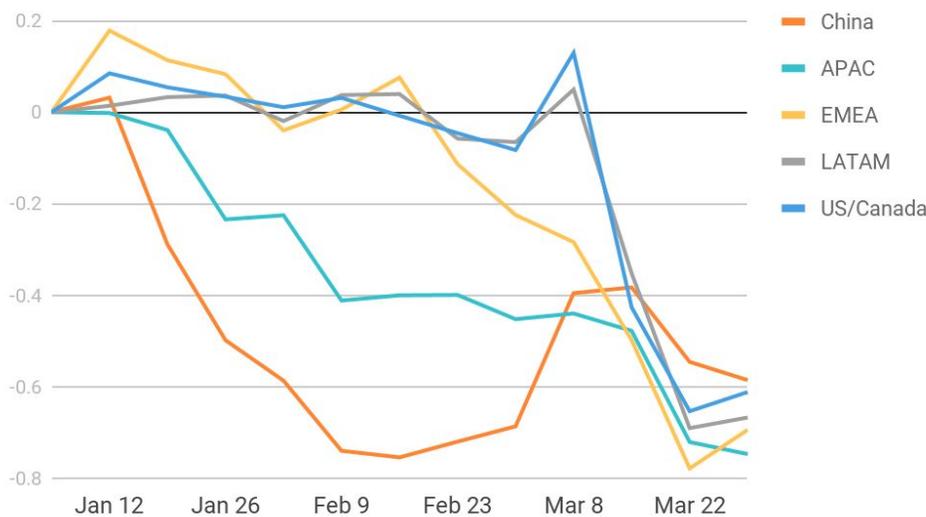


Global Data and Insights on Travel Impact

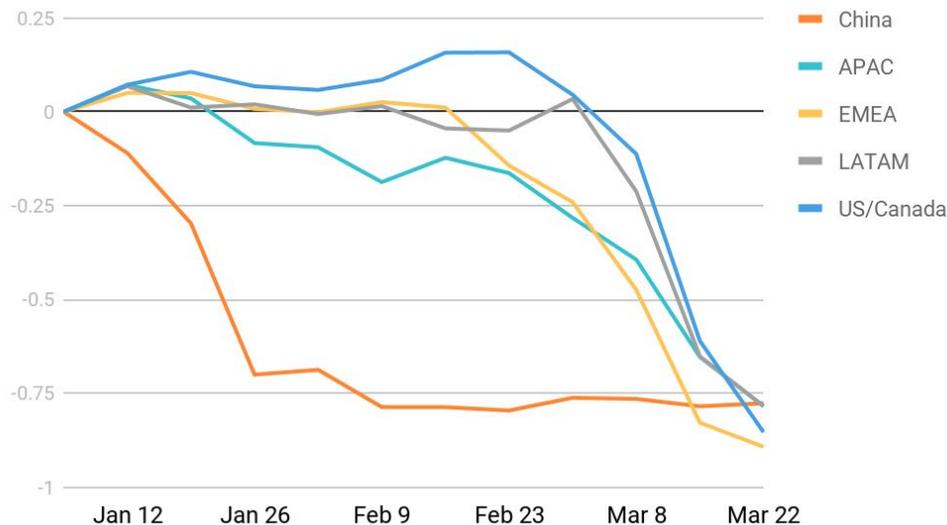
With our access to real-time traveler audiences and unmatched visibility into global travel demand, we're in a unique position to share the current travel trends at the forefront of marketers' minds. In this series we take a look at the data in order to aid travel marketers in their assessment of COVID-19. Marketers can use these trends to inform their campaign strategies during this period and be prepared for the recover.

This week travel intent variation evened out as countries around the world lock their borders. With more than 90% of the world living in countries with travel restrictions, the world's travel has essentially ground to a halt.

