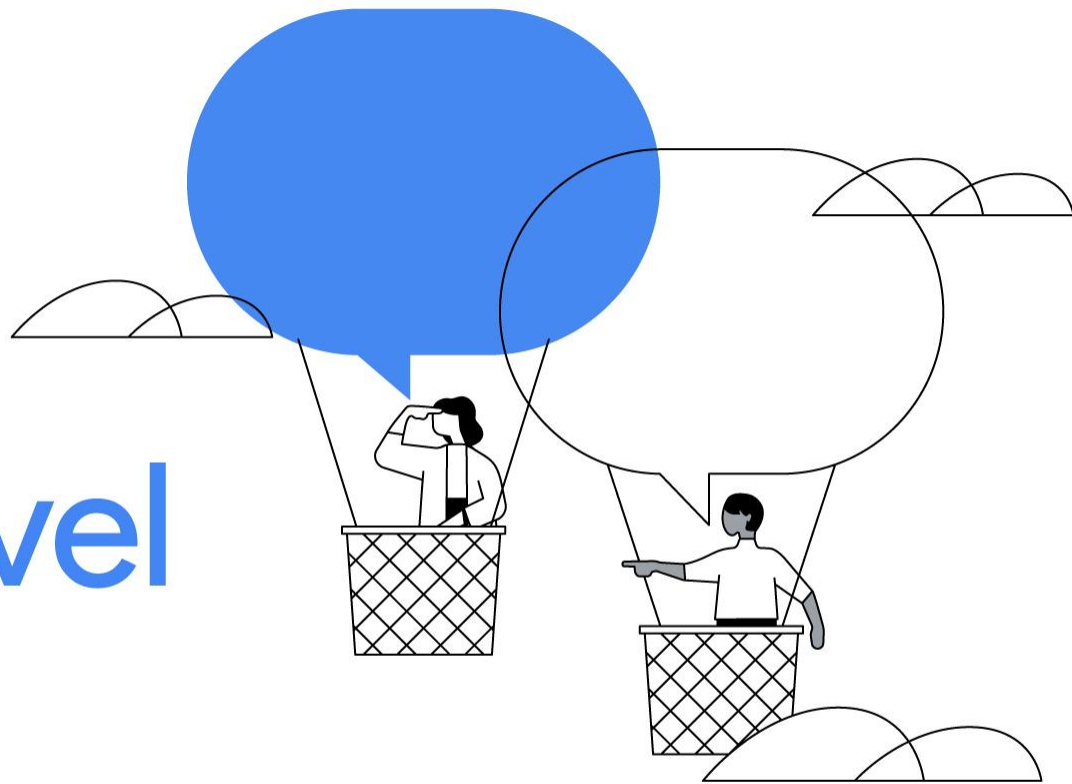


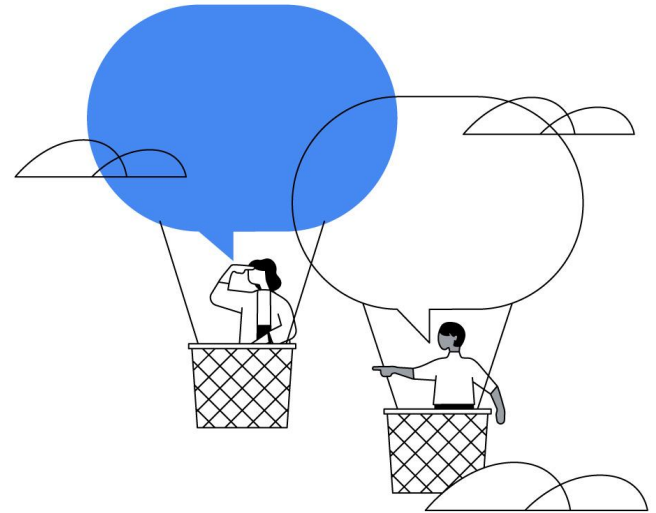
# Think Travel



Google

# COVID-19 Endemic: Adapting to the New Traveler?

Cumarran Kaliyaperumal  
Analytics Lead, Travel, Google



Will we ever enter a  
**'post' COVID-19**  
world?



