

**LUCANDA.**

PART OF THE ANCHOVY. PLC GROUP

# COVID-19 & The Travel Industry

Ebook based on data collected between  
April 1- 6, 2020

POWERED BY:  onest

Trusted by the biggest and the smallest of Hotels



# Consumer Shifts

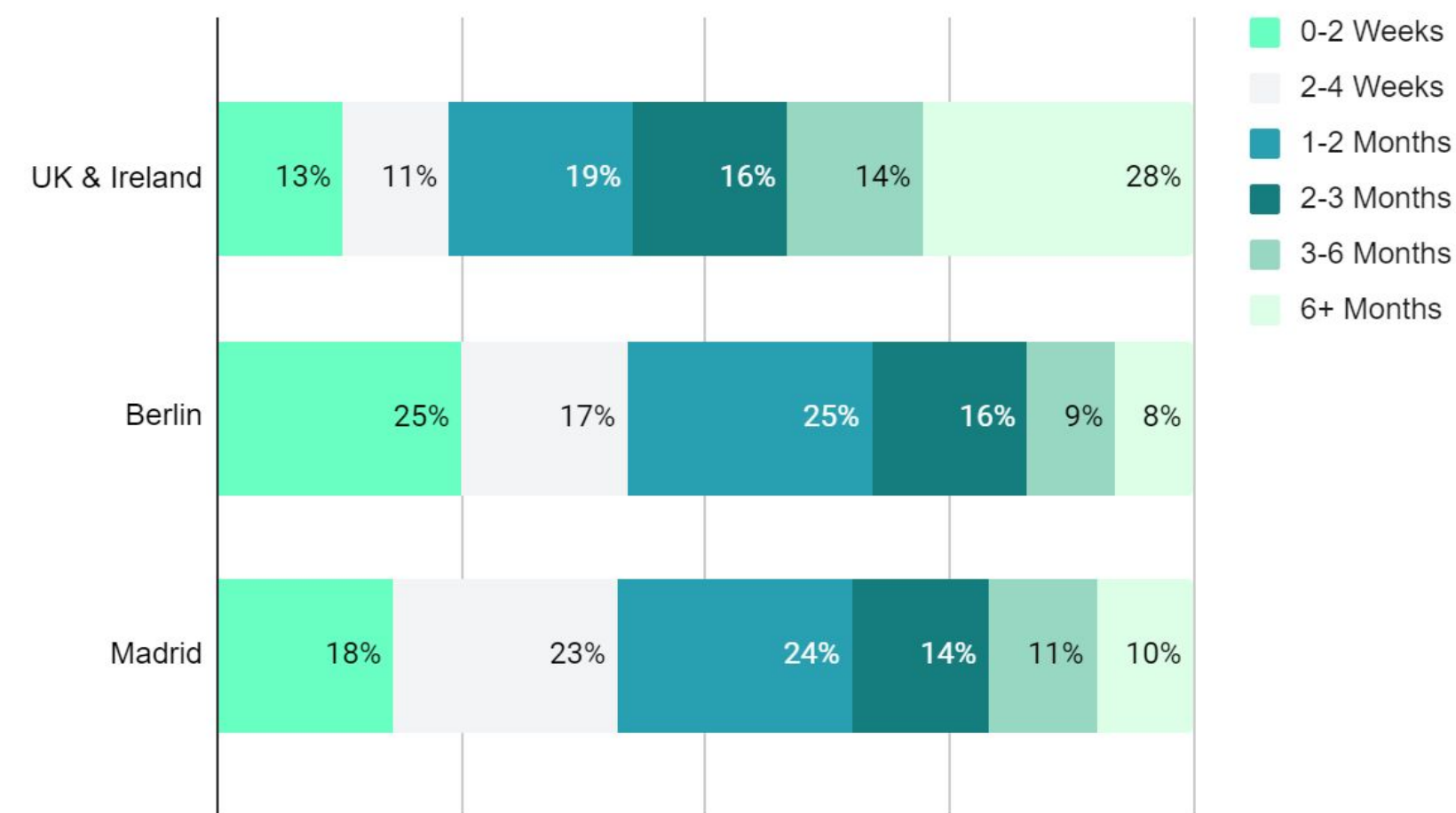
- **Business vs Leisure**
- **Domestic vs Outbound**
- **Luxury vs Budget**

Travel transactions and travel planning have been negatively impacted worldwide due to the ongoing COVID-19 pandemic. This has left many hoteliers **questioning the future of their businesses and how COVID-19 will affect the future of travel behaviour.**

Our sister company, Onest Data, surveyed over 1000 citizens across UK, Ireland, Berlin and Madrid to understand the consumer's minds after the COVID-19's travel ban.

