

TRAVELWEEK CONSUMER & AGENT SURVEY



With StarMetroland Media
July 2022

travelweek

**STARMETROLAND
MEDIA**

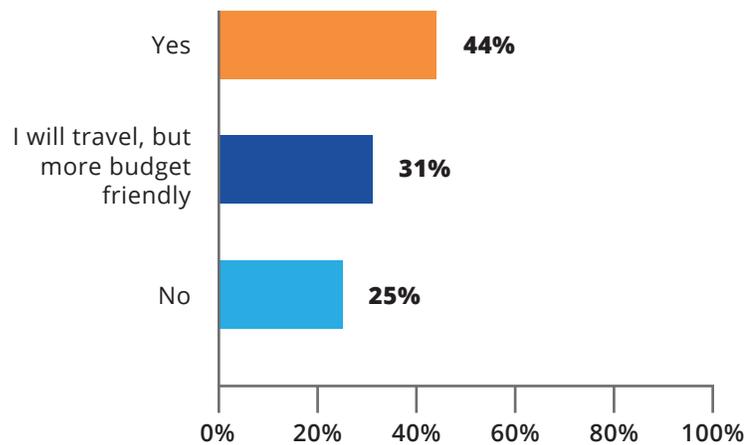
travelalerts.ca

CONSUMER SURVEY

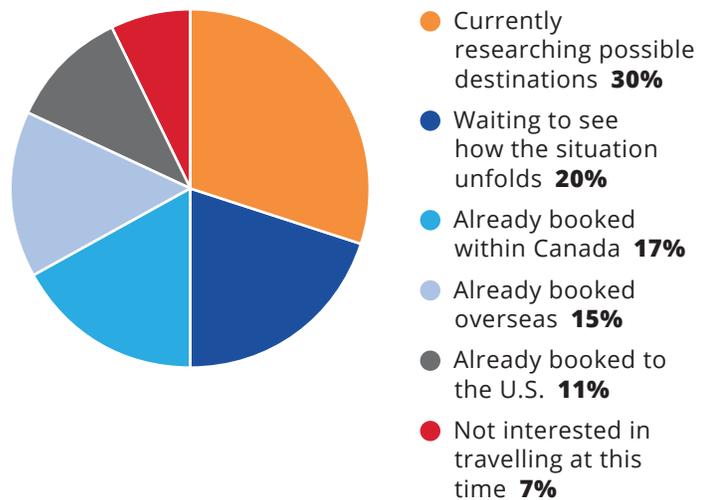
Brought to you by:   

The results are based on responses from a national consumer survey done with StarMetroLand Media in June 2022. There were 719 consumer respondents from across Canada from a variety of age groups and income brackets.

Are you likely to splurge more on travel this year than in past years?



Are you currently making any travel plans for 2022?

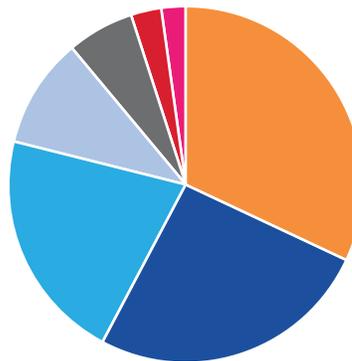


Are you currently making any travel plans for 2022?

YES
71%

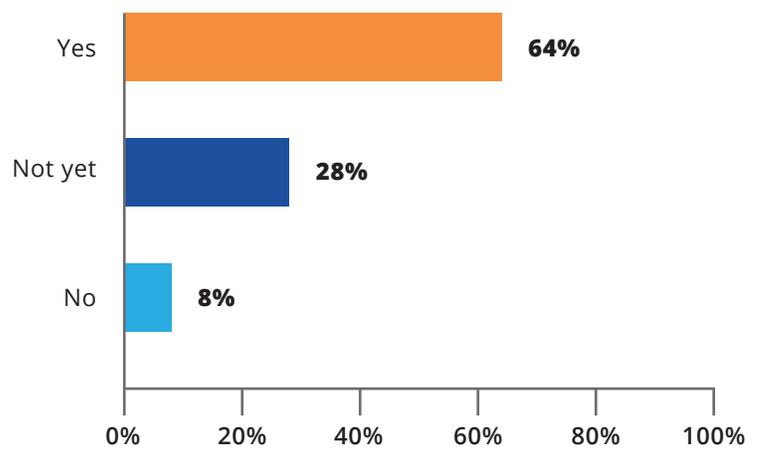
NO
29%

What is currently the biggest deterrent to travel right now?

