

**Travel Again**

**Traveler Confidence Index  
USA Edition  
October 2020**



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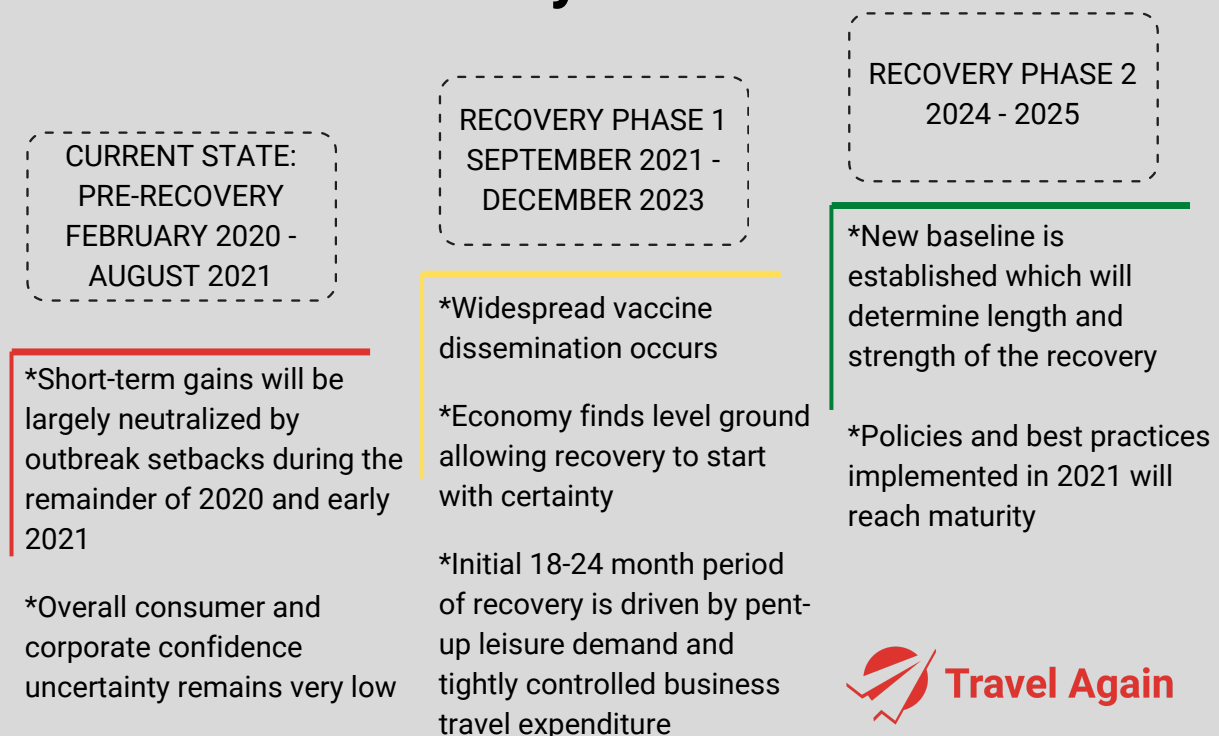
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# Introduction

Decimated by the 2020 global pandemic, the travel industry is suffering a record economic setback. In order to recover, the marketplace participants are working to adapt to the immediate crisis until the long road to recovery can begin.

The key to that long-term recovery is rebuilding consumer and corporate confidence in traveling again. This initially hinges on the timelines for the development and widespread dissemination of COVID-19 vaccines. However, sharing best practices globally and instituting responsible government policy is equally, if not more important to impacting successful outcomes over the next 3+ years.

## Phases of Recovery



Rebuilding the travel industry is a key driver in rebuilding our global economy. Therefore, the effort to prepare for and implement a coordinated global campaign for the recovery of the travel industry must begin now.

This index has been developed to measure traveler confidence for both the business and leisure traveler. This will guide the prioritization of future travel industry initiatives by measuring the impact on traveler confidence.