Year Over Year Change on Weekly Flight Search (January - March 30)



Year Over Year Change on Weekly Hotel Search (January - March 30)



Source:
Sojern Flight
(Airline/OTA/Meta) Data,
Flight searches Jan 5 to
March 30, 2020 vs Jan 6 to
March 31, 2019

Sojern Hotel Data, Hotel
searches Jan 5 to March 30,
2020 vs Jan 6 to March 31,
2019

Data and Insights on Travel Impact in Global & LATAM

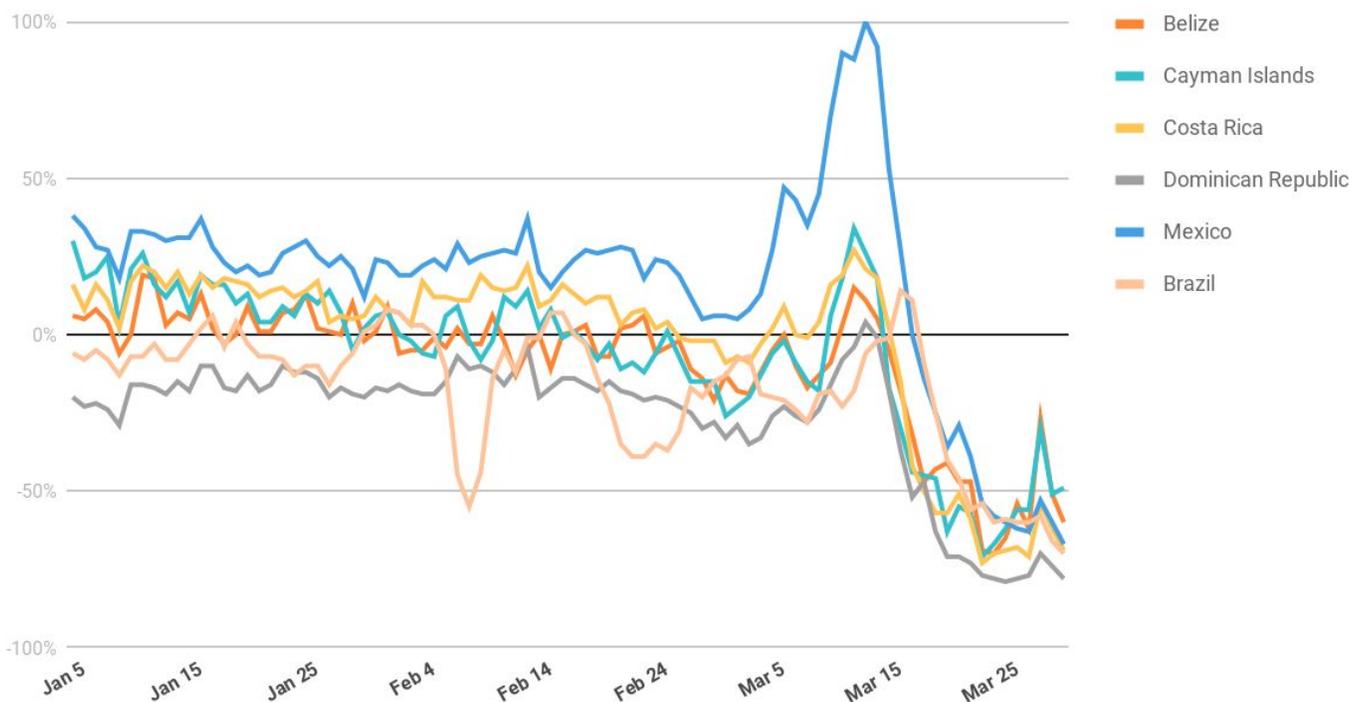
All flights and hotels throughout the world have fallen to record lows. Each region's descent was steep and immediate, and the difference is no longer in the magnitude of the decline, but when they occurred. The charts show clear inflection points that identify when travel started to decline due to government action, which forced airlines to cut capacity and borders to close.

While bleak for the travel industry, this is ultimately a positive for everyone's health. Countries are behaving responsibly as they fight to flatten the curve, which will lead to faster travel recovery in the long term.

