

GROUP TRAVEL ROUNDTABLE

March 11, 2021

GROUP
THE
TRAVEL LEADER
INC.

GROUP TRAVEL ROUNDTABLE

MEET YOUR HOSTS



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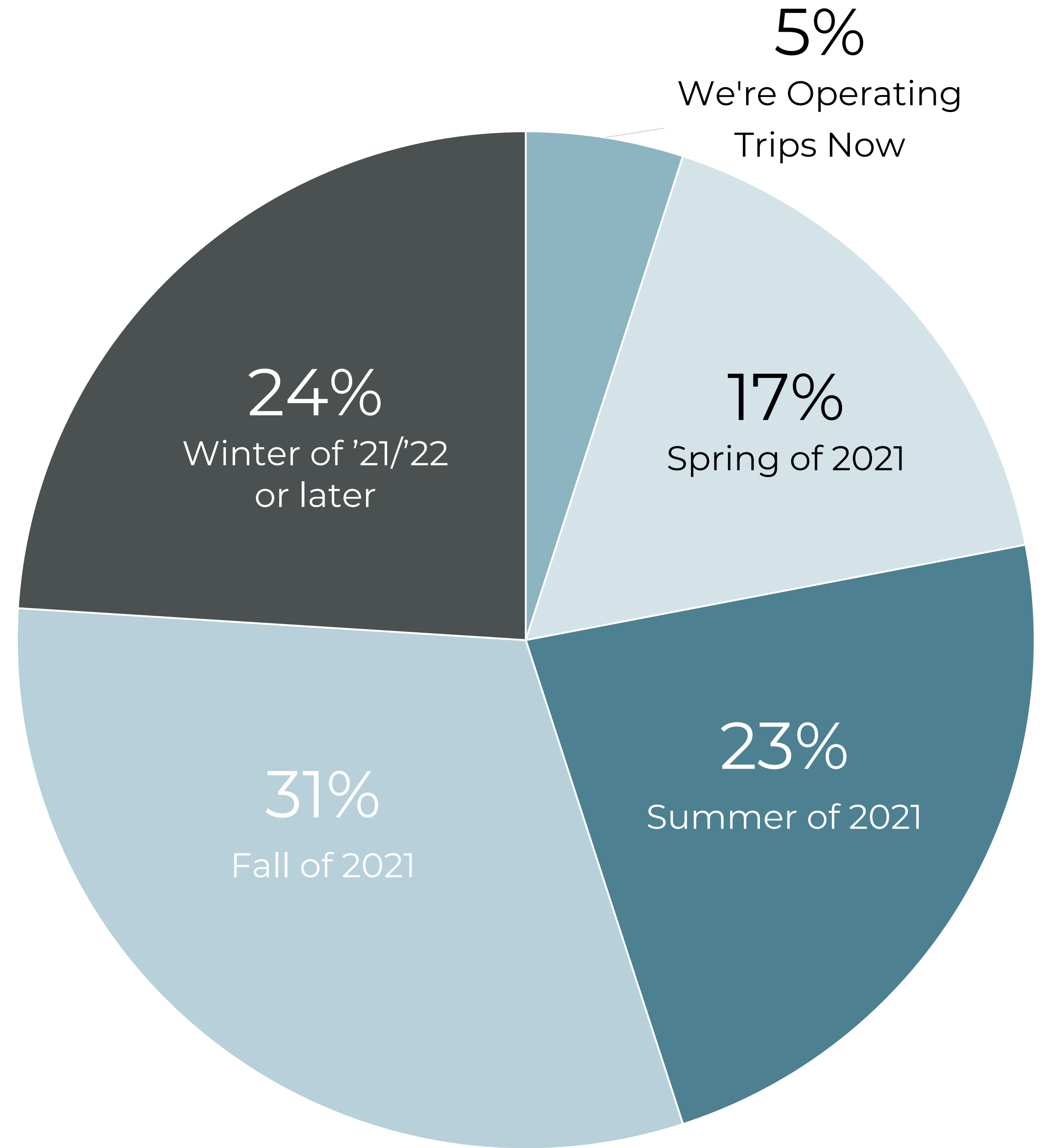
P R O M I S I N G S I G N S

Group customers are eager to
travel again.

THE GROUP TRAVEL LEADER

When do you expect your next group trip to depart?

Respondents include 275 tour operators, group leaders and travel agents. Conducted in mid-February 2021..



