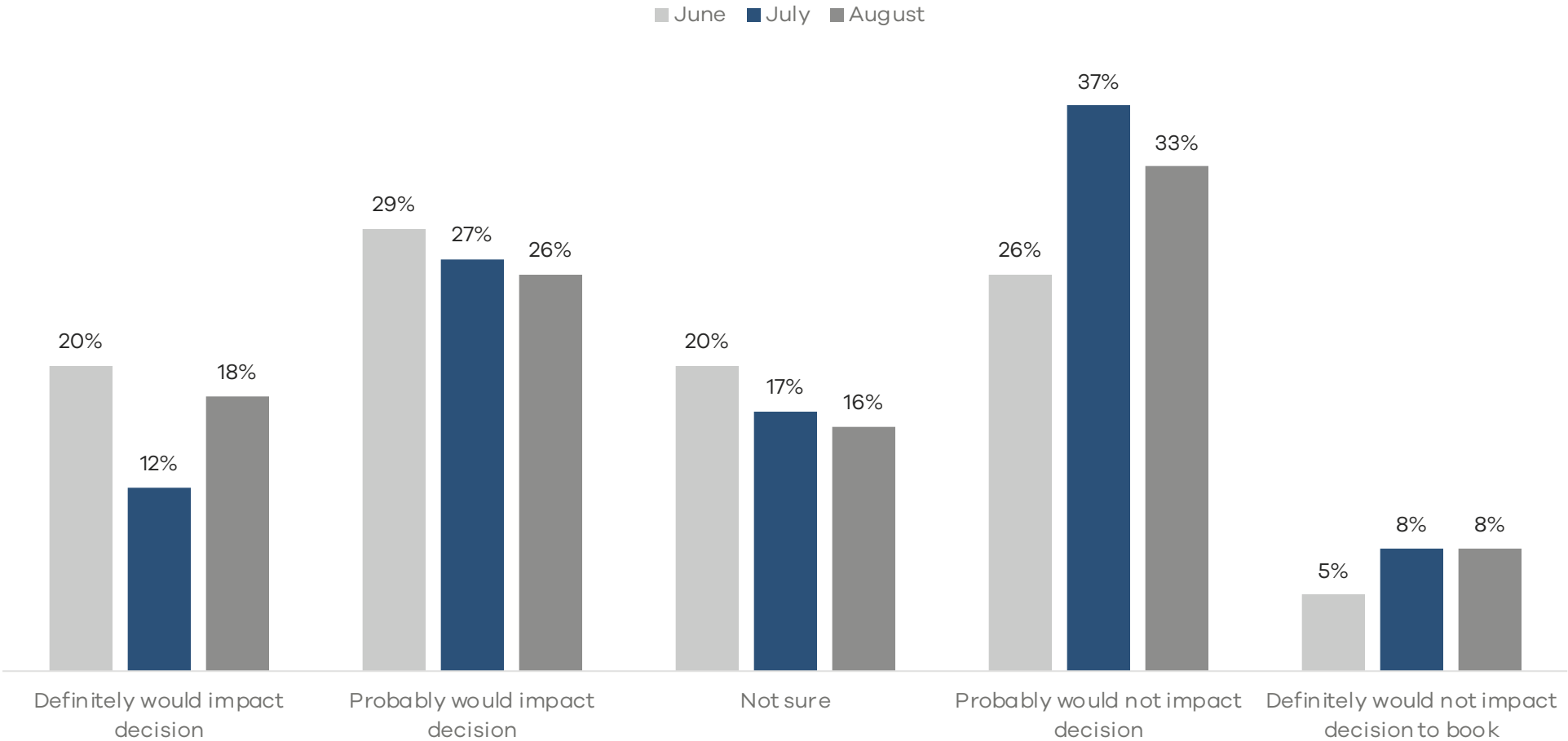
Concerns About Health/Safety, Travel Advisories, and A Diminished Visitor Experience Continue to Stifle Travel Demand

% Significant Barrier/Somewhat of a Barrier to Booking Travel



Q. Please indicate how much of a barrier you believe your clients see each of the following to booking travel right now. n=418

