

U.S. Travel

The Shared Responsibility
of Traveler Health & Safety



Bonjour
Hola
Hello
Namaskara
Kon'nichiwa



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1. Traveler Behavior Update
2. Traveler Health & Safety Sentiments
3. Tripadvisor Travel Safe Initiative



The road to recovery and the five phases:

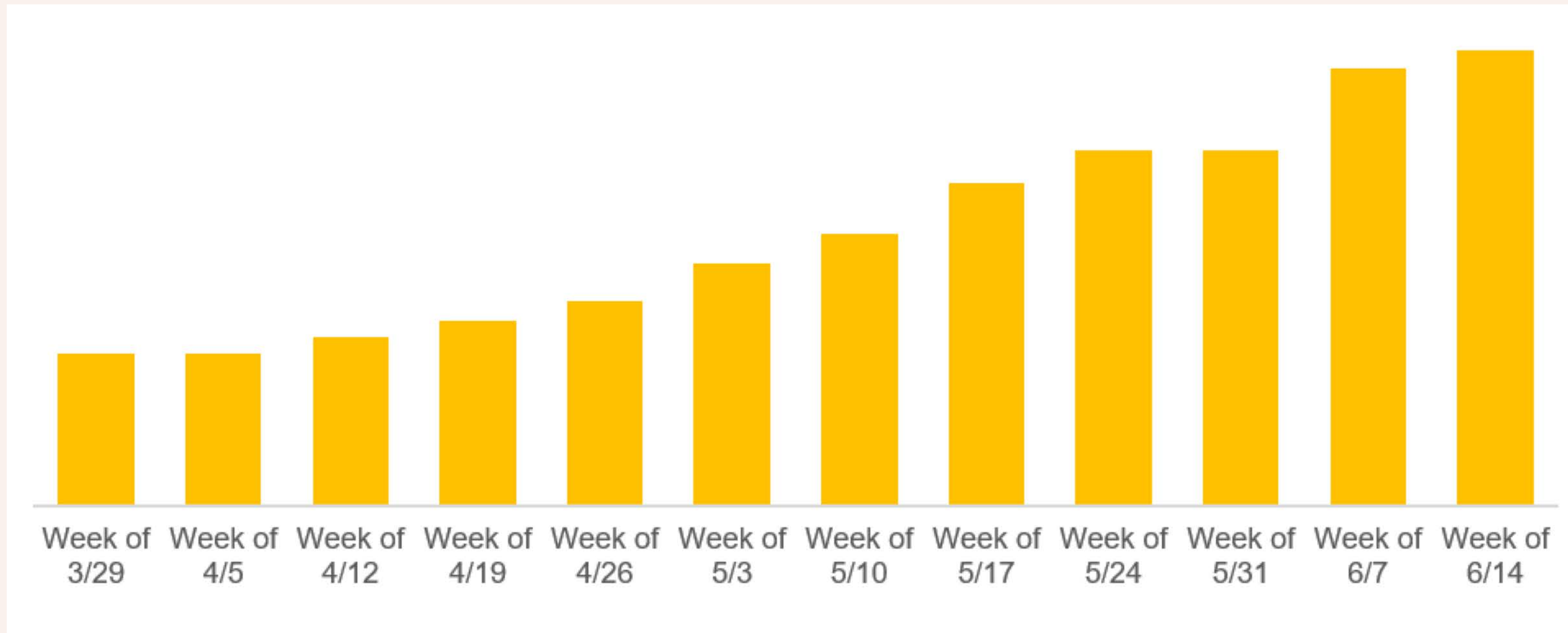
1	Decline	News and concern spreads rapidly, people begin practicing social distancing and travel declines sharply as a result
2	Plateau	Potential travellers stay inside to ensure safety and help “flatten the curve”
3	Emerge	As the crisis begins to pass, lockdown restrictions begin to ease and people begin venture out again to visit restaurants and businesses in their home city
4	Domestic	As confidence continues to grow, people feel more comfortable traveling again and begin to visit friends and family in their home country
5	International	In the final stage of recovery people one again feel comfortable travelling abroad



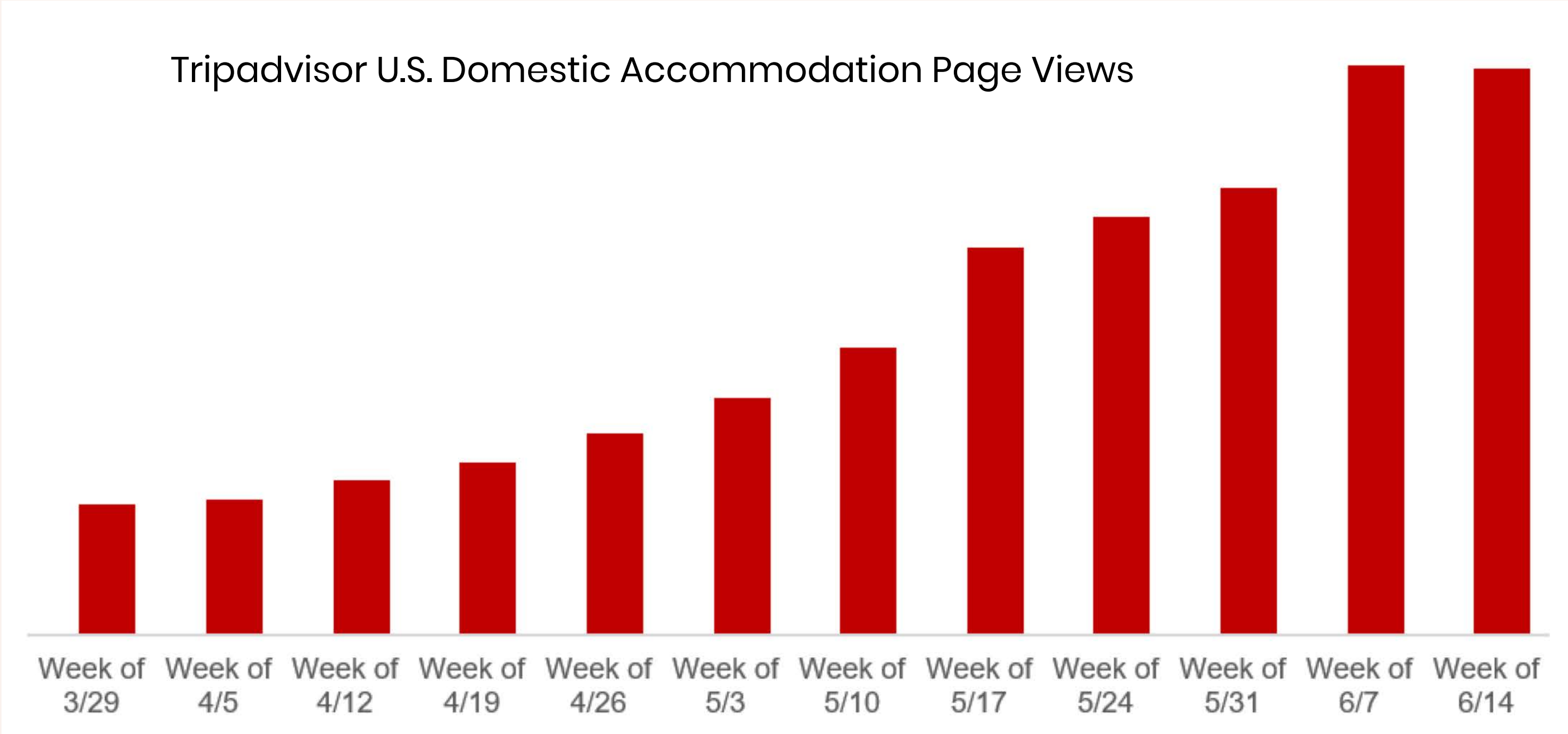
In the US, some markets remain in Plateau Phase, some in Emerge, and still others in Domestic