We took a deep dive into Latin America this week, as the region was isolated from the majority of infections in the first two months, and they are just beginning to feel the travel impact of COVID-19.

The trends we've observed so far include: **LATAM just now showing signs of impact, government reactions control travel patterns more than ever, and 2020 LATAM seasonality is changing.**

Year Over Year Percent Change in Weekly Flight Search (January–March 30)

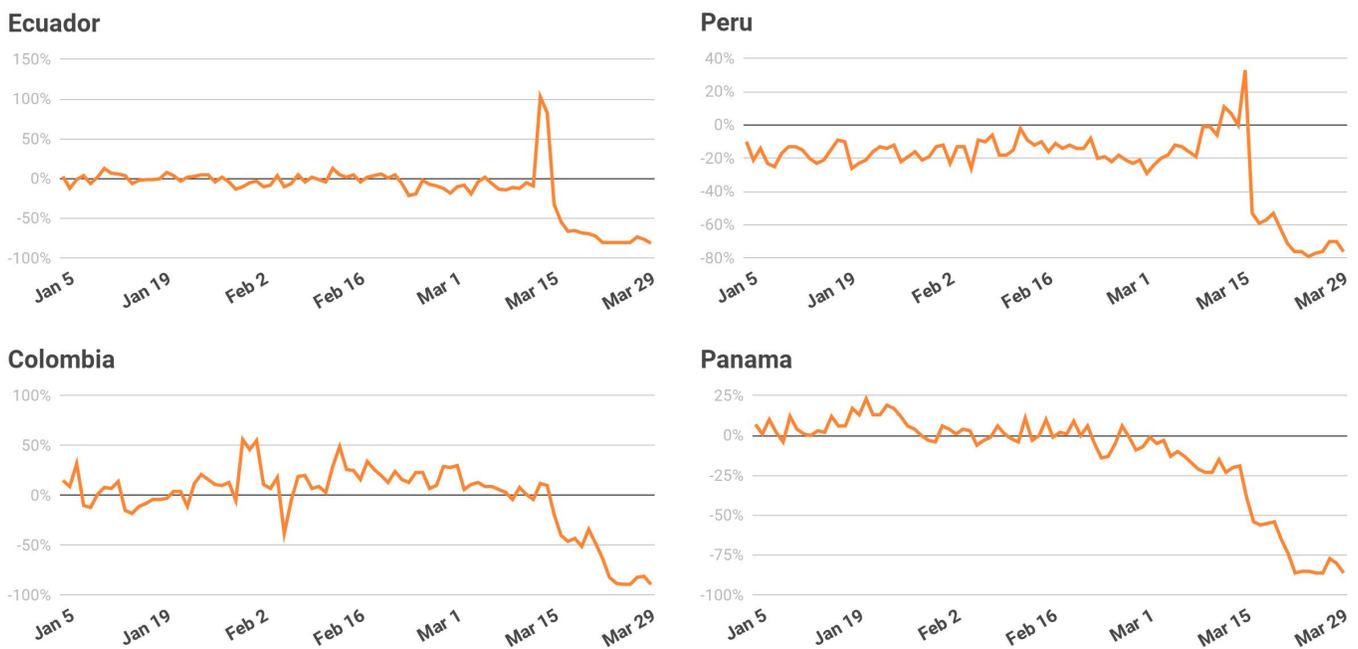


Source: Sojern Flight (Airline/OTA/Meta) Data, Flight searches Jan 5 to Mar 29, 2020 vs Jan 6 to Mar 31, 2019

Data and Insights on Travel Impact in LATAM

Many Latin American countries were insulated during the earliest stages of the contagion, but it inevitably arrived, albeit a few weeks later than the rest of the world. Because many Latin American economies have become increasingly unstable in the last five years, governments in the region were unwilling to restrict travel until the spread of the virus became untenable. As a result, while other regions around the world saw a drop in travel intent weeks ago, Latin America did not experience a drop until last week.

