

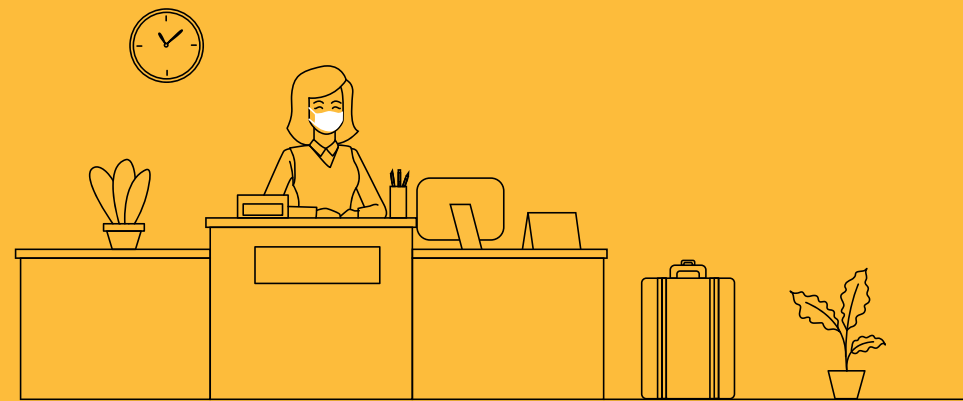
COVID AND THE CONSUMER

HOSPITALITY & TRAVEL

INDUSTRY SNAPSHOT

COVID-19 has changed the way consumers think about travel. And, for the foreseeable future, they are thinking about doing it less. Much less.

To keep a pulse on just what that looks like, our Market Intelligence team pulled together a snapshot of the most credible research available — from October and November (2020) — on COVID-19's effect on the hospitality and travel industry.



A CHANGE IN PLANS



of U.S. travelers indicate they will change their travel plans in the next six months due to COVID-19.

48% reduced travel plans

36% canceled a trip completely

29% changed to a driveable destination vs. flying

19% changed a trip from international to domestic¹

60% say that the recent increases in COVID-19 cases around the country have made them less likely to travel in the next three months.²

78% have avoided staying in a hotel, casino, or resort specifically due to COVID-19.³

HEIGHTENED EXPECTATIONS FOR HOTELIERS

- 46% are willing to pay more at a hotel that implements increased safety precautions.⁴

- Nearly **90%** prefer that the hotel they visit has a mobile app offering the ability to completely manage their stay without having to interact with a person.⁵
- **90%** say it is very or extremely important that the facility they stay at enforces COVID-19 safety policies.⁶
- **82%** feel the COVID-19 pandemic will bring about changes to the onsite lodging experience that will last well into the future.⁷

GIVING THANKS FROM HOME

4% were planning to travel to another state to see friends and family at Thanksgiving.

52% were planning to celebrate with just immediate family.

12% report they were requiring mask usage except during the meal.⁸

SUMMER VACATION PLANS HEAT UP

How soon from now would you be comfortable going on vacation/traveling?

- Now/under a month: **28%**
- In 2-5 months: **19%**
- In 6+ months: **53%**⁹

STAY IN THE KNOW

As consumer behavior continues to change amid the pandemic, so will our monthly updates.
thoughts.rrd.com

Source

1. <https://longwoods-intl.com> 2. <https://www.destinationanalysts.com/insights-updates/> 3. <https://hospitalitytech.com/survey-says-80-consumers-have-avoided-staying-hotel-casino-or-resort-specifically-due-covid-19> 4. <http://www.htmacademy.com/wp-content/uploads/2020/10/Covid-19-October-study-summary-report.pdf> 5. <https://metova.com/infographic-survey-tech-supported-new-normal-hotels-covid-19/> 6. <https://metova.com/infographic-survey-tech-supported-new-normal-hotels-covid-19/> 7. <https://metova.com/infographic-survey-tech-supported-new-normal-hotels-covid-19/> 8. https://www.ipsos.com/sites/default/files/ct/news/documents/2020-10/topline_thanksgiving_plans_102720.pdf 9. <https://civicscience.com/coronavirus-check-in-november-18/>