

Traveling behaviour in 2020: SK

STEM/MARK | October 2020

Key findings

The COVID-19 situation has negatively impacted nearly three quarters of Slovak travellers, as 2 in 5 respondents were forced to completely drop their traveling plans for this year.

Due to negative experiences regarding travel caused by the Covid-19 pandemic, Slovak travellers now favour destinations closer to home. For almost three quarters of Slovaks long-distance destinations are out of the question under the current circumstances. Half of respondents (more than Czech) expressed their preference for short-distance travel within Europe, or even within Slovakia itself.

Current travel safety measures are considered sufficient by 40 percent of respondents, with men more likely to be content with the current measures than women, who tend to be more cautious. If Slovaks could change anything about the current travel situation they would choose the possibility of rapid COVID-19 tests at airports (51 percent) and they would improve refund policies (41 percent), concerning refunds from the carrier to the client. A third of respondents would appreciate the possibility of choosing flexible ticket options in case of cancellations.

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

Slovaks are somewhat more responsible in their attitude towards traveling under the current conditions than Czechs. They are less likely to travel abroad (or travel at all for that matter) and they are concerned about health and safety measures more frequently.

Half of Slovak travellers are now looking to book flights at the last minute to minimise the risk of cancellation. A fifth of travellers will book their flights early while a third will stick to their old ways of booking. Frequent travellers, those whose plans were ruined by Covid-19, and people over 45 years of age are now especially likely to make last-minute bookings.



Research parameters



Goals

Changes in behaviour of Slovak 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

