



travelmarket
Voice of the Travel Advisor report

TRAVEL ADVISORS

COVID-19 Sentiment Barometer

JUNE 2020, WAVE I

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 agents in the United States and Canada. Wave I was conducted from June 1 – June 10, 2020.



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 around the globe. 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 run 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

- Travel advisors have been, and continue to be, hit hard during the pandemic. Nearly nine in ten expect business to be down more than 50% in 2020. Six in ten expect it to be down 75% or more.
- Travel agencies have experienced a complete shift from inquiries about international travel to inquiries about domestic destinations.
- They've also seen a decline in the proportion of inquiries about cruises. Travel advisors reported cruising inquiries currently account for 22% of all inquiries, down from 32% prior to COVID-19.
- Most travel advisors are currently booking vacations 7 months or more in the future. The booking window is shortest for North American vacations and increases for international, cruises and group tour vacations.



Key Findings

- Travel advisors report that outdoor vacations are of most interest to clients, specifically to North American beach and mountain destinations.
- Compared to the time prior to COVID-19, travelers appear to be more interested in staying in small, boutique hotels and private villas/cabins, and less interested in staying in large/resort hotels and short-term rentals.
- Travel advisors' most trusted sources to learn about COVID-19 and the impact on travel are travel trade media, the CDC website, and consortia resources.

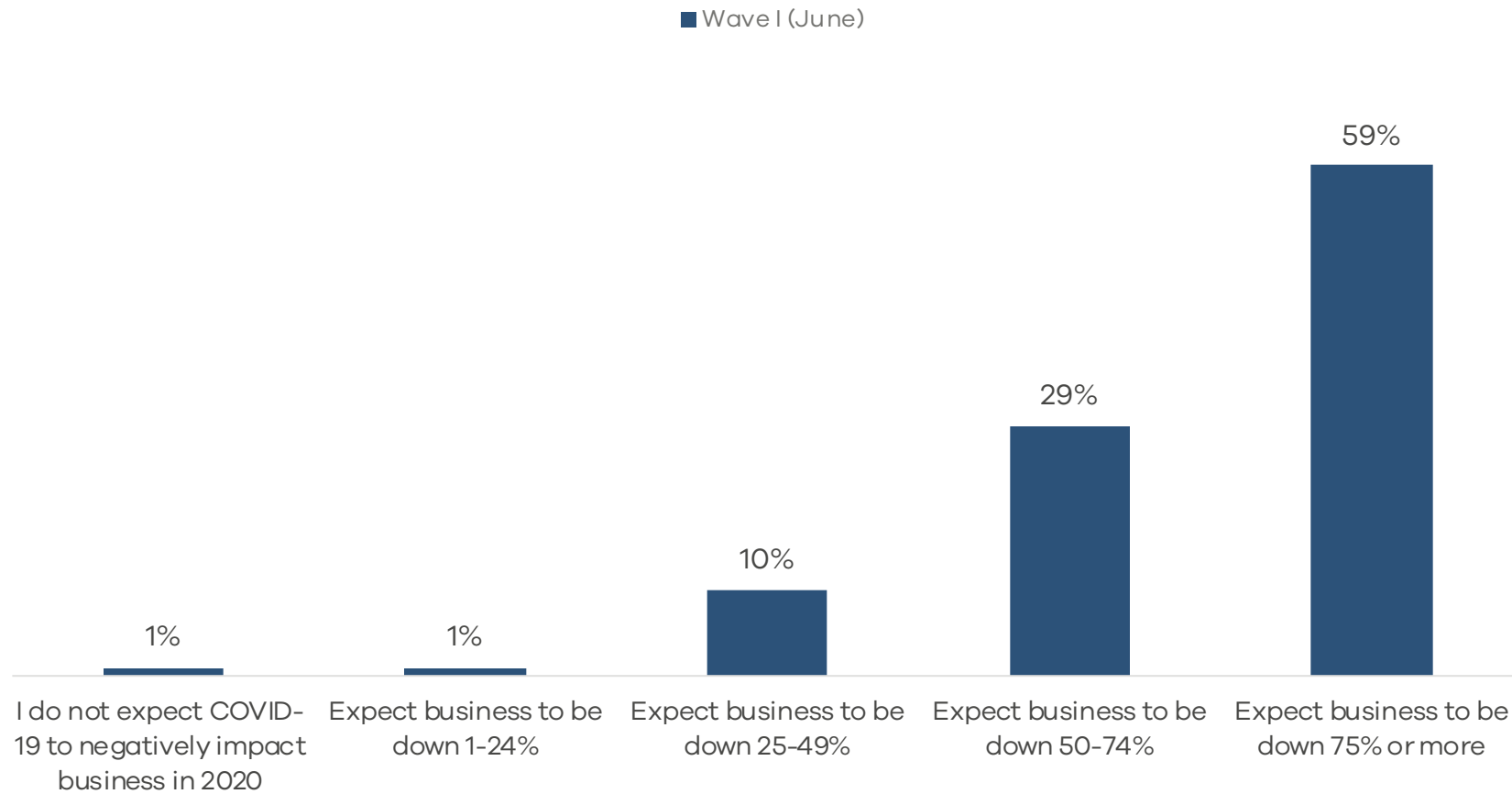


Impact of COVID-19 on Travel Agencies

88%

Of travel advisors
expect business to
be down 50% or
more for 2020.

