

REVINATE

# Has the traveler changed?



CANADA

# Travel will never be the same, thanks to COVID-19



By Jackson Proskow · Global News  
Posted May 18, 2020 7:00 am · Updated June 3, 2020 9:02 pm

GUIDES

## 10 ways coronavirus change the future of travel

ROUNDUP

## Travel After

### COVID-19

Travel and tourism will

TRAVEL

## How the Coronavirus Pandemic Will Change the Way We Travel

Trips will return, but they won't be the same

## Will business travel ever be the same?

COVID-19

Change  
General

The coronavirus will change how we travel. ...  
will probably be good for us

## How travelling could be like after COVID-

Jun 28, 2020 - Economy & Business

## Airbnb CEO: Travel may never be the same

### Here are 8 ways travel will change after the pandemic

What will travel look like in the future? We asked the experts.

## Coronavirus Travel

FORTUNE

## AmEx CEO says business travel will never be the same post-COVID

How the C

## How the Coronavirus Pandemic Will Change the Way We Travel

Trips will return, but they won't be the same

Has the traveler changed?

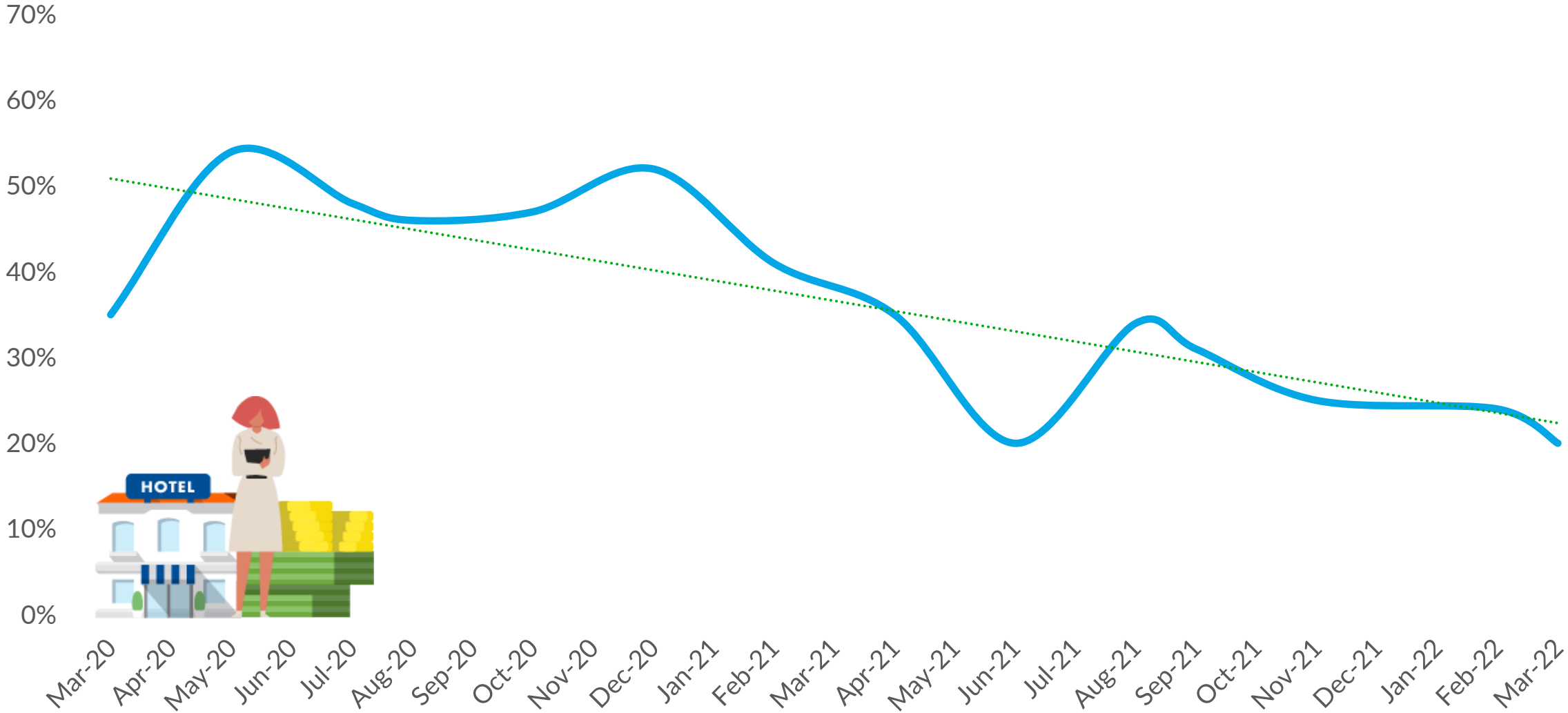
What has changed?

And how much has changed?

And is this change permanent?



