

TRAVELWEEK COVID-19 CONSUMER & AGENT SURVEY



With StarMetroland Media
July 2021

travelweek

**STARMETROLAND
MEDIA**

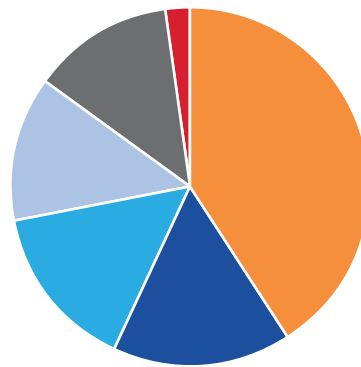
travelalerts.ca

CONSUMER SURVEY

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The results are based on responses from a national consumer survey done with StarMetroLand Media in June 2021. There were 2,599 consumer respondents from across Canada from a variety of age groups and income brackets.

Are you currently making any travel plans for summer 2021?



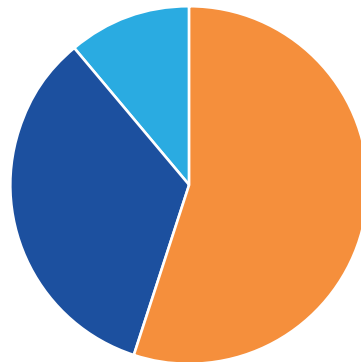
- Waiting to see how the situation unfolds **41%**
- Currently researching possible destinations **16%**
- Not travelling until I get vaccinated **15%**
- Not interested in travelling at this time **13%**
- Already booked within Canada **13%**
- Already booked overseas **2%**

Do you hope to travel outside of Canada in 2021, even if you haven't booked yet?

YES
60%

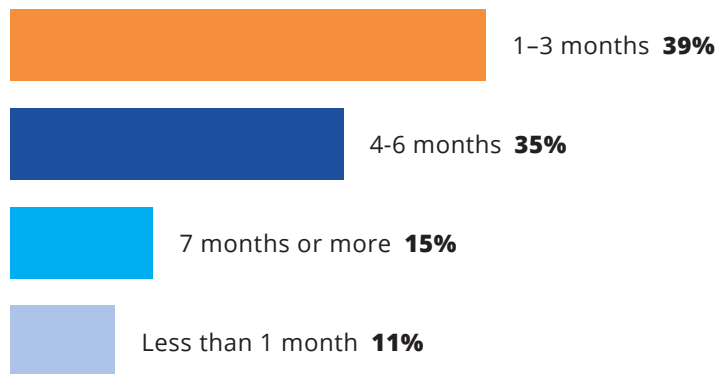
NO
40%

When do you foresee travel restrictions easing?

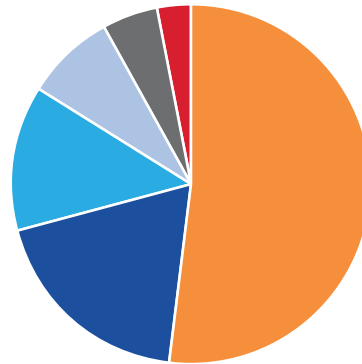


- Travel will open up fall 2021 **55%**
- Travel will open up in 2022 **34%**
- Travel will open up spring/summer 2021 **11%**

How soon after the travel restrictions are lifted will you travel again, in your estimation?

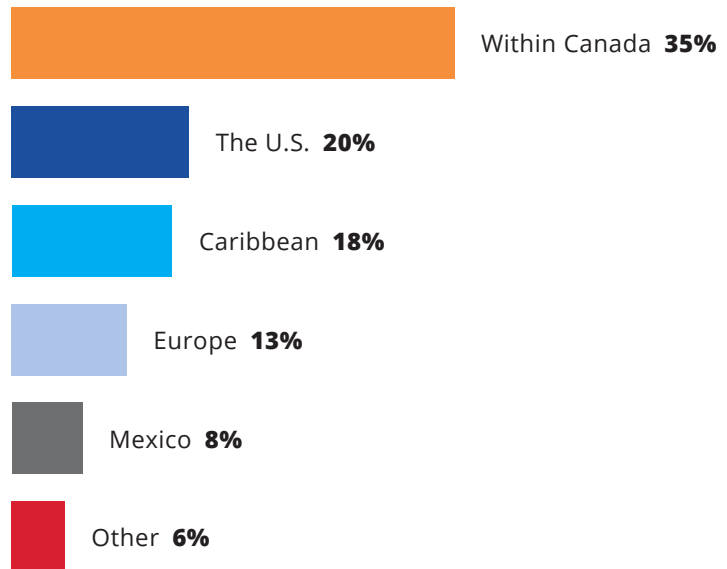


What will be the most important consideration for you when booking travel?

