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- Research
- Industry perspectives
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- Tools and more

# ThinkWithGoogle.com: 'What travel marketers need to know to navigate the path forward'



# Navigating the path forward

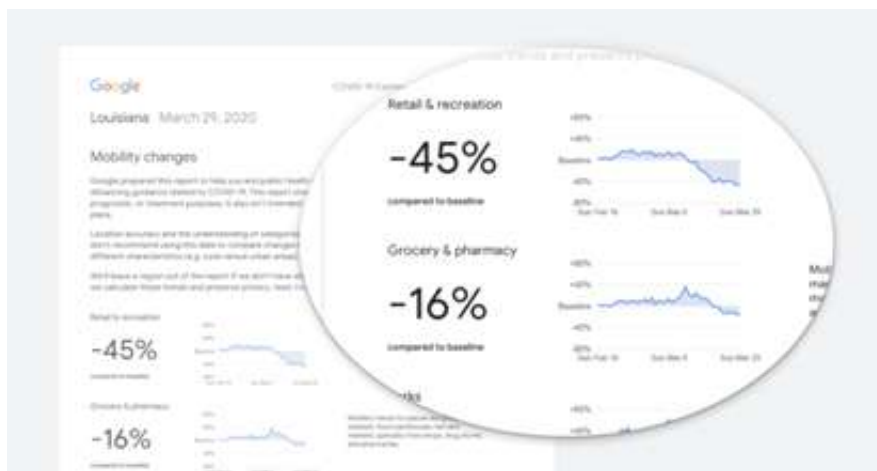


Know when to reopen and what the travel new normal looks like



Understand key trends to balance public safety and economic impact

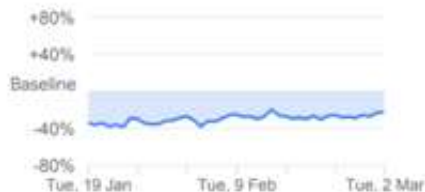
# Google Covid-19 Community Mobility Reports - See how your community is moving around differently due to COVID-



# Google Covid-19 Community Mobility Report - Chandigarh

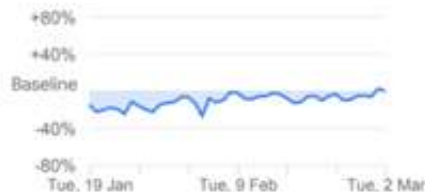
Retail and recreation

-23% compared to baseline



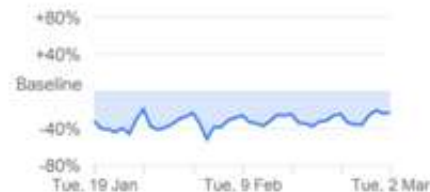
Supermarket and pharmacy

+0% compared to baseline



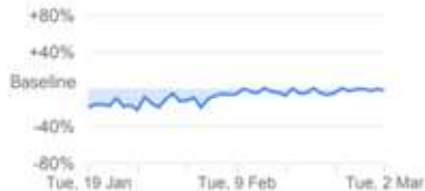
Parks

-23% compared to baseline



Public transport

-1% compared to baseline



Workplaces

-18% compared to baseline



Residential

+4% compared to baseline



# Ourworldindata.org - Google Covid-19 Community Mobility trendline for India

How did the number of visitors change since the beginning of the pandemic?,  
India



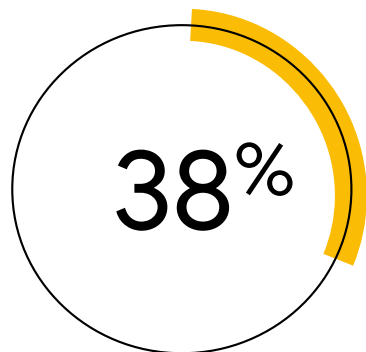
This data shows how community movement in specific locations has changed relative to the period before the pandemic.

