

**expedia group™**

 media solutions

TRAVELER  
SENTIMENT  
STUDY

JULY 2020



# Understanding attitudes to leisure travel in the time of COVID-19

As travel restrictions lift, we anticipate **people will be eager to reschedule missed holidays** and plan new adventures.

We commissioned this study to help **understand how travelers are thinking and feeling** about leisure travel in the current climate.

These insights will **help our marketing partners navigate this fast-changing landscape** and ensure their marketing activity hits the right travelers, with the right messages, when the time is right.



# METHODOLOGY



## Data Collection Method

Qualitative online survey (July 14-20, 2020), conducted by dscout, a leading qualitative research platform



## Sample Size

143 respondents from the U.S., Canada, France, Germany, Australia and U.K.

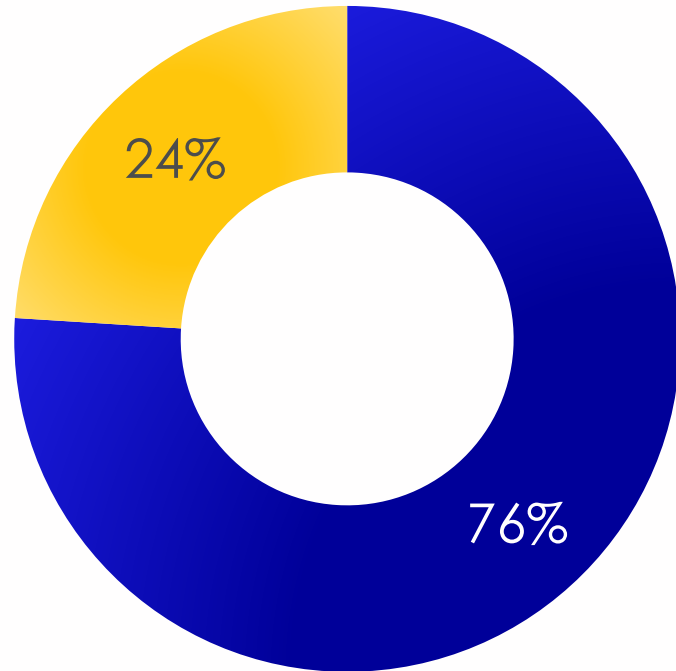


## Qualifying Criteria

Qualified survey respondents must have had a leisure trip already planned or booked for June 2020-December 2020