Devastating Impact of COVID-19 on 2020 Travel Agency Business



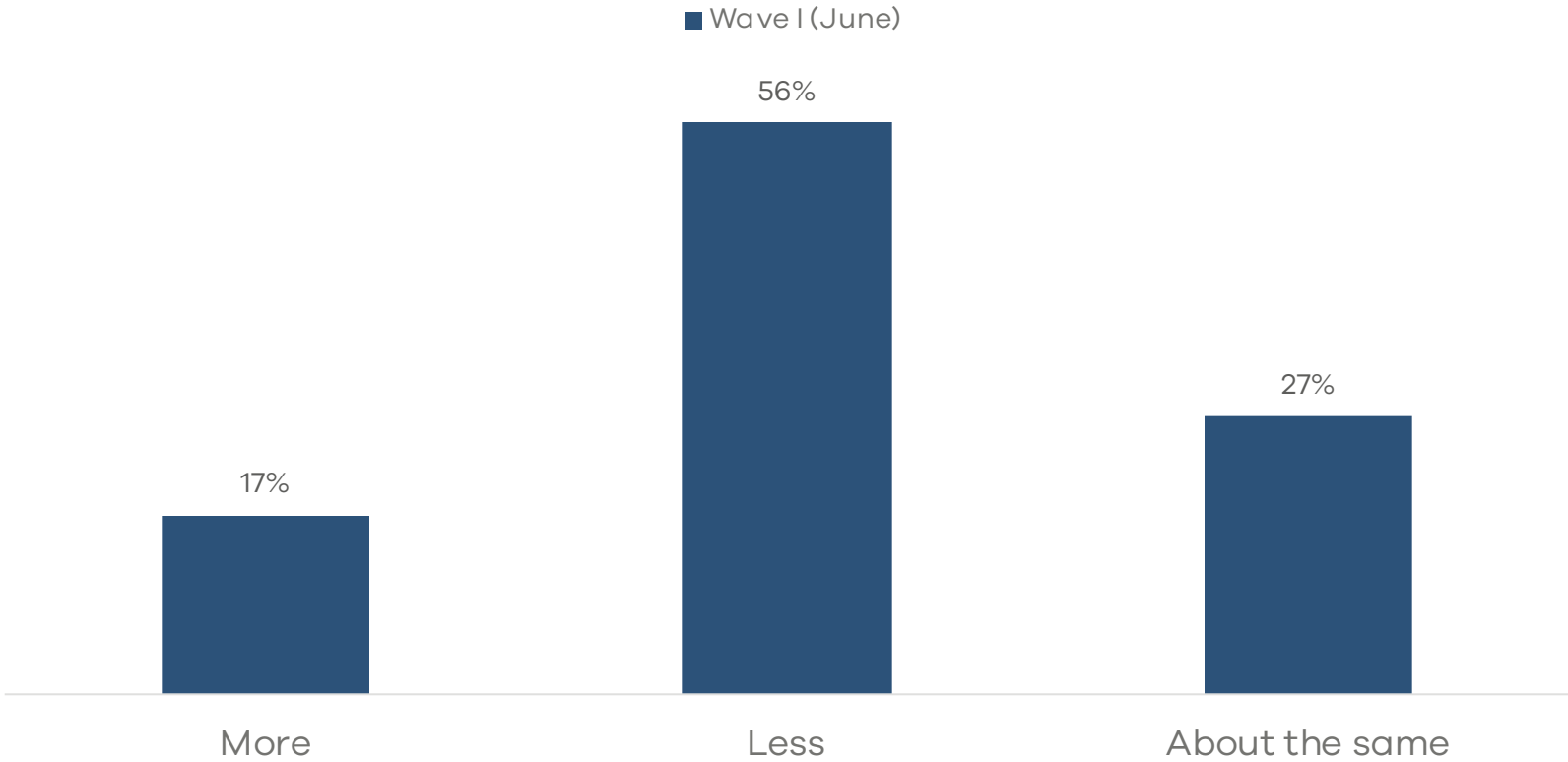
Q. How do you expect the COVID-19 pandemic will ultimately impact your travel agency's 2020 full-year results? n=311

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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=318

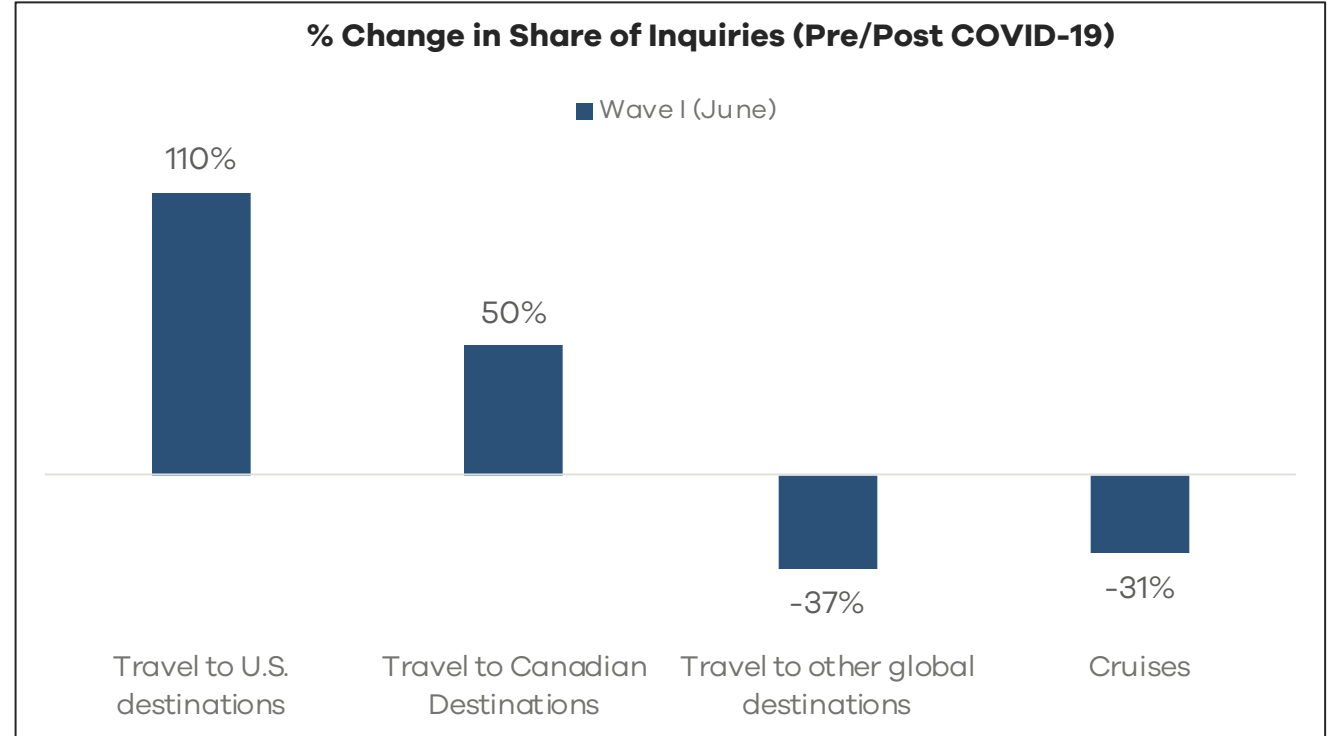
Traveler Interest in Types of Vacations

40%

Of all travel advisor inquiries are about travel to U.S. destinations—up 110% from pre-Coronavirus levels.

