



Thursday, October 1, 2020
2:00 – 3:15 P.M. ET



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Traveler Intentions & Safety Concerns: **What's the Latest Word From** **the American Traveler?**



**Chris
Davidson**

Executive Vice
President,
Insights &
Strategies,
MMGY Global



**Dr. James
Hepple**

CEO,
Tourism Analytics



**Adam
Stewart**

Deputy Chairman,
Sandals Resorts
International

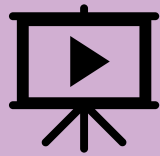


**Dr. Peter C.
Yesawich**

Vice Chairman
Emeritus,
MMGY Global



Please post your questions via the Q&A box.
Questions will be addressed at the end of the session.



The on-demand video recording of today's
presentation will be distributed within 48 hours of
the webinar. A copy of the presentation and any
support materials can be found in the Members' Only
portal.



This session is scheduled through 3:15PM ET.



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Connect With Fellow Peers



Join a Conversation with Your Peers
Be Part of the Solution & Help Us "Build Back the Caribbean!"

Participation is FREE for CHTA Members & Non Members
Save Your Spot Today!

Upcoming peer groups for the first phase of the CHTA Roundtables are:

1. Hospitality and Tourism Allied Members and Suppliers – Oct. 9
2. Hospitality Human Resources Leaders – Oct. 23
3. Tourism Business Leaders (e.g. attractions, restaurants, other tourism providers) – Oct. 30
4. Hospitality and Tourism Stakeholders in Spanish-speaking destinations – Nov. 6
5. **NEW!** Hotel Sales & Marketing Leaders – Nov. 13

Member Exclusive Travel Protection Plan Administered by Trip Mate



A promotional graphic for the Trip Mate travel protection plan. The graphic is split into two main sections. The left section has a teal background with white text that reads "YOU PROTECT YOUR GUESTS, WE PROTECT YOUR REVENUE". Below this text, it says "Sign Up For Free". The right section features a photograph of a smiling woman with short dark hair, wearing a light blue button-down shirt. In the top left corner of the graphic is the Caribbean Hotel & Tourism Association logo, and in the top right corner is the Trip Mate logo with the tagline "Your partner in travel".

www.caribbeanhotelandtourism.com





CHTA Annual General Meeting

Friday, Oct 16th, 9:00AM - 12:00PM ET

Important Updates & Dialogue on Key
Areas of Focus for Industry

Electing Leadership Team to Guide
CHTA for 2020 – 2022

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CHTA Membership



Your membership helps us continue our work to safeguard the industry and build towards a strong recovery.

Join the **#MyCHTA** community!
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SEPTEMBER 2020

TRAVELER INSIGHTS & IMPLICATIONS

Impact of COVID-19

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Better insights. **SMARTER STRATEGY.**

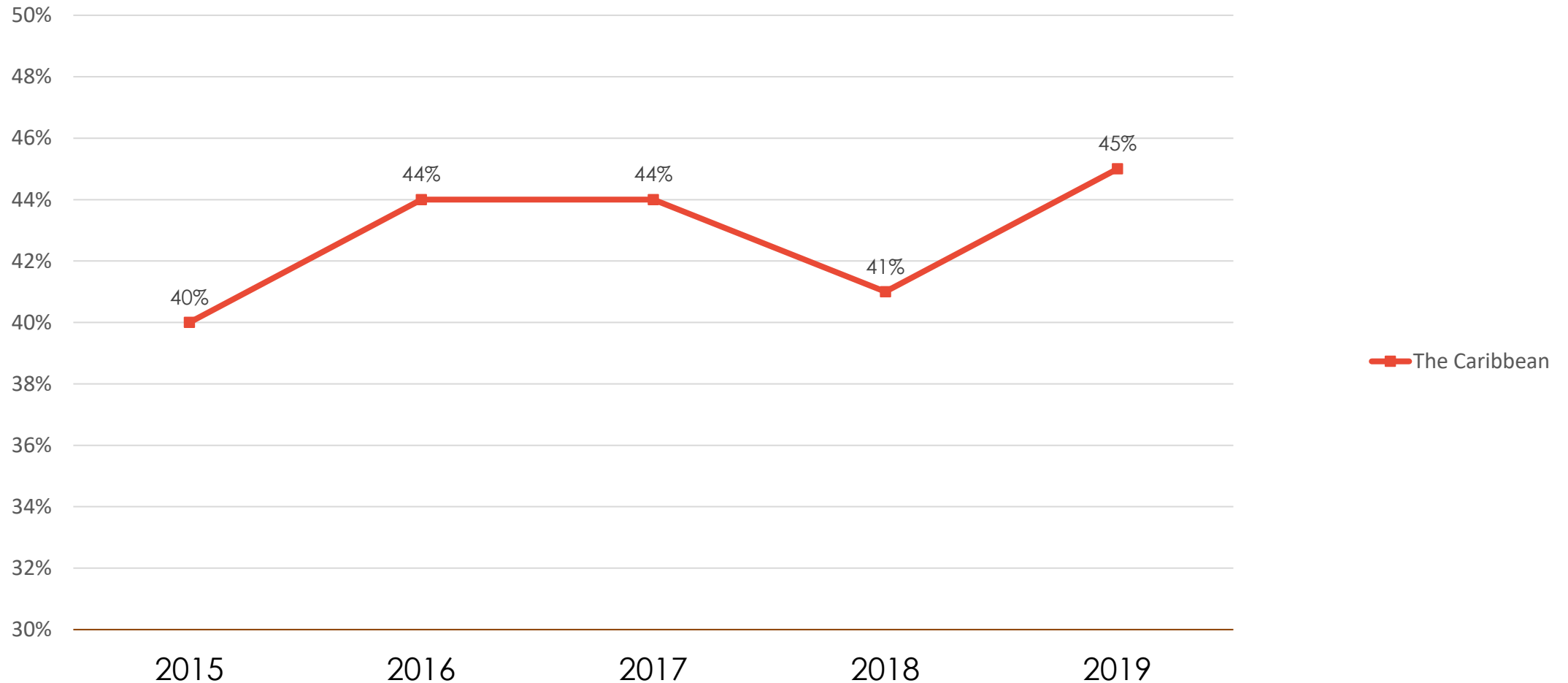
MMGY Travel Intelligence specializes in syndicated and custom market research exclusively for the travel and tourism industry. We boast the industry's most expansive and richest historical database and strive to provide the highest-quality travel and traveler research.

Our mission is to provide clients with valuable insights they can apply to improve their results. Our portfolio of products and services is designed to power travel industry decision-makers through consumer insights, travel performance data, and audience modeling and segmentation.