People will feel most confident to travel within the first 0-2 months of the travel ban being lifted.

Q1: How soon will you travel, after the travel ban is lifted?



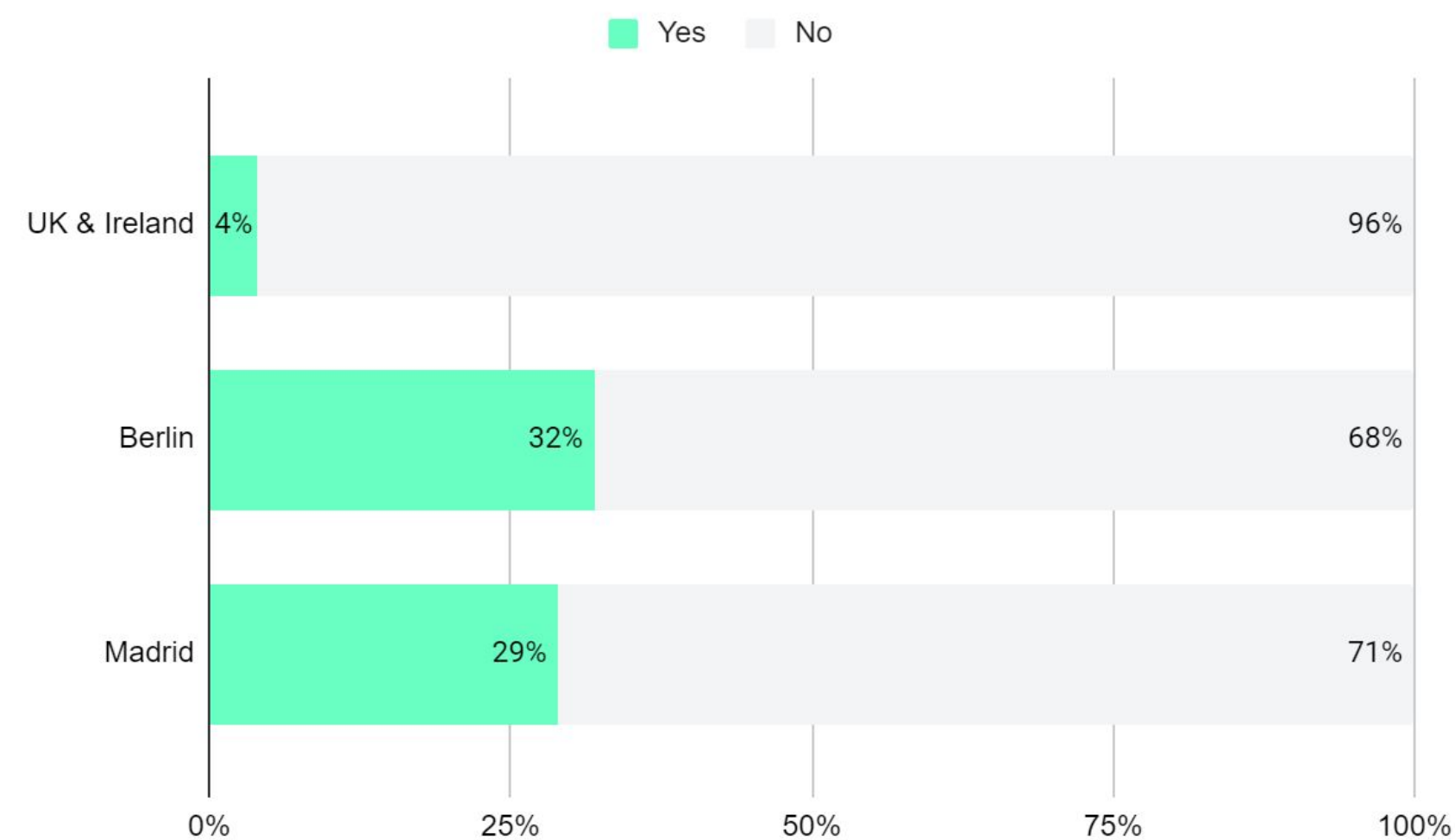
Let’s get this out of the way, people will travel again.

Over half of the respondents in both Berlin and Madrid said they would feel confident enough to travel again within the first **0-2 months** of the travel ban being lifted.

With the first signs of ease of restrictions in some countries, we can already see interest in travel rising again. **Google searches for ‘Skyscanner’ has seen its first upward trend this week (April 16th) since February 16th.**

## 1/3 of future travellers from Berlin are still planning to travel for business in 2020.

Q2: Will you travel for business in the remainder of 2020?



