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Market Survey Report
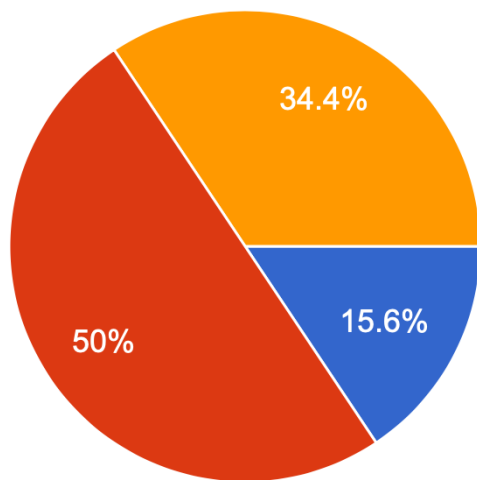
Future of Travel Post-COVID

We spoke to travel companies of various types & sizes across the world to understand their views about the future of the Travel Industry

Let's find out what they had to say...

Legend:
- Offline Travel Agency
- Online Travel Agency (OTA)
- Tour Operator
- DMC
- Corporate Travel Management Comp…
- B2B Wholesaler
- Individual
- Inbound travel agent
- Travel Designer
- Wedding Planning

Pie chart values: 28.1%, 21.9%, 15.6%, 9.4%

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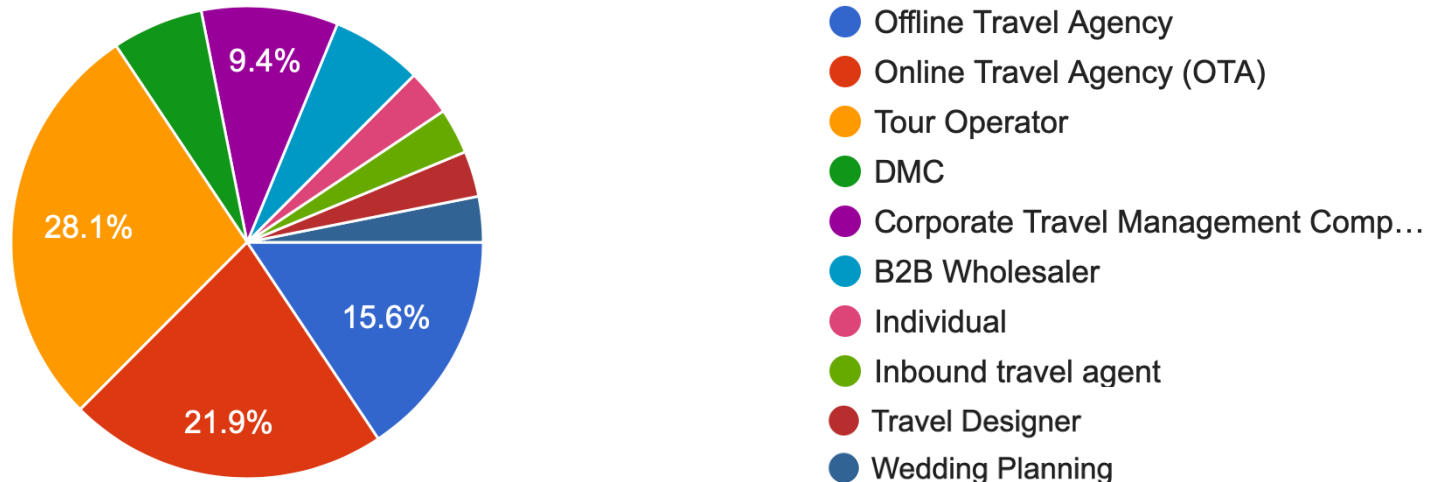
How has your business been affected due to COVID-19?