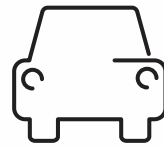
# SNAPSHOT - TRAVELERS' NEXT TRIP

NEXT TRIP LOCATION

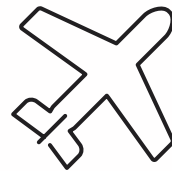


■ Domestic  
■ International

TRANSPORTATION

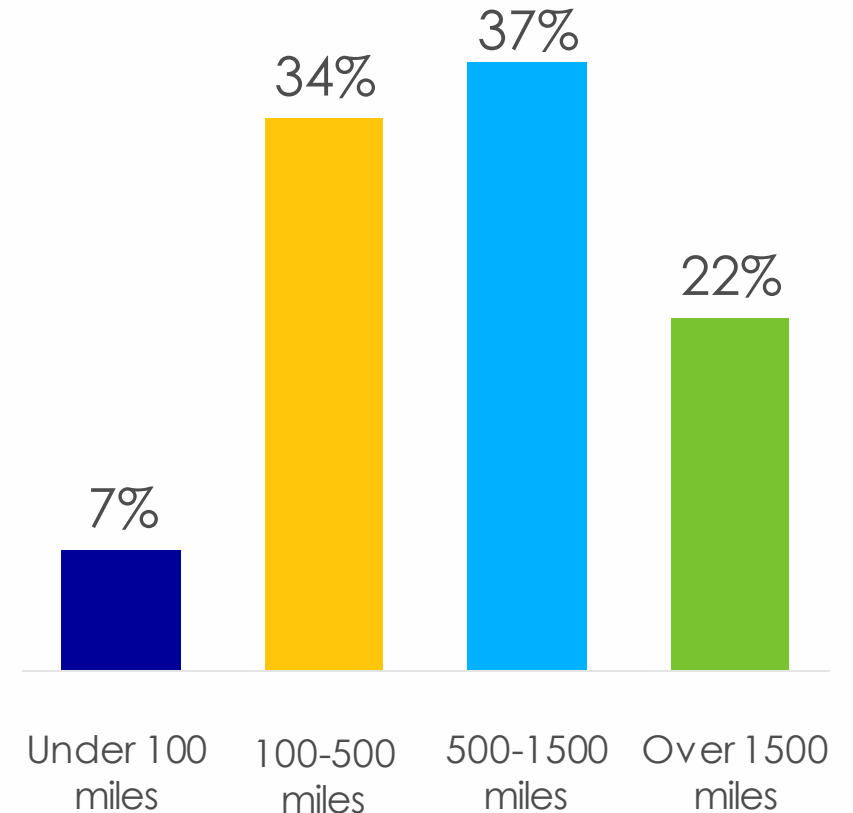


**62%**  
by car

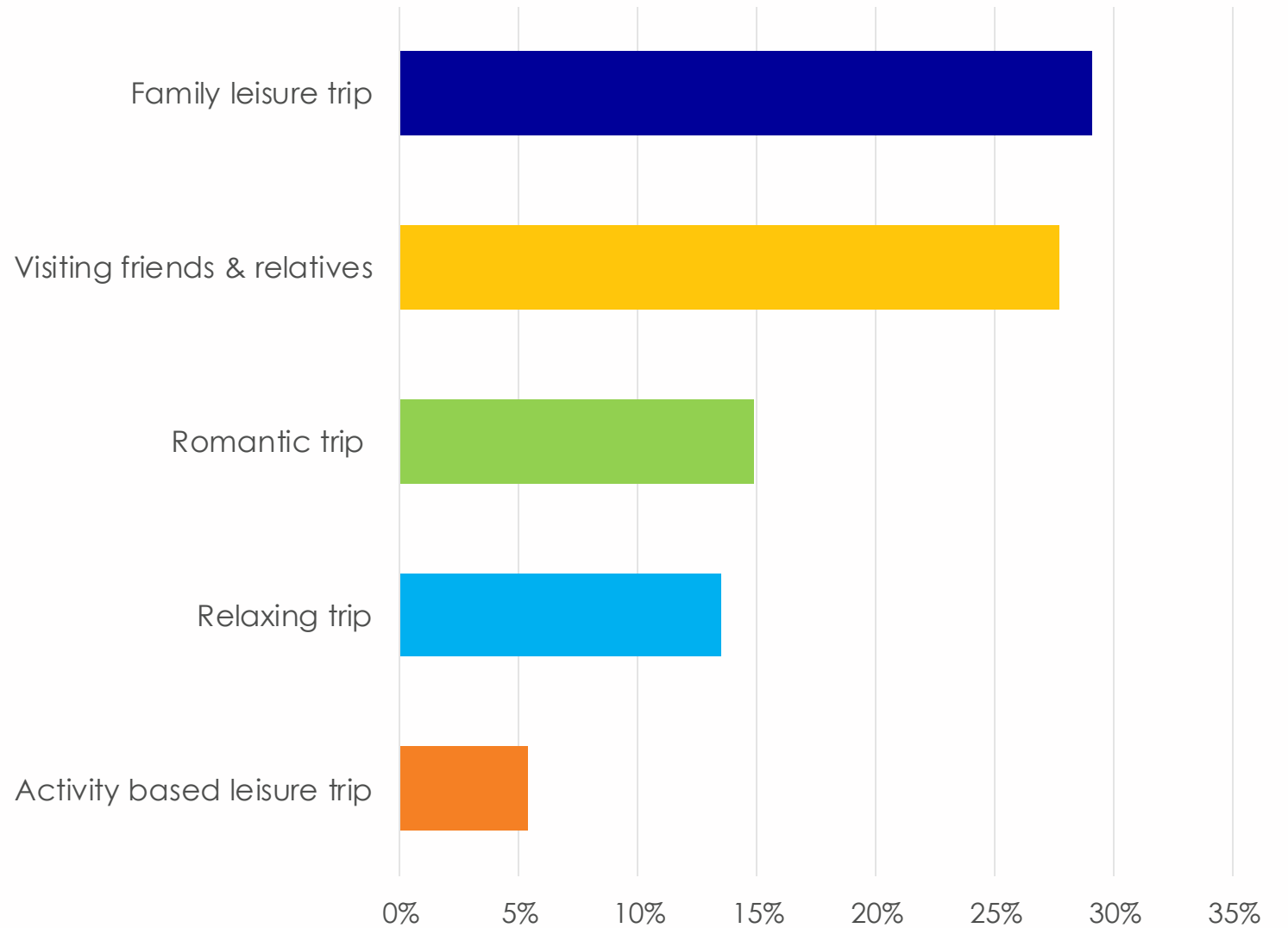
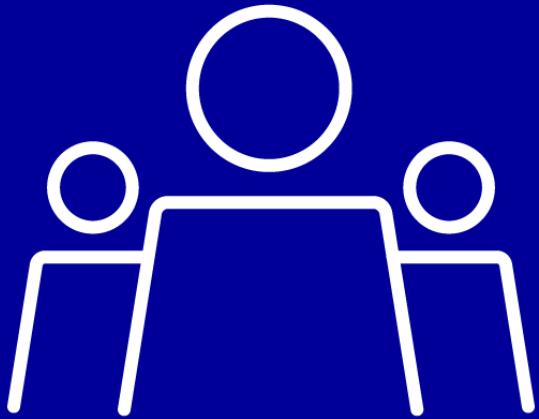


