Travel wins in post-pandemic priorities

Despite a hiatus from travel our appetite to explore never left and our desire to experience the world again, as it becomes safe to do so, is greater than ever with news of a vaccine.

In preparation for the return to travel, 70% of accommodation partners have increased health & safety measures and improved cleaning processes.

A joint effort for a common goal

To help travelers safely rediscover the destinations they long for, there’s a consensus that governments, travelers and the travel industry need to work together.

Research from Booking.com reveals hope and anticipation for travel following a year of restrictions around the world and in the wake of vaccine rollouts.

Traveler optimism returns as vaccines fuel hope

- 66% of global travelers say travel is more important to them now than it was before the pandemic.
- 66% of global travelers said that not being able to travel extensively in 2020 has made them want to go even more in 2021.
- 59% won't travel internationally until they have been vaccinated.
- 55% will only travel to countries or territories that have implemented a vaccination program.

Travel wins in post-pandemic priorities

- 71% of global travelers would rather go on a vacation in 2021 than find true love.
- 66% would prioritize traveling over success at work, preferring to go on vacation than get promoted.
- 64% say travel is more important to them now than it was before the pandemic.

A joint effort for a common goal

- 95% of global travelers think the industry needs to be supported to get back on its feet.
- 74% of accommodation partners believe that their local government needs to do more in the future to support the travel industry during the ongoing crisis.
- 66% believe that government financial stimuli are now needed to help travel's recovery.
- 56% worry that the industry won't survive unless it is supported with government grants.
- 77% of accommodation partners believe the industry needs more consistent international standards when it comes to travel advice and rules.