## Key Takeaways

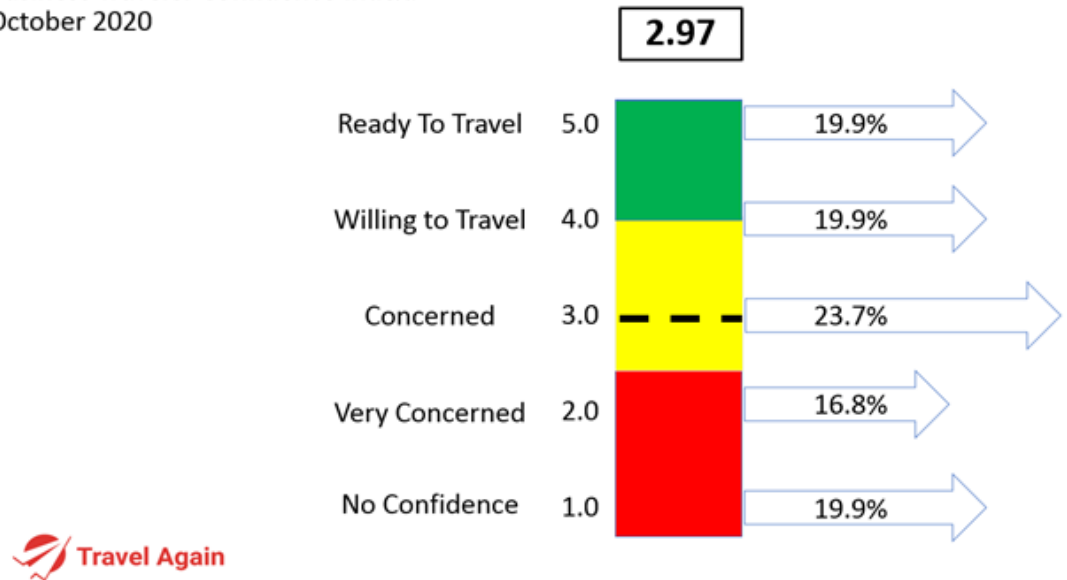
Key takeaways from this study are:

- Overall traveler confidence is low, causing significant uncertainty about future traveling for both business and leisure travelers.
- Business traveler confidence is marginally higher than leisure traveler confidence overall (2.97 vs. 2.57), however the percentage of leisure travelers that are fully “ready to travel” is significantly lower (8.8% vs. 19.9%).
- More leisure travelers have made future reservations than business travelers (24.3% vs. 15.3%), likely a result of draconian cutbacks in business travel budgets in the remainder of 2020.
- Willingness to travel domestically is almost double that of international travel for business travelers (53.4% vs. 30.5%) and is more than double for leisure travelers (55.2% vs. 27.2%).
- These index results are the baseline for future benchmarking of business and leisure traveler confidence. Traveler confidence is a leading indicator for future travel volumes as well as overall economic health.

# Traveler Confidence Index

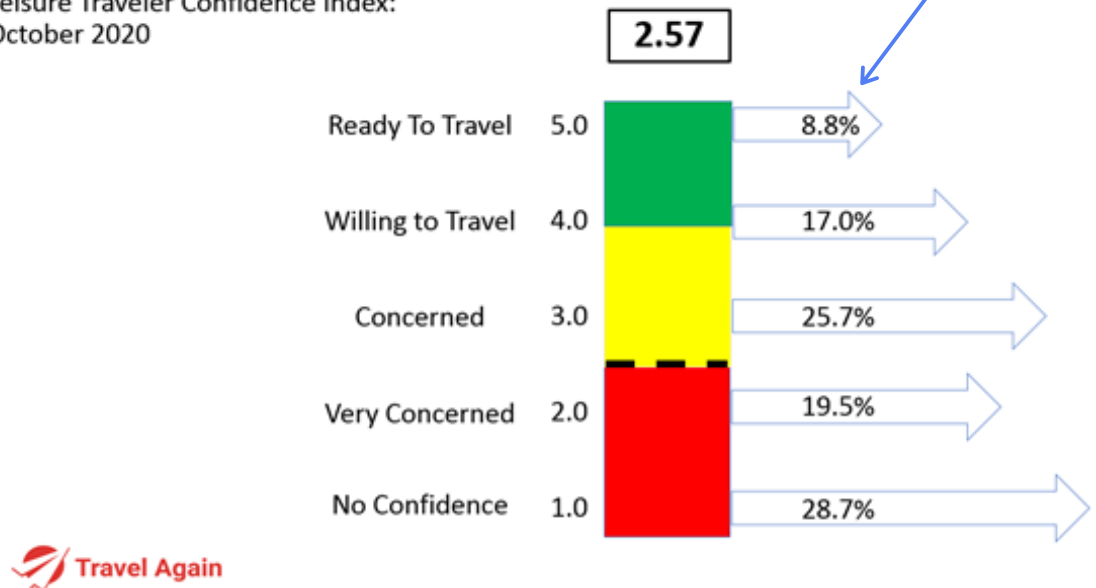
Aggregate index value  
from all respondents