**53%**  
by plane

DISTANCE OF LOCATION



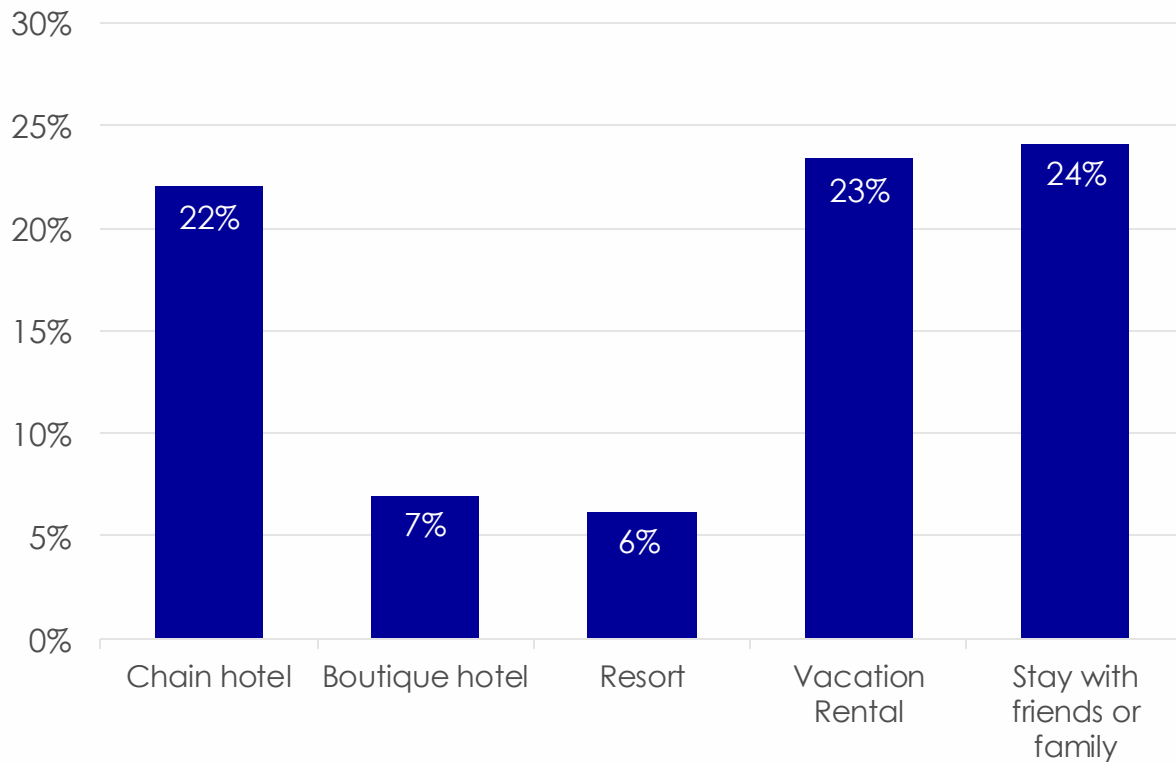
# Upcoming trips focus on friends & family