Travel Inquiries Are Increasingly About Domestic Destinations

Wave I 2020	Prior to COVID-19 (% of all inquiries)	Current Inquiries (% of all inquiries)
Travel to U.S. destinations	19%	40% ↑
Travel to global destinations	41%	26% ↓
Cruises	32%	22% ↓
Travel to Canadian Destinations	8%	12% ↑



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=373

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Most Popular Destinations - US/Canada & Mexico/Caribbean

United States & Canada

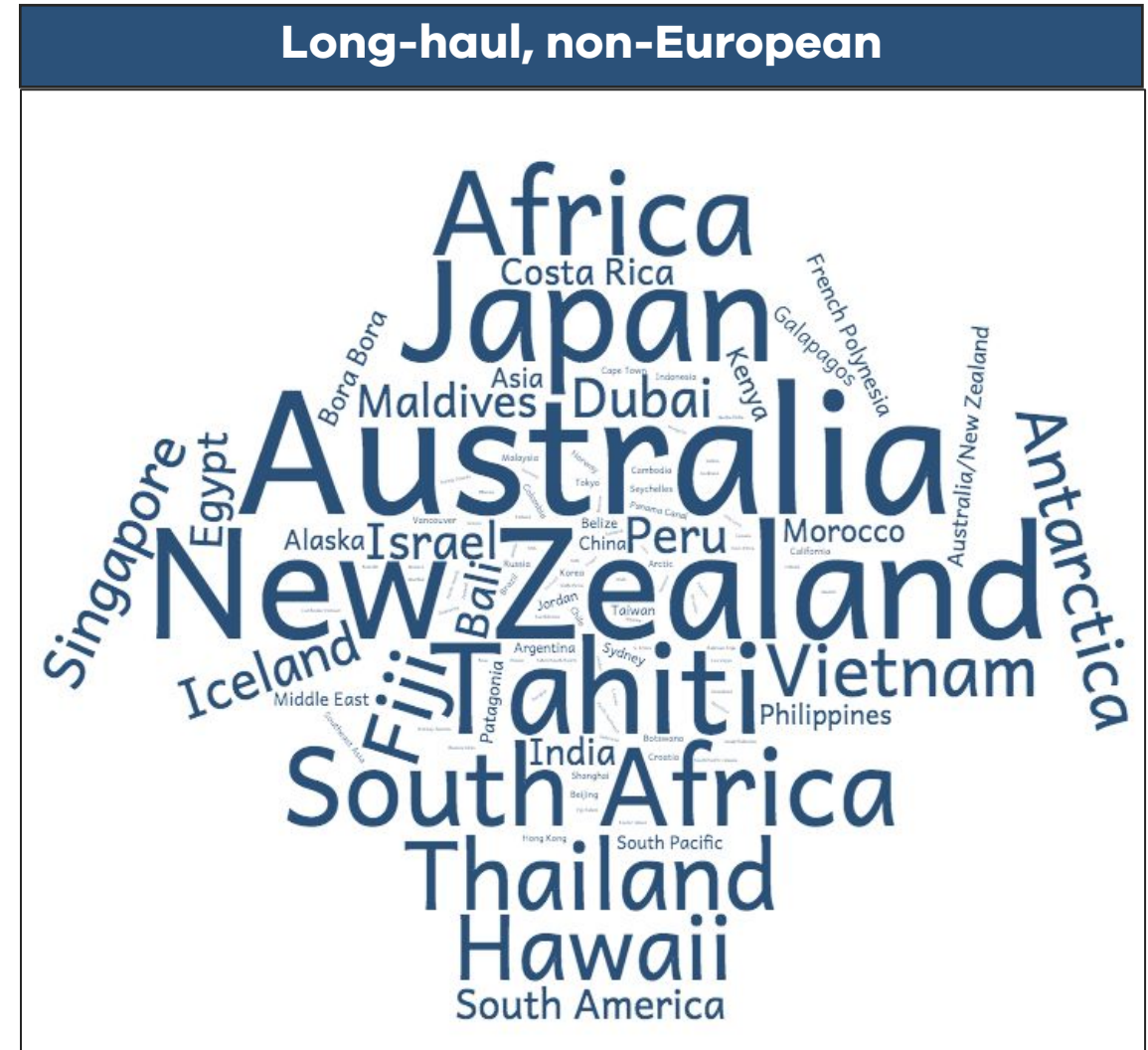


Mexico & Caribbean



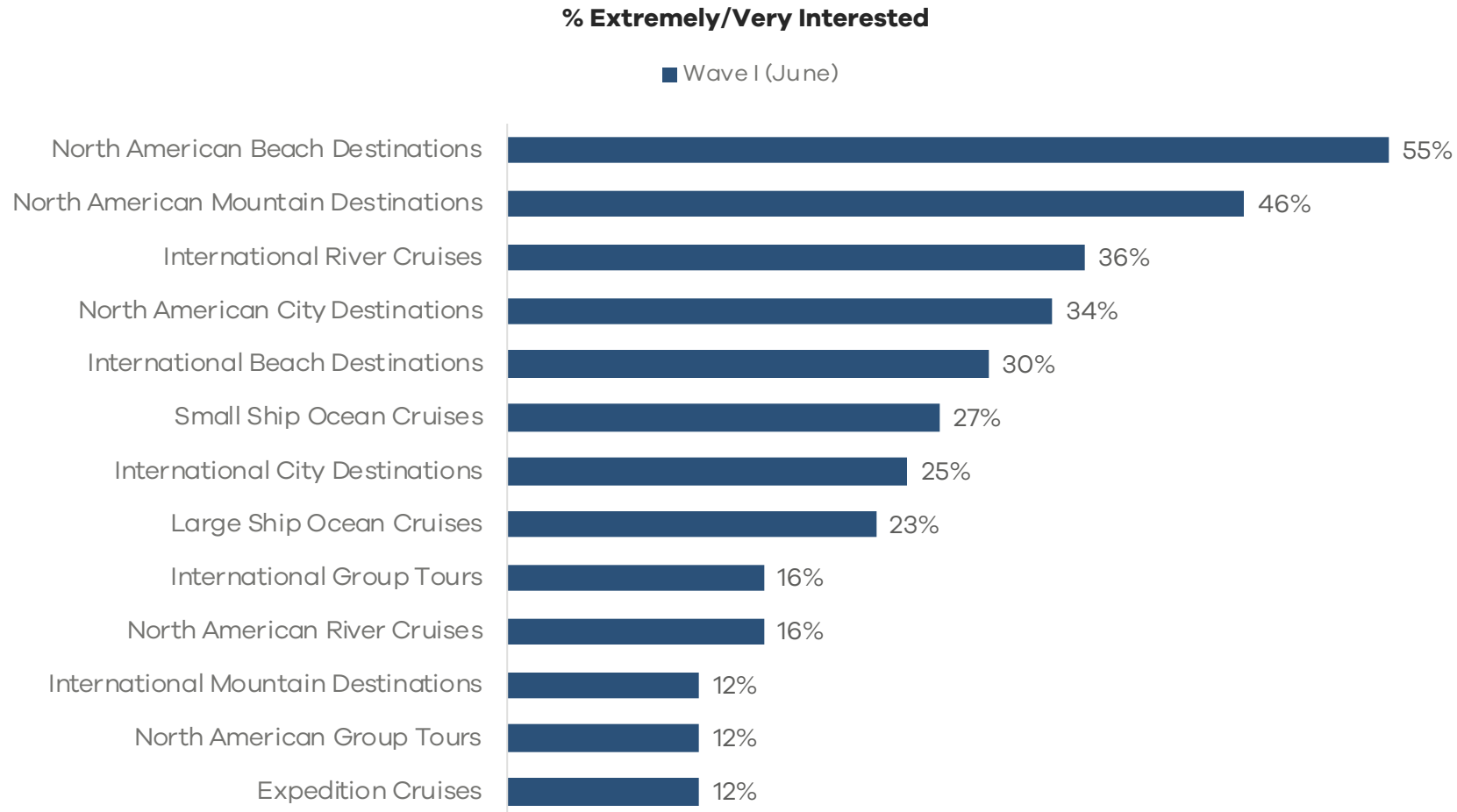
Q. Thinking about your current inquiries, please list up to three destinations in the United States or Canada/Mexico & Caribbean that appear to be of most interest to potential travelers.

