

# TRAVELWEEK COVID-19 CONSUMER SURVEY



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With StarMetroland Media  
**June 2020**

**travelweek**

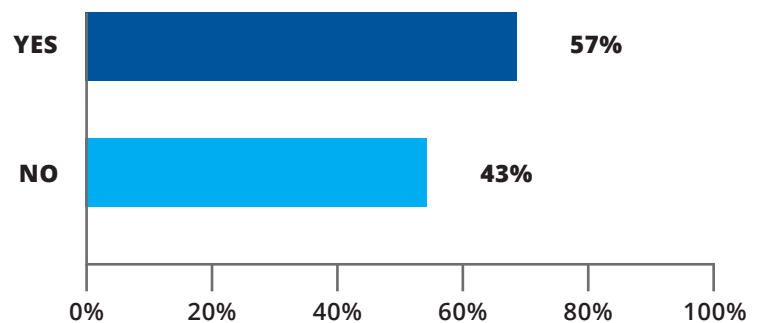
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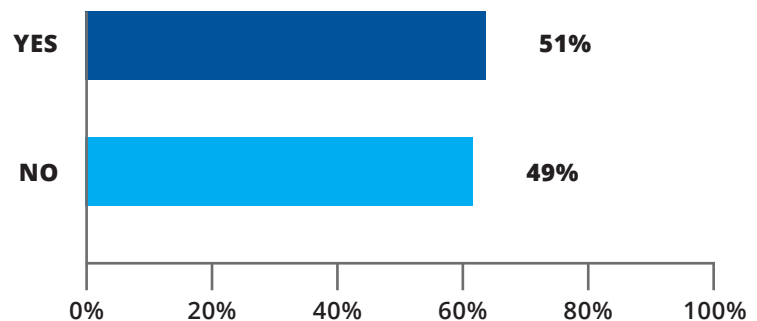
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The results are based on responses from a national consumer survey done with StarMetroLand Media in May. There were 2837 consumer respondents from across Canada from a variety of age groups and income brackets.

Have you cancelled travel bookings, either for vacation or business, as a result of the travel restrictions?



If yes, have you or will you be receiving a voucher/future travel credit for your cancelled booking?



What statement best describes your opinion when it comes to refunds versus future travel credits for cancelled travel bookings?

Future travel credits are appropriate under the circumstances

**6%**

Refunds are preferable but future travel credits are an acceptable alternative given the situation

**57%**

Refunds are the only acceptable method of reimbursement in this or any situation

**37%**

Before the pandemic,  
did you typically  
purchase trip cancellation  
insurance when you book  
travel?

YES



51%

After the pandemic,  
are you more likely to  
purchase trip cancellation  
insurance when you book  
travel?

YES



72%

Would you travel if  
your health insurance  
didn't cover COVID-19-  
associated illness?

NO



75%

When do you foresee  
travel restrictions easing?

Travel will  
open up spring/  
summer 2020

**7%**

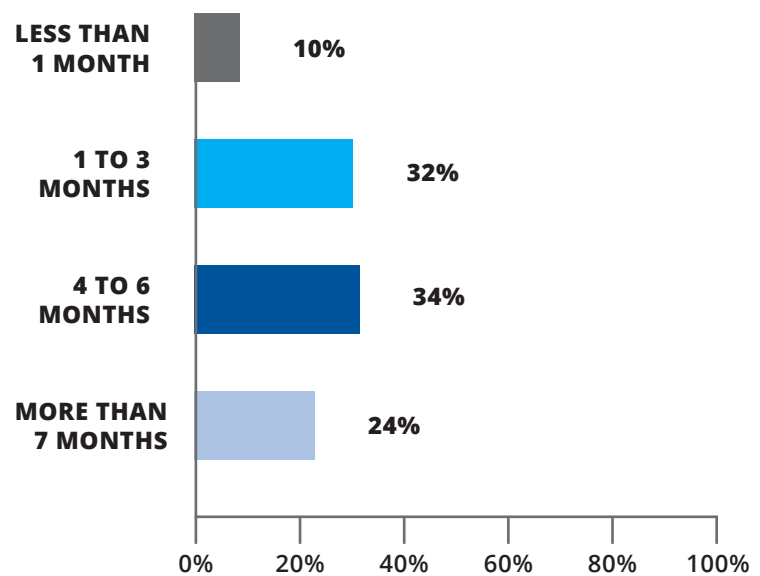
Travel will  
open up fall/  
winter 2020

**41%**

Travel will  
open up in 2021

**51%**

How soon after the travel restrictions are lifted will you travel again, in your estimation?



Are you willing to book travel now for 2021?

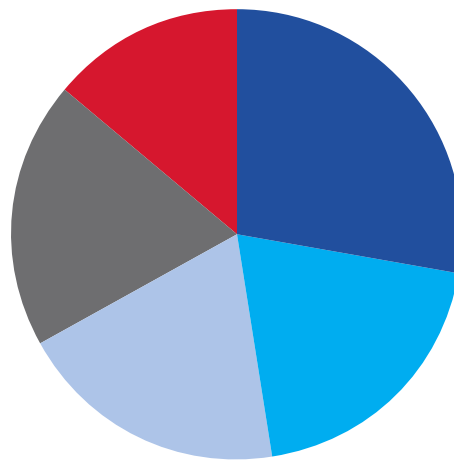
**YES**      **NO**  
**7%**      **41%**

What percentage discount would entice you to book travel for summer and fall 2020?





What is the most important consideration when booking travel going forward?



**Flexible Change/  
Cancellation  
Policies**  
27.9%

**Price Discounts**  
19.8%

**Cleanliness &  
Social Distancing  
Policies**  
19.3%

**Destinations  
with low  
COVID-19 Cases**  
19.2%

**Quality Product**  
13.8%

Has your household  
income been negatively  
impacted by the  
COVID-19 pandemic?