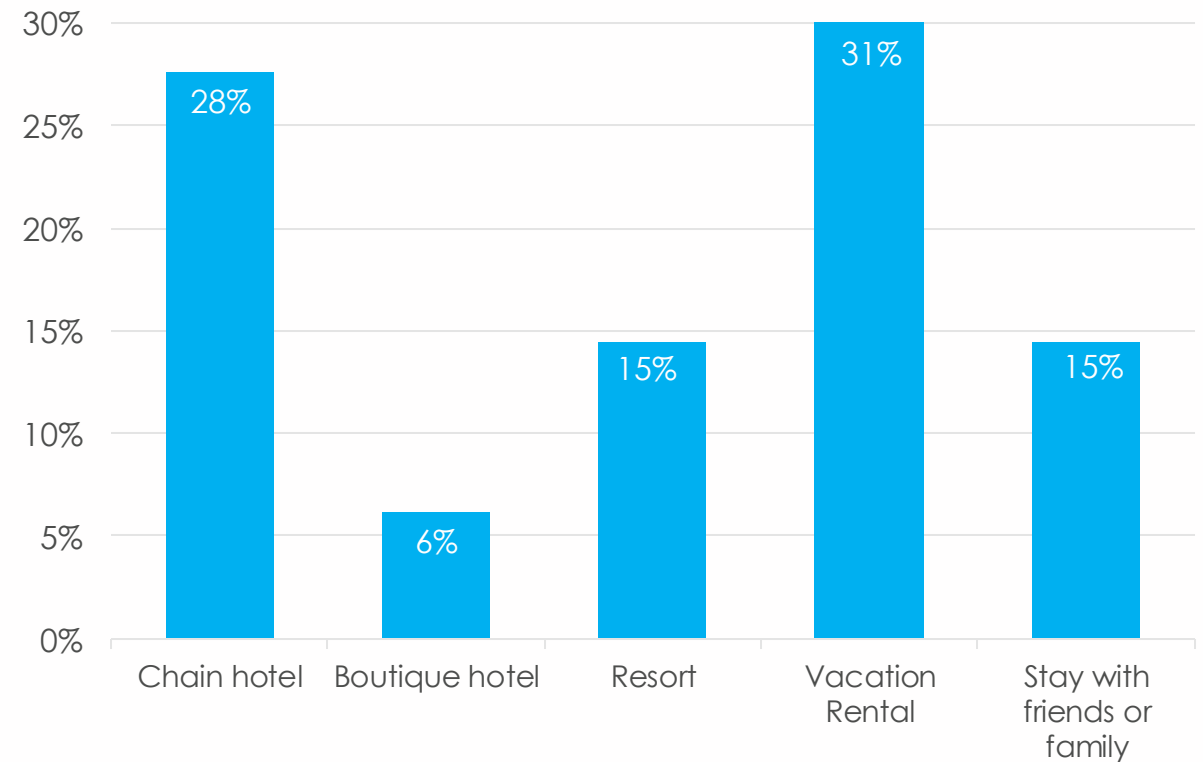
# FUTURE ACCOMMODATION CHOICES

Accommodation travelers are most comfortable booking for a leisure trip

Within one month



Within 2-3 months



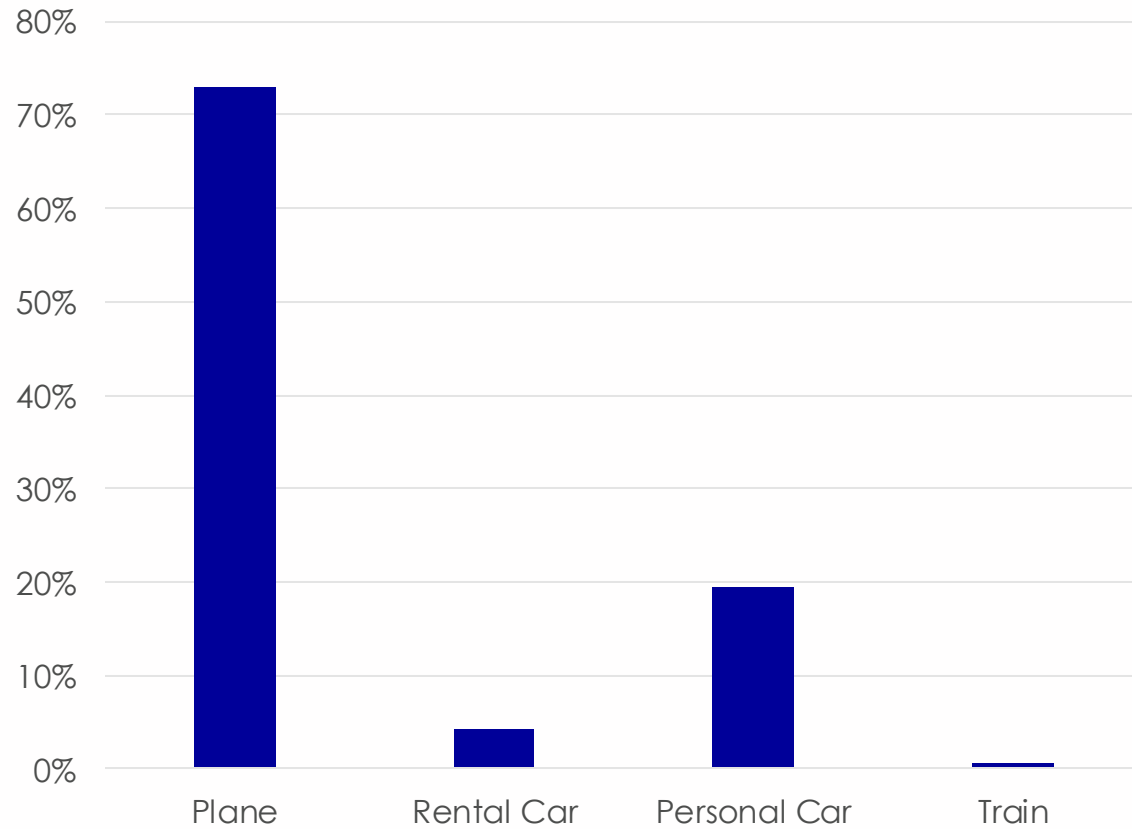


“My future accommodations will be very different as they will be more secluded and private. I don’t want to be around a lot of people or large crowds.”

