

Experiential Traveler: Incl Impact of COVID-19 - US - May 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and experiential travel.
- The shutdown of the travel industry due to the pandemic, and the challenges and bright spots therein.
- A definition of what goes into making a memorable travel "experience."
- An analysis of consumer segments that can be considered "experiential travelers," and how they differ from each other.



"'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."

– Mike Gallinari, Travel & Leisure Analyst

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