COVID-19: Consumer Impact on Travel and Hospitality

Data Analysis

Data Information

Axios Survey Data – June

- Demographic Data
- Risk Perception
- Changes to wellbeing
- Current wellbeing state
- Financial
- Government Sentiment
- Coronavirus exposure

Accenture Research – June

- Demographics
- Comfort with outdoor/public activities
- Critical incentives that travel providers can take.

Axios Data – December

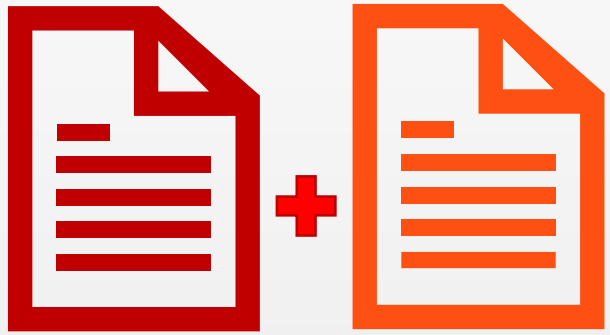
- Demographic Data
- Risk Perception
- Current wellbeing state
- Financial
- Government Sentiment
- Coronavirus exposure
- Intent to Travel

Data Cleaning

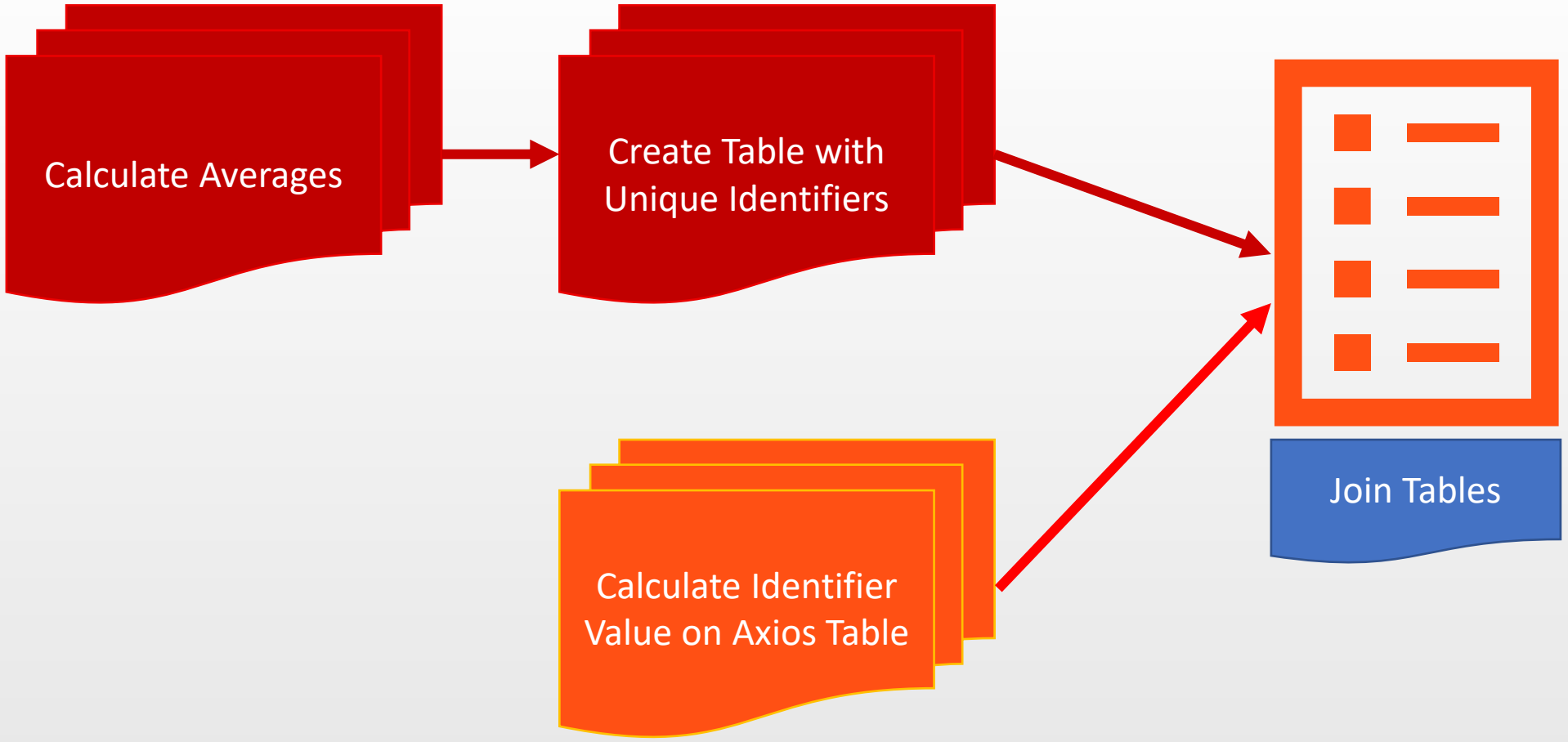
- Data Removal
  - Analyzed variables and removed based on topic / theme covered.
- Missing Data
  - Reviewed reason behind variables with many missing observations.
  - Observations with many missing questions removed.