- Moderately
- Adversely
- On the verge of shutting down

34.4%

15.6%

50%

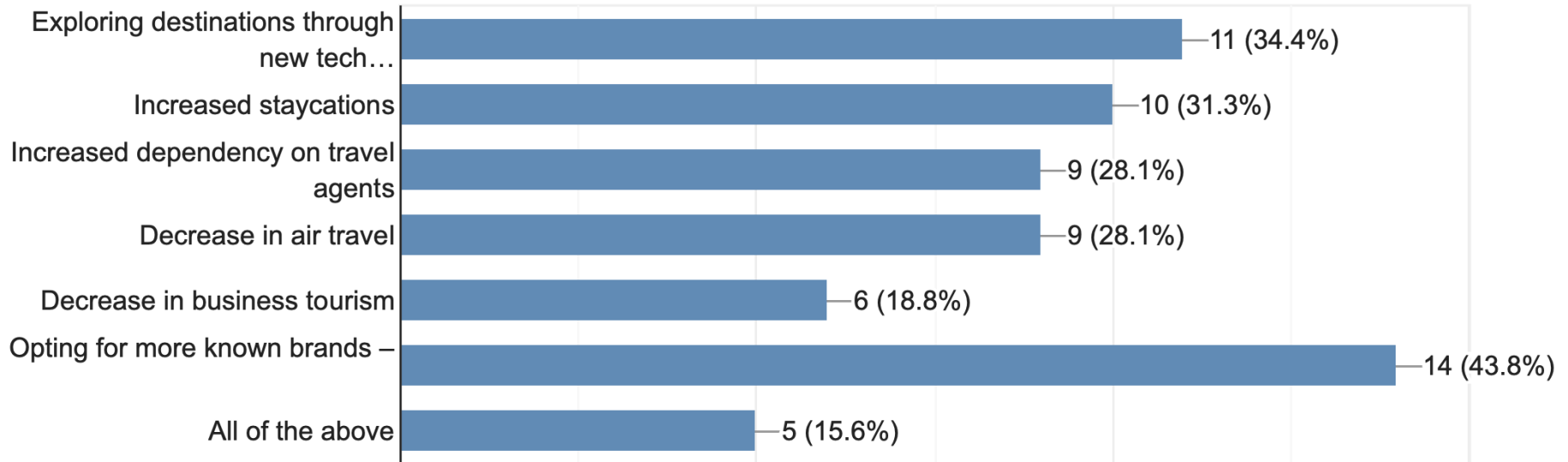Almost 85% of businesses said they have been badly hit by COVID-19

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What in your view would be the 'New Normal' for the tourism, aviation and hospitality industry?

- Exploring less populated destinations –… — 11 (34.4%)
- — 10 (31.3%)
- Increased dependency on travel agents — 11 (34.4%)
- Decrease in air travel — 10 (31.3%)
- Decrease in business tourism — 9 (28.1%)

Over a third of respondents believe Travel Agents will become more important post-COVID

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Which trends do you foresee emerging post COVID-19?

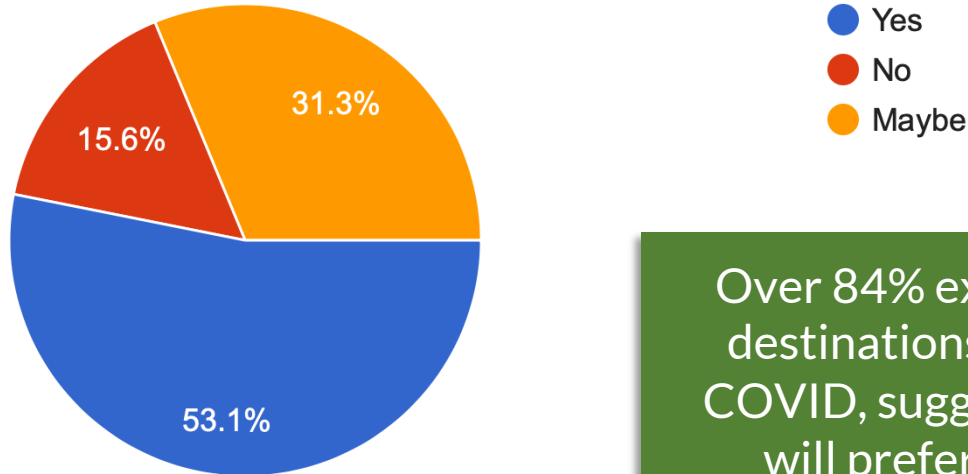| Trend	Count (%)
Exploring destinations through new tech…	11 (34.4%)
Increased staycations	10 (31.3%)
Increased dependency on travel agents	9 (28.1%)
Decrease in air travel	9 (28.1%)
Decrease in business tourism	6 (18.8%)
Opting for more known brands –	14 (43.8%)
All of the above	5 (15.6%)

