

COVID-19 GLOBAL TRAVELER SENTIMENT SURVEY

Edition 2 – Global Summary

November 2020



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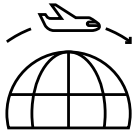
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IN EARLY OCTOBER, OLIVER WYMAN CONDUCTED ITS SECOND GLOBAL SURVEY TO UNDERSTAND ATTITUDES AND OPINIONS ON TRAVEL AND COVID-19

OLIVER WYMAN ASKED CONSUMERS ABOUT THEIR:



APPETITE TO RESUME TRAVELING



COVID-19 TRAVEL EXPERIENCES



CHANGES IN LIFESTYLE AND TRAVEL PREFERENCES



AIR TRAVEL, HOSPITALITY, AND CRUISE SELECTION

IN 9 COUNTRIES:



4,630

SURVEY
RESPONDENTS

Who traveled by plane
at least once in 2019

20%

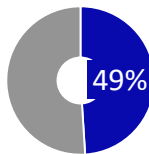
AGES 18-29

56%

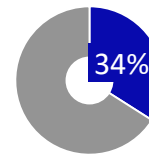
AGES 30-54

24%

AGES 55+



AIRLINE LOYALTY
MEMBERS
(11% OF TOTAL
HAVE ELITE STATUS)



HOTEL LOYALTY
MEMBERS
(21% OF TOTAL
HAVE ELITE STATUS)

60%



URBAN

28%



SUBURBAN

12%



RURAL

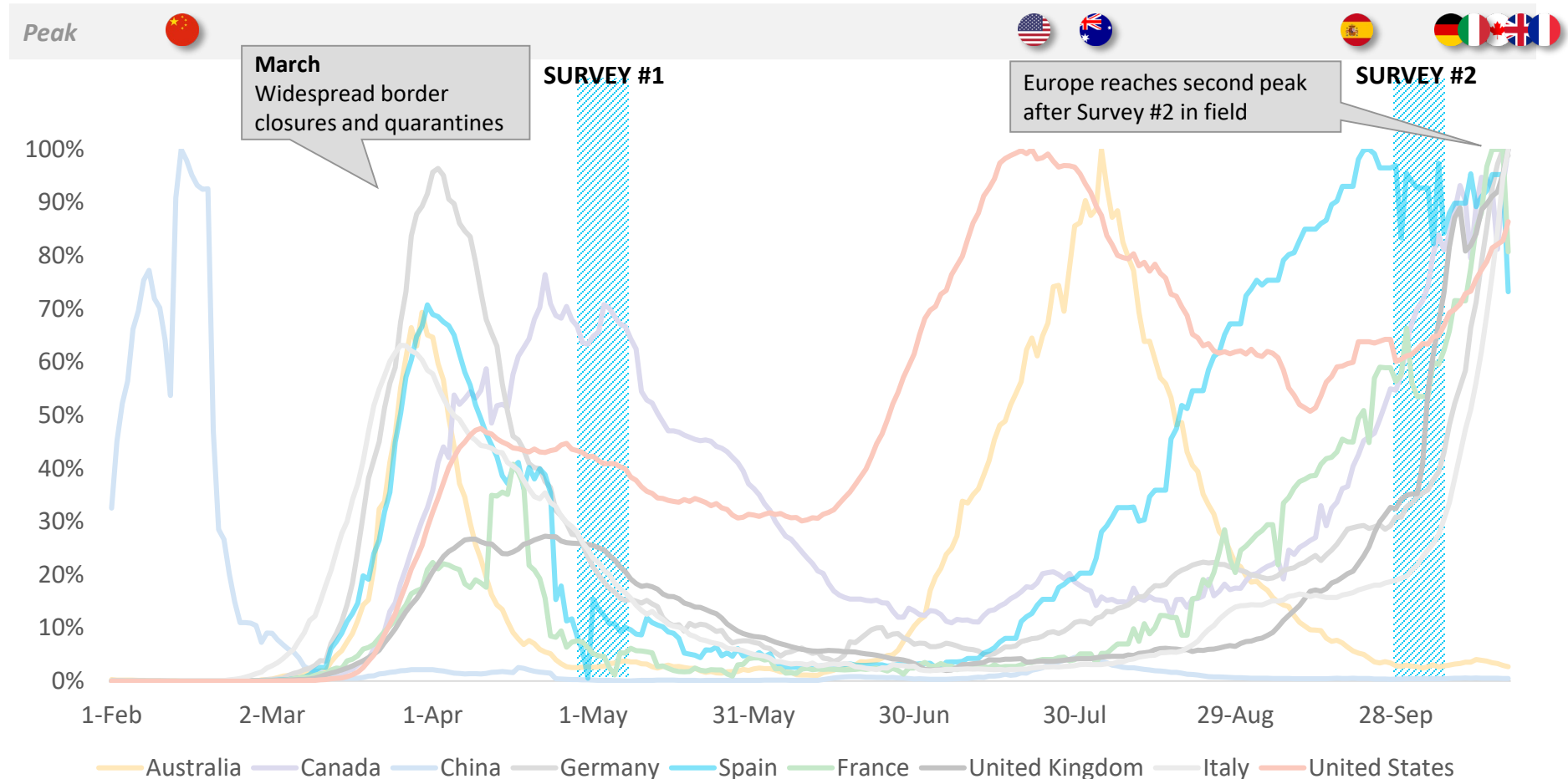
This is the 2nd of 3 survey editions to capture changes as the pandemic continues. Edition 1 completed in May



FIRST SURVEY WAS FIELDDED AFTER INITIAL PEAK, BORDER CLOSURES, AND LOCKDOWNS; SECOND SURVEY FIELDDED AS CASES GREW TO A NEW PEAK IN EUROPE

COVID-19 peaks by country

Seven-day new COVID-19 case average as % of country's peak, February 1- October 19, 2020



Source: Oliver Wyman Pandemic Navigator as of October 19, 2020

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EXECUTIVE SUMMARY

- Respondents are relying on their own judgment to decide when to travel, rather than on government or WHO guidelines
- Air filtration, surface cleaning, mask mandates, and empty seats are most important health and safety measures to travelers; seeing other travelers comply with carrier policies further increases traveler confidence
- Business travel sentiment has decreased since May – 43% expect to travel less following the pandemic
 - Frequent travelers, the group that is most able to work from home, intend to do so more post-COVID
 - Teleconferencing has been widely adopted, but is less compelling for those under 30 and for Europeans
 - Business travelers that intend to travel more will do so primarily to rekindle relationships
- Pent up demand for leisure travel has increased – primarily to visit friends and family and for short trips domestically
 - Interest in international travel has increased since May
 - Europe is the most likely international destination for Americans and Europeans
- Respondents who have traveled since March are more comfortable doing so than those who have not
 - Travelers were largely satisfied with convenience and safety, except for food and beverage at airport and onboard
- Price is once again the top criteria for selecting a flight or hotel, as the importance of cleaning has declined modestly
- Travelers favor branded hotels or friends' houses over home shares
- Initial shock to the cruise industry has dissipated
 - 54% plan to cruise the same or more as pre-Covid, up from 42% when asked in May
 - Of those who expect to cruise less, 84% worry about COVID transmission onboard



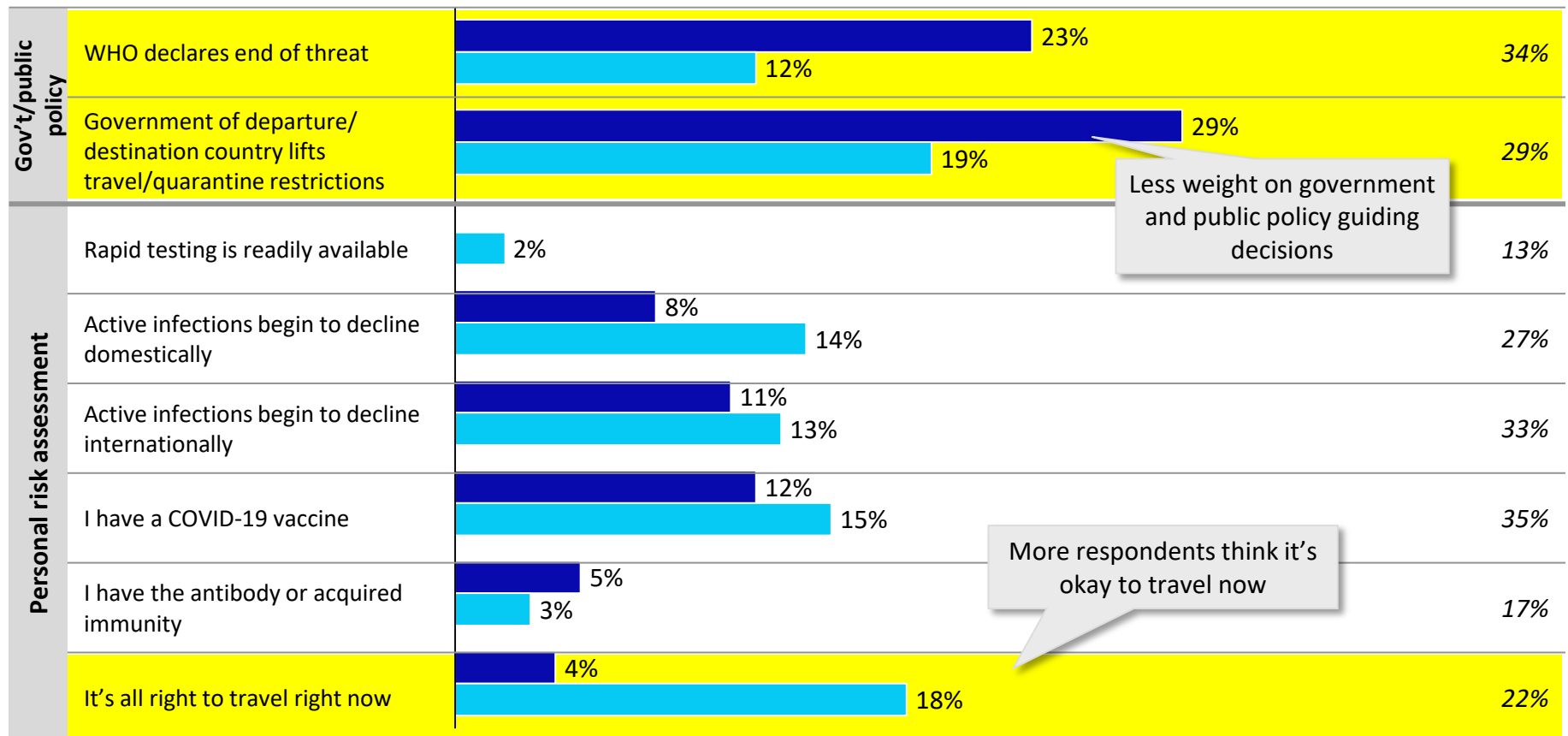
RESPONDENTS INCREASINGLY RELY ON THEIR OWN JUDGEMENT RATHER THAN GOVERNMENT GUIDANCE FOR DECIDING WHEN TO RESUME TRAVEL

When do you think it will be okay to start your first trip after the COVID-19 outbreak?