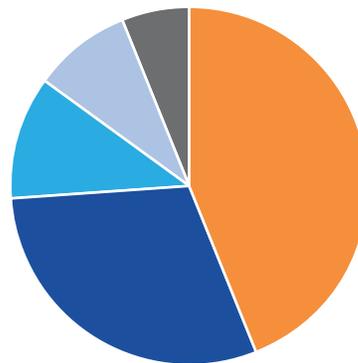


- High prices **32%**
- Airport lineups and delays **26%**
- Uncertainty around the next wave of Covid **21%**
- Confusion when it comes to rules for travelling during the pandemic **10%**
- The added costs of extra tests for entering some countries, insurances, etc. **6%**
- Concerns I can't get into a country that requires COVID testing if I test positive **3%**
- Lack of social distancing **2%**

Now that the advisory against non-essential travel has been eased, do you feel comfortable travelling again?

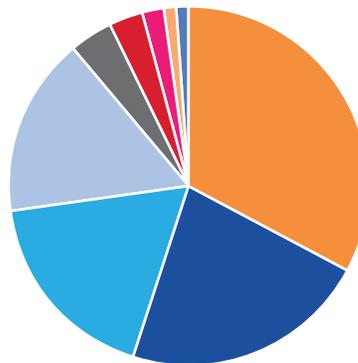


What will be the most important consideration for you when booking travel?



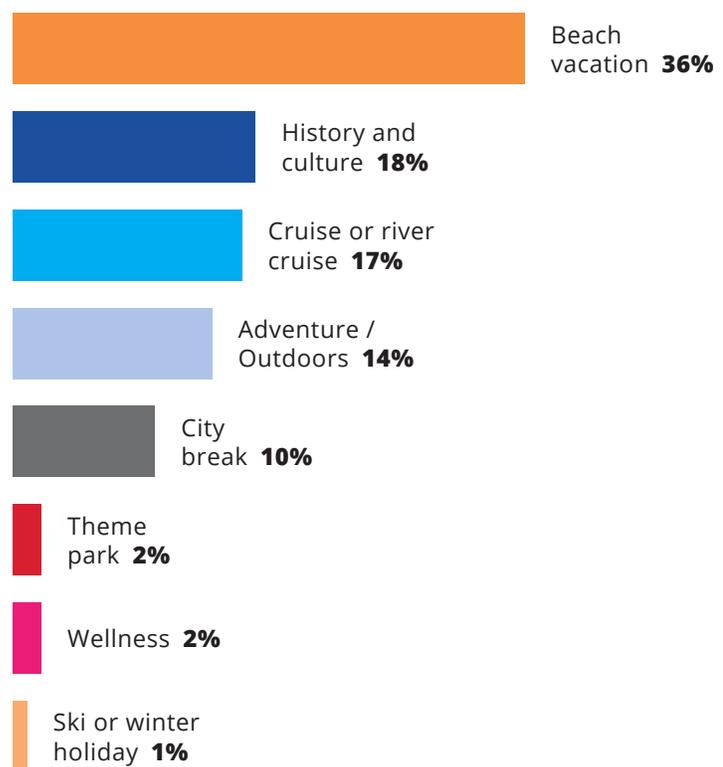
- Flexible change/cancellation policies **44%**
- Price discounts **30%**
- Destinations with low numbers of COVID-19 cases **11%**
- Quality product **9%**
- Cleanliness and social distancing policies **6%**

Where are you considering travelling to next?

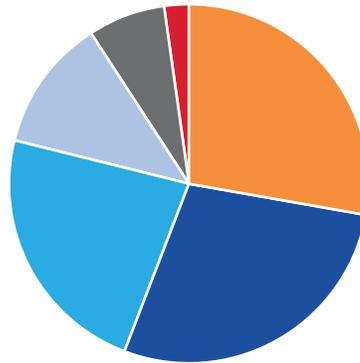


- Within Canada **33%**
- Europe **22%**
- Caribbean **18%**
- The U.S. **16%**
- Mexico **4%**
- Asia **3%**
- South America **2%**
- Africa **1%**
- Australia, New Zealand and the South Pacific **1%**

What kind of trip are you wanting to take most?

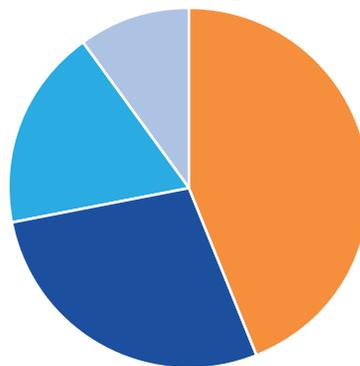


What makes you the most nervous about travelling overseas right now?