## Business vs Leisure

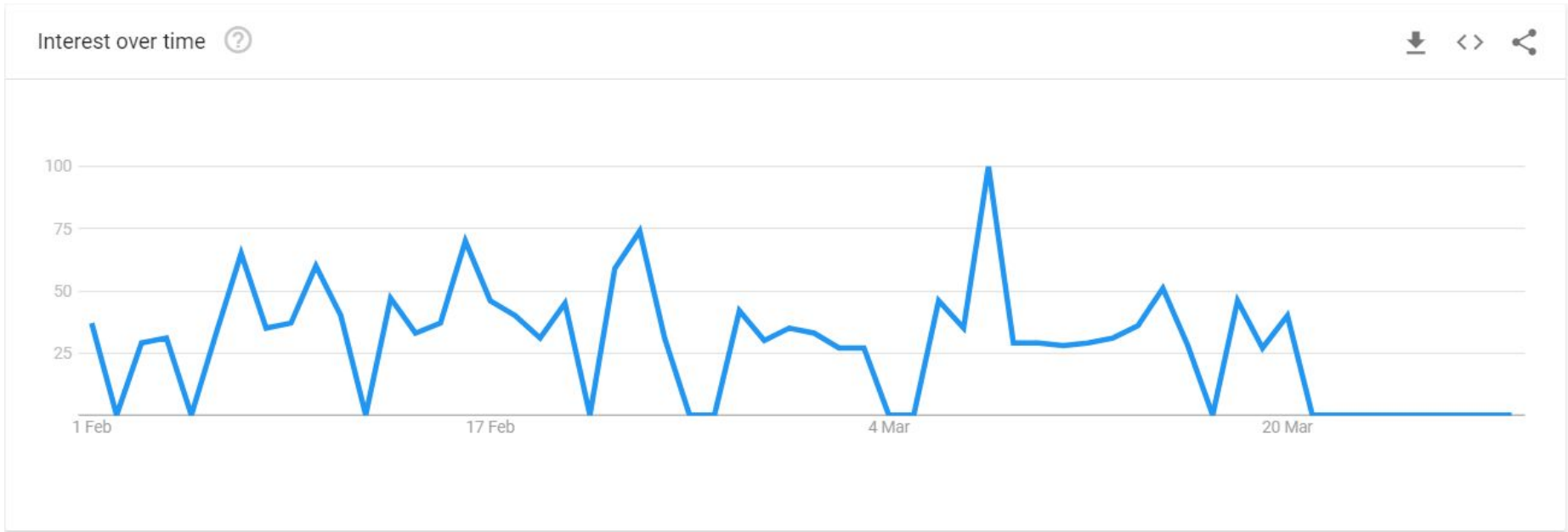
Business needs to go on. Although people are still intending on travelling, social distancing measures are expected to hinder the public's confidence towards unnecessary travel plans.

The rebound may be stronger for business related travel, which holds a stronger 'essential' element.