Comparison of Edition 1 (May) vs. Edition 2 (October), 1st choice, % of total survey respondents

■ Survey 1 (May)
■ Survey 2 (October)

% of Edition 2 respondents who ranked choice in their top 3





TRAVELERS VIEW CLEANING AND MASK MANDATES AS THE MOST IMPORTANT TRAVELER HEALTH AND SAFETY MEASURES, ALONG WITH EMPTY SEATS

Which of the following measures to ensure traveler health and safety are most important to you?

Top three choices, % of respondents (n=4,630)

Awareness lags: passengers may not realize with rapid testing, onboard changes are less important

% of respondents who ranked as top choice

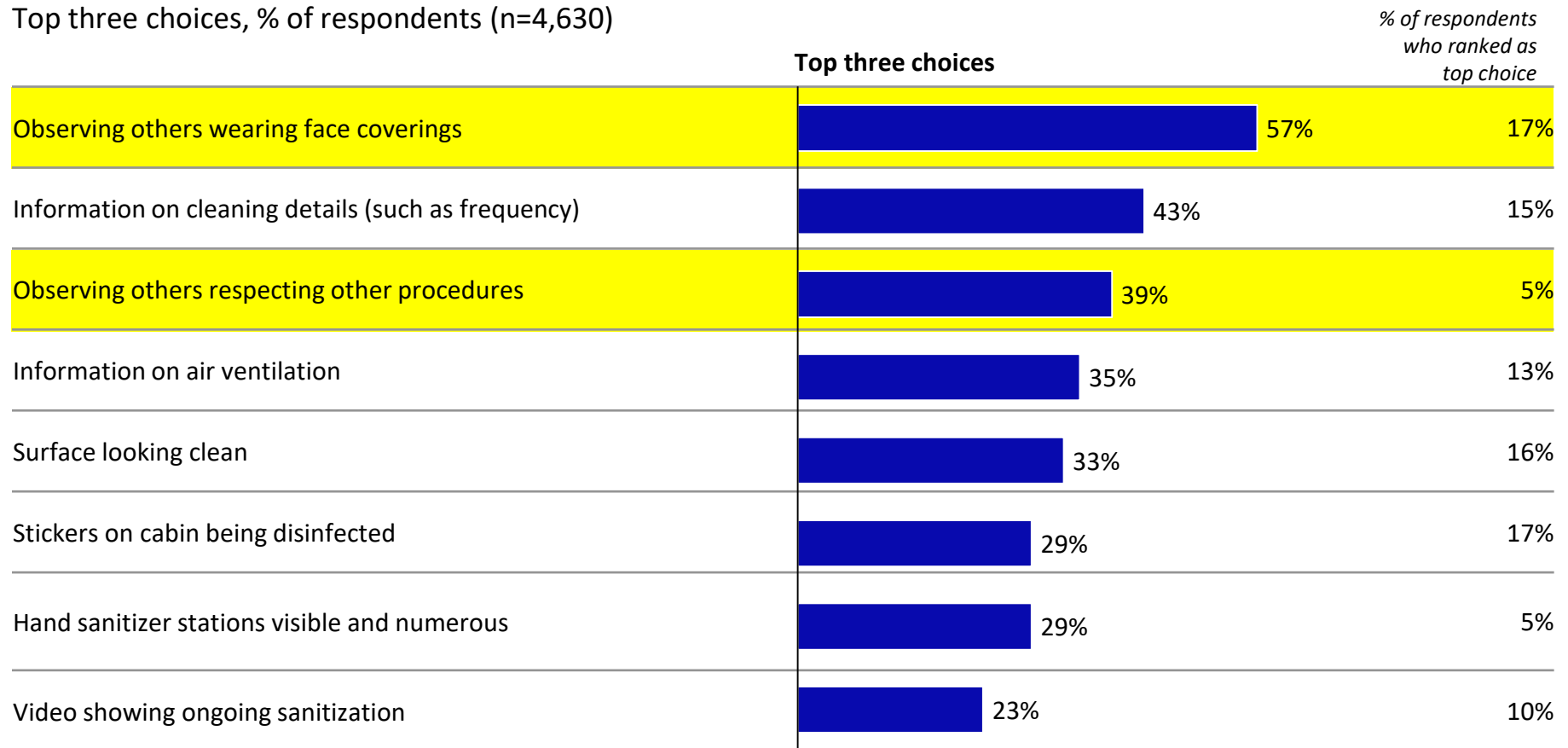
Category	Safety measures	Top three choices	
Cleaning	Surface Cleaning	49%	35%
	Special Air Filtration	42%	16%
Employees	All Employees Wearing Personal Protective Equipment (PPE)	17%	2%
	Daily Temperature Checks Of All Employees On Duty	7%	1%
	Covid Tests Weekly For On Duty, Customer-Facing Employees	7%	1%
Onboard distancing	Guaranteed Empty Seat Next To You	40%	12%
	Notification/Option To Cancel/Change Travel If Adjacent Seat Is Occupied	17%	5%
	Strict Back To Front Boarding	13%	3%
PPE	Masks Mandatory Onboard	42%	11%
	Option To Purchase Safety Pack With Sanitizer And Mask	12%	3%
Airport/rail station	Limited Capacity Lounge	3%	1%
	Touchless Travel Experience	3%	1%
Testing	Rapid Testing Available At Airport	17%	3%
	Proof Of Covid-19 Test Within 72 Hours Of Travel	23%	6%
	Antibody Test Certificate	9%	1%



OBSERVING OTHERS COMPLYING WITH HEALTH AND SAFETY POLICIES, ESPECIALLY WEARING FACE COVERINGS, GIVES TRAVELERS THE MOST CONFIDENCE

When traveling, what would give you confidence that health and safety policies are being followed?

Top three choices, % of respondents (n=4,630)





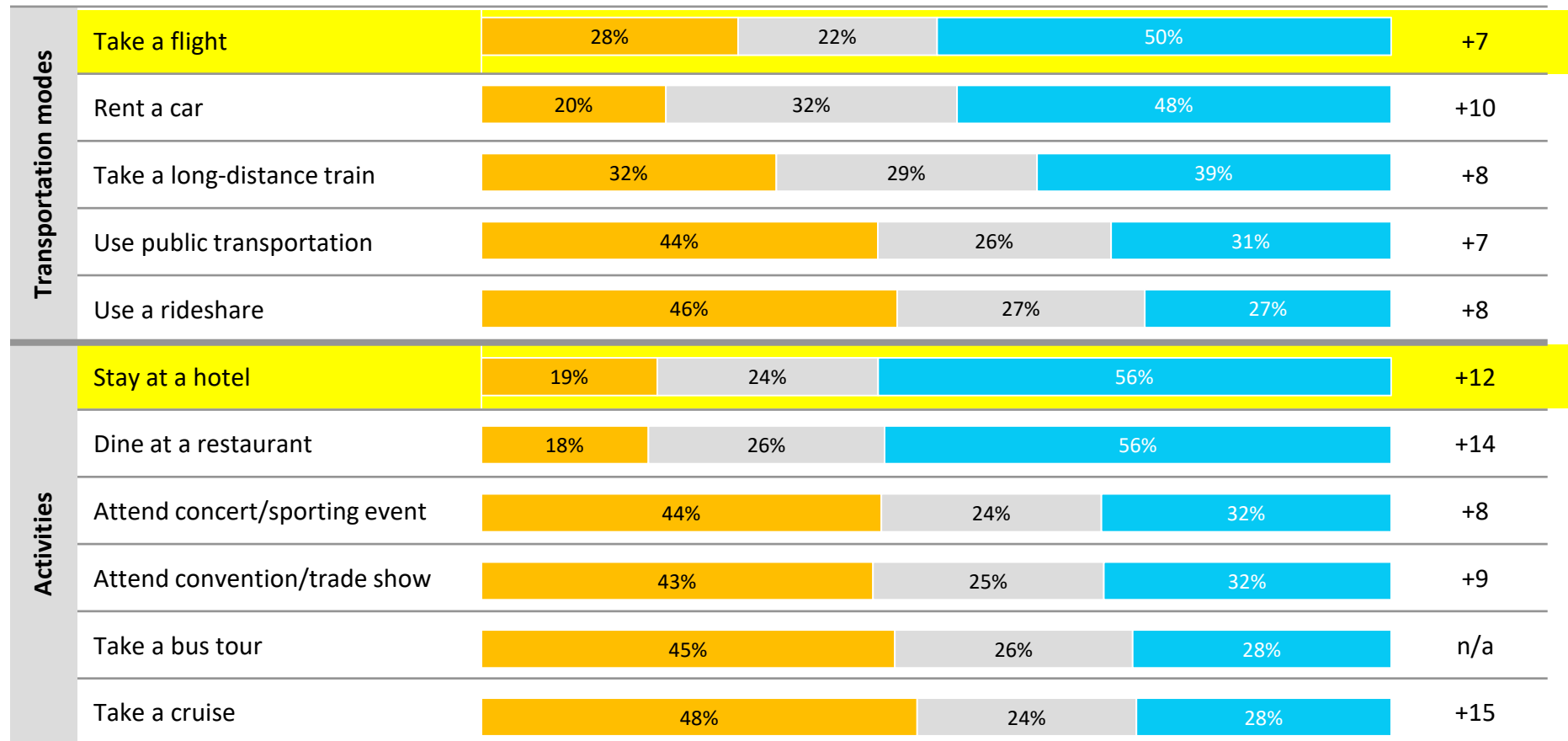
RESPONDENTS ARE GETTING MORE COMFORTABLE WITH TRAVEL, BUT REMAIN RELUCTANT TO ENGAGE IN ACTIVITIES WITH MORE EXTENSIVE INTERACTION

