A look at consumer attitudes and actions related to travel to uncover the trends, shifts and insights driven by this phase of restart disruption.

**Traveler Personas.** Meet the Transforming Traveler Personas.

### RETRO REENGAGERS
33% of travelers
- Seem to be reengaged in travel, but rely on their reference source.
- Expect to plan travel after receiving the COVID-19 vaccine.
- As travel restrictions are lifted, they will travel more toward the end of the year or in 2021.
- Much like Worried Withholders, they probably won’t be changing brand preferences given the pandemic.

### OPEN-MINDED EXPLORERS
20% of travelers
- The only segment to consistently defend the goals of others, even their competitors.
- Feel that they could be more at risk with underlying health conditions and 19% less likely to keep the same travel plans as they had prior to COVID-19.
- Still more likely to believe that we shouldn’t have to wear masks in public.

### WORRIED WITHHOLDERS
25% of travelers
- The likely reason is an overall distrust of others, with major hesitancies in where they travel and who they travel with.
- Notice immediately when others don’t follow safety practices.
- Don’t trust fellow travelers to follow safety guidelines.
- Don’t trust airlines to provide a safe experience.

### CAUTIONY QUESTIONERS
22% of travelers
- More likely to have experienced the most disruption to their travel plans.
- Most open to travel today. Twice as likely as average to be much more interested in travel for work.

### What's the timeline for reengagement?

<table>
<thead>
<tr>
<th>Reengaging in daily activities</th>
<th>Reengaging in travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>3 months</td>
</tr>
<tr>
<td>3.5 months</td>
<td>5 months</td>
</tr>
<tr>
<td>5 months</td>
<td>7 months</td>
</tr>
<tr>
<td>8.5 months</td>
<td>11 months</td>
</tr>
</tbody>
</table>

### Interested in receiving more findings from the Transforming Travelers study or sitting down to discuss how this can be valuable to you?
Reach out!

**Brand Reckoning 2020:** How COVID-19 Is Transforming Traveler Behavior, Loyalty and Values

It's not you, it's me. Wait, it's you. 87% Best hotel brands continue along the path to perfection. 35% Best restaurant brands continue to deliver. 25% Best retail brands continue to innovate.

Familiar faces might be the key. 57% Top COVID-19 brands maintain high travel confidence. 64% Of COVID-19 related food service and restaurant chains opened their doors.

Work travel can be a mixed bag. 88% 30 businesses agree travel operations need to be business first, consumer second. 68% Hotel chains agree travel operations need to be business first, consumer second. 67% Employed traveler is more trusting of what they see when they get their perspective from real life. 32% Employed traveler is more trusting of what they see when they get their perspective from online.

We have become a little judge.**

Notice immediately when others don’t follow safety practices. Expect to judge others for traveling before they themselves think it’s safe. Expect to censor social media posts to avoid travel shaming.

**Travel & Economic Development 2020: Reckoning Brand.**

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