To understand further how travelers will travel in the COVID endemic, we cast a spotlight on top markets in APAC with Kantar

### Research Coverage

4 markets



Australia



Korea



Japan



Indonesia

### Methodology

Qualitative and Quantitative

#### Respondent Criteria:

- Frequent internet user
- Aged 18-49 years
- Smartphone user
- Intend to travel domestically or internationally in the future

Quant: 1000 interviews conducted in each market online

### Research Partners

Kantar and Google

**KANTAR**

**Google**

A grayscale photograph of a hand pointing at a map with a pen. A camera is visible in the background. The text is overlaid on the map.

Travel is shifting to a **less frequent, high ticket size model** vs the loyalty based model of the past

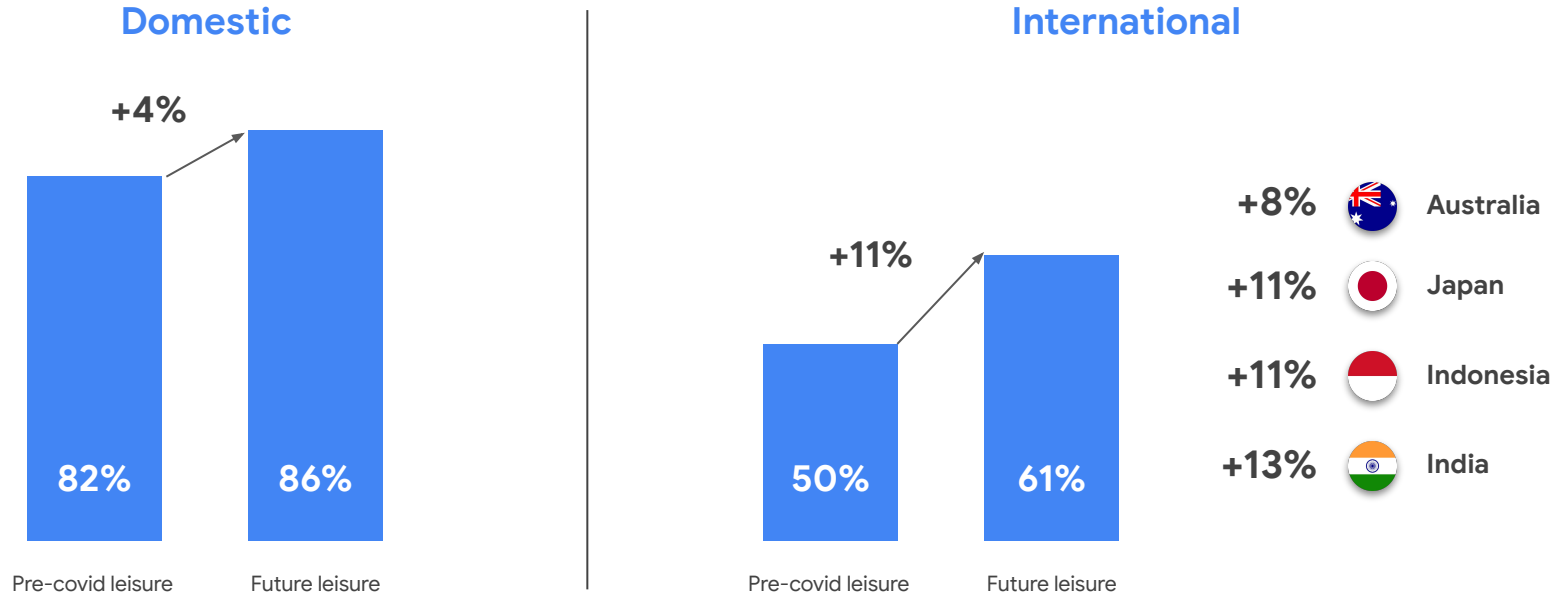
# Key findings

- 1 Underlying demand for international travel in the future is strong with **3x jump in intent**
- 2 Number of trips will reduce as travelers are **2x more likely to travel less frequently**
- 3 But traveler are likely to **spend much more and travel longer**
- 4 Meeting quarantine preferences could be a **differentiating factor** (e.g. entertainment options)