DEMAND DURING PANDEMIC

KEY TAKEAWAYS: TIMELINE

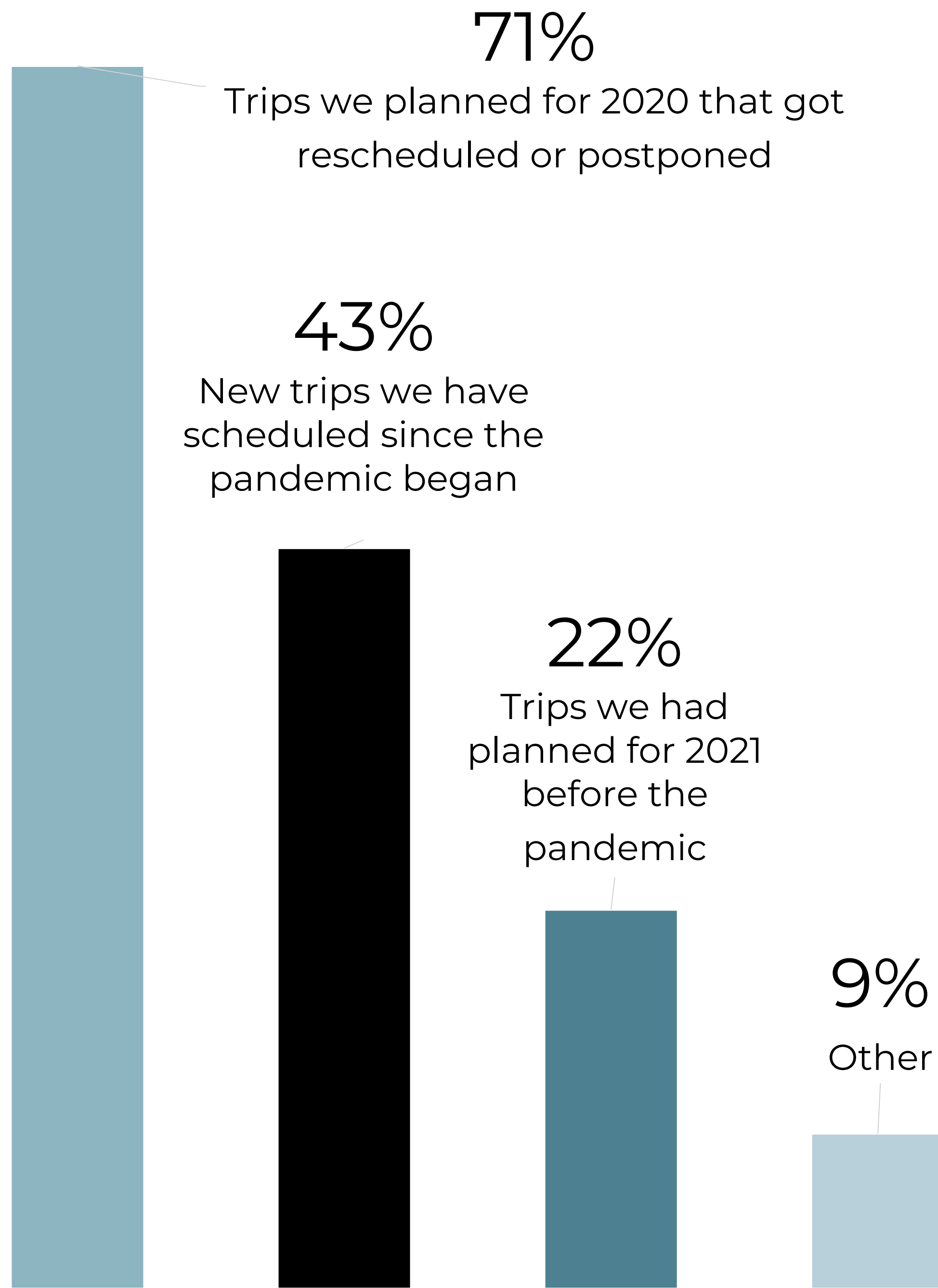
Based on The Group Travel Leader's survey results

TREND SENSITIVITY

45% TRAVELING BY SUMMER

BIG FALL REBOUND

75% BY YEAR'S END



T H E G R O U P T R A V E L L E A D E R

Which of these
statements
best describes
your group
trips for 2021?

Respondents include 275 tour operators, group leaders and travel agents. Conducted in mid-February 2021..