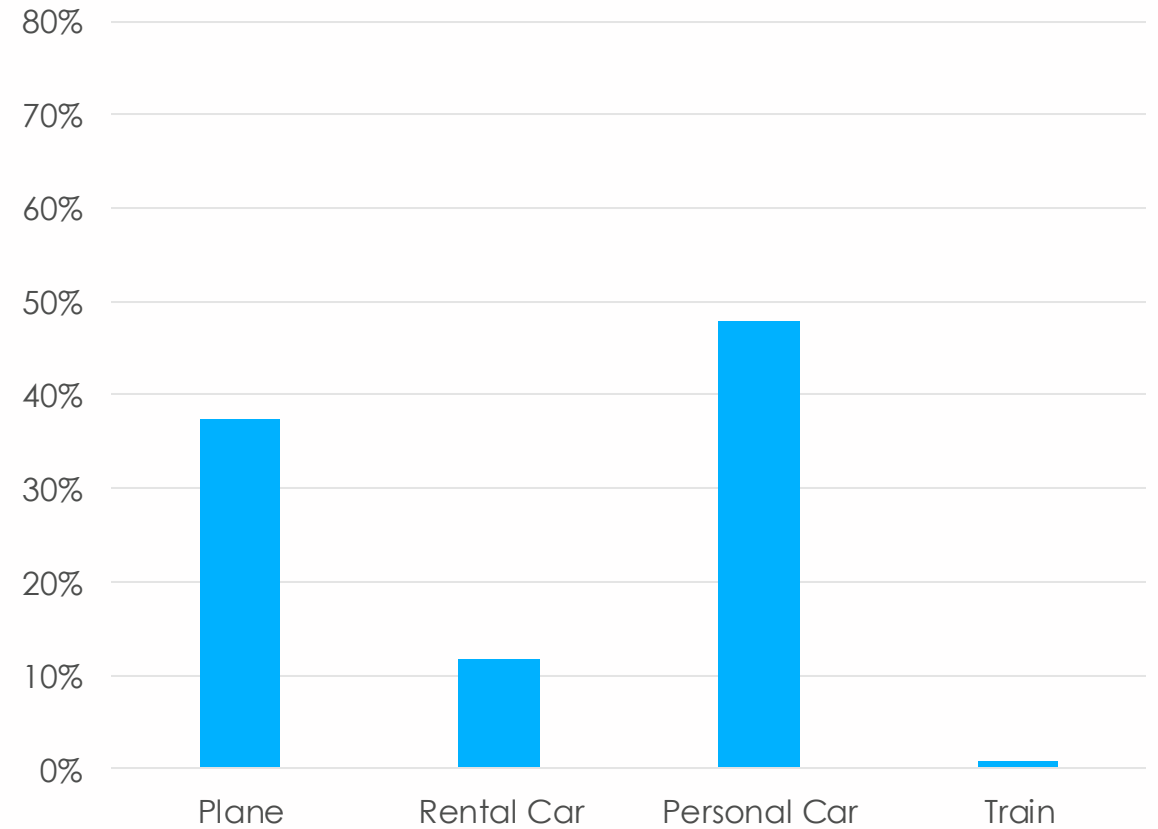
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# ROAD TRIPS ARE TRENDING