# We found that more travelers prefer to travel internationally than domestically in the future



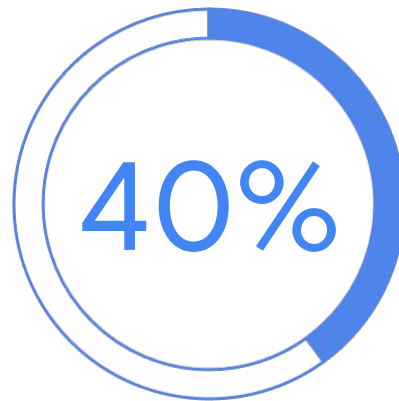
Source: Google-commissioned Kantar Travel Trends Research 2021, AU | IN | ID | JP)

S8. Thinking back before Covid (i.e. before 2020), how did you typically travel? S9. Now thinking into the future, how will you typically travel?

Base: Intend to travel domestically or internationally in the future, n=3999

This optimism is primarily driven by hopes around vaccines

Getting fully vaccinated  
is the **#1 Motivator for  
international travel**



had vaccination related  
options as top of mind <sup>1</sup>

Source: Google-commissioned Kantar Travel Trends Research 2021, AU | IN | ID | JP)

A5. Which of these would motivate you to travel again in the future? Please select up to five reasons from most important to least important, the first selected (1) being the most important

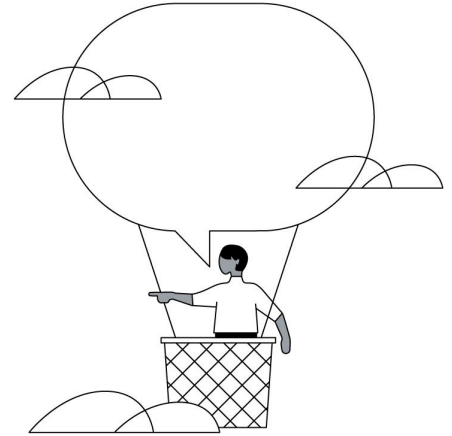
Base: Intend to travel domestically or internationally in the future, n=3999

1NET of: 'Getting fully vaccinated' 'Making it compulsory for all travelers to be fully vaccinated'

'Knowing the destination has a high vaccination penetration' as the #1 motivation to travel in the future.



However, **how people will travel** is likely going to change with the protracted pandemic.



# COVID 19 endemic: The new traveler and the future of international leisure trips



Major milestone event



Longer planning / booking cycle



Less frequent, longer duration



Strong preference for luxury and convenience



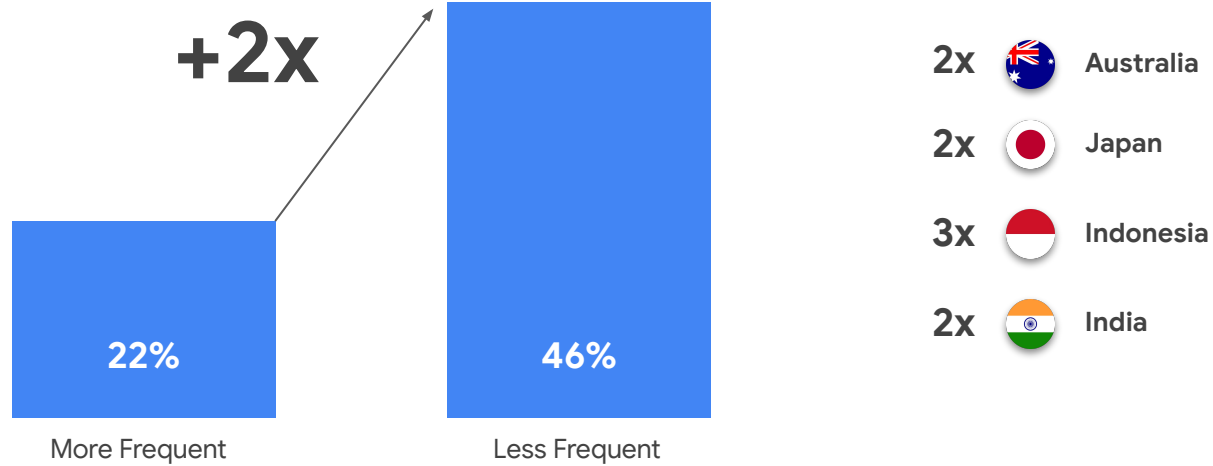
Specific quarantine preferences

Source: Google-commissioned Kantar Travel Trends Research 2021, AU | IN | ID | JP)

A3. Imagine when travel bubbles open and you can travel freely within relevant countries. Which of the following best describes you?