Almost half of the respondents feel travelers will prefer to use known brands
Also, 'Staycations' are expected to increase

What would be the recovery period for the tourism, hospitality and aviation industry?
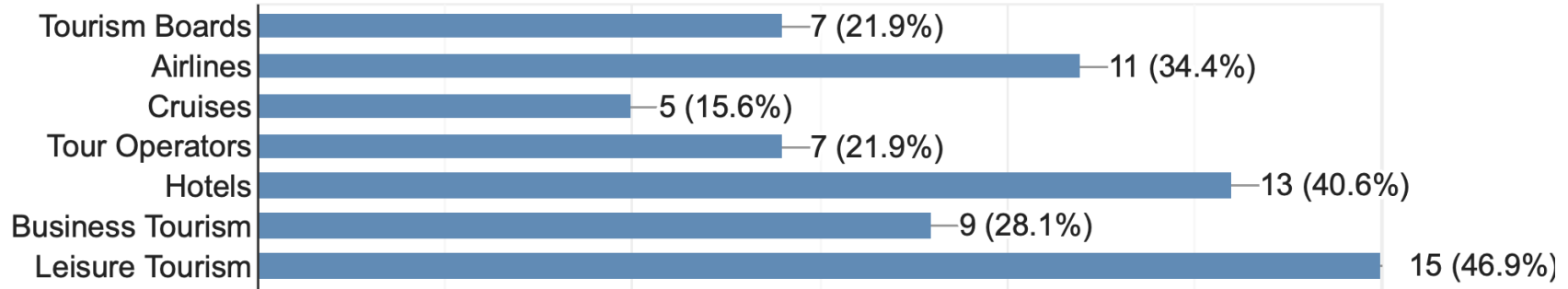
- 🔵 3-6 months
- 🔴 6-12 months
- 🟠 Over 1 year

53.1%

12.5%

34.4%
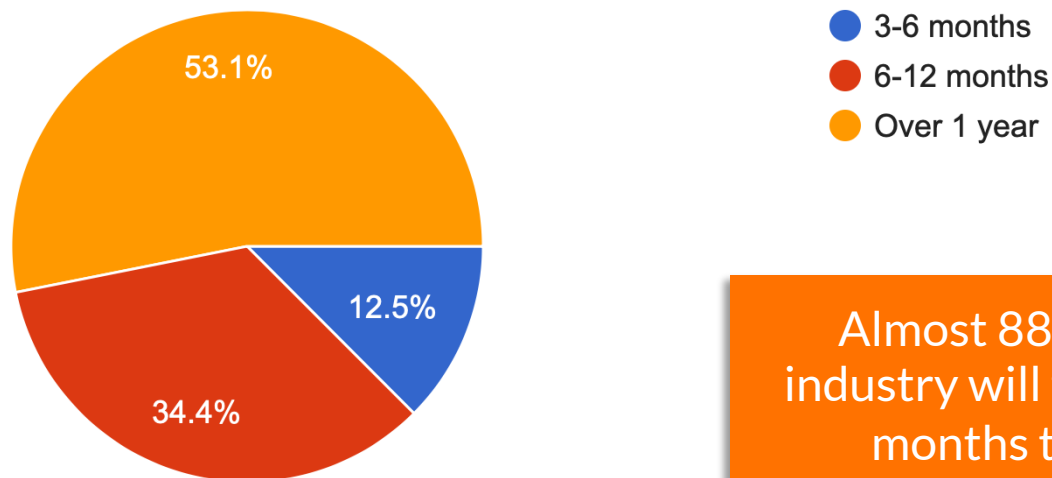
Almost 88% think the industry will take at least 6 months to recover

