

Ready for Takeoff:

Trend aggregation in the travel industry



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About Prodege

Come Visit Our Booth!

2005

prodege

Established



2014

Launch of
Mobile panel



2019

 **InboxDollars**
The online rewards club that pays!

Acquired adding
40+ million
members



2009

Established
a double
opt-in market research
panel



2016

 **MyPoints**

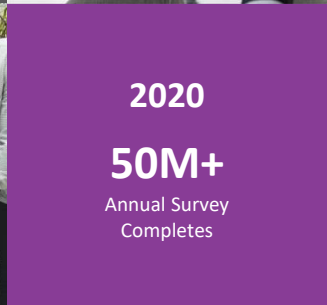
Acquired an online
panel pioneer
since 1998



2020

50M+

Annual Survey
Completes



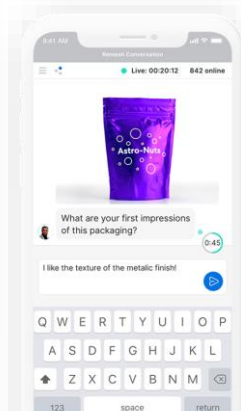
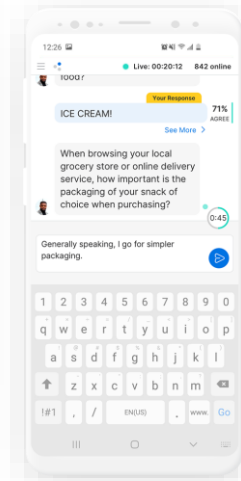
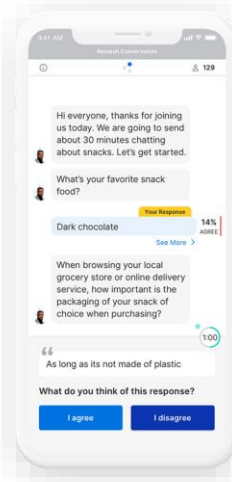
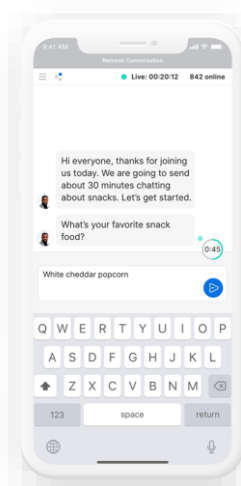
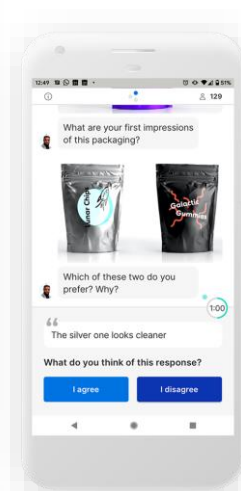
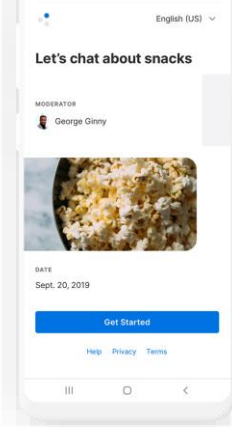
About Remesh

The Remesh platform allows you to have a live conversation with up to 1,000 of your customers at once, using AI and NLP to analyze and organize your audience's responses in real-time. Gain fast, frequent, and efficient insights and make decisions with confidence. Truly understand your target audience, in their own words, in 60 minutes.

Founded
2014

Companies
750+

Insights Surfaced
+5m





QUESTIONS:

- How has the pandemic impacted travel plans?
- What is commonly associated with “traveling during COVID?”
- What is the comfort level to travel in the near term?
- What are the biggest barriers to travel?
- Are travel providers employing adequate safety protocols to instill confidence in booking trips?

SOLUTIONS:

- Assess the attitudes towards travel throughout different stages of the pandemic.
- Dig into common themes in the risk/benefit analysis regarding travel and gauge whether the pandemic will impact holiday travel.
- Validate these results at scale.

The Research



Live conversation on October 5th conducted on Remesh's agile research platform powered by AI with 155 Prodege panelists (~80% vaccinated, ~20% unvaccinated).