Base: Intend to travel domestically or internationally in the future, n=3999

International trips will likely become more deliberate  
in the future with fewer trips...

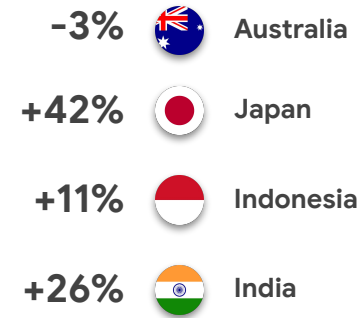


### Number of people who will travel less frequently vs more frequently

Source: Google-commissioned Kantar Travel Trends Research 2021, AU | IN | ID | JP)  
N7. With Covid making it harder to travel overseas and there being restrictions when entering a country (e.g. quarantine and testing), how has this impacted your thoughts on future international holiday trips?  
Base: Intend to travel internationally in the future, n=1997

...with more meticulous planning for each trip

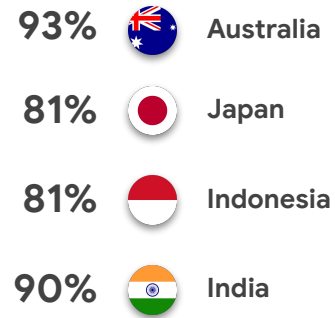
**+17% increase** in  
average booking  
window



Travelers are also looking to make each of their trips more worthwhile

**87%** will take an international trip  
**5 days or longer**

**3.8 days** was the average length of stay at international accommodation in 2019<sup>1</sup>



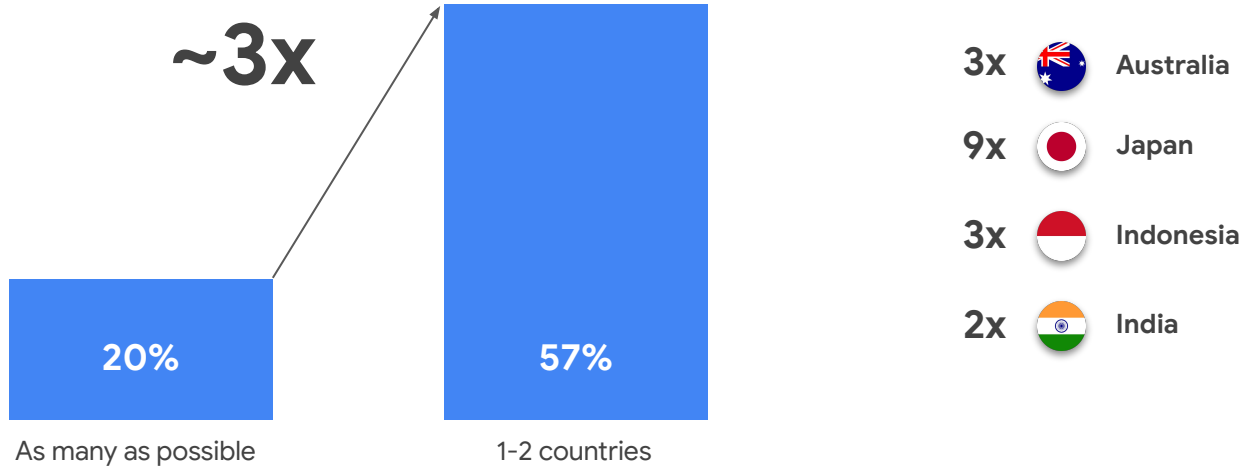
Source: Google-commissioned Kantar Travel Trends Research 2021, AU | IN | ID | JP)

N3. How long will your international holiday trip most likely be?

