

# TRAVELWEEK COVID-19 AGENT & CONSUMER SURVEY PART II



---


With StarMetroland Media  
**October 2020**

travelweek

STARMETROLAND  
MEDIA

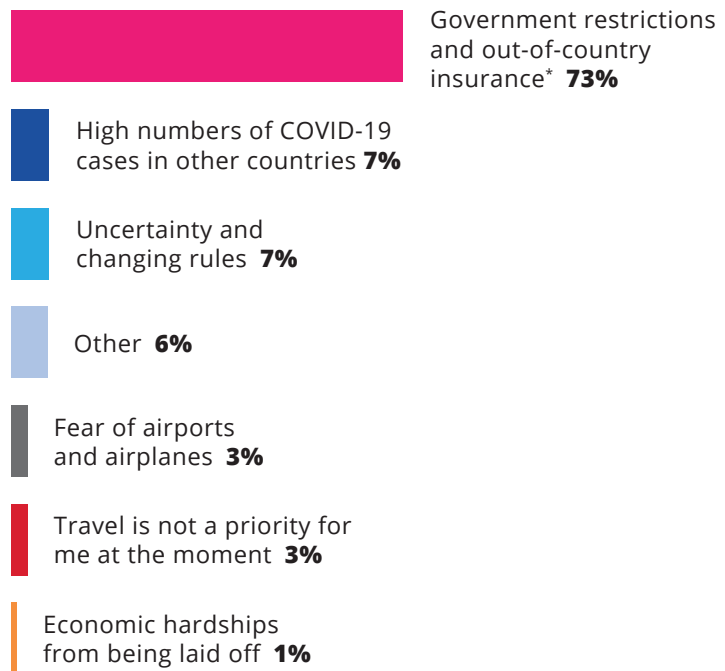
travelalerts.ca

## AGENT SURVEY

Brought to you by: 

The results are based on responses from a national agent survey done with Travelweek databases in September. There were 370 agent respondents from across Canada.

In your mind, what is the biggest factor preventing your clients from travelling at this time?



\* Government restrictions like the 14-day mandatory quarantine and the non-essential travel advisory, plus the difficulties with getting out-of-country insurance coverage for COVID-19

Do you feel that there will be significant pent-up demand resulting in many bookings when travel restrictions ease?

**YES**  
**83%**

**NO**  
**17%**

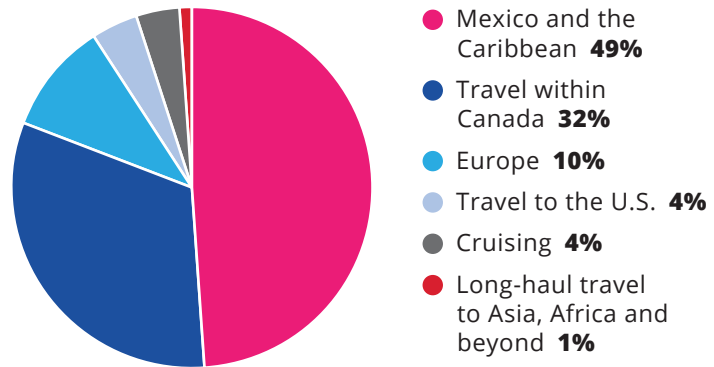
---

A growing number of destinations are requiring mandatory pre-testing for COVID-19 prior to entry. Do you feel this will make your clients less likely to travel to these destinations?