# IMPACT COVID ON BOOKING DECISIONS

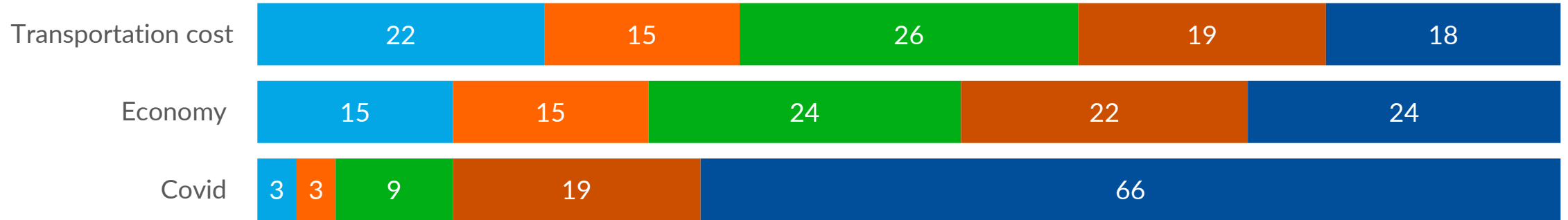


Source: Longwood Research



# FACTORS IMPACTING BOOKING DECISIONS

April 2020

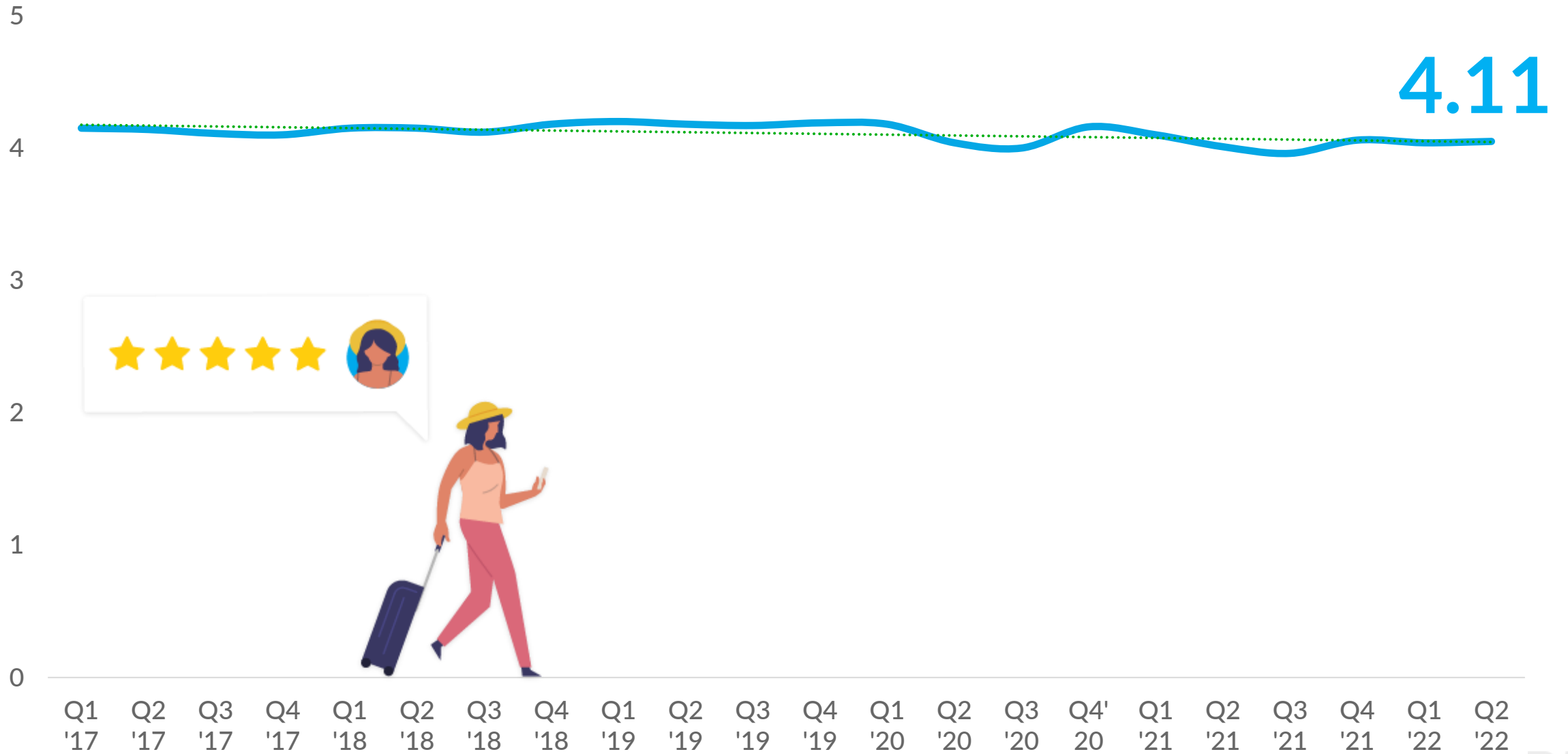


April 2022



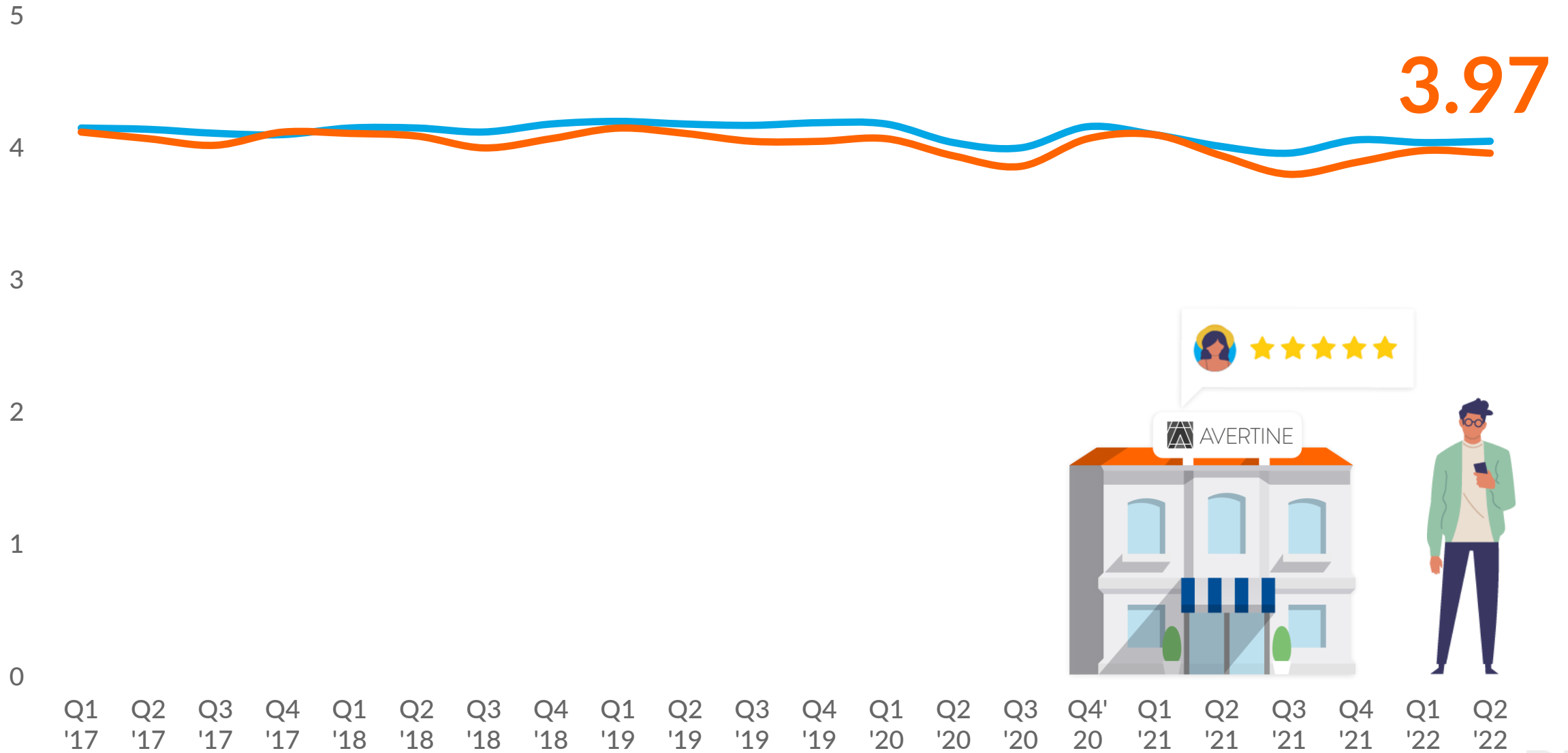
1 - No impact at all   2   3   4   5 - Greatly impact

