

MAPPING TRAVEL'S NEW NORMAL



Sabre

Dr. Fried & Partner
MANAGEMENT CONSULTING



Over 500 participants contribute to the quality of the worldwide study



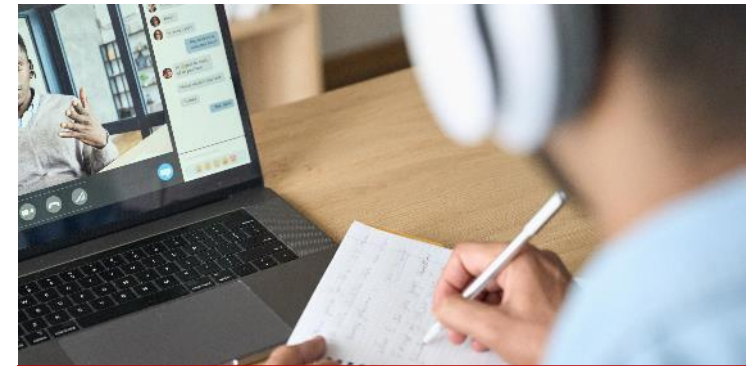
Quantitative survey travel agencies

- Online survey
- 20 countries in EMEA, APAC, Americas
- 8 languages



Quantitative survey airlines

- Online survey
- EMEA, APAC, Americas



Qualitative survey travel agencies & airlines

- In-depth expert interviews
- EMEA, APAC, Americas



Key Travel Trends



**Support,
safety &
convenience**



**Experience
over price**



**Returning
travel