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Do you see the emergence of new holiday destinations post COVID-19?
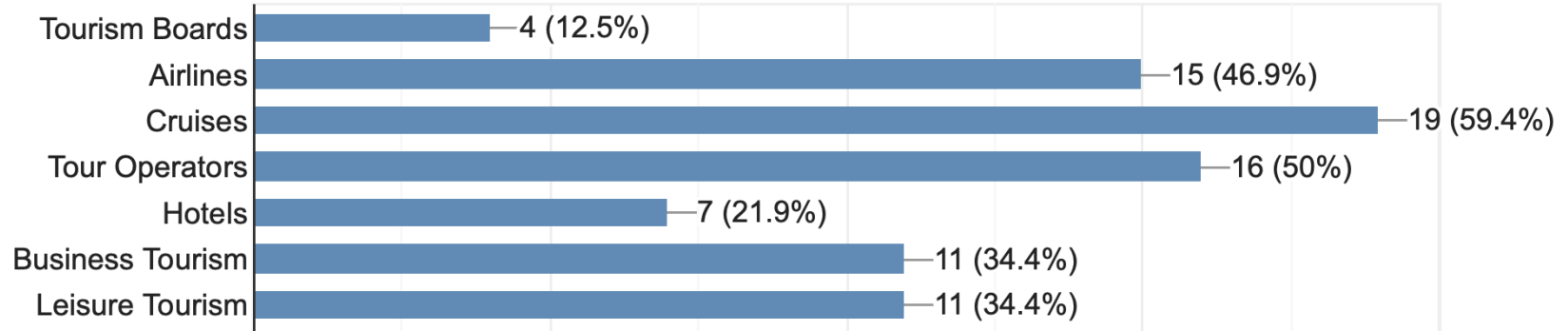
- Yes
- No
- Maybe

31.3%
15.6%
53.1%

Over 84% expect new holiday destinations to emerge post-COVID, suggesting that people will prefer to explore less crowded places

Future of Travel Post-COVID

Which sectors within the tourism industry do you see having a faster recovery compared to others?

| Sector	Value
Tourism Boards	7 (21.9%)
Airlines	11 (34.4%)
Cruises	5 (15.6%)
Tour Operators	7 (21.9%)
Hotels	13 (40.6%)
Business Tourism	9 (28.1%)
Leisure Tourism	15 (46.9%)

Most respondents expect Leisure Travel to recover faster than Business Travel

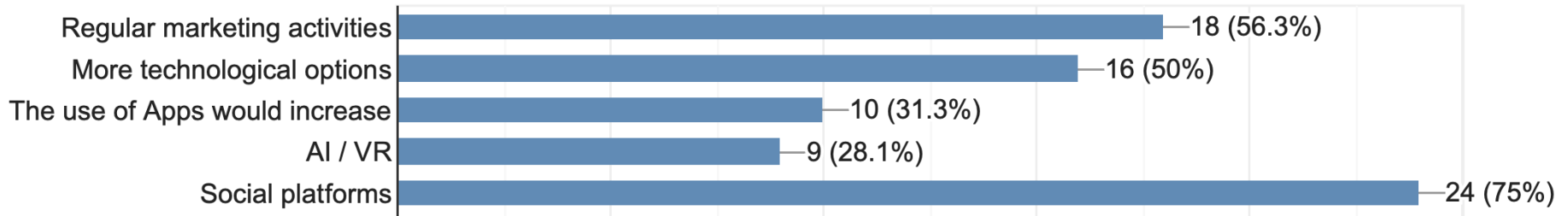Which sectors within the tourism industry would be badly hit?

Sector	Value
Tourism Boards	4 (12.5%)
Airlines	15 (46.9%)
Cruises	19 (59.4%)
Tour Operators	16 (50%)
Hotels	7 (21.9%)
Business Tourism	11 (34.4%)
Leisure Tourism	11 (34.4%)

Almost 60% feel the Cruise Industry will take the biggest hit and will be the last to recover

