

Travel Tours and Activities: Incl Impact of COVID-19 - US - April 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior in the travel category
- What the post-COVID recovery will look like for travel activities
- The most popular kinds of tours and activities for travelers in different age groups
- How travelers are discovering new travel activities to try

By reaching them through digital channels and appealing to their desire for authenticity and less traditional types of tours, travel tours can make a comeback with services that are popular among the broadest group of travelers.



"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."

Mike Gallinari, Travel & Leisure Analyst

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