Base: Engaged future international travellers (in dreaming, planning or booking phase) n=1322

<sup>1</sup>Google internal data

In addition to fewer but longer trips, travelers are also likely to visit fewer countries



### Number of people will cover 1-2 countries per trips vs as many as possible

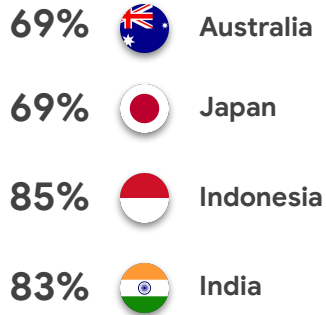
Source: Google-commissioned Kantar Travel Trends Research 2021, AU | IN | ID | JP)  
N7. With Covid making it harder to travel overseas and there being restrictions when entering a country (e.g. quarantine and testing), how has this impacted your thoughts on future international holiday trips?  
Base: Intend to travel internationally in the future, n=1997

# Premium travel has come up as a key theme amongst travelers as well

## Percentage of travelers interested in...

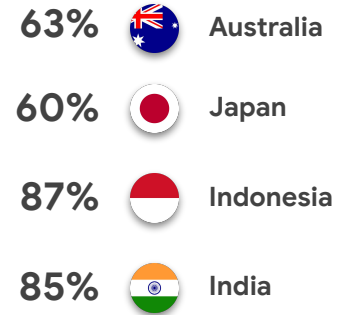
78%

Luxury stays and experiences



77%

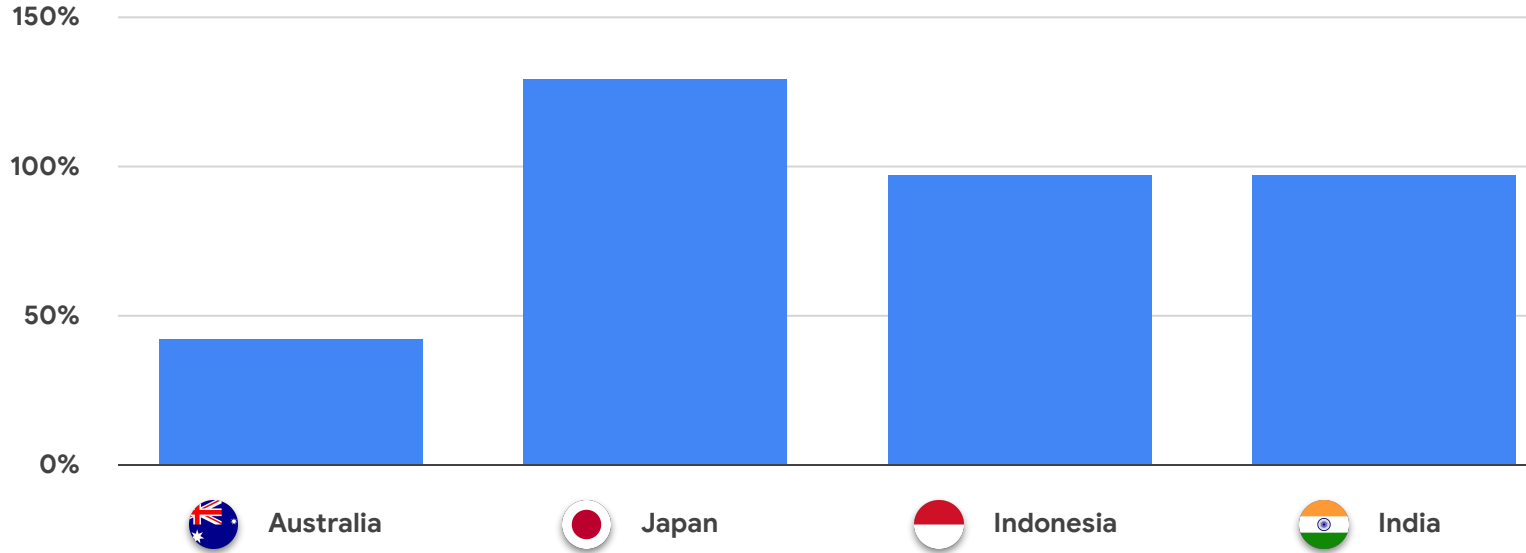
Package holiday tours



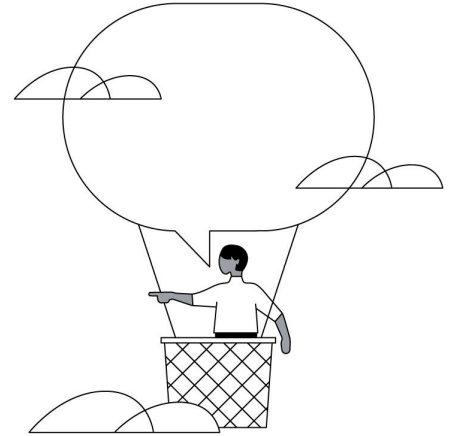


# Travelers are willing to pay top dollar for luxury accommodation

Click growth for accoms >\$300 between 2019 and 2021



As quarantines become **the new normal**, it is important to understand **traveler's preferences**