After the COVID-19 outbreak ends and travel restrictions are lifted, how comfortable will you feel doing each of these activities?¹

% of respondents (n=4,630)

Uncomfortable Neutral Comfortable

Pts. Δ in comfort vs. Edition 1



1. Uncomfortable = "Very uncomfortable" or "Somewhat uncomfortable"; Comfortable = "Very comfortable" or "Somewhat comfortable"

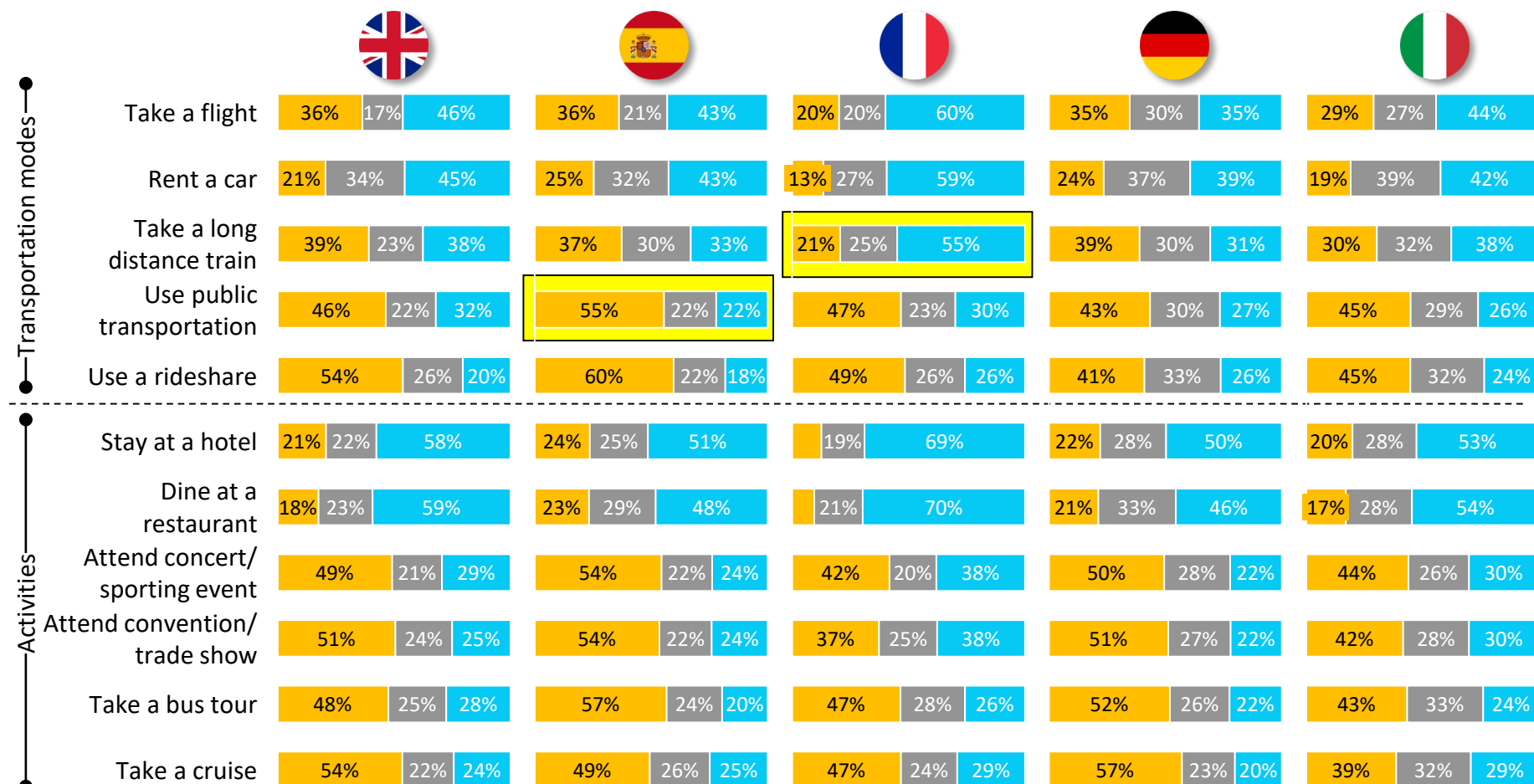


IN EUROPE ONLY THE FRENCH ARE MOSTLY POSITIVE ABOUT LONG DISTANCE TRAVEL BY AIR, RENTAL CAR OR RAIL

After the outbreak ends and travel restrictions are lifted, how comfortable will you feel doing these activities?¹

% of country's respondents (n=2,575)

Uncomfortable Neutral Comfortable

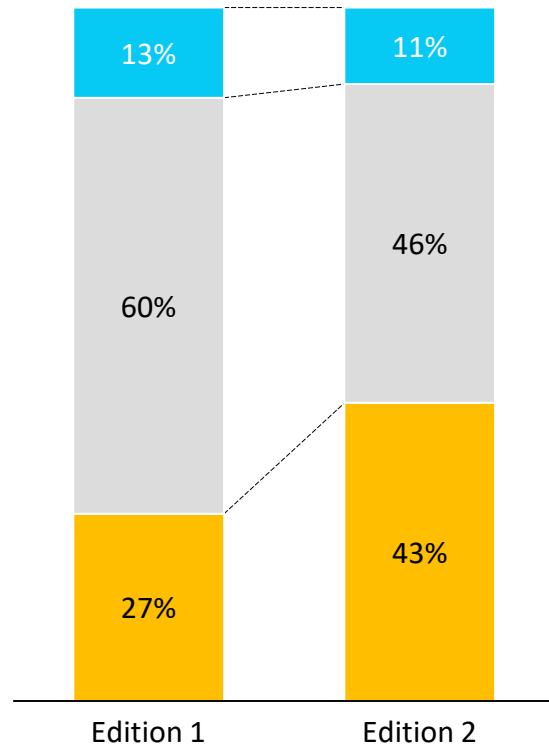


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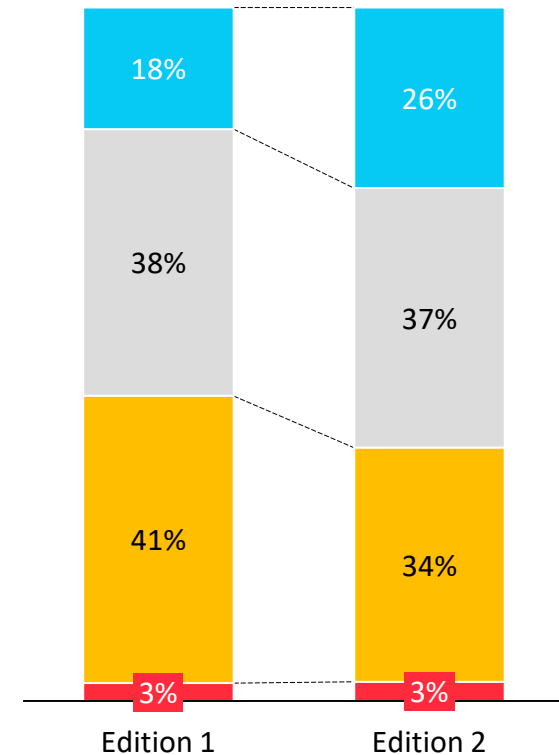


BUSINESS TRAVELERS EXPECT TO TRAVEL LESS THAN THEY DID IN MAY, WHILE THE OUTLOOK FOR LEISURE TRAVEL HAS IMPROVED

Change in business travel with air/rail travel required before vs. after COVID-19
% of total global respondents (n=2,505 ¹)



Change in leisure travel compared to what was originally planned
% of total global respondents (n=4,630)