Year Over Year Percent Change in Weekly Flight Search, by Country



Source: Sojern Flight (Airline/OTA/Meta) Data, Flight searches Jan 5 to Mar 29, 2020 vs Jan 6 to Mar 31, 2019

The variety of reactions the last two weeks from Latin American governments has resulted in differing flight search behavior. For example, Ecuador and Peru suddenly instituted extremely strict border control measures, closing their borders to everyone - including their own citizens and residents. In cases like this, we see a sharp spike in flight searches to those countries immediately followed by a sharp drop, representing those who desired to return home before the borders shut.

Data and Insights on Travel Impact in LATAM

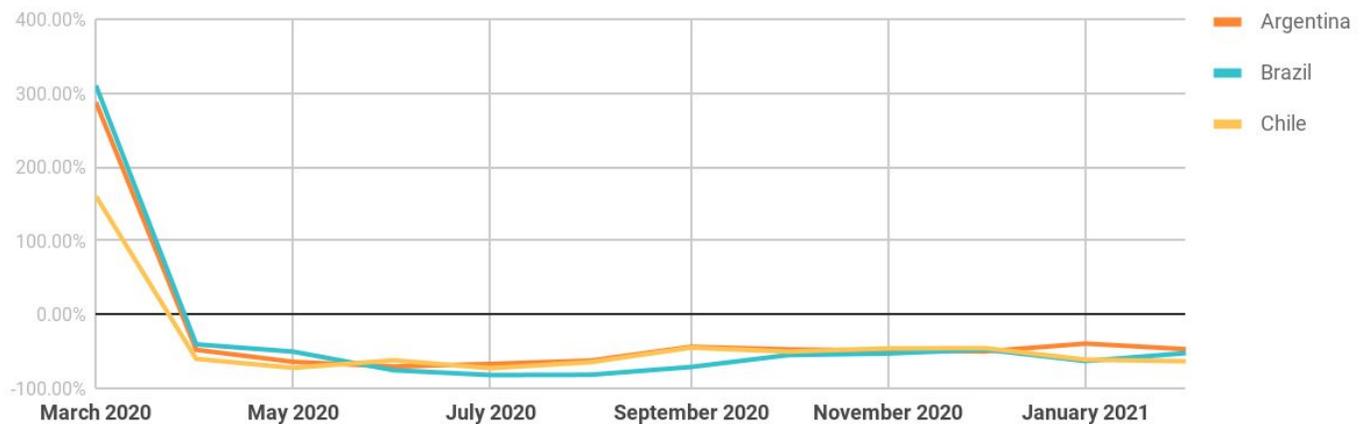
Colombia and Panama, on the other hand, restricted entrance to foreigners, but allowed their citizens to return with a mandatory 14-day quarantine. In these cases, citizens do not feel the same urgency to return home immediately.

Mexico and Brazil buck the trend, in that their presidents have not been addressing the virus with the same urgency, even mocking other countries' efforts to contain the virus. Thus, the local governments took the lead in initiating lockdowns for their communities and restricted travel where able. As the two most populous countries in LATAM, with historically the most tourist arrivals, they will be the barometer for how and when Latin America travel recovers.

Travel Intent to LATAM in the next twelve months differs by country

There are many shining examples throughout the world of successful containment which give us good reason to be optimistic about future travel. What dates people search for can give us a glimpse into when they think it will be a good time to travel again. In Latin America, we noticed four distinct patterns amongst those who were searching to travel within the next year.