volumes**



**The new
face of
business
travel**



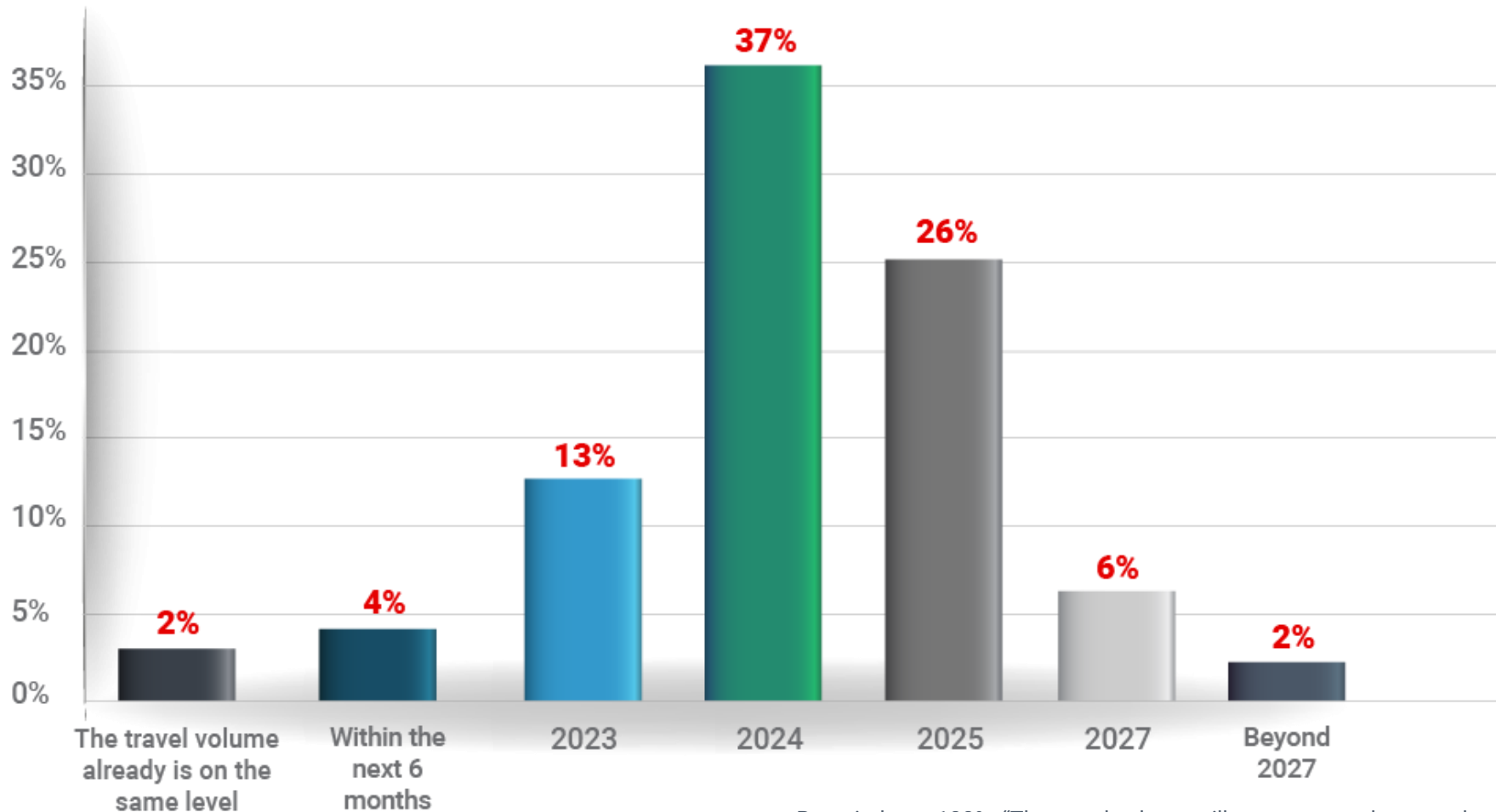
**Accelerated
pace of
change**



**Sustainability
gaining
momentum**

Travel will return fully - but in waves

How long do you think it will be until the travel volume returns to a “pre-Covid-level”?



Remainder to 100%: “The travel volume will not return to the same level”: 7%
“The travel volume will exceed the pre-COVID-19-level”: 3%



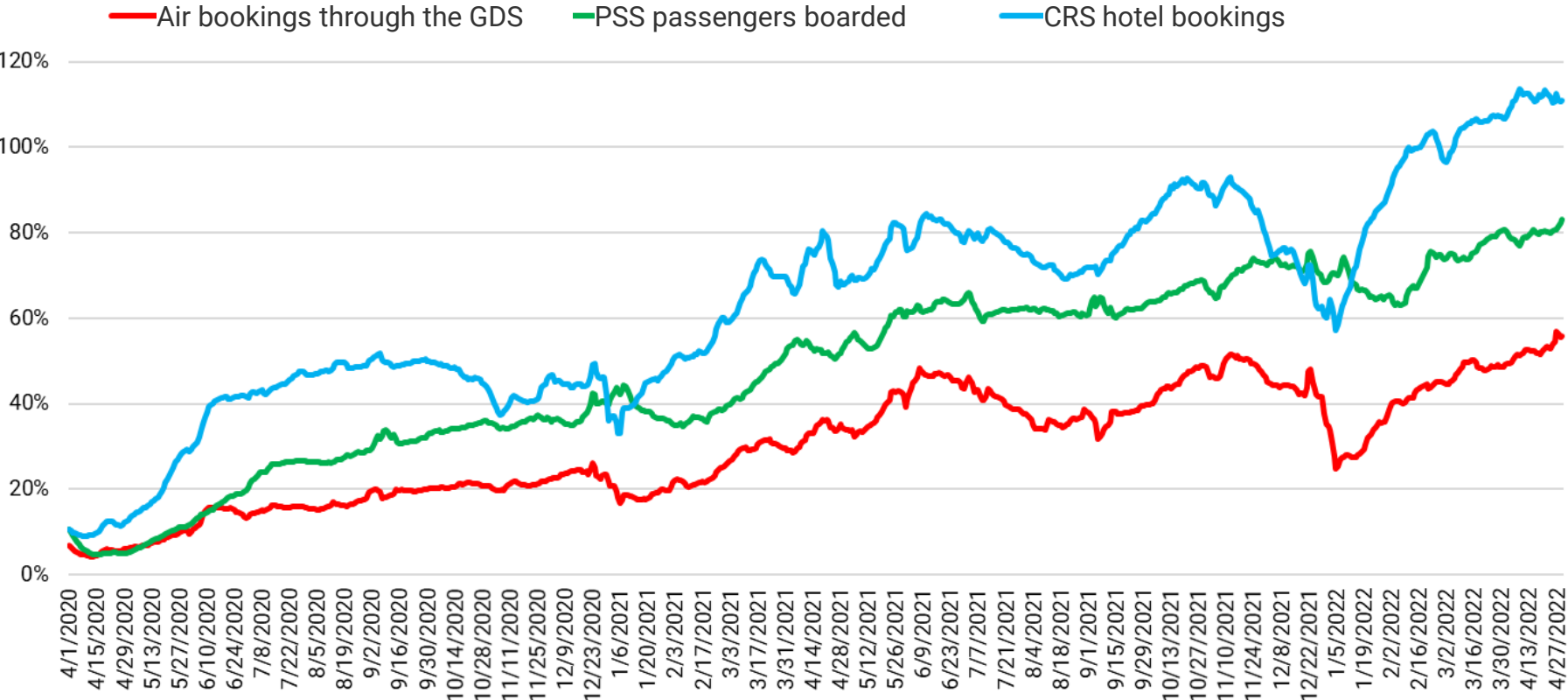
I think generally, people want to travel. Right now, we already see high demand, especially for domestic travel