Travel
Intelligence

INTEREST IN VISITING CARIBBEAN DESTINATIONS PRE-COVID



OVERVIEW

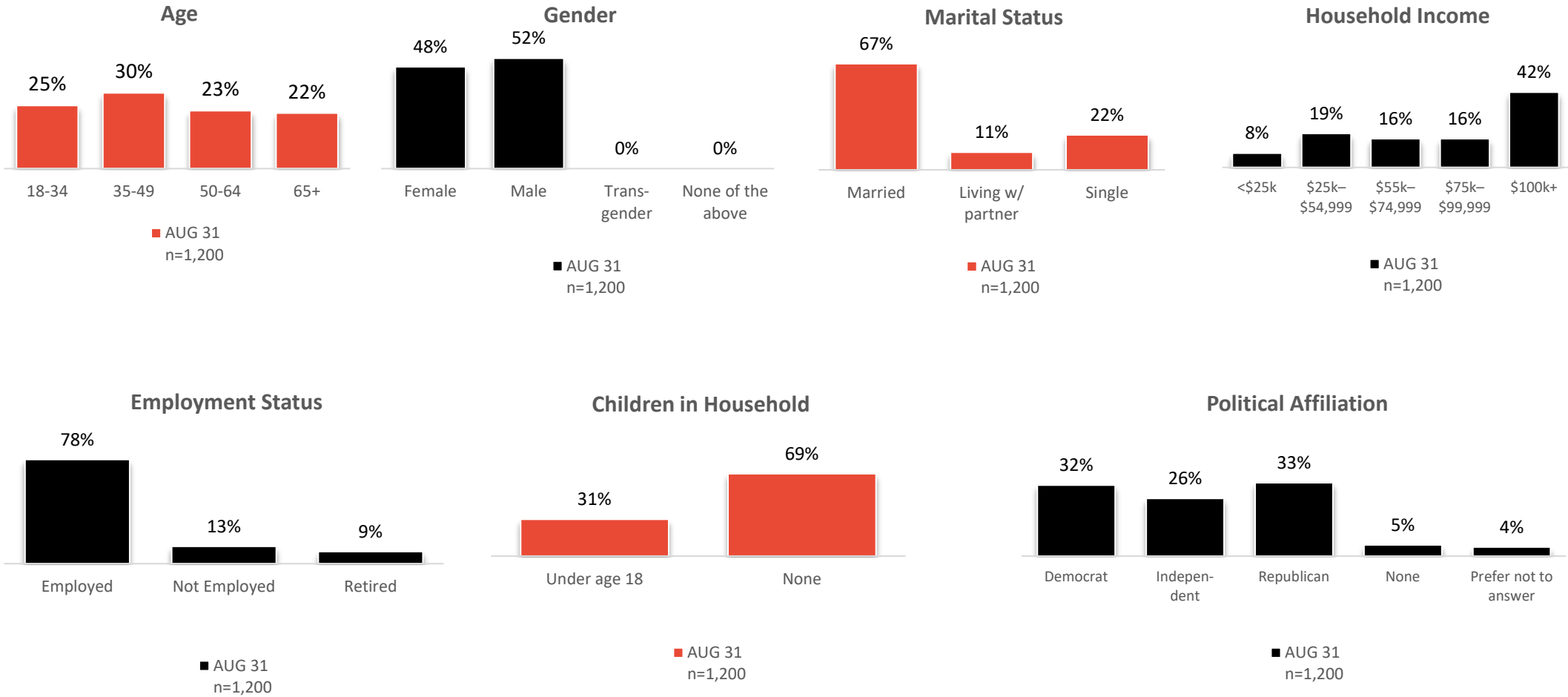
MMGY Travel Intelligence conducts this ongoing tracking survey to monitor the impact of COVID-19 on the travel intentions of U.S. adults. Each release presents the most current data on travelers' prevailing attitudes and expected changes in their travel behavior as a result of COVID-19.

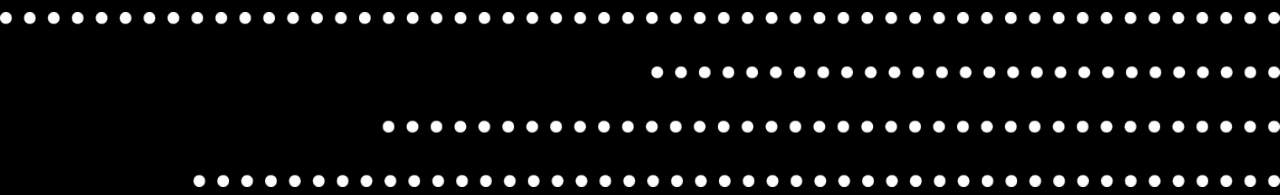


Survey Methodology

- A random sample of 1,200 respondents representing the U.S. population defined below participates in this online survey each month. Respondents are screened as follows:
 1. 18 years of age or older;
 2. Active travelers who have taken at least one overnight trip for either business or leisure during the past 12 months.
- Data were collected for this wave between August 21–31, 2020.
- The error interval of the statistical estimates appearing in this report (for n=1,200) is +/- 2.8% at the 95% level of confidence.