United States: Domestic Lookers

As domestic lookers increase, booking window decreases in the U.S.



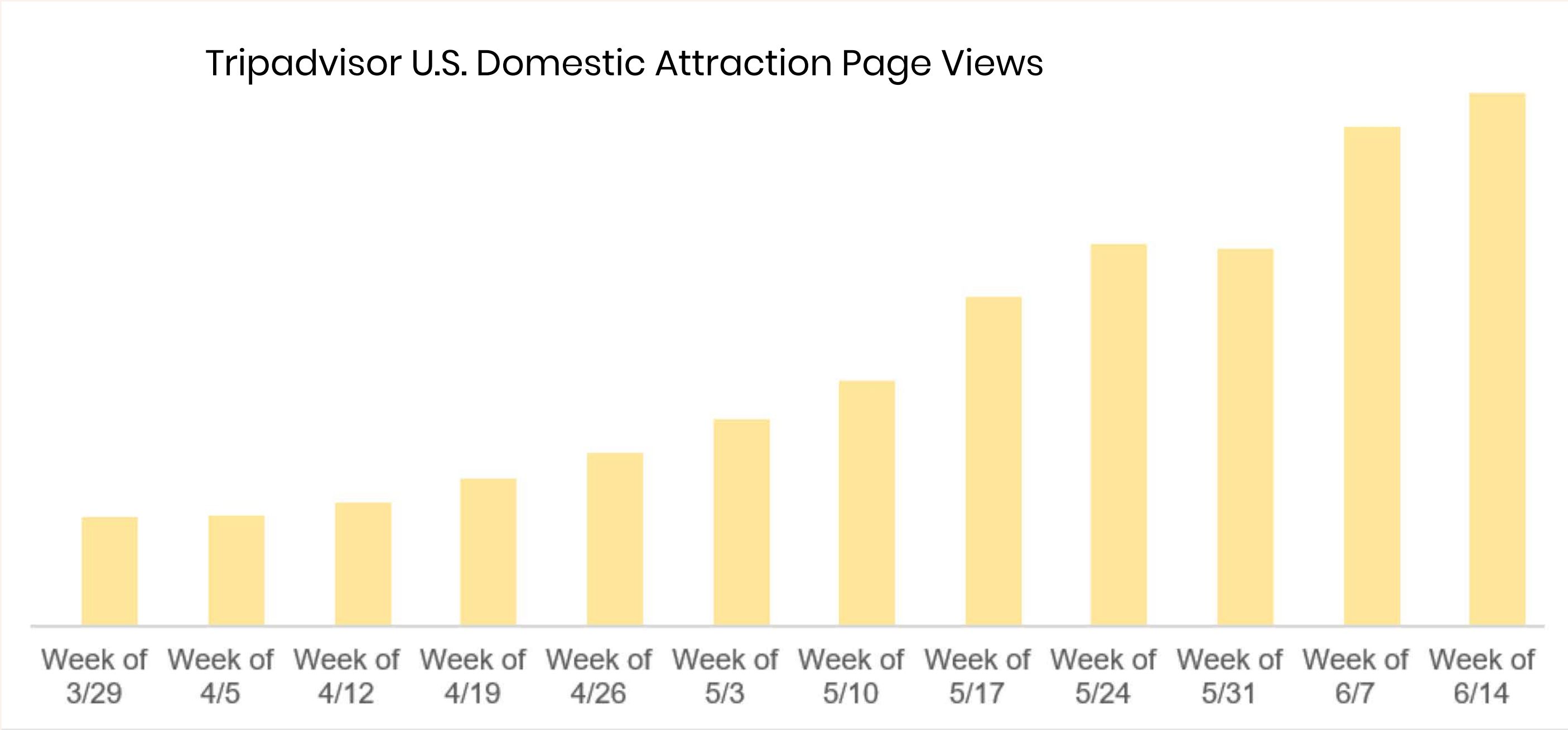
In mid-April, U.S. accommodation page views began to increase as consumers researched domestic trips



