

As We Emerge from Fear, Where Do We Go Next?

At no other time in history have we understood so swiftly and clearly how critical travel and tourism are to the global economy. Factually, we knew that the tourism industry made up more than 10% of the global GDP last year, valued at nearly \$9 trillion. But when travel simply stopped we didn't just see the impact; we felt it reverberating across every aspect of our industry.

Here's what else we now know: As a driver of economic growth and job creation, travel and tourism will be on the front end of recovery as we emerge from a fear-based state and into the next phases of understanding, action and rational behavior. Forging ahead is our best path to recovery, and as we continue to analyze traveler behavior

it's clear that this is becoming a more widely shared sentiment. Psychologically, Americans are becoming increasingly comfortable with pursuing travel-related activities. Even the most negatively impacted activities, such as theme parks, meetings and conventions, and cruising are seeing positive signs.

We have learned how to incorporate safety measures such as wearing masks, social distancing and washing our hands into our day-to-day lives, and that is fast becoming a natural part of travel as well. As confidence rises, and with the holidays just around the corner, the desire for attractive travel deals is also on the upswing at last – meaning we are in a pivotal time to start shifting strategies and shaping mindsets in the weeks and months ahead.

Get the latest insights at:

[MMGYGlobal.com/COVID-19](https://www.mmgycorp.com/COVID-19)

TRAVEL INTENTIONS PULSE SURVEY

Our monthly survey of 1,200 U.S. travelers continues to shine an optimistic light on how people are feeling about travel even as they remain cautious about their activities.

- Respondents' likelihood to take a domestic leisure trip during the next six months hit yet another high: 45% say they are at least "somewhat likely" to do so, up from 41% in our previous survey.
- One of the bigger surprises is that interest in theme parks is also at an all-time high since March: 23% are likely to visit a theme park in the next six months.
- Interest in international travel, which we have always projected will be in the later phase of recovery, has also reached a new high: up from 18% to 25% are now likely to do so in the coming months.
- While safety messages must remain front and center, interest in attractive travel deals is on the rise: 39% of respondents say that great travel deals would influence their decision to travel, up from 33% last month. This is a huge indicator for marketers to begin crafting value-oriented programs and initiatives.

39% SAY GREAT TRAVEL DEALS

would influence their decision to travel
Up from 33% last month

[Click here to download the full report.](#)

TRAVEL SAFETY BAROMETER

Cautious optimism continues to be the trend, especially as Americans look ahead toward the holiday season. This month's safety barometer, ranked on a scale of 0 to 100, found solid improvement across nearly all categories.

- Traveling by personal car is still considered to be the safest form of travel, and perceptions of safety around air travel are steadily improving: The score for domestic flights has gone from 41 to 46, which has more than doubled since April.
- Perceptions around lodging safety are at its highest ever, reaching 53 – equally weighted between hotel/resorts and vacation rentals.
- We're finally seeing positive signs in the cruise industry: In October, the safety score rose a full 7 points compared to September, lifting it out of the 20s for the first time. In the world of business travel, safety perceptions have jumped 12 points since May; conferences and conventions, in particular, rose a staggering 16% since September.

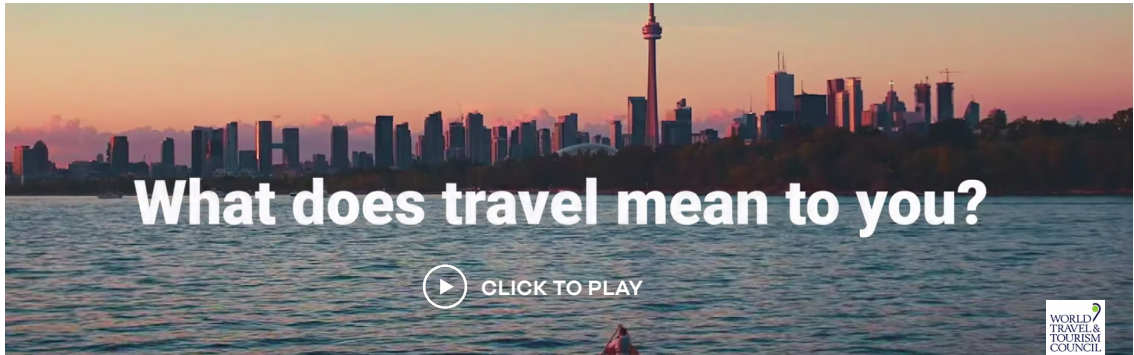
CRUISE SAFETY PERCEPTION

rose a full 7 points compared to September
Lifting it out of the 20s for the first time

[Click here to download the full report.](#)

#TOGETHERINTRAVEL

What does #TogetherInTravel mean to you? [MMGY Hills Balfour](#) and the [World Travel & Tourism Council](#) have partnered again to share the stories that keep us together – even when we must be apart. As advocates for travel as a cultural bridge, we understand that the experience is about more than creating personal memories; the act of traveling has a powerful ripple effect among the individuals and communities around us. [Watch the newest video here](#) and learn how travel can directly impact our world.



WHAT TRAVELERS WANT, ACCORDING TO ADVISORS

While domestic travel continues to dominate most conversations, travel advisors have consistently reported interest in international travel and there are some important takeaways from the third wave of MMGY Myriad's Travel Advisor COVID-19 Sentiment Barometer:

- Domestic travel is still top of mind, with 40% of all inquiries being about U.S. destinations; however, 27% are about cruises and 25% are for global destinations.
- It's looking more likely that attractive promotional offers will impact booking decisions, with 44% of advisors supporting this strategy compared to 39% in the earlier wave.
- While bucket-list trips are certainly on some people's lists, travelers are more likely to consider closer-to-home vacations in the Riviera Maya, Los Cabos and Jamaica. In Europe, traditionally popular places like Greece, Italy, London, Croatia, Ireland and France are of interest.
- Interest in smaller, more exclusive accommodations such as boutique hotels and villas is outpacing that of larger properties or even Airbnb rentals.
- Consumers are looking for information on COVID-19 from trusted authorities, and travel trade media are leading the pack – even more than government websites, the CDC or DMOs.

[Click here to download the full report.](#)

WHY TRAVEL ADVISORS ARE CRITICAL TO RECOVERY

As we look ahead toward brighter days, it's clear that the travel advisor community will play a critical role in our industry's recovery. Read more from MMGY Hills Balfour [Associate Director Sam Hancock](#) about how DMOs can engage with travel advisors to reignite a sense of wanderlust, restore confidence and usher in the resurgence of travel. [Click here for the Travel Weekly article.](#)

THE POWER OF THE LATINX TRAVELER

In travel marketing, the Latinx audience represents an influential force that makes up 13% of all U.S. leisure spend – which translates into \$114 billion. Yet reaching this diverse audience requires more than broad strokes: Latinx-identifying consumers and their behaviors vary greatly depending on countries of origin, language(s) spoken in the home and household makeup. We're proud to present our first-ever [comprehensive snapshot](#) of Latinx travelers, culled from our monthly MMGY Travel Intelligence research. As we continue to work toward greater diversity and inclusivity, keep watching this space for our upcoming report on "The Black Traveler: Insights, Opportunities & Priorities" – a first-of-its-kind custom report created in partnership with the Black Travel Alliance and other leading entities across the industry.