DEMAND DURING PANDEMIC

KEY TAKEAWAYS: TRIPS

Based on The Group Travel Leader's survey results

UNFINISHED BUSINESS

PLANNING NEW TRIPS

LONG LEAD TIMES

D E M A N D D U R I N G T H E P A N D E M I C

ON THE HASSLES OF COVID TRAVEL:

“I will wait to plan trips when things open up for groups without all of the restrictions that will hinder the quality of the trip.”

D E M A N D D U R I N G T H E P A N D E M I C

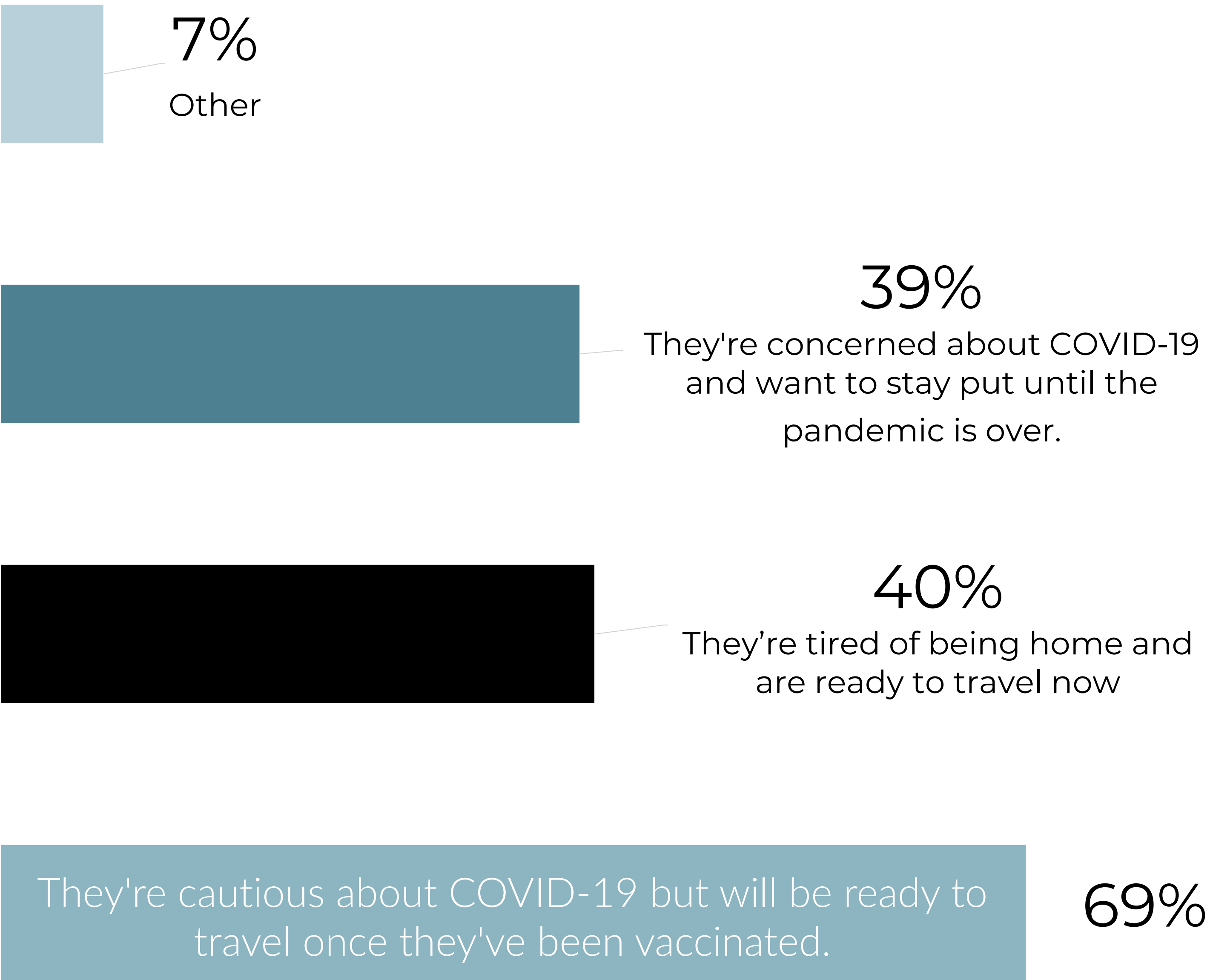
ON CONSTANTLY CHANGING RULES:

“Some trips are constantly rescheduled due to erratic destination restrictions. [Some destinations] invite people to visit and then put restrictions in place the day groups arrive.... Many destinations welcome visitors. We have groups traveling internationally with testing before boarding flights and this has worked great. Memories are being made in new destinations, and [other] places will suffer into the future because of the way the pandemic has been handled with last-minute changes that cause trips to cancel.”