Most Popular Destinations – Europe & Long-Haul



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.

Trips to Beach & Mountains Most Popular



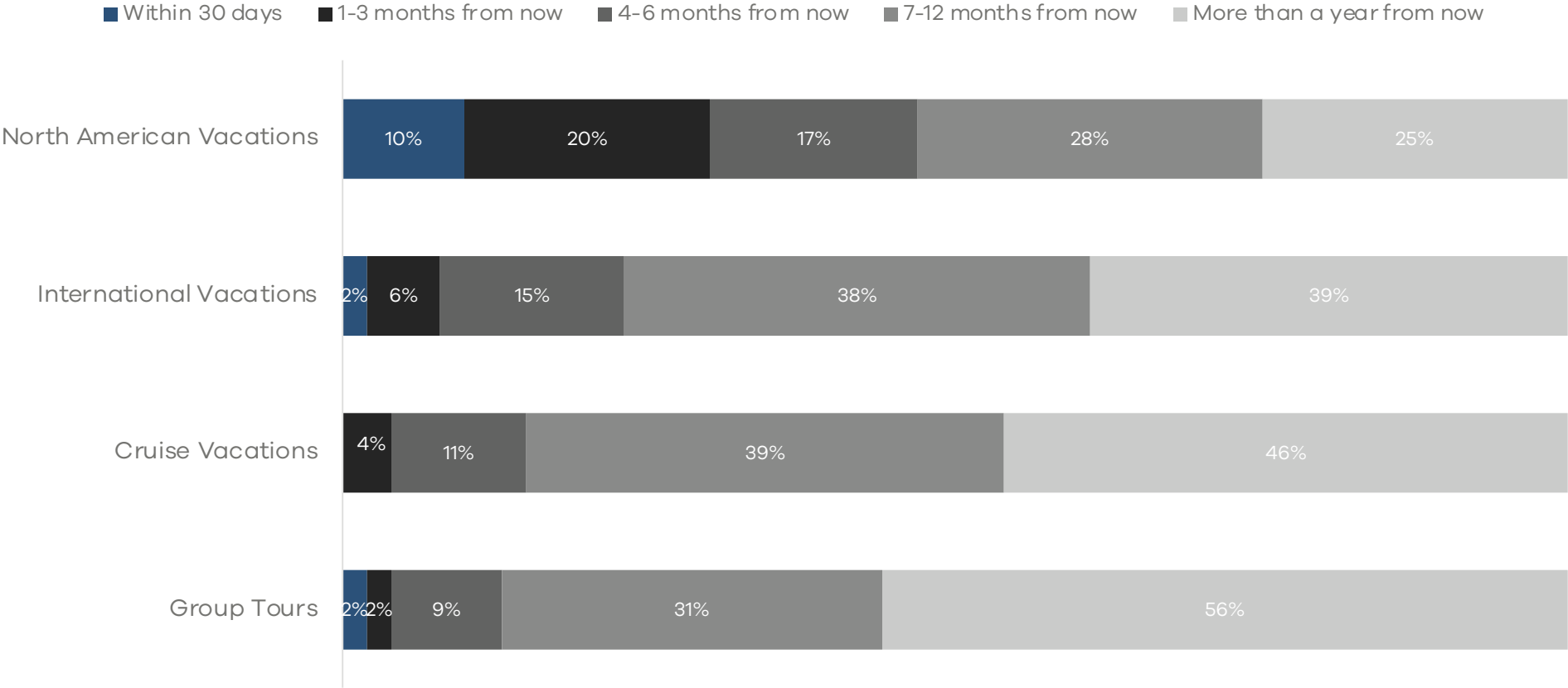
Q. Please rate the overall level of interest your clients are expressing in each of the following as potential types of travel during the next 6 months. n=414

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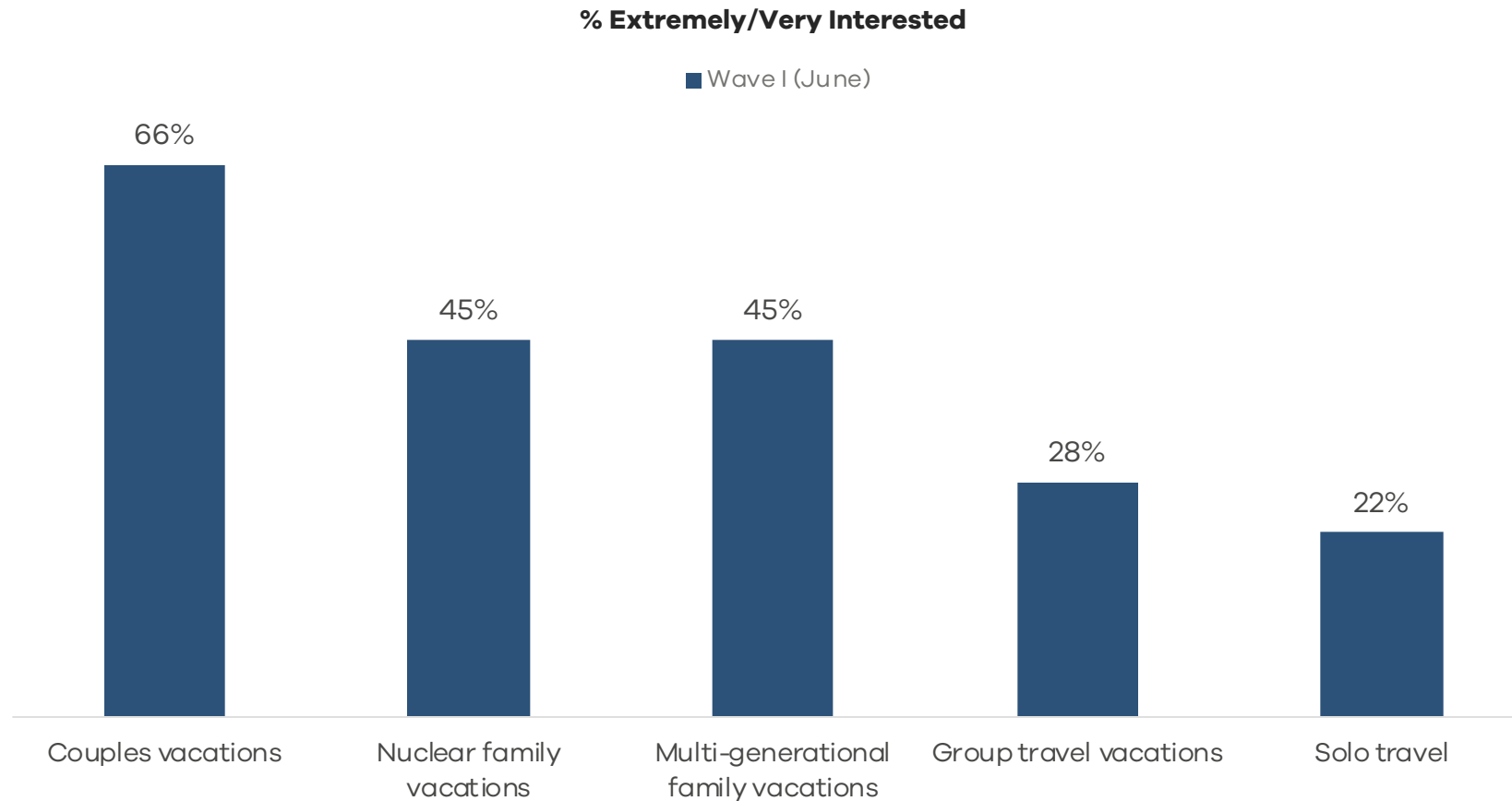
Client Travel Windows Have Lengthened



