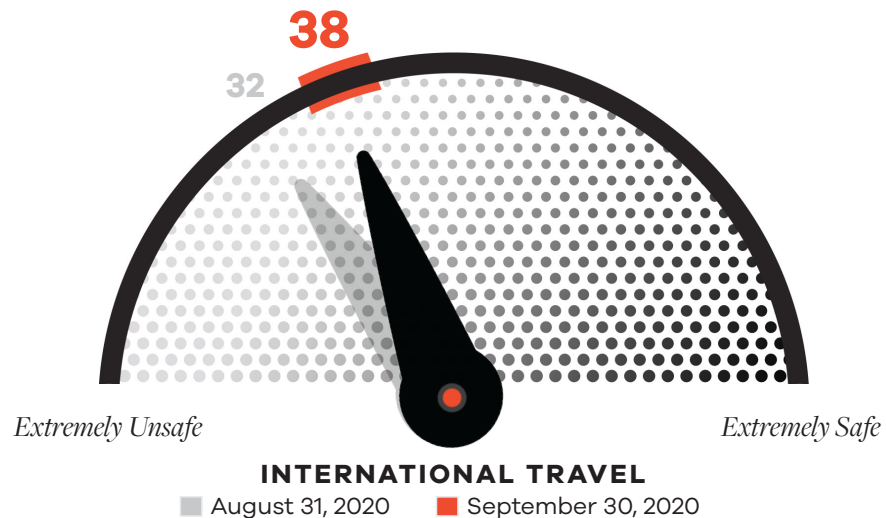
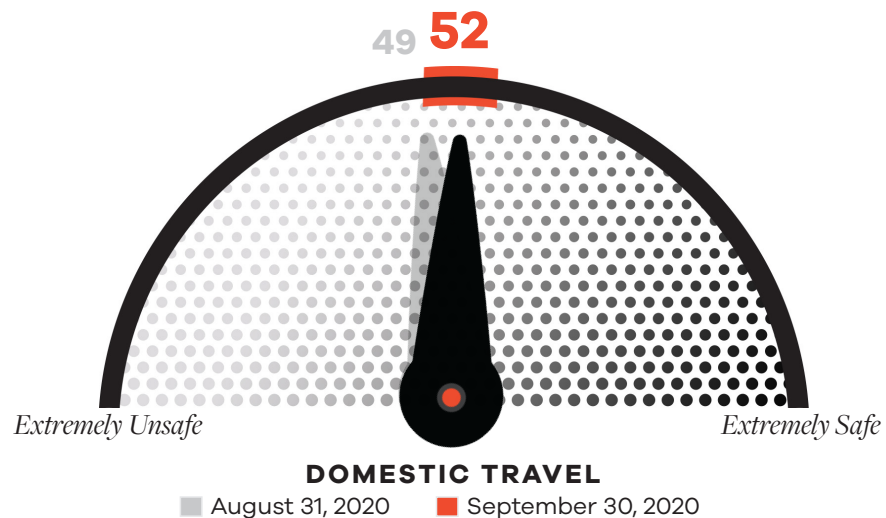