## Past mode of transportation



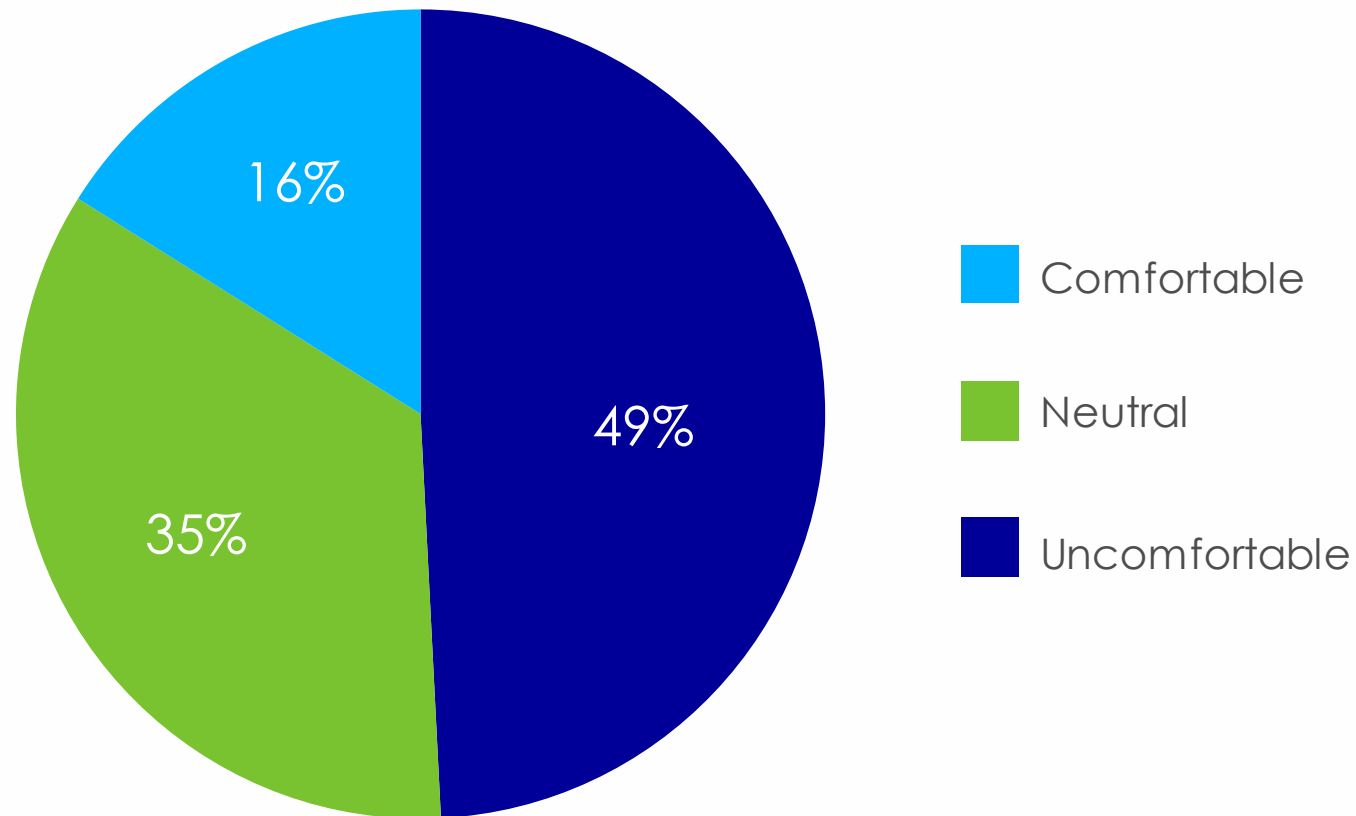
## Future mode of transportation





# AIRLINES SHOULD FOCUS ON REASSURING TRAVELERS

How comfortable are travelers flying in the next 2-3 months?



Expedia Group Media Solutions - Traveler Sentiment Study, dscout, July 2020  
P3:Q5. On a scale of 1-5 where 1 = very uncomfortable and 5 = very comfortable, how comfortable would be traveling by plane 2-3 months from now?





“The pandemic has highlighted the importance of hygiene measures. I feel a lot more aware of health risks around me that I didn’t see before.”

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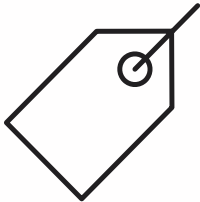
**87%**

Health and hygiene information (i.e. cleaning, sanitizing protocols)