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Would there be a change in the way destinations promote themselves?
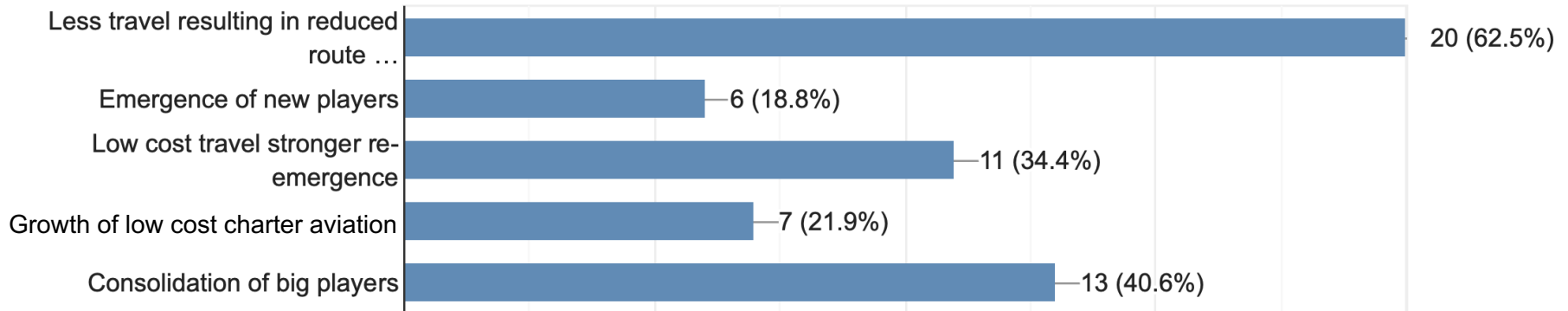

- ● Yes
- ● No
- ● Maybe

12.5%

81.3%
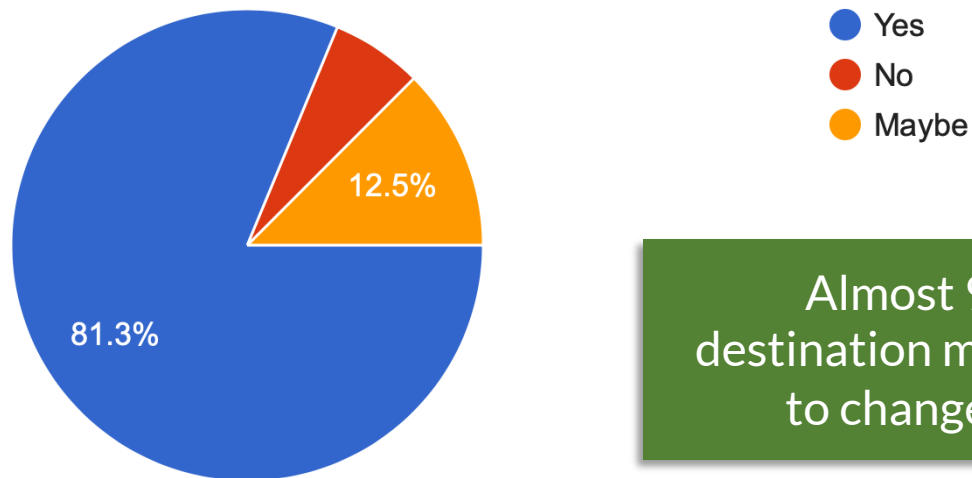
Almost 94% feel that destination marketing will need to change post-COVID

With travel being limited in the short to long-term, what in your view would be the key factors to promote a destination?

Factor	Value
Regular marketing activities	18 (56.3%)
More technological options	16 (50%)
The use of Apps would increase	10 (31.3%)
AI / VR	9 (28.1%)
Social platforms	24 (75%)

A large majority believe that technology, particularly social media will be key to destination marketing

What are you planning to do while travel is down during COVID, to ensure you succeed once people are ready to travel again?

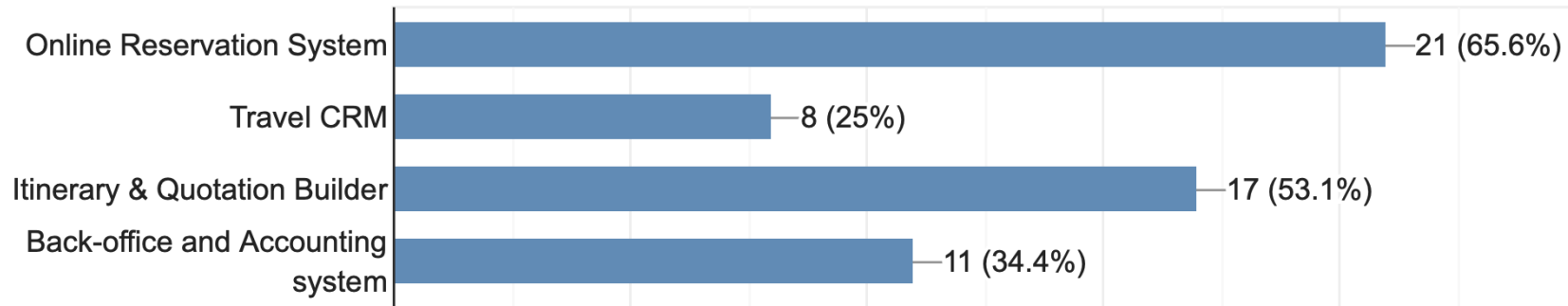|	
Engage with customers to stay top of mi…	23 (71.9%)
Digitize your operations	14 (43.8%)
Train your staff on how to handle post-…	19 (59.4%)
Research and connect with local suppliers	21 (65.6%)