Source: Tripadvisor Internal Data; Data through 6/20



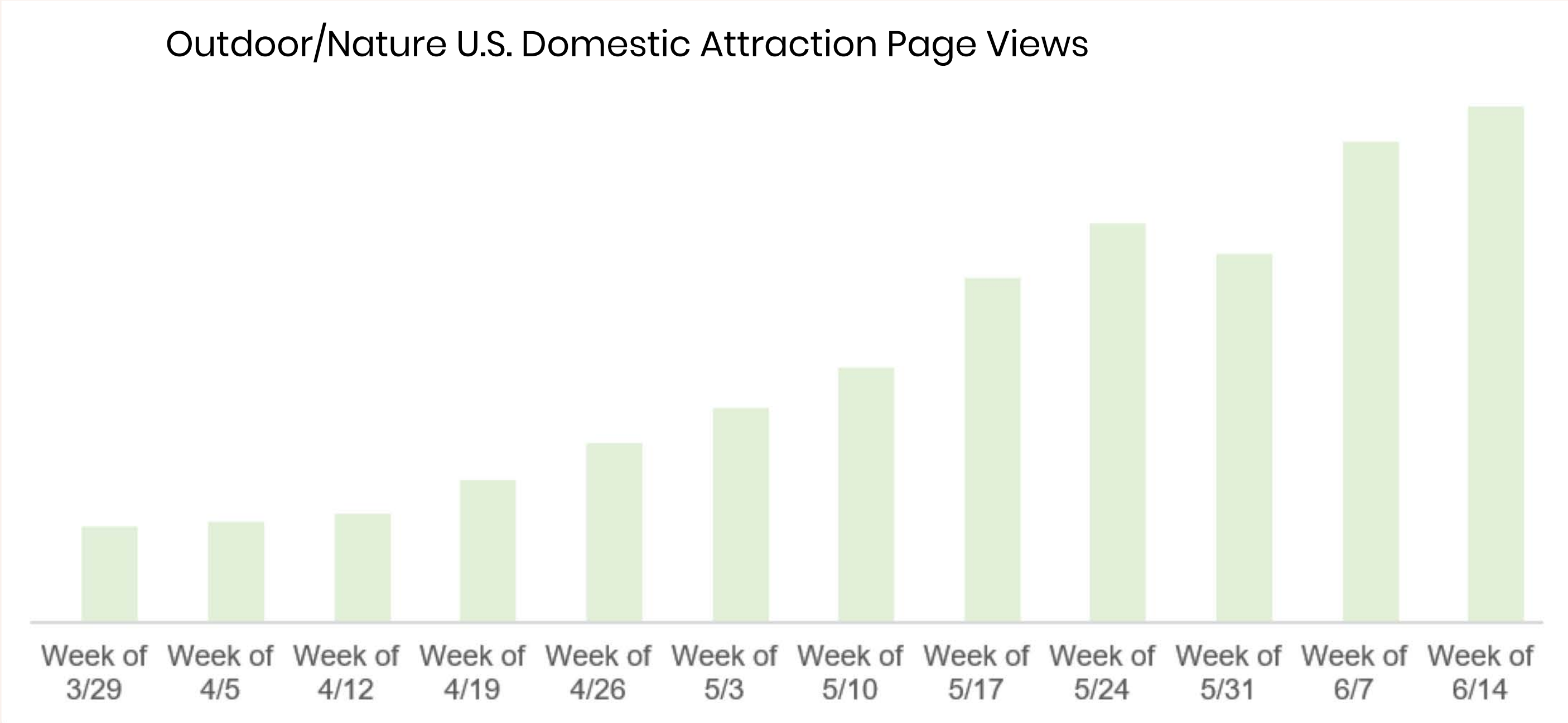
In late April, U.S. attractions page views began to increase and have continued to show growth



Source: Tripadvisor Internal Data; Data through 6/20



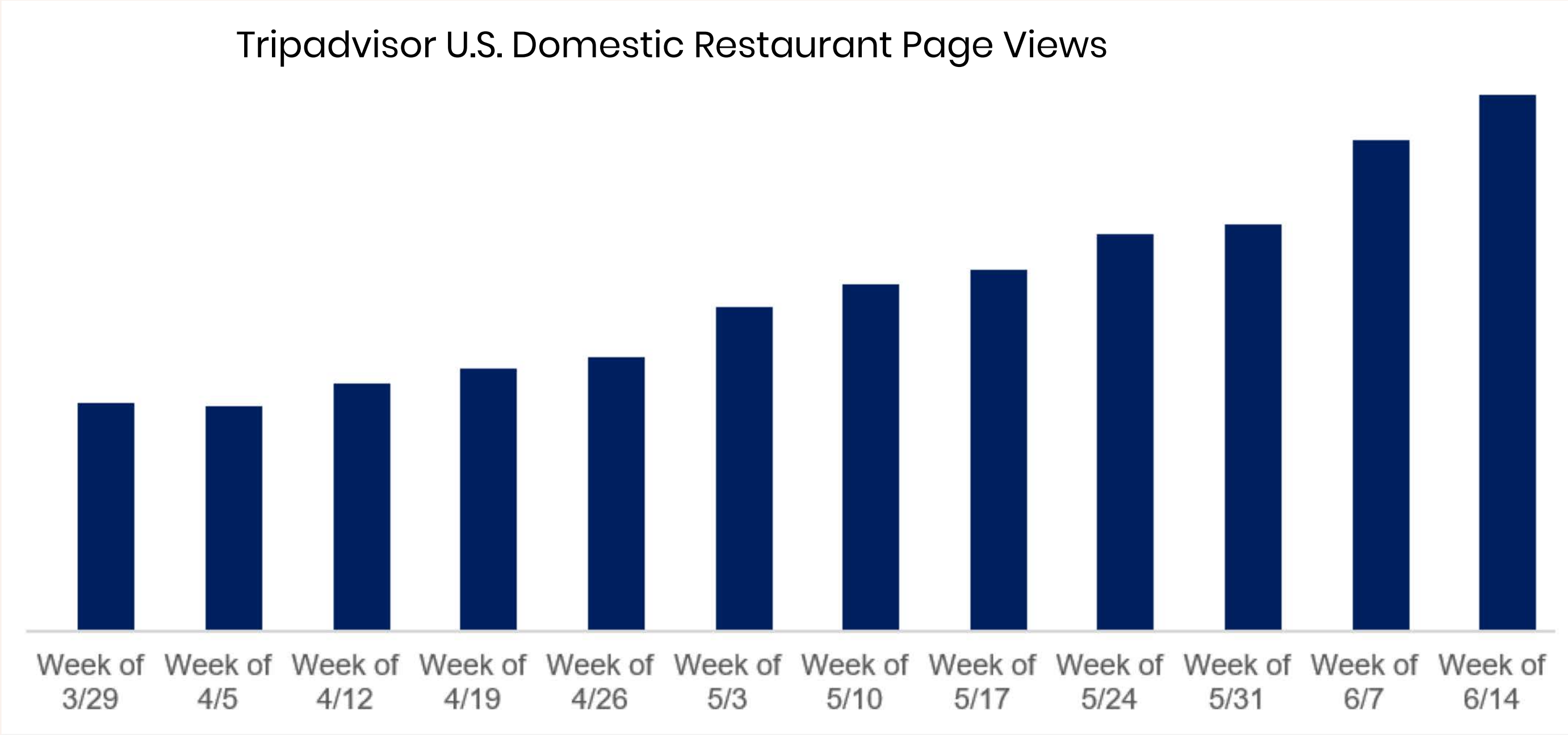
U.S. consumers increase searches for outdoor attractions as restrictions begin easing



