

Traveling behaviour in 2020: CZ

STEM/MARK | October 2020

Key findings

The COVID-19 situation has negatively impacted two thirds of Czech travelers, as nearly a half of respondents were forced to completely drop their traveling plans for this year. 1 in 5 participants experienced a flight cancellation.

2 in 5 respondents consider current travel measures sufficient with only 15 percent saying they would strengthen them. If people could change anything about the current travel situation, they would choose the possibility for rapid COVID-19 tests at the airport (45 percent) and they would improve refund policies (refunds from the carrier to the client). A third of respondents would appreciate the possibility to choose flexible tickets in case of cancellations, while a fifth would like to see the introduction of additional health and safety measures.

Almost half of the respondents expect to travel abroad sometime next year. However, a third do not want to wait, and if the situation allowed they would travel immediately – this attitude is especially common among men and single people.

A third of all respondents would only travel to "safe countries" – this is especially true for people over 45 and families with children. Almost a third also plan to purchase additional insurance for their trips.

Respondents view financial security, namely refund policies, and convenience equally as important as health measures. Some demand the restrictions be loosened or lifted entirely, but those people are the minority.



Research parameters



Goals

Changes in behaviour of Czech traveling population caused by the COVID-19 pandemic in 2020



Target group

Representative sample of traveling population

Between 18 and 59 years of age

Have taken at least two trips abroad in the last five years



Fieldwork

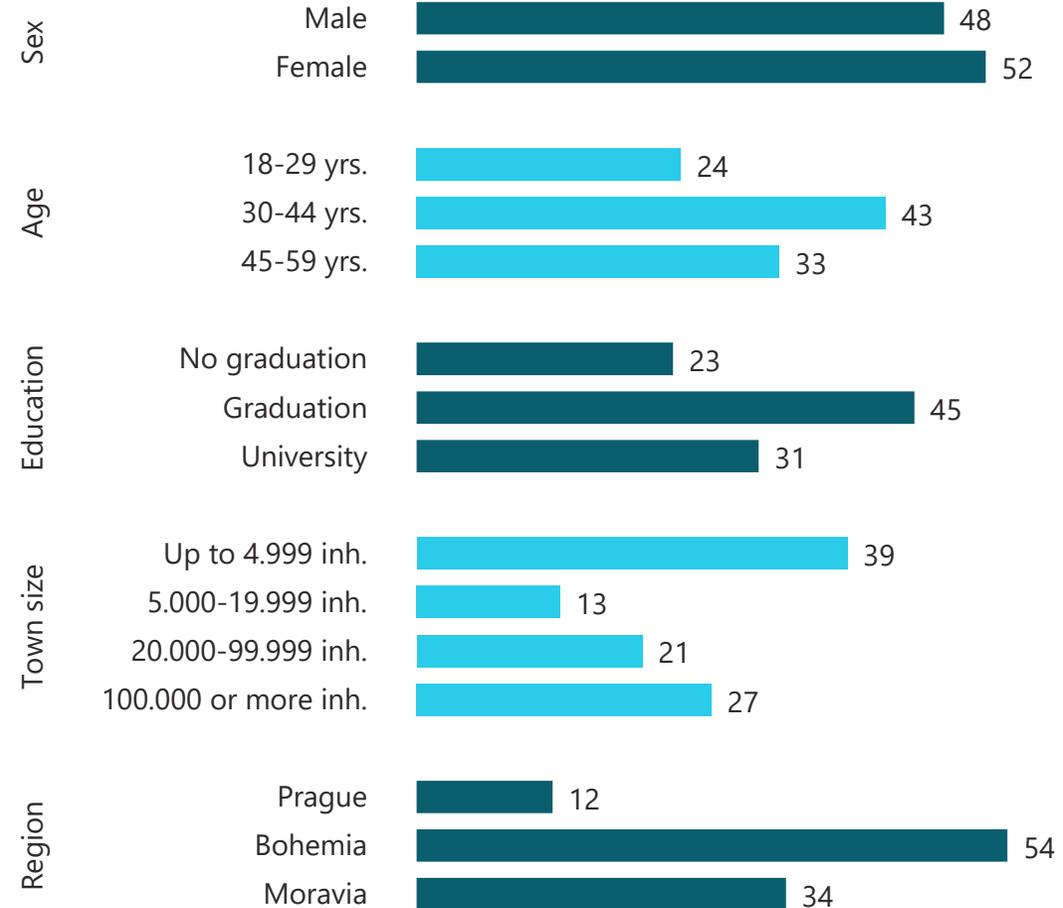
Method: online interviewing

No. of interviews: 1012

Fieldwork: 12. - 15. 10. 2020

Sampling: quota-based

Data: weighted

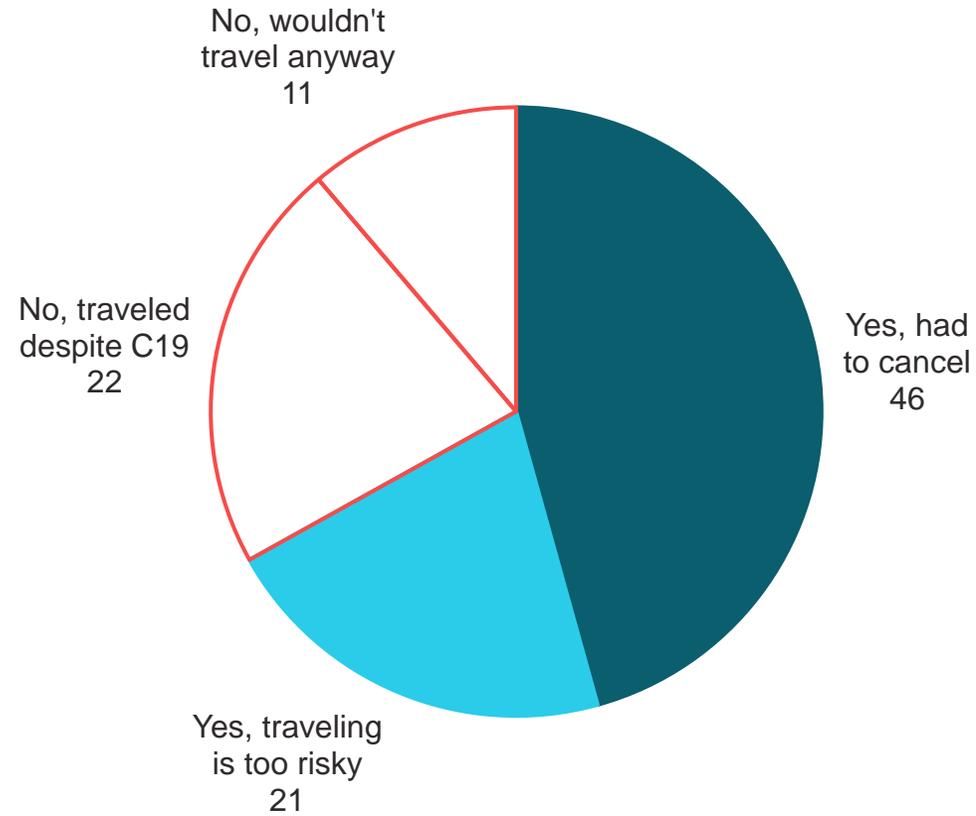


All respondents, n=1012 [%]



COVID-19 has negatively affected 2 in 3 Czech travelers abroad

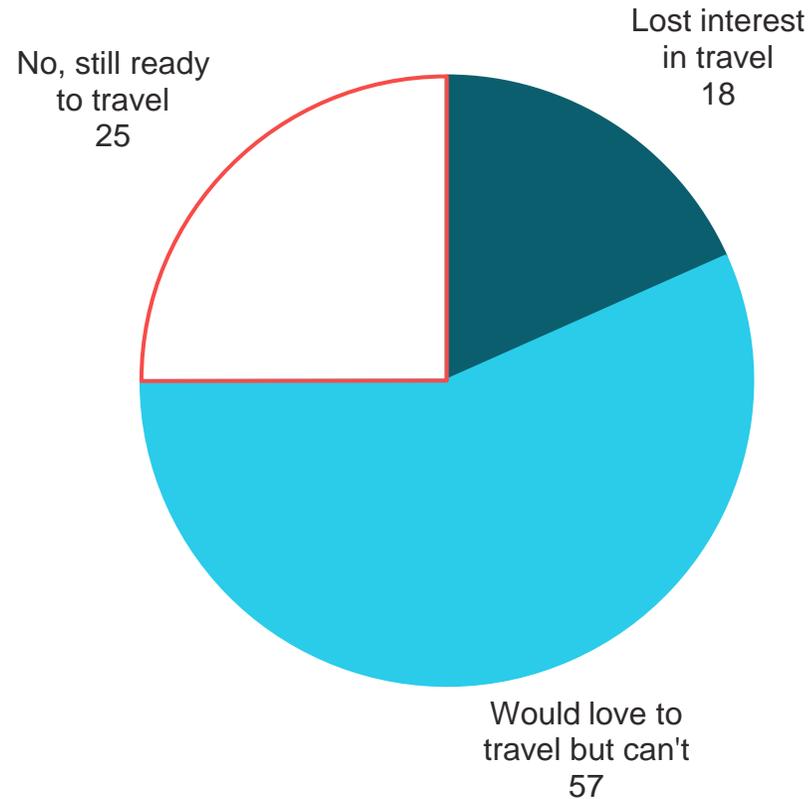
Nearly a half of respondents were forced to completely abandon their travel plans this year