# Portuguese interest in Dometic travel spiked in March 2020.

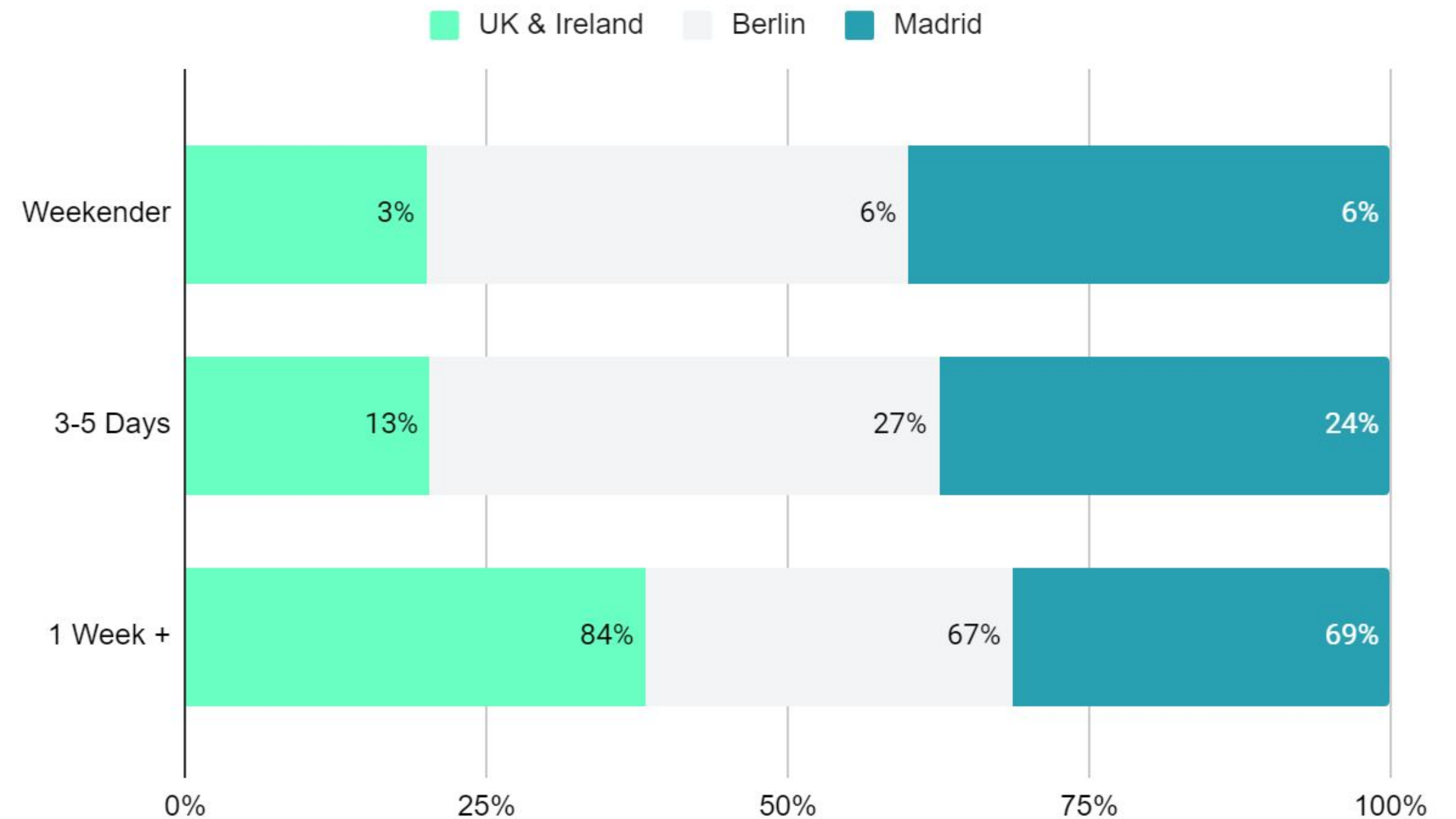
Portuguese Google trend search results for ‘Hotels in Portugal’ throughout the month of March