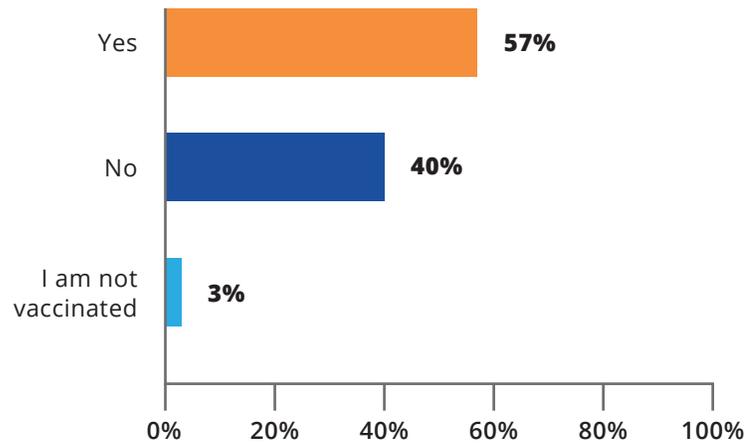
- Getting stuck abroad if another shutdown happens **28%**
- The lines and delays at airports **28%**
- Uncertainty about travel / medical / cancellation insurance for Covid-19 **23%**
- Number of cases in other countries and quality of hospitals **12%**
- Air quality on the planes **7%**
- The lack of social distancing **2%**

Would you consider cancelling or deferring your 2022 travel plans if the delays at Canada's largest airports including Toronto's Pearson Airport continue or return?

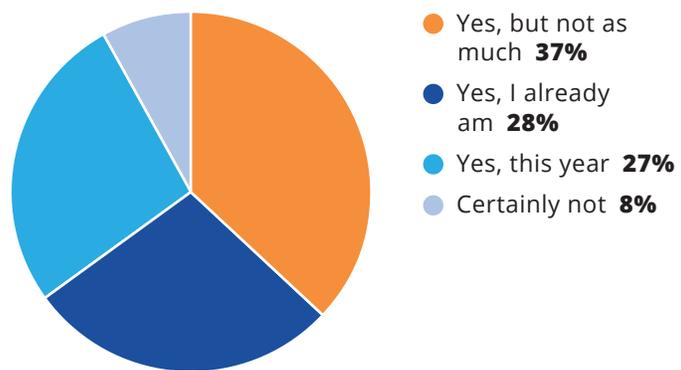


- Yes, if airport delays persist or return, I would consider cancelling or deferring my 2022 travel plans **44%**
- No, nothing will stop me from travelling this year, not even airport delays **28%**
- I have no travel plans for 2022 **18%**
- I fly out of a smaller airport that so far is not impacted by extensive lineups and delays **9%**

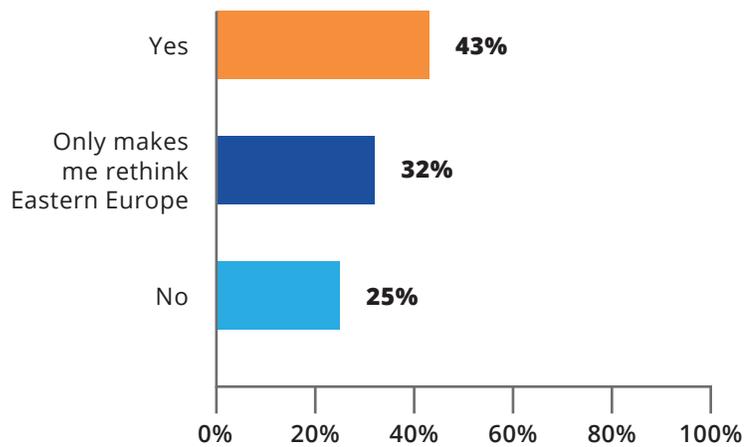
If you are vaccinated, will you feel uncomfortable travelling with unvaccinated travellers?



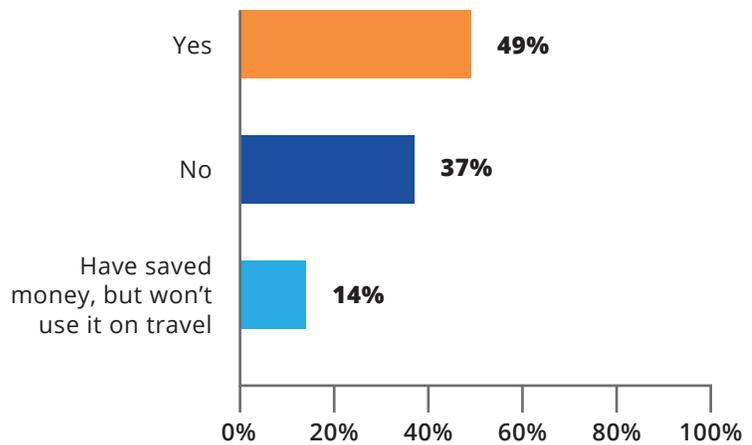
Are you ready to start travelling again like you did pre-pandemic?