Source: Tripadvisor Internal Data; Data through 6/20



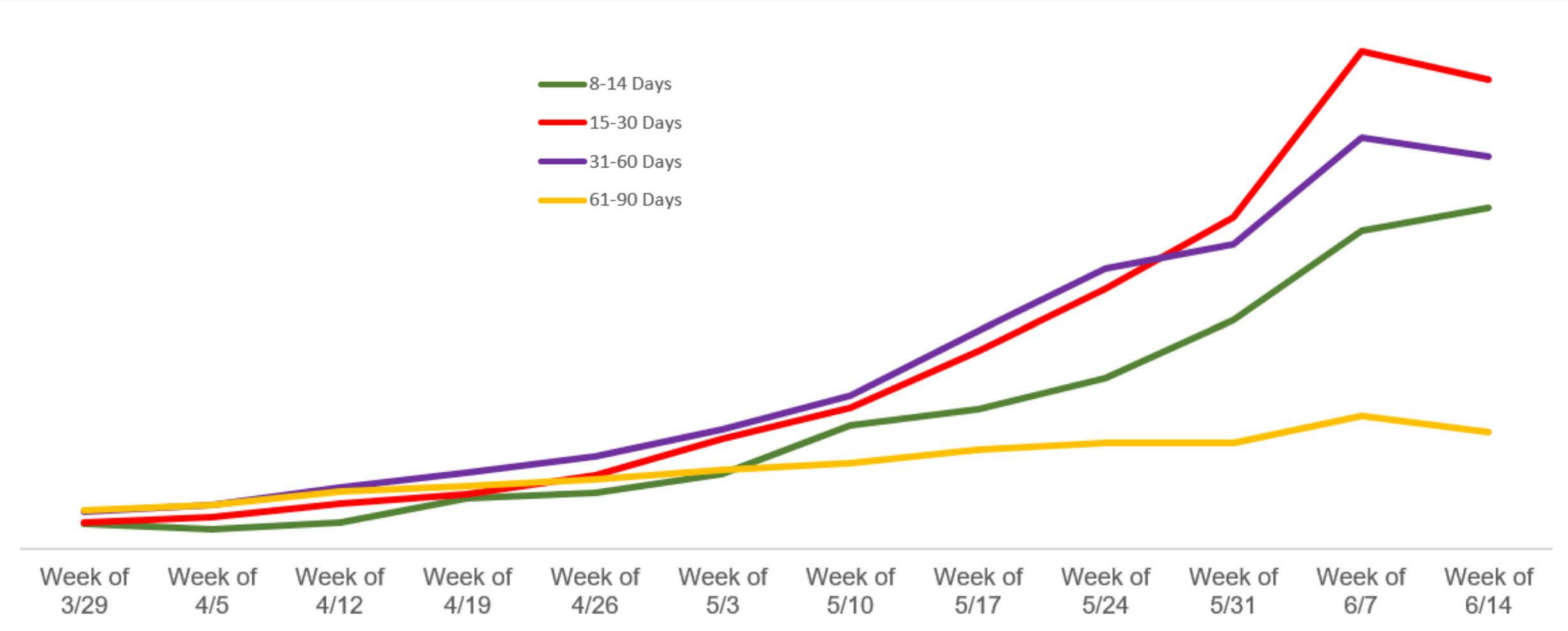
In early May U.S. domestic restaurant page views began to increase, a positive sign of recovery



Source: Tripadvisor Internal Data; Data through 6/20



In the last week, 82% of hotel searches were for the next two months



Source: Tripadvisor Internal Data; Data through 6/20



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COVID-19 Global Survey Insights: Health & Safety