Argentina, Brazil, Chile

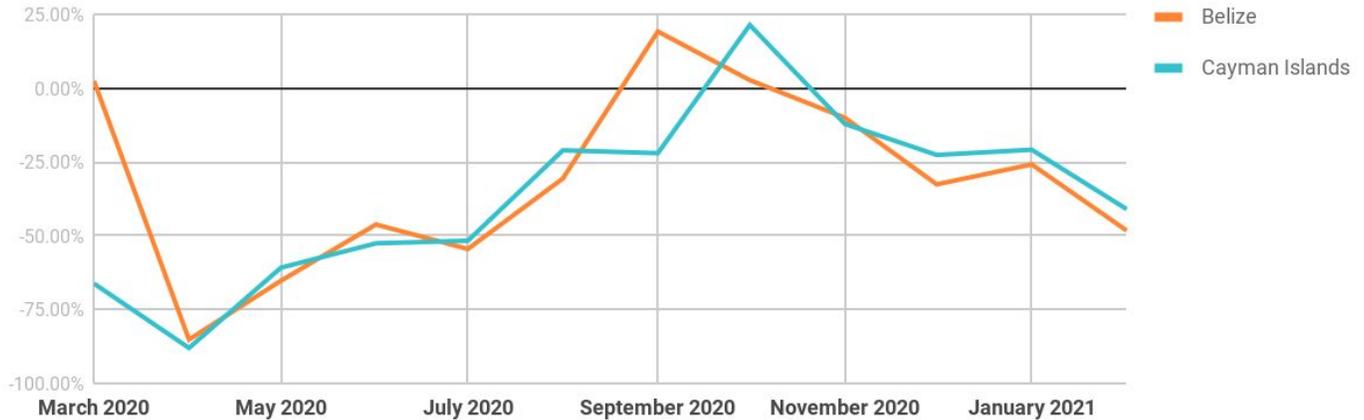


This chart above is representative of countries with large populations who have a reasonable amount of disposable income. There is a massive surge of people looking to go to Argentina, Brazil, and Chile in March and April, compared to last year. There are likely a significant number of people who were working or traveling abroad, and now are eager to get back home quickly once the border closure announcements were made on March 16.

COVID-19

Data and Insights on Travel Impact in LATAM

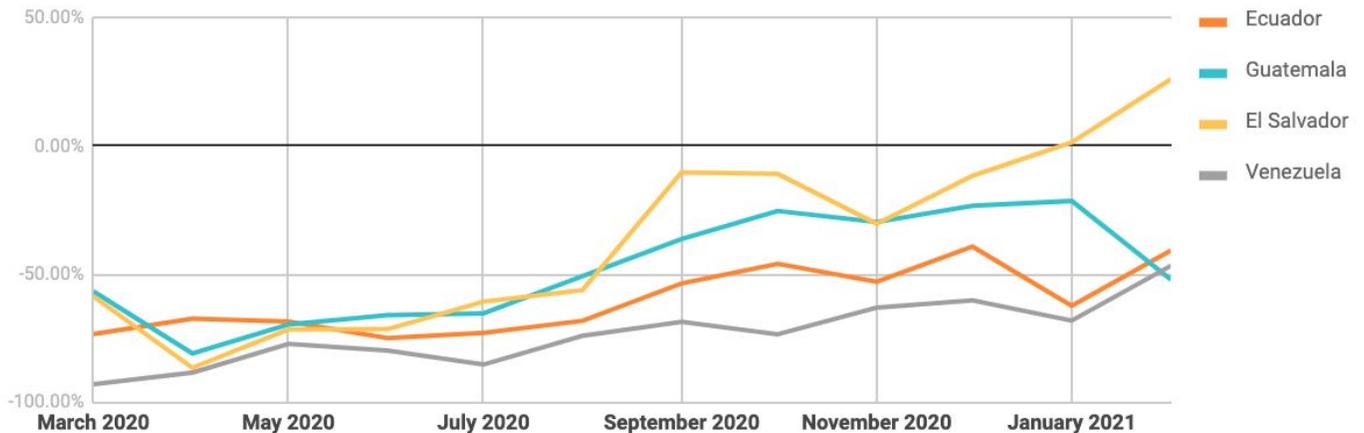
Belize, Cayman Islands



Source: Sojern Flight (Airline/OTA/Meta) Data, Flight Searches Mah 17 to Mar 30, 2020 vs Mar 19 to Apr 1, 2019

The above chart represents beach or scuba destinations. We see interest in travel for September and October peaking even above last year. Notably, these countries have also done a good job thus far defending against the virus.