# GLOBAL REVIEW SCORES



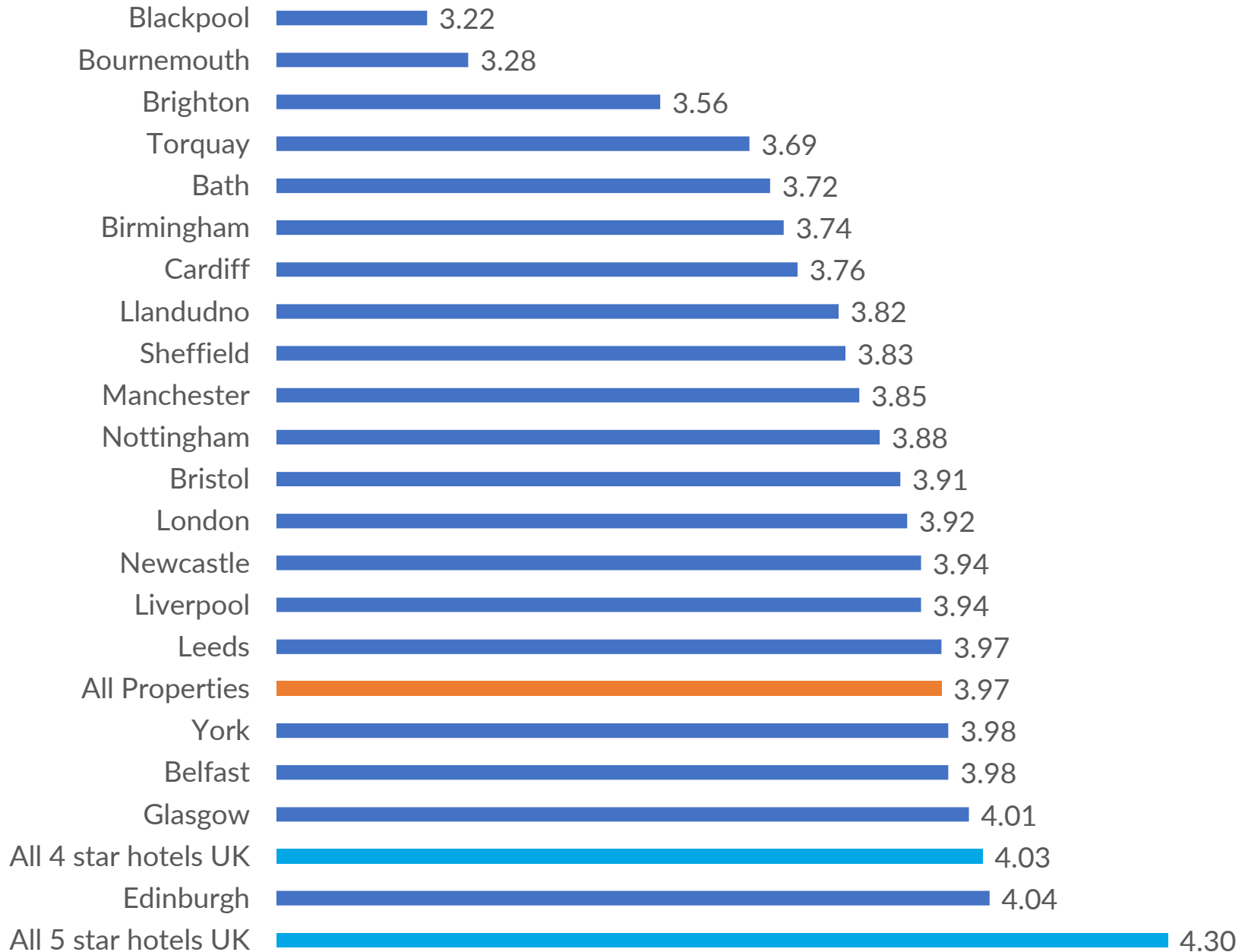
Source: Revinate - 10M+ Guest reviews

# GLOBAL REVIEW SCORES + UK



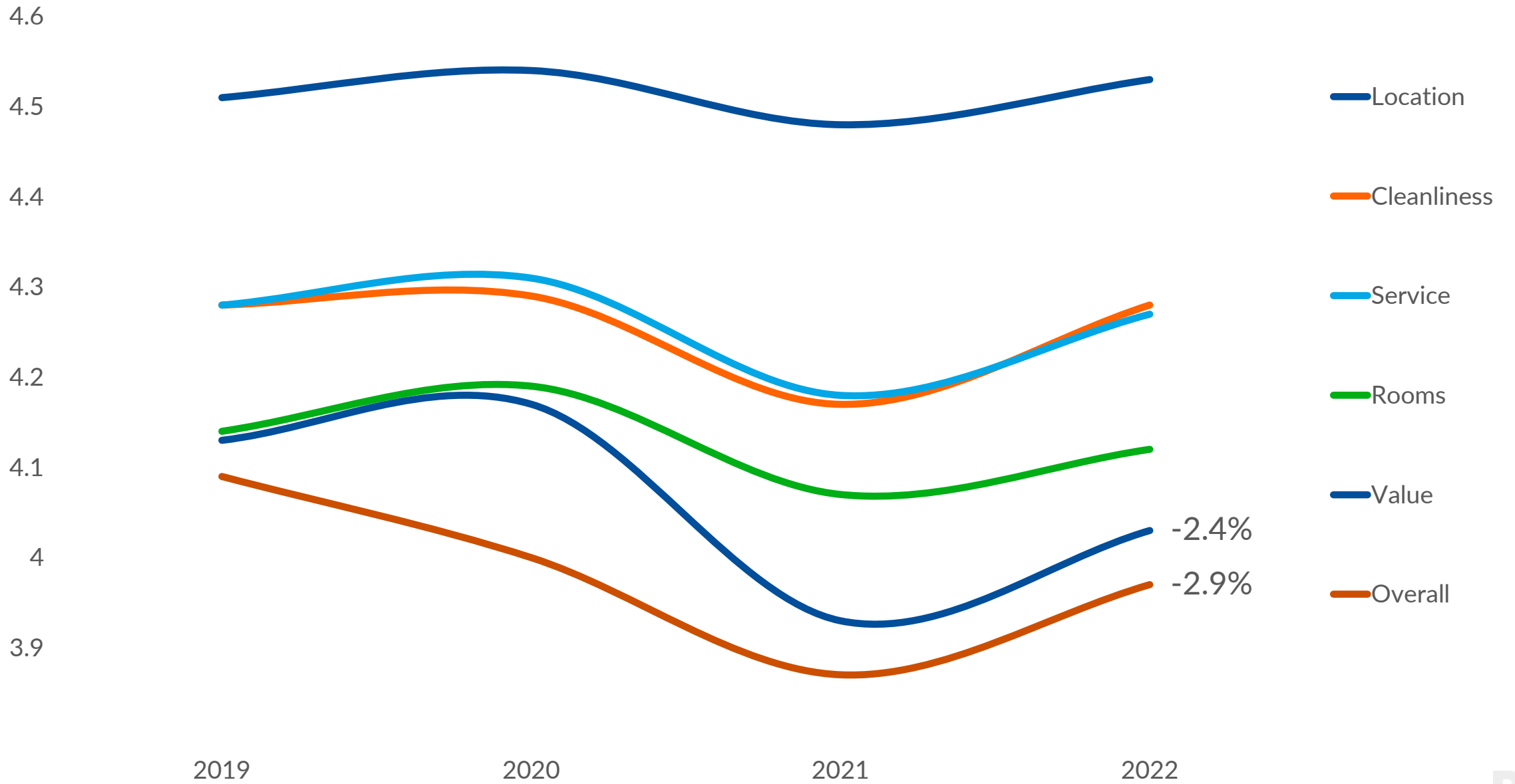
Source: Revinate - 10M+ Guest reviews

# UK CITY REVIEW SCORES

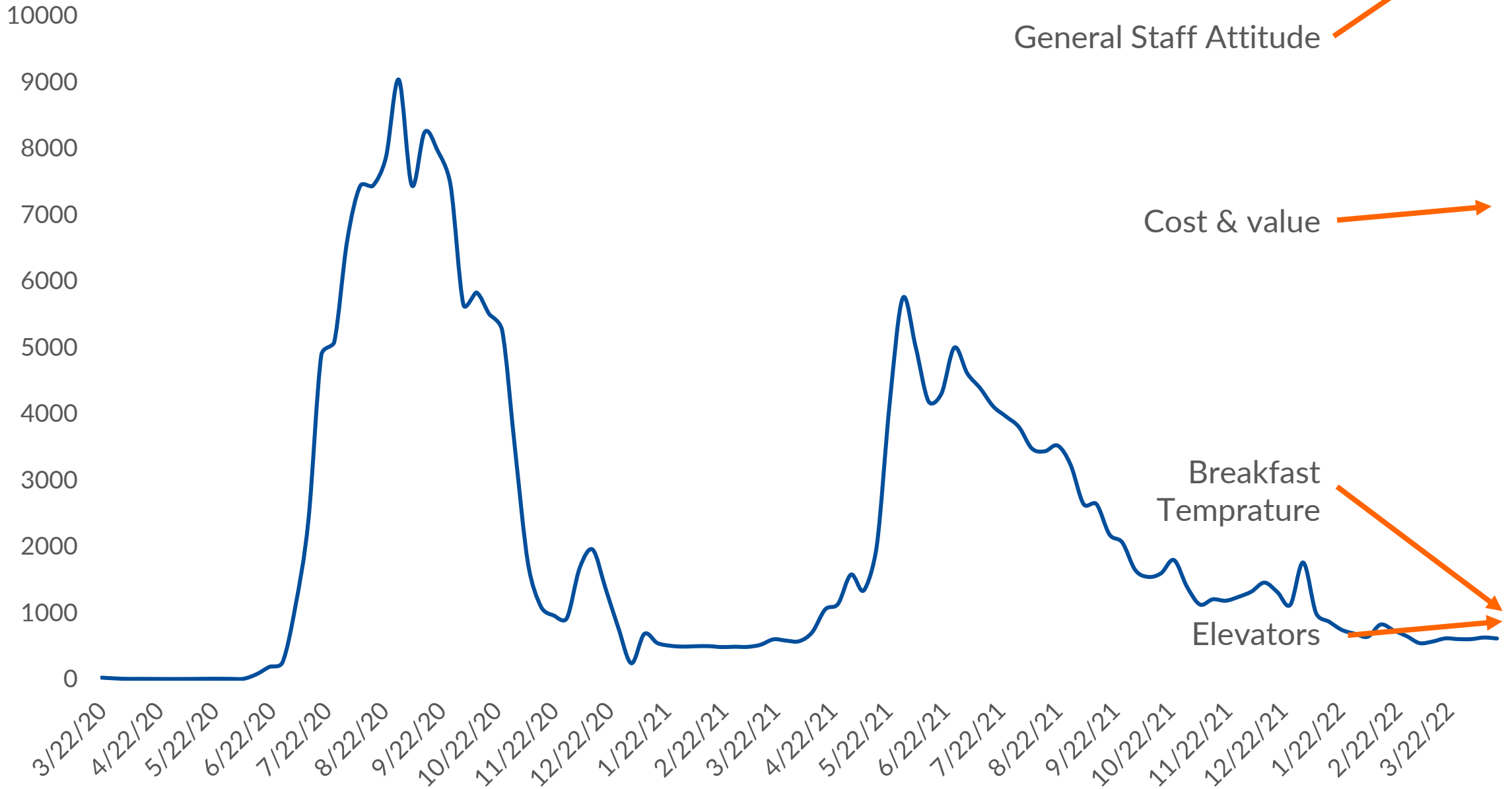


