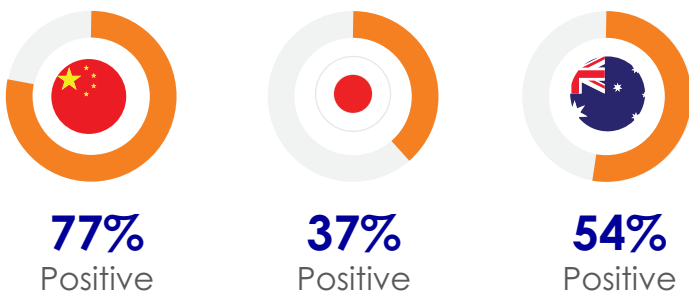


# Traveler Sentiment & Influences

Be ready with the right marketing approach and messaging by understanding how the pandemic has impacted the hearts and minds of travelers in China, Japan and Australia.

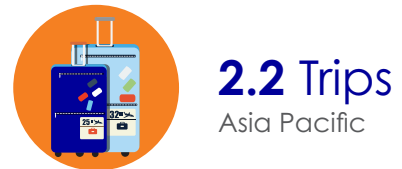


## Traveler Confidence Varies by Country



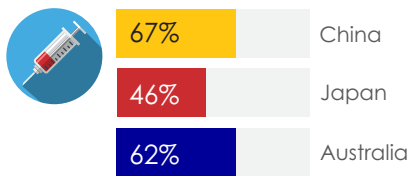
## Estimated Leisure Trips

January-September 2021

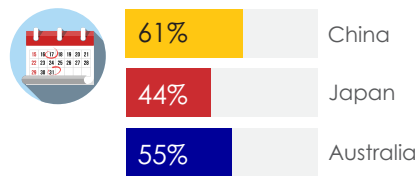


## What Instills Traveler Confidence?

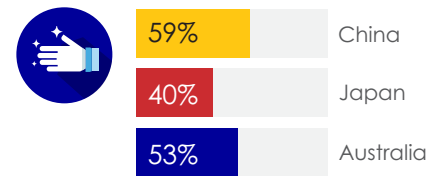
### Widely available vaccine



### Flexible cancellation



### Health care expenses



## Leading Factors Influencing Travel Decisions

### Destinations

Health regulations & requirements  
(mandatory mask rules, etc.)



### Cleaning supplies & protocols



### Transportation

Use of masks is enforced



### Easy refunds/cancellation policy



### Accommodations

Proper COVID-19 hygiene protocols



### Easy refunds/cancellation policy