Almost three-fourths of the respondents feel that it's crucial to stay on top of mind during quarantine for the time when people do start travelling again

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How can Technology help the tourism and aviation industries?

Category	Value
Will make the sector stronger and help …	14 (43.8%)
Won't make much of a difference	9 (28.1%)
Industry can adopt new tools to ensure …	13 (40.6%)
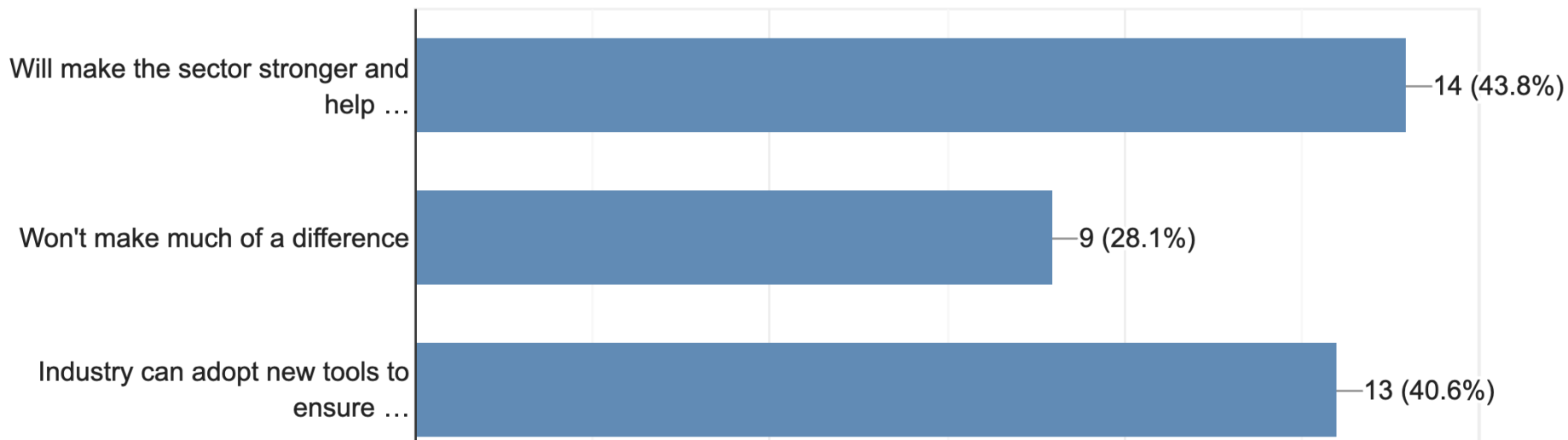
Over 84% feel technology will make a positive difference to the industry

Which Technology Tools do you think will be crucial for tourism companies post-COVID?

Technology Tool	Responses
Online Reservation System	21 (65.6%)
Travel CRM	8 (25%)
Itinerary & Quotation Builder	17 (53.1%)
Back-office and Accounting system	11 (34.4%)

A large majority feel Online Booking Systems will be essential for travel firms post-COVID

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Key Takeaways

Trend	Up/Down
Business Travel	▼
Importance of Travel Agents	▲
Staycations/Domestic Tourism	▲
Cruise Industry	▼
New/Less Explored Destinations	▲
Group Tours	▼
Profit Margins	▼
Need for Online Systems	▲

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Accelerate Your Recovery with Our Online Solutions!