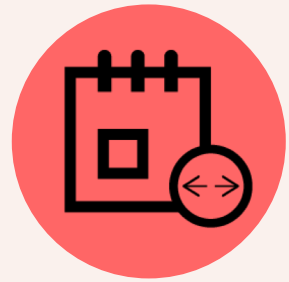


Travelers continue to
be excited about travel
and future trips

Travelers can't wait to book their next trip



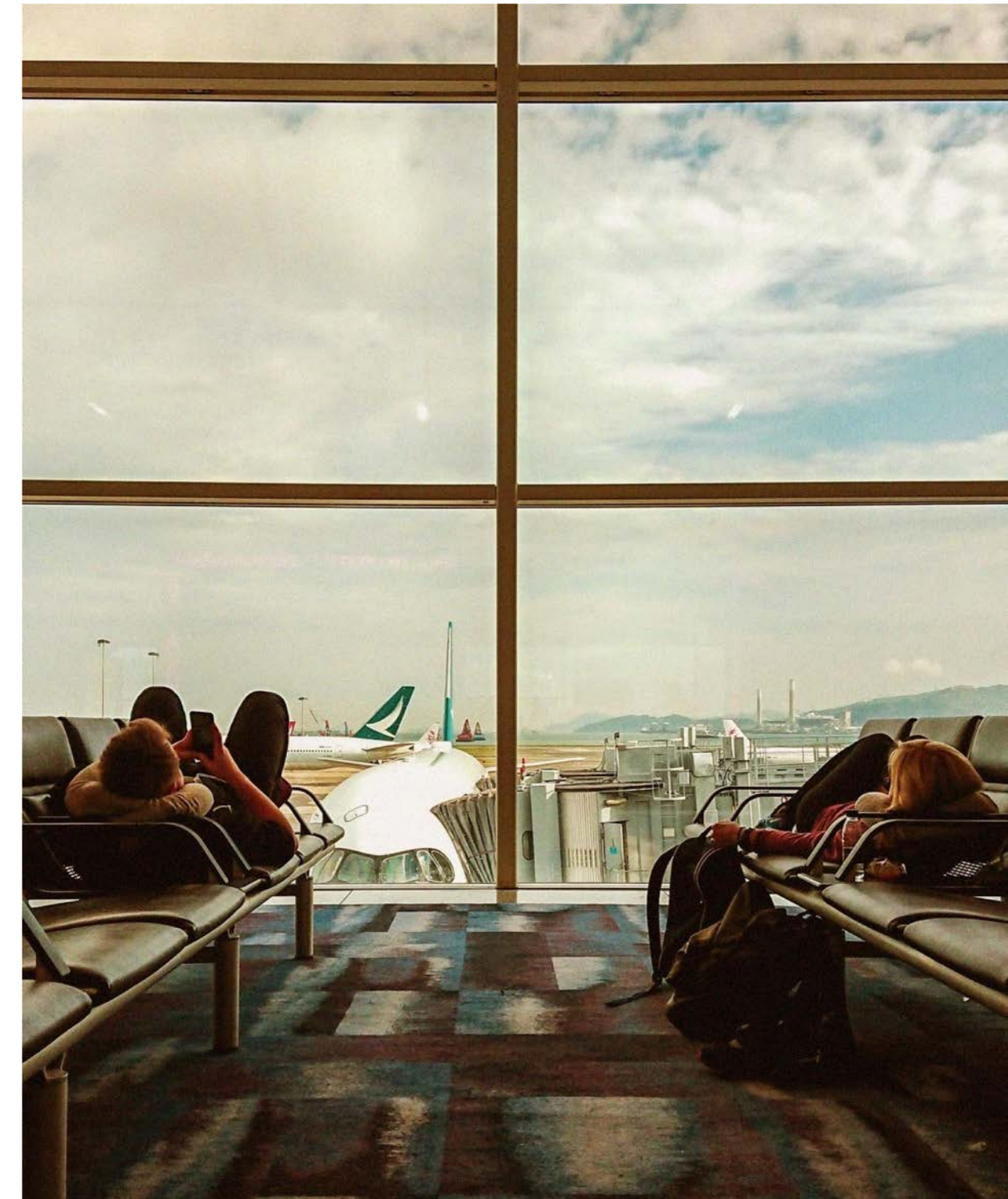
82% of respondents are excited to plan their next trip post Covid-19



63% have spent time in the last week planning and researching potential trips to take post Covid-19



50% have spent up to five hours in the last week planning their next trip post Covid-19



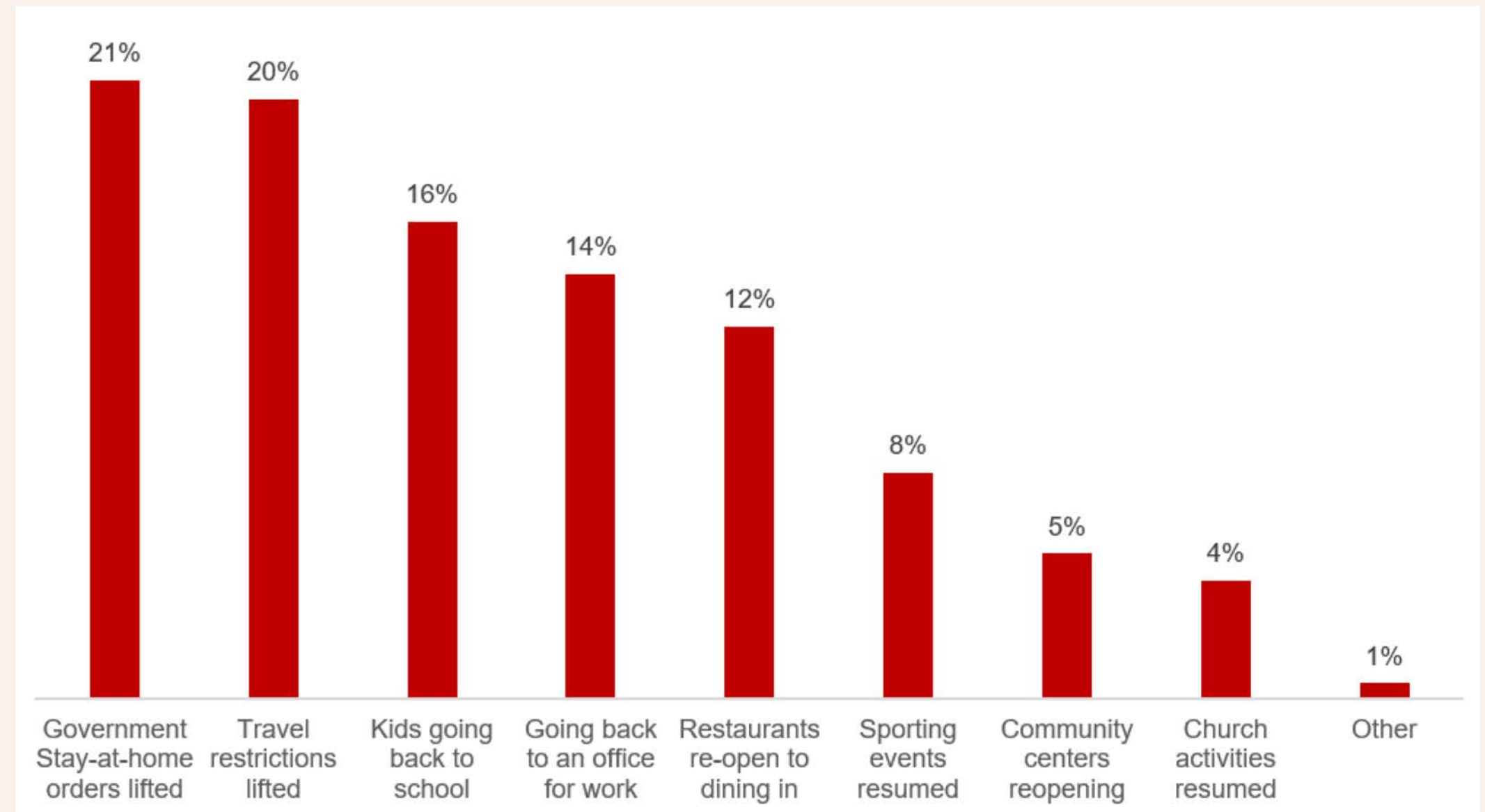
How are
consumers
defining the end
of Covid-19?