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

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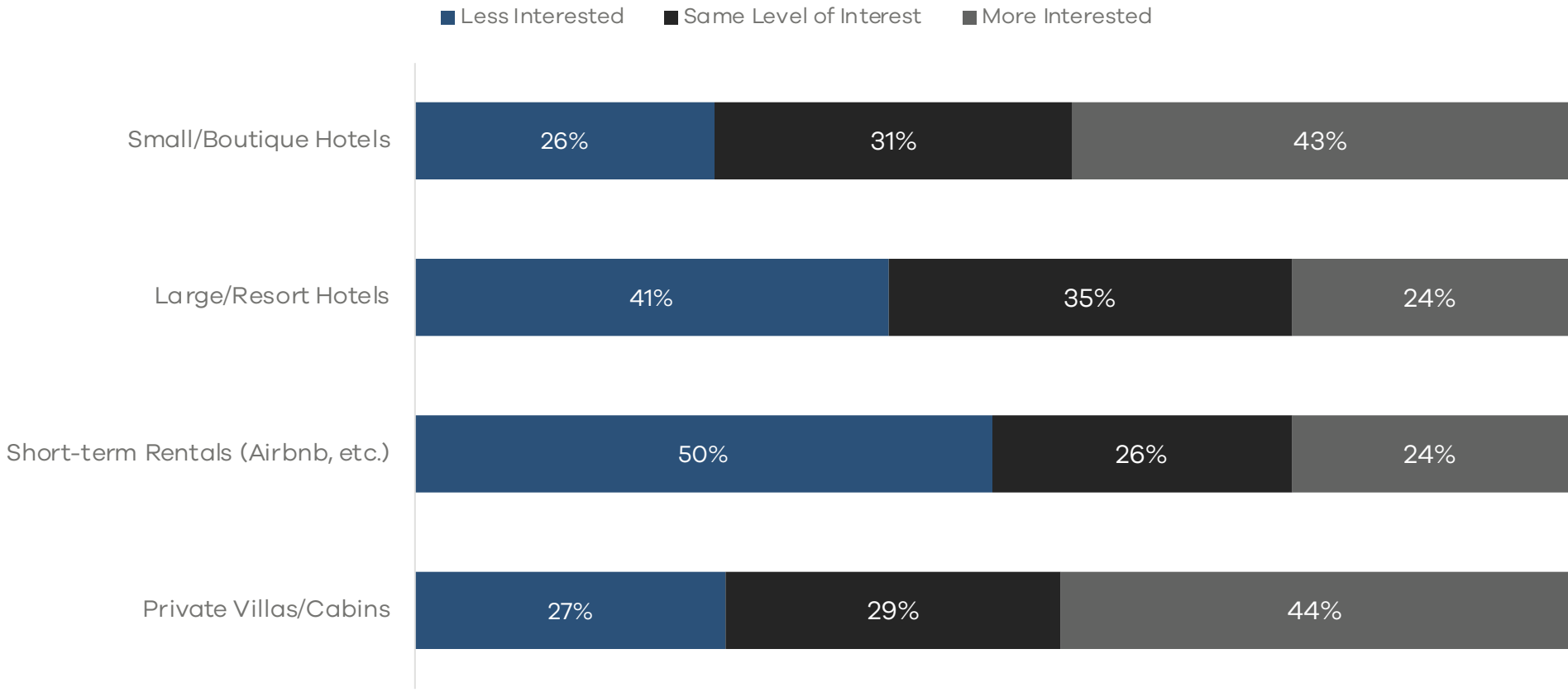
Travel Party Composition Led By Couples



Q. Please indicate how interested your clients are in booking each type of travel. n=326

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



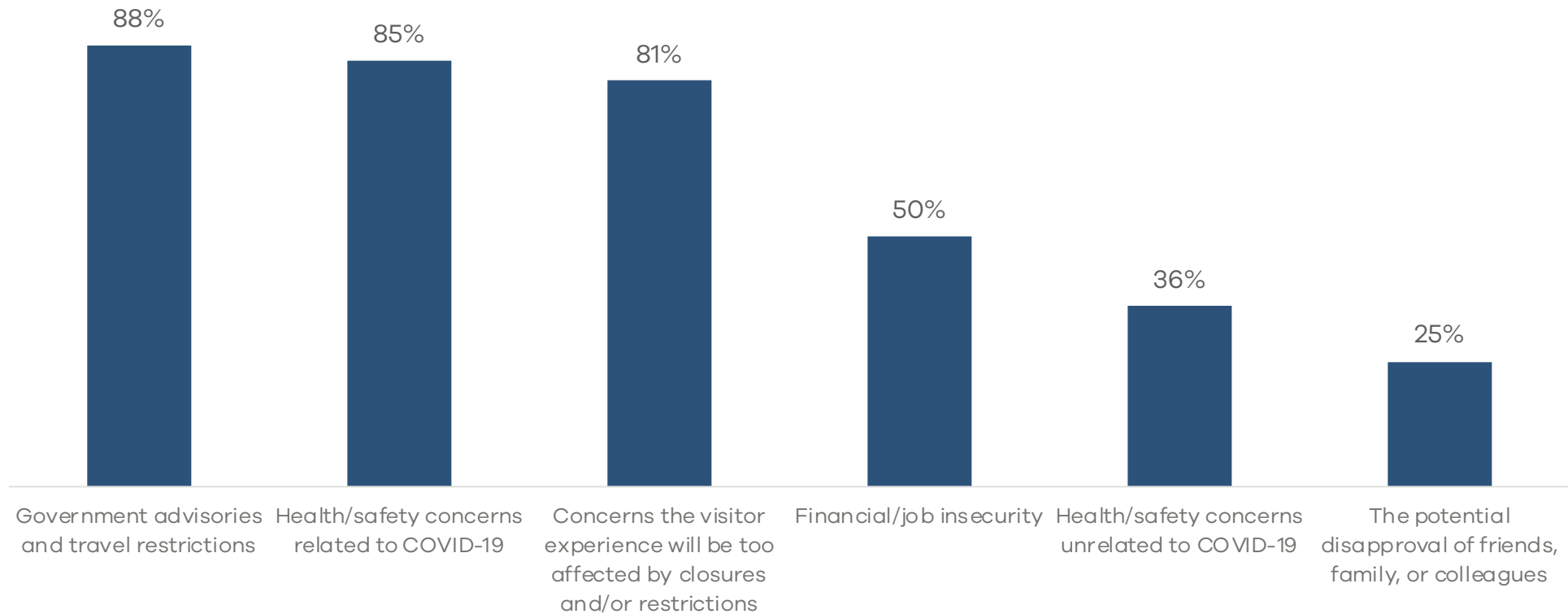
Q. Compared to the time period immediately prior to the COVID-19 outbreak, please indicate your clients' current interest in booking the following types of lodging. n=322

