

## A Return to Our Parents' Vacations?

With most of America stuck at home for the foreseeable future, how are we feeling about traveling, once we're all cleared for takeoff? Do we have our bags packed and ready to go by the door, as far as our airline miles will take us? Or will we have lost our wanderlust for a while? What is the American vacation going to look like in the aftermath of COVID-19?

### WE WILL BE LOOKING FOR KEY "SIGNS" BEFORE WE FEEL IT'S SAFE TO TRAVEL AGAIN

What we're hearing from consumers is "cautious excitement" to travel again—emphasis on cautious. We don't want to totally sacrifice our sense of adventure to this pandemic, and vacationing is one of the things we're most excited to do on the other side. But it's not going to be a relieved rush back to airports and hotels the moment we get the all clear.

Rather, consumers think they'll ease back in slowly, making sure it's REALLY safe before they commit to any big plans. We want to feel that the pandemic is truly over, and that the world is safe again. After all, if we're stressed about COVID-19, we won't be able to enjoy visiting area attractions, restaurants, and bars, or spending time close to loved ones—everything, in other words, that makes vacationing fun! So at what point will consumers feel clear to hit the road? **Consumers fall fairly evenly along a spectrum of conservatism here:**



#### WAITING FOR CASES TO DECREASE, CURVE FLATTENING

This feels like the responsible thing to avoid jeopardizing others, without being too cautious—some fear "not truly living" more than they fear dying. Millennials will feel safer traveling now.

"Once it's safe to move around again, I'm going for it. Someone stated previously they were not going to live their life in fear. I like that thought. I could die some other way during this pandemic."  
 (Boomer male)



#### WAITING FOR WIDESPREAD AVAILABILITY OF TREATMENTS

Travelers may catch COVID-19—but if so, they feel more confident about recovery. Gen Xers and Boomers are more likely to feel safe at this point.

"Knowing that there is some kind of medicine, I could be completely confident that if something went wrong in one way or another I could recover."  
 (Millennial male)



#### WAITING FOR VACCINE

To be absolutely sure they won't catch COVID-19, the most cautious consumers (typically Gen Xers and Boomers) prefer to wait for the development of a vaccine before traveling.

"When a vaccine is available and no new cases are reported I would feel safe. I would still keep a distance, wash my hands a lot and use hand sanitizer to be cautious."  
 (Boomer female)

LEAST CONSERVATIVE

MOST CONSERVATIVE

## ONCE IT'S CLEAR, WE'RE GOING TO HIT THE HEAVILY SANITIZED ROAD

Even when we do venture out, we're going to be approaching it a little differently. Psychologically, we won't feel comfortable going right back to the old routines—and many of us are likely to be recovering from lost income as well. We're definitely not eager to book a cruise, and that week in Paris might have to wait. Vacations in the near future may wind up looking a lot more like the vacations our parents used to take—low cost, low impact, and low exposure.

### SANITATION WILL BE KEY



Consumer priorities will likely look very different after the pandemic, and highly visible sanitation measures are going to be a key factor in selecting travel arrangements, accommodations, and entertainment—possibly more important than traditionally critical factors such as price, amenities, etc.

### ROAD TRIPS WILL PRECEDE FLIGHTS



Initially, consumers will be more comfortable hitting the road than they will be taking even short flights. Motels, auto rentals, and RVs may see a boost—and this could be a prime time for products promising to make longer car trips more entertaining for kids (and adults), such as mobile Wi-Fi hotspots.

### “QUIET” DESTINATIONS ARE ABOUT TO GET BUSIER



Many consumers plan to avoid busier destinations for a while, so traditionally less crowded venues will likely see more visitors. Campgrounds, national parks, and suppliers of camping and outdoor recreational equipment are likely to see a boost, as will VRBOs with robust cleaning protocols and fully equipped kitchens that allow guests to avoid restaurants and eat safely.