Has the COVID-19 pandemic spoiled your travel plans for 2020?
All respondents, n=1012 [%]



More than 80% of Czech would like to travel



Has COVID-19 changed your desire to travel in any way?
All respondents, n=1012 [%]

Only 1 in 5 travelers lost their interest in traveling due to COVID-19

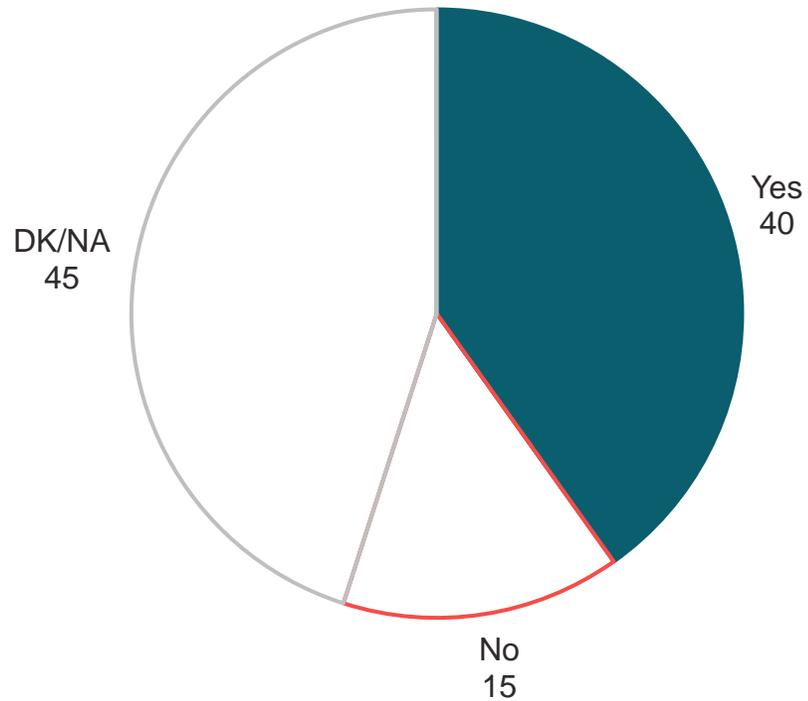
Men and singles are more willing to travel than others

Overall interest in travel is dropping with growing age



40% of travelers think that the current health and safety measures are sufficient

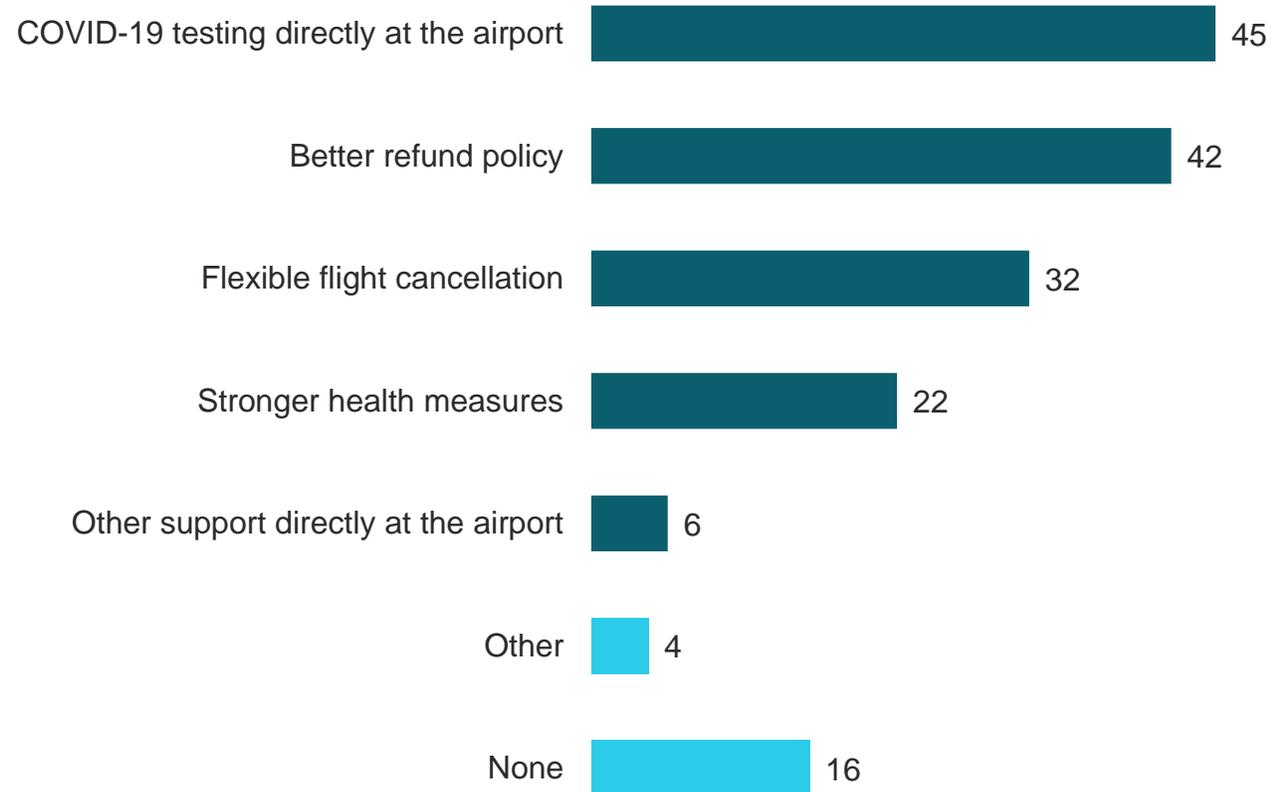
People who are not afraid of traveling under the current circumstances consider the measures to be sufficient twice as often as those who are wary