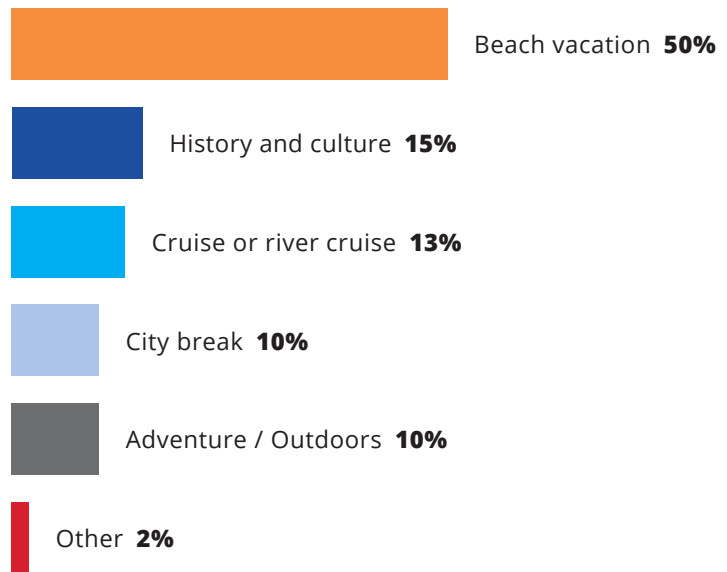


- Flexible change/cancellation policies **52%**
- Destinations with low numbers of COVID-19 **19%**
- Price discounts **13%**
- Other **8%**
- Cleanliness and social distancing policies **5%**
- Quality product **3%**

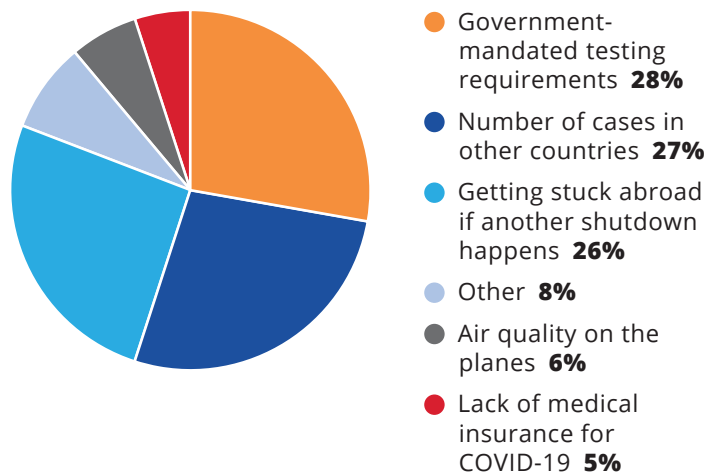
If travel opened back up tomorrow, where would you consider travelling to first?



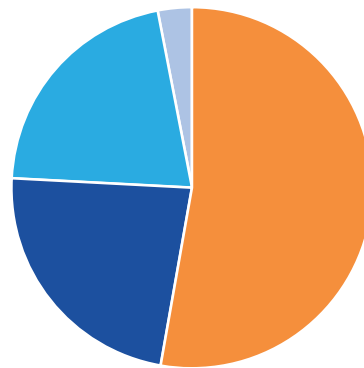
What kind of trip are you wanting to take most?



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



How much does 'travel shaming' from friends, family, co-workers and/or employers impact your decision to travel in 2021, even if you personally felt comfortable doing so?



- Not at all **53%**
- Somewhat **23%**
- I won't be travelling in 2021 no matter what anyone says **21%**
- A lot **3%**

Do you plan to get vaccinated when it becomes available to you?

