

Amidst new waves of travel hiatuses, restrictions and continued uncertainty, our innate human desire to travel will not be dampened. Our time at home has made us crave the world outside more than ever.

of travelers claim to have a greater desire to see even more of the world

are even more appreciative of travel and won't take travel for granted in the future

The financial legacy of Covid-19 will inevitably see people demand more bang for their buck in the future.

of travelers will be price conscious when it comes to searching and planning a trip

of travelers are more likely to hunt down promotions and savings, behaviors that we predict will last years rather

But the value customers expect will go beyond price tags.

of consumers say they want travel booking platforms to increase their transparency about cancellation policies, refund processes and trip insurance options





Looking ahead, staying closer to home and becoming familiarists rather than tourists will continue to increase its importance, with people seeking a more meaningful and deep connection to the places they visit.

plan to explore a new destination within their home region/country

will take the time to appreciate the natural beauty of their

home country

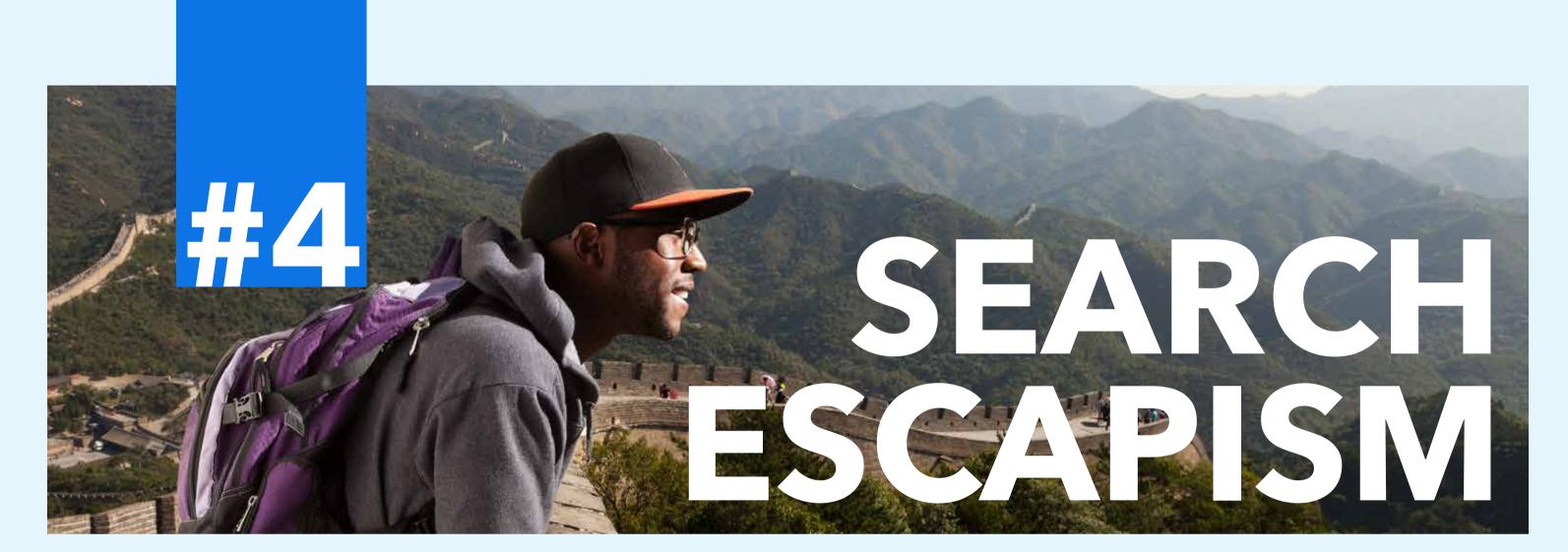
Travelers will not write off the love of long-haul getaways, though. Appreciation for familiarity will sit alongside enduring love and anticipation of longer-haul travel.

of people intend to travel to the other side of the world by the end of 2021 (compared to only 6% in the next 6 months)

Our appetite to consume travel content, get creative with our travel plans and share our travel dreams with each other will continue to grow exponentially over the coming year. Seeking comfort and distraction during weeks in lock-down:

of travelers spent time looking for vacation inspiration

looked for potential travel destinations as often as once a week





The 'new normal' will see travelers prioritize and adhere to increased health and safety standards, with many becoming second nature sooner than we realise.

travelers will take more precautions when travelling in the future, while over half of travelers will avoid certain