## Domestic vs Outbound

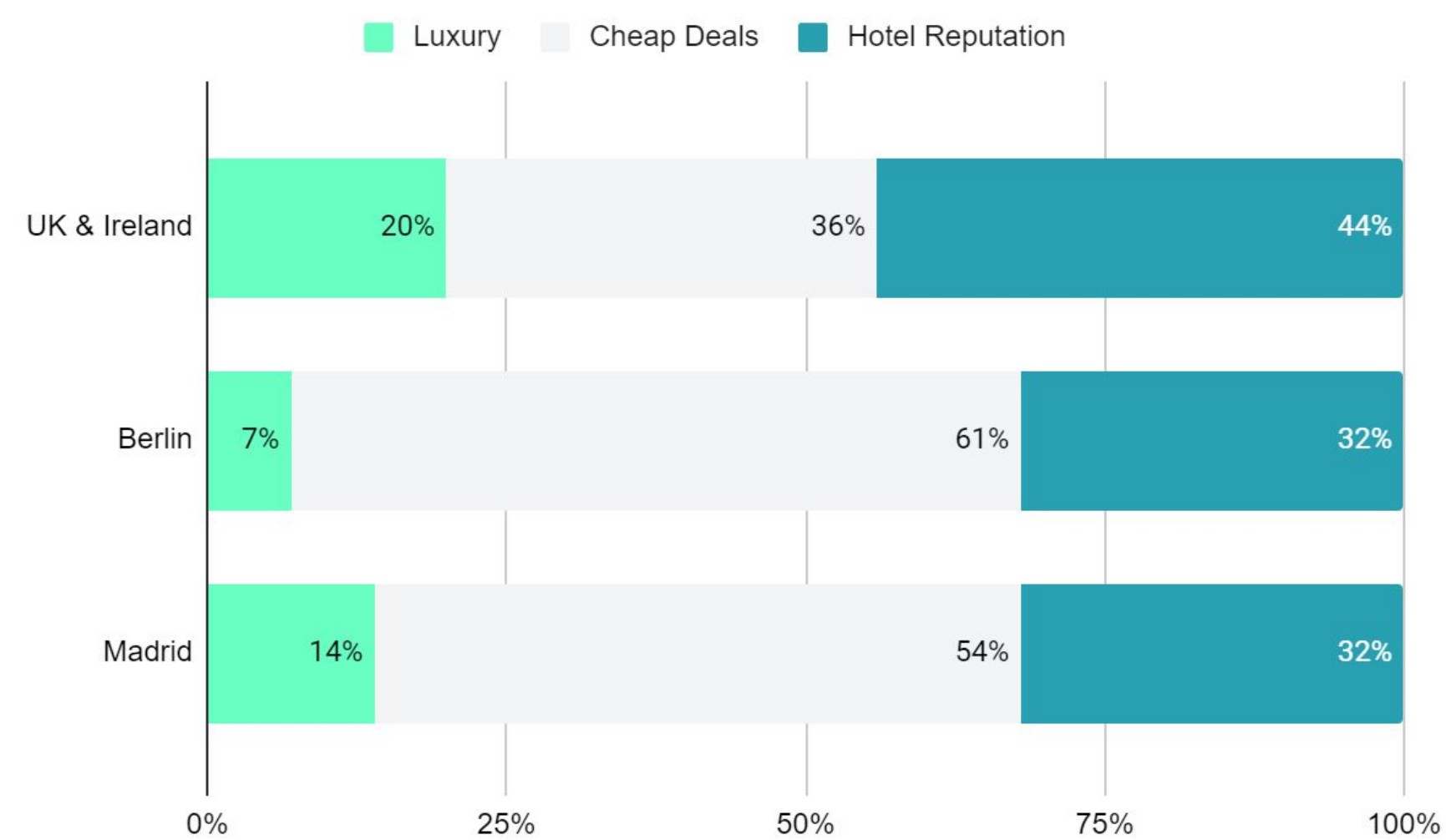
After seeing travellers successfully depart and return from essential travel, confidence levels rise for non-essential travel plans are expected to rise. Travelers may ease into the scenario by focusing on holiday destinations that are closer to home.

**33% of  
travellers  
want to travel  
for more than  
1 week**



61% of travellers from Berlin will choose their hotel based on the best price offering.

Q2: How will you choose the hotel you stay in, after COVID-19?

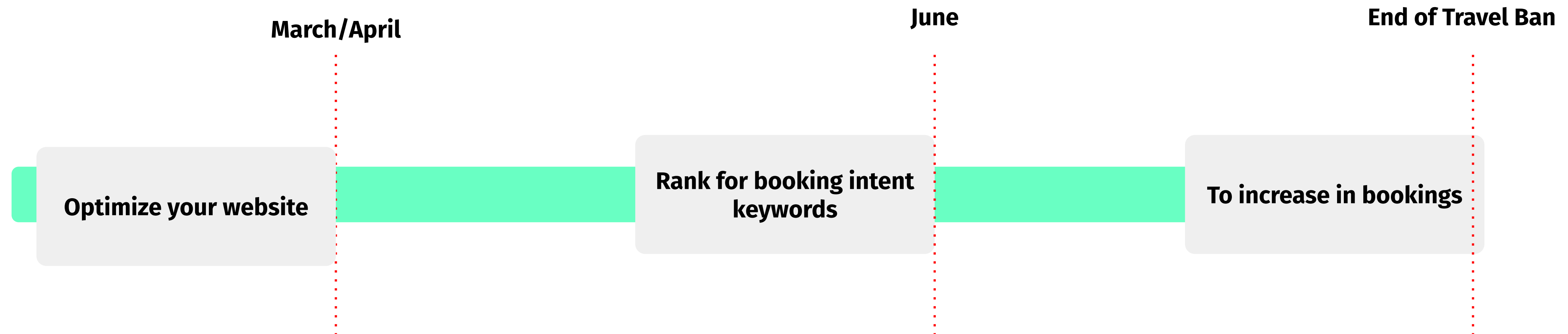


Luxury vs Budget

Both ‘Cheap Deals’ and ‘Hotel Reputation’ scored highly across the board, which actually **shows promise** for luxury stays further down the line.

Whilst the bulk of potential future travel plans will be based on valuable deals, the high percentage of people voting for ‘Hotel Reputation’ shows the importance of cleanliness and reliability, which is where the meticulous standards of luxury hotels will play a vital role.

# So, what should you be doing right now, to prepare for travellers again?





The beauty of humanity is the **ability of bouncing back.**

How will you bounce back?



Message us:

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# We're your Partner

We don't just want a new client, we  
want a **partnership.**