**YES**  
**45%**

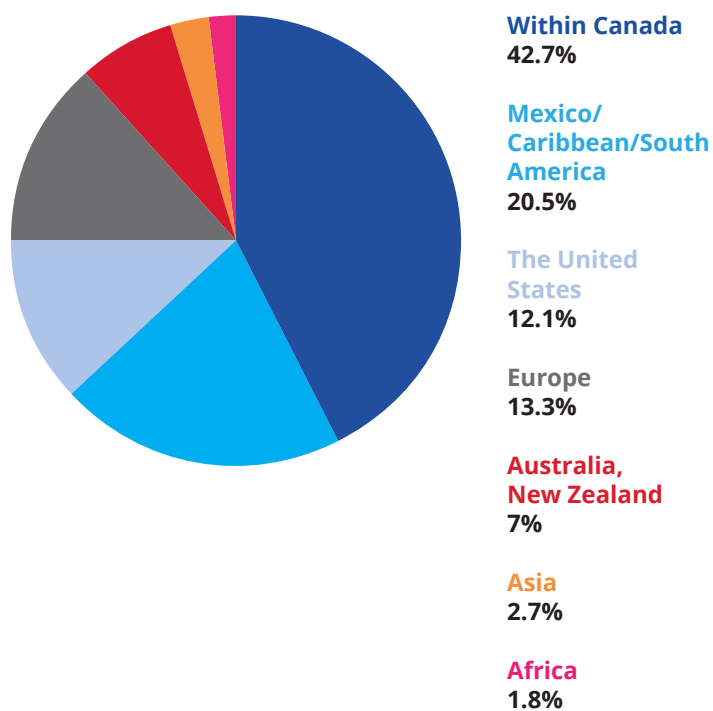
**NO**  
**55%**

Would concerns about  
your own personal  
finances cause you to  
reconsider future travel  
plans even after travel  
restrictions are lifted?

**YES**  
**52%**

**NO**  
**48%**

If travel opened back up tomorrow, where would you consider travelling to first?



Have you ever taken  
a cruise vacation?

**YES**  
**56%**

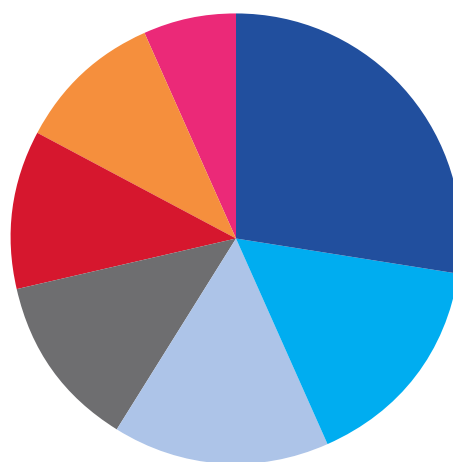
**NO**  
**44%**

Has the COVID-19  
pandemic made you  
hesitant about taking a  
cruise vacation once the  
travel restrictions have  
lifted?

**YES**  
**76%**

**NO**  
**24%**

Are there any travel styles or travel products you anticipate avoiding post-COVID-19?



**Large-Ship Cruises**  
27.6%

**Airbnb-Style**  
16%

**Small-Ship/River Cruises**  
15.3%

**I will travel as I always have**  
12.7%

**Long-Haul Flights**  
11.3%

**Big Cities**  
10.5%

**Outside North America**  
6.6%

What precautions would you want to see once global travel resumes?

The ongoing use of face masks for passengers and crew on airplanes, even after the pandemic is contained

**27%**

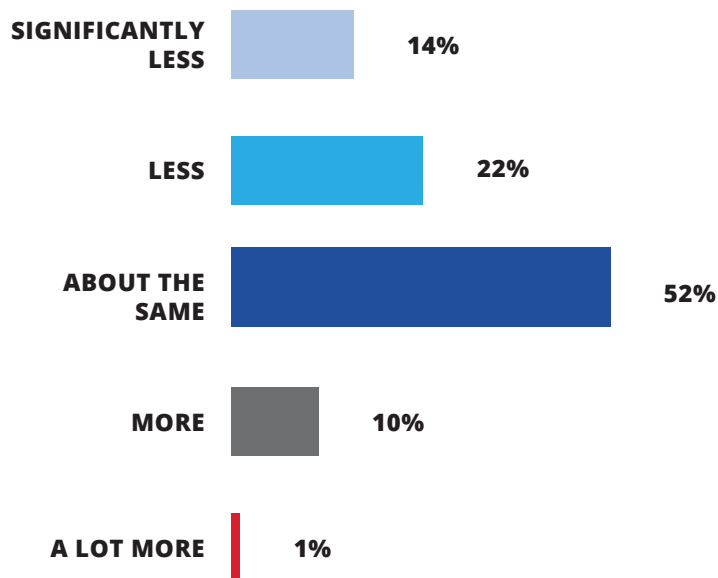
Increased levels of cleanliness for airplanes, hotels, cruise ships, rental cars and more

**47%**

Improved ventilation systems onboard cruise ships

**26%**

How much do you  
expect to travel in 2021  
compared to 2019?



Do you agree with the severity of the travel restrictions and border closures that have been put in place in Canada and around the world?

**YES**  
**97%**

Canadian travel agents helped thousands of Canadians get home as the borders were closing down in mid-March 2020. After the pandemic is contained, are you more likely to seek out the services of a travel agent when booking your trips?

**YES**  
**57%**



Thank you StarMetroland Media for the successful  
use of the Travel Alerts email database.

