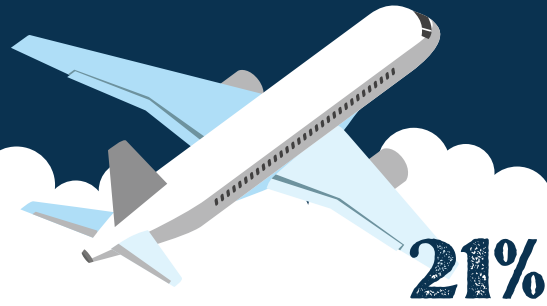




Travel Post-Coronavirus: What Should Advertisers Do Now?



Travel will continue.

Our advice? Advertisers should stay in touch with consumers during this time. Fill them with confidence about sanitization measures and loyalty programs, and cater to more local travel.

Strong growth is expected post-vaccine, resulting in a digital travel sales growth of 21% next year in the US. (eMarketer)

Did Someone Say 'Road Trip'? **Expect More Local Travel**

To quench the travel thirst and still remain safe, count on local travel, especially by car, which avoids crowds. Traveling by car is also cheaper, as many Americans face economic hardship and are wary of frivolous spending during a still-uncertain time.



40%

40% of consumers say that they plan to make fewer long distance leisure trips and instead would consider planning more short distance leisure trips. (Forrester's Consumer Energy Index Online Survey, Q2 2020)

77%

77% of US adults feel comfortable traveling by vehicle when coronavirus restrictions are lifted. (eMarketer, May 2020)

19%

Only 19% of US adults would book and travel abroad during June-August 2020. (eMarketer, May 2020)

25%

25% of US respondents say they're going to make use of promotions and discounts when booking vacations post-outbreak. (eMarketer, June 2020)

"Domestic travel, particularly car trips, will be the most popular form of leisure travel this year."

- eMarketer Senior Analyst Jasmine Enberg (eMarketer, June 2020)

Show Off Your Cleaning Skills

Follow CDC guidelines and implement those new cleaning measures. Then communicate those new sanitization measures to put consumers at ease before they travel. It will build trust with loyal customers and attract new customers on the fence about traveling or deciding between one brand or another.

Just as important as taking the sanitization measures is SHOWING the sanitization measures. Displaying hand sanitizer, wipes, employees cleaning surfaces, etc. will further put consumers at ease.

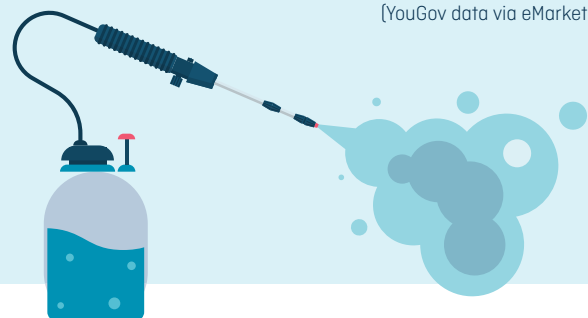
Demonstrating safety precautions serves an emotional purpose as well as physical: Consumers want to feel in control of their surroundings and in control of their health and safety.

82%

82% of adults said they support deep cleaning after every flight. (YouGov data via eMarketer, June 2020)

76%

76% were in favor of airlines adding sanitizing guidelines during the flight safety demonstration. (YouGov data via eMarketer, June 2020)





Travel Post-Coronavirus: What Should Advertisers Do Now?

Don't Go Dark. **Keep Consumers Informed.**

It doesn't matter if they aren't planning to travel today, tomorrow, or even next month:
consumers want to be informed and will fall back on those trusted brands.

15.1%

Only 15.1% of US consumers would be very unhappy about seeing a travel ad for where they live.
[eMarketer]

64.6%

A combined 64.6% would feel neutral, happy, or very happy about seeing a travel ad for where they live.
[eMarketer]

8%

Only 8% say brands should stop advertising during coronavirus. Brands should deliver helpful content in a reassuring tone.
[Kantar Research]



7 Messaging Suggestions for Travel Advertisers

- 1 Be a trusted source of relevant information.** Help consumers get over their fear of traveling by conveying updated travel information and cleanliness standards, for example.
- 2 Communicate new sanitization measures** to put consumers at ease before they travel. It will build trust with loyal customers and attract new customers on the fence about traveling or deciding between one brand or another.
- 3 Be positive and hopeful;** be the light at the end of the dark pandemic tunnel. When consumers see a positive outlook, they will be more hopeful and likely to travel with that brand.
- 4 Be mindful of the financial impact** of the pandemic. Offer pricing solutions, deals, flexible cancellation policies - and communicate that.
- 5 Show loyalty to your loyal customers.** Stay in touch with loyal member/rewards programs with tips on how to use points and offer easy ways for them to book in advance.
- 6 To keep up with the big guys** who have resources to fall back on, boutique hotels and smaller travel chains should not go silent, but stay relevant and in touch.
- 7 Advertise locally!** A vacation in your own town, a weekend getaways, road trips, etc. will be more palatable to consumers.



Bidtellect is now partnered with ADARA: access over 20 billion high-value traveler data points to accurately assess customers' potential and deliver personalized solutions to maximize your campaigns.