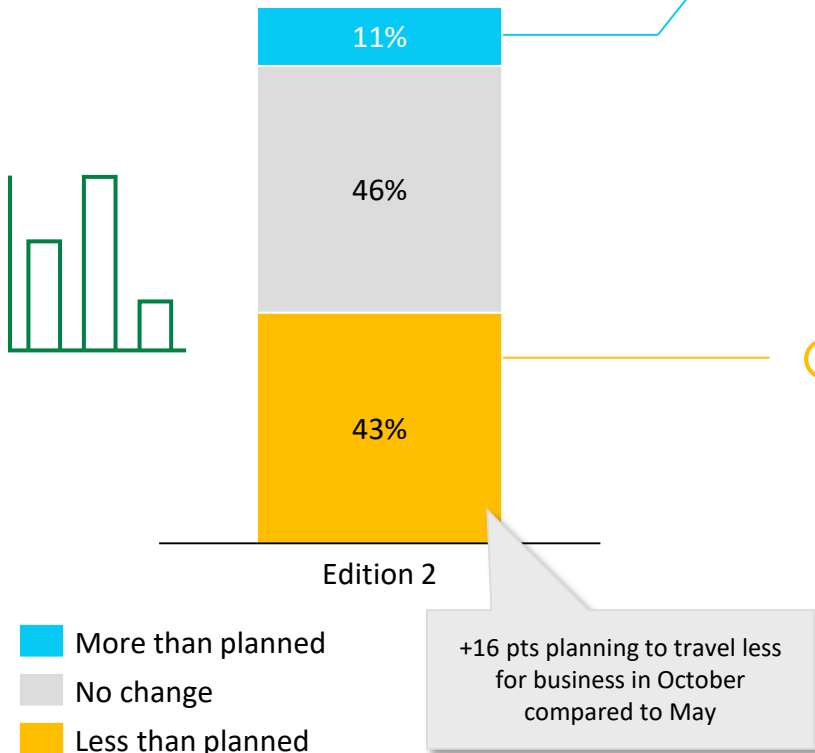


1. Number of respondents who traveled for business when air travel was required prior to the pandemic



REKINDLING RELATIONSHIPS IS THE PRIMARY MOTIVATION FOR BUSINESS TRAVELERS TO TRAVEL MORE

Business travel: When the COVID-19 outbreak ends and travel restrictions are lifted, will you travel more, less, or the same for business when air travel or long-distance rail travel is required?
n = 2,505¹



Top 3 reasons for traveling more for business

% of respondents choosing the reason as 1st choice

- | | | |
|---|--|-----|
| 1 | Need to rekindle relationships | 27% |
| 2 | Expect an uptick in business activity | 17% |
| 3 | Teleconferencing not effective to conduct business | 17% |

Top 3 reasons for traveling less for business

% of respondents choosing the reason as 1st choice

- | | | |
|---|--|-----|
| 1 | Health/safety concerns | 34% |
| 2 | Teleconferencing/remote work was effective during pandemic | 31% |
| 3 | Lower travel budget | 13% |

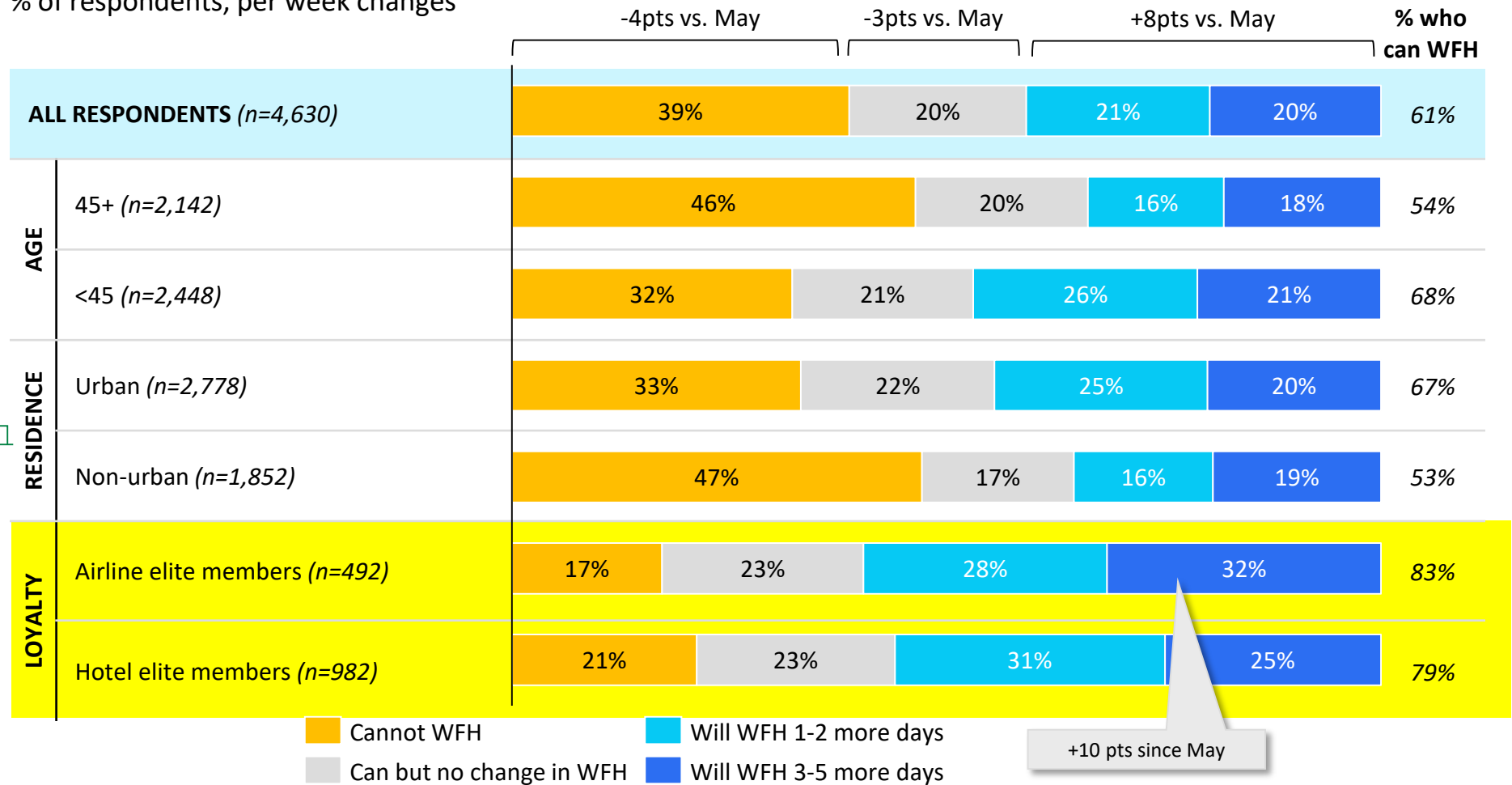
1. Number of respondents who traveled for business when air travel was required prior to the pandemic



FREQUENT TRAVELERS HAVE THE MOST FLEXIBILITY TO WORK FROM HOME AND INTEND TO DO SO MORE POST-COVID

Changes in work from home (WFH) preferences post-COVID¹

% of respondents, per week changes



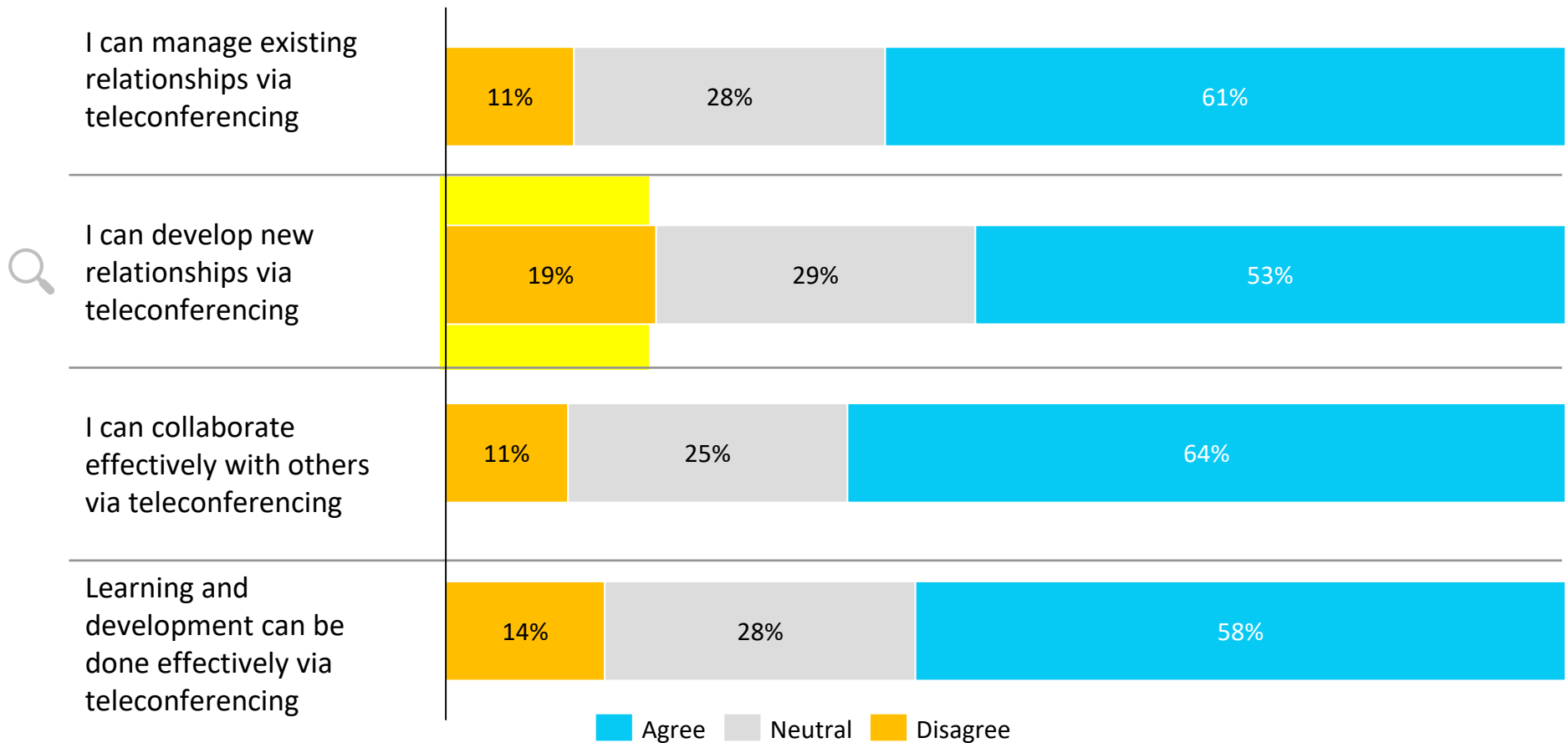
1. Question asked: "After the pandemic ends, do you plan to work from home more regularly?"



