





- [My ITR](#)
- [Cruise](#)
- [Tours](#)
- [Destinations](#)
- [Hotels](#)
- [Transportation](#)
- [Travel Advisors](#)
- [Technology](#)
- [Videos](#)
- [Resources](#)

Subscribe/Login to Insider Travel Report

This value is required.


Invalid email address.

In order to display the B2B travel content that meets your business needs, we need to know who are and what are your business needs. ] to our subscribers.

Travelport Survey Finds Most Ready to Consider Travel Conditionally



By  [James Shillinglaw](#), Aug 26, 2020 [\(0 comments\)](#)



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 10 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 study 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, travelers deemed it critical to have social distancing rules, mandatory use of face masks, and ready access to sanitizing gel, wipes, face masks and gloves. The study also revealed 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.

- 1) Enhanced cleaning and/or disinfection at airlines (71 percent), hotels (73 percent), car rentals (72 percent).
- 2) Access to sanitizing gel/wipes, face masks and gloves at airports (69 percent), airports (61 percent), hotels (70 percent), car rentals (66 percent).
- 3) Social distancing at airports (68 percent), airlines (66 percent), hotels (66 percent), car rentals (64 percent).
- 4) Temperature checks at airports (66 percent), airlines (66 percent).
- 5) Mandatory wearing of face masks at airports (64 percent), airlines (64 percent), hotels (64 percent). Car rentals (61 percent)
- 6) Fully flexible or refundable tickets at airlines (64 percent).
- 7) Improved air filtration at airlines (62 percent).
- 8) Contactless services at airports (58 percent), hotels(58 percent), car rentals (55 percent).
- 9) Plexi-glass at check-in at airports (56 percent).
- 10) Managed boarding by row at airports (56 percent).

“Over the last few months, the travel industry has rolled out many initiatives to support a safe, healthy and responsible return for travel,” said Greg Webb, CEO of Travelport. “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, but it was highest among baby boomers and lowest among millennials.

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 tool, which is free of charge and available to both Travelport customers and the wider industry, is delivered to both online and offline travel agencies through the Travelport COVID-19 Smartpoint Plugin, Travelport’s API-based merchandising solution, Branded Fares Data File, 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 advisor than before the COVID-19 crisis, with one third (33 percent) of all travelers anticipating an increase in their use of travel advisor services. This trend was particularly evident among millennials (44 percent). Overall, the two thirds (65 percent) who claimed this said it’s because they feel travel advisors are best placed to provide them with the latest travel safety information. For more information, visit [www.travelport.com](http://www.travelport.com).