YES
94%

NO
6%

If you become vaccinated, will you feel uncomfortable travelling with unvaccinated travellers?

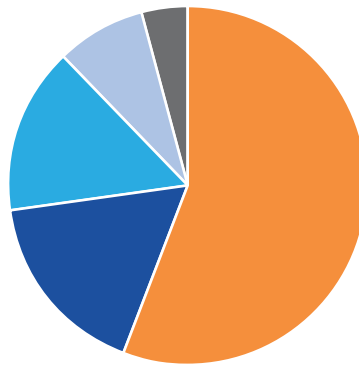
YES
60%

NO
40%

Which statement best describes your feelings about vaccination passports, requiring proof of vaccination for international travel?

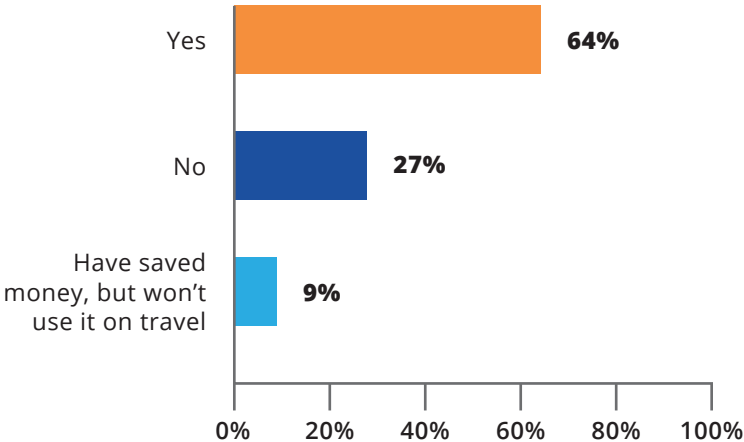


Which statement best describes your feelings about taking a vacation once it is safe to do so, even if mass vaccination hasn't been achieved and even if some basic health and safety measures, like mask-wearing and temperature checks, are still in place?



- I enjoy travel so long as the majority of the population of the destination is vaccinated and health and safety protocols are in place **56%**
- I want to wait until no health and safety measures are needed **17%**
- I love to travel and will put up with any health and safety regulations necessary **15%**
- I won't travel again until the vast majority of the world's population is vaccinated **8%**
- I don't see myself travelling again anytime soon, regardless of vaccines and safety protocol **4%**

Have you been able to save money through the pandemic that might be allocated to future travel?



Are you more likely to purchase travel insurance post-pandemic?

YES
77%

NO
23%

Are you more likely to travel for a longer period of time post-pandemic?

YES
43%

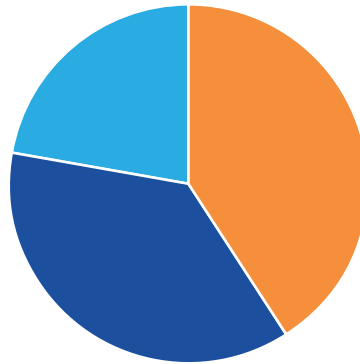
NO
57%

Are you more likely to book private tours so as to stay within your own personal travel bubble, post-pandemic?

YES
41%

NO
59%

Several cruise lines are requesting proof of vaccination once they resume operations. Will you be more likely to book a cruise with this new requirement in place?



- No, I'm not a cruise person and I don't see myself taking a cruise no matter what **41%**
- Yes, I'm open to booking a cruise vacation with the vaccination requirement in place **37%**
- No, I'm still concerned about the health and safety measures onboard cruise ships, even with the vaccination requirement **22%**

Canadian travel agents helped thousands of Canadians get home at the start of the pandemic. After the pandemic is contained, are you more likely to seek out the services of a travel agent when booking your trips?

YES
59%

NO
41%

Are you in favour of reopening the Canada-U.S. border in 2021?

YES
64%

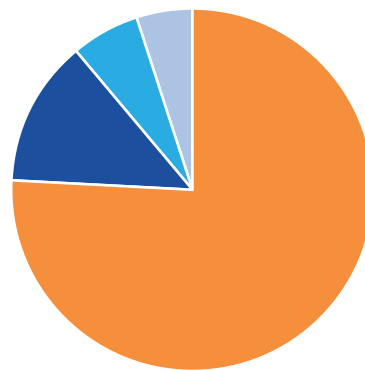
NO
36%

Will you travel overseas while the Canadian government's advisory against non-essential travel is still in place?