What are the most important signals to consumers today that things are returning to normal?

41% of respondents say lifting stay-at-home orders and travel restrictions are the most important indicator that things are returning to normal

Kids going back to school and offices reopening are the second most important for 30%

Restaurants reopening and sporting events resuming account for 20%



Future Travel Planning Changes

69% of respondents say they will do more research when planning their next trip [+52% more than early April]



70% of respondents say when thinking about their next trip, they will plan and book in advance versus spontaneous trips



83% of respondents say for their next trip, flexible cancellation policies on anything they book are a must [+52% more than early April]

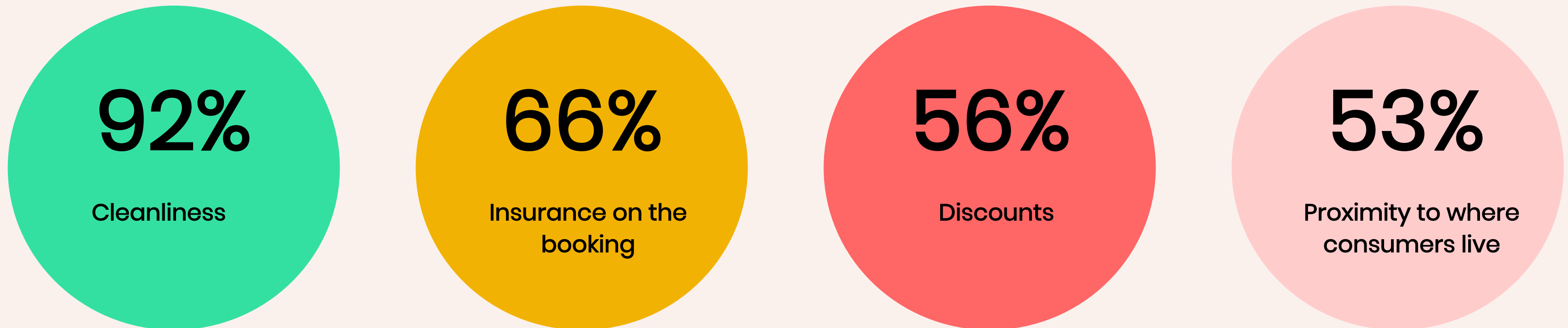


53% of respondents say when thinking about their next trip, they will **seek value (quality for money)** rather than the lowest price



Cleanliness is the most important factor in determining accommodations after Covid-19

Thinking about traveling after Covid-19, how important are the following choices in selecting an accommodation? (Extremely/very Important)



What actions can travel providers take to increase cleanliness for consumers?

88%

Increased frequency of
disinfection of high-
contact
equipment

84%

Cleanliness/ sanitization
certification by
independent experts

82%

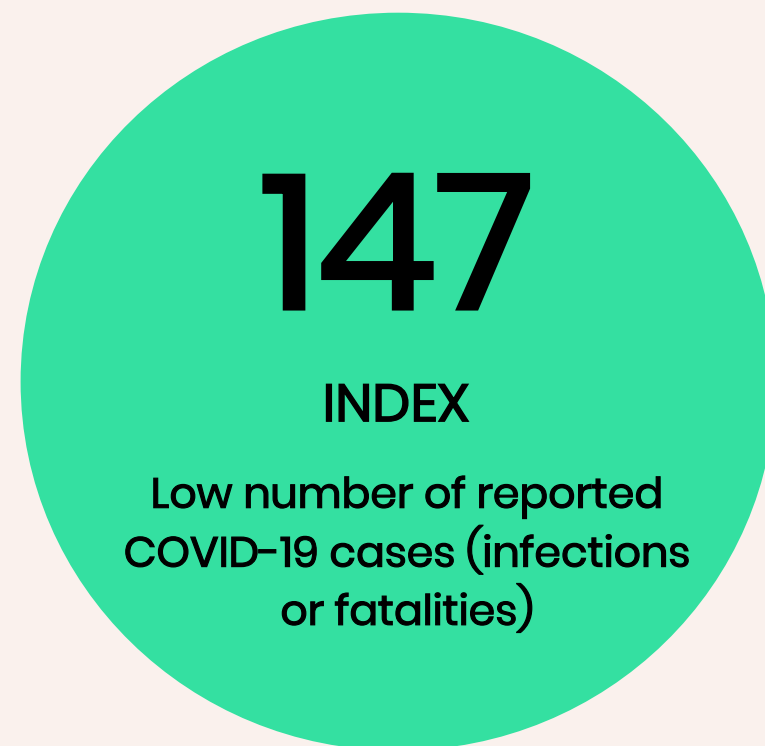
Provide hand sanitizer /
disinfectant wipes to
each traveler