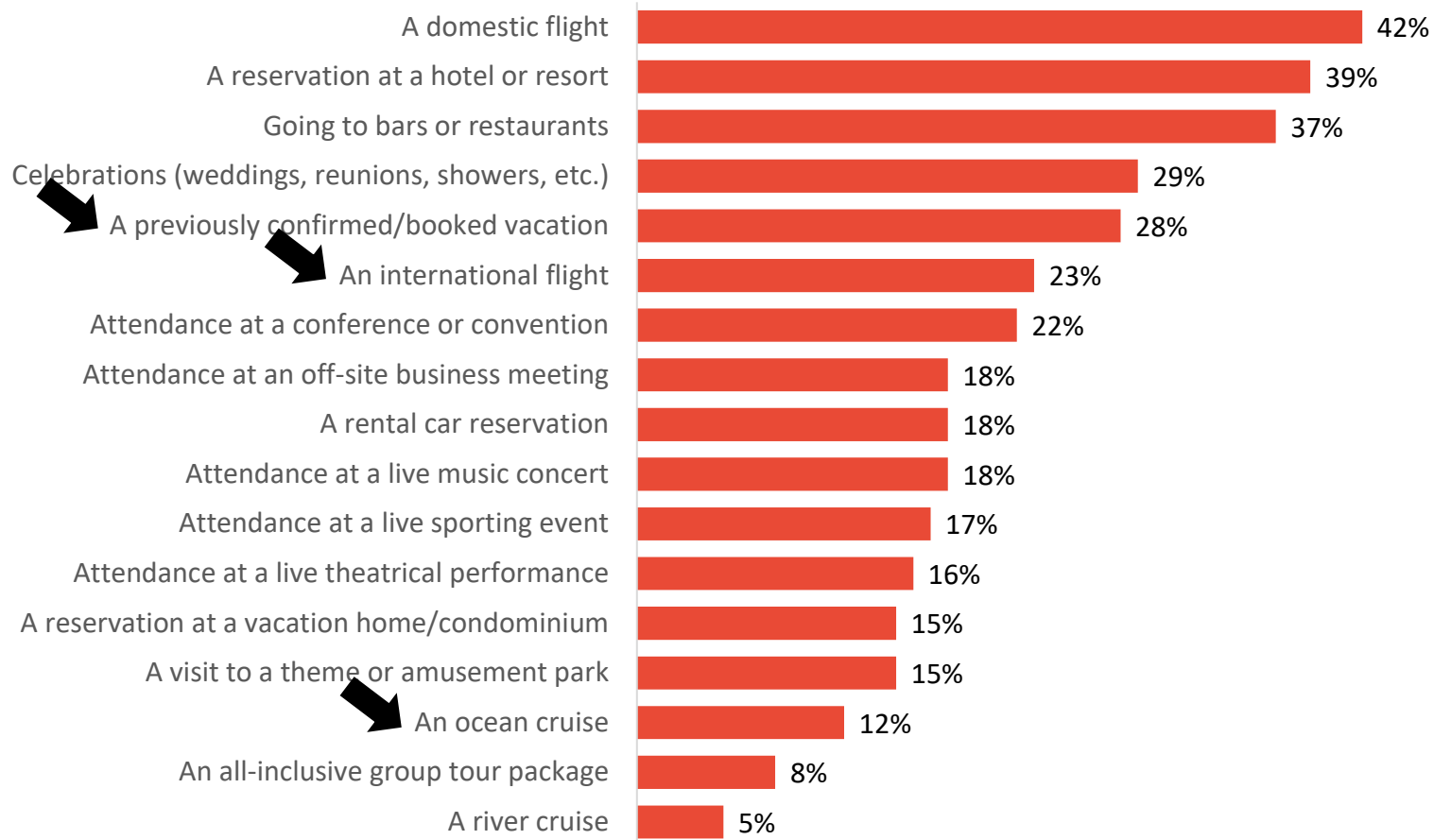
Respondent Demographics





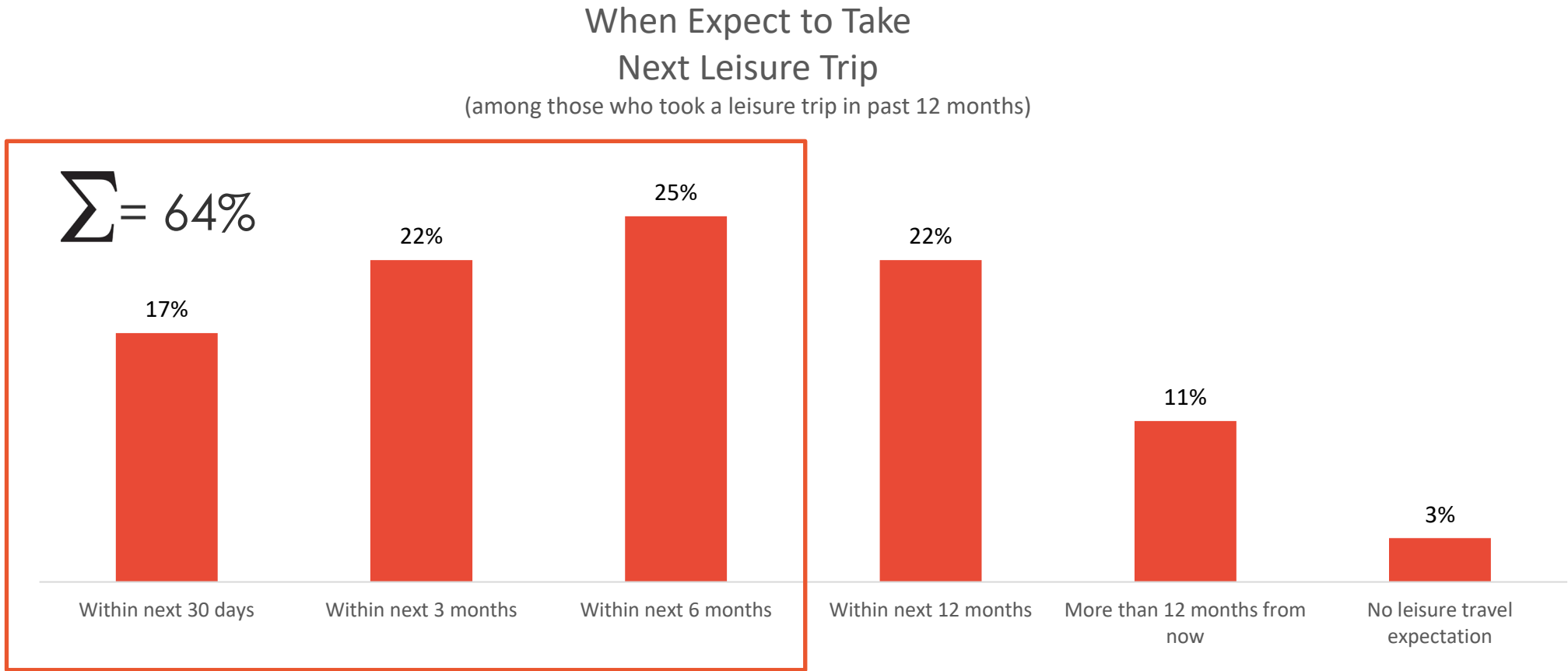
TRAVEL INTENTIONS

Percentage Of Respondents Who Planned To Engage In Each Of These Activities Prior To COVID-19



Question / Prior to the coronavirus (COVID-19) outbreak, which of the following were you confirmed/booked to do for a date or timeframe occurring after the coronavirus (COVID-19) outbreak? (n=1,200)