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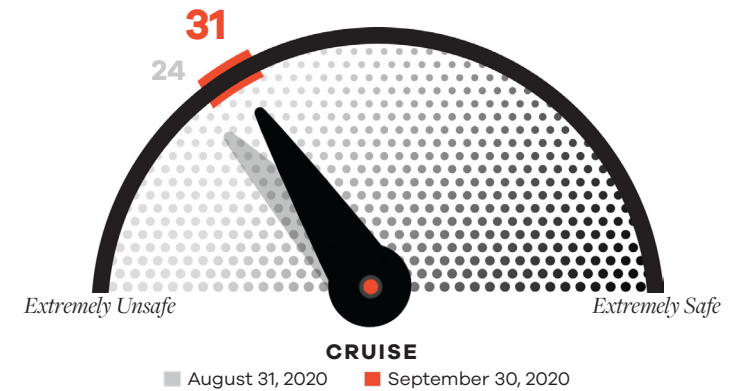
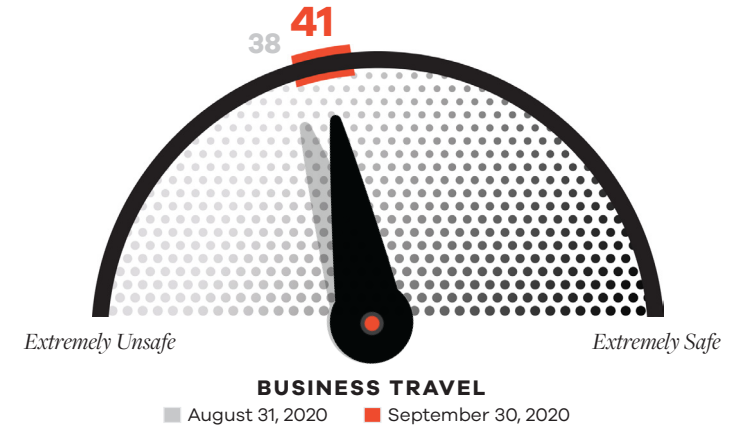
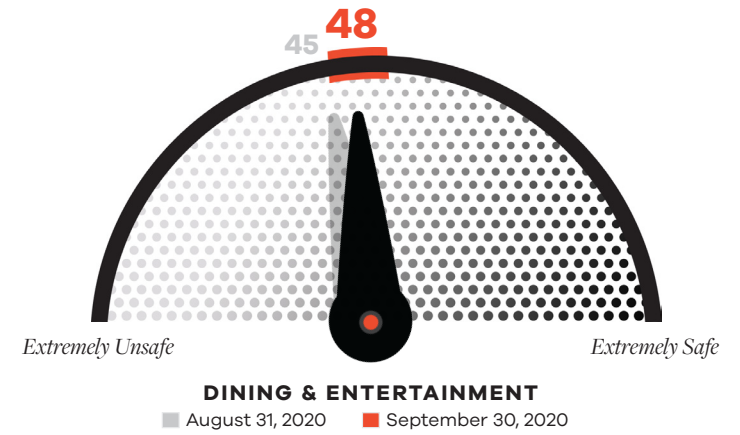
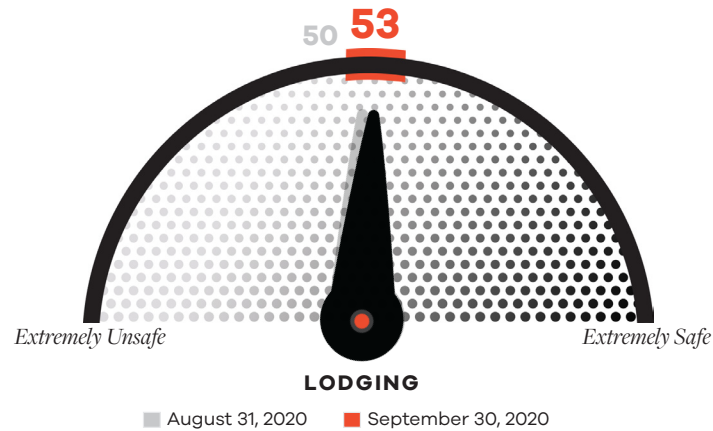
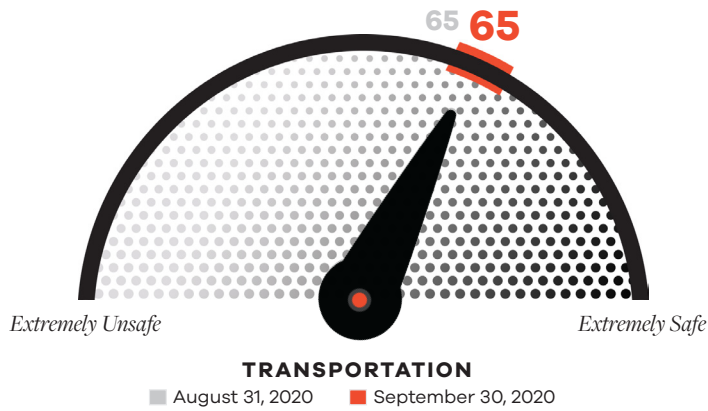
TRAVEL SAFETY Barometer

Perceptions of Travel Safety Rising Steadily in Advance of Holiday Travel Season

For the first time since the COVID-19 pandemic began, the MMGY Domestic Travel Safety Barometer score rose above 50, indicating travelers are increasingly confident about the idea of traveling. The Barometer score of 52 on a scale of 1–100 is 22 points higher than it was in April. Surprisingly, the International Travel Safety Barometer increased even more, going up 6 points from 32 in September to 38 in October.



