



CENTRAL COUNTIES TOURISM

Travel Sentiment Research

Top 11 Takeaways

June 24th, 2020

1. Concerns about the pandemic are lingering, especially around the concerns of a second spike and contracting the virus
2. Mitigating risk for travellers is essential to increase consumer confidence
3. Familiarity and safety of destinations have become more important than price, quality and experiences
4. Cleanliness is more important than ever
5. Consumers are choosing accommodations based on the level of risk they see associated with their choice
6. Visitors want to participate in activities where there is space, thus the outdoors
7. Limited willingness to travel long distances, so it is easy to return home
8. Visitors are more likely to visit a destination they have visited in the past
9. The majority of travellers will test the waters and carefully get back into travel
10. 2020 will be the year of the road trip
11. Travellers will return!