Source: Revinate Guest reviews - 2022 YTD

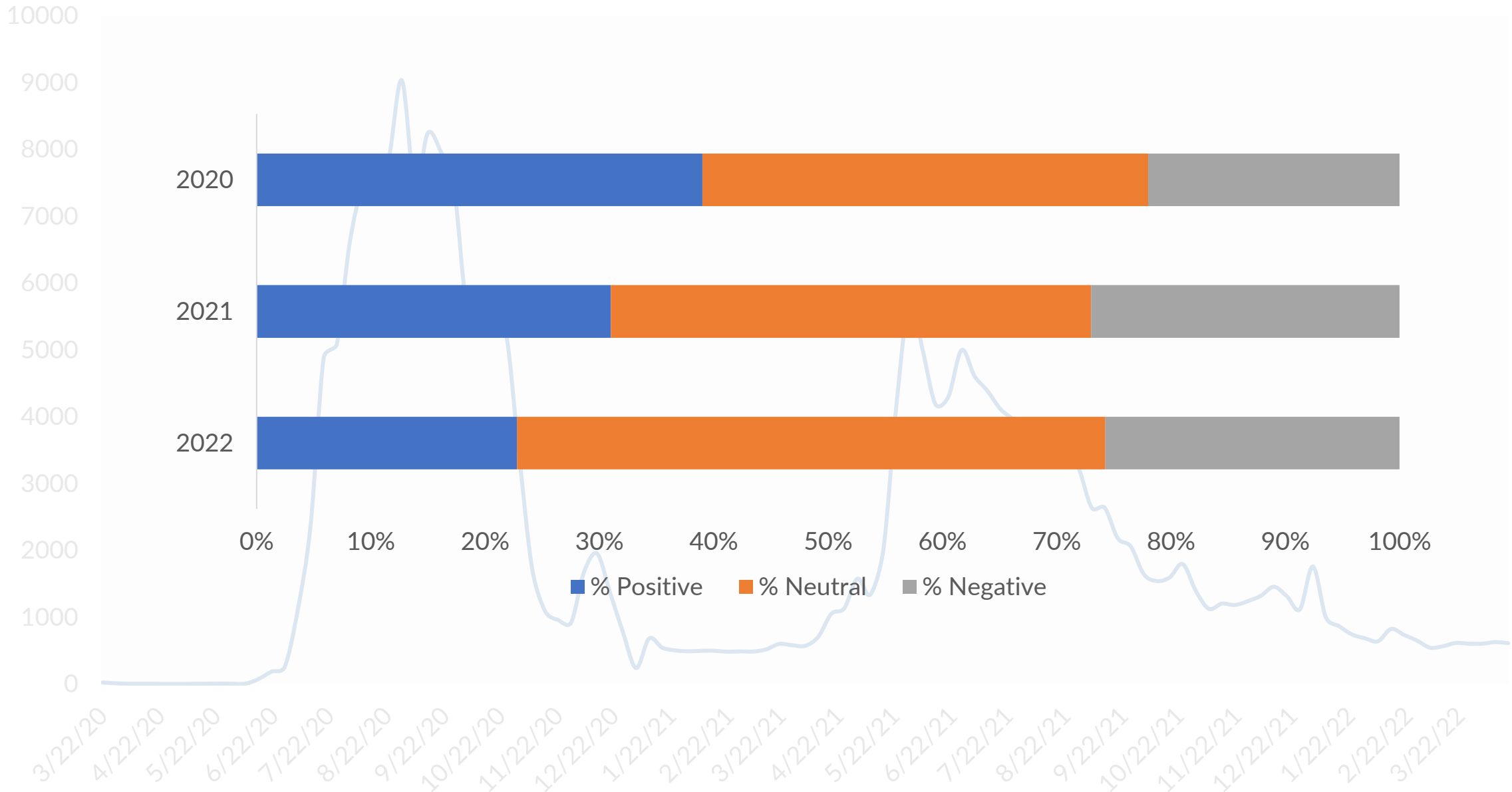
# UK REVIEWS PER CATEGORY



# MENTIONS OF COVID IN REVIEWS



# MENTIONS OF COVID IN REVIEWS



# SENTIMENT ANALYSYS



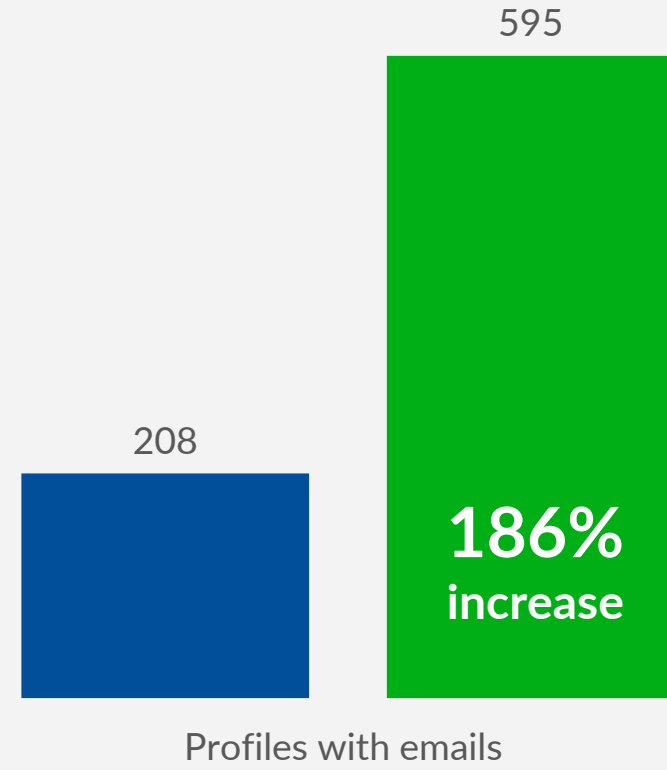
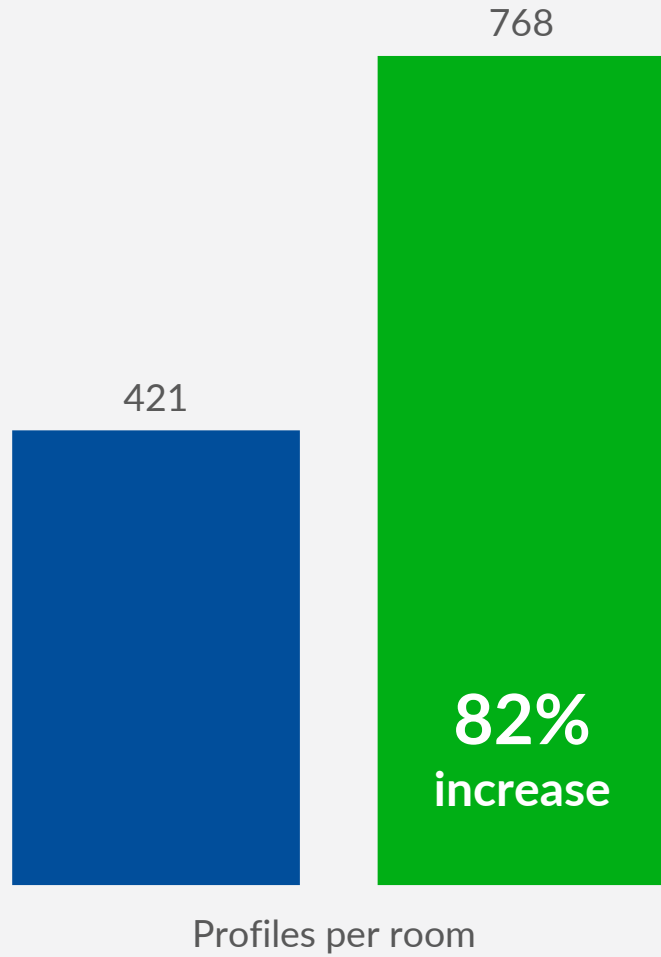