A quantitative study was fielded among Prodege panelists to understand how Americans are approaching travel this holiday season and how this compares to last holiday season's plans.

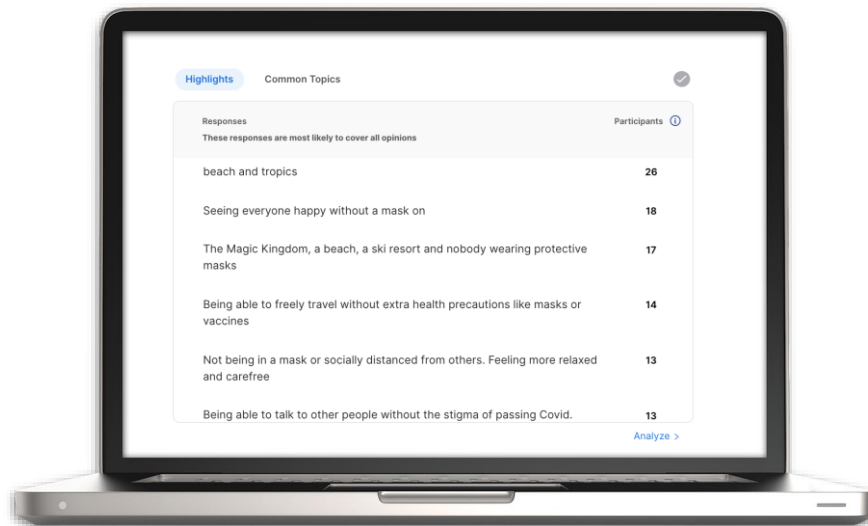
n=1116, fielded Oct 7-8



Thinking back to travel before we knew the term COVID-19...

- An escape from everyday life, relaxation, not having to worry about masks & safety protocols, and the ability to explore new places were identified as bright spots of traveling prior to COVID
- On the negative side, travelers associate pre-pandemic travel with crowds, long waits, and high prices

🗨️ When you think about travelling BEFORE the COVID-19 pandemic, what are the POSITIVE images that come to mind?



Travel cancellations were widespread!



- Nearly eight-in-ten canceled travel due to COVID
- Shutdowns & safety concerns were volunteered as the leading reasons for cancelling travel

Unexpected windfall? Almost half allocated the money they'd use for travel elsewhere

Single-Select Poll

Are you spending money you would have normally spent on travel on something else?

54%

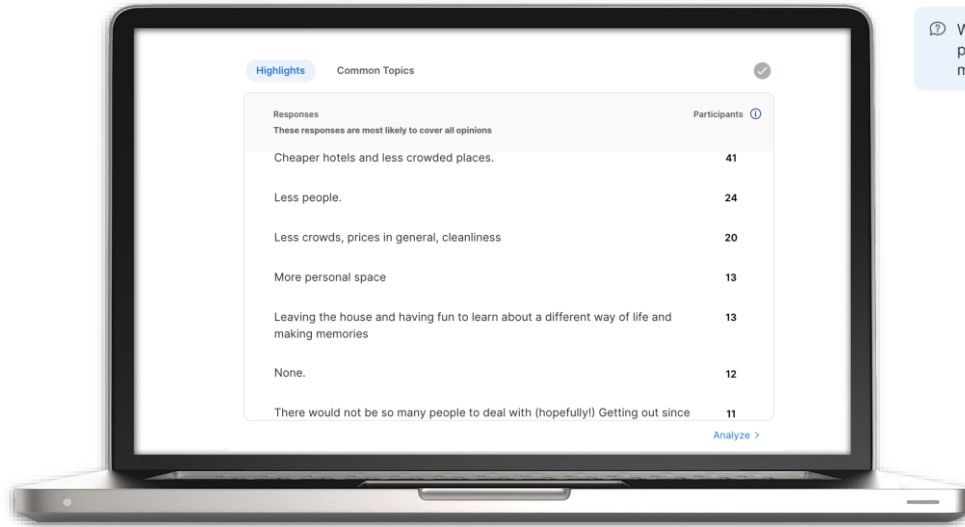
No, I am not spending money elsewhere



46%

Yes, I am spending money elsewhere

Were there any silver linings to pandemic travel?

