

Insights Summary

Holiday and 2021 Travel Behavior



Study Overview

Generali Global Assistance (GGA) conducted a survey study to determine travel behaviors for those looking to take a trip in the next 18 months. This study was conducted to provide GGA with the necessary information to assess changing traveler habits, popular destinations, and impact of COVID19 on travel outlook for the upcoming 2020 holidays as well as 2021 year. To help make these assessments, we included survey questions on travel behavior, booking preferences, purchase intent and destination analysis.

From October 26 - November 5, 2020, GGA surveyed 1,138 online respondents who are planning to take a leisure/vacation trip in the next 18 months. The study was sampled within the United States and was approximately nationally representative of the US population on age and gender. The margin of error for this study is 95% with confidence level at 2.5%.



Key Findings

How has the Coronavirus impacted your decision to purchase trip protection/travel insurance moving forward?	More likely to purchase	No Change	Less likely to purchase	How long after a vaccine is available for COVID19, would you be ready to travel again internationally?	Within 30 Days	Within 6 months	Within 12 months	Ready to travel
58%	25%	17%		12%	54%	69%		9%

Summary

The sample was approximately nationally representative of the US population on age, gender, and region.

Most respondents are planning to travel in 2021 (99.2%) with only around 1/3 of respondents planning a trip in 2020 (34.6%).

Unsurprisingly, the majority of 2020 travelers are planning a domestic trip (64.5%) with only about 1 in 5 looking to travel internationally. This domestic heavy trend continues into 2021, with domestic travel (63.1%) heavily outweighing international (23.1%) travel.

Although COVID cases are slowly rising across the country, the overwhelming majority of 2020

travelers are planning to travel for the holiday season (73.6%).

Hotels (53.3%) lead as the most popular place to stay for 2020, followed by Vacation Rentals (49.5%), and Staying with Friends/Family (38.1%).

When asked how they plan to travel to their destination, plane (56.7%) came in second to car (65%).

Just under 50% of 2020 respondents were likely to purchase travel insurance for their next trip. With a majority of respondents (58.1%) citing COVID19 as the reason for purchase.

For the travelers in 2021, the most popular domestic and international

destinations were: FL, CA, and NY; France, Mexico, and Italy.

Finally, when asked how long respondents would wait after a vaccine was available to travel internationally, we found that a majority of respondents would still need to wait at least 6 months to consider traveling internationally. Surprisingly, only 12% of respondents would be willing to travel internationally within 30 Days.

This indicates that even after a vaccine is developed, travel may still take the typical 6-7 months (compared to 9/11, SARS, MERS) to rebound back to pre-COVID levels.