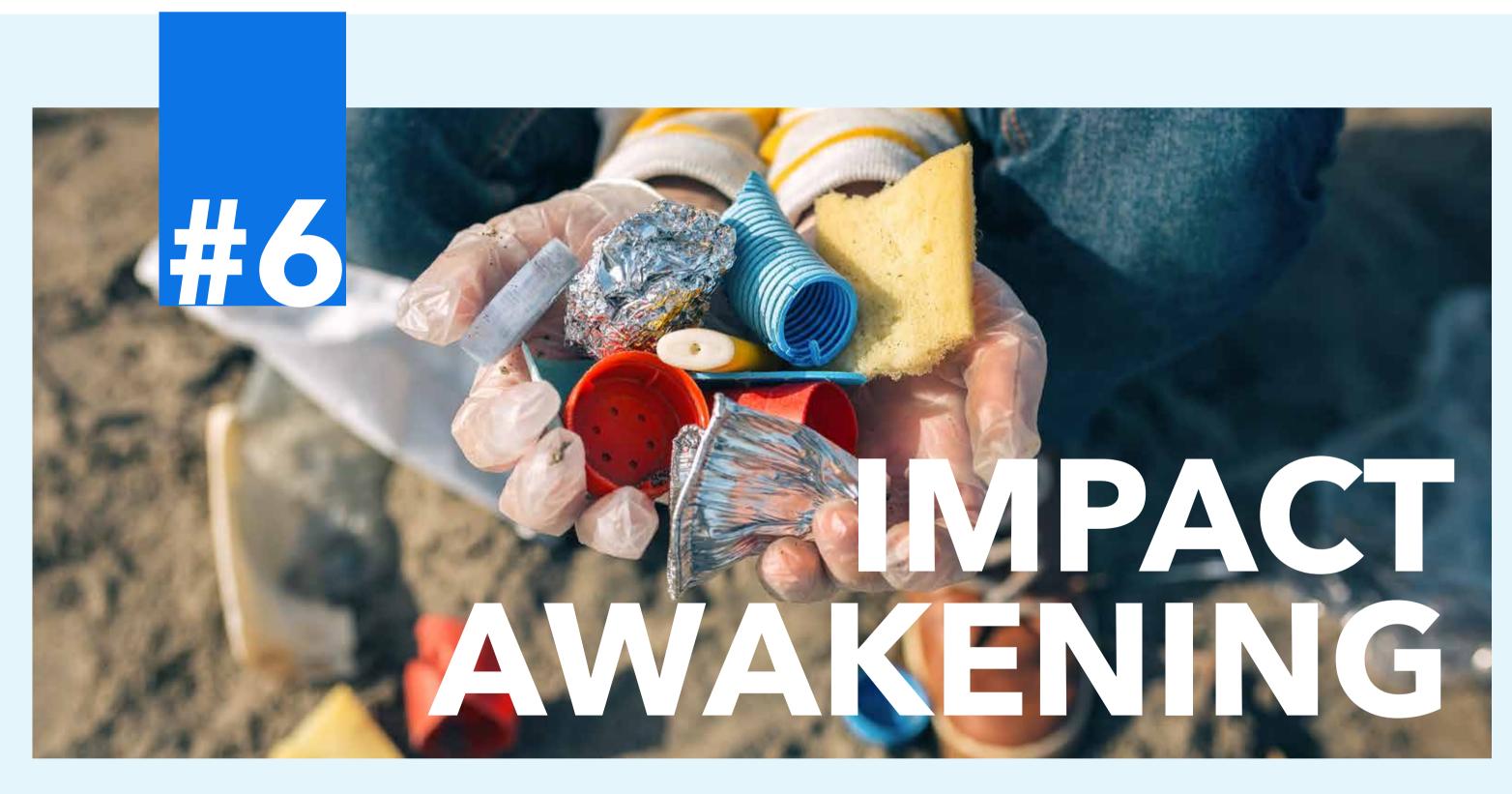
say they are likely to travel to destinations that have health spot checks on arrival