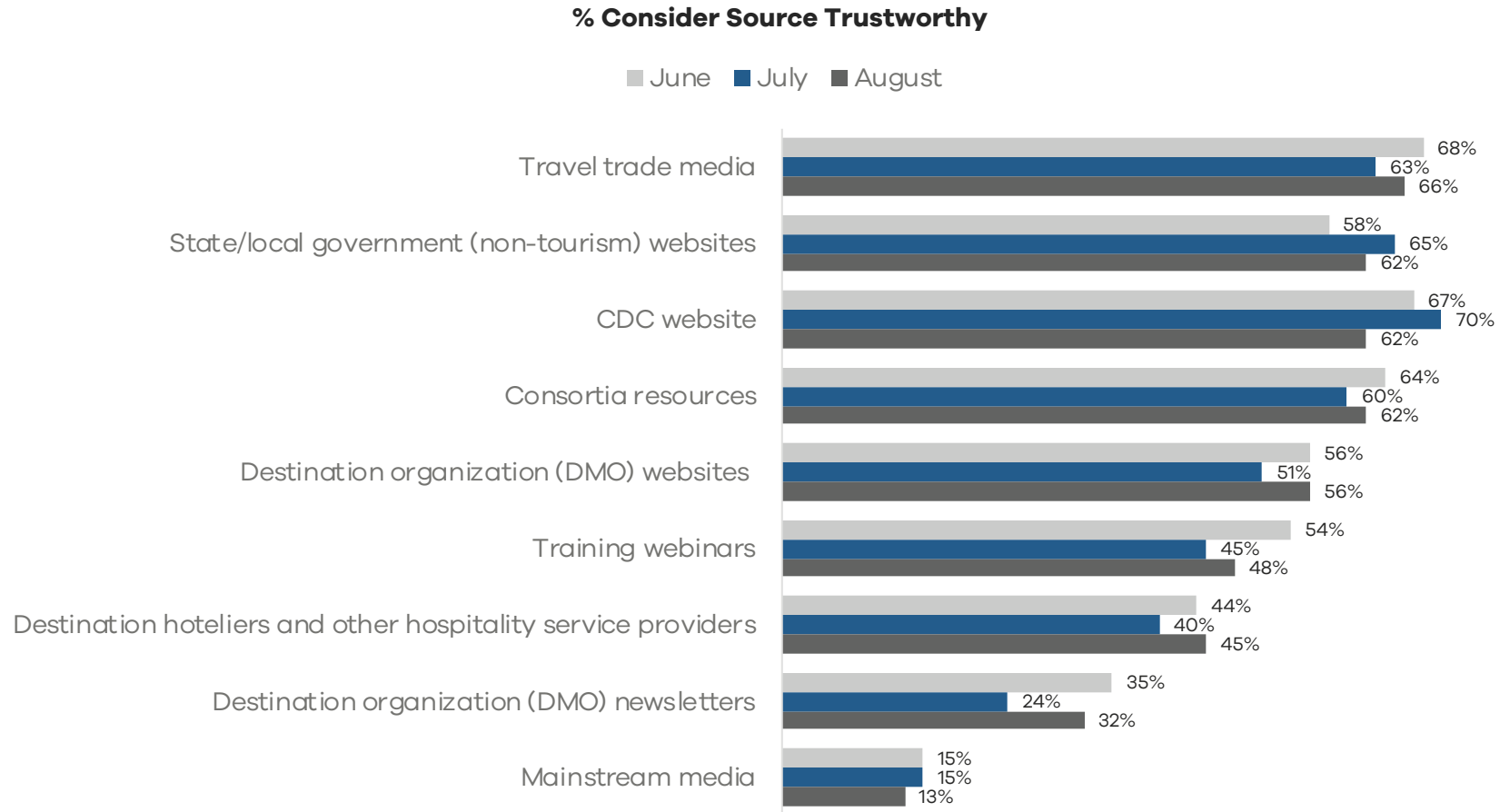
The Percentage Of Advisors Who Believe Promotional Offers Would Impact Booking Decisions Increased