*Roland Jaggi,
Aegeanair*

Travel will return fully - but in waves

Sabre Key Volume Metrics Recovery vs. 2019¹

Sabre Key Volume Metrics Recovery vs. 2019



What happens is that people will travel the moment flights open up and travel restrictions ease off.

Amey Amladi, Akbar Travels

Travelers consider more factors than ever before – and they want to be able to rely on expert advice



There seems to be a greater acceptance and reliance on travel agents amongst customers since COVID-19.

Gary Reichenberg, CT Connections

- Consumers are looking at travel as more complex than ever before due to the uncertainties regarding travel safety, and ever-changing rules and restrictions
- They seek the support, guidance and security of a travel professional
- Domestic/regional travel remains popular due to lower risks and lower uncertainty



Travel agent respondents think organized trips (through tour operators/travel agents) are becoming more popular



Travel agent respondents believe that people will travel more domestic/regional

Leisure “revenge” travel fuels recovery – the right experience replace price as top consideration



On their first vacation, people will drop any restraint and book their dream holiday to make up for the abandonment of the last two years.

Stuart McDonald, Westjet

- Pent-up demand to travel freely again, has resulted in an increase in “revenge travel”
- Consumers are looking to make up for the trips and experiences they’ve missed out on during the pandemic
- They are happy to use ‘long-term savings or investments’ to fund these luxury holidays (Forbes 2021²)



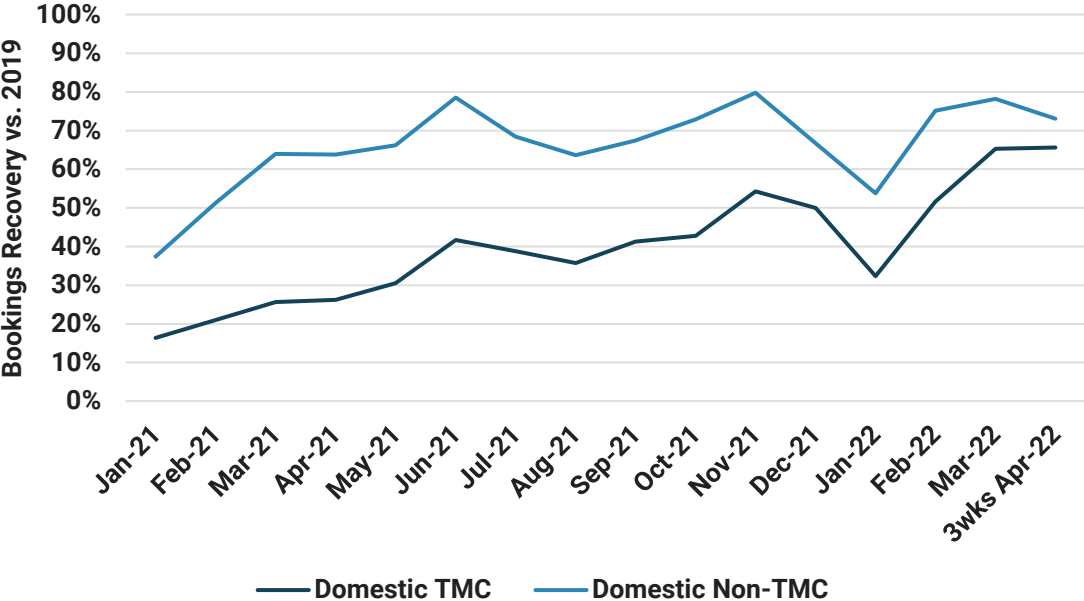
Consumers expect to spend more or the same on travel in 2022 compared to a typical year before the pandemic