# 635

Million emails Analyzed



# DATABASE SIZE

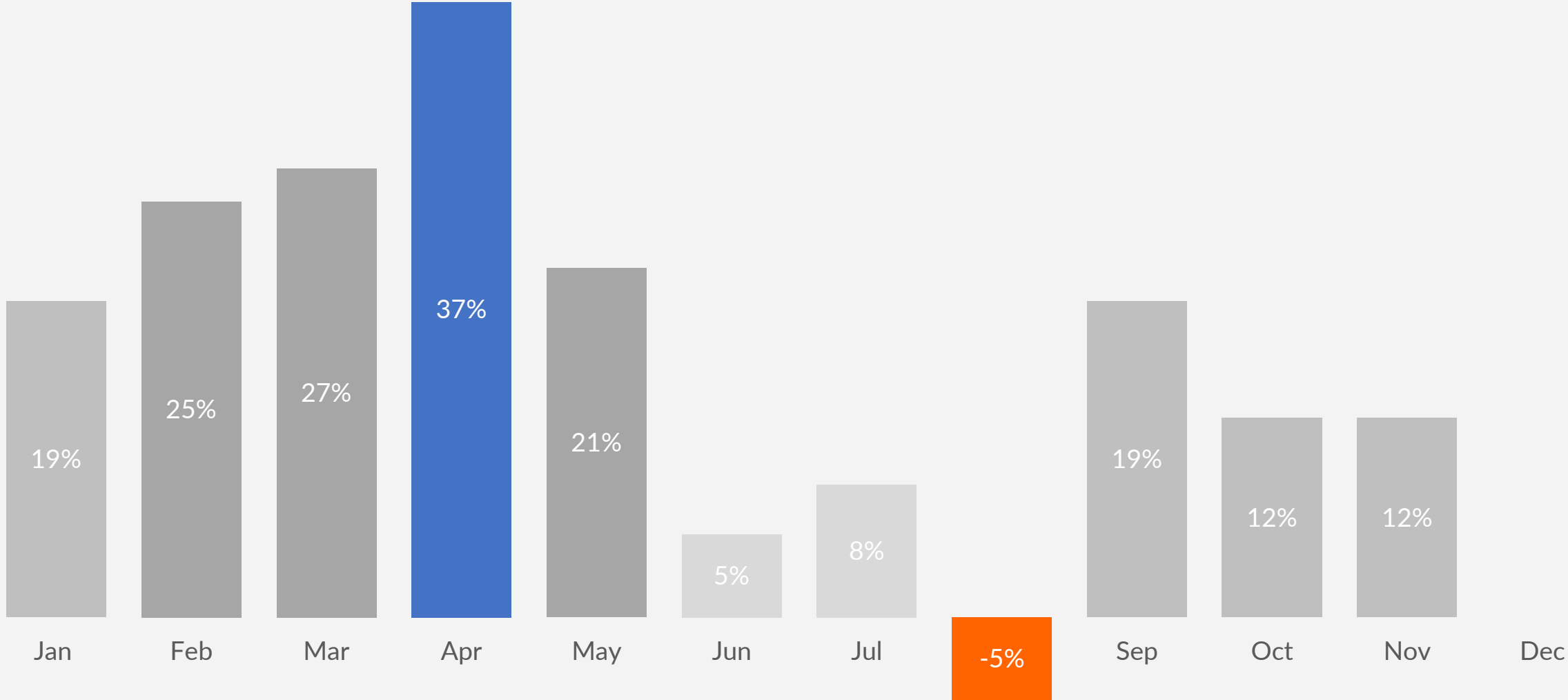


2019

2021

# GLOBAL INCREASE IN EMAIL VOLUME BY MONTH

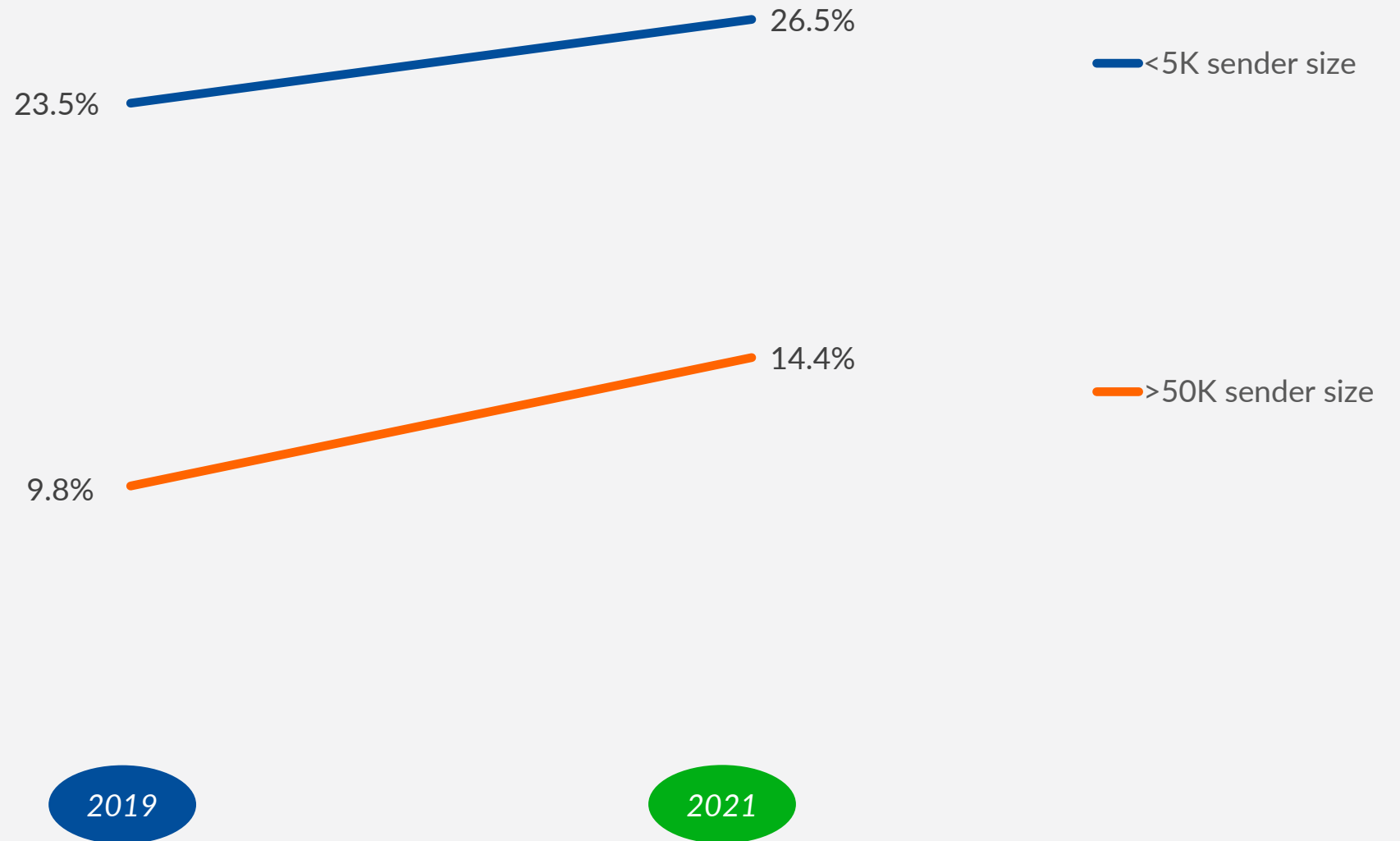