Barriers & Incentives

Impact of COVID-19 on the Travel Experience Almost As Much of A Barrier To Booking As Health Concerns

% Significant Barrier/Somewhat of a Barrier to Booking Travel

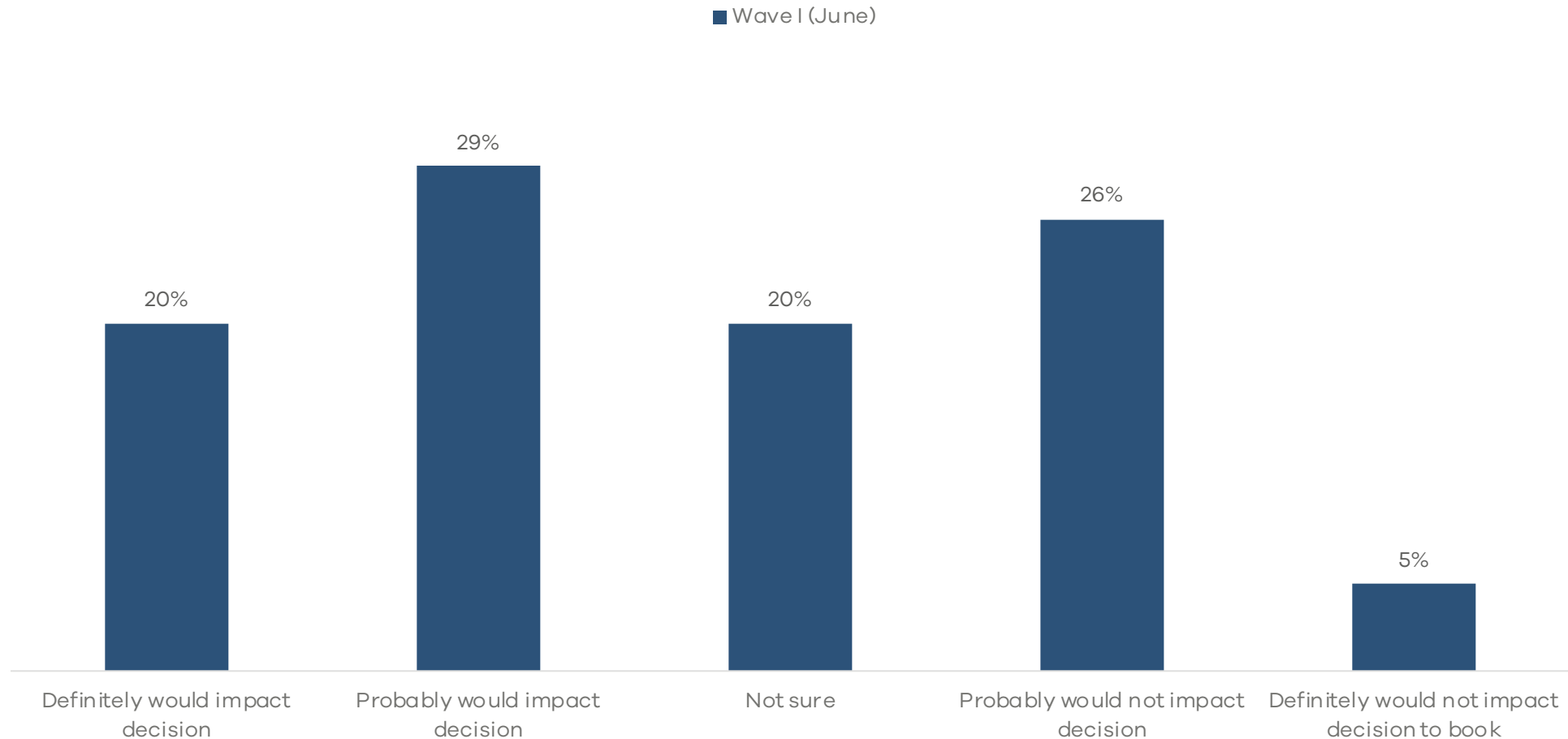
■ Wave I (June)



Q. Please indicate how much of a barrier you believe your clients see each of the following to booking travel right now. n=319

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Almost Half Say Promotional Offers & Discounts Are Likely to Impact Clients' 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=318