Change country

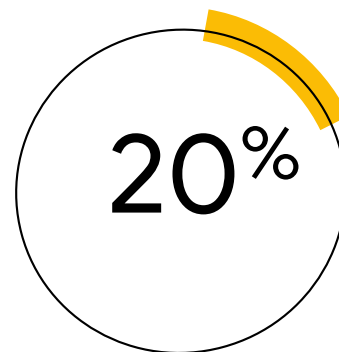


## TRAVEL TREND #1

# People are travelling to different places



U.K. respondents said they now expected to take a domestic holiday



Said they expected to take a staycation in their local area

Sources: Think with Google, "What travel marketers need to know to navigate the path forward", August 2020



# Businesses are adapting to these new consumer behaviors

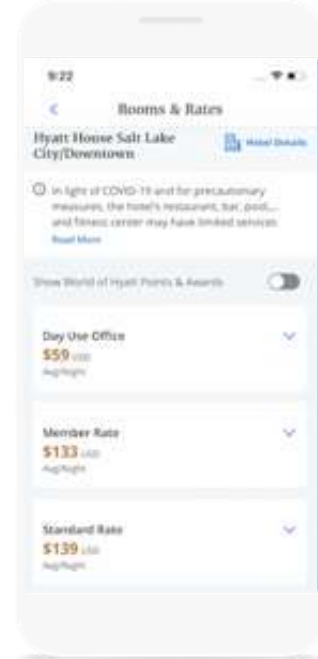
Proprietary + Confidential



## Monthly stays

Make Airbnb your home, for stays of a month or longer.

Airbnb pivots its business to focus on longer-term stays



Hyatt offers hotel rooms as office space

## Lockdown: Boris Johnson unveils plan to end England restrictions by 21 June

22 February | [Comments](#)

[Coronavirus pandemic](#)



Watch the full statement by Boris Johnson on England's roadmap out of the Covid-19 lockdown

A new four-step plan to ease England's lockdown could see all legal limits on social contact lifted by 21 June, if strict conditions are met.

Shops, hairdressers, gyms and outdoor hospitality could reopen on 12 April in England under plans set out by the PM.

From 17 May, two households might be allowed to mix in homes, while the rule of six could apply in places like pubs.

It requires four tests on vaccines, infection rates and new coronavirus variants

## Holiday bookings surge after UK unveils plans for lockdown easing

Stocks buoyed as Brits rush to snap up getaways from private jets to package holidays



News that non-essential international travel might be able to resume from May 17 prompted a jump in bookings © Jaime Reina/AFP

Alice Hancock, Philip Georgiadis and Jim Pickard FEBRUARY 23 2021

27

Travel companies from hotels to airlines have enjoyed a surge in bookings after the UK government announced a plan for lockdown easing, despite a lack of certainty over the resumption of international travel.

# Google Trends

Google Trends

United Kingdom

Explore what the world  
is searching

Google Trends

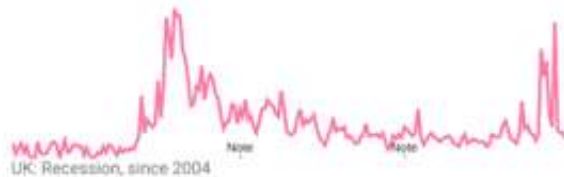
Explore topics

United Kingdom

## The UK Economy and COVID-19

How has the Coronavirus pandemic affected searches around the economy?

● Search interest (1-100)



[READ MORE →](#)

## Coronavirus Search Trends

The UK is among the countries hit hardest by COVID-19. This is how Britain is searching