81%

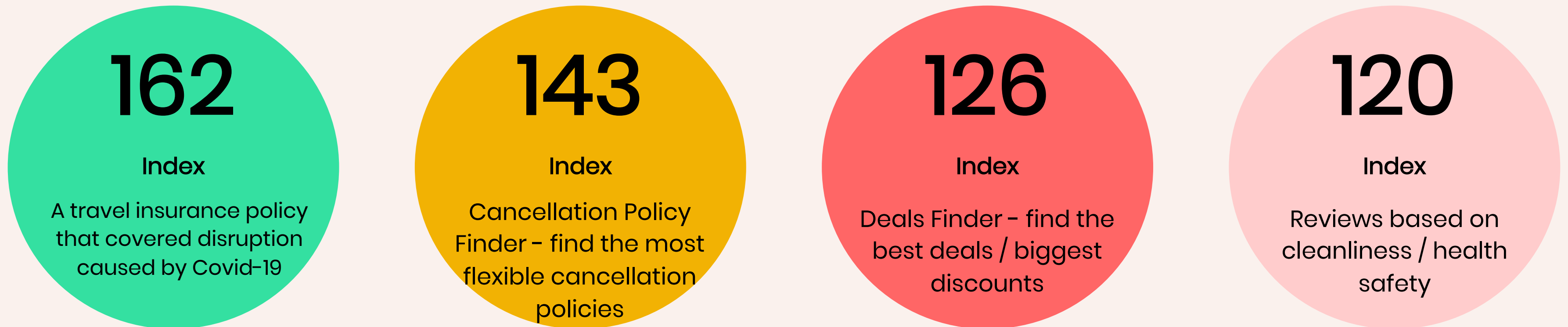
Publicly displayed
cleaning and sanitization
protocols



What is important to consumers when selecting a travel destination?



Travelers are seeking cancellation policies, deal finders and reviews to plan their next trip



Restaurants

42% of consumers say when restrictions are lifted “I will go to a restaurant and dine-in like I did before Covid-19”



Consumers seeking increased hygiene practices to feel comfortable dining at restaurants again

86%

Staff are regularly
disinfecting tables and
chairs before seating new
parties

85%

Hand
sanitizer/disinfectant
wipes are available to
customers upon
entering/exiting

84%

Staff member managing
entry at front entrance
and ensuring business
isn't overcrowded

83%

Employees are routinely
sanitizing their hands
and/or wearing gloves



Travel Safe Initiative



Safety is top of mind for travelers.

65%

of respondents will not travel until they see physical changes that make them feel safer.

74%

of travelers say a checklist of safety measures on Tripadvisor listings would be very or extremely helpful.

Source: Tripadvisor Consumer Sentiment Survey Wave 3, Qualtrics; 2,190 respondents, U.S., U.K., Australia, Italy, Japan, Singapore; 4/22-4/27; Tripadvisor Covid-19 Pandemic Survey Wave 4, Qualtrics; 1,088 respondents, U.S., U.K., Australia, Singapore; 5/13-5/18



Enter: Tripadvisor's Travel Safe Initiative

On June 24, 2020, Tripadvisor launched new program dedicated to:



Putting travelers' minds at ease while prioritizing their safety:
Provide travelers with digestible information & guidance pertaining to safety as they start to plan future travel



Supporting our partners:
Aid in recovery by helping businesses share their safety measures and overall response with travelers as they make their plans

TAKE ACTION: Add your safety measures to the Management Center. Go to tripadvisor.com/Owners to get started.



How It Works

Leveraging expertise from world health & safety organizations, compiled checklist that hotels or restaurants can use to share safety measures. Businesses that activate the checklist will benefit from:

Listing Page Updates

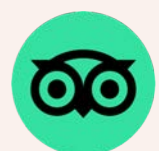
Once activated, a notification will appear at the top of the page to catch traveler attention. It will link to a new “Keeping you safe during COVID-19” section which includes safety measures and how travelers can contact business directly or ask questions via Q&A feature.

Search Filter

When travelers are searching for accommodations in your area – they’ll be able to filter for hotels that have indicated they are taking safety precautions resulting in higher visibility for business to potential, safety-focused guests.

Traveler Reviews

Travelers report that they are most interested in feedback from other guests on the current state of safety at businesses. To help gather this information from recent visitors, questions will be added to review questionnaire to confirm safety experience at each location.



Listing Page Updates



Keeping you safe during COVID-19

What you can expect during your stay

Linens sanitized between guests

Hand sanitizer (60%+ alcohol)

Employees have paid sick time

Regularly sanitized high-traffic areas

24-hour minimum between guests

Contactless employee temperature checks

Employees must wear masks

Floor indicators

Regular hand washing required

Regularly sanitized high-traffic areas

Individually sealed amenities

Contactless check-in

Contactless check-out

Doctors available 24/7

Show Less ^

A note from Sheraton Atlanta Hotel

We are working diligently to ensure that our hotel continues to provide essential services in this challenging environment.

We take standards for hygiene and cleanliness very seriously; we are closely monitoring and following the CDC and WHO guidance regarding COVID-19, as well as guidance from local health authorities. Our health and safety measures include everything from handwashing hygiene, to hospital grade cleaning product specifications for guest room and common area cleaning procedures. If a colleague exhibits symptoms of COVID-19, they are instructed not to return to work and instead seek appropriate medical attention. Should a guest exhibit symptoms, our priority is to safely relocate them to a place where they may receive appropriate medical attention.

With the COVID-19 situation rapidly evolving, we recommend that all guests consult local authorities to understand the latest travel restrictions before they commence their travel.

Show Less ^

More questions?

☎ +1 404-659-6500

 Email hotel

Community

 Ask a question

 Post a review

Updated 5/21/20 Safety precautions are provided by the property and are not checked by TripAdvisor for accuracy.



Keeping you safe during COVID-19



Search Filter

Traveler Reviews

Could you say a little more about it? (optional)

We'd love your opinion! Anything you can share will help other travelers choose their perfect hotel. Thanks!

Safety Amenities

Does the hotel **provide hand sanitizer**?

Are hotel **employees required to wear masks**?