Amex Travel Trends 2022¹

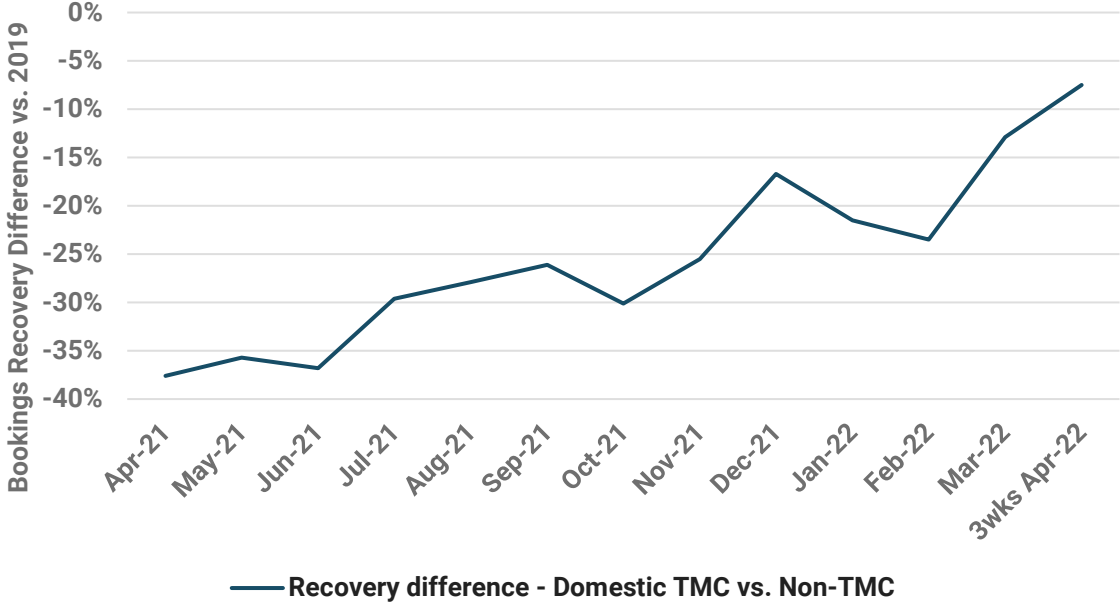
Corporate travel will come back



GDS Industry recovery still led by domestic leisure travel...



...but corporate travel recovery is narrowing the gap



Source: MIDT Net Bookings for GDS Industry, January 2021 to April 24, 2022 vs. same related period in 2019

Corporate travel will come back – the question is: what will it look like?



I think big conferences have proven to not be as good remotely or even hybrid. I think big meetings and events will return in a bigger way.

Vince Chirico, CWT

- Corporate culture needs to be rebuilt. In a world where people are working remotely, travel is the new office culture.
- Workspace flexibility creates new opportunities for travel companies to offer new products and services and create value.
- Policies, processes and technologies need to evolve to take advantage of new opportunities.



Airline respondents believe that people will combine business and leisure more often

As we progress through recovery, sustainability will again become a top priority



Corporate travel in particular is paying more attention to aspects such as greenhouse gas emissions and ways to make travel more sustainable.

Stuart McDonald, WestJet

- While sustainability has taken a back seat through the early stages of recovery, there is an expectation that this will become a priority, both for customers, but also for the industry itself
- As travel recovers, there is an opportunity to create a more sustainable industry that prioritizes the environment
- In 2011, just 20% of people said that the green/environmental/sustainability credentials of their holiday provider were important to them. That nearly tripled to more than half (54%) in 2021. (ABTA Travel Trends 2022²)



Respondents expect travel suppliers to provide more sustainable offers in order to cope with the new normal



Consumers say sustainable travel is somewhat important or very important to them

The Vacationer 2022¹

For good or for bad, the pace of change is accelerating. Can we keep up?