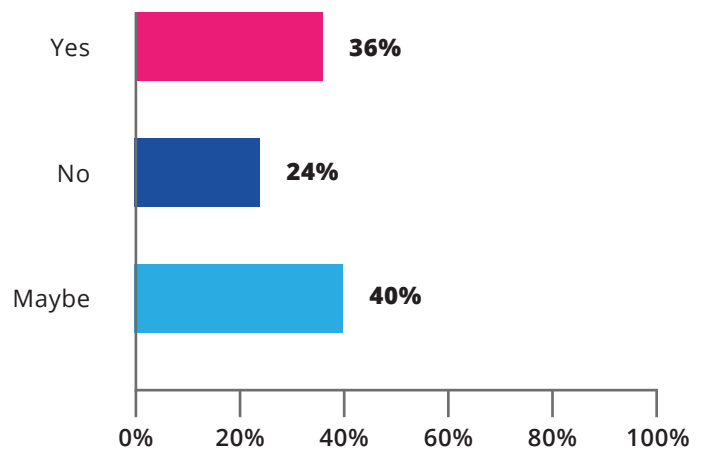
**YES**  
**50%**

**NO**  
**50%**

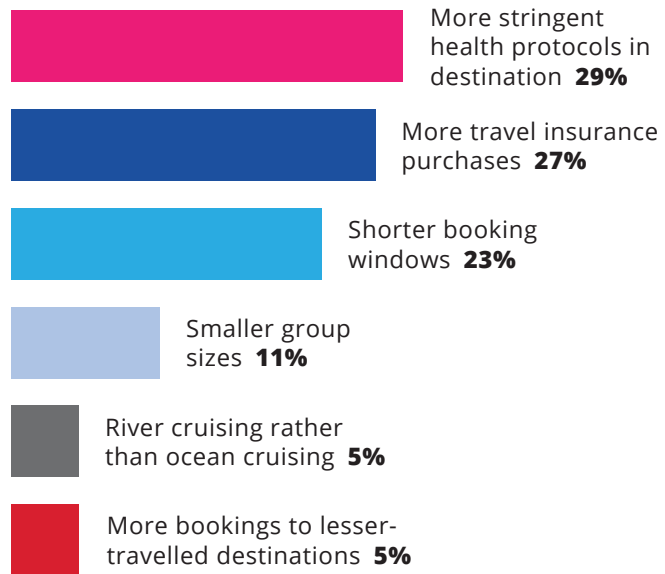
When bookings do come back, what do you think will be the FIRST to recover?



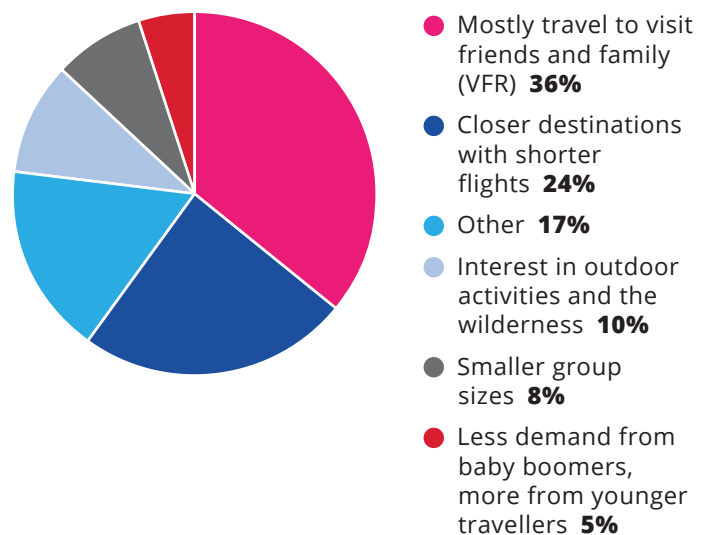
Do you feel comfortable recommending the Caribbean to your clients at this time?



How do you think the pandemic will change the way people travel in the future the most?



What travel booking trends are you seeing so far?

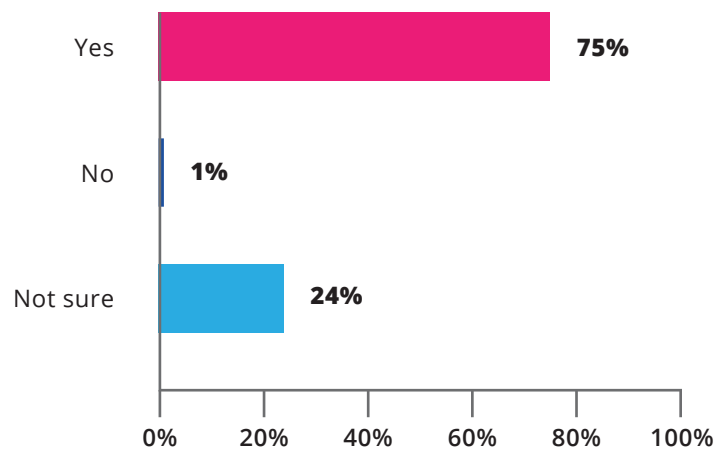


Have you been laid off yourself from your job as a travel agent?