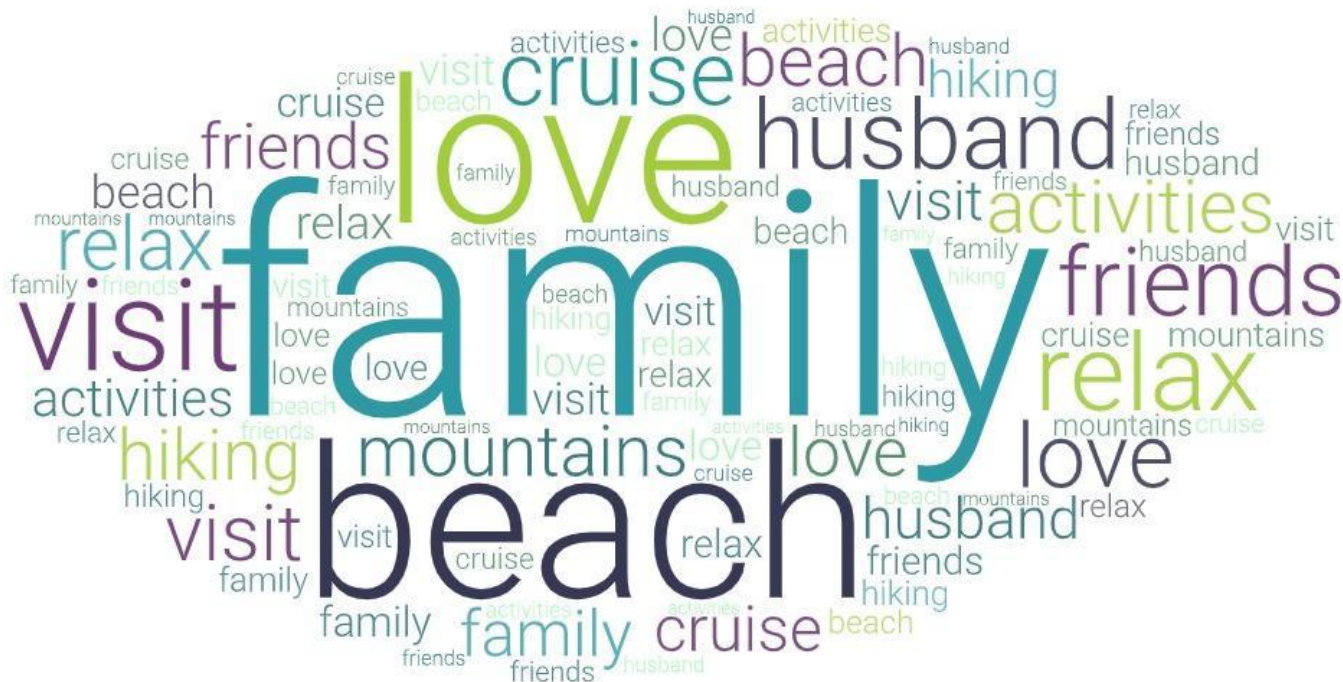


🔗 When you think about travelling DURING the COVID-19 pandemic, what are the POSITIVE images that come to mind?