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=440

Sources of Info & Respondent Demographics

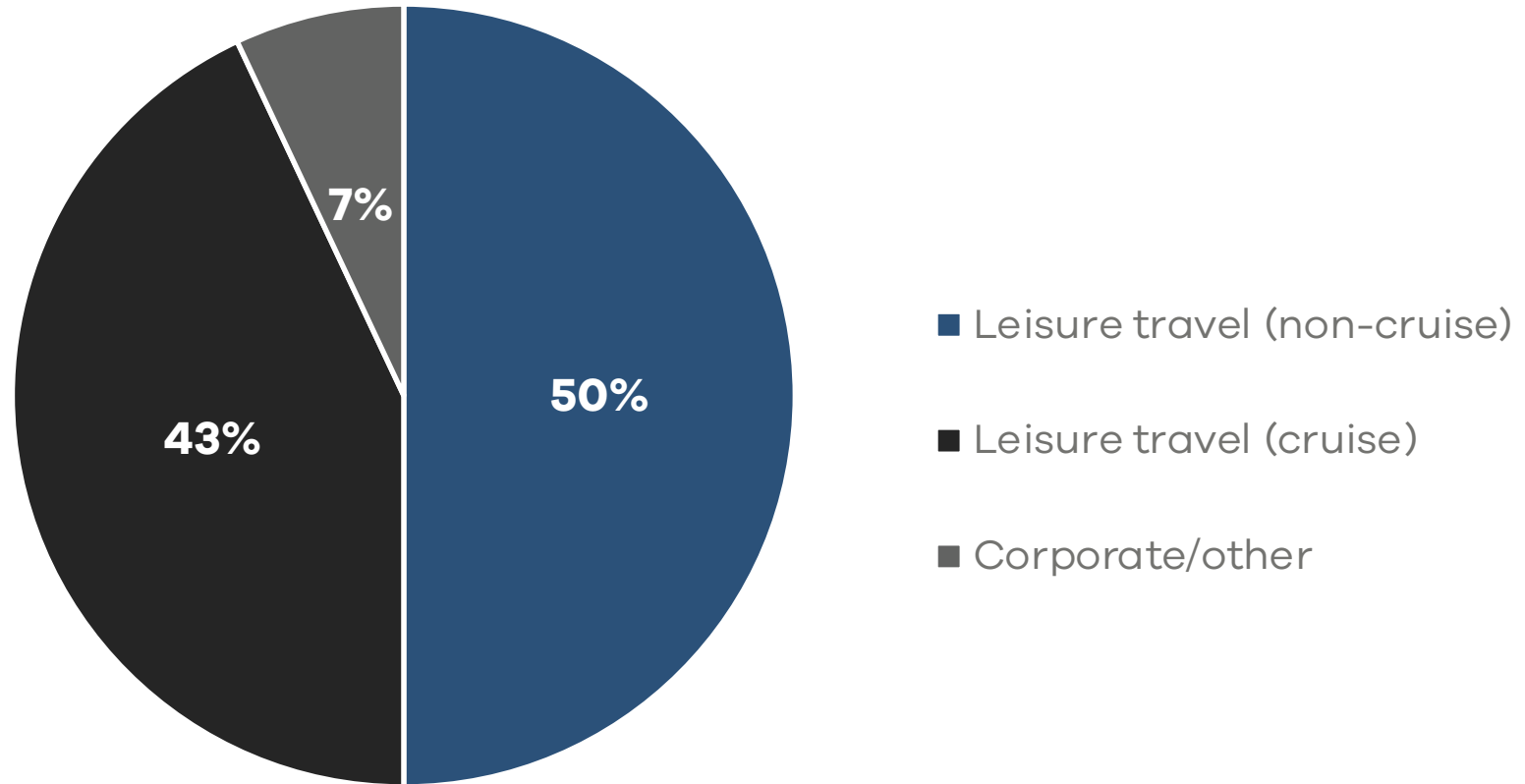
Travel Trade Media Is Now The Most Trusted Source For COVID-19 Information