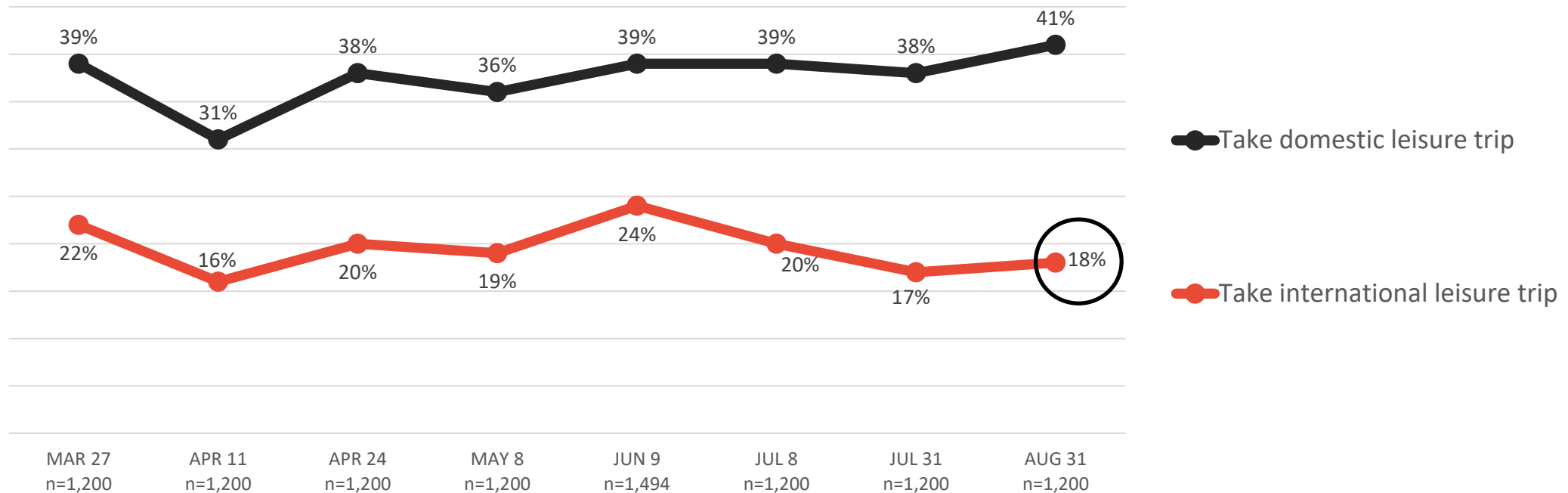
The Majority Of Respondents Expect To Take A Leisure Trip During The Next Six Months



Question / When do you expect to take your next leisure trip?
n=1,141

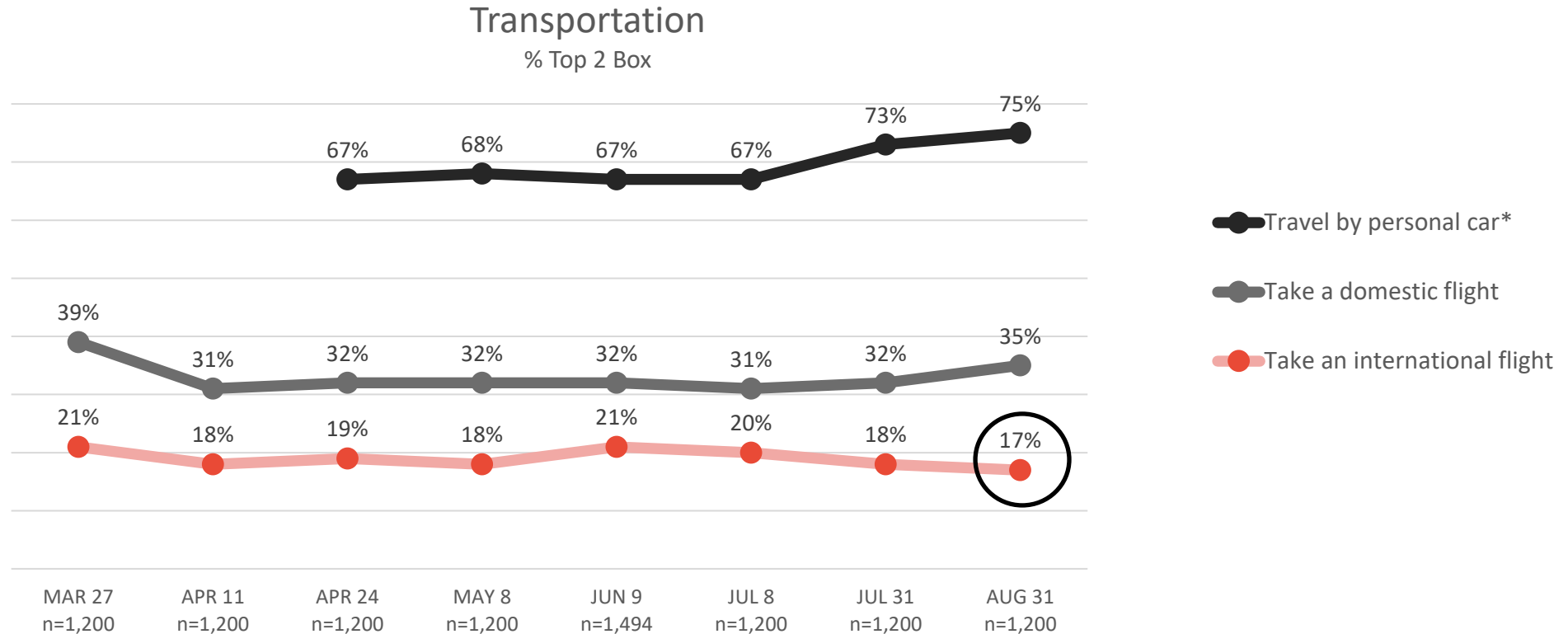
Travelers Remain Wary of Traveling Internationally During Next Six Months

Leisure Travel
% Top 2 Box



Question / Using a scale of 1 (not at all likely) to 5 (extremely likely), based on how you feel today, how likely are you to engage in each of the following activities during the next 6 months?