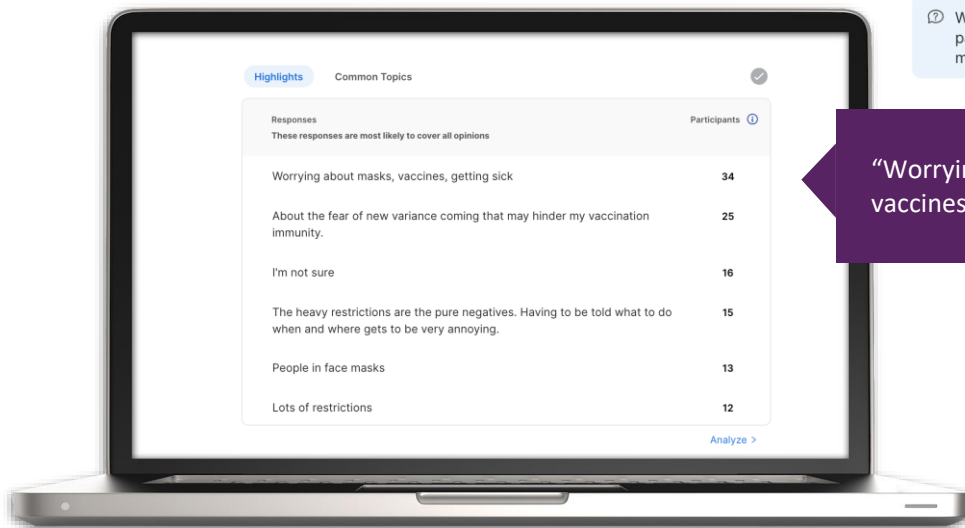


Fewer crowds and lower prices were pegged as the biggest pluses of traveling during COVID.

What does the “Ideal Vacation” look like now?



Travel during the pandemic was met with many concerns

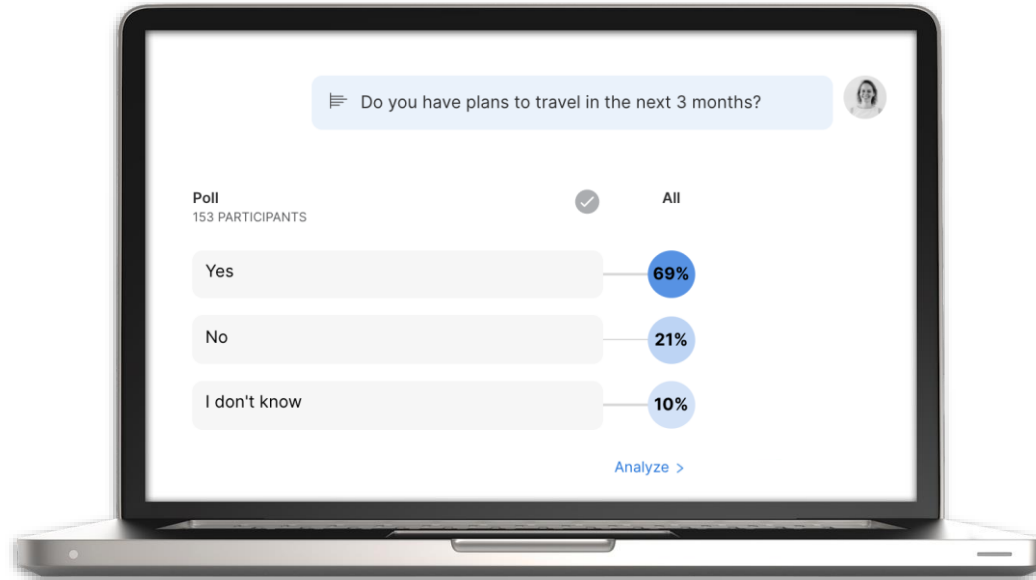


When you think about travelling DURING the COVID-19 pandemic, what are the NEGATIVE images that come to mind?

“Worrying about masks, vaccines, getting sick.”

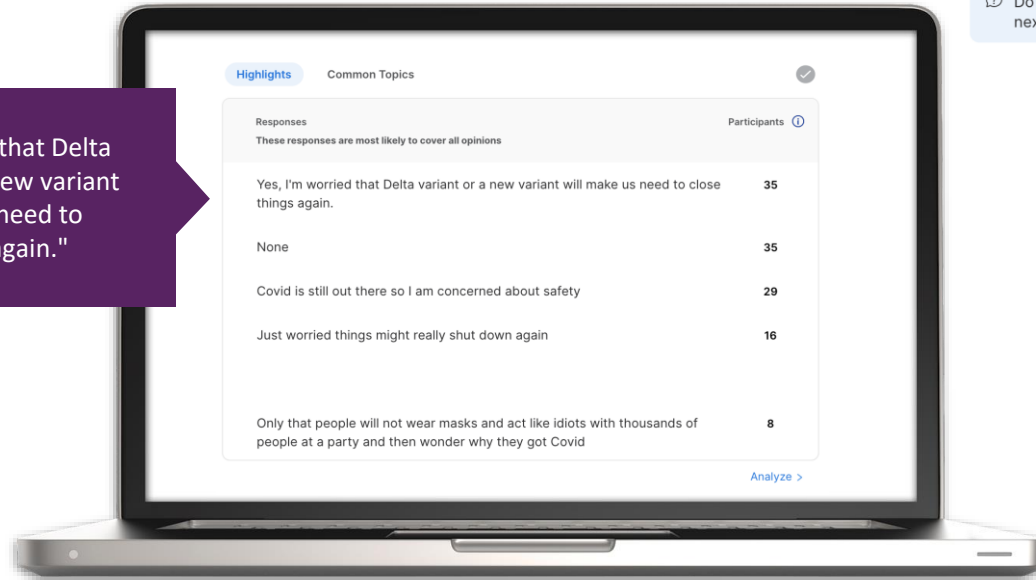
Those we spoke to negatively associated travel during the pandemic with fears of getting sick & passing COVID on to others, and the ever-changing restrictions.