Data Merging

- For the June period, there were two tables to be merged.
- Demographic variables age, employment type, and gender were used as identifiers to join tables.
- The variables needed to be re-calculated to match the tables.

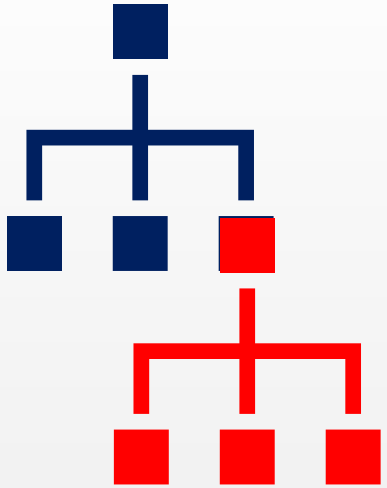


Data Merging

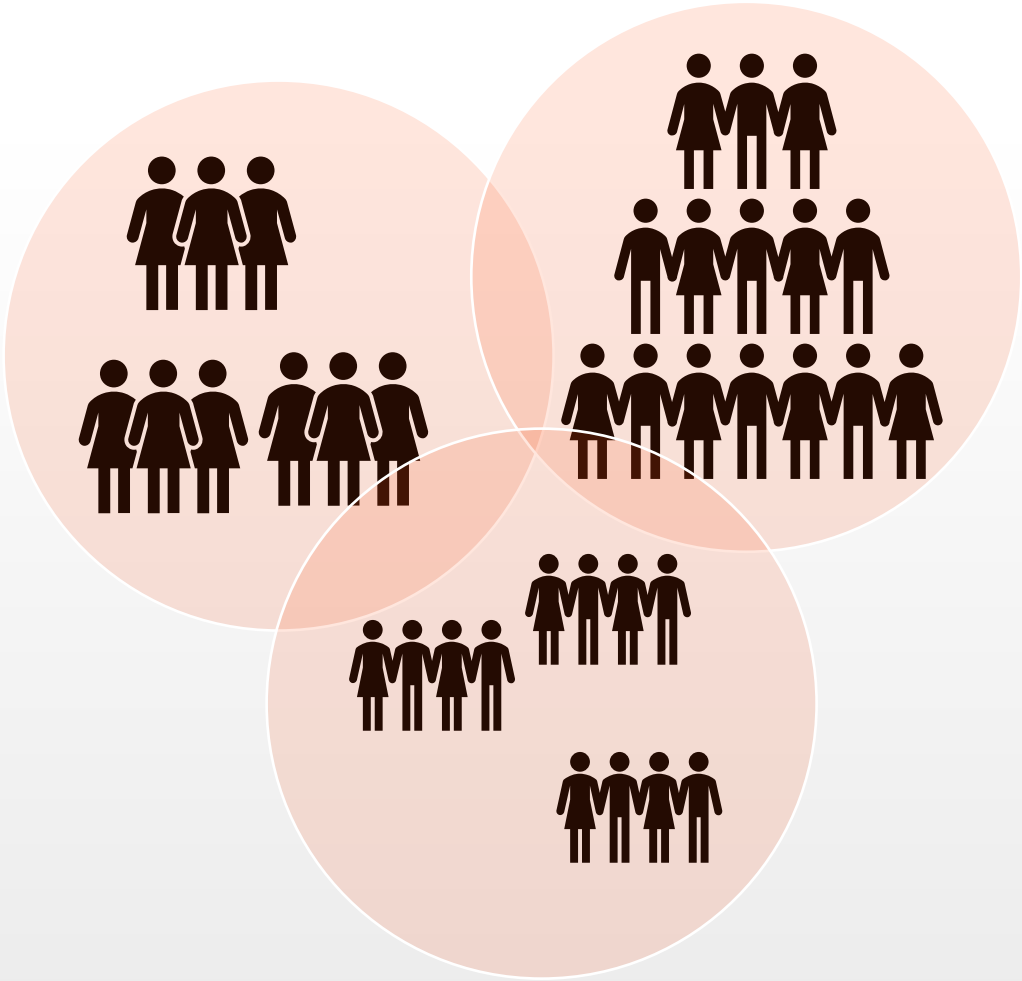


Data Analysis

- Complete initial data exploration including correlation amongst variables.
- Determined models would be used to identify clusters.
- In selecting the clusters, I reviewed various variable combinations.
- The combinations were based on topic/theme of questions.
  - Changes to lifestyle
  - Current state
  - Risk perception
  - Comfort engaging in public activities
  - Coronavirus experience



Consumer Groups



Executive Summary

Consumer Groups

- For each period in the study there were five distinct consumer groups.
- Those that tested positive for coronavirus were their own group in each period.
- Perception of control was a factor in June.
- Knowing someone who died from coronavirus was a key factor in December.

Coronavirus Concerns

- Between the two periods there was an increase in concern about the coronavirus outbreak.
- The percentage of respondents who stated they were "Extremely Concerned" about coronavirus increased from 26% to 34% between the two periods.

June Consumer Groups

Relaxed

- Least concerned about coronavirus.
- Higher percentage are retired

Controllers