2020 vs. 2021



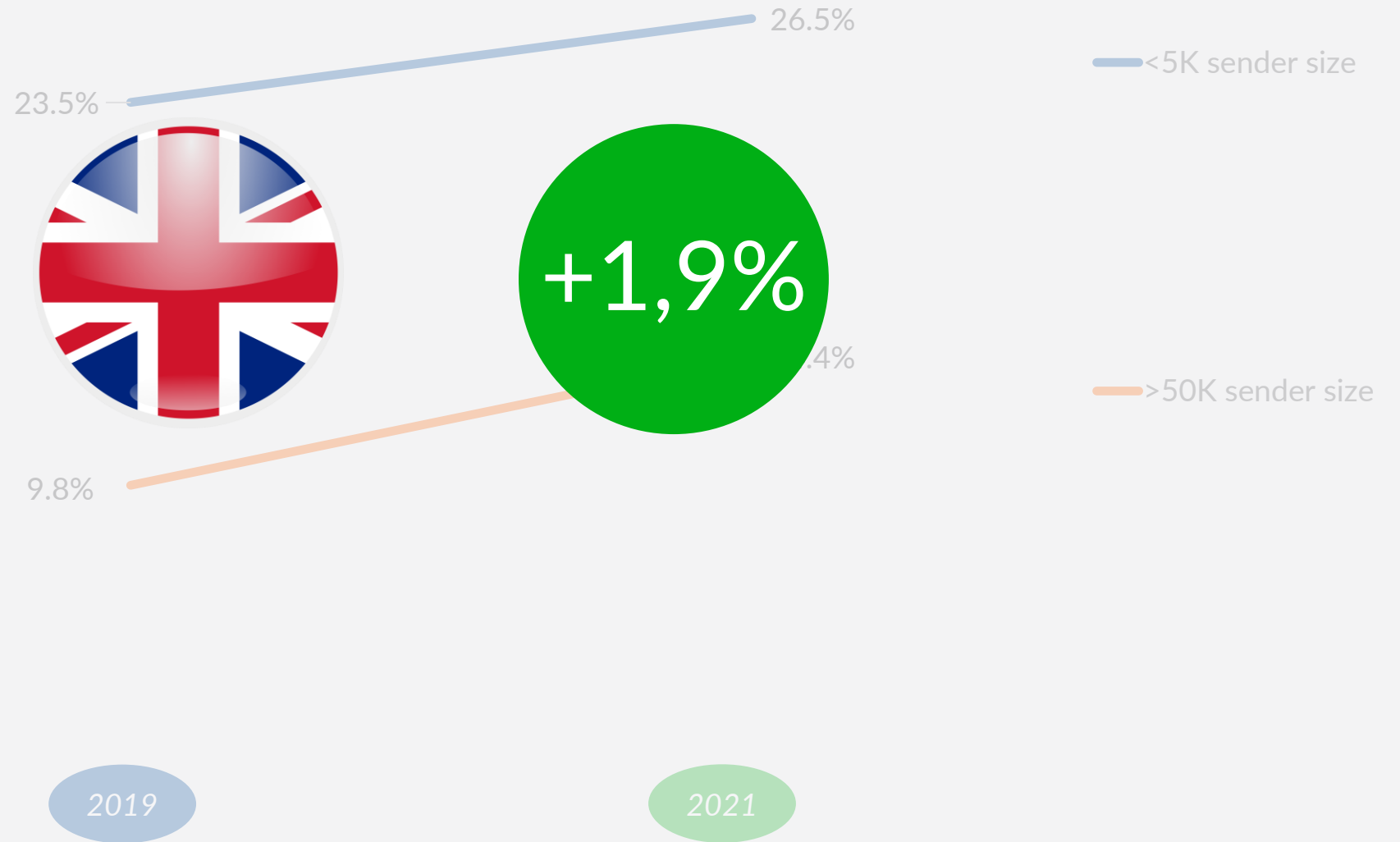
Source: Revinate, Customer Data



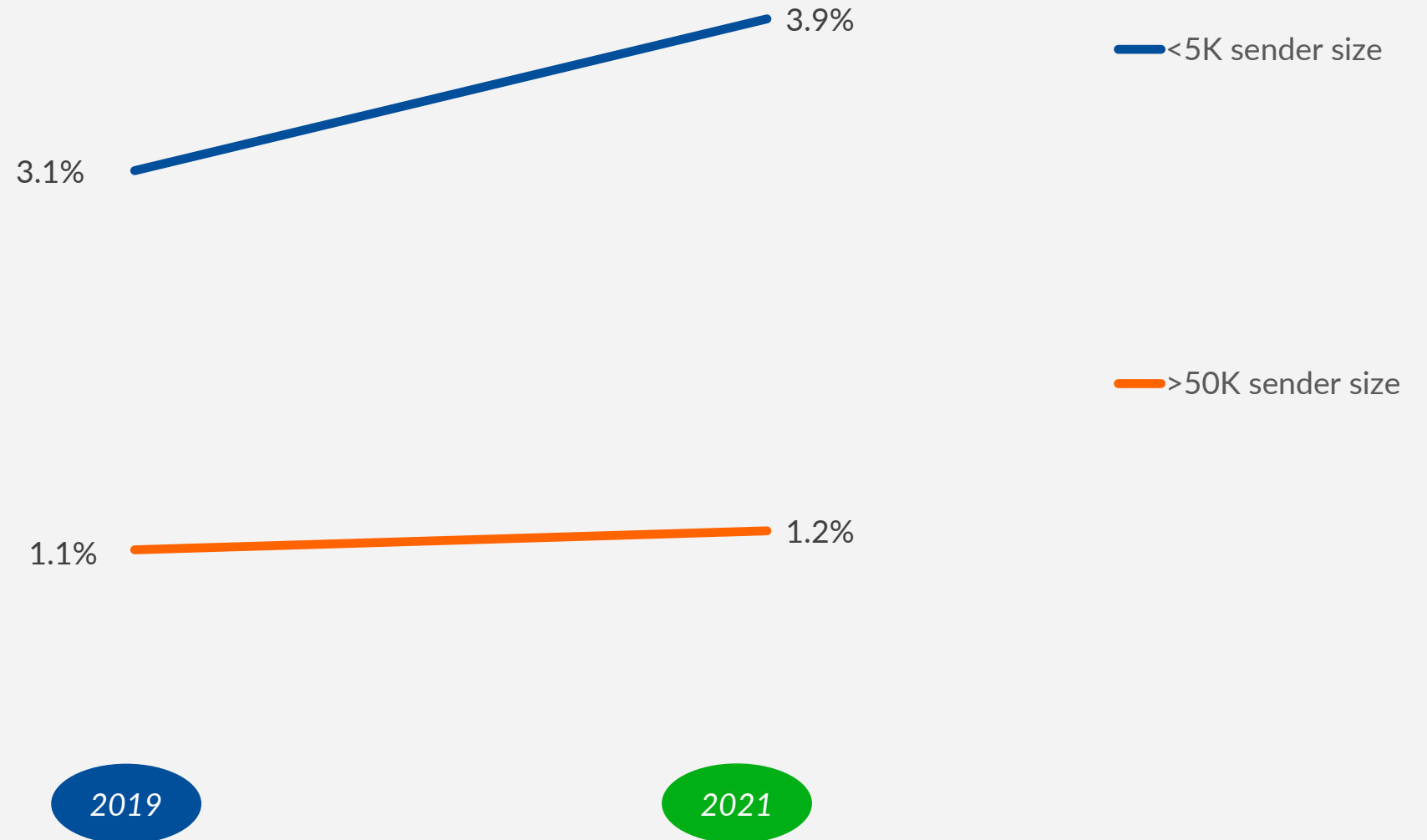
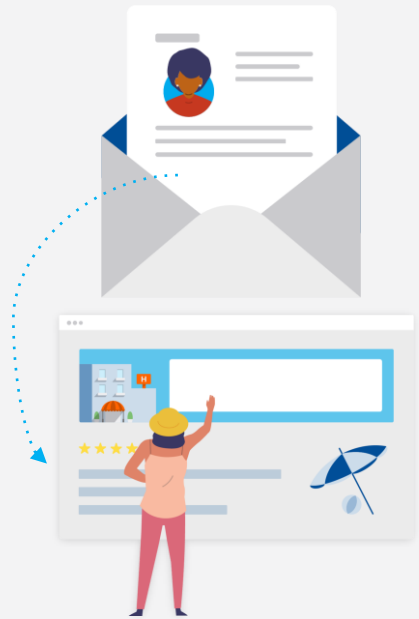
# GLOBAL EMAIL OPEN RATES