Do you think current travel measures are sufficient?
All respondents, n=1012 [%]



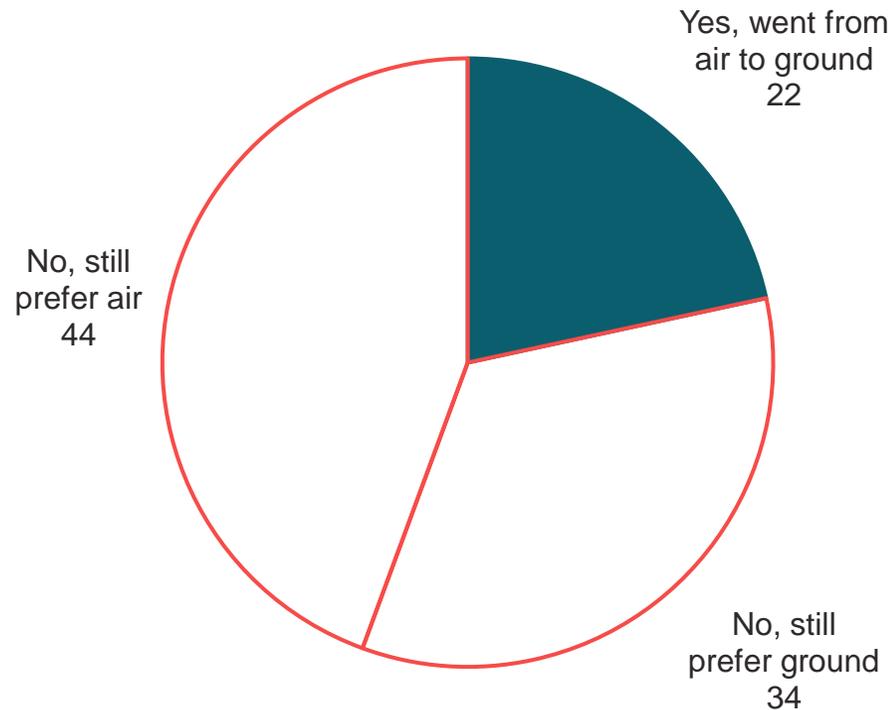
45% of travelers would support COVID-19 testing directly at the airport



Is there anything you would change about current travel measures?
All respondents, n=1012 [%]



44% travelers still prefer air transport, 20% travelers switch to ground transport