Does the war in Russia and Ukraine make you less likely to book Europe this summer?



Have you been able to save money through the pandemic that might be allocated to future travel?



After seeing the impact of the pandemic, are you more likely to purchase travel insurance for future trips?

YES
82%

NO
18%

Would you consider a working holiday, i.e. working outside of Canada in a COVID-safe destination for an extended period of time?

YES
31%

NO
69%

Are you more likely to travel for a longer period of time post-pandemic?

YES
40%

NO
60%

Are you more likely to book private tours so as to stay within your own personal travel bubble, post-pandemic?

YES
39%

NO
61%

Are you comfortable being in a hotel, airplane or at an attraction without wearing a mask?

YES
42%

NO
58%

Canadian travel agents helped thousands of Canadians get home at the start of the pandemic. Are you now more likely to seek out the services of a travel agent when booking your trips?

YES
58%

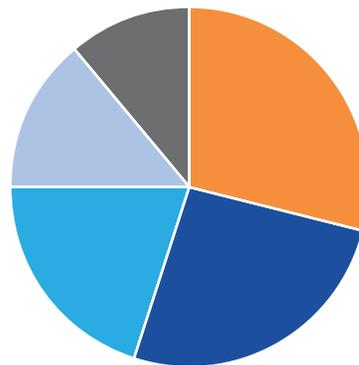
NO
42%

Are you likely to take a trip to the US now that the border is open?

YES
60%

NO
40%

If you go to the US, what type of trip are you likely to take?



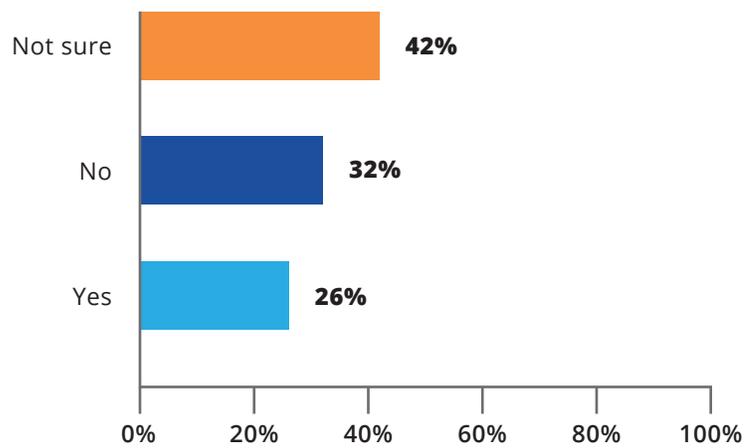
- Sun and beach holiday **29%**
- City break **26%**
- Smaller town destinations **20%**
- Nature or national parks **14%**
- Somewhere with lots of entertainment / theme parks **11%**

Have you noticed higher prices on travel?

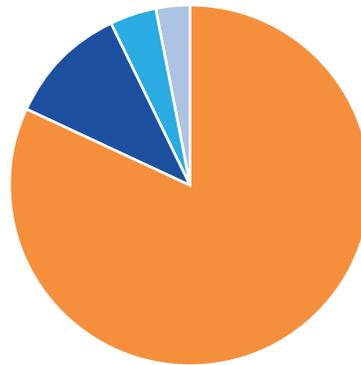
YES
88%

NO
12%

Will higher prices keep you from taking a trip this year?



The restart of travel has also meant extensive delays for passports. What impact has this had on your travel plans?



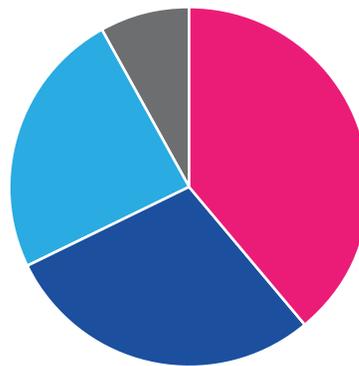
- My passport(s) are up to date for myself and my travel group **82%**
- Doesn't impact me because I won't be travelling any time soon **11%**
- I am considering cancelling or deferring trips because of passport delays **4%**
- I have had to cancel or defer trips because of passport delays **3%**

AGENT SURVEY

Brought to you by: 

The results are based on responses from a national agent survey done with Travelweek databases in June 2022. There were 393 agent respondents from across Canada.

What best describes the state of your business at the moment?



