



INDUSTRY UPDATE

SUPPLIER NEWS

25 August 2020

Travelport Study: Majority Ready To Consider Domestic And International Travel But Only If These 10 Measures Are In Place

🕒 4 min

share this article [in](#) [🐦](#) [f](#) [✉](#)

- *Ten separate safety measures, including fully flexible or refundable tickets, deemed critical by travelers*
- *Communication of all measures, collectively, is key to regaining confidence*
- *Travelers are more likely today to book through a travel agent than before the COVID-19 crisis*



Langley, UK - The majority of travelers are now ready to consider booking domestic and international trips, but only if airlines, airports, hotels and car rental companies collectively implement ten different safety measures throughout their journey, including fully flexible or refundable flight tickets. This is according to the results of new independent research released today by [Travelport](#), a leading technology company serving the global travel industry.

The results of the study¹ are based on a survey of 5,000 travelers across the United States, United Kingdom, India, Australia and New Zealand, as well as in-depth interviews with 29 leading travel suppliers. The study found that at all parts of the travel journey, it is deemed critical to have social distancing rules, mandatory use of face masks, and ready access to sanitizing gel or wipes, face masks and gloves. The study also revealed, however, that additional measures still need to be implemented by airlines, airports, hotels and car rental companies to fully restore consumer confidence.

The table below captures the ten separate safety measures participants of the study said they need to know have been adopted by airports, airlines, hotels and car rental companies for those travelers to consider domestic and international travel. The percentage figures represent the number of travelers that said they will not travel unless the respective measure is in place.



25

Q SEARCH...



2	Access to sanitizing gel/wipes, face masks and gloves	69%	61%	70%	60%
3	Social distancing	68%	66%	66%	64%
4	Temperature checks	66%	66%		
5	Mandatory wearing of face masks	64%	64%	64%	61%
6	Fully flexible or refundable tickets		64%		
7	Improved air filtration		62%		
8	Contactless services	58%		58%	55%
9	Plexi-glass at check-in	56%			
10	Managed boarding by row	56%			

N.B. Similar measures (e.g. enhanced cleaning and disinfection) have been grouped together for the purpose of this table. Detailed information on the specific measures participants deemed critical at airports, airlines, hotels and car rentals can be found in Travelport's Guide to Travel Recovery report. A summary is included in the notes to editors³. — Photo: Travelport

Greg Webb, Chief Executive Officer at Travelport said, "Over the last few months, the travel industry has rolled out many initiatives to support a safe, healthy and responsible return for travel. This study highlights the criticality these measures are now playing in restoring traveler confidence. However, for the majority of travelers to return to the skies, the industry now needs to work together to not only ensure a wide array of safety measures are in place throughout the travel journey, but to collectively communicate these changes to travelers using a range of channels and merchandising technologies."

On a country level, the study revealed demand for almost every safety measure is highest in India. Demand in New Zealand, while still high, tended to be the lowest across the five countries assessed. When it comes to age groups, demand for robust safety measures was again high across all categories, however, it was highest among baby boomers and lowest among millennials.

Derek Sadubin, Managing Director, CAPA - Centre for Aviation, added: "Health and safety is understandably front of mind for travelers right now. The travel industry recognizes and respects this and, what's encouraging, is that many suppliers, such as airlines, have already implemented the safety measures travelers say they need to book a domestic or international trip - but we still have a long way to go. Collaboration and communication are now key to restoring traveler confidence and securing a strong and responsible industry recovery."

The safety measures currently being undertaken by more than 80 of the world's largest airlines can be found in the recently launched Travelport Airline Health & Safety Tracker. The

25

 SEARCH...

and through the company's [COVID-19 Resource Hub](#) for the general public.