Travelers Remain Hesitant to Fly, Especially Internationally

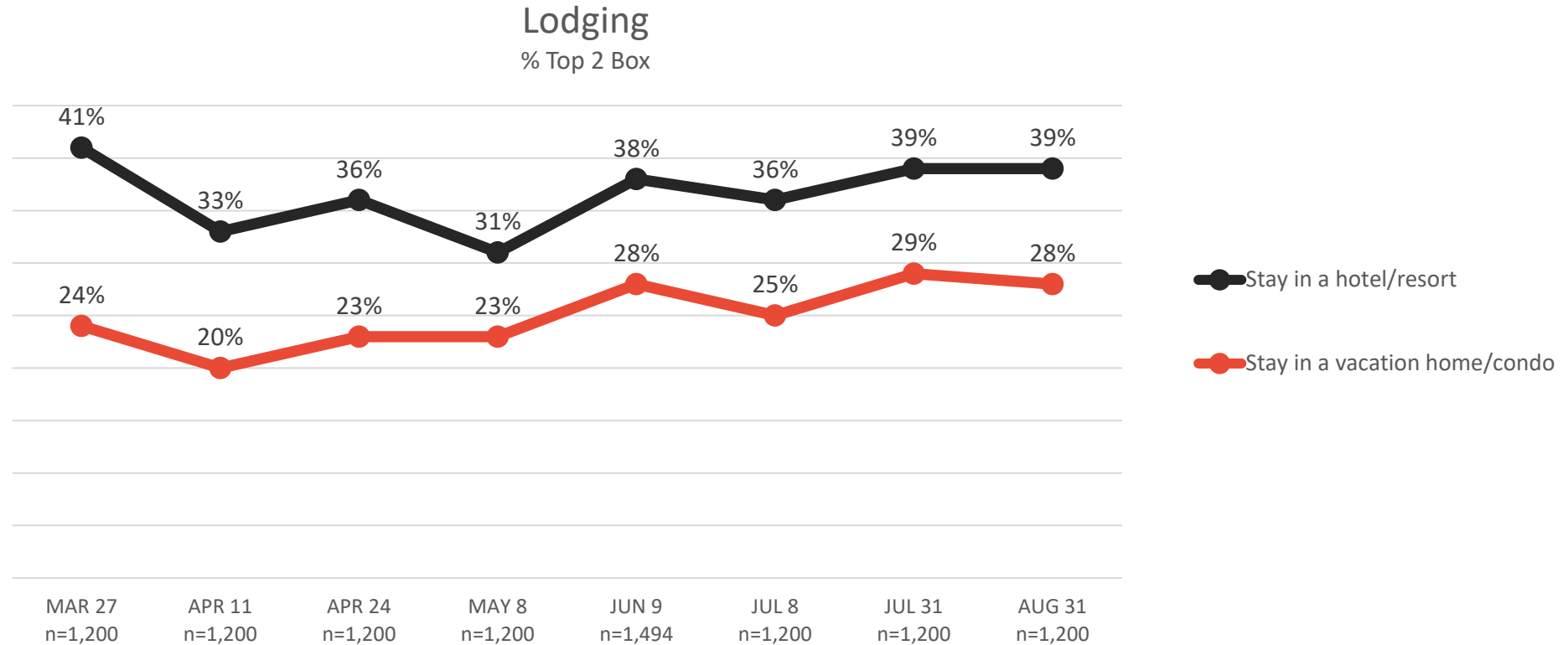


*Added 4/24

**Added 7/8

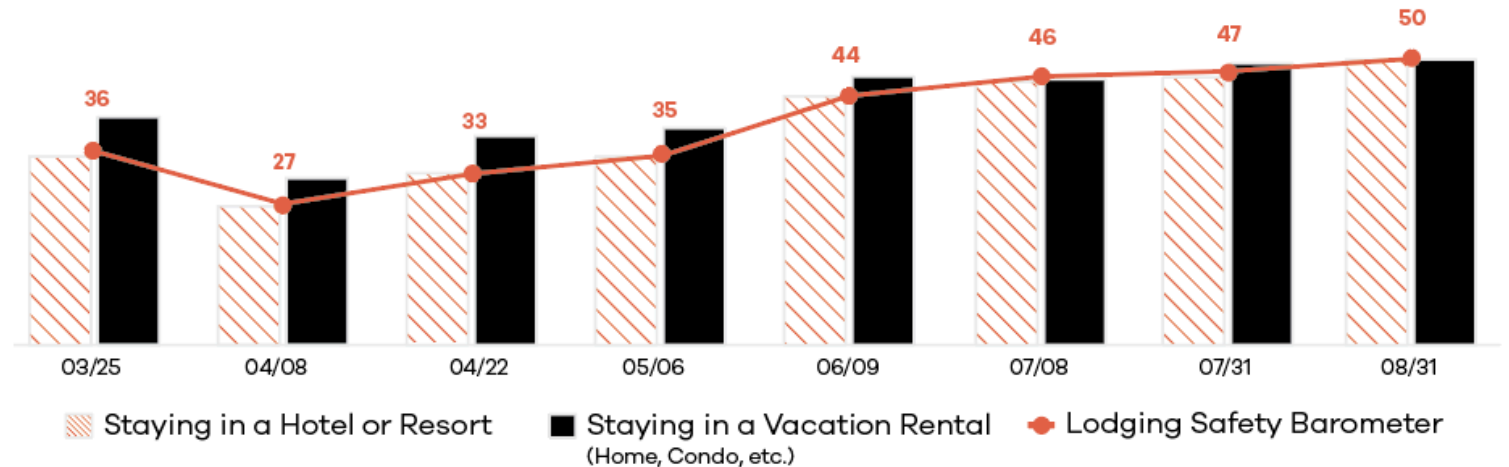
Question / Using a scale of 1 (not at all likely) to 5 (extremely likely), based on how you feel today, how likely are you to engage in each of the following activities during the next 6 months?

Likelihood Of Staying in Hotels, Resorts and Vacation Homes During Next Six Months Remained Flat