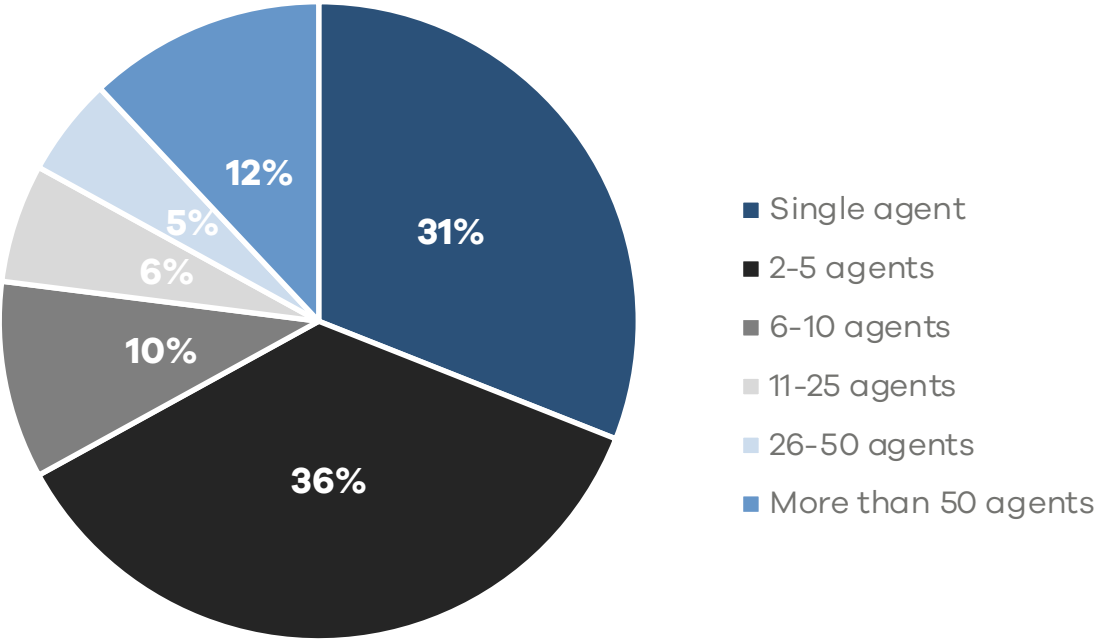
Q. For information about the impact of COVID-19 as well as destination information overall, which of the following sources of destination information do you consider trustworthy? n=440

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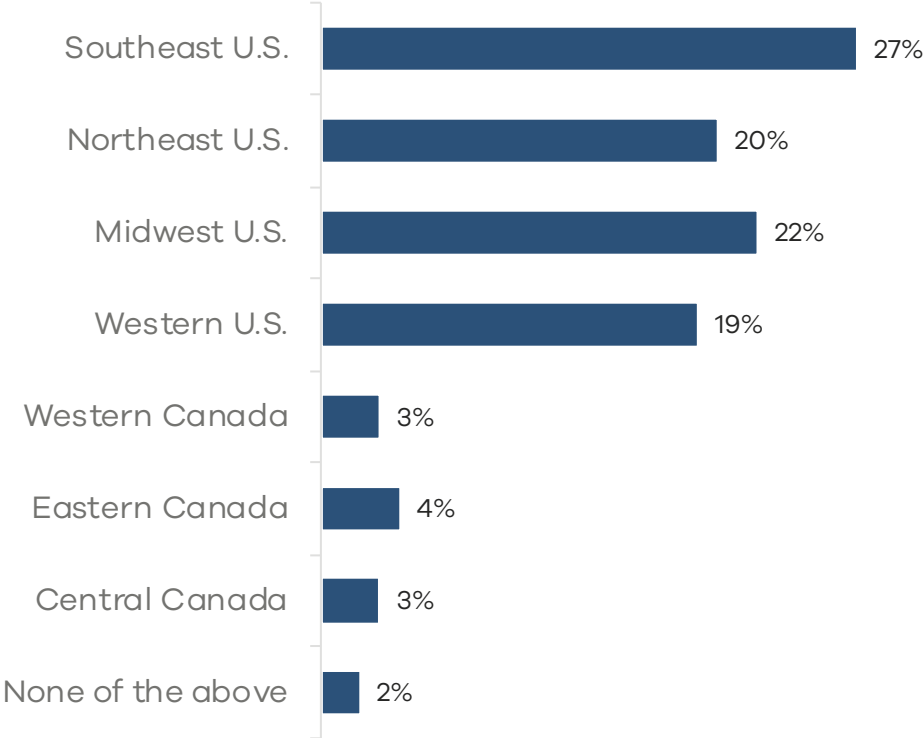
Types of Travel Booked in 2019 – Percentage of Total