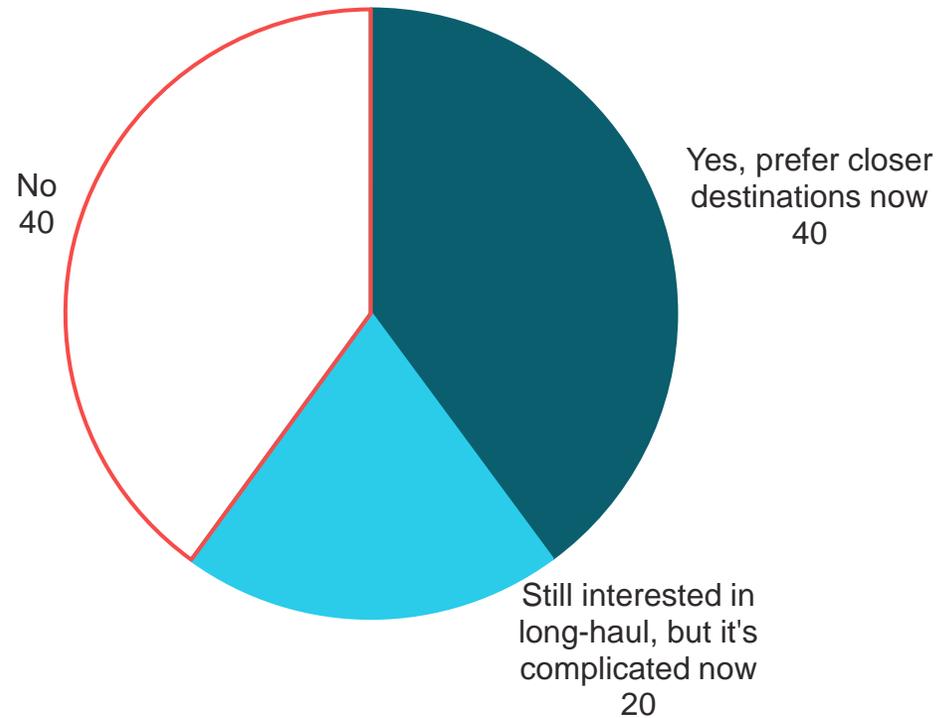
Singles and frequent travelers prefer flying more often, whereas large families (4+) are more likely to travel on the ground

Prague residents were forced on ground more frequently than others

Has COVID-19 in any way changed your preferences regarding mode of transportation?
All respondents, n=1012 [%]



60% of travelers haven't changed their preferences regarding the destinations, 40% prefer closer destinations



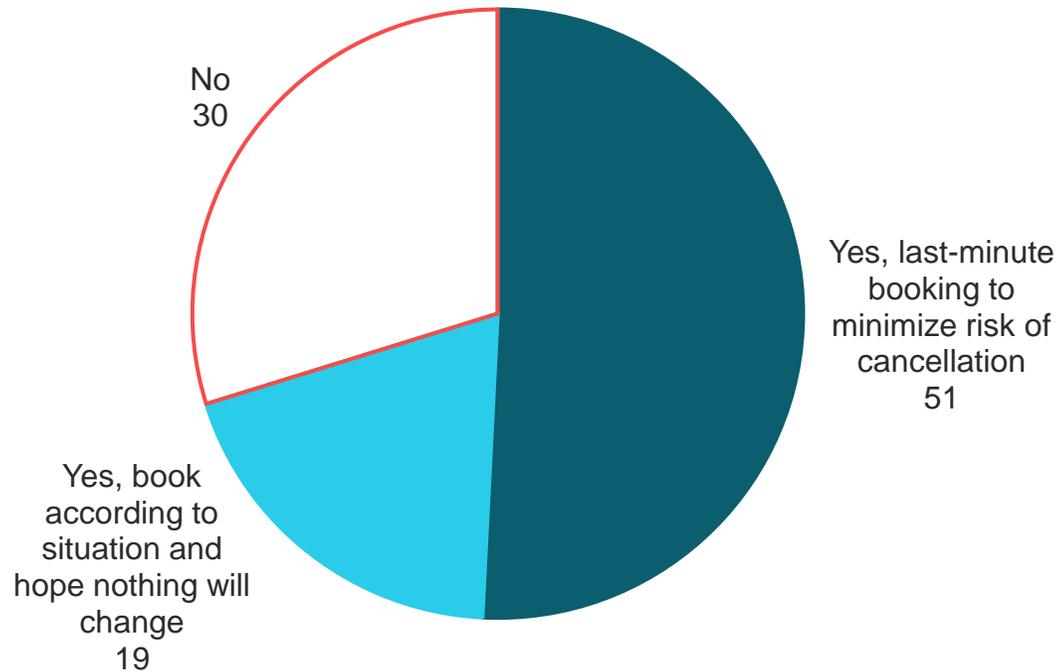
Another 1 in 5 would still like to travel further away but it's too complicated for them right now

Men are less likely to change their habits than women, who in contrast more frequently prefer short-distance travel now

Has COVID-19 affected your interest in long-haul destinations differently to destinations closer to home?
All respondents, n=1012 [%]



More than half of travelers now prefer last minute booking



A half of respondents now leave booking to the last minute in order to minimize the risk of it being cancelled