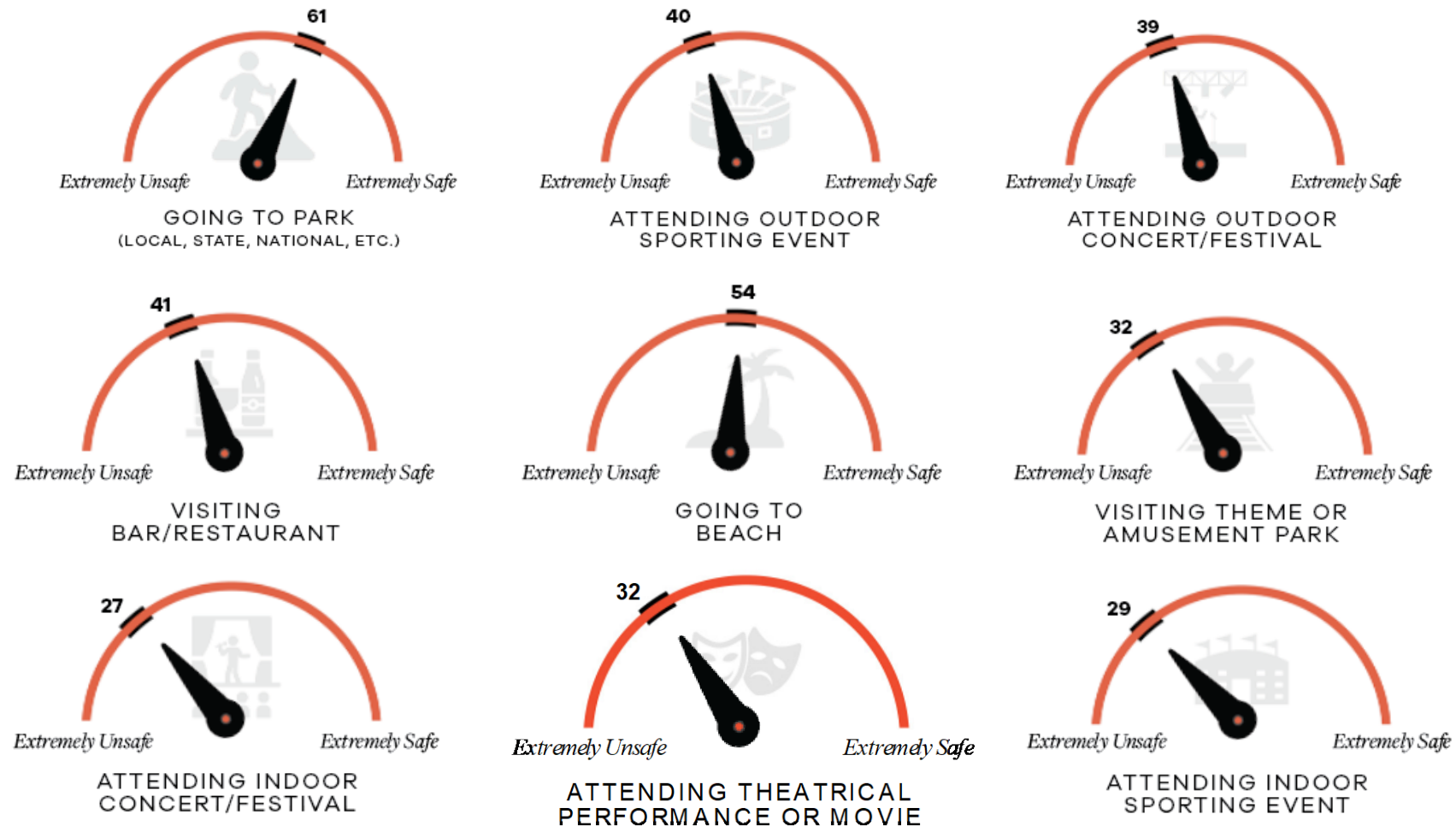


Question / Using a scale of 1 (not at all likely) to 5 (extremely likely), based on how you feel today, how likely are you to engage in each of the following activities during the next 6 months?

Travelers Are Reporting Feeling Safer Staying in Hotels, Resorts & Vacation Rentals

