



Main tourist trends in the Covid-19 era

Big Data for Travel Intelligence

January 2021

What?

The **COVID-19 pandemic**. On a global scale, the pandemic has precipitated tectonic shifts for society, politics and the world economy, highlighting the need to redefine **how and when decisions are made** and with what background information.

- What **changes** has the pandemic brought about in terms of **tourism**?
- What **new patterns** are emerging?

These are just some of the questions that are surfacing and to which **immediate** answers are needed.

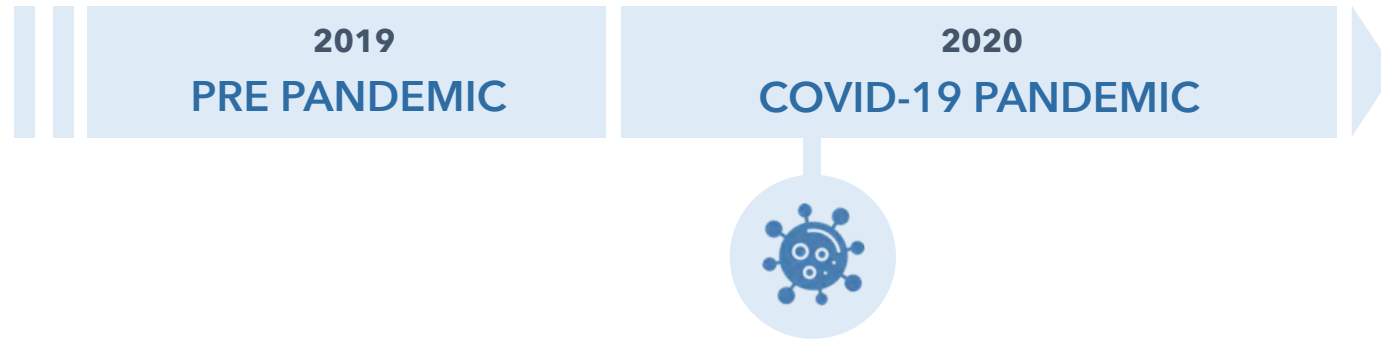
How?

With **ever-evolving technology**, there is no better time to focus on innovative tools. Tools that help to monitor the impact, the risks as well as the potential for **recovery** in real-time.

It is now of utmost importance to have reliable tools which are capable of analysing and **combining different data sources in real-time** to answer these questions and focus on the best ways to recover from this global event.

Data analysis

An analysis was carried out on two time-periods:



Data based on five European cities:

LONDON - MADRID - PARIS - BERLIN - BARCELONA





TREND

1

The outlook for the very near future is still gloomy, in spite of recent vaccine announcements.

Flight Searches ▼ 80%

Flight Bookings ▼ 90%

Travel dates: **September 2020 to February 2021**

Search dates: **June to October 2020**

TREND

2

The need to adapt tourist offer to the interests of **nearby source markets has become important**, although more for some than others

Share of social tourist mentions by domestic market

Barcelona	▲ 13%
Madrid	▲ 9%
London	▲ 8%
Paris	0%
Berlin	▼ 6%

Period: **January - November 2019 vs 2020**

TREND

3

PCR tests have proven successful in stimulating demand.

Dubai implemented PCR tests on 7th July. Only days after the announcement, an increase in bookings from all source markets was detected.

Flight bookings ▲ 686%

Travel dates: **9th July 2020 to 3rd January 2021**

Booking dates: **May-Jun 2020 vs 7 July-7 Sept 2020**

TREND

4



Trips are longer, booked with less time in advance

Average stay ▲ 14%

Advance purchase ▼ 18%

Travel dates: **September 2020 to February 2021**

Booking dates: **June - October 2020**

TREND

5

Travel motivations related to **nature, active lifestyle and wellness** are on the rise, while nightlife decreases.

Active Lifestyle	▲ 33%
Wellness	▲ 16.3%
Nature	▲ 8.3%
Nightlife	▼ 40.1%

Travel dates: **Jun - Sept 2019 vs 2020**

Analysed Destinations: **Costa Rica, Quintana Roo, Montenegro, Balearic Islands, Navarra**

TREND

6

Hotels have decreased their prices to encourage demand, with 4 stars hotels leading the trend.

3 stars	▼ 15.5%
4 stars	▼ 18.5%
5 start	▼ 6.5%

Check in dates: **Average Jun-Aug and December 2020**
1 month in advance



Only real-time information
can guide the path for tourism recovery

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