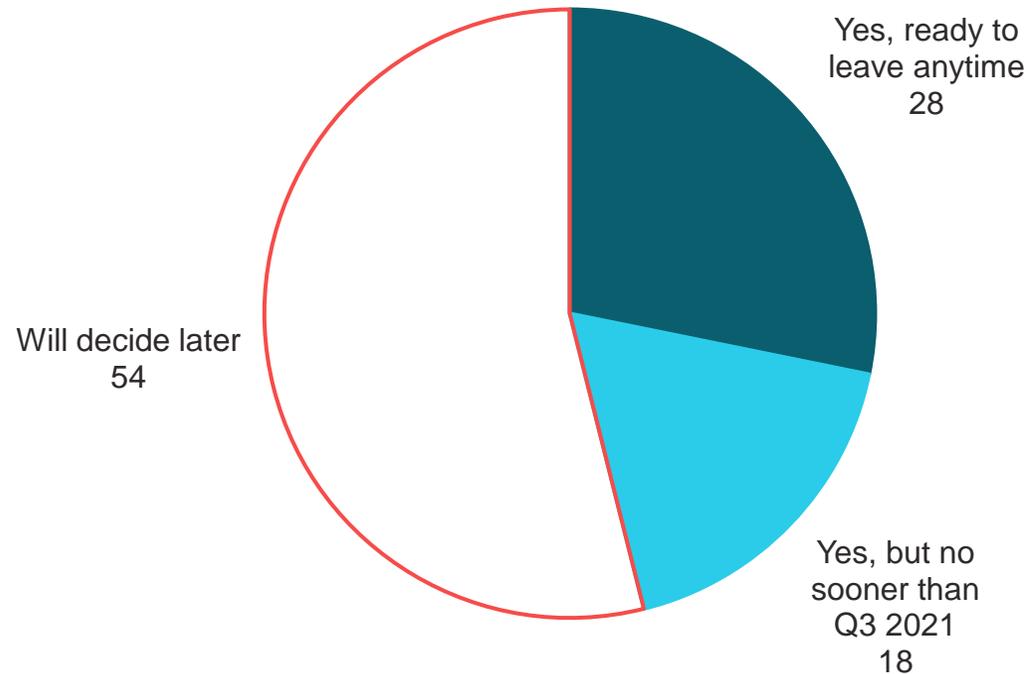
Frequent travelers and those who had their plans ruined by C19 now prefer last-minute booking more often than others

Have your preferences regarding booking changed in any way?
All respondents, n=1012 [%]



The desire for travel remains, it is just a question of time

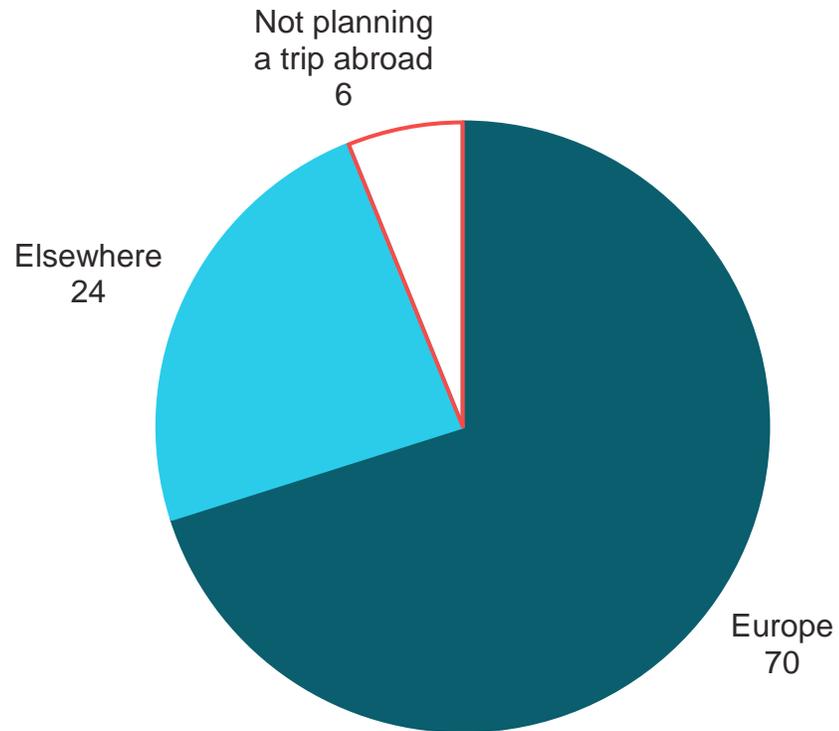
Men and singles are more eager to leave at any time, whereas women mostly haven't decided yet



Are you planning to travel abroad in 2021?
All respondents, n=1012 [%]