MOST BUSINESS TRAVELERS BELIEVE TELECONFERENCING HAS BEEN EFFECTIVE, BUT LESS SO FOR DEVELOPING NEW RELATIONSHIPS THAN MAINTAINING THEM

Do you agree or disagree with the following statements on teleconferencing?

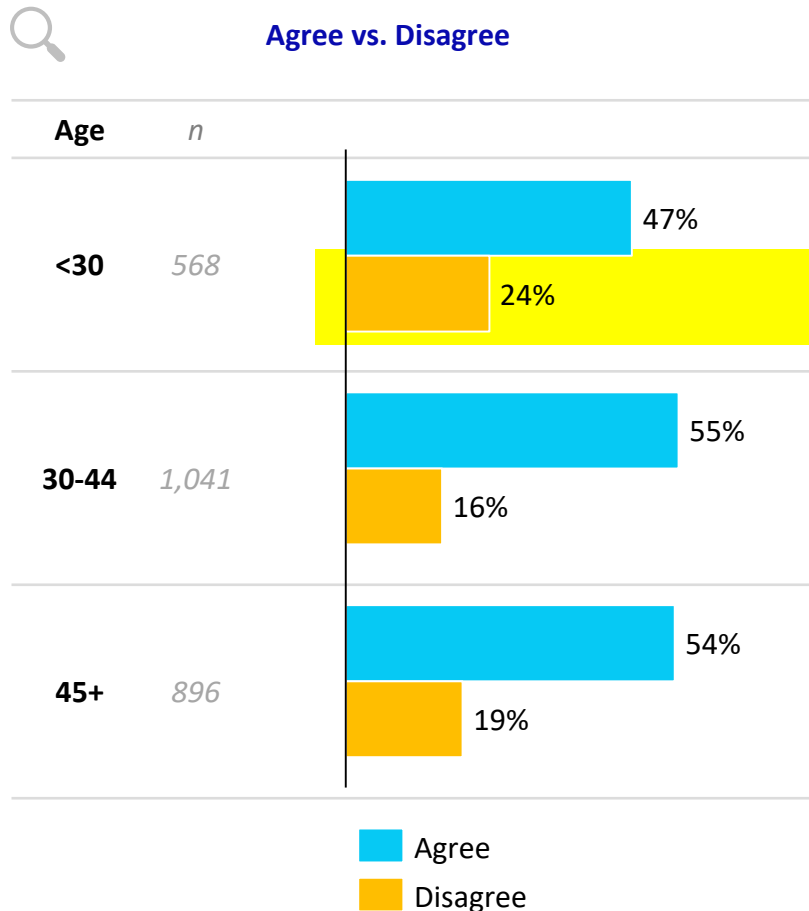
% of respondents, only those that travel for business (n=2,505)



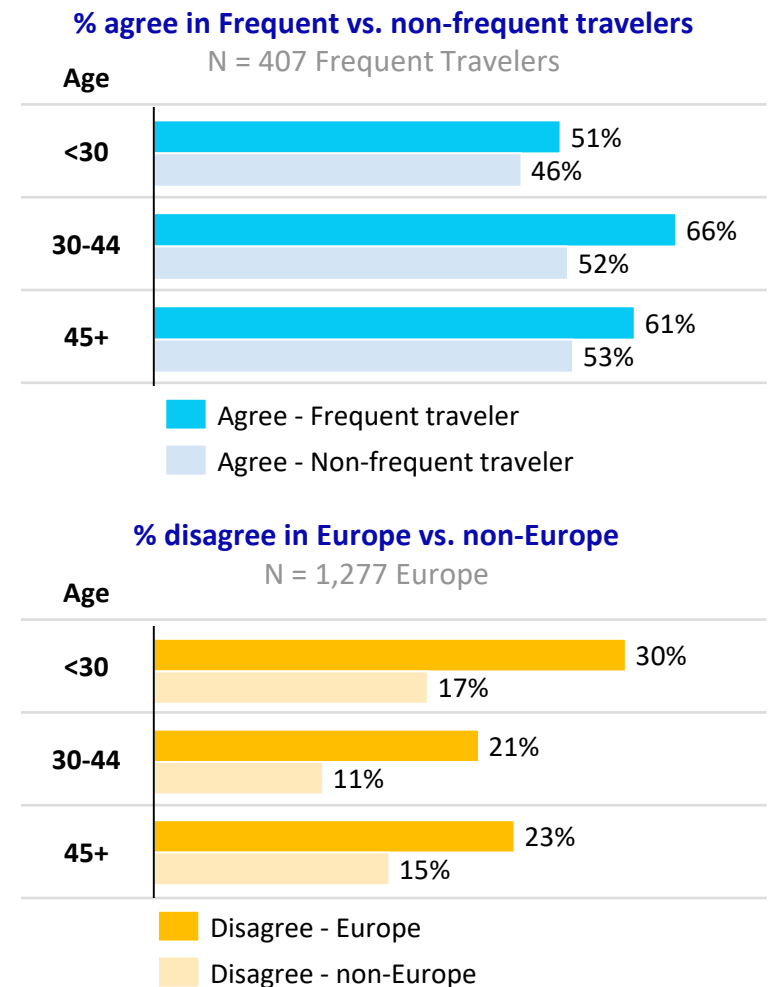


TELECONFERENCING IS WIDELY ACCEPTED, PARTICULARLY FOR FREQUENT-TRAVELERS, BUT LESS COMPELLING FOR YOUNGER PEOPLE AND EUROPEANS

Global: Do you agree or disagree with the statement: I can develop new relationships via teleconferencing
% of respondents who travel for business (n=2,505)



Respondents who answered "neutral" are not shown in charts, but were included in the total n count
Source: Oliver Wyman Traveler COVID-19 Survey Edition 2, Oliver Wyman analysis

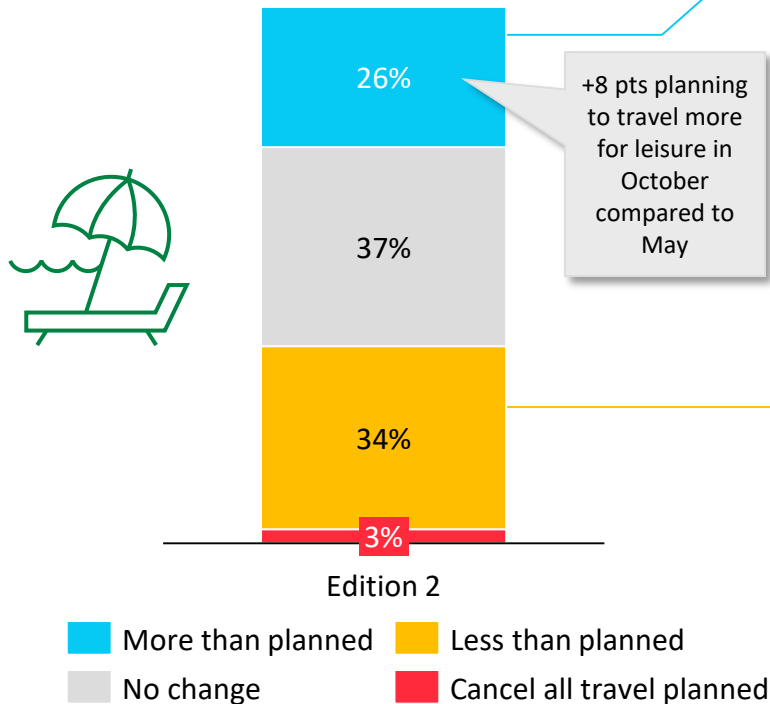




LEISURE TRAVELERS ARE MORE OPTIMISTIC THAN IN MAY, BUT A THIRD STILL EXPECT TO TRAVEL LESS, WORRIED ABOUT A RESURGENCE OF THE PANDEMIC

Leisure travel: When the COVID-19 outbreak ends and travel restrictions are lifted, will you generally travel more, the same, or less than you had originally planned for leisure the next 18 months?

n = 4,630



Top 3 reasons for traveling more
% of respondents choosing the reason as 1st choice

1	Bored from quarantine, need to have fun	30%
2	Life is short, need to enjoy	28%
3	Make up for canceled trips	19%

Top 3 reasons for traveling less
% of respondents choosing the reason as 1st choice











1	Worried that the pandemic will come back	56%
2	Concerns about health protocols on or in airplanes, trains, and hotels	17%
3	Reduced travel budget due to the pandemic	12%



TRAVELERS THAT FAVOR DOMESTIC TRIPS GENERALLY PERCEIVE THE PANDEMIC AS MORE SEVERE INTERNATIONALLY AND SUPPORT LOCAL TOURISM

Why do you choose to travel primarily domestically?