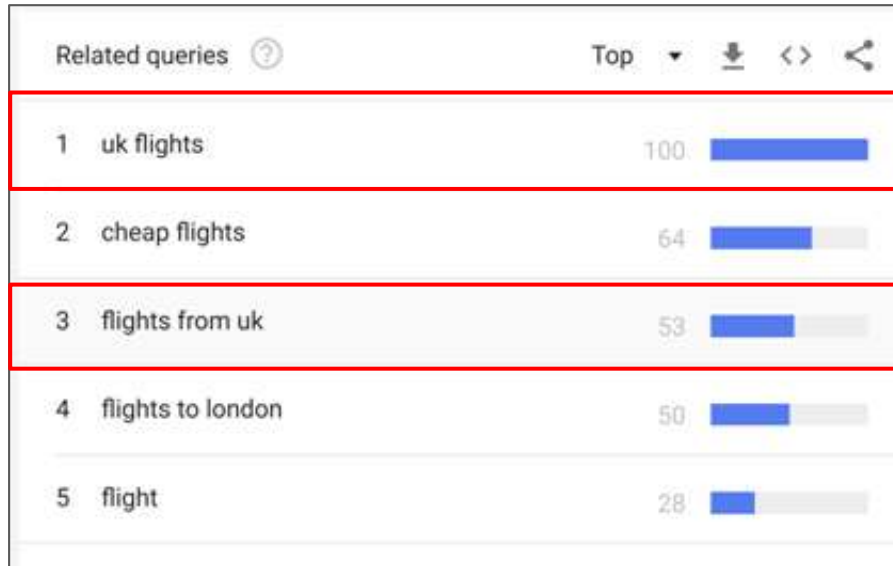


Search interest in Coronavirus worldwide, past week

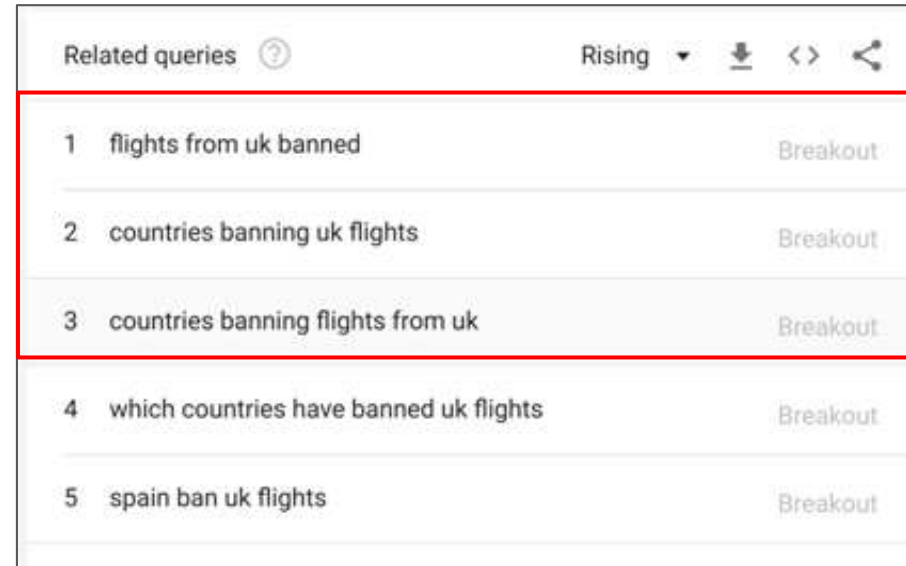
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# Google Trends: Top related searches for 'flights' in the UK