YES
8%

NO
92%

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




- They are necessary and I am supportive **76%**
- It's time to relax them **13%**
- They are an infringement on my freedoms **6%**
- I am not able to see friends and family **5%**

Are environmental considerations important when you travel?

YES
79%

NO
21%

AGENT SURVEY

Brought to you by: 

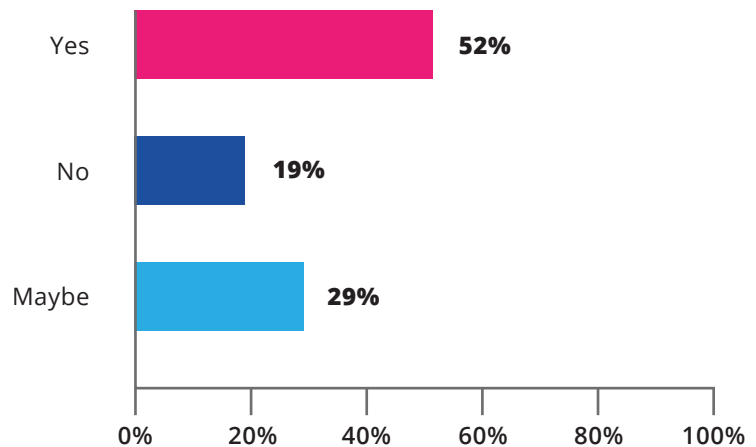
The results are based on responses from a national agent survey done with Travelweek databases in April 2021. There were 1,084 agent respondents from across Canada.

Are you comfortable promoting and marketing travel to your clients right now?

YES
57%

NO
43%

Do you find that your clients are more receptive to your travel marketing efforts now than they were six months ago?



Have you experienced
'travel shaming' backlash
from clients or colleagues?

YES
24%

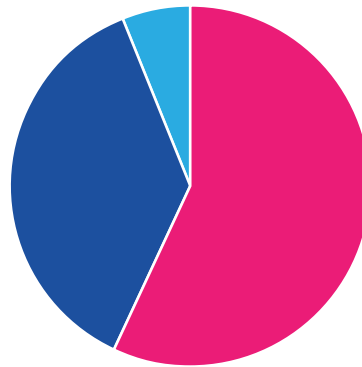
NO
76%

Will you be promoting
Canadian travel product
for the summer?

YES
68%

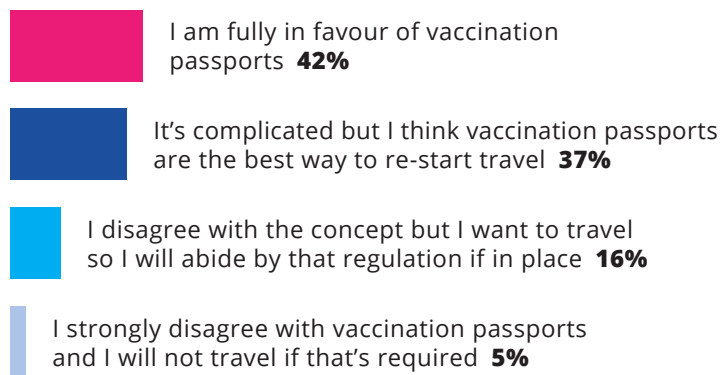
NO
32%

What impact did the 3-day quarantine rule have on your bookings?



- The 3-day hotel quarantine is impacting not only current bookings but also future bookings **57%**
- Clients don't want to book travel now but they are booking for later in 2021 **37%**
- A few of my clients are still willing to travel even with the 3-day hotel quarantine rule **6%**

Which statement best describes your feelings about vaccination passports, i.e. requiring proof of vaccination in order to travel?