**73%**

Information on attractions and activities that are open for business



**70%**

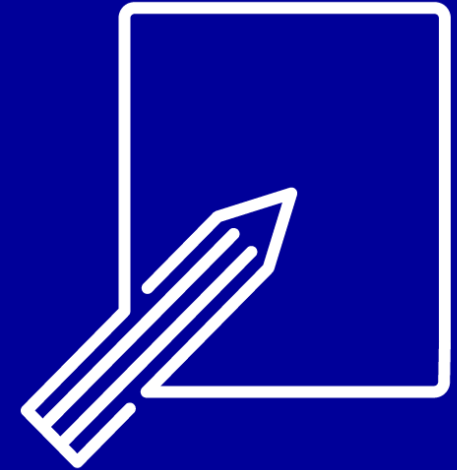
Special deals and offers



**60%**

Off the beaten path recommendations that will help avoid big crowds

**What type of messaging will reassure travelers?**

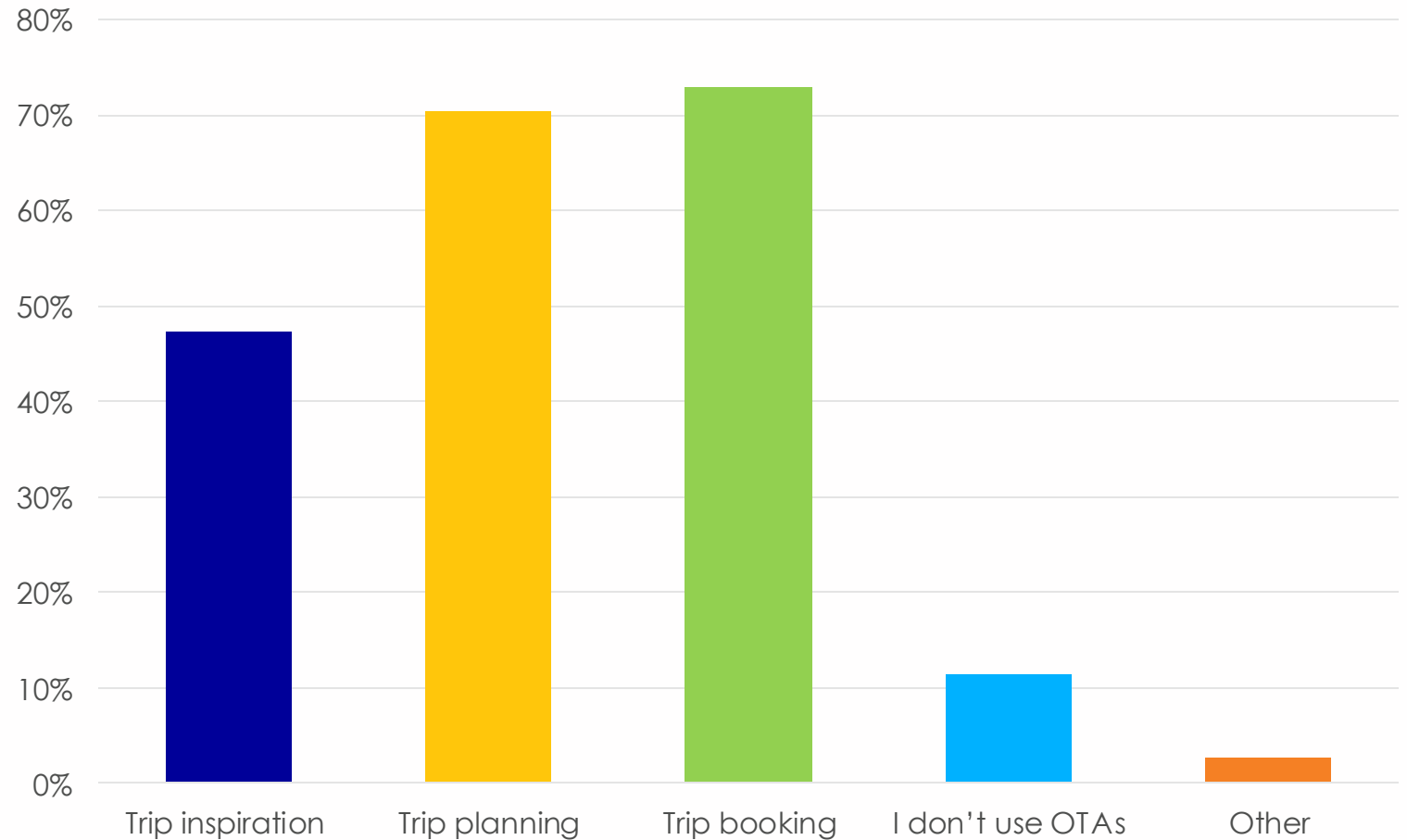




**9 in 10**

travelers would use an OTA to book travel in the current climate

# TRAVELERS TURN TO OTAs THROUGHOUT THE PURCHASE JOURNEY



# KEY TAKEAWAYS



Health & safety  
information is  
critical



Travelers staying  
with family or  
vacation rentals



Domestic car  
trips are  
trending



Travelers using  
a range of  
sources to book



THANK YOU

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