Faster recovery vs.
new variants



Global conflicts and
travel restrictions



High prices, inflation,
economic pressure



To handle the new normal, it's all about Individualization driven by technology and collaboration

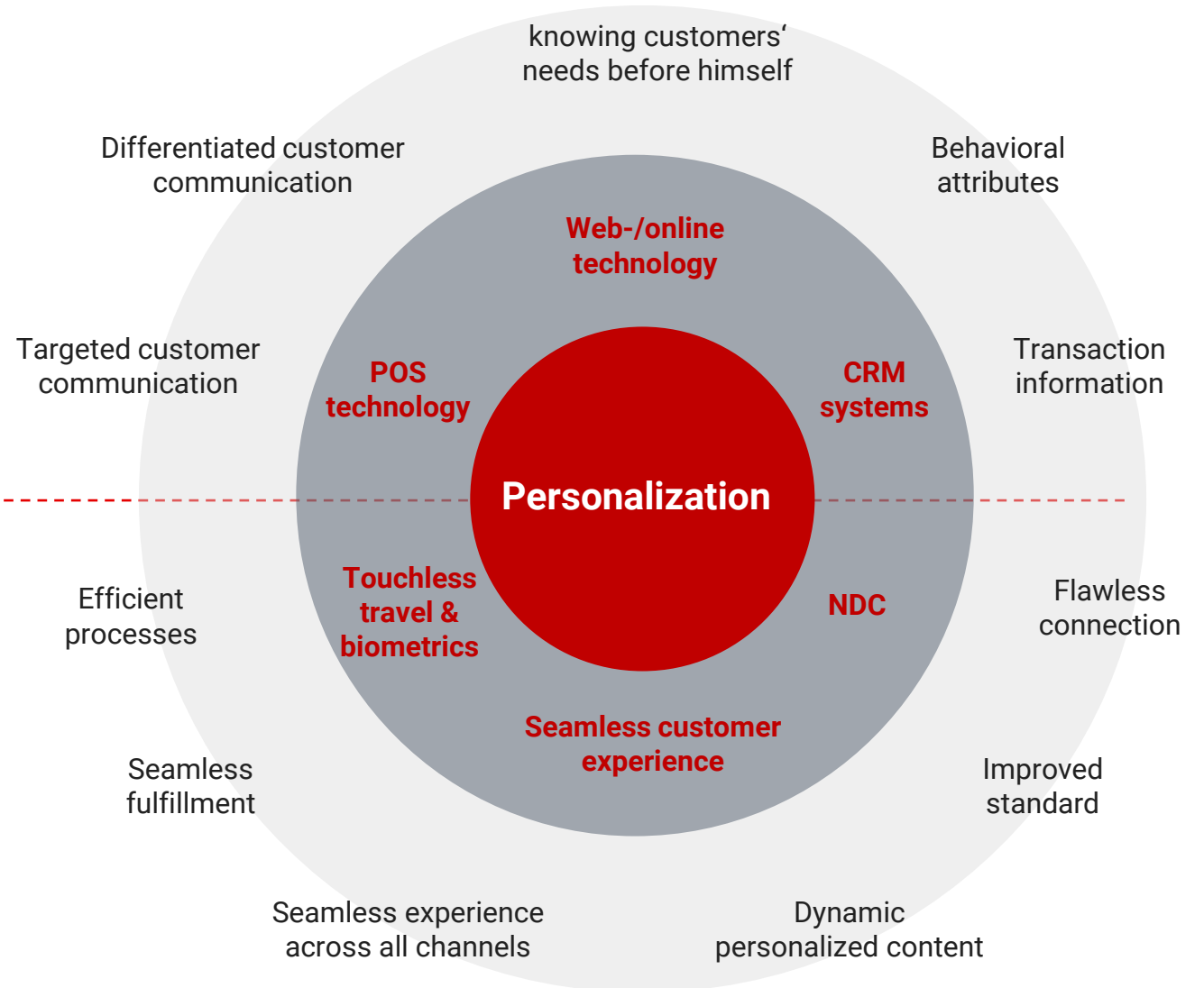


Technology investments

- Investments in new technology as key strategy to prepare for recovery

Collaboration

- Cross-industry collaboration an important requirement to manage the new normal



Sabre®