1st choice, % of those traveling primarily domestically (n=2,577)

 <i>Sample size</i>	 342	 251	 219	 352	 182	 235	 255	 431	 310
The pandemic situation is more severe internationally	23%	43%	21%	9%	27%	52%	45%	62%	51%
Want to support the local tourism industry	16%	15%	18%	56%	31%	16%	24%	16%	18%
Less time to travel due to the pandemic	15%	12%	16%	7%	11%	5%	9%	6%	8%
Less budget due to the pandemic	14%	8%	15%	10%	8%	5%	11%	2%	5%
Long-distance flights are more dangerous due to pandemic transmission risks	10%	9%	12%	6%	5%	8%	4%	5%	4%
Restrictions on entering or returning from foreign countries	8%	4%	8%	2%	8%	5%	3%	1%	5%
Foreign government reactions to home country during the outbreak	3%	3%	3%	8%	3%	4%	2%	3%	3%
Foreigners less friendly due to outbreak	5%	4%	2%	1%	2%	1%	2%	5%	3%
Other	6%	2%	6%	1%	5%	4%	1%	0%	4%



AMONG THOSE PLANNING TO TRAVEL ABROAD, EUROPE IS THE FAVORED INTERNATIONAL DESTINATION FOR AMERICANS AND EUROPEANS

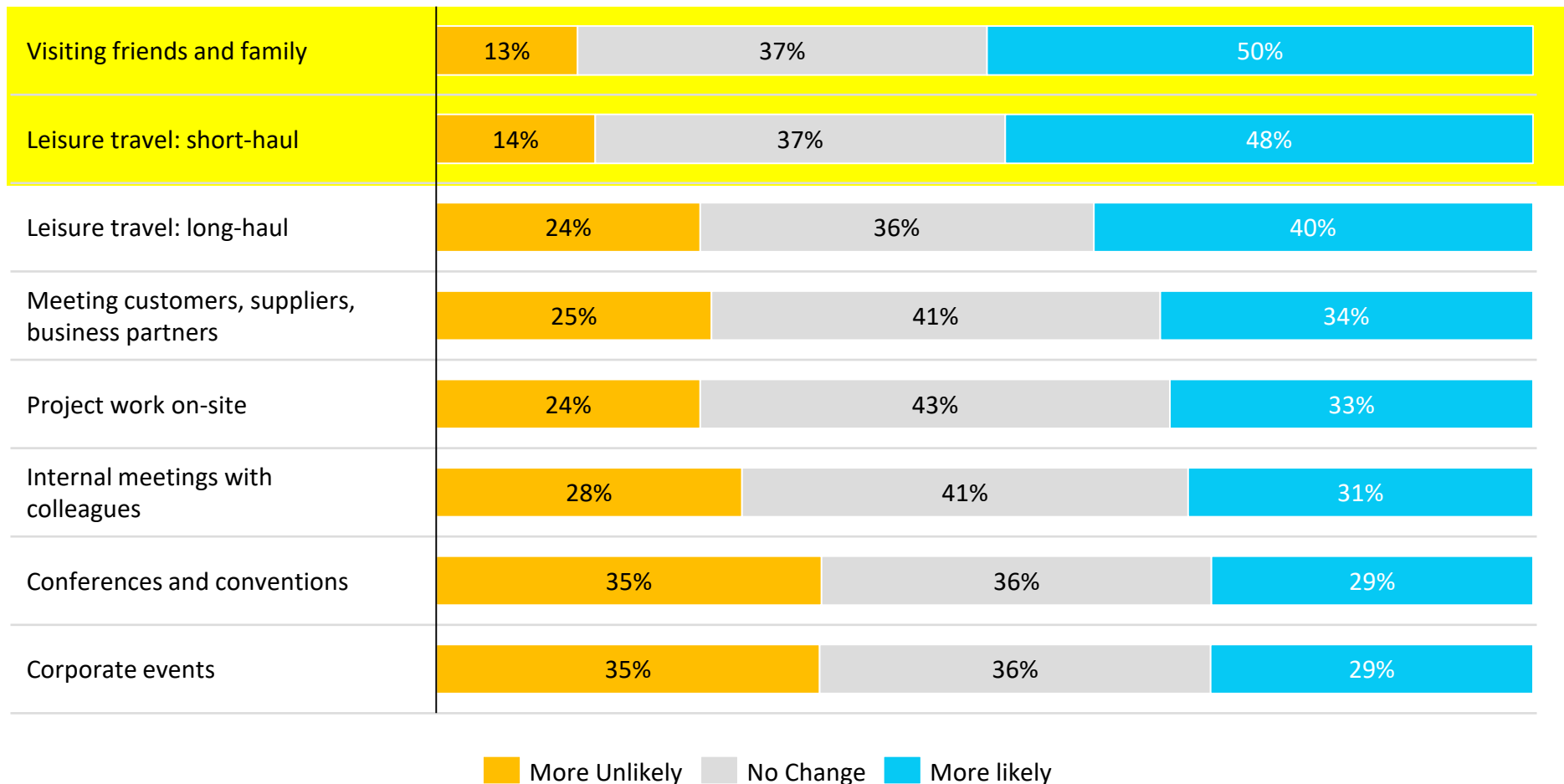
For those who plan to travel internationally on their next leisure trip, what is your likely destination?
% of country's respondents (n=2,100)

	North America		Europe					Asia/Australia		
										
<i>Sample size</i>	176	257	311	204	349	294	234	73	202	<i>Total</i>
North America	7%	19%	15%	10%	15%	10%	8%	14%	8%	12%
Central/South America	8%	7%	3%	11%	5%	2%	7%	4%	2%	5%
Caribbean	10%	21%	6%	4%	15%	5%	8%	8%	1%	9%
Europe	52%	29%	60%	63%	40%	62%	61%	26%	28%	48%
Middle East	6%	5%	3%	0%	2%	2%	4%	1%	1%	3%
Africa	3%	1%	3%	2%	8%	5%	6%	1%	1%	4%
Asia	10%	16%	8%	10%	13%	13%	4%	42%	45%	15%
Oceania	3%	1%	2%	0%	3%	1%	3%	3%	13%	3%



NEAR-TERM TRAVEL DEMAND IS GREATEST FOR VISITING FRIENDS AND RELATIVES AND LEISURE TRAVEL, PARTICULARLY SHORT HAUL

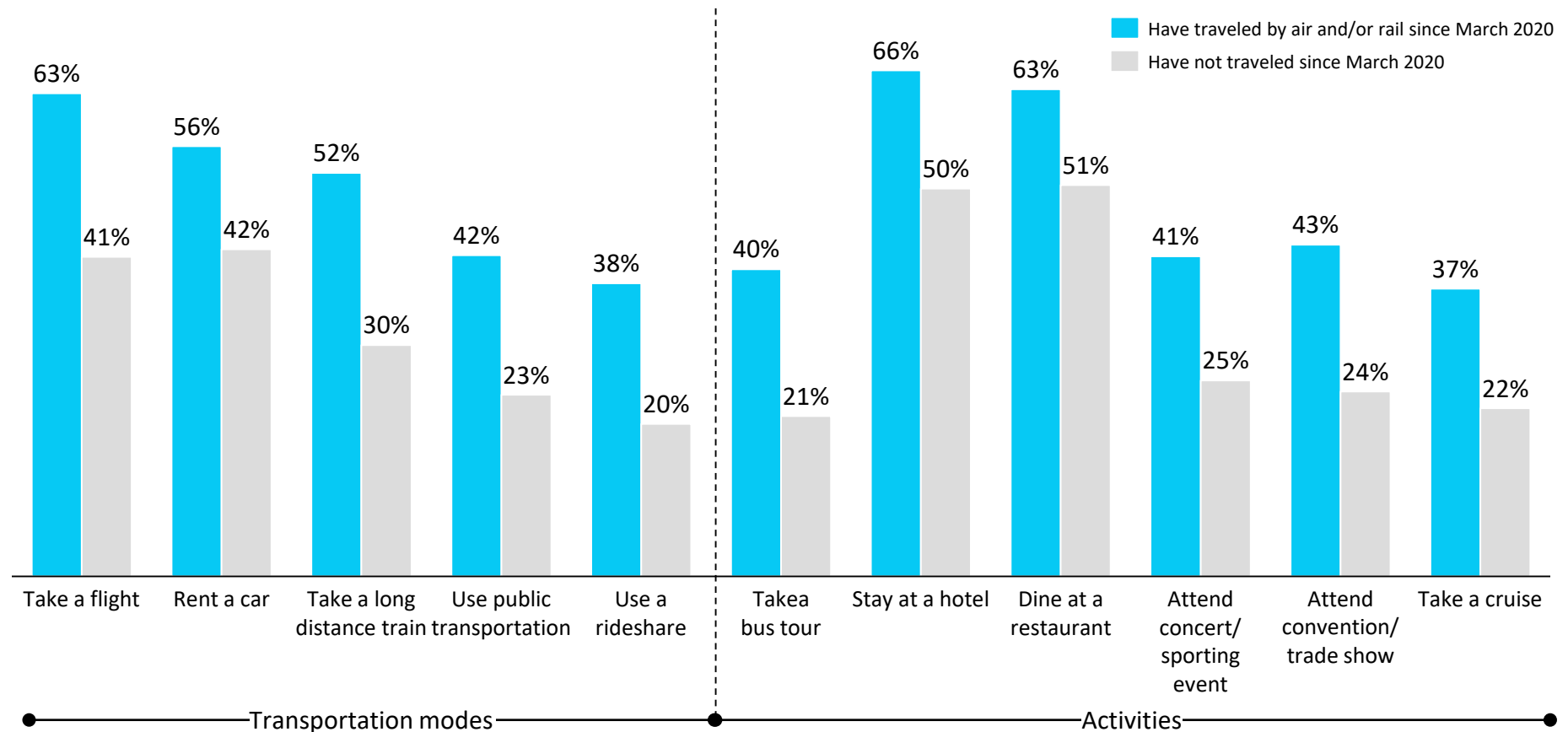
After travel restrictions are lifted, how likely are you to do any of the following if a flight or a 2+ hour train is required?
% of respondents





THE 40 PERCENT OF RESPONDENTS WHO HAVE TRAVELED SINCE MARCH 2020 ARE MORE COMFORTABLE TRAVELING THAN THOSE WHO HAVE NOT

% of respondents comfortable with the following activities, after the outbreak ends and travel restrictions are lifted¹
For those who have vs. have not traveled since March 2020