- We have already had some bookings for 2022 **39%**
- We are barely getting any new bookings **29%**
- We are getting bookings, but still below 2019 levels **24%**
- The phones are ringing off the hooks and we can barely keep up with demand **8%**

What impact has the federal government's easing of travel restrictions, including the lowered Level 2 travel advisory, and the elimination of the pre-arrival COVID test rule for fully vaccinated travellers, had on your booking volumes?



Do you find that your clients are more receptive to your travel marketing efforts now than they were six months ago?

YES
86%

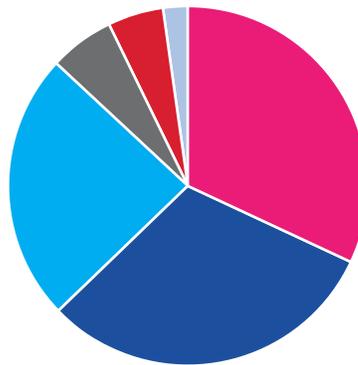
NO
14%

Will you be promoting international travel product for 2022?

YES
94%

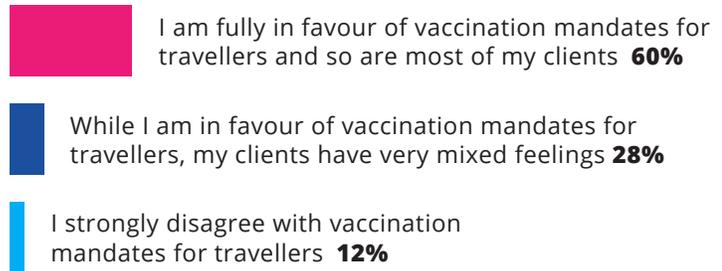
NO
6%

What would you say is currently the biggest impediment to travel now?

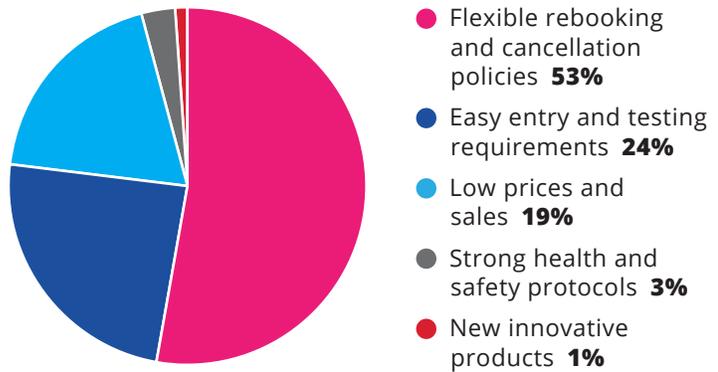


- The added expense of testing to enter some countries, and other requirements are turning people off **32%**
- People are nervous about crowded areas like planes, cruise ships and hotels **31%**
- Lack of awareness about how easy it is to travel now that restrictions have eased or dropped **24%**
- Clients with young unvaccinated children are reluctant to travel **6%**
- Many people are still afraid to leave Canada **5%**
- Clients say they still prefer to vacation at home and want to take advantage of incentives like Ontario's 'Staycation Tax Credit' **2%**

Do you feel some vaccination requirements are helping to get Canadians travelling internationally again?



What is the best way to entice travellers to travel again?

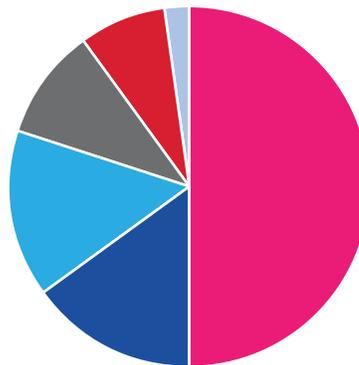


Do you feel there is significant pent-up demand resulting in many bookings now that travel restrictions have eased?

YES
84%

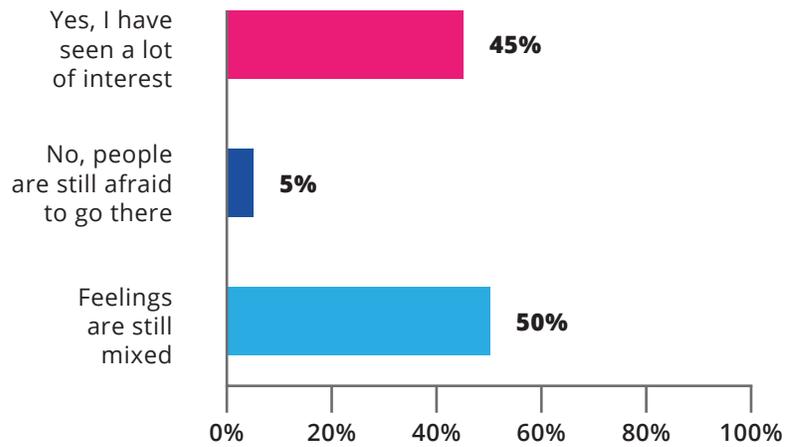
NO
16%

Now that bookings are coming back, what do you think will be the FIRST to recover?