- Almost 90% of members are ages 32 to 55.
- Higher percentage of group is parent or self-employed.

Exposed

- Most concerned about coronavirus
- More likely to be employed by someone else.
- About 50% of all respondents ages 32 to 55 in this group.

Known-Risk

- All correspondents tested positive for coronavirus

At-Risk

- Most concerned about coronavirus
- 70% of all respondents over 70.
- Highest concentration of people 40 or older.

December Consumer Groups

Younger Relaxed

- About 50% of all respondents age 18 to 24 fall here.
- Least concerned about coronavirus.

Older Relaxed

- More likely to be over 56 years old.
- 38% of this group is unemployed.

Known Risk

- Tested Positive for Coronavirus
- Much more likely to know someone else who tested positive for coronavirus.

Younger Concerned

- Second most concerned about coronavirus.
- Most likely to know someone who has died of coronavirus.

Older Concerned

- More likely to be over 56 years old.
- Highest concern for coronavirus.
- More likely to know someone who has died of coronavirus.

Travel Provider Recommendations

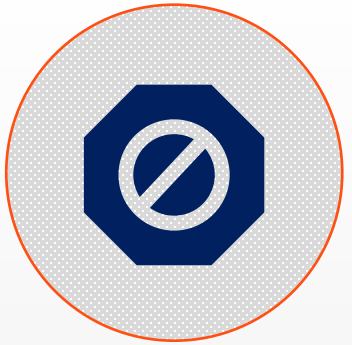
Business Critical Activities - Recommendations

Cleaning Initiatives

- Initiate Cleaning Programs.
- Provide Information to Consumers.

Exposure Initiative

- Re-arrange physical space to allow for physical distancing.
- Require Masks from Public and Staff.



Entry Barriers

- Require proof of vaccination or COVID Passport.