# We worked with Kantar to build a customized tool to test the sensitivities to different quarantine options

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## Attributes tested

### Vaccination status

Full / partial / no vaccination

### Length of quarantine

No quarantine or 3, 7, 10, 14, 21 days

### Type of accommodation

Home  
Basic hotel or resort  
Luxury hotel or resort  
Government facility

### Cost per night

Dependent on market

### Additional amenities

Choice of room size  
Room w/ balcony / view / fresh air  
Mindfulness package (i.e. plants, cards, brain teasers, competitions)  
Room with access to entertainment (i.e. Wi-Fi, streaming services, fitness equipment)  
Upgraded meals package

# Type of accommodation is paramount for quarantine; different markets have different preferences

## Relative importance of key attributes tested

Type of Accommodation provided	28%
Length of Quarantine required	22%
Additional amenity offered	19%
Cost per night	18%
Vaccination status	14%



Luxury hotels are **4x more appealing** than basic hotels



Basic hotels are **16x more appealing** than luxury resorts



Basic resorts are **1.3x more appealing** than luxury hotels



Basic resorts are **6.8x more appealing** than luxury hotels

We ran sensitivity tests and found a strong skew towards people opting for luxury quarantines

+20%

Increase in likelihood of people who prefer to travel and stay in luxury

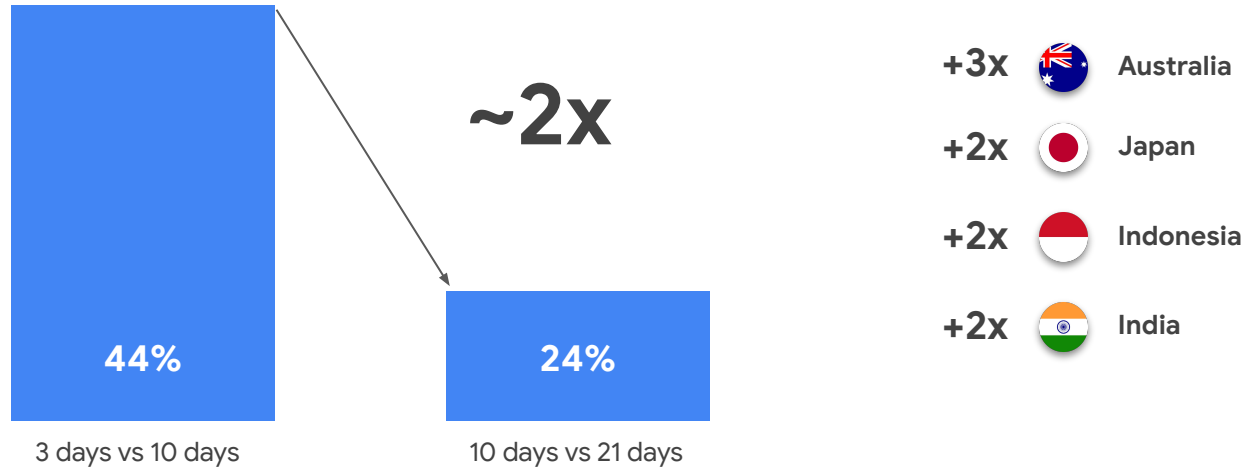
vs

+5%

Increase in likelihood of people who prefer to not travel

Source: Google-commissioned Kantar Travel Trends Research 2021, AU | IN | ID | JP)  
Conjoint. We are now going to show you a series of scenarios that relate to quarantine when travelling.  
Please read the scenarios and select the one that appeals to you most and would be most likely to accept.  
Base: Intend to travel domestically or internationally in the future, n=3999