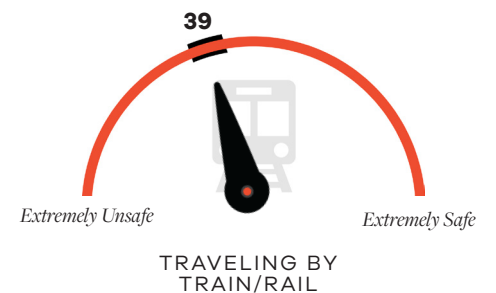
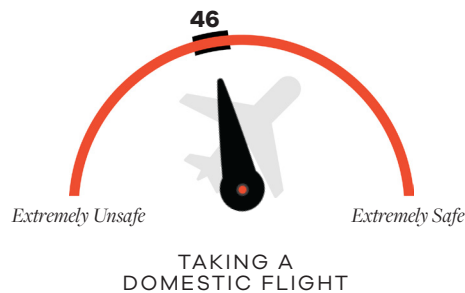
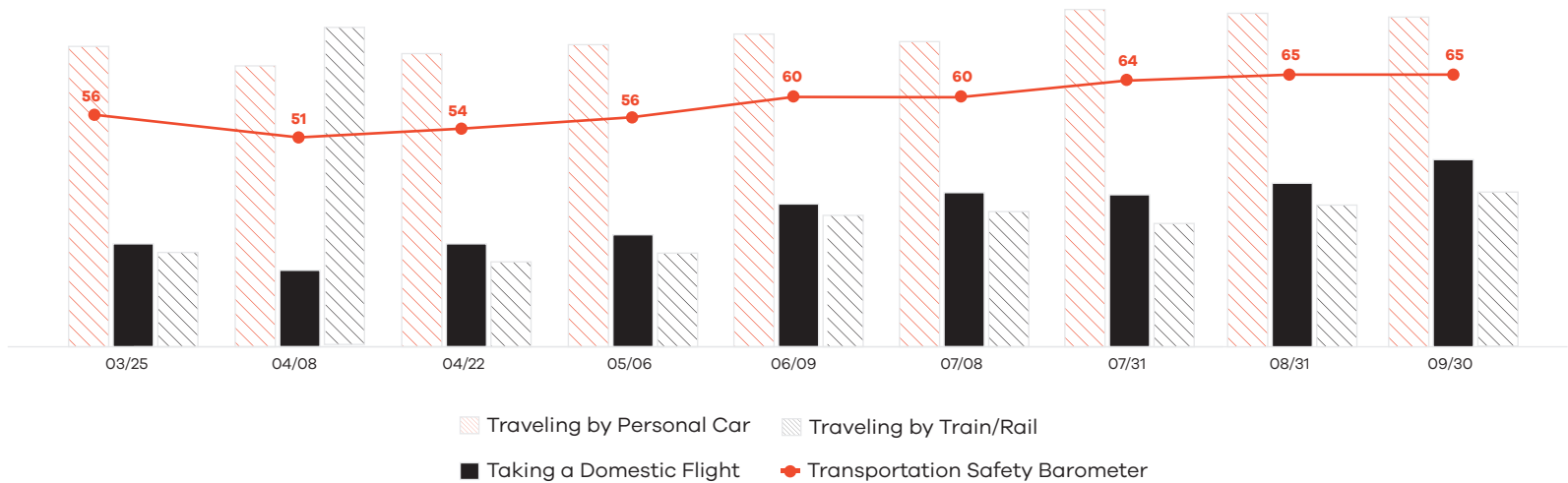
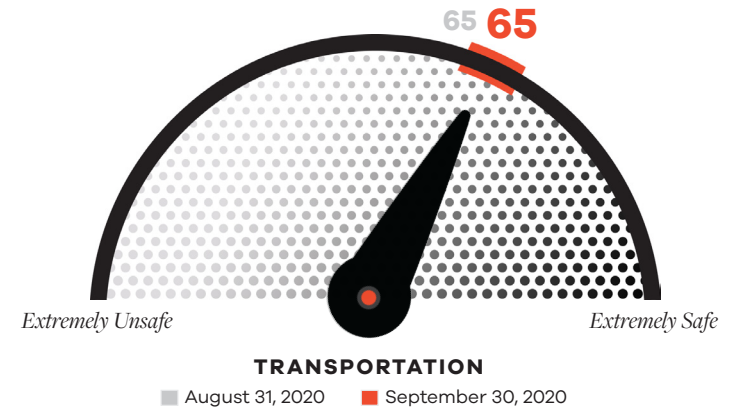
All Travel Safety Barometers except for the Transportation Safety Barometer showed solid improvement this month, a very encouraging sign that travelers are increasingly willing to consider traveling again. As safety concerns lessen, other potential barriers to travel are more likely to increase, such as concerns about personal finances, job insecurity, and especially uncertainty about the quality of the visitor experience they will have when they get to their destination.