- ✓ Go 100% 'Contactless'
- ✓ Showcase & Sell your Travel Services Online
- ✓ Personalize Customer Experience
- ✓ Automate Ticketing & Voucher Generation
- ✓ Eliminate Costly Accounting Errors
- ✓ Reduce Office Overheads
- ✓ Increase Your Profitability

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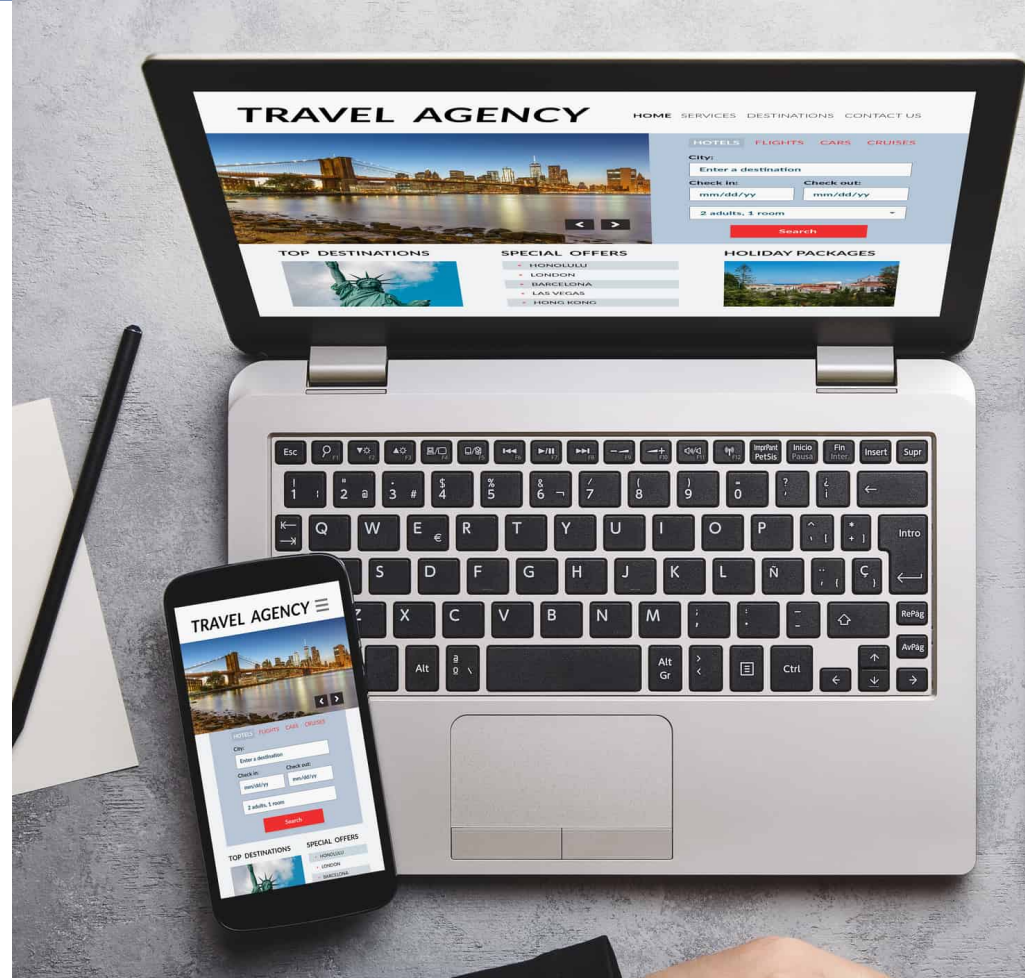
We're offering a **'Resilience Package'** to help Travel Agents Bounce back quicker from these difficult times

Travel Website
- CMS-based: No coding required
- Your domain name & branding
- 100% mobile responsive
- SEO-friendly
- Packages, hot deals and testimonials
- Live chat module

Booking Engine
- Live inventory for 900+ Airlines & 950,000+ Hotels
- Auto-invoicing & vouchers
- Multi-currency
- Promo codes and discounts
- Payment gateway integration

Admin System
- Manage bookings and customers
- Set up markups and pricing rules
- Promotions management
- Configure portal policies & settings
- Tax management
- And much more...

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