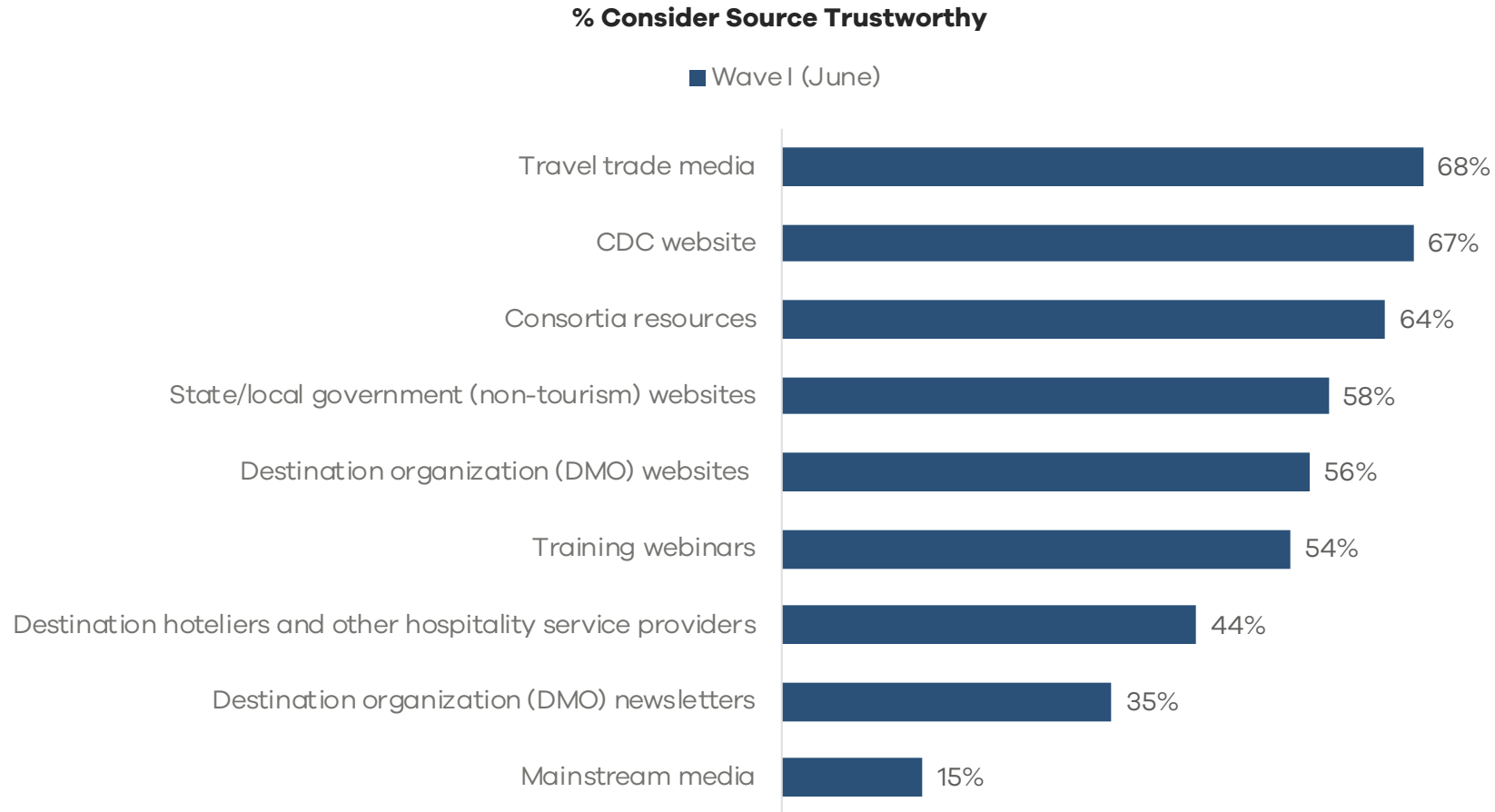
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Sources of Info & Respondent Demographics

Advisors Trust Travel Trade Media As Much As CDC 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=315

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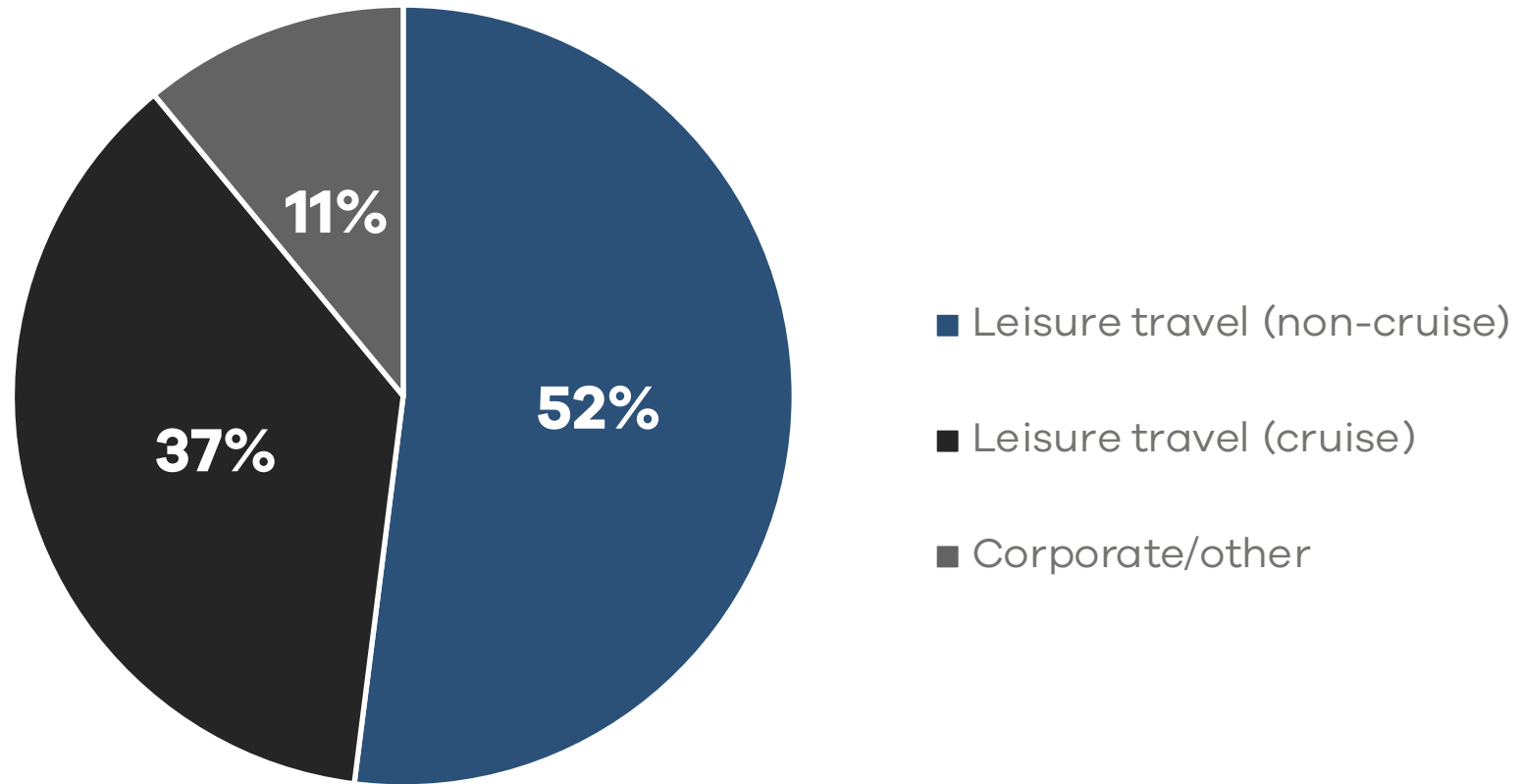
Communication and Up-to-Date Information From Destination Organizations is Key for Travel Advisors

“Keep us informed of the openings and new protocols to assure our clients.” – *Travel Advisor*