1. Comfortable = "Very comfortable" or "Somewhat comfortable"

Note: Have traveled on air and/or rail since Mar 2020 (n=1871); have not traveled since Mar 2020 (n=2759)










Source: Oliver Wyman Traveler COVID-19 Survey Edition 2, Oliver Wyman analysis

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RECENT TRAVELERS WERE LEAST SATISFIED BY FOOD AND BEVERAGE ONBOARD OR AT AIRPORTS AND BY AIRPORT RETAIL

Percentage of respondents satisfied with level of CONVENIENCE when traveling by air

Sample size										
		197	129	133	137	166	139	135	245	134
Passenger journey	Travel to airport	86%	79%	83%	74%	83%	67%	69%	87%	78%
	Airport check-in	84%	78%	87%	76%	82%	68%	70%	90%	78%
	Airport security	86%	73%	86%	71%	76%	70%	67%	86%	78%
	Airport cleanliness	88%	82%	86%	79%	80%	78%	69%	92%	80%
	Airport capacity	87%	76%	88%	75%	81%	75%	70%	73%	76%
	Airport food and beverage	68%	60%	65%	50%	54%	56%	52%	67%	74%
	Airport retail	74%	62%	61%	53%	55%	59%	57%	69%	69%
	Sanitary supplies around airport	83%	74%	81%	74%	77%	65%	68%	89%	71%
	Plane boarding process	81%	73%	82%	66%	80%	76%	68%	89%	81%
	Passenger PPE	81%	70%	70%	60%	67%	68%	68%	89%	70%
	Crew PPE	87%	75%	75%	67%	69%	67%	73%	92%	73%
	Crew service	85%	77%	87%	75%	80%	76%	77%	89%	84%
	Plane cleanliness	84%	74%	80%	71%	81%	77%	76%	92%	76%
	Plane capacity	84%	74%	74%	56%	83%	70%	64%	83%	79%
	Onboard food and beverage	77%	65%	58%	51%	60%	65%	54%	80%	74%
	Plane deboarding process	86%	74%	78%	69%	80%	76%	69%	87%	77%
	Travel from airport	85%	76%	84%	69%	79%	80%	76%	83%	78%

- Respondents felt similar when asked about their level of **SAFETY** for the same parts of the customer journey
- Food and beverage offerings have been greatly reduced or eliminated at airports and onboard



RECENT RAIL TRAVELLERS PRIORITIZE PROTECTIVE MEASURES EUROPE-WIDE, THOUGH FRANCE RATES SURFACE CLEANING 20+ PTS ABOVE THE EUROPEAN AVERAGE

Which of the following measures to ensure traveler health and safety are most important to you?
Top 3 choices among respondents who have traveled by rail since Mar 2020, % of respondents (n=645)



Sample size		106	103	180	134	121	Total
Cleaning	Surface Cleaning	51%	46%	71%	43%	50%	54%
	Special Air Filtration	26%	51%	44%	41%	36%	40%
Employees	Employee PPE	15%	9%	21%	20%	15%	17%
	Daily Temperature Checks	5%	3%	3%	4%	6%	4%
	Covid Tests Weekly	4%	6%	6%	10%	7%	7%
Onboard distancing	Guaranteed Empty Seat Next To You	42%	56%	43%	43%	51%	47%
	Change Travel If Next Seat Occupied	22%	12%	18%	25%	24%	20%
PPE	Masks Mandatory Onboard	48%	42%	41%	34%	45%	42%
	Purchase Sanitizer And Mask	15%	9%	6%	15%	8%	10%
Rail Station	Limited Capacity Lounge	3%	6%	6%	4%	4%	5%
	Touchless Travel Experience	4%	3%	4%	5%	7%	4%
Testing	Rapid Testing At Rail Station	21%	22%	12%	13%	10%	15%
	Proof Within 72 Hours Of Travel	22%	21%	13%	18%	15%	17%
	Antibody Test Certificate	8%	4%	4%	6%	11%	6%



PRICE REMAINS THE TOP PURCHASE CRITERIA FOR A FLIGHT, WHILE CLEANING POLICIES HAVE DECREASED IN RELATIVE IMPORTANCE SINCE MAY

Factors within top three preferences for purchasing a flight post-COVID for all respondents

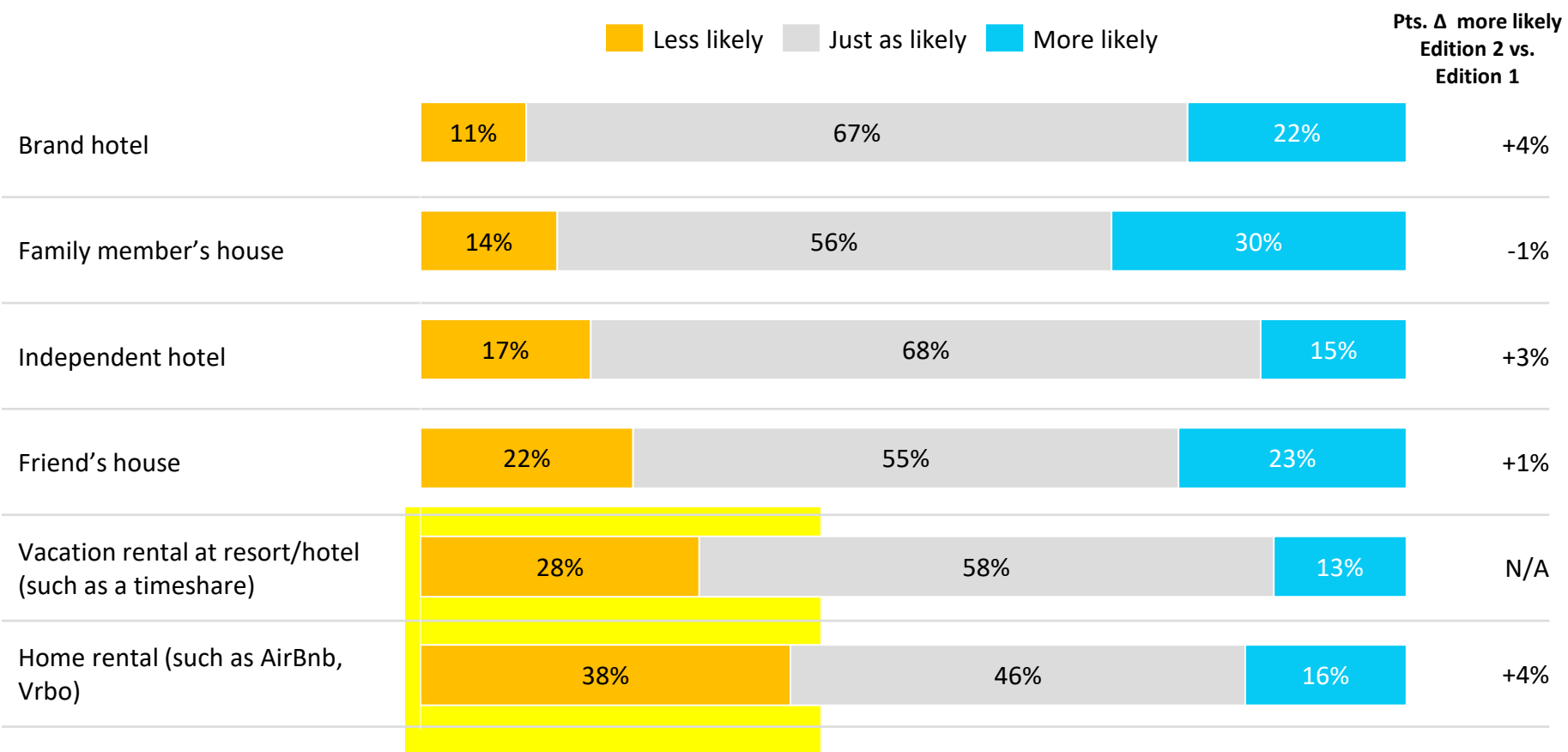
% of survey respondents selecting factor within their top three, Edition 1 (May) vs. Edition 2 (October)

	EDITION 1 RESPONDENTS (n=4,594)	EDITION 2 RESPONDENTS (n=4,630)	Pts. Δ
Price	73%	68%	-5%
Stated aircraft cleaning policies	60%	50%	-10%
Treatment by airline during COVID	52%	47%	-5%
Onboard experience and amenities	32%	32%	0%
Promotions (such as bonus miles)	26%	29%	+3%
Environmental sustainability measures	N/A – not asked in survey	18%	N/A
Loyalty program allegiance	17%	18%	+1%
Airport experience and amenities	15%	17%	+2%



WHEN IT COMES TO HOSPITALITY, TRAVELERS ARE MORE LIKELY TO STAY IN HOTELS OR AT FRIENDS' HOUSES RATHER THAN IN HOME RENTALS

