Restarting Tourism
What we need to know
Andy van der Feltz
Senior Director, Business Development
Expedia Group Media Solutions

Andrew drives business development for the growing display advertising space for the EMEA and APAC regions. Prior to joining Expedia Group Media Solutions, he spent more than 15 years with the Netherlands Board of Tourism & Convention. Andrew was also previously worked at VisitScotland.
We connect our advertisers with hundreds of millions of travel shoppers globally on Expedia Group brands.
300 Petabytes of proprietary, first-party data

Source: Expedia Group Global Data, January 2020
Travel searches continue to fluctuate

Source: Expedia Group data, Q2-Q4 2020
Travelers are still searching 0-21 days out

Source: Expedia Group data, Q2-Q4 2020
Domestic travel searches lead international

Source: Expedia Group data, Q2-Q4 2020
Travelers visiting our sites to keep dreaming and shopping for travel.
6 in 10 travelers had a planned leisure trip cancelled due to COVID-19.
Of those who took a trip in 2020

8 in 10 traveled for rejuvenation
1 in 2 feel optimistic about taking a trip this year

The other half need reassurance

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Travelers in LATAM and APAC are more likely to travel sooner
6 in 10 travelers would be most comfortable with air travel if social distancing measures are in place.
Mask enforcement is a leading factor for future accommodation & transportation decisions.
79% of travelers will make accommodation decisions based on pandemic measures in place.
Health comes first, followed closely by **financial peace of mind** for travel decisions

- **53%** Full refunds on accommodations & transportation cancellations
- **46%** Travel insurance or trip protection

Expedia Group Media Solutions - Travel Sentiment & Preferences 2020/2021
Car travel remains popular, with other modes returning post-pandemic.
Travelers are looking to return to trusted accommodations post-pandemic.
Proper pandemic protocols are the most important factors in accommodation decisions

- Proper pandemic hygiene protocols: 54%
- Mask use and enforcement: 40%
- Reduced capacity: 34%
- Contactless room service and takeout: 24%
- Contactless check in: 23%
Travelers are increasingly turning to online travel sources for trip planning than pre-pandemic.

- 24% more Online Travel Agencies (OTAs)
- 20% more Destination Sites
- 16% more Travel Advertising

F1. Think about planning leisure travel in the next 12 months, where do you get information? Do these differ from before the pandemic and now?
**Key Takeaways**

**Rejuvenate & Recharge**
Inspire travelers who are still dreaming and engage those who may be ready to travel (especially domestic audiences) with content and messaging highlighting rest and relaxation.

**Hygiene & Flexibility**
Information on pandemic measures should be at the forefront of brand communications, supported by reservation flexibility or full refunds to provide travelers with financial peace of mind.

**Reassuring Content**
Share reassuring content and imagery, such as messaging and imagery demonstrating social distancing or reduced capacity, contactless services, mask enforcement policies, and heightened hygiene measures.
THANK YOU

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