TRANSPORTATION

Transportation Safety Score Steady

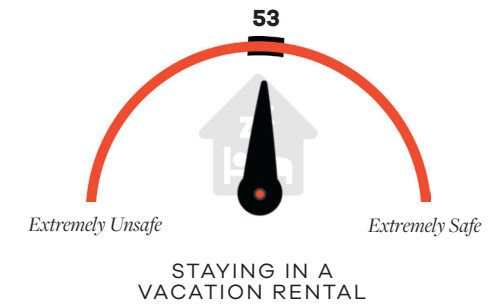
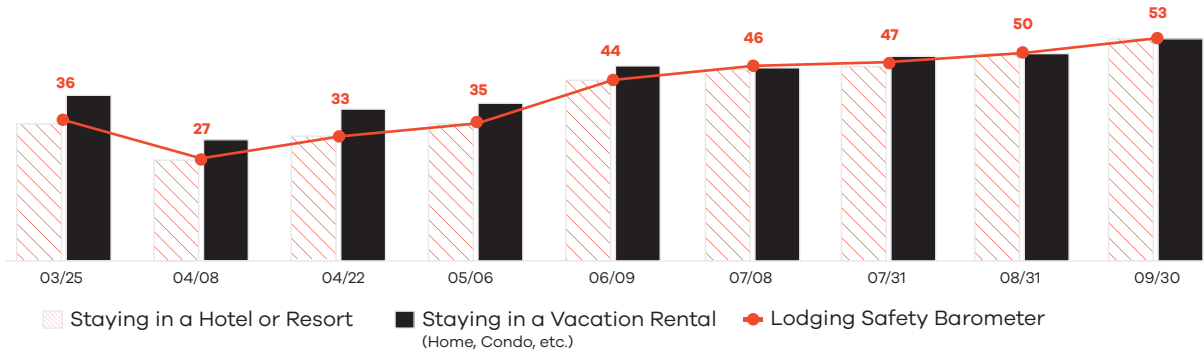
The MMGY Transportation Safety Barometer score remains by far the highest of all Barometers which is primarily due to the high safety scores consumers attribute to traveling by personal car (77). However, this score is down slightly from September, an indication that these perceptions may be topping out in the short-term. However, the October report brings more good news for the airline industry as the safety barometer score for domestic flights increased from 41 to 46, a score that has now more than doubled since April.