## Top Searches

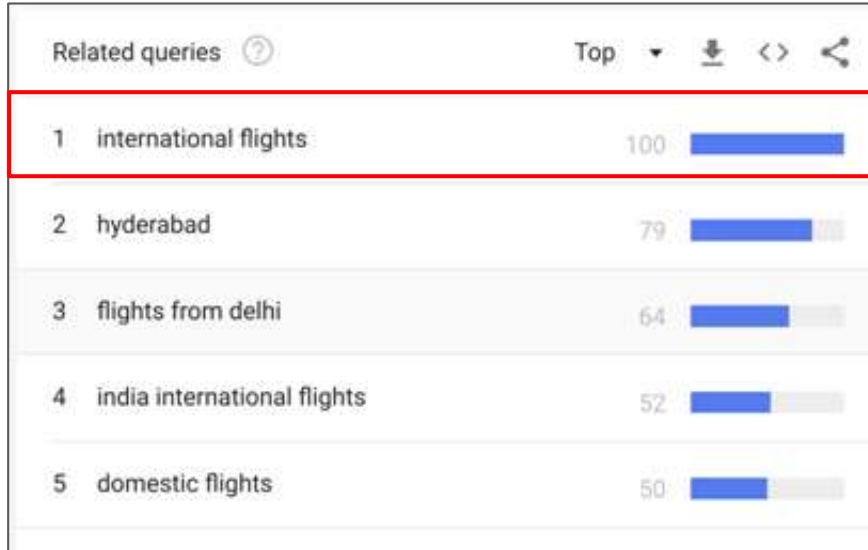


## Rising Searches

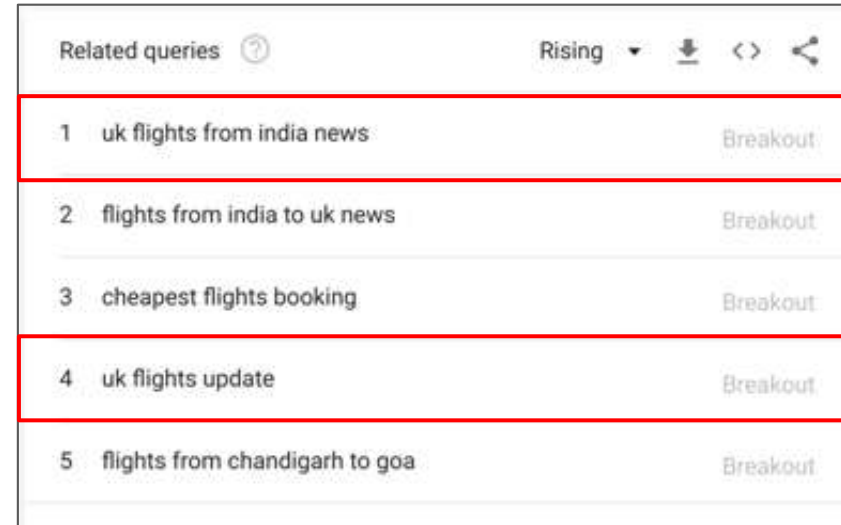


# Google Trends: Top and rising searches for 'flights' in India

## Top Searches

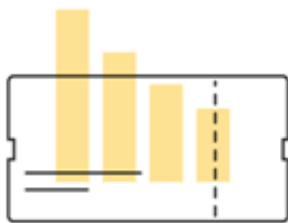


## Rising Searches



## TRAVEL TREND #2

# People are travelling by different means



Searches for **'cheap flights'**, **'train tickets'**, and **'cruise holiday'** significantly down year over year



Searches for the term **'car hire near me'** being at their highest level in over 15 years

Sources: Think with Google, "What travel marketers need to know to navigate the path forward", August 2020