70% of travelers would prefer travel within Europe in the current situation



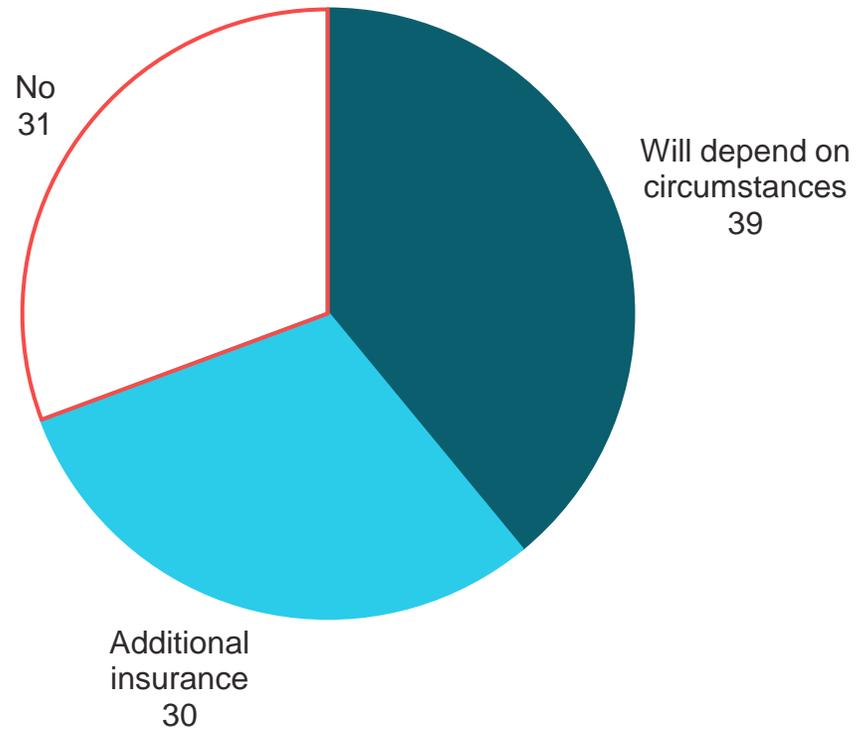
Only a minor portion of respondents explicitly rules out the possibility of making a trip abroad completely

Those who already had their plans ruined by C19 are more eager to leave the continent, possibly to make up for their previous disappointment

Are you going to stay within Europe or will you go elsewhere?
All respondents, n=1012 [%]



1 in 3 Czechs will be looking for additional insurance in the future



Will you be considering any special measures during your next big trip?
All respondents, n=1012 [%]

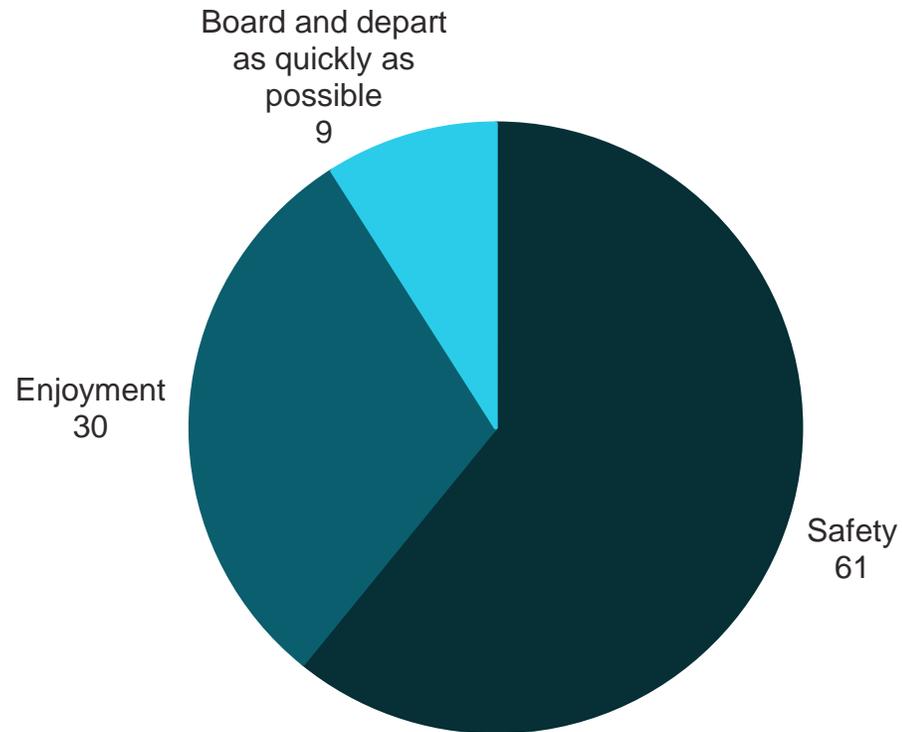
2 in 5 will base their decision making on the specific circumstances of their trip

Travelers already affected by C19 are more likely to seek additional insurance options