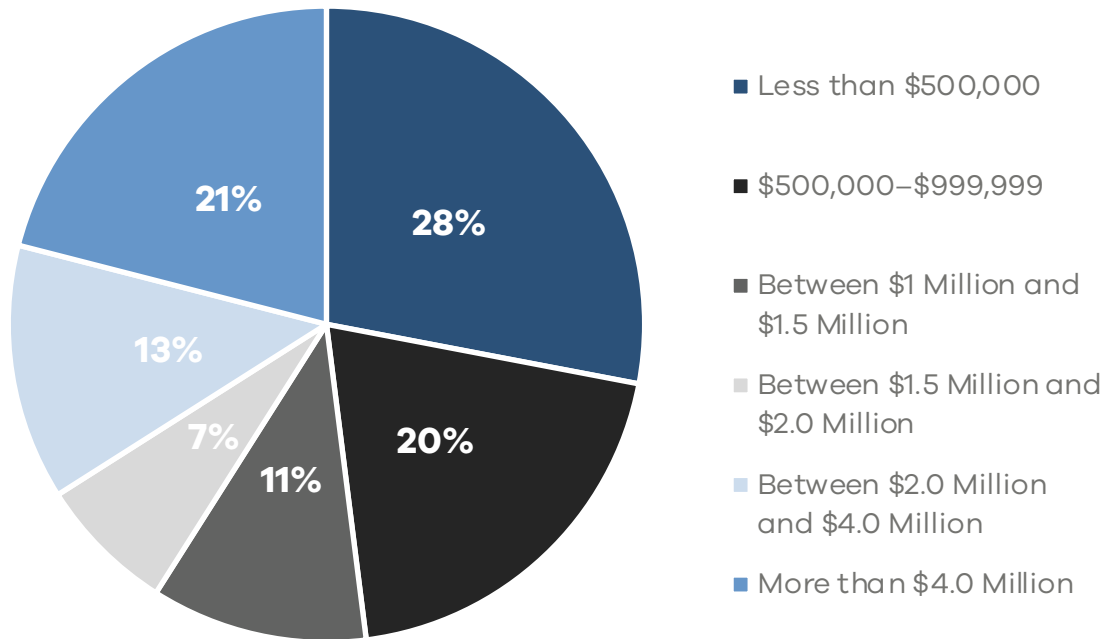
Size of Travel Agency



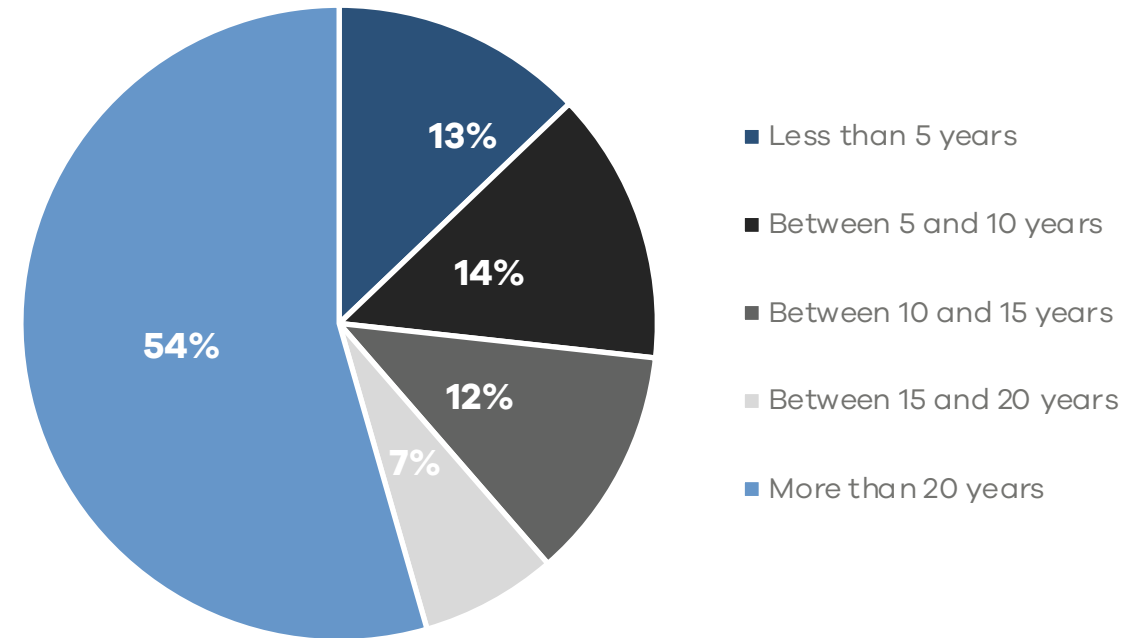
Travel Agency Location



Average Annual Revenue



Age of Travel Agency



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