# Google Trends: UK Train, Flights, Car Hire evolution

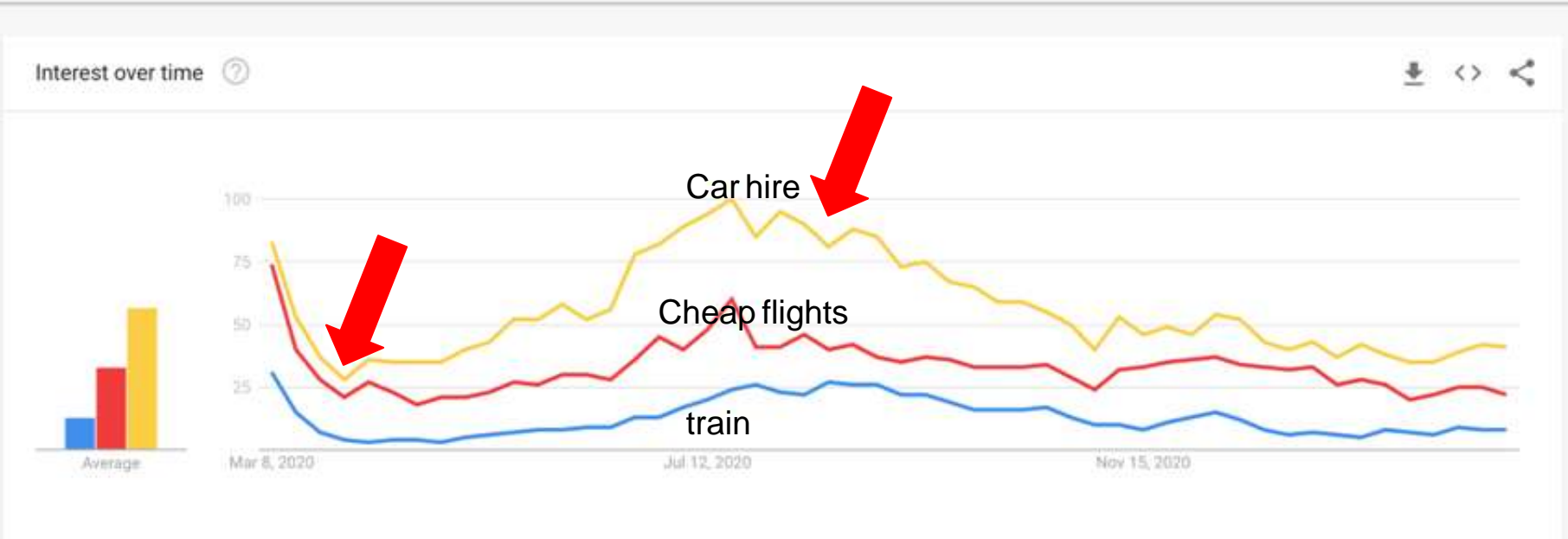
● train tickets Search term

● cheap flights Search term

● car hire Search term

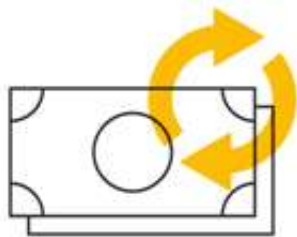
+ Add comparison

United Kingdom Past 12 months All categories Web Search



## TRAVEL TREND #3

# People are shifting travel expectations



U.K. searches for the term **'holiday refund'** are also at their highest level in 15 years



**500%**

Increase in searches related to **"virtual tours"** year over year

Source: Think with Google, "What travel marketers need to know to navigate the path forward", August 2020