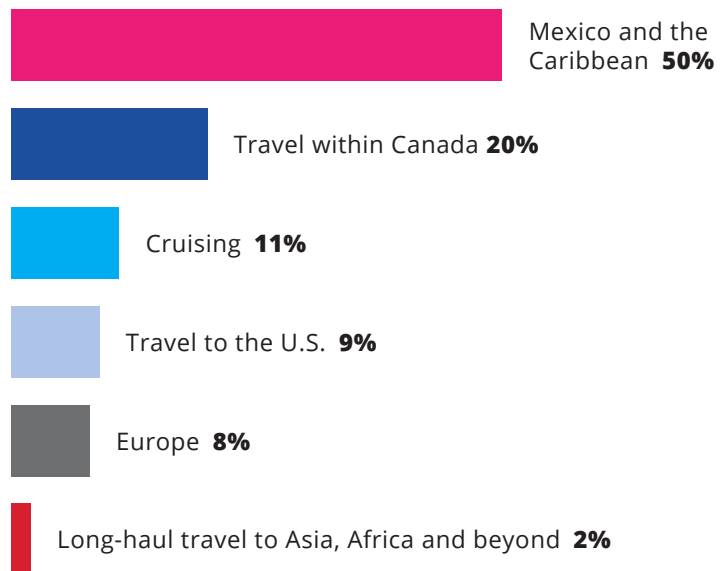


Do you feel that there will be significant pent-up demand resulting in many bookings when travel restrictions ease?

YES
95%

NO
5%

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

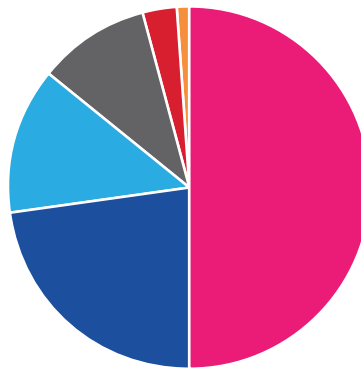


Do you think clients are starting to do research to get ready to plan future trips for when the pandemic eases?

YES
86%

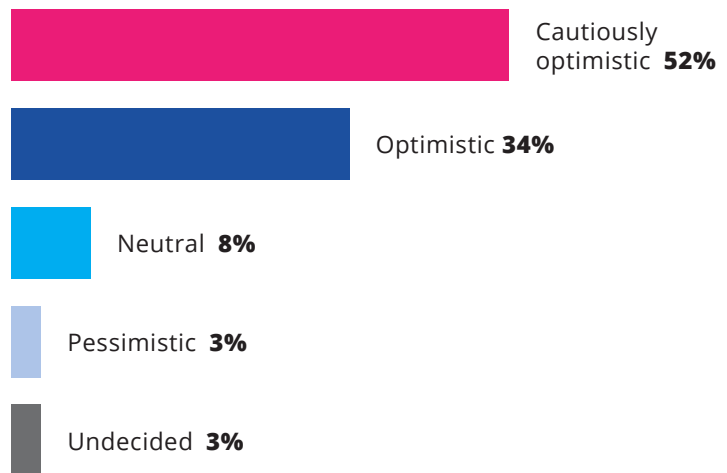
NO
14%

What do you see as your top priority as a travel agent when people do begin to travel again?



- I will have to be more aware of entry requirements per country **50%**
- I will need to recommend places and products I believe to be safe **23%**
- I will be charging fees for my service **13%**
- here are some suppliers I will no longer work with given how they handled the pandemic **10%**
- I will be working more closely with destination management companies **3%**
- I will not be booking airline tickets for my clients **1%**

What describes your general feeling about the future of travel?

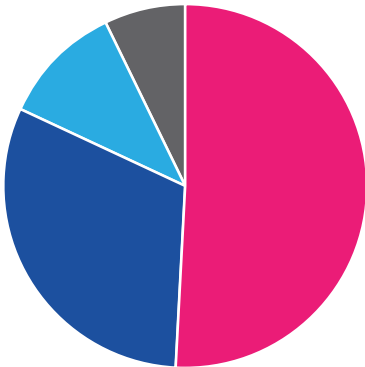


Do you think that the COVID-19 pandemic has shown travellers the value of working with a travel agent?

YES
93%

NO
7%

Do you think environmental concerns are a priority for your clients when they travel?



- A handful of clients **51%**
- More and more people are asking **31%**
- None **11%**
- The majority of clients have environmental concerns **7%**

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