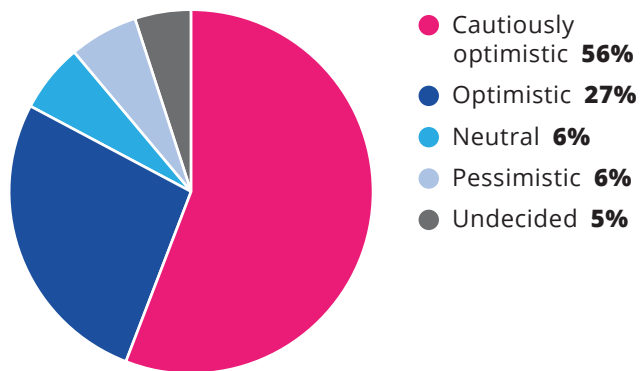
**YES**  
**15%**

**NO**  
**85%**

Are you committed to staying in the travel industry as a travel agent despite the severe and ongoing negative impact from the pandemic?



What describes your general feeling about the future of travel?



Do you think that the COVID-19 pandemic has shown travellers the value of working with a travel agent?

**YES**  
**94%**

**NO**  
**6%**

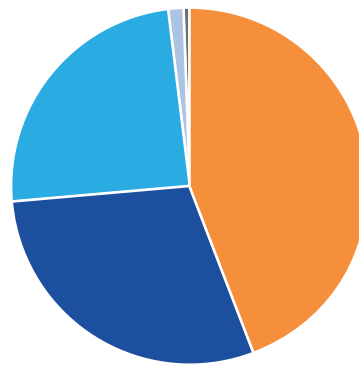


## CONSUMER SURVEY

Brought to you by:   

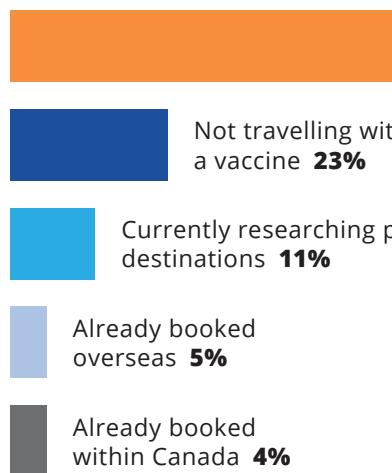
The results are based on responses from a national consumer survey done with StarMetroLand Media in September. There were 2599 consumer respondents from across Canada from a variety of age groups and income brackets.

The COVID-19 pandemic has impacted travel plans for Canadians across the country. What did you do with your summer 2020 holidays?



- Stayed local within Canada **44%**
- Waiting to see how the situation unfolds **29%**
- Cancelled all summer 2020 getaways **24%**
- Rebooked for the fall or winter instead **2%**
- Travelled overseas this summer **1%**

Are you currently making any travel plans for fall 2020 or winter 2021?



Waiting to see how the situation unfolds **57%**

Not travelling without a vaccine **23%**

Currently researching possible destinations **11%**

Already booked overseas **5%**

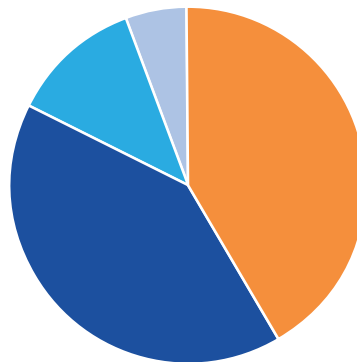
Already booked within Canada **4%**

Have you tried using a voucher/future travel credit you have on file from a cancelled trip earlier this year?

**YES**  
**5%**

**NO**  
**95%**

While still offering future travel credits/vouchers instead of refunds, some Canadian airlines have eliminated expiry dates on the future travel credits, and made the credits transferable, to offer more flexibility. Does this make future travel credits/vouchers more acceptable, in your view?



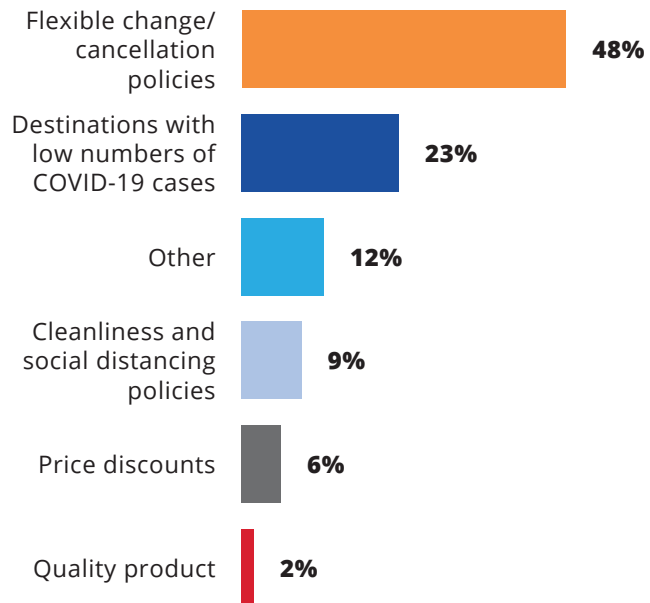
- No, refunds are the only fair option **42%**
- Yes, with more flexible terms, future travel credits/vouchers are acceptable given the unprecedented situation **41%**
- Even more flexibility is needed **12%**
- I was always comfortable with future travel credits/vouchers instead of refunds **5%**