D E M A N D D U R I N G T H E P A N D E M I C

ON PUBLIC PERCEPTION:

“‘Travel shaming’ on social media, as well as major television networks, is affecting whether or not people will travel.”



Which of these statements best describes the current mindset of your customers or members?

DEMAND DURING PANDEMIC

KEY TAKEAWAYS: COVID CAUTION

Based on The Group Travel Leader's survey results

A FEW: CAUTION TO THE WIND

MOST: VACCINES TIP THE SCALES

SOME: NOT TAKING CHANCES

D E M A N D D U R I N G T H E P A N D E M I C

ON THE IMPORTANCE OF TRAVEL

“People need to escape. Travel is the escape. With proper testing and protocols, travel should be more consistent. Travel restrictions match the politics of the state and city. Politicians are still getting paid. It is the people that suffer. It's incredibly disappointing that we can't support the places we love because of the varying restrictions.”

D E M A N D D U R I N G T H E P A N D E M I C

ON TRAVELING QUIETLY:

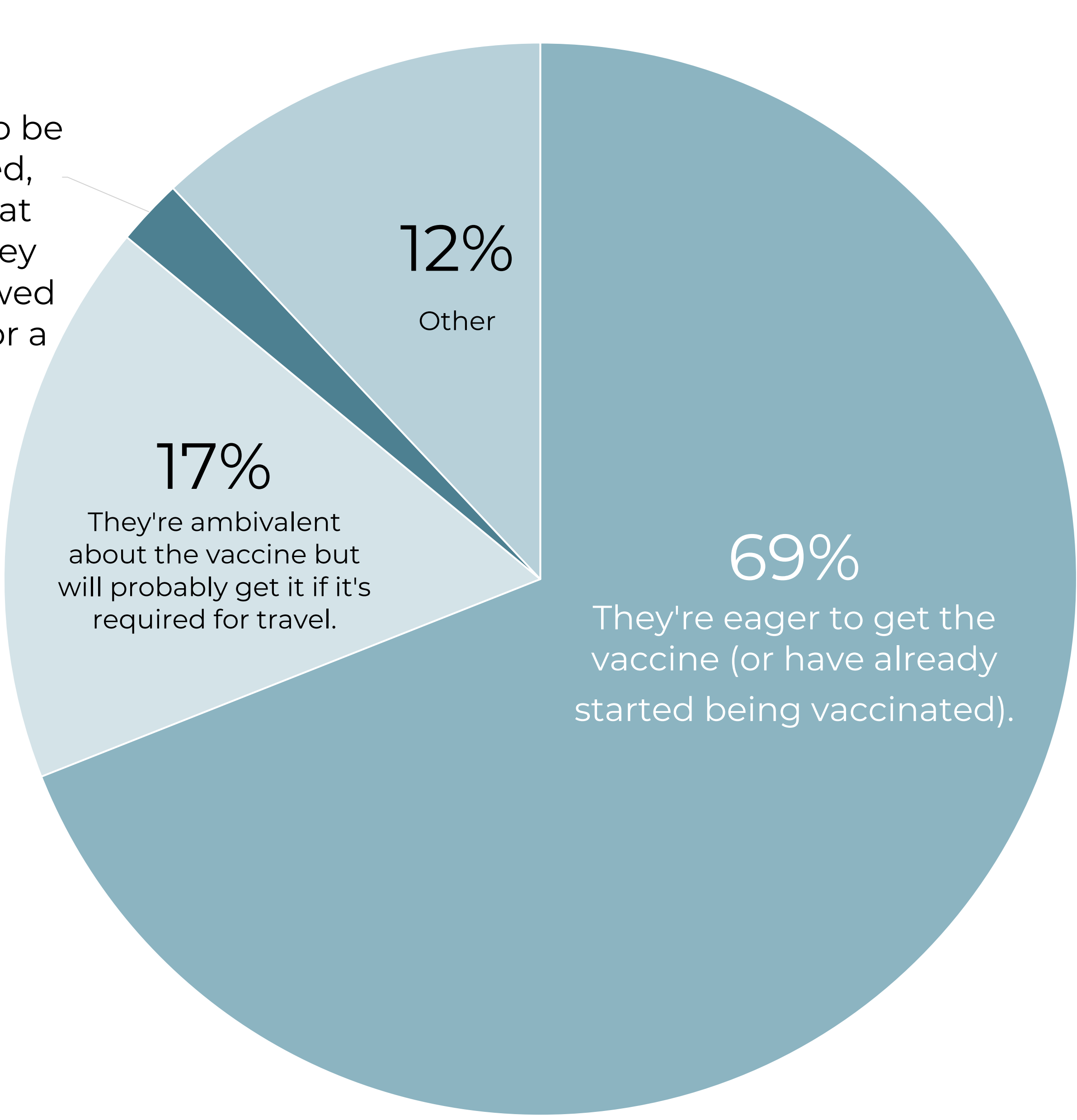
“Some are traveling, but they do not talk about it.”