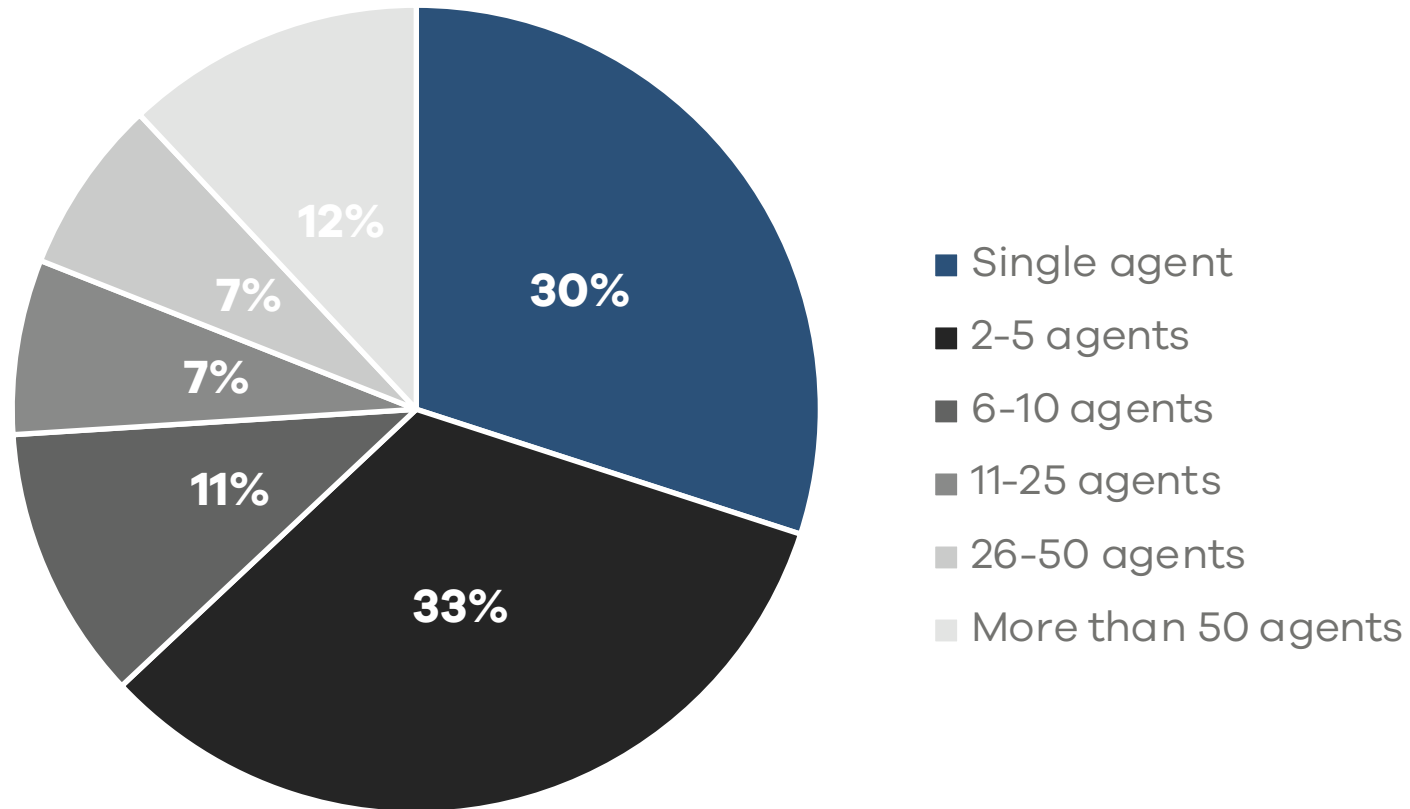
“Share clear, concise information about reopening and what to expect upon arrival.” – *Travel Advisor*

**“Have one place for updated info where we can find info on
1) Overall COVID impact for that country 2) current COVID status
3) travel restrictions for tourists.” – *Travel Advisor***

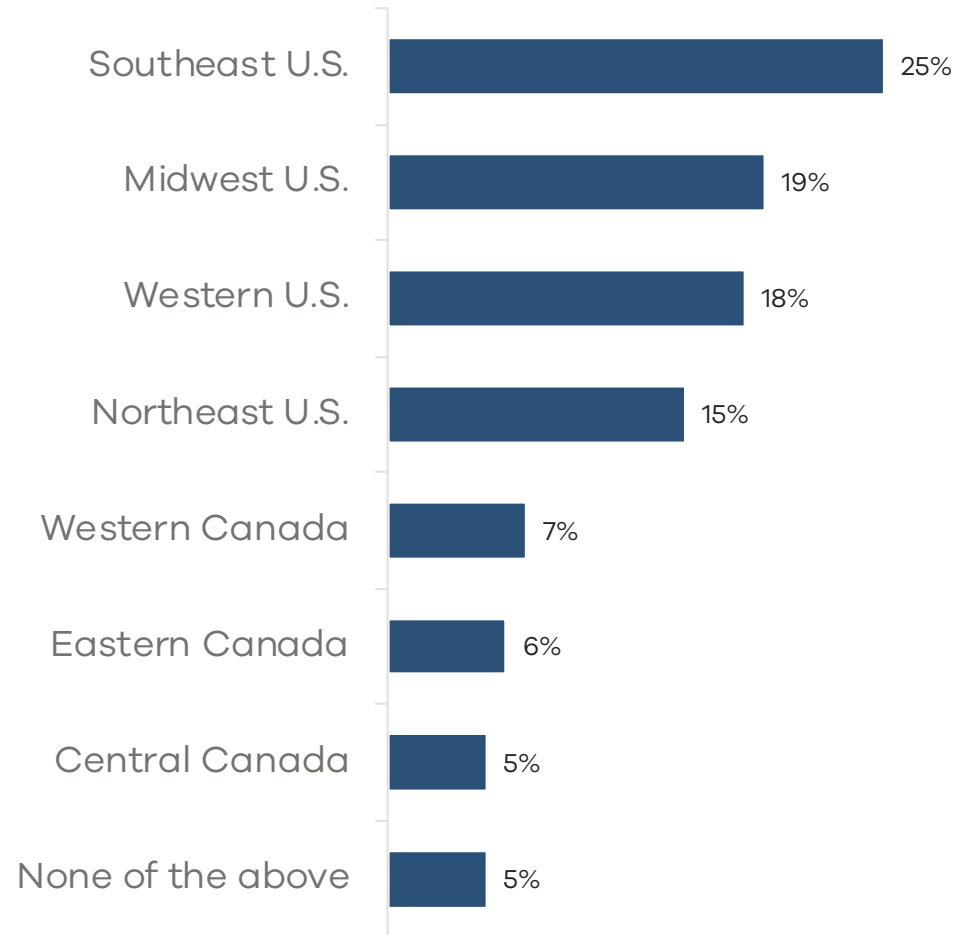
Types of Travel Booked in 2019



Size of Travel Agency



Travel Agency Location



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