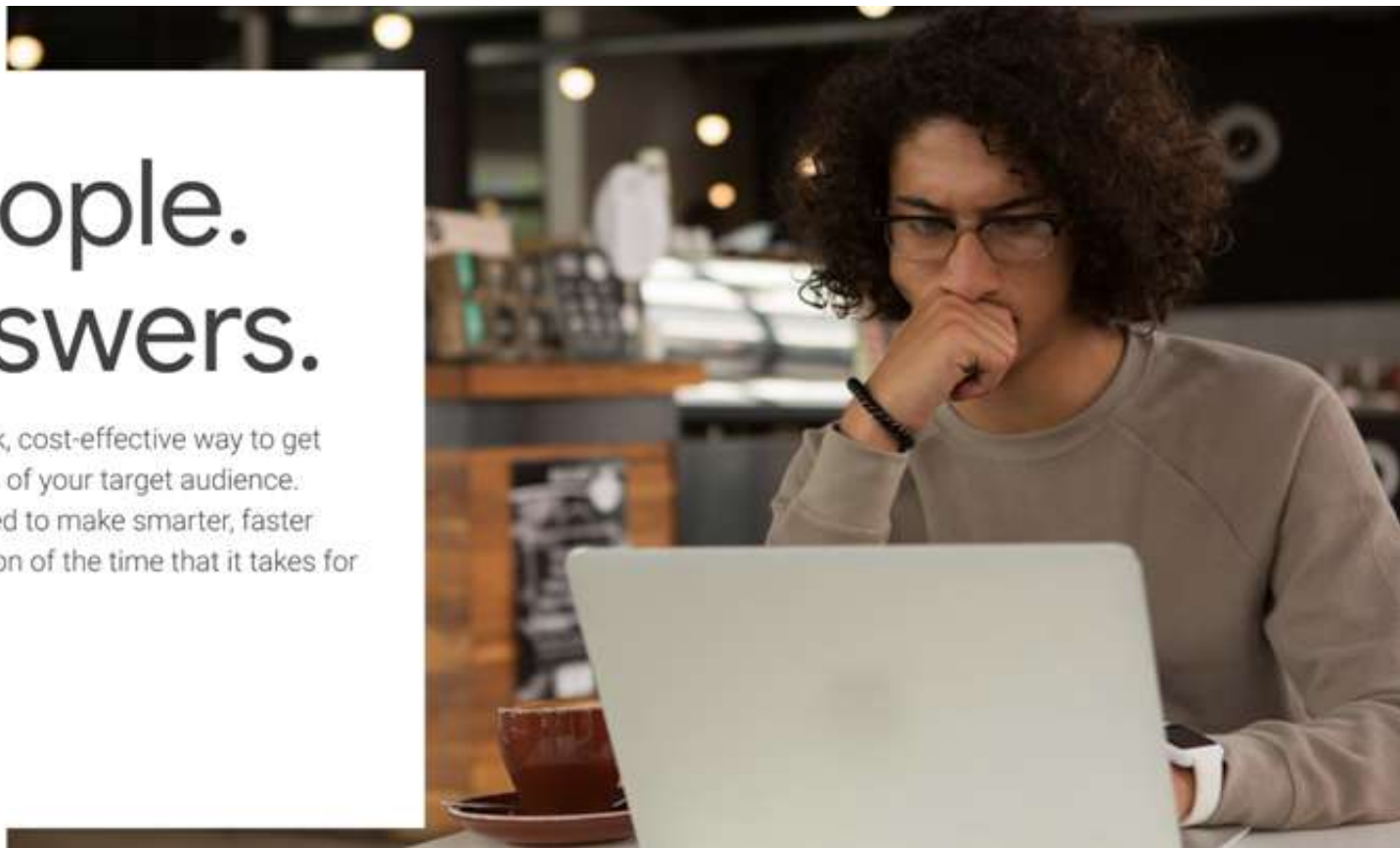


# Google Surveys

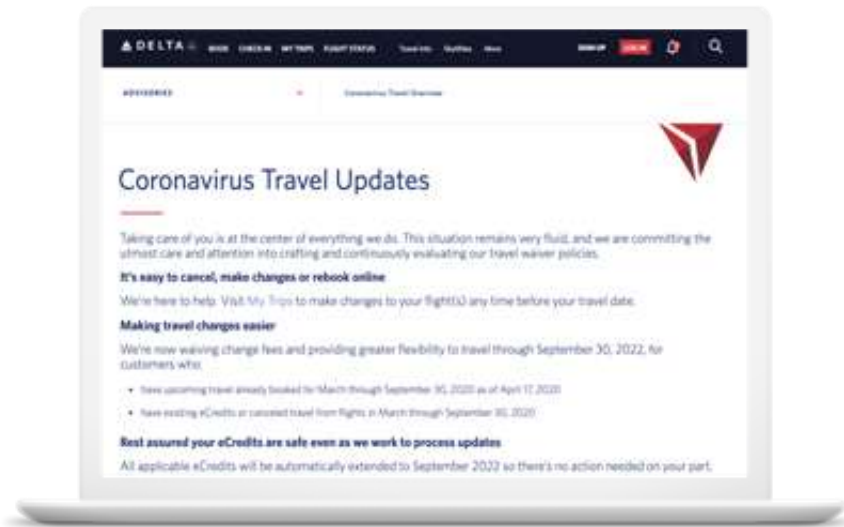
Real people.  
Real answers.

Google Surveys give you a quick, cost-effective way to get valuable insights into the minds of your target audience. Gather the insights that you need to make smarter, faster business decisions – in a fraction of the time that it takes for traditional market research.

[Get started](#)



# Brands like Delta and Royal Caribbean are responding to shifting travel expectations



Airlines, cruises and hotels are updating their websites and policies to reflect changes

# Destinations and brands are responding with new digital experiences

## Virtual Tours



Tourism boards are offering digital tours to 'leave home without actually leaving the couch'.

## Virtual Experiences



Brands like Airbnb partner with their hosts to invite viewers into their homes and share experiences from around the world

# Businesses meeting their customers' changing needs



Boutique hotels in Copenhagen now have the world's first self-cleaning rooms

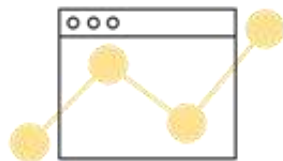


The Westin Houston Medical Center is the first and only hotel to use robots to combat germs by zapping them with UV rays.

# What steps travel marketers can take now



**1.**  
Take action  
early



**2.**  
Track leading  
indicators



**3.**  
Accelerate digital  
transformation

# Thank you

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