A growing number of destinations are requiring mandatory pre-testing for COVID-19 prior to entry. Does this make you less likely to travel to these destinations?

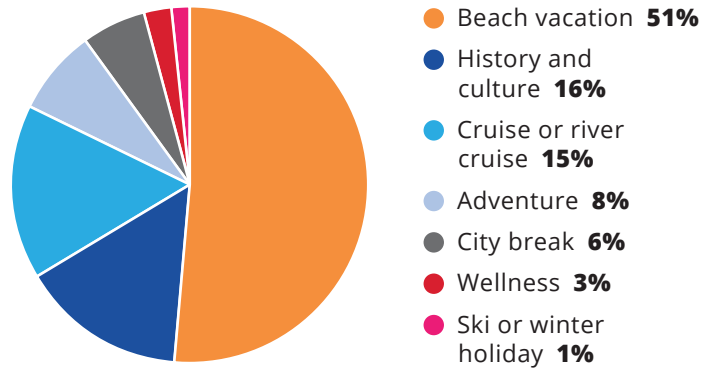
**YES**  
**28%**

**NO**  
**72%**

Which is the most important consideration when booking travel now?



What kind of trip are you wanting to take most?

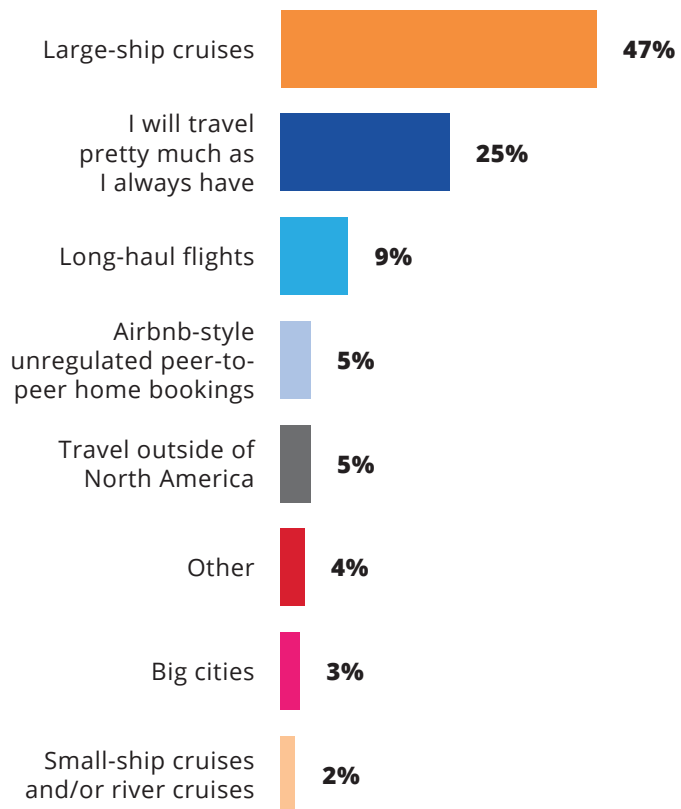


Has the COVID-19 pandemic made you hesitant about taking a cruise vacation once the travel restrictions have lifted?

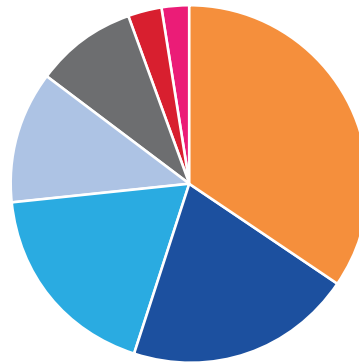
**YES**  
**87%**

**NO**  
**13%**

Are there any travel styles or travel products you anticipate avoiding post-COVID-19?