# Travelers have different sensitivities for different lengths of quarantine



## Share of people of would prefer not to travel based on quarantine length

Source: Google-commissioned Kantar Travel Trends Research 2021, AU | IN | ID | JP)  
Conjoint. We are now going to show you a series of scenarios that relate to quarantine when travelling.  
Please read the scenarios and select the one that appeals to you most and would be most likely to accept.  
Base: Intend to travel domestically or internationally in the future, n=3999

# Interest in travel has a marked drop when quarantine prices become out of reach



\$100 - \$120 USD



\$40 - \$90 USD



\$45-55 USD



\$25 - \$40 USD

**Maximum cost per night people are willing to pay**

Source: Google-commissioned Kantar Travel Trends Research 2021, AU | IN | ID | JP)

Conjoint. We are now going to show you a series of scenarios that relate to quarantine when travelling.

Please read the scenarios and select the one that appeals to you most and would be most likely to accept.

Base: Intend to travel domestically or internationally in the future, n=3999



# Travelers have a strong preference for entertainment options vs other hotel amenities

~2x

As likely to opt into entertainment options vs next preferred option (excluding Japan)

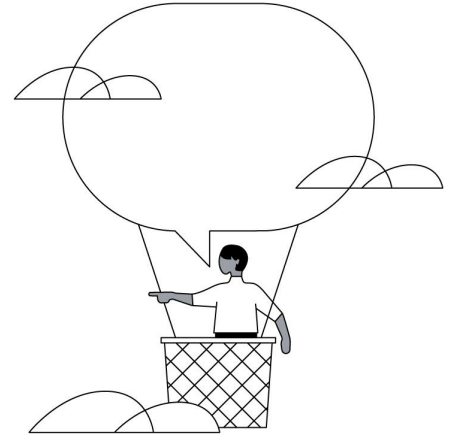
Source: Google-commissioned Kantar Travel Trends Research 2021, AU | IN | ID | JP) Conjoint. We are now going to show you a series of scenarios that relate to quarantine when travelling. Please read the scenarios and select the one that appeals to you most and would be most likely to accept.  
Base: Intend to travel domestically or internationally in the future, n=3999



# Recap of findings



Imperative for advertisers  
to be **top of mind** when  
travelers are considering  
these **milestone trips**.



# Most travelers are in the dreaming phase and advertisers have an opportunity to influence their decisions

# 39%

of potential international travelers are in the DREAMING phase [1]



42%



33%

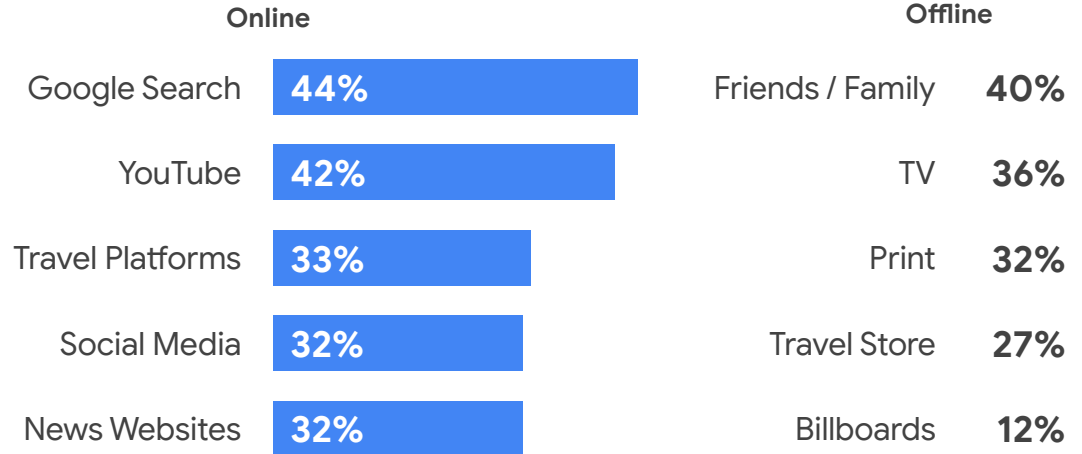


38%



43%

## Key Touchpoints of the DREAMING Phase



Source: Google-commissioned Kantar Travel Trends Research 2021, AU | IN | ID | JP)

Have you started planning for your next international holiday trip?