Looking ahead, 69% have made plans to travel in the next 3 months...



...but COVID-related concerns linger

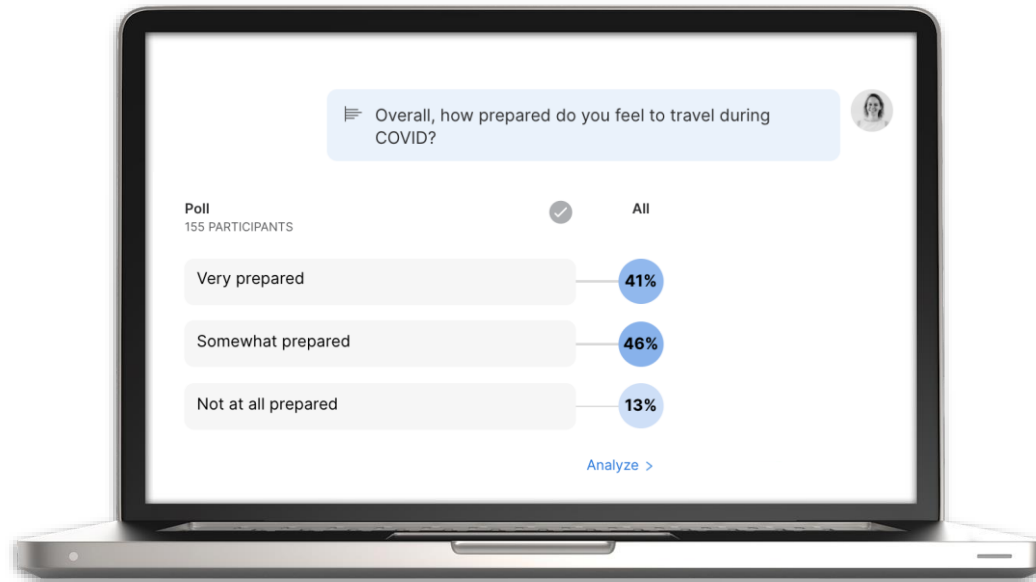
"I'm worried that Delta variant or a new variant will make us need to close things again."



Do you have any concerns about your travel plans in the next 3 months?

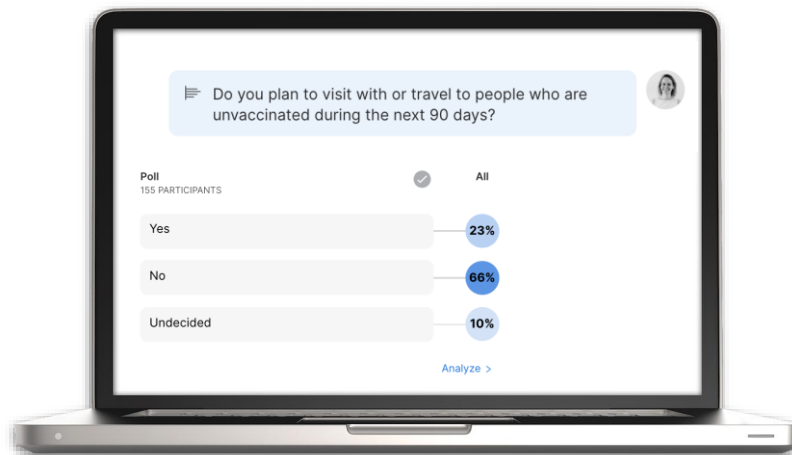


Travel preparedness during COVID varies



No vaccine, no visit?