Business Traveler Confidence Index:  
October 2020



Percentage of  
respondents fitting each  
response category

Leisure Traveler Confidence Index:  
October 2020



# Qualitative Questions: Business Travelers

**Q1: How many times have you traveled on an airplane and/or stayed in a hotel for business since March 2020?**

Answer Choices	Responses
0	73.28%
1	13.74%
2+	12.98%

**Q2: Would you travel domestically for business purposes in the next 90 days if asked by your company?**

Answer Choices	Responses
Yes	53.44%
No	24.43%
Uncertain	22.14%

**Q3: Would you travel internationally for business purposes in the next 90 days if asked by your company?**

Answer Choices	Responses
Yes	30.53%
No	48.85%
Uncertain	20.61%

**Q4: Have you made future reservations that include traveling on an airplane and/or staying in a hotel for business travel?**

Answer Choices	Responses
Yes	15.27%
No	84.73%

# Qualitative Questions:

## Leisure Travelers

**Q1: How many times have you traveled on an airplane and/or stayed in a hotel (or vacation rental property) for leisure reasons since March 2020?**

Answer Choices	Responses
0	61.76%
1	22.79%
2+	15.44%

**Q2: If you could afford to do so, would you travel domestically for leisure purposes in the next 6 months?**

Answer Choices	Responses
Yes	55.15%
No	24.26%
Uncertain	20.59%

**Q3: If you could afford to do so, would you travel internationally for leisure purposes in the next 6 months?**

Answer Choices	Responses
Yes	27.21%
No	49.26%
Uncertain	23.53%

**Q4: Have you made future reservations that include traveling on an airplane and/or staying in a hotel (or vacation rental property) for leisure travel?**

Answer Choices	Responses
Yes	24.26%
No	75.74%

# Methodology

This independent research was conducted online in the United States between October 20-21, 2020. Pre-qualified business travelers and leisure travelers were asked to participate in this study by invitation. In total, 271 individuals responded to the survey. Among all survey respondents, 51% were business travelers and 49% were leisure travelers. The margin of error of the results is +/- 8.6%. Demographic information of the respondents is as follows:

## Business Travelers

### Gender

Answer Choices	Responses
Male	51.15%
Female	48.85%

### Household Income

Answer Choices	Responses
<\$50,000	10.68%
<\$50,000-\$74,999	17.56%
<\$75,000-\$99,999	16.03%
<\$100,000-\$124,999	12.21%
<\$125,000-\$149,999	9.16%
<\$150,000-\$174,999	5.34%
<\$175,000-\$199,999	0.76%
<\$200,000+	12.21%
Prefer not to answer	16.03%

### Location

Answer Choices	Responses
New England	4.58%
Middle Atlantic	10.69%
East North Central	13.74%
West North Central	6.87%
South Atlantic	13.74%
East South Central	8.4%
West South Central	8.4%
Mountain	12.21%
Pacific	21.37%

## Leisure Travelers

### Gender

Answer Choices	Responses
Male	44.12%
Female	55.88%

### Household Income

Answer Choices	Responses
<\$50,000	9.57%
<\$50,000-\$74,999	17.65%
<\$75,000-\$99,999	19.12%
<\$100,000-\$124,999	15.44%
<\$125,000-\$149,999	8.09%
<\$150,000-\$174,999	6.62%
<\$175,000-\$199,999	3.68%
<\$200,000+	6.62%
Prefer not to answer	13.24%

### Location

Answer Choices	Responses
New England	8.15%
Middle Atlantic	18.52%
East North Central	17.04%
West North Central	1.48%
South Atlantic	24.44%
East South Central	5.19%
West South Central	3.70%
Mountain	4.44%
Pacific	17.04%