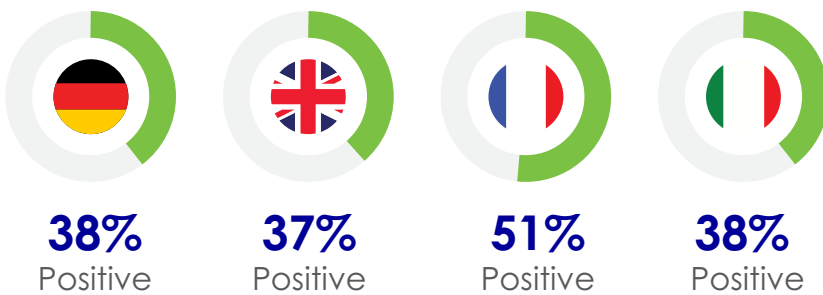


Traveler Sentiment & Influences

Be ready with the right marketing approach and messaging by understanding how the pandemic has impacted the hearts and minds of travelers in the UK, France, Germany and Italy.



Traveler Confidence Varies by Country



Estimated Leisure Trips

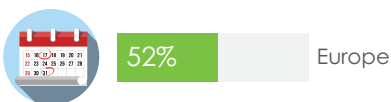
January-September 2021



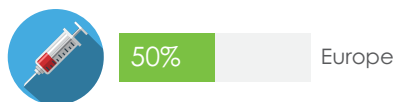
2.1 Trips
Europe

What Instills Traveler Confidence?

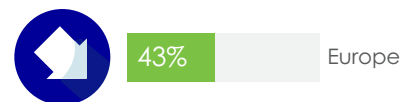
Flexible cancellation



Widely available vaccine



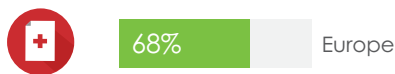
Destination is less populated



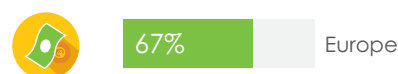
Leading Factors Influencing Travel Decisions

Destinations

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

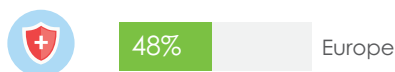


Costs

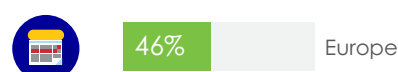


Transportation

Use of masks is enforced

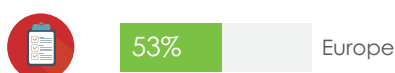


Easy refunds/cancellation policy

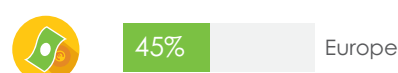


Accommodations

Proper COVID-19 hygiene protocols



Costs



Download the global study:
<http://bit.ly/travelsentimentstudy>