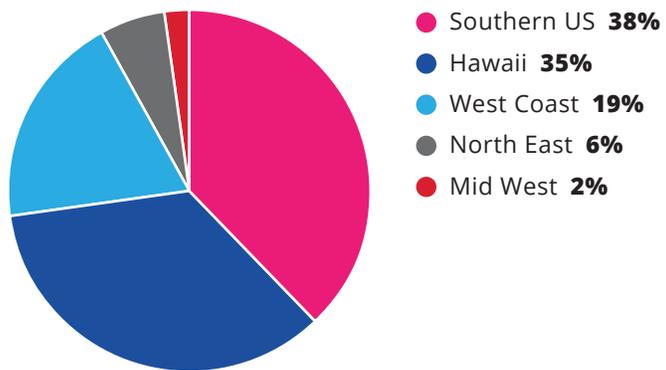


- Mexico and the Carribean **50%**
- Travel within Canda **15%**
- Europe **15%**
- Cruising **10%**
- Travel to the U.S. **8%**
- Long-haul travel to Asia, Africa and beyond **2%**

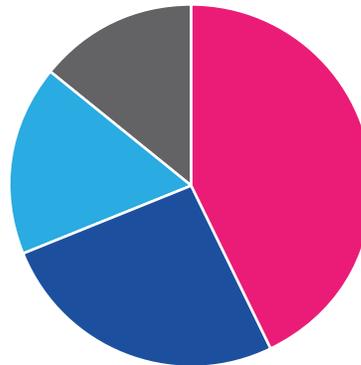
Do you think Canadians are ready to start travelling to the US?



Which destinations in the US are you getting the most interest about?

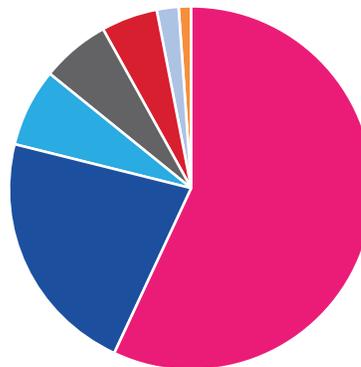


With Canada's advisory for cruise ship travel now eased, I am...



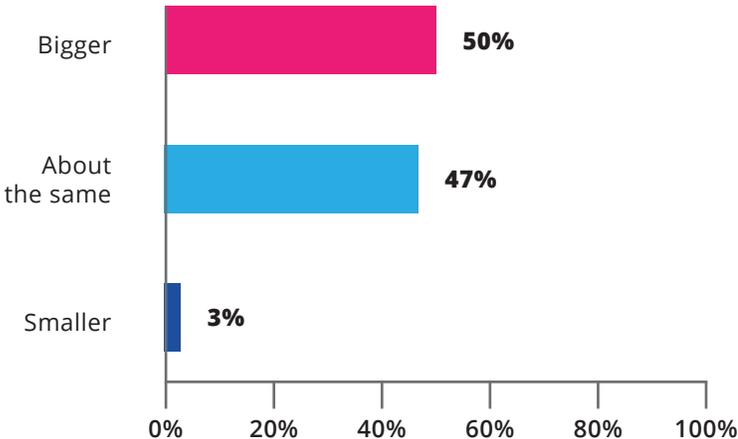
- Starting to see clients asking about cruising again **43%**
- Focusing more on cruising for 2023 and beyond **26%**
- Seeing a very high level of interest in cruise bookings for now and the future **17%**
- Still concerned about further negative impact on my cruise bookings, as I am heavily invested in selling cruising **14%**

How do you think the pandemic will change the way people travel in the future the most?

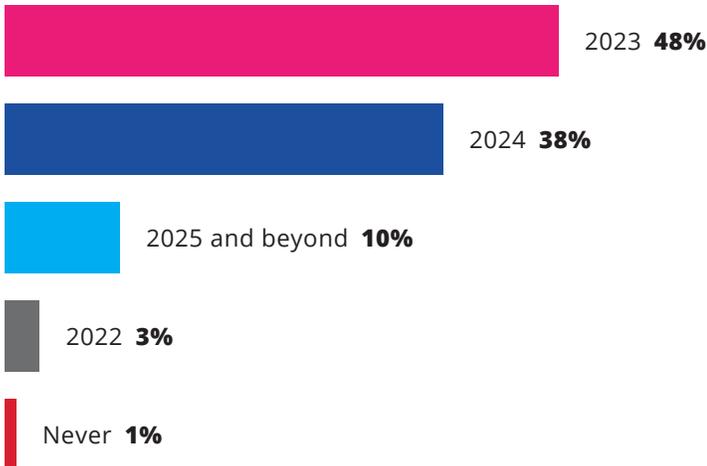


- More travel insurance purchases **57%**
- Shorter booking windows **22%**
- Bigger budgets **7%**
- More stringent health protocols in destination **6%**
- More bookings to lesser-travelled destinations **5%**
- River cruising rather than ocean cruising **2%**
- Bigger focus on nature **1%**

