

December 2020

Airlines: Incl Impact of COVID-19 - US

"Airlines suffered a lot of financial damage due to the COVID-19 pandemic, and recovery will be neither quick nor simple. Canny airlines will be able to recognize the most important flying demographics at each point of the long recovery, and appeal to their sensibilities in order to maximize their spending ...

November 2020

Local Vacations: Incl Impact of COVID-19 - US

"Traveling within a few hours' drive has more or less defined leisure travel since the pandemic hit the US in the spring. Consumers are enjoying these local vacations, much to the benefit of campgrounds, national parks and the RV industry. However, while local vacations are popular now, they will face ...

September 2020

The Impact of COVID-19 on Travel - US

"The travel industry is in a dire situation, and recovery will be a long time coming. Much of that recovery depends on the US government's response to the dual threats of COVID-19 and the accompanying recession. In short, Americans won't be traveling until they feel safe and they're financially able ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

"The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

July 2020

Frequent Travel Programs: Incl Impact of COVID-19 - US

"The challenges faced by frequent travel program providers are magnified by the COVID-19 pandemic. Currently, adults are limiting travel, diminishing their ability to accrue loyalty with their FTPs. Furthermore, the economic ramifications of the pandemic cast into

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doubt the ability to pay for travel once Americans have a place to ...

June 2020

Experiential Traveler: Incl Impact of COVID-19 - US

"'Experience' has long been a buzzword in travel; but for many providers, the concept has been hard to pin down concretely. Shedding some light on the subject, the idea of experience appears to involve exploration and access, though these characteristics vary for different types of travelers. While the COVID-19 pandemic ...

May 2020

Travel Tours and Activities: Incl Impact of COVID-19 - US

"The booming tourism industry brought in an estimated $717.4 billion in 2019. However, the COVID-19 pandemic has caused a stark downturn in 2020. To come back from this, tour operators need to tap into the biggest demands of tourists. By reaching them through digital channels and appealing to their ...

February 2020

Travel Booking - US

"With travel continuing to be popular, the travel arrangement and reservations industry hit nearly $56 billion in revenue in 2019. Travel is an important component of leisure spending and is forecast for further growth; however, aggregators that facilitate search and booking are seeing a lot of competition from direct providers ...

January 2020

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still

Family Vacations - US

"Parents of children under the age of 18 in the household want both escape and enrichment from their vacations. Families feel economically secure enough to spend money on vacations, though parents feel their

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willing to treat themselves."

- Jennifer White Boehm, Associate Director - Financial Services & Auto

ability to take vacation is constrained by their work schedules. As such, they look for efficient ways ...

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