WINTER
2020
A tale of two realities
People can’t wait to travel this winter

People are afraid to travel this winter
Pent-up demand for major purchases, such as vacations and traveling, have only been increasing over time. [...] This trend is even further compounded by the severity of the COVID-19 outbreak. Residents of states with the highest level of confirmed cases per capita are the most likely to travel within the next 4 months.

- The Harris Poll
  Revenge Travel is Real. May 6-8, 2020 n=2,508 US adults 18+.
Travel is due to come back with a vengeance.
Only 44.5% of people would be excited by a free getaway in the next month.

58% of consumers are not planning to travel for the holiday season (equal to 31M fewer travelers vs. 2019)

Source: Jackson Hole Mountain Traveler Sentiment Survey 2020
Ski resorts will do well

Ski resorts – and other indoor locales – will struggle
Ski resorts will do well

Mintel forecasts a strong interest in outdoor destinations and experiences through the end of 2020.

72.1% said mountain destinations/resorts (incl ski resorts) are first on their list for a leisure trip when they feel it’s safe to travel.

Source: Jackson Hole Mountain Traveler Sentiment Survey 2020

"The Caribbean is big for us... Interestingly, domestic ski destinations haven't been as popular."

- Karen Magee
  SVP, Supplier and Adviser Engagement at Protravel and Tzell Travel
Sentiment amongst skiers & snowboarders is mixed

69% of skiers believe that Covid-19 restrictions will negatively impact next season.

24% of skiers/snowboarders expect to ski less frequently.

33% of skiers/snowboarders expect to travel less than usual.

Source: Glade Optics, COVID-19 survey. N=1,124 customers, Jul 10, 2020
However there are some things we know for sure.
Mask adoption is moving towards the ‘late majority’.

86.3% of people say they ‘always’ or ‘usually’ wear a mask in public.


A NYT study showed the chance of people wearing masks in random encounters was near 50% in mid-July.

Safety remains a key – and rising – concern.

**Question:** At this moment, how safe would you feel doing each type of travel activity?

**Graph:**
- **% Somewhat unsafe or Very unsafe (AVERAGE SCORE FOR ALL ACTIVITIES TESTED)**
- **Increasing Safety Concerns**
- **Decreasing Safety Concerns**
- **Relapse to Increasing Safety Concerns**

*Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,345, 1,213, 1,200, 1,206 and 1,224 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 15-17, 22-24, 29-31, May 3-7, 12-14, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26, and July 31-Aug 2, 2020.*
Travelers crave more detailed trip-planning information.

Travelers are turning to Reddit for advice, travel updates, proactive preparation, stories & future predictions.

62.4% want a clear picture of what it's like to visit the destination given the virus.

Source: Jackson Hole Mountain Traveler Sentiment Survey 2020

Source: Seer Interactive, Reddit scrape reveals 5 themes among audiences with Covid-19 concerns. Apr 14 2020
Right now, the travel industry is not meeting those demands.

Source: Colle McVoy Social listening data, August 2020
We ignore these traveler needs at our own risk.

New research reveals that leaving these **needs** unmet will more likely deter a booking than **price**.

47% decided not to book because of unmet needs.\(^5\)

26% decided not to book because of price.\(^6\)

Sources: Think With Google, What travel marketers need to know to navigate the path forward. July 2020; Think With Google, The travel customer journey in 2020.
Covid-19 has already changed how we travel

We’re getting away for longer. Short-term accommodation rentals are averaging 8.5–9 day stays, vs 3.5–5 days pre-pandemic.

Flexibility in bookings is now a must. And travel insurance purchases are on the rise.

More people are turning to travel advisors (agents) to help them maximize plans for future trips.
In summary…

- **There are no certainties when it comes to Winter 2020 volume predictions**
  - Interest in travel is high, but so are nerves
- **We’re finally adjusting to masking, social distancing**
  - Reminding vs. enforcing
- **Most of all, travelers crave safety and savviness**
  - They want to feel like they’re making the right decision, reducing risks, and getting the most out of their travel experience
  - All of this is key to getting people to book
Thought Starters

• **Is now the time to switch gears? From managing to driving?**
  – Average winter tourism ranges between 150-300,000 vs. 3-5M in summer
  – It seems likely we could get fewer visitors this year

• **IF we switch gears to drive mode...**
  – How do we keep it safe for the community & guests?
    • **Diversification**: Package alternate experiences under “The Last Real Mountain Town” platform to diversify awareness of activities, lessen burden on skiing
    • **Visitor Preparedness**: Optimize our time now to build out/make “Know before you go” as robust as possible