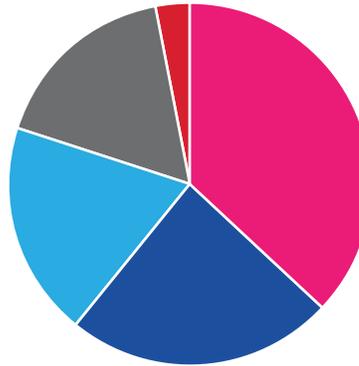
Are you tending to see larger or smaller travel budgets with consumers?



When do you think travel will return to pre-pandemic levels?

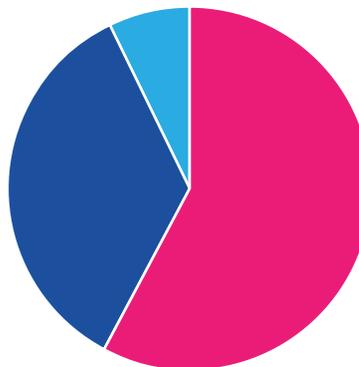


What is your top priority in your work as a travel advisor as people start to travel again?



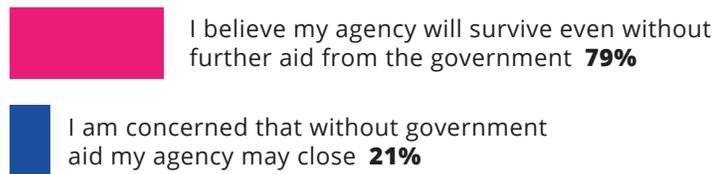
- I will have to be more aware of entry requirements per country **37%**
- I will be charging fees for my services **24%**
- There are some suppliers I will no longer work with given how they treated their industry partners during the pandemic **19%**
- I will need to recommend places and products I believe to be safe **17%**
- I will be working more closely with destination management companies **3%**

Are you getting enough bookings for the immediate future that you have confidence in your agency's solvency?

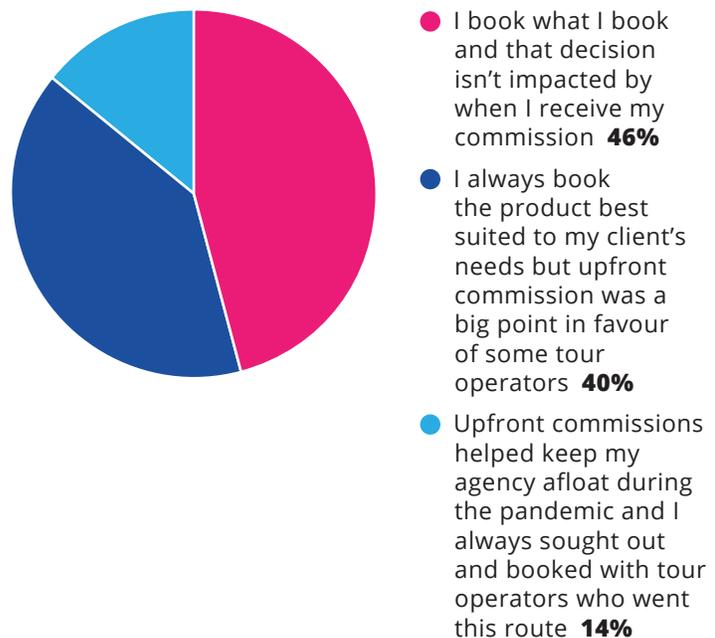


- Yes now that clients are booking again for the months ahead my agency will soon be financially stable **58%**
- My clients are booking but I still have some solvency concerns **35%**
- I'm not getting many bookings and I'm not sure my agency will make it **7%**