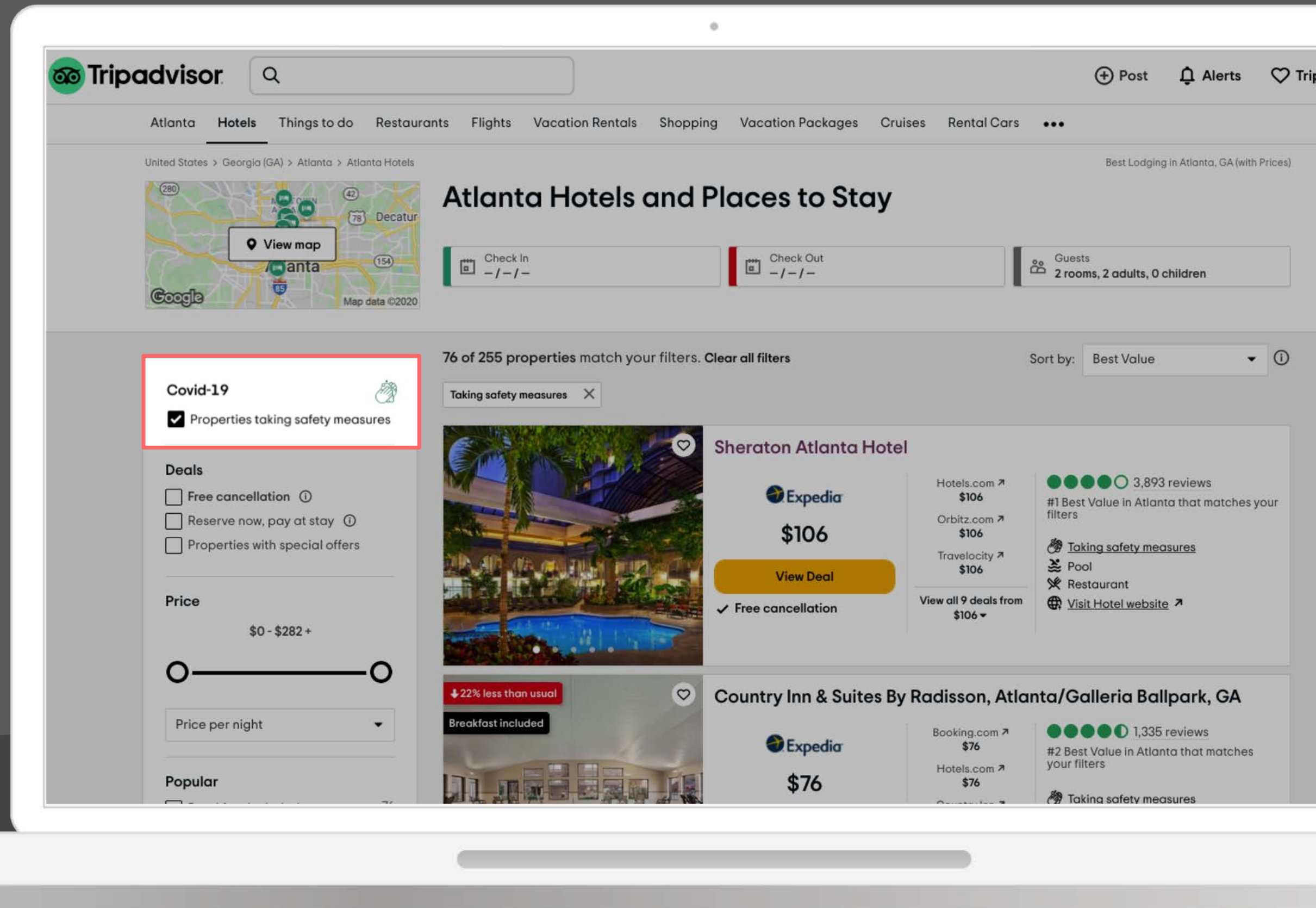
Hotel Style & Amenities

Does the hotel provide **fax or photocopying services**?

Did your room have an **iPod docking station**?

Does the hotel offer **pool or beach towels**?

Is this hotel close to the **convention center**?



Hotels

Checklist of Safety Measures



- Staff required to regularly wash hands
- Regularly sanitized high-traffic areas
- Hand sanitizer available to guests & staff
- Face masks required for staff in public areas
- Floors marked for social distancing
- All linens sanitized in high-temperature wash
- Face masks required for guests in public areas
- Paid stay-at-home policy for staff with symptoms
- 24-hour minimum vacancy between guests
- Regular temperature checks for staff
- Contactless check-in
- Contactless check-out
- Doctors available 24/7
- Individually wrapped toiletries

Disclaimer: Lists will continue to evolve and may change at any time.



Restaurants

Checklist of Safety Measures



- Face masks required for staff in public areas
- Hand sanitizer available to guests & staff
- Regular temperature checks for staff
- Single-use or sanitized menus
- Socially distanced dining tables
- Staff required to regularly wash hands
- Tables disinfected between guests
- Face masks required for guests in public areas
- Floors marked for social distancing
- Single-use or individually wrapped condiments
- Contactless payment
- Contactless ordering
- Paid stay-at-home policy for staff with symptoms
- Curbside/storefront pickup
- Reservations & call-ahead seating only



Disclaimer: Lists will continue to evolve and may change at any time.

Best Practices

1

Select safety measures that apply to your business.

Be sure selections are accurate to properly set guest expectations.

2

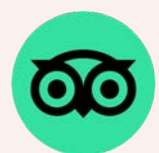
Use free-form text box to provide more details.

Include links to more information on your website or blog or third party standards (associations, local certifications, etc.)

3

Update information regularly.

Travelers are very interested in the latest information, so we've added a date stamp to the section. Be sure to add updates as you work to comply with the latest regulations and guidelines.



The Opportunity

Partner with Tripadvisor on this free opportunity to:



Rebuild traveler confidence
and help them feel
comfortable about planning
their next trip



Position your business
as a safe option to
discerning travelers seeking
reassurance



Leverage reach & scale
of Tripadvisor to highlight
your business practices to
travelers searching your
destination

[Travel Safe Initiative Details](#)



A glance at Travel in The last month

Travel remains a large vertical with **over 1B visits to travel sites globally last month**

In May 2020, Tripadvisor continued to be the **#1 travel site globally**





Thank You

Methodology:

- Vendor: Qualtrics
- Countries: U.S., Japan, Australia, Italy, U.K., Singapore
- Study fielded on an ongoing basis beginning 3/20/20

About the vendor:

- Qualtrics is a third party that has multiple panels totalling 50M respondents across 50+ countries
- Third party verification is employed
- All panelists opt in and multiple panels are used to avoid bias
- All the panels are part of ESOMAR, MRS and other internationally recognized quality bodies.