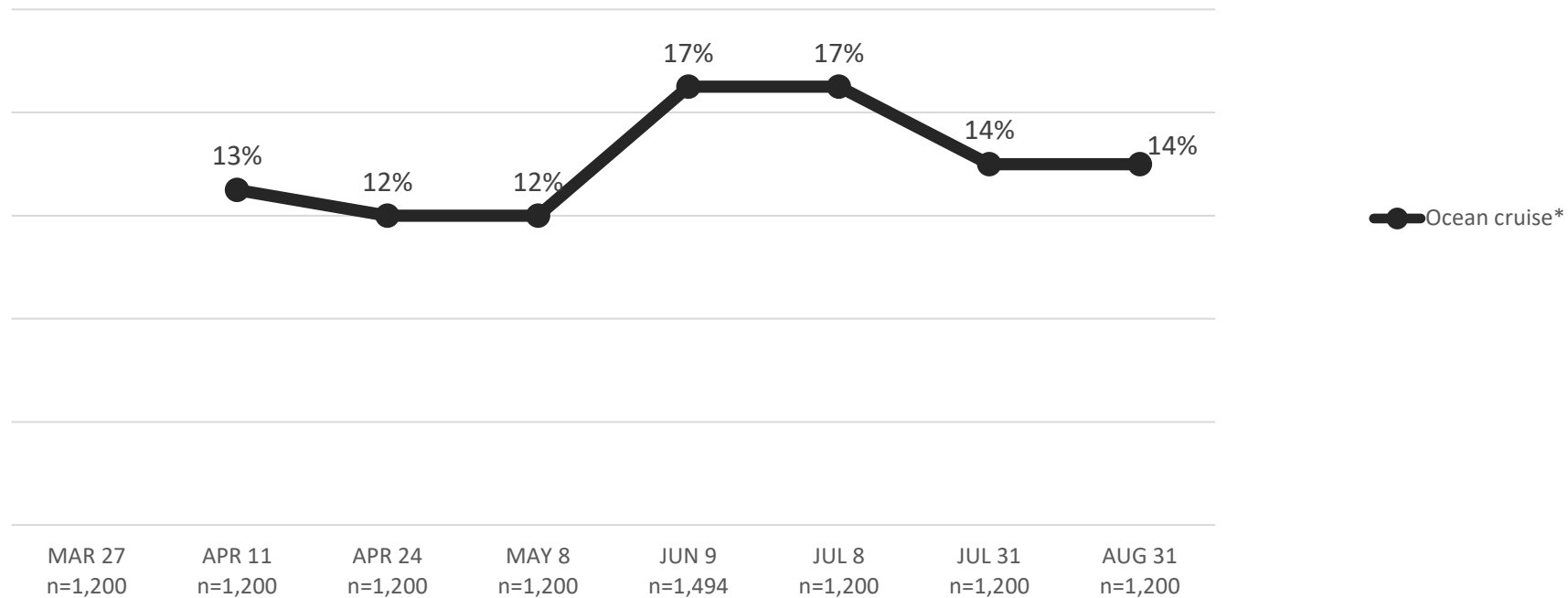


Outdoor Activities Continue To Be Perceived As Much Safer Than Indoor Activities



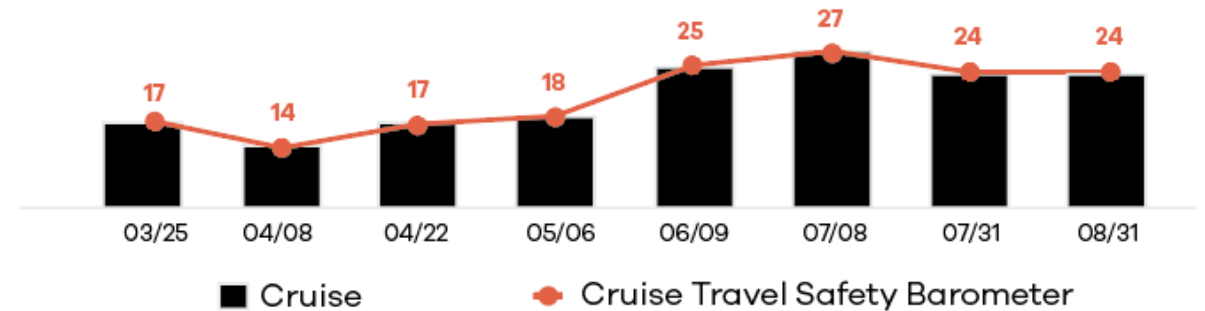
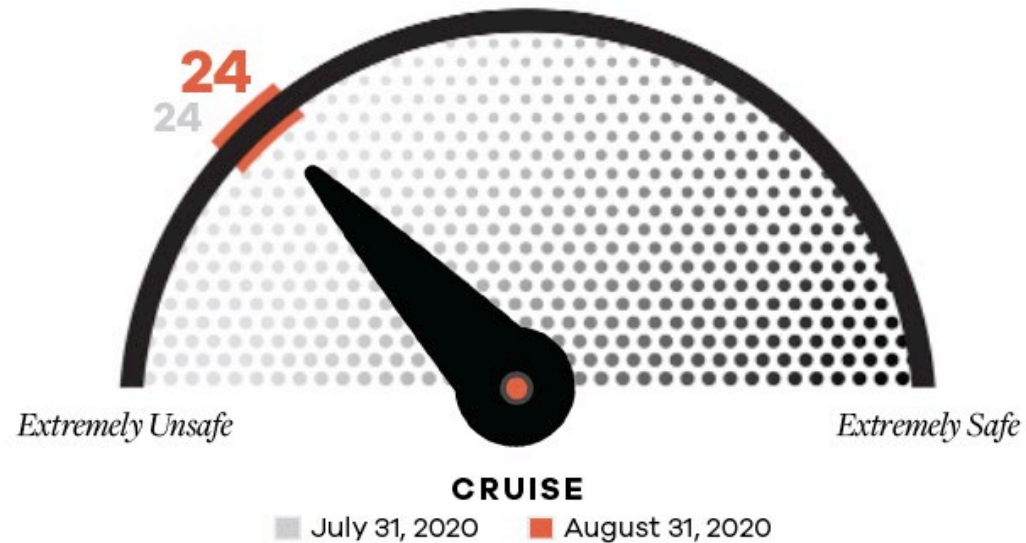
Intention To Take An Ocean Cruise, While Lower Than Other Categories, Is Down Just Slightly From Pre-COVID Level

*Added 4/11

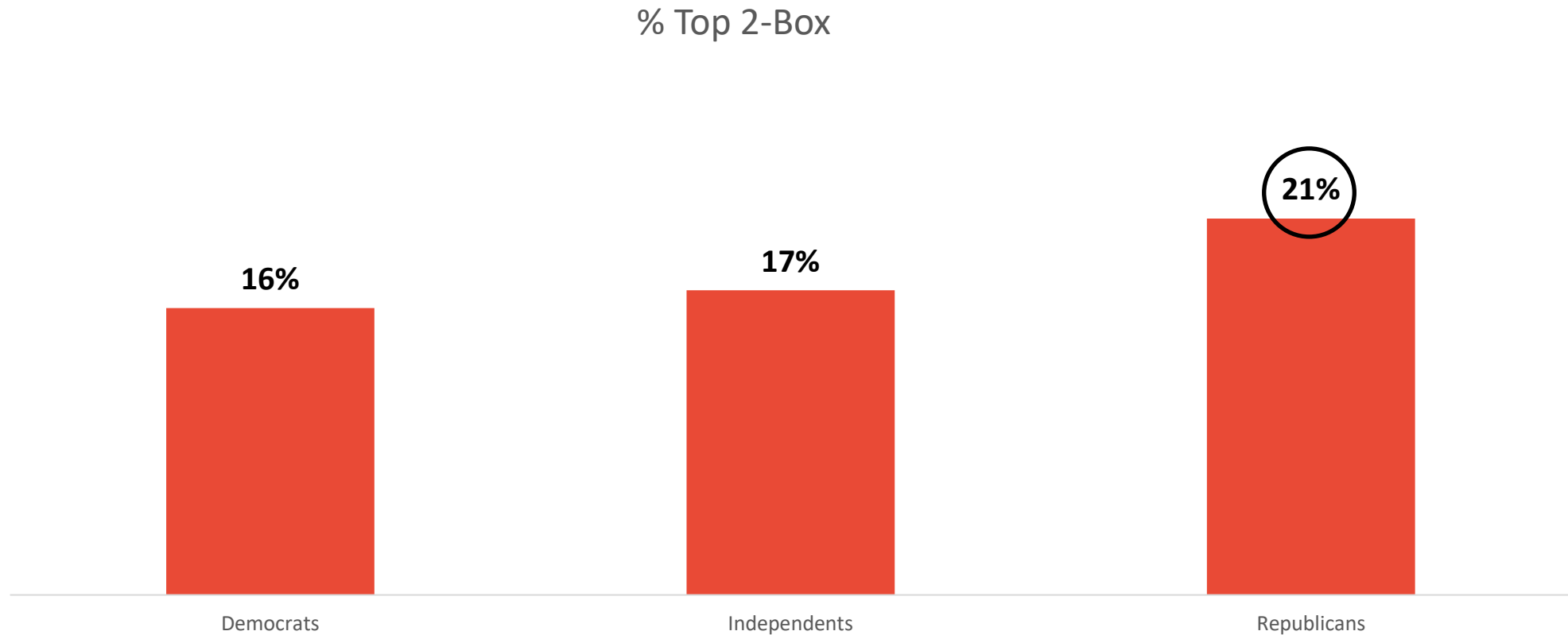


Question / Using a scale of 1 (not at all likely) to 5 (extremely likely), based on how you feel today, how likely are you to engage in each of the following activities during the next 6 months?