LODGING

Lodging Safety Increases to a New High

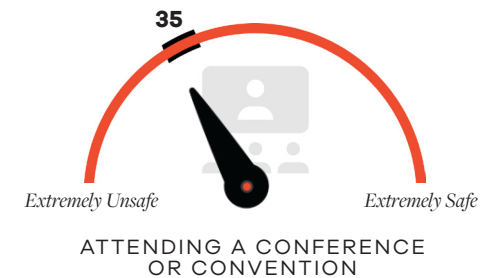
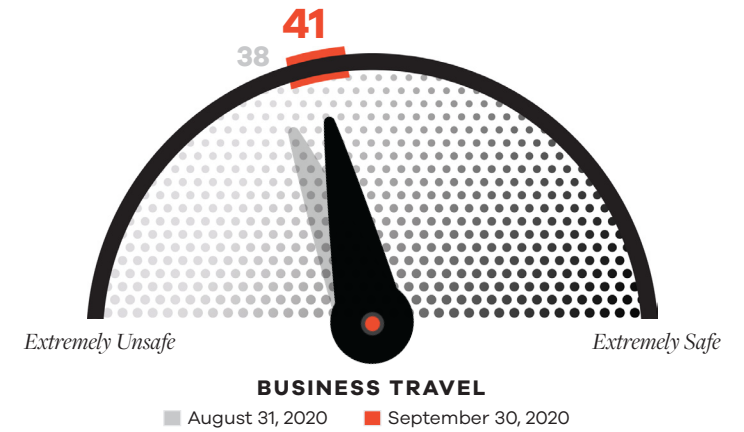
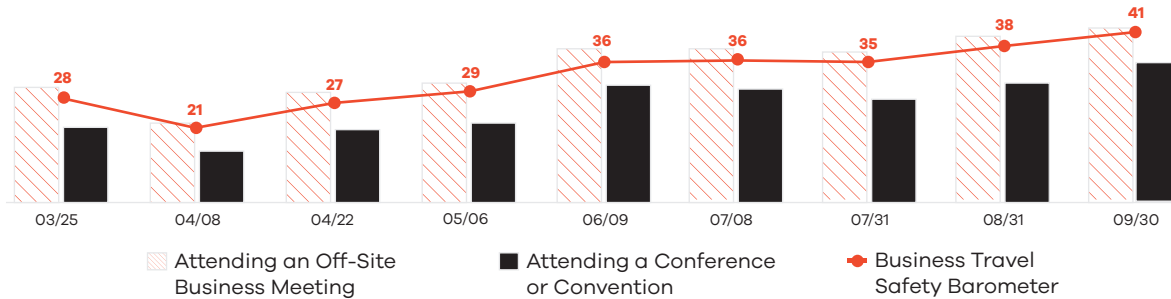
Last month, the Lodging Safety Barometer score hit 50 for the first time. However, the October score rose even higher coming in at 53 on a 0-100 scale. The safety perceptions of hotel/resort lodging and vacation rentals were identical in each of the past two months. While lodging brands should continue to highlight the cleanliness and safety initiatives, they should also focus on clearly communicating what guests can expect from a visitor experience perspective.

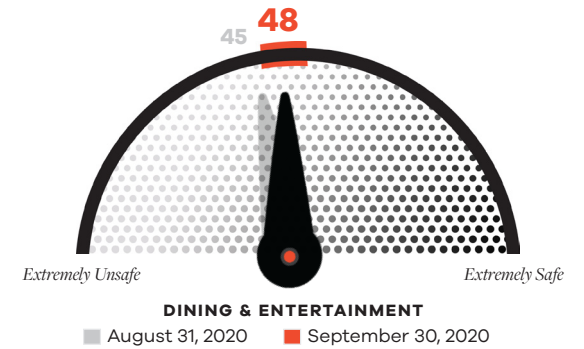
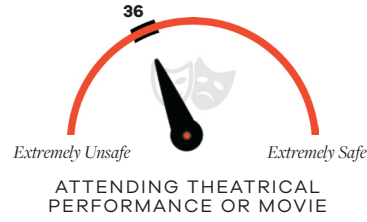
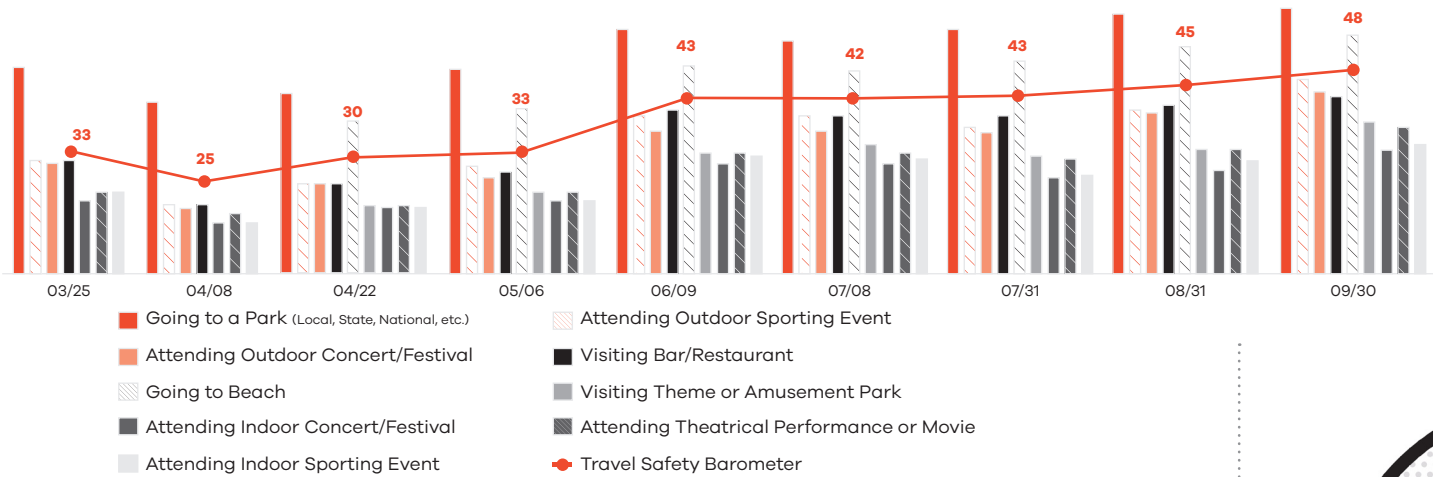