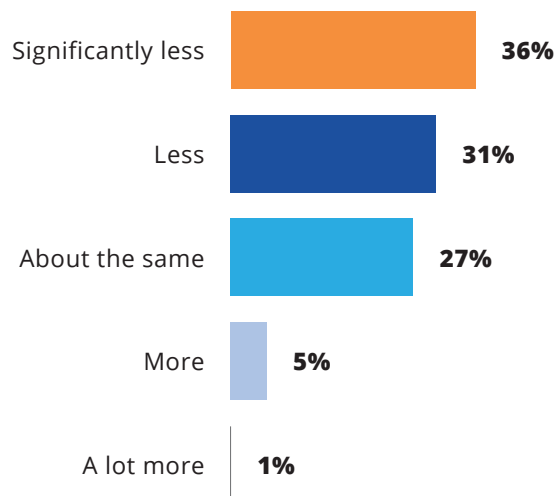


What makes you the most nervous about travelling overseas right now?



- Getting stuck abroad if another shutdown happens **35%**
- Number of cases in other countries **21%**
- Lack of medical insurance for COVID-19 **18%**
- Air quality on the planes **12%**
- Other **9%**
- Cleanliness at hotels and airports **3%**
- Unknown quality of hospitals abroad **2%**

How much do you expect to travel in 2021 compared to 2019?

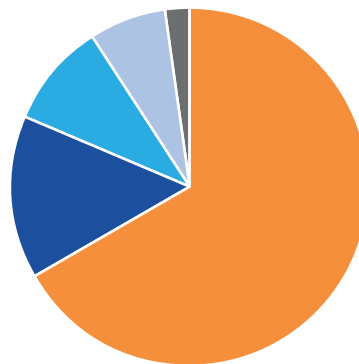


Canadian travel agents helped thousands of Canadians get home as the borders were closing down in mid-March 2020. After the pandemic is contained, are you more likely to seek out the services of a travel agent when booking your trips?

**YES**  
**62%**

**NO**  
**38%**

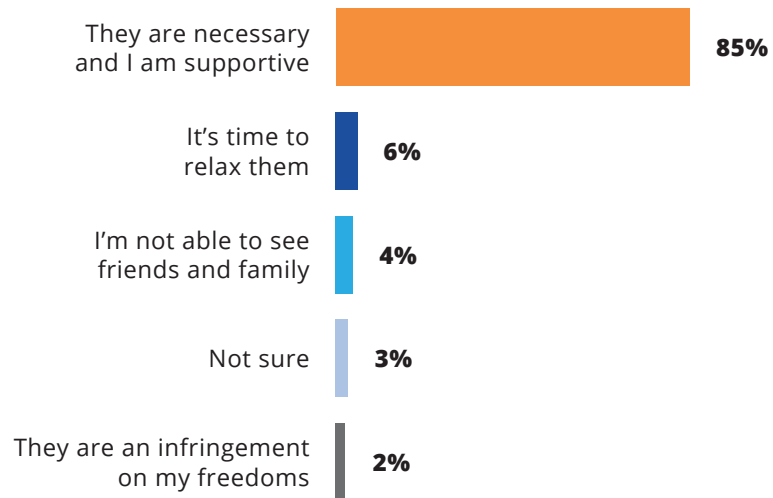
The 14-day quarantine for travellers upon return to Canada is causing many people to avoid travel. What best describes your opinion on the matter?



- It should remain in place given the health crisis **67%**
- Travellers should take a COVID test instead **14%**
- I am not sure, the issue is complicated **10%**
- Which country travellers are coming from should be considered **7%**
- Rules should be relaxed now that the worst is behind us **2%**



What best describes your feeling on travel restrictions during COVID-19?

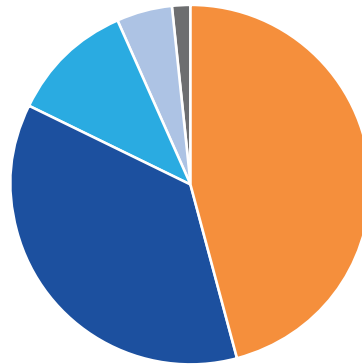


If your preferred travel insurance provider announces COVID-19 coverage to its travel insurance policies this fall, would that make you more likely to book travel for this coming winter 2020 and spring 2021?

**YES**  
**45%**

**NO**  
**55%**

What do you miss most about not being able to travel?



- New places and new experiences **46%**
- Relaxing and taking a break **36%**
- Not seeing friends and family overseas **11%**
- Other **5%**
- Overseas events (festivals, conferences, shows etc.) **2%**

Thank you StarMetroland Media for the successful use of the Travel Alerts email database.