D E M A N D D U R I N G T H E P A N D E M I C

ON PUBLIC MESSAGING:

“When the media backs off the COVID negative drama, people will gradually adjust. The vaccine will help.”

Which of these statements best describes your members' attitudes toward COVID-19 vaccines?



2%
They're unwilling to be vaccinated, even if that means they aren't allowed to travel for a while.

Respondents include 275 tour operators, group leaders and travel agents. Conducted in mid-February 2021..

DEMAND DURING PANDEMIC

KEY TAKEAWAYS: VACCINES

Based on The Group Travel Leader's survey results

WIDESPREAD ACCEPTANCE

REQUIREMENTS: MODERATE IMPACT

PLENTY OF CUSTOMERS

D E M A N D D U R I N G T H E P A N D E M I C

ON VACCINE UPTAKE:

“50% are getting the vaccine, 50% will travel
without the vaccine.”

D E M A N D D U R I N G T H E P A N D E M I C

ON REQUIRED VACCINATION:

“They may get the vaccine if required for travel but only when necessary. So if it isn't required everywhere, they could avoid it.”

D E M A N D D U R I N G T H E P A N D E M I C


ON VACCINE DECISION-MAKING:

“It’s a mixture of all the above. Most do not want to be forced to be vaccinated to travel. They want it to be a choice just like all other vaccines.”

MOUNTING EVIDENCE

Abundant data points to a
quick tourism recovery.

DESTINATION ANALYSTS

Destination  Analysts

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Update on American Travel in the Period of Coronavirus—Week of February 21st

February 22, 2021 / in [Coronavirus](#) / by [Destination Analysts](#)

“An incredible 83.5% of American travelers have at least tentative trip plans right now.”



IMPORTANT: These findings are brought to you from our independent research, which is not sponsored, conducted or influenced by any advertising or marketing agency. Every week since March 15th, Destination Analysts has surveyed 1,200+ American travelers about their thoughts, feelings, perceptions and behaviors surrounding travel in the wake of the coronavirus pandemic, and explored a variety of topics. The findings presented below represent data collected February 19th-21st.

February 22, 2021

<https://www.destinationanalysts.com/blog-update-on-american-travel-in-the-period-of-coronavirus-week-of-february-21st/>

LONGWOOD INTERNATIONAL

Longwoods International: Home



WHAT WE DO

INSIGHTS

NEWS

ABOUT US

COVID-19 Travel Sentiment Study-Wave 32

”According to the latest Longwoods International tracking study of American travelers, 84% have travel plans in the next six months.”