Ecuador, El Salvador, Guatemala, Venezuela



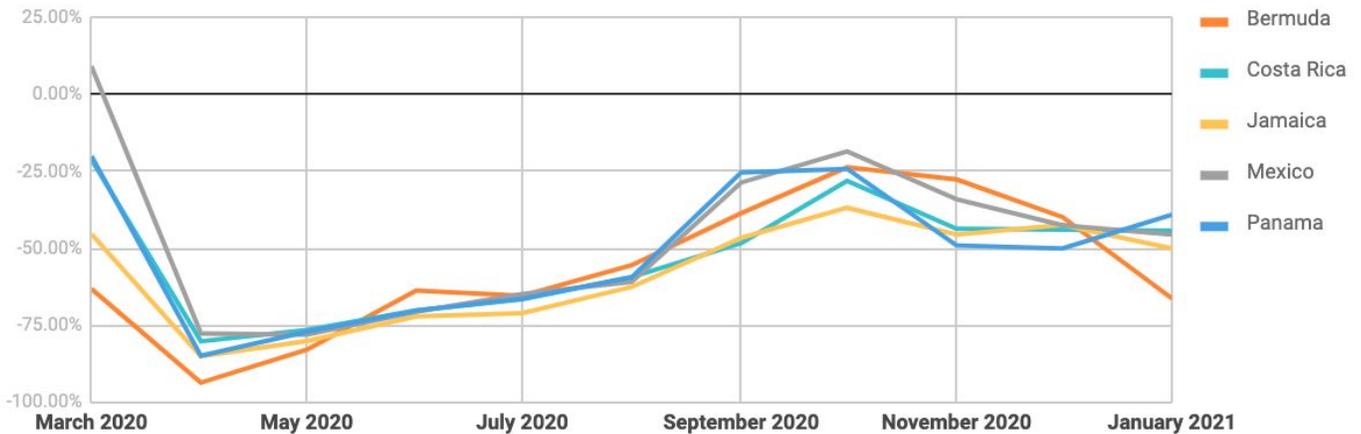
Source: Sojern Flight (Airline/OTA/Meta) Data, Flight Searches Mah 17 to Mar 30, 2020 vs Mar 19 to Apr 1, 2019

These are populous countries that have lower GDP per capita, so perhaps they have fewer people traveling abroad. There are definite indications of a higher than normal share of people who are already looking to the end of the year to travel. Perhaps they represent people who are shifting their friends and family visits towards the holidays.

COVID-19

Data and Insights on Travel Impact in LATAM

Bermuda, Costa Rica, Jamaica, Mexico, Panama



Source: Sojern Flight (Airline/OTA/Meta) Data, Flight Searches Mar 17 to Mar 30, 2020 vs Mar 19 to Apr 1, 2019

These locations are populated with beaches, all-inclusive resorts, and cheap airfare. While intent to travel there in the next few months is understandably very depressed, it appears there is significant uptick interest to vacation there from August onwards. This may be an indication that travelers believe the Coronavirus pandemic will be over by then.

We'll continue to share more insights as we monitor the situation and provide recommendations.



Sojern's digital marketing solutions for travel are built on more than a decade of expertise analyzing the complete traveller path to purchase. The company drives travellers from dream to destination by activating multi-channel branding and performance solutions on the Sojern Traveller Platform for more than 10,000 customers around the world. Recognised as a Deloitte Technology Fast 500 company six years in a row, Sojern is headquartered in San Francisco, with 600 employees based in Berlin, Dubai, Dublin, Hong Kong, Istanbul, London, Mexico City, New York, Omaha, Paris, São Paulo, Singapore and Sydney.