Men are once again somewhat more carefree than women



Travelers now value safety twice as much as their own enjoyment

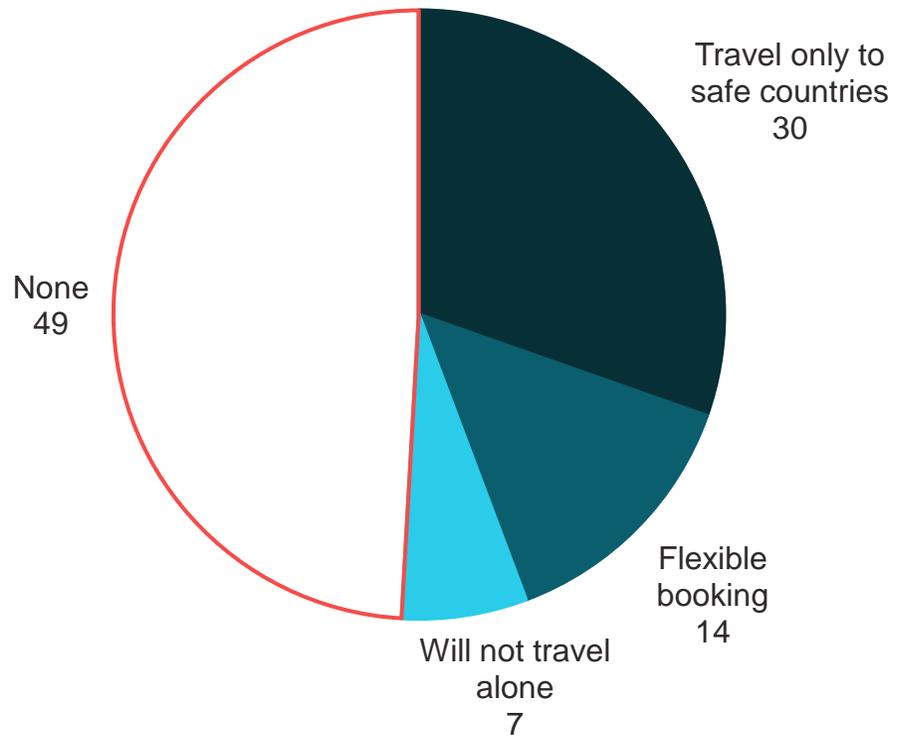


Women, people older than 45 years and large families are more careful than men, young people or singles

What is your number one priority when traveling nowadays?
All respondents, n=1012 [%]



Half of travelers don't want to change anything in planning their trips

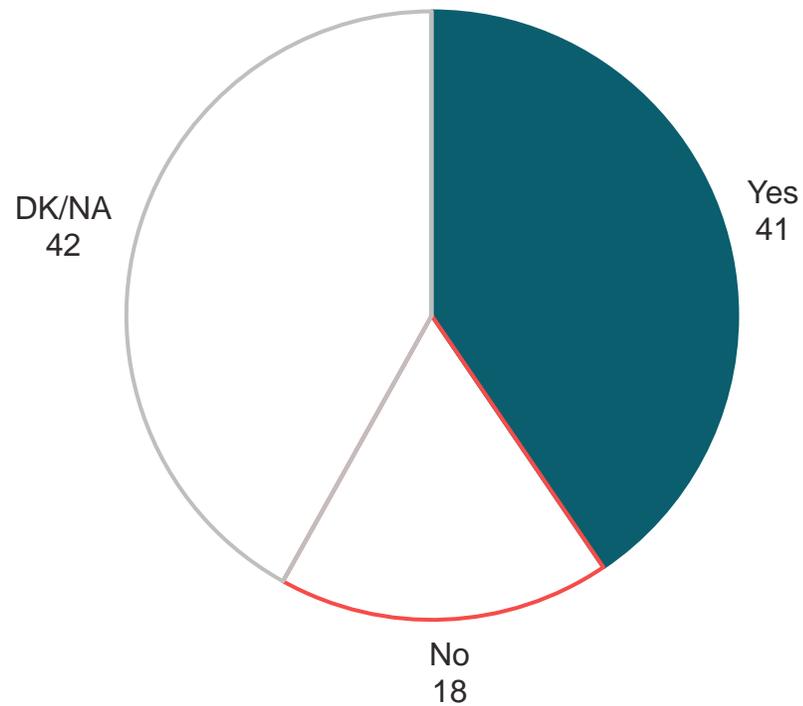


People older than 45 years are more likely to travel only to safe countries, whereas young people prefer the other two options more frequently

What will you change in planning your trip?
All respondents, n=1012 [%]



2 in 5 travelers say that flexible booking is now more attractive than before



Frequent travelers, those affected by C19, women, young people, college graduates and Prague residents also like flexible booking more than others

Has COVID-19 made you more interested in flexible booking options?
All respondents, n=1012 [%]