The full results of both the quantitative and qualitative components of the research are captured in [Travelport's *Guide to Travel Recovery* report](#). These also reveal that travelers are more likely to book through a travel agent than before the COVID-19 crisis, with one third (33%) of all travelers anticipating an increase in their use of travel agent services. This trend was particularly evident among millennials² (44%). Overall, the two thirds (65%) who claimed this, said it's because they feel travel agents are best placed to provide them with the latest travel safety information.



10 key measures for restoring confidence in travel



What safety initiatives will restore consumer confidence? Our research reveals the key measures that are most important to travelers throughout their journey.

01 Enhanced cleaning and disinfection

Enhanced cleaning is the safety measure that consumers want most as they consider traveling again.



Where travelers want enhanced cleaning across their journey



71%
ONBOARD FLIGHTS



70%
AIRCRAFT
DISINFECTION
BEFORE DEPARTURE



73%
IN HOTELS



72%
IN CAR RENTAL

02 Access to sanitizing gel and disinfectant wipes

Most travelers say that having access to sanitizing gel and disinfectant wipes is very important.



Where travelers want access to disinfectant products across their journey



69%
AT AIRPORTS



61%
ONBOARD FLIGHTS



70%
IN HOTELS



66%
IN CAR RENTAL

03 Social distancing

Physical distancing measures are critical for travelers at every point of their journey.





SEARCH...



68%
AT AIRPORTS

66%
ONBOARD FLIGHTS

66%
IN HOTELS

64%
IN CAR RENTAL

04 Temperature checks

Temperature checks are very important to most air passengers and are likely to become standard procedure until a vaccine or effective treatment is widely available.



Where travelers want to see temperature checks



66%
AT THE AIRPORT
ENTRANCE



70%
BEFORE BOARDING

05 Mandatory mask wearing

Mask-wearing is becoming common in many public settings, and travelers also find this very important.



Where travelers want to see mandatory mask wearing



64%
IN THE AIRPORT



64%
ONBOARD FLIGHTS



64%
IN HOTELS



61%
IN CAR RENTAL

06 Contactless services

COVID-19 has accelerated the desire for more contactless services across a trip.



Where travelers want to see contactless services



WE USE COOKIES TO ENSURE YOU GET THE BEST EXPERIENCE ON OUR WEBSITE





SEARCH...



07 Improved air filtration

HEPA air filtration provides travelers with more reassurance that they are safe in the cabin.



62% WANT IMPROVED AIR FILTRATION ON BOARD AIRCRAFTS TO FEEL CONFIDENT TO TRAVEL

08 Plexiglass at check-in

Plexiglass is a suitable solution where contactless or entirely automated processes are not possible.



56% WANT PROTECTIVE GLASS IN PLACE AT AIRPORT CHECK-IN DESKS

09 Managed boarding by row

Travelers want airlines to reduce risk by preventing crowding and managing boarding by row.



56% WANT MANAGED BOARDING BY ROW TO ENSURE PHYSICAL DISTANCING

10 Flexibility and communication

To boost consumer confidence to book travel, flexibility and transparent communications are essential.



WE USE COOKIES TO ENSURE YOU GET THE BEST EXPERIENCE ON OUR WEBSITE





Photo: Travelport

NOTES FOR EDITORS:

1. To conduct the research, Travelport first interviewed 29 leading airlines, airports, hotels and car rental companies to identify the safety measures they either have in place or are considering implementing. The company then tested demand for the most commonly cited initiatives through an online survey independently managed by Toluna Research. The study took place in July 2020. In total, there were 5,000 respondents who had traveled at least once in 2019; 1,000 per country. The five countries included in the study were: United States, United Kingdom, India, Australia and New Zealand.
2. For the purposes of the study, Gen Y travelers were categorized as being aged between 18 and 38; Gen X travelers between 39 and 54 and baby boomers 55 and above.
3. In addition to the full *Guide to Travel Recovery* report, additional assets for use include:
 1. An infographic summarizing the 10 key measures
 2. Travelport video titled 'Together, we're reconnecting the world'
4. Please find below further analysis on the specific measures travelers stated they need to know are in place at airports, airlines, hotels and car rental companies, if they are to travel:

Air

Overall, more than half of travelers said that to consider booking a flight, they need to know in advance that a wide array of specific measures have been implemented by both the airport and airline. At the airport, these include temperature checks on arrival (66%), plexi-glass at check-in desks (58%), and managed boarding by row (56%).