In this section, please think carefully about the time you got inspired to start thinking about visiting the place(s). Thinking about international travel, which of these do you typically get inspiration from? Base: Intend to travel internationally in the future, n=1997

# The average dreaming phase is significantly longer for international travel

56 days

Average time spent in international DREAMING



83 days



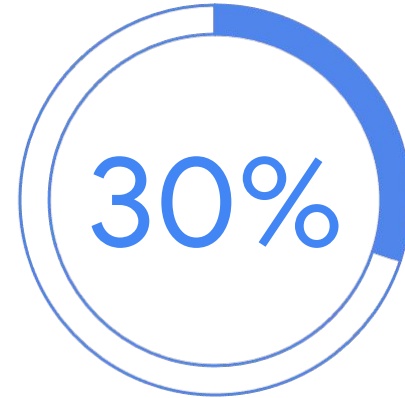
60 days



42 days



41 days



Longer than domestic

# With these in mind, how should you respond now?



Monitor and be  
current with latest  
trends; things are  
changing rapidly



Adapt product  
suite to fit the  
preferences of  
the new traveler



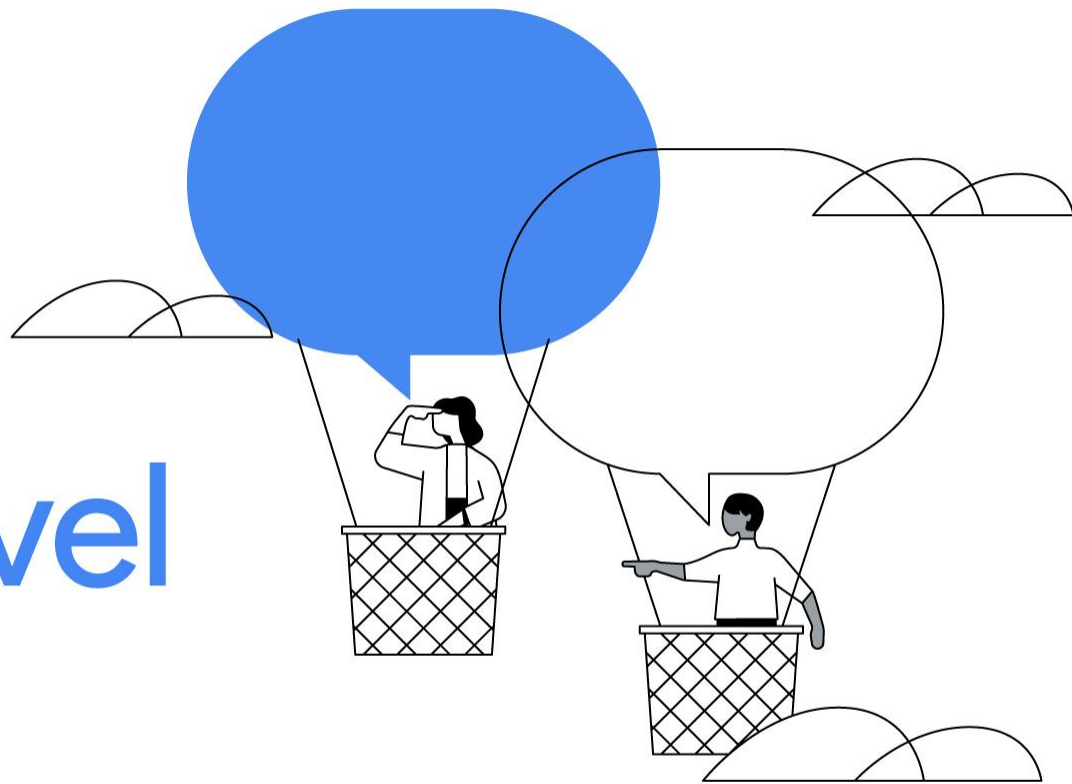
Engage the  
traveler early and  
continue  
re-engagement

Source: Google-commissioned Kantar Travel Trends Research 2021, AU | IN | ID | JP)

A3. Imagine when travel bubbles open and you can travel freely within relevant countries. Which of the following best describes you?

Base: Future travellers, n=3999

Think Travel



Google