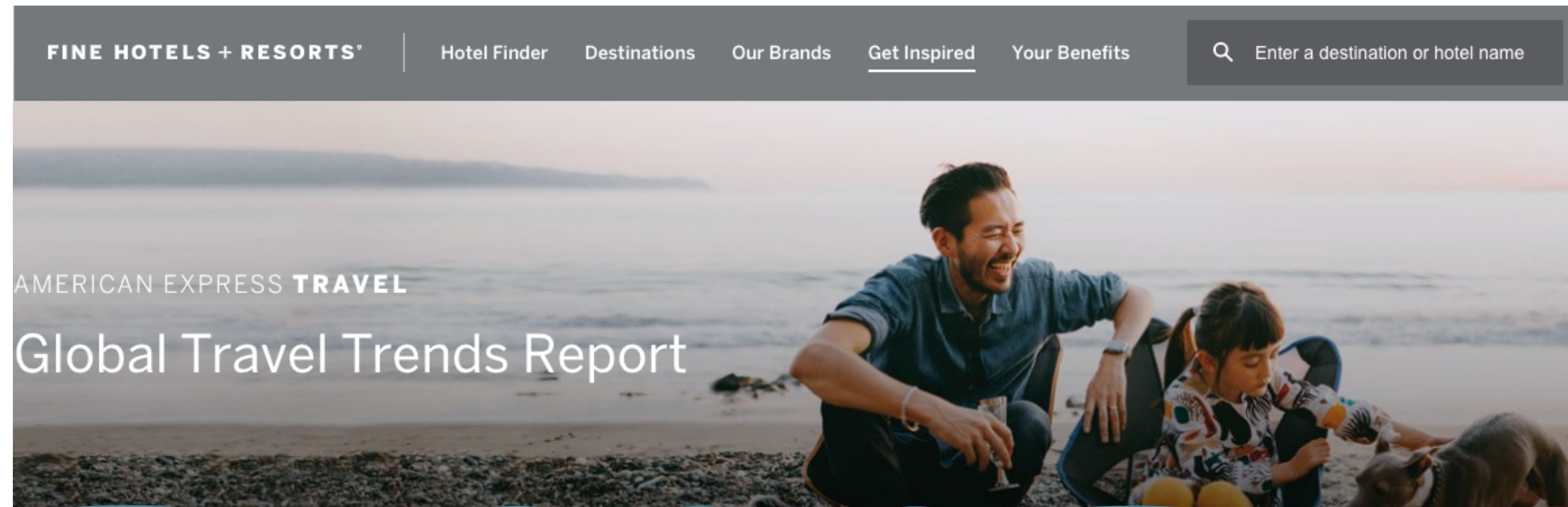
metric. And the percentage of travelers who say that the coronavirus will greatly impact their travel plans has dropped to a third, down from a pandemic peak of two-thirds last April and matching the March 2020 low.

<https://longwoods-intl.com>

March 3, 2021

<https://longwoods-intl.com/news-press-release/covid-19-travel-sentiment-study-wave-32>

AMERICAN EXPRESS TRAVEL



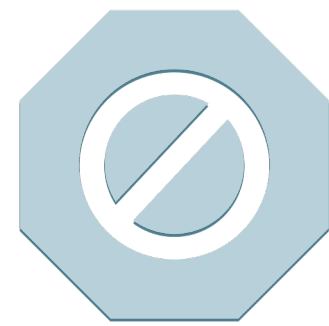
“Respondents are ready to book now, with 56% of respondents indicating that they miss traveling so much that they are willing to book a trip even if they might have to cancel it in the future.”

- Audrey Hendley, President of American Express Travel

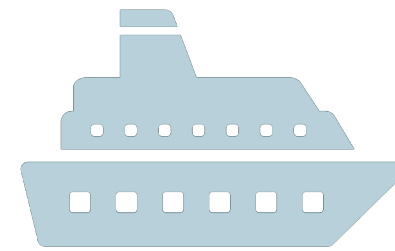
March 2021

<https://www.americanexpress.com/en-us/travel/fine-hotels-resorts/get-inspired/global-travel-trends>

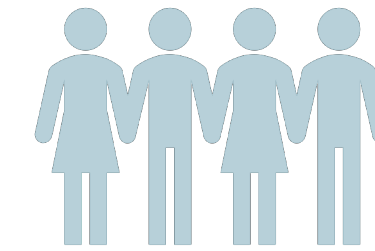
FACTORS IN YOUR FAVOR



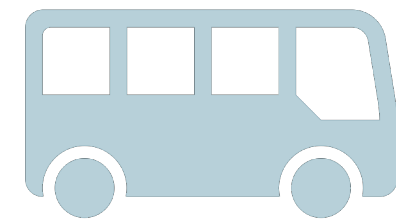
CLOSED
BORDERS



CRUISING TO
NOWHERE



SILVER
WAVE



SHORT
TRIPS



MARKETPLACE
CONFUSION

MAKING THE MOST OF OPPORTUNITY

TAKING ACTION

Make moves now to ensure you don't miss out on the 2021 comeback.

REFINE YOUR MESSAGING

Communicate that you are open,
focusing on what's possible and positive.



REBUILD YOUR ITINERARIES

Optimize for short trips and things groups
can do without restrictions this year.



REHIRE YOUR SALESPEOPLE

Bring group travel specialists back and
let them do what they're best at.



RESTART YOUR PROMOTION

Invest in advertising and PR now to reach
travel planners during the research phase.



GROUP THE TRAVEL LEADER INC.

www.grouptravelleader.com
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