Hand sanitizers at baggage collection	69%	66%	68%	76%	70%	64%
Social distancing throughout	68%	68%	67%	80%	69%	59%
Temperature checks at the entrance	66%	63%	64%	74%	69%	60%
Mandatory wearing of face masks	64%	70%	62%	80%	53%	52%
Contactless check-in	58%	55%	57%	65%	56%	55%
Plexi-glass at check-in desks	56%	59%	59%	62%	54%	48%
Managed boarding by row	56%	57%	57%	63%	55%	48%

Photo: Travelport

When it comes to airlines, measures in high demand include enhanced cleaning (71%) and disinfection (70%), further temperature checks before boarding (66%), socially distanced seating (66%), and fully flexible or refundable tickets (64%).

	Total	US	GB	IN	AU	NZ
Airlines						
Enhanced cleaning during and between flights	71%	72%	72%	72%	71%	70%
Aircraft disinfection before departure	70%	71%	67%	76%	72%	64%
Temperature checks before boarding	66%	65%	62%	75%	70%	60%
Socially distanced seating	66%	69%	65%	76%	66%	53%
Mandatory wearing of face masks	64%	70%	65%	79%	54%	50%
Fully flexible or refundable tickets	64%	65%	61%	61%	68%	65%
Improved air filtration	62%	65%	62%	62%	64%	58%
Readily available disinfectant wipes	61%	62%	59%	65%	64%	57%

Photo: Travelport

Hotels

For travelers to have the confidence to book a hotel room, the study showed the majority want six specific safety measures in place including enhanced cleaning (73%) and guest services accessible via their mobile phone (51%).

	Total	US	GB	IN	AU	NZ
Enhanced cleaning throughout	73%	74%	72%	74%	72%	71%
Access to sanitizing gel, face masks and gloves	70%	69%	69%	77%	69%	64%
Social distancing throughout	66%	66%	64%	78%	66%	57%
Mandatory wearing of face masks by staff	64%	72%	61%	77%	54%	51%

WE USE COOKIES TO ENSURE YOU GET THE BEST EXPERIENCE ON OUR WEBSITE





About Travelport

Travelport is the technology company which makes the experience of buying and managing travel continually better, for everyone. It operates a travel commerce platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. The company facilitates travel commerce by connecting the world's leading travel providers with online and offline travel buyers in a proprietary business-to-business (B2B) travel platform.

Travelport has a leading position in airline merchandising, hotel content and distribution, car rental, mobile commerce and B2B payment solutions. The company also provides IT services to airlines, such as shopping, ticketing, departure control and other solutions. With net revenue of over \$2.5 billion in 2018, Travelport is headquartered in Langley, U.K., has over 3,700 employees and is represented in approximately 180 countries and territories.

CONTACT

Henry Jakins

[Send email](#)

MORE FROM TRAVELPORT



LATEST NEWS

A “New Normal” for Travel Influencers

OPINION ARTICLE

Marriott, Shreeji Hotel Group Break Ground on SpringHill Suites by Marriott Hotel in West Charlotte, LakePointe Near Charlotte Airport

GROUNDBREAKING

The Profession Of Hotel Sales Is At A Fork In The Road: Which Path Will You Follow?

OPINION ARTICLE

Japanese Airline Testing Hands-Free Bathroom Doors

EXTERNAL





Advertisements



Unlock your new normal with CoronaPass

Learn more



Media Kit · Newsletter · RSS Feeds · Post Content · Contact Us

1995-2020 Hospitality Net™ All rights reserved
Hospitality Net is powered by Hsyndicate

