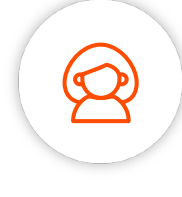
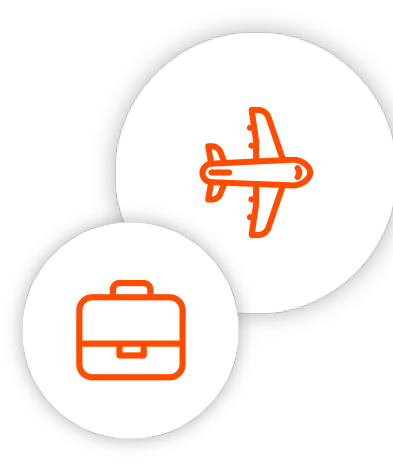
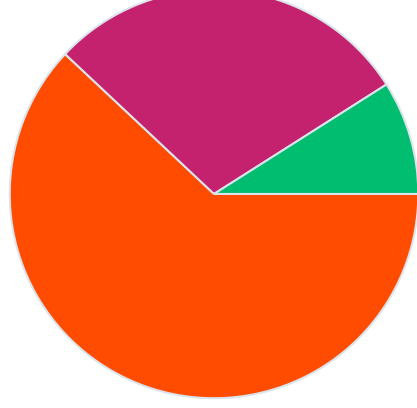


# Key Drivers of Consumer Loyalty in Travel



## Consumer confidence in travel



- Confident to travel 62%
- Not confident to travel 29%
- Unsure 9%

Feels confident to travel and has already booked a vacation



Feels confident to travel and has not booked a vacation yet but will be



Feels confident to travel but will not be booking a vacation



Does not feel confident to travel but has already booked a vacation



Does not feel confident to travel and has not booked a vacation but will be

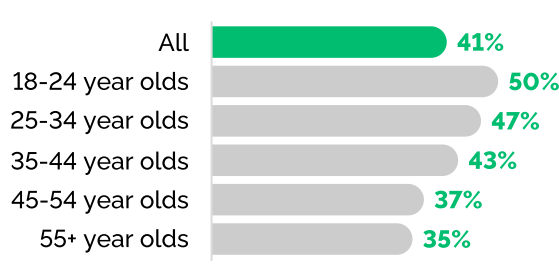


Does not feel confident to travel and will not be booking a vacation

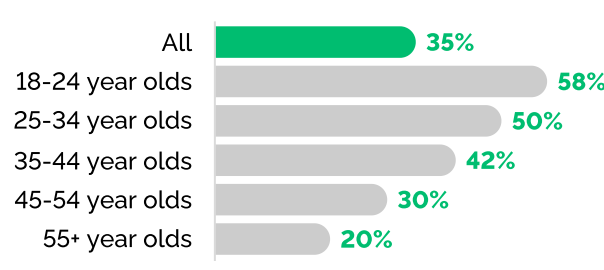


## Covid-19 impact on travel booking behavior

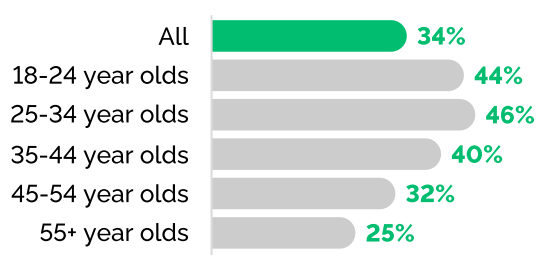
Considers the booking experience to be more important



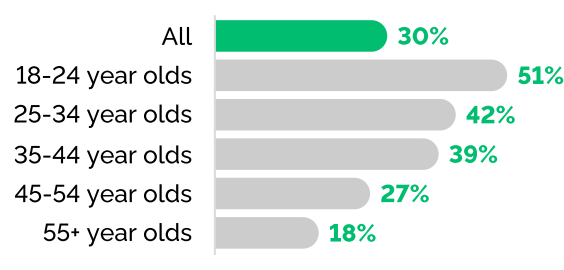
More keen to try new destinations



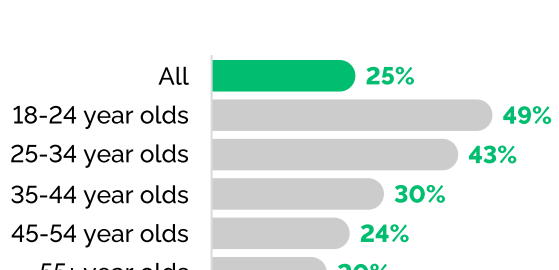
Spending more time/ will be spending more time on the booking process



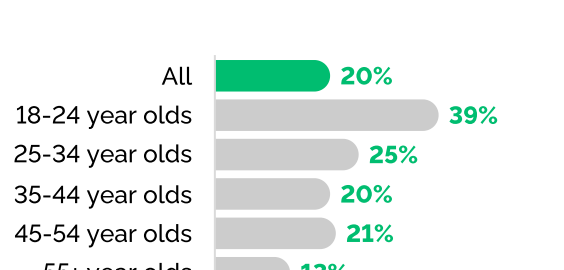
More keen to try new accommodation



Willing to spend more money on a vacation



Has lost trust in travel companies due to a bad experience during a pandemic



## Top 6 reasons consumers are loyal to travel companies

The company is trustworthy



The company has great offers



The company has flexible cancellation terms



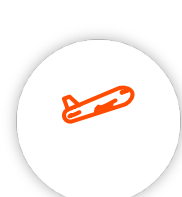
The company's website is easy to navigate and makes it easy to find relevant trips



The company makes the customer feel valued



The company shares the customer's values



## Top 6 consumer frustrations when booking travel

Unclear or very strict cancellation policy



The holiday deal is no longer available when the customer clicks through



The time it takes to find the right deal



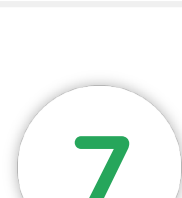
The travel website isn't easy to navigate on a mobile phone



Ads that retarget the customer on the internet after they've made a booking



The travel booking process is not as convenient as making an eCommerce purchase



## Average number of websites consumers visit before booking a vacation