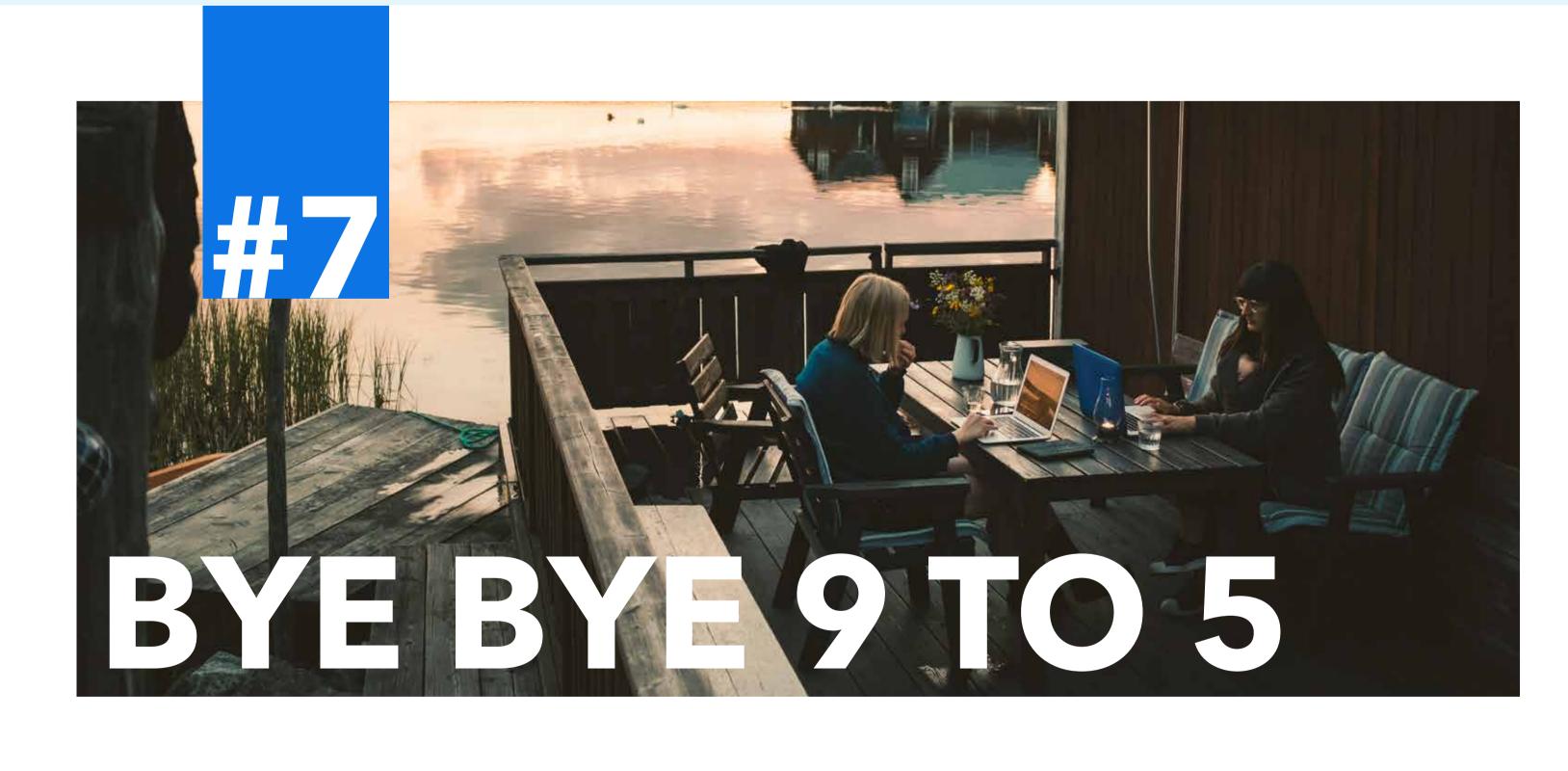
will only book a particular accommodation if it's clear what health and hygiene policies it has in place

With over half (53%) of global travelers wanting to travel more sustainably in the future, expect to see a more eco-conscious mindset in 2021 and beyond, as Covid-19 has amped people's awareness about the impact their trips have on the environment and local communities.

expect the travel industry to offer more sustainable travel options

The impact of COVID-19 has inspired more than half (53%) of travelers to consider reducing waste / recycling their plastic when traveling once all travel restrictions are lifted, showing that people are not just committed to protecting themselves, but also the places they visit.





Working remotely has irreversibly entered the mainstream during the pandemic with the knock-on effect that people will look to take longer trips in the future that more effectively combine work and pleasure than ever before. No longer confined to five days a week in an office and desperate for a change of scene from WFH, expect a rise in the "Workcation", with travelers looking to extend their vacation by staying an extra week or two to work remotely in a new and inspiring location.

of travelers have already considered booking somewhere to stay in order to work from a different

say they would take the opportunity to extend any business trips to also enjoy leisure time at

As we learn to live with the consequences of the pandemic in 2021 and beyond, travelers will be keen to embrace a new and stripped-back way of experiencing the world.

of travelers will look to appreciate more simple experiences such as spending time outdoors or with the family while on vacation

will seek out more rural, off-the-beaten-track experiences to immerse themselves into the outdoors

Not surprising considering the renewed emphasis on privacy, sufficient space and personal control over cleanliness and hygiene, travelers will look for accommodation quite literally 'closer to home' with:



a hotel

preferring to stay in a vacation home or apartment rather than

will also opt to eat in, more as opposed to eating out at

restaurants

Tech innovation will play a crucial role in rebuilding traveler confidence and we will see the accelerated use of tech to adapt to a new type of traveler, minimizing

BASURES

will want tech options to make last-minute reservations



person-to-person interactions and automating routine travel processes.

of travelers agree that technology will be important in controlling health risks when traveling

SIMPLE



say that accommodations will need to use the latest technologies to make travelers





feel safe



will want tech options to make

last-minute reservations

will want more self-service machines instead of ticket desks