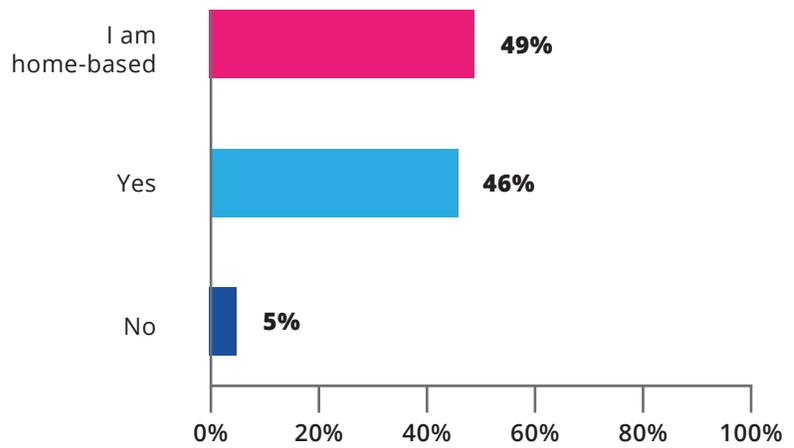
When it comes to further financial aid from the government...



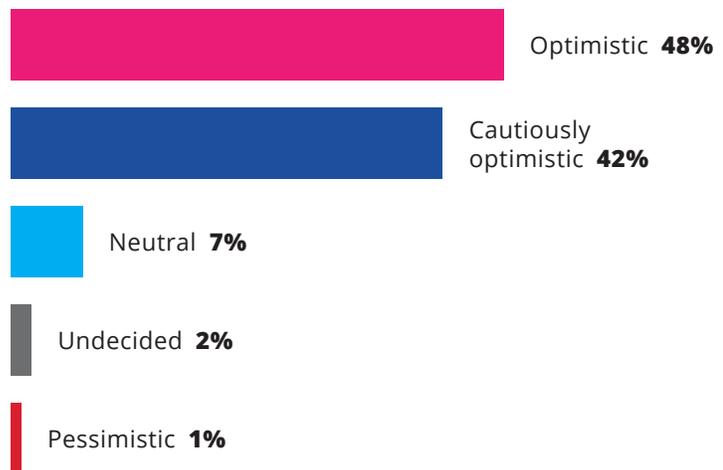
How do you feel about tour operators paying upfront commissions at time of deposit?



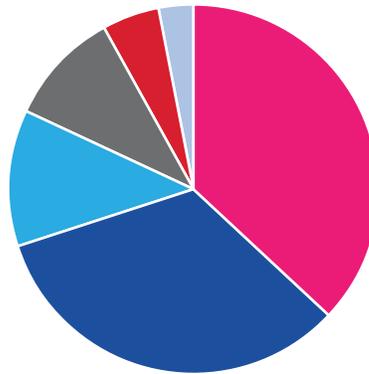
Is your storefront agency currently open to the public?



What describes your general feeling about the future of travel?

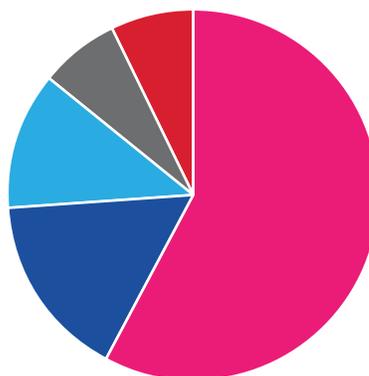


What is the best thing to keep in mind when reaching consumers?



- To show you are an expert in navigating all the government regulations and entry requirements **37%**
- Inspiring them to travel again **33%**
- That cancellation policies are strong **12%**
- To entice them with good deals **10%**
- Medical Covid insurance is available **5%**
- Making sure health protocols are to a high standard **3%**

With SUPPLIERS, what has been the biggest frustration for your agency?



- Long hold times for supplier call centres **58%**
- Changing dates and/or cancellations **16%**
- Suppliers who didn't step up for agents in refund/chargeback disputes **12%**
- Unclear policies and lack of communication **7%**
- Suppliers who didn't protect commission **7%**

Do you think that the COVID-19 pandemic has shown travellers the value of working with a travel agent?

YES
94%

NO
6%

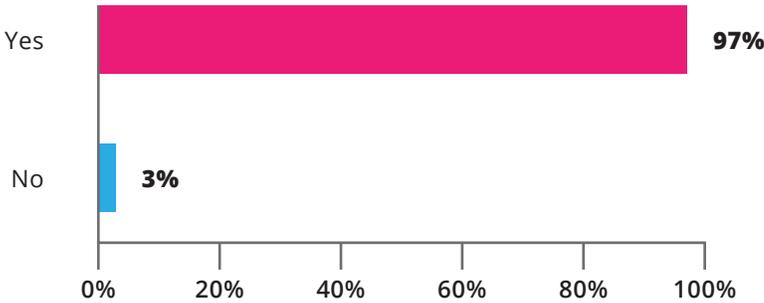
Has Travelweek done a good job covering the crisis for its readers?

YES
99%

NO
1%



Is Travelweek your preferred source of travel industry news?



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