BUSINESS TRAVEL

Another Encouraging Rise in the Perceptions of Business Travel Safety

After months of stagnation starting in May, the October Business Travel Safety Barometer increased from 38 to 41, a 12-point increase from the May score. The news was especially good for the conference and conventions business given that The Safety Barometer score jumped from 30 in September to 35 this month, a 16% spike. As meeting planners and conference organizers debate the future of large group gatherings, this news will provide some much-needed encouragement.



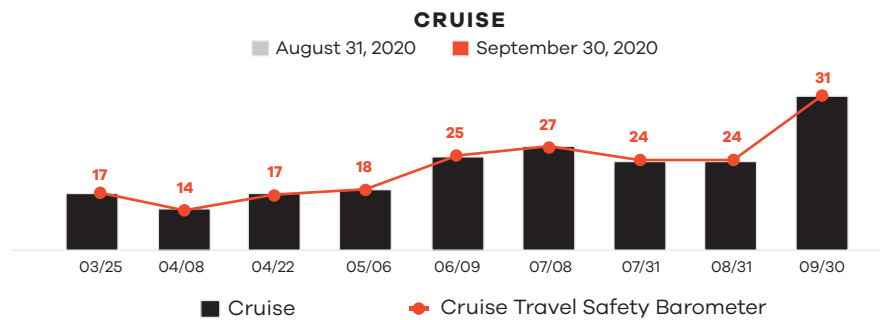


Travelers Feeling Safer in All Forms of Travel Activities

Outdoor travel experiences continue to outperform indoor experiences from a safety perception perspective. Travelers report feeling safest going to a state/national or local park (62) and to the beach (56), and these scores hit record highs in October. Indoor activities, especially those that are likely to entail large gatherings of people in close proximity such as concerts and sporting events, continue to lag behind all other travel activities in perception of traveler safety.

Finally, Some Much Needed Good News for the Cruise Industry

For several months, the Cruise Safety Barometer score has been stuck in the low-to-mid-20's, a score that has consistently ranked at the bottom of all travel categories for safety. However, the October score increased a full 7 points compared to September, rising from 24 all the way to 31. While this is clearly a long way from where the industry needs to go to affect cruise bookings, especially from new cruisers, it is a welcome signal that travelers may finally be getting more comfortable setting sail.



METHODOLOGY

All barometric values are based on response data from the MMGY Travel Intelligence TIPS tracking survey monitoring consumer sentiment around travel during COVID-19. This nationally representative study surveys 600 leisure travelers and 600 business travelers biweekly between late March and mid-May 2020 and monthly beginning in June 2020. Final values to date were calculated by weighting all variables based on the latest travel performance data from the company's proprietary DK Shifflet performance data.

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Source: MMGY Global Travel Safety Barometer; October 05, 2020

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CRUISE

