

In a Time of Reflection, We'll Keep Leading with Intelligence

Since the beginning of the pandemic, we have worked with our partners to set the stage for the inevitable return of travel. Our research is, and always has been, abundantly clear that people don't just want to travel; we need to. It is essential at our core and a critical part of our humanity as we connect and empathize with one another.

With that understanding in place, we have encouraged travelers to move from lamenting about missed experiences to sparking hope about what is to come. We have created bridges of trust with flexible booking policies and robust health and safety plans, so that consumers can confidently cross from dreaming to planning stages. We have developed guidelines to show how to pursue those plans with a full understanding of how to protect ourselves and others while traveling.

While our industry is always poised to shift with these ever-changing, often unpredictable times, we have kept our eyes trained on a future that we know to be true. As news of potential COVID-19 vaccines has emerged, it's clear that we are on the correct path to recovery.

Here at MMGY Global, we'd like to take this time to say "thank you" for your steadfast understanding of the power of travel, and your dedication to keeping the flame burning. We will continue monitoring travelers' behavior, motivations and intentions, and put that research into action. Reach out to us anytime for the latest insights, custom reports and more information on crisis management services.

Get the latest insights at:

[MMGYGlobal.com/COVID-19](https://www.mmgycorp.com/COVID-19)

Travel Intentions Pulse Survey

In Wave XI of our Travel Intention Pulse survey, we randomly sampled 1,200 active U.S. travelers. Our findings reflect sentiments in the time leading up to the Thanksgiving holiday and were prior to some of the more promising reports of vaccine efficacy.

- Following a six-point decline, the percentage of respondents likely to take a domestic leisure trip during the next six months remained steady (41%).
- Intentions around international travel reached its highest level to date, up from 21% to 25% among those likely to take an international flight.
- Interest in river cruising has surpassed the likelihood of taking an ocean cruise. Considering that river cruising was one of the fastest-growing segments of the travel industry, with a highly engaged and loyal following, this is an area to keep our eyes on.
- We also asked respondents how likely they would be to receive an approved vaccine once available, and the numbers are rising: from 45% in our last survey to 50%. Still, 40% said they would "wait at least a few months" and the rest said they would avoid it altogether.

[Click here to download the full report.](#)

Travel Safety Barometer

Even among the sobering news of COVID-19 spikes around the country, it seems that prospective travelers have already acknowledged what their new reality looks like. On our scale of 0 to 100, perceptions of safety have remained flat since our previous survey, though in longer-term views we have seen drops from months prior.

- Travel by personal car has always led in the transportation category (currently steady at 75 points), but recent reports of air safety has likely led to an increase in domestic flights.
- The safety barometer for staying in a vacation home has risen from 48 to 50 points this month, while hotels and resorts have remained steady.
- The rise in COVID-19 cases has likely contributed to increased concerns over dining in a bar or restaurant, down from 44 points to 40 in December. When it comes to leisure activities, outdoor spaces like parks and beaches continue to top people's to-do lists.
- As we anticipate the return of ocean cruising in 2021, perceptions of safety around this activity have remained steady at 30 points.

[Click here to download the full report.](#)

Join the Conversation

Did you know? Black travelers are 70% more likely to travel to destinations and purchase from brands where they see themselves reflected. Learn more from our study on “The Black Traveler: Insights, Opportunities & Priorities,” conducted in partnership with Black Travel Alliance, National Coalition of Black Meeting Professionals and National Association of Black Hotel Owners, Operators and Developers.

Read what others are saying about this first-of-its-kind report:

- [TravelPulse](#)
- [Travel Agent Central](#)
- [TravelNoire](#)
- [Essence](#)
- [Lonely Planet](#)

Thanks to our supporting sponsors, including Choice Hotels International, Tripadvisor and Virginia Tourism Office, all net proceeds from the report will go back to the three partner organizations as well as other not-for-profit groups. Click [here](#) for more information.

UPCOMING WEBINARS AND EVENTS

Insights and Perspectives on the Black Traveler

Tuesday, December 8, 2020 1 pm EST

Please join us in partnership with The Black Travel Alliance and Virginia is for Lovers at the “Insights and Perspectives on the Black Traveler” webinar hosted by the Diversity, Equity, Accessibility & Inclusion Committee of the Society of American Travel Writers (SATW). Presenting findings from our groundbreaking study will be:

Danny Guerrero, VP, North America Strategy, General Manager, LA and Co-Chair, Diversity, Equity & Inclusion Council, MMGY Global; Martinique Lewis, President of Black Travel Alliance, and James Warren, Founder/CEO, Share More Stories and Vice President of Brand Strategy, JMI working with Virginia Tourism.

Register [here](#).



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BLACK
TRAVEL
ALLIANCE

HABHOOD
National Coalition of
Black Hotel Owners,
Operators & Developers

NCBMP
National Coalition of
Black Meeting Professionals

MMGY
Travel
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Cannabis Tourism: Opportunities, Issues & Strategies

Curious about cannabis? We’re taking a deep dive into this multibillion-dollar industry and emerging tourism opportunities from coast to coast. Download part one of our three-part webinar series with MMGY Travel Intelligence’s EVP of Insights & Strategy, Chris Davidson, and Brian Applegarth, President of Enlightn Strategies. Set your calendar for part two Tuesday, February 2, 2021, and part three on Tuesday, April 6, 2021.

Click [here](#) to purchase the full report on “Cannabis Tourism: Opportunities, Issues & Strategies” and for more insights.

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