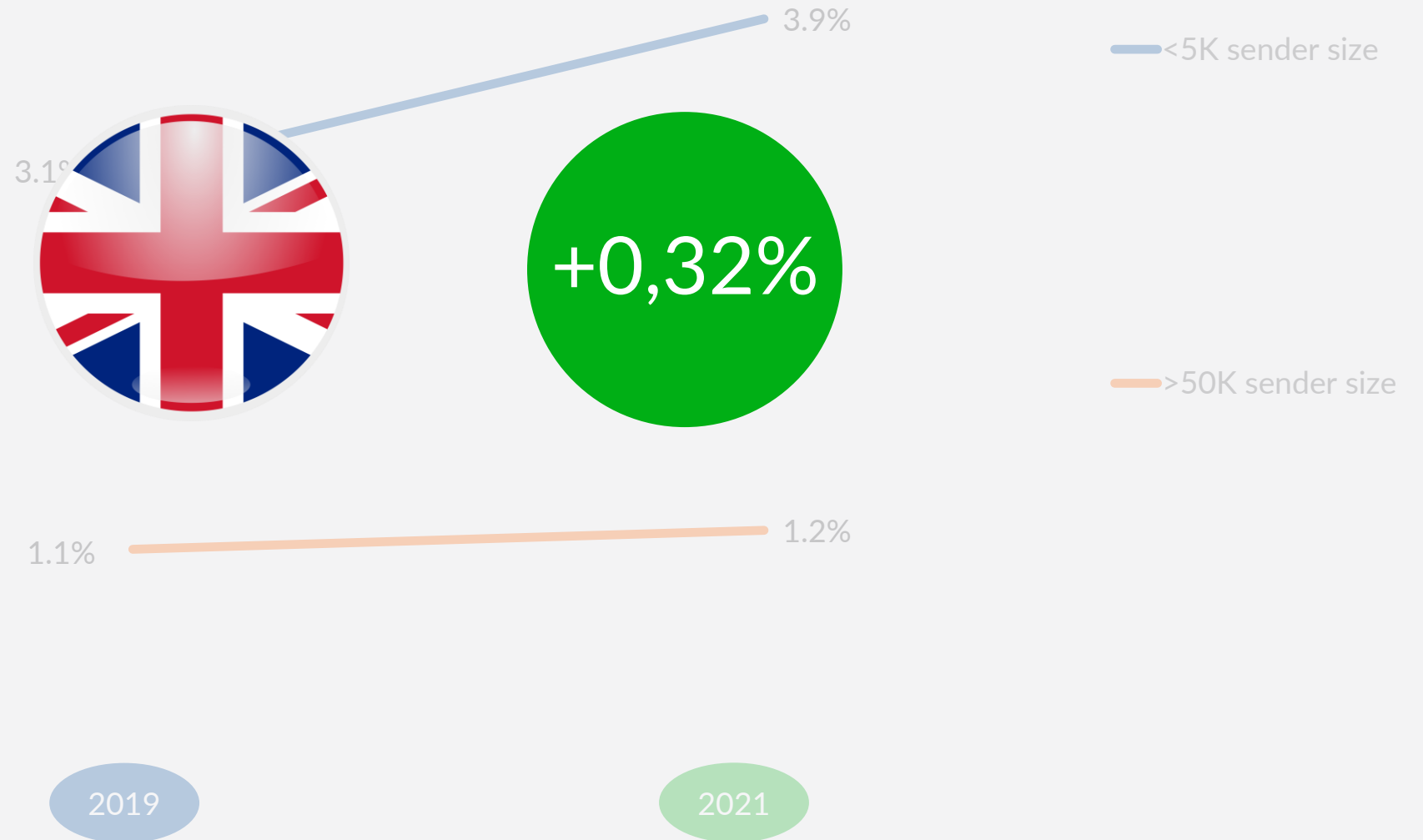
# GLOBAL EMAIL OPEN RATES



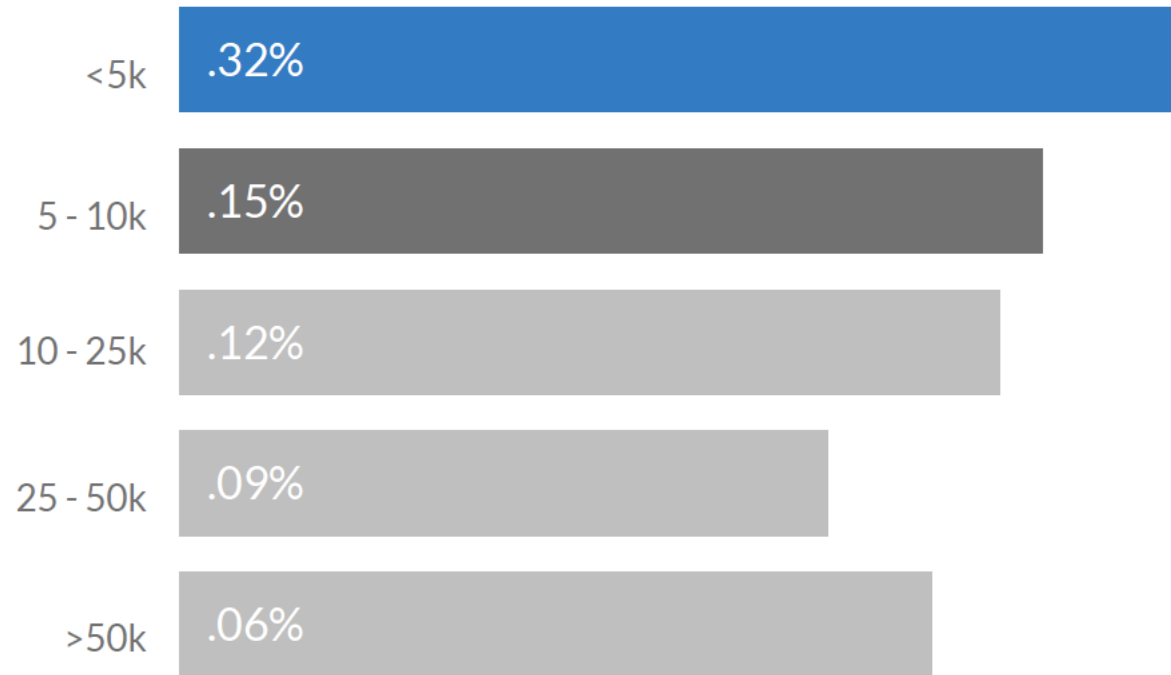
# GLOBAL EMAIL CLICK-THROUGH RATES



# GLOBAL EMAIL CLICK-THROUGH RATES



# GLOBAL CONVERSION RATE



**.15%**

**Average Global  
Conversion Rate**





# AUTOMATED CAMPAIGNS

## Pre Arrival

- 70% open
- 26 % Click through

## Birthday

- 69% open
- 20 % Click through

## We Miss You

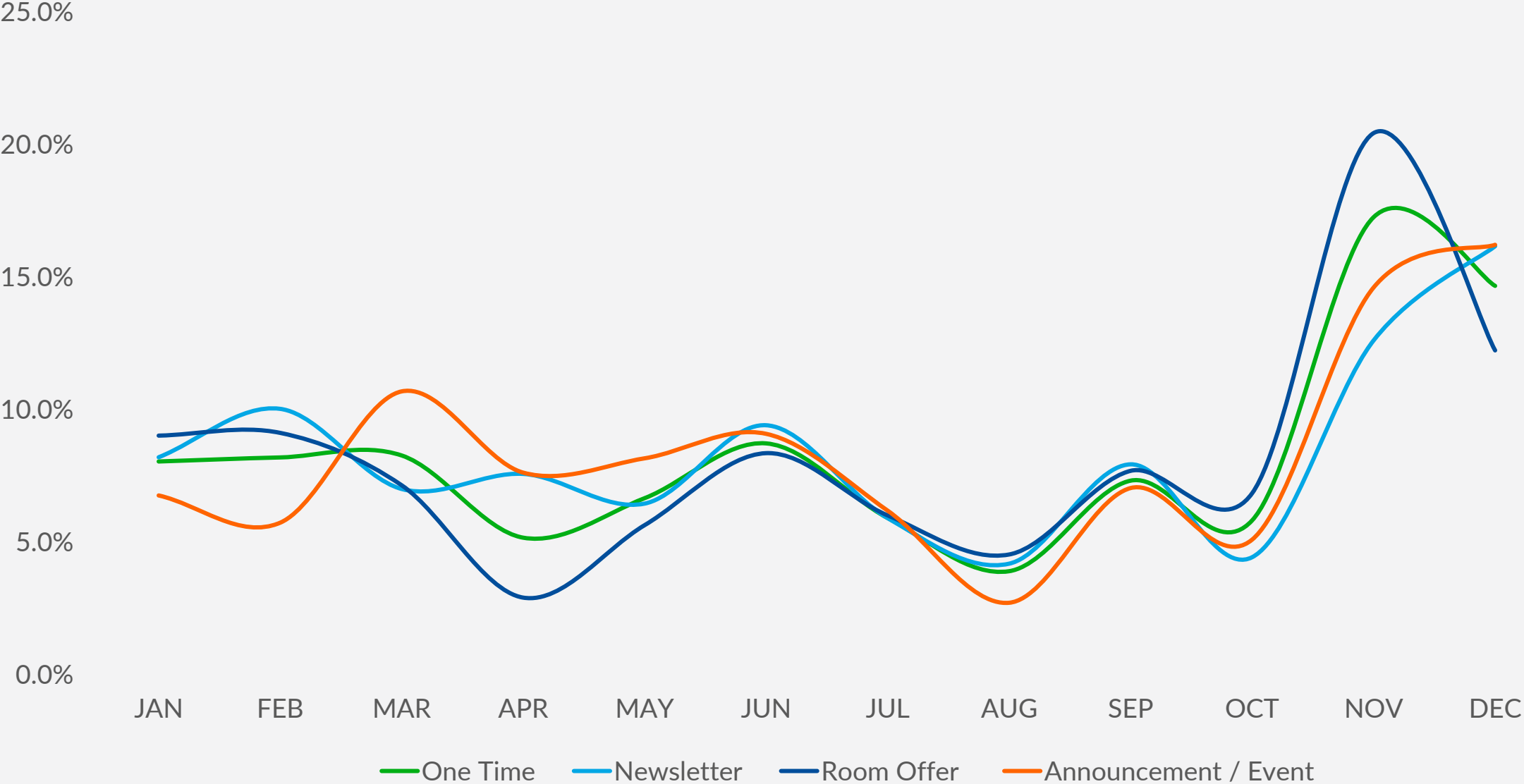
- 46% open
- 13 % Click through

## OTA Win-Back

- 38% open
- 7% Click through



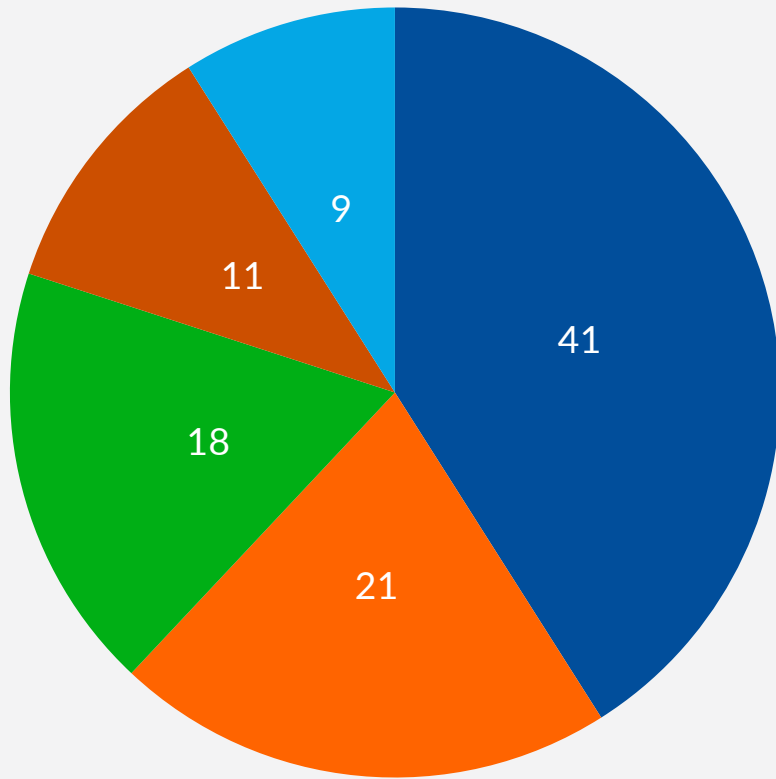
# ONE TIME CAMPAIGN VOLUME



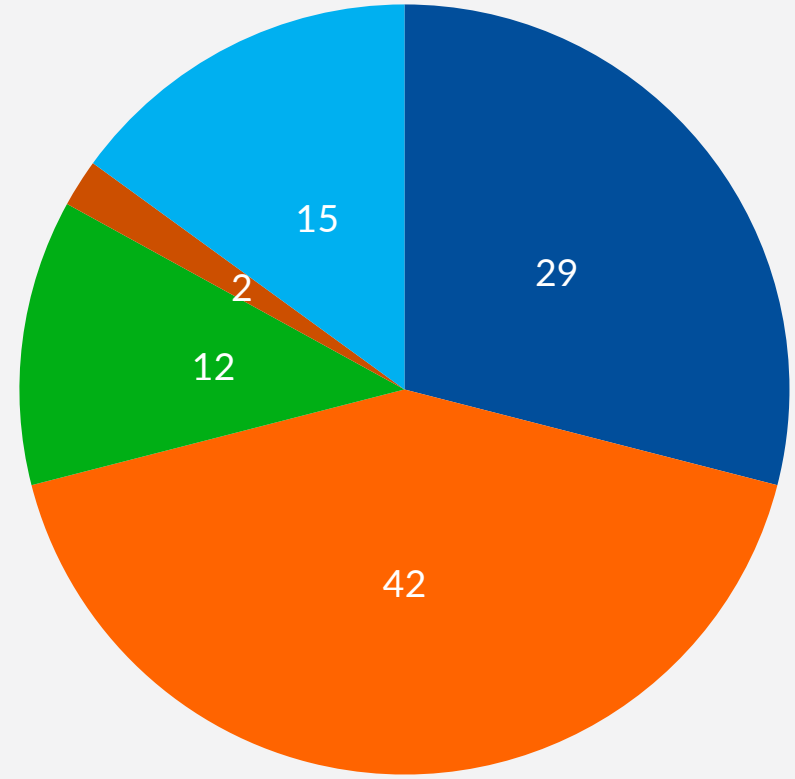
Source: Revinate, Customer Data



# DEVICES



2019



2021

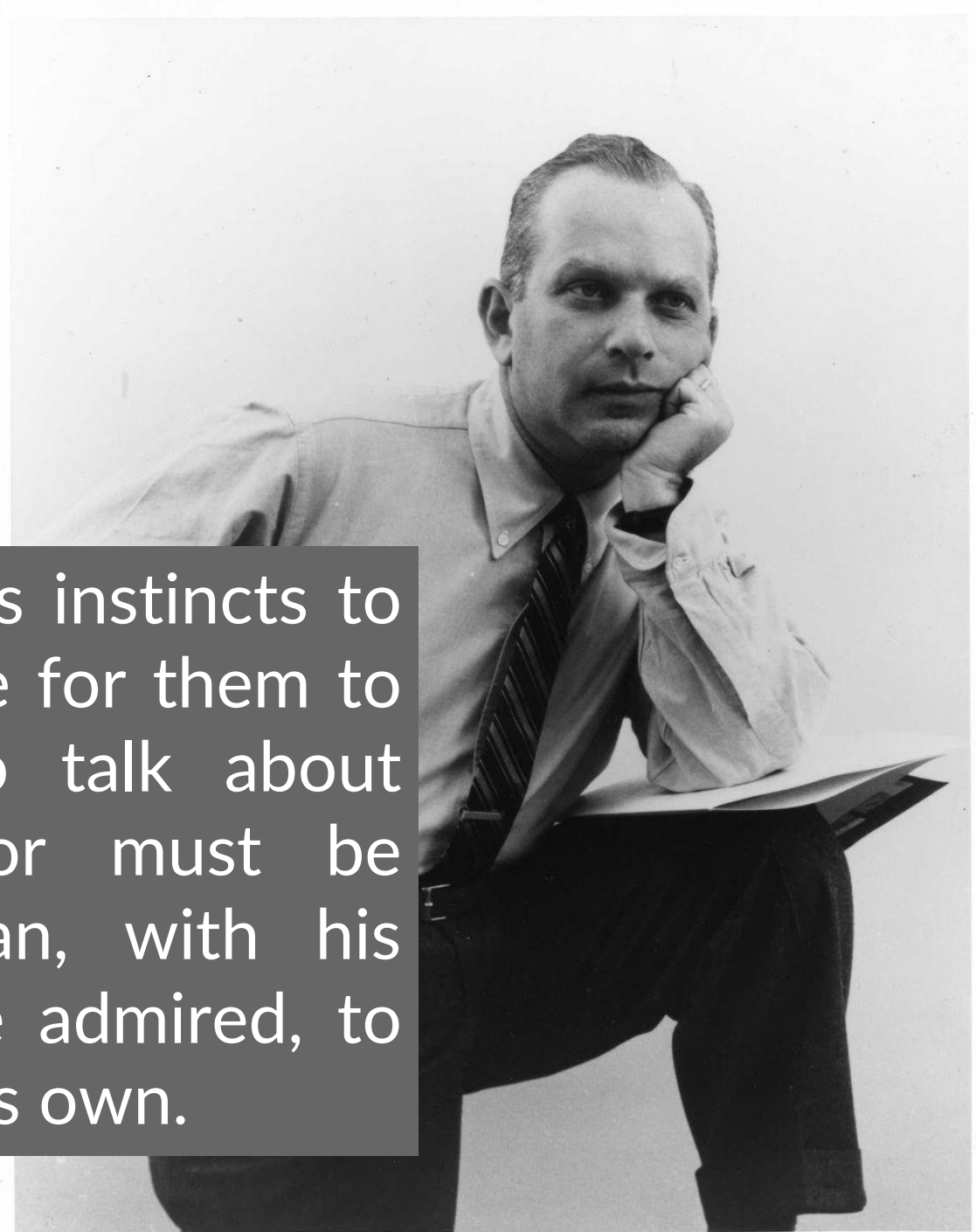


Has the traveler changed?

Why focus on the change?

## Bill Bernbach

It took millions of years for man's instincts to develop. It will take millions more for them to even vary. It is fashionable to talk about changing man. A communicator must be concerned with unchanging man, with his obsessive drive to survive, to be admired, to succeed, to love, to take care of his own.



Jeff Bezos



I frequently get the question: “What is going to change in the next 10 years?” And that is a very interesting question; it’s a very common one. I almost never get the question: “What is not going to change in the next 10 years?” And I submit to you that the second one is the more important one of the two – because you can build a business strategy around the things that are stable in time.

# Thank you!

*thomas@revinate.com*  
*linkedin.com/in/tlanden*