- 67% say that the national conversation around the pandemic & vaccination status have impacted family dynamics when considering holiday plans at least somewhat!
- Two-in-three indicate they do not plan to visit with or travel to see anyone unvaccinated during the next 3 months



“I don’t visit people who wouldn't take the necessary precautions to keep us all safe.”
(65% in agreement)

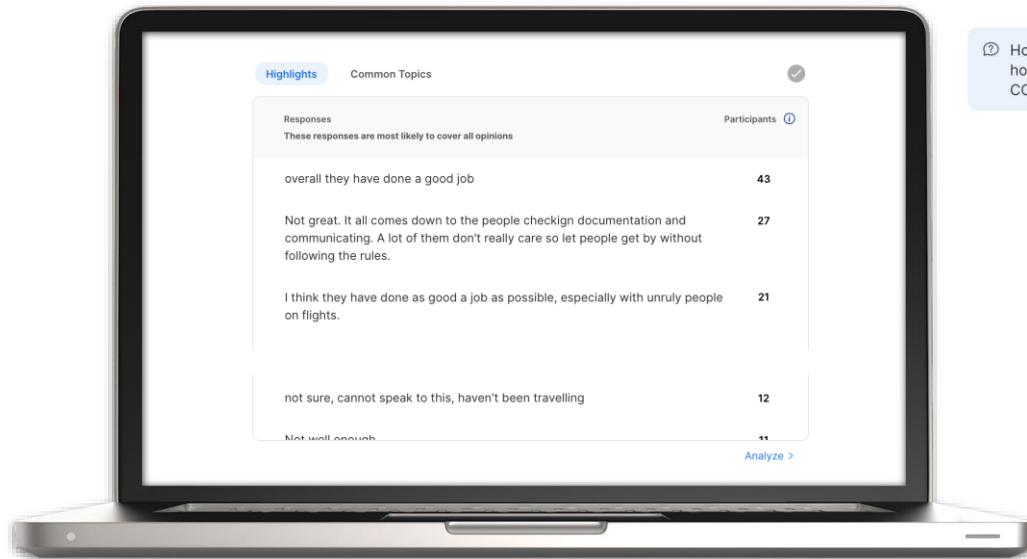
Widespread support for newly introduced bill on air travel

79% are in support of the newly introduced government bill (U.S. Air Travel Public Safety Act) that would require anyone, before they board an aircraft, to produce proof of vaccination or a negative COVID-19 test, or show medical documentation that they have recovered from the virus within 90 days of their flight

“I would support it for the safety of everyone.”

“Support to ensure you are not vulnerable to people who may have the virus.”

Travel providers are generally viewed as good communicators during the pandemic



How well do you feel that travel providers (airlines, hotels, AirBnB, etc) have been at communicating COVID-19 safety protocols and refund policies?



'Tis the season for a potential uptick in holiday travel

Likelihood of the following types of holiday travel this holiday season relative to last holiday season?	<u>More likely than last year</u>	<u>About as likely as last year</u>	<u>Less likely than last year</u>
Those who typically drive 50+ miles to visit family/friends over the holidays	52%	35%	13%
Those who typically take a road trip over the holidays simply for a vacation	50%	36%	14%
Those who typically stay overnight in a hotel over the holidays	51%	34%	15%
Those who typically take a flight for a pure vacation over the holidays	44%	34%	22%
Those who typically take a flight to visit family/friends over the holidays	42%	36%	22%





**What Does
This Mean
for Travel in the
Near Future?**

Travelers are (cautiously) forging ahead

- After weathering months at home and a slew of trip cancellations, the pent up desire to travel is leading to more trip planning
 - While even post-vaccination, it's hard to feel "fully prepared" to travel during a pandemic, travelers are still proceeding with plans that fall within their comfort level
- Travelers appreciate the protocols currently in place and are largely in support of government regulations that require enhanced safety measures for air travel
- There is likely to be an uptick in holiday travel this year relative to last year
 - That said, the vaccination status & views on the pandemic among those they may visit are continuing to factor into holiday travel decisions



Thank you!

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