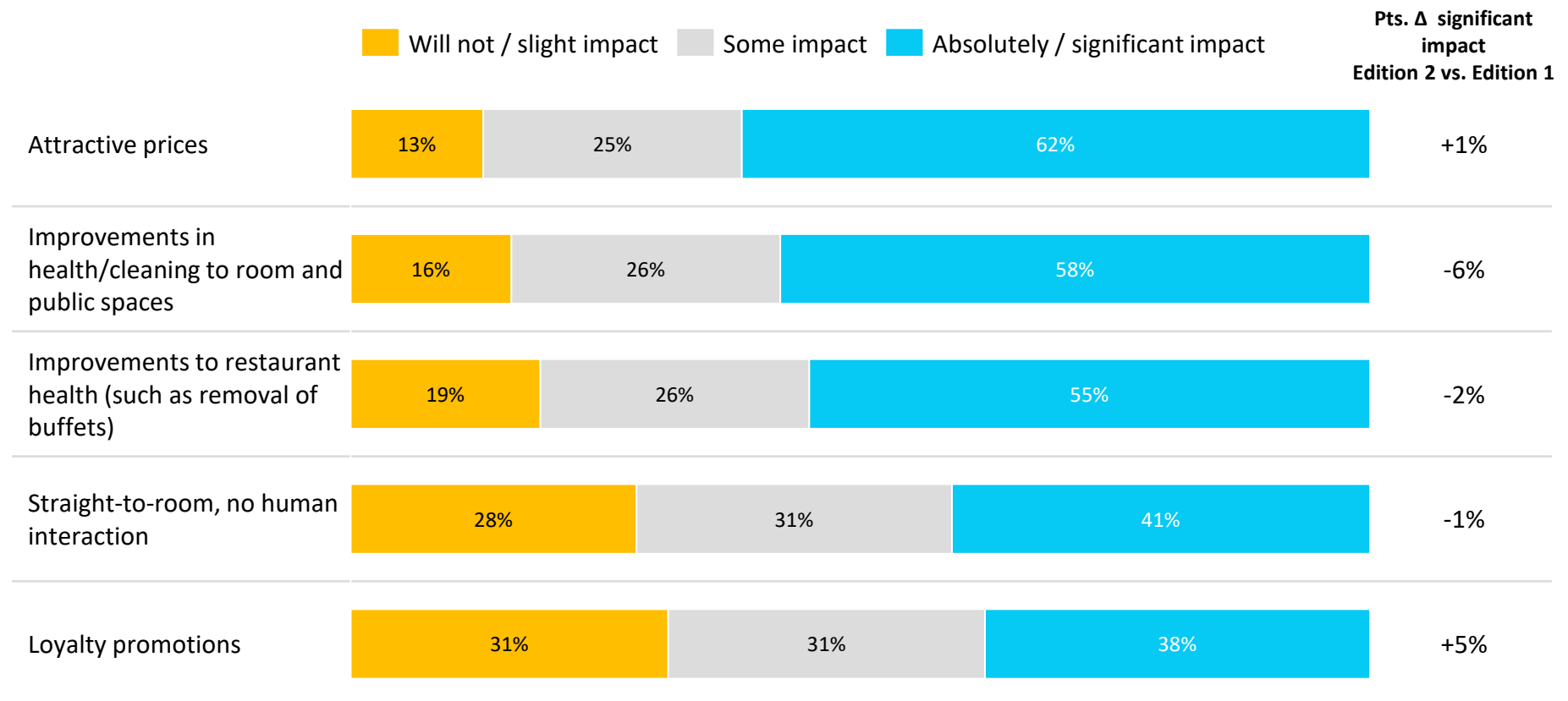
When the COVID-19 outbreak ends, are you more likely, less likely, or just as likely to stay at the following?
% of respondents





PRICE REMAINS THE MOST IMPORTANT DECISION CRITERIA FOR HOTELS, WHILE IMPROVEMENTS TO HEALTH AND CLEANING HAVE DECREASED SINCE MAY

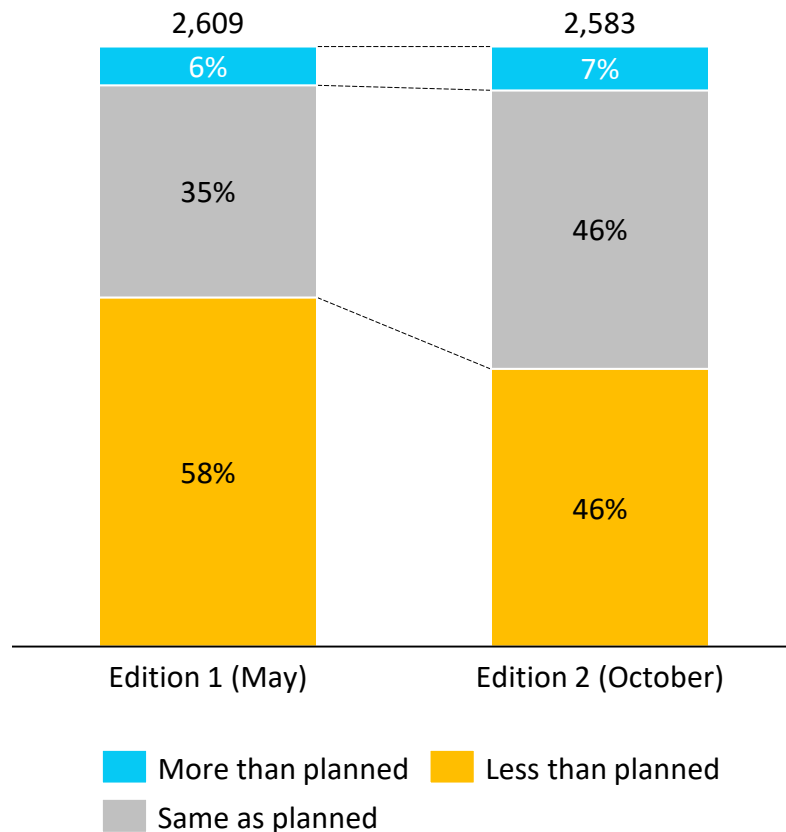
How much will the following changes in response to the COVID-19 outbreak impact your decision to stay at a hotel?
% of respondents





54 PERCENT EXPECT TO CRUISE THE SAME OR MORE, AN INCREASE FROM 42 PERCENT IN MAY; FEAR OF ONBOARD TRANSMISSION IS THE MAIN DETERRENT

When COVID-19 related travel restrictions are lifted, will you generally cruise more, the same, or less than you had originally planned for the next 18 months?



Absent a vaccine, rapid testing pre-boarding may be necessary to restore more confidence

Top 3 reasons for cruising more (n=188) % of respondents as top 3 choice, Edition 2

- 1 Provider health screening and prevention - onboard cleaning & contactless **48%**
- 2 Life is short, we can't stop doing the things we enjoy **47%**
- 3 Enhancements in cruise destinations & shore experiences **45%**

Top 3 reasons for cruising less (n=1,196) % of respondents as top 3 choice, Edition 2

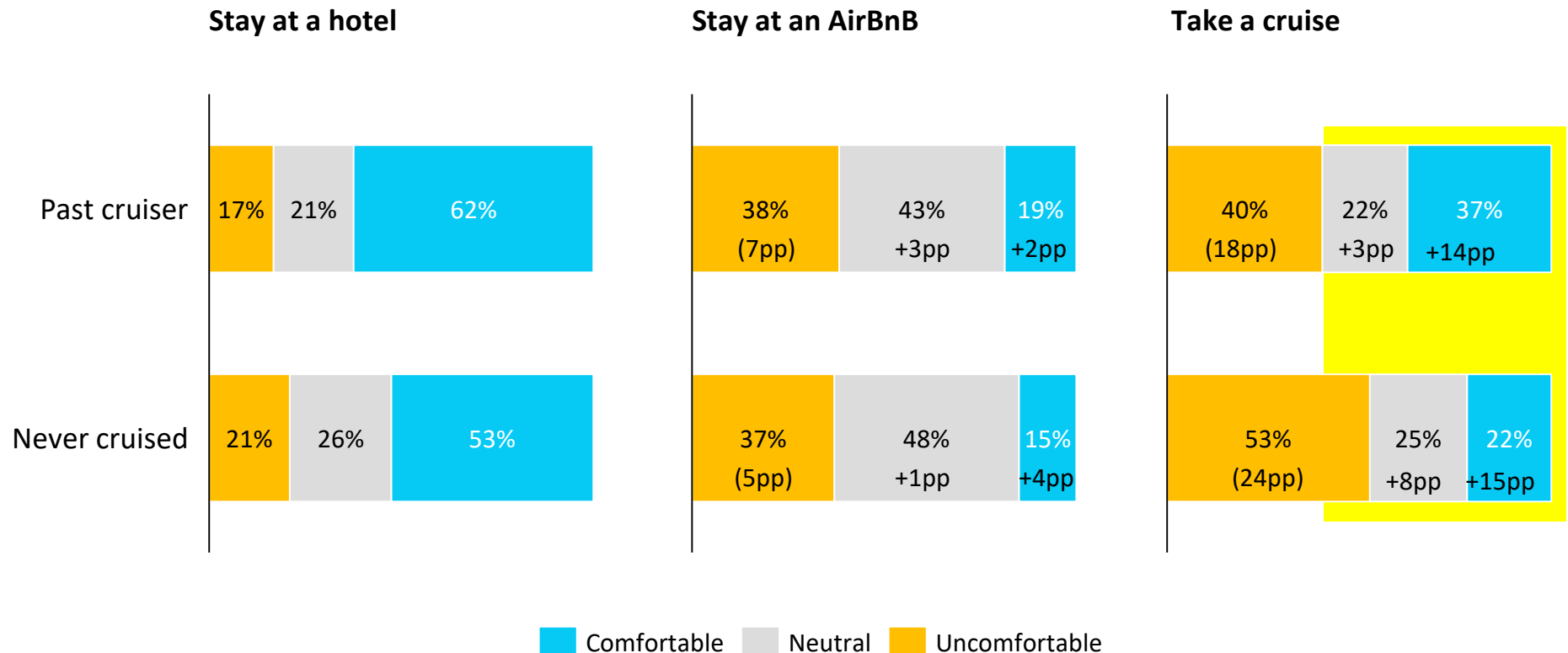
- 1 Worried about COVID transmission onboard **84%**
- 2 Worried about COVID transmission traveling to/from the port of origin/destination **61%**
- 3 Reduced travel budget due to COVID/recession **29%**



THE INITIAL SHOCK HAS DISSIPATED, AND PAST CRUISERS REMAIN MORE COMFORTABLE SAILING

When the COVID-19 related travel restrictions are lifted, how comfortable will you feel doing each of the following?
% of respondents, (Change from May to October 2020)

60% of past cruisers are neutral or comfortable cruising vs. 47% for non-cruisers



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