Low Perception Of Safety Is Depressing Demand For Ocean Cruising

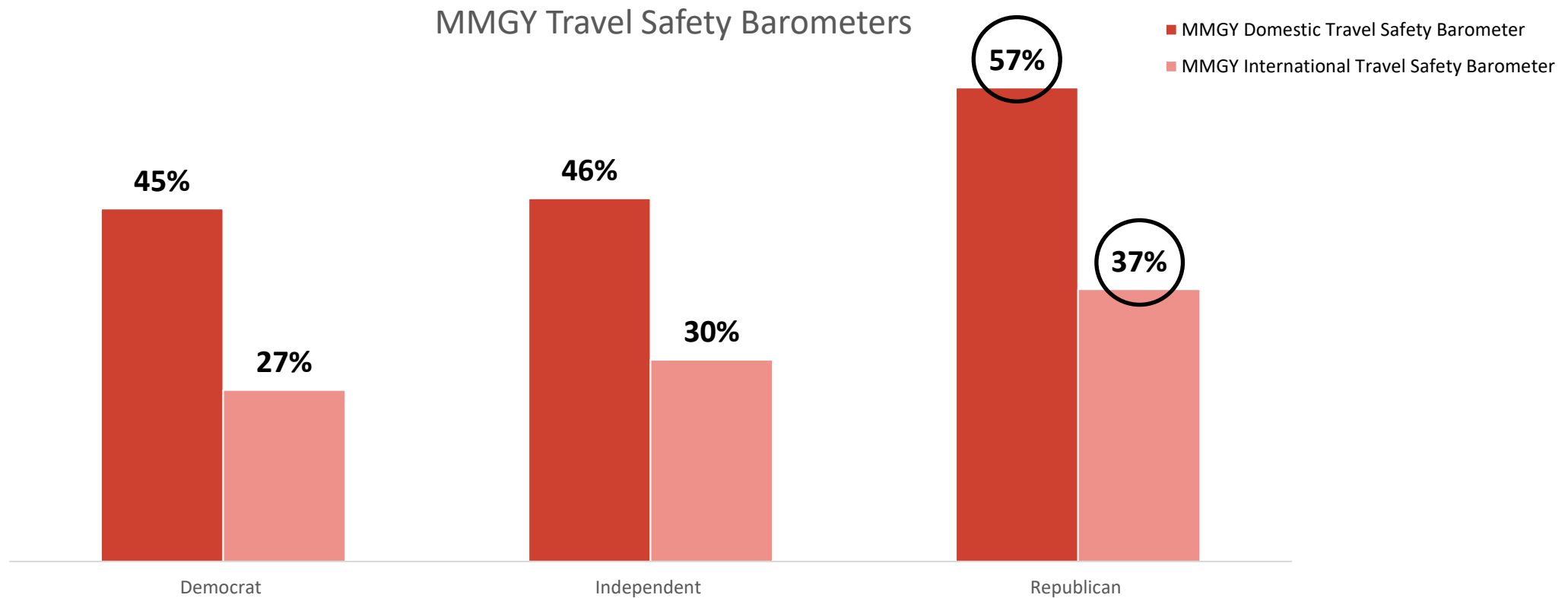


Republicans Most Likely to Take an International Trip During Next Six Months




Question / Using a scale of 1 (not at all likely) to 5 (extremely likely), based on how you feel today, how likely are you to engage in each of the following activities during the next 6 months? (Democrat n=408; Independent n=316; Republican n=377)

Republicans Have a Higher Overall Perception of the Safety of Travel

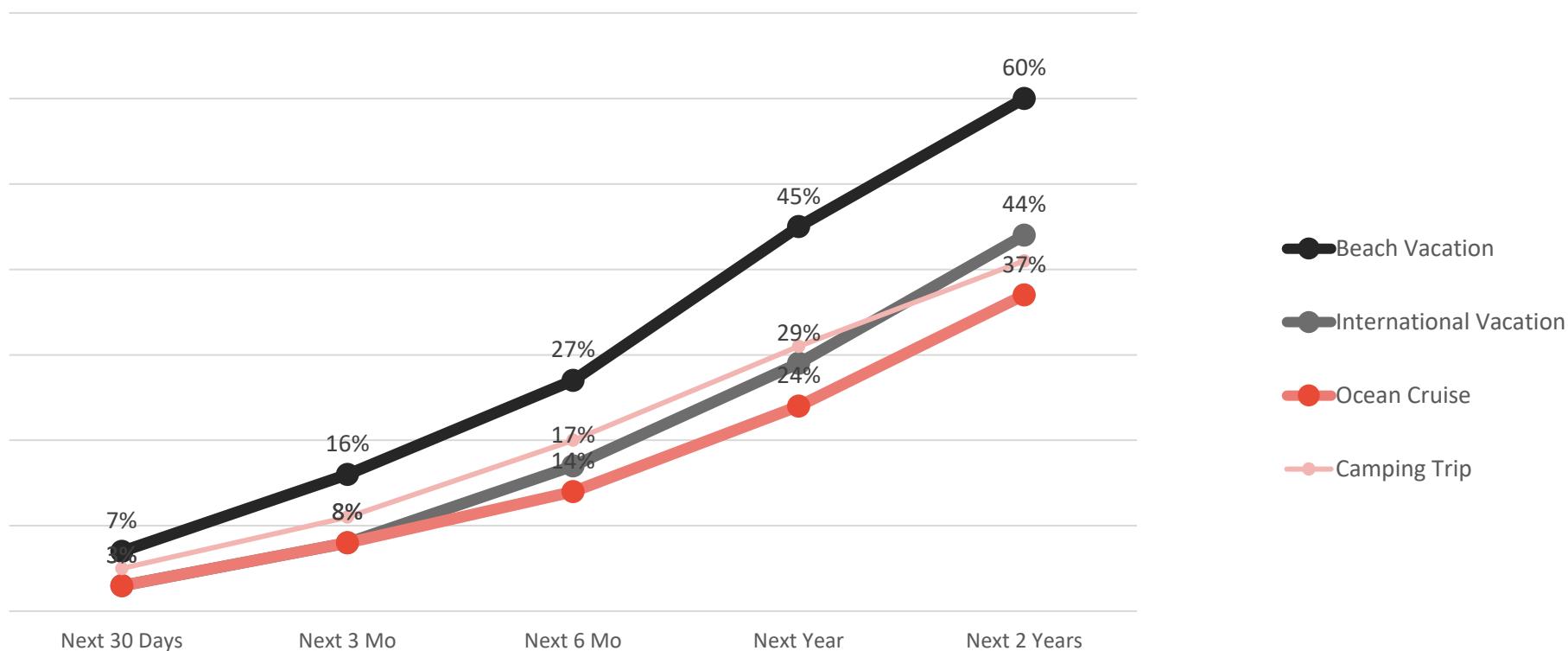


Barometer score ranges from 0 (low) to 100 (high)
Democrat n=408; Independent n=316; Republican n=377



travelhorizons COVID-19 Insights

Demand Recovery Will Vary Greatly By Travel Category



*Added 4/24

**Added 7/8

Question / Using a scale of 1 (not at all likely) to 5 (extremely likely), based on how you feel today, how likely are you to engage in each of the following activities during the next 6 months?

Less Than One in Five Travelers Still Planning to Spend 2020 Travel Budget This Year

| | % US Adults | Most Likely Generation | Least Likely Generation |
|--|-------------|------------------------|-------------------------|
| I plan to save it and put it towards my travel in 2021 | 23% | Boomers | Matures |
| I did not have a budget in mind for travel in 2020 | 21% | Matures | GenZ |
| I still plan to spend it on travel in 2020 | 17% | GenX | GenZ |
| I plan to reallocate this budget to typical household expenses | 9% | GenZ & Millennials | Boomers |
| I plan to reallocate this budget to an experience or an activity I wouldn't otherwise spend money on | 7% | GenZ | Boomers |
| I plan to reallocate this budget to purchase a tangible item I wouldn't otherwise purchase | 6% | GenZ | Boomers |
| None of the above | 17% | | |

Question / To the extent you had a budget in mind for travel in 2020, which of the following best describes your plan for that budget now?



Chris Davidson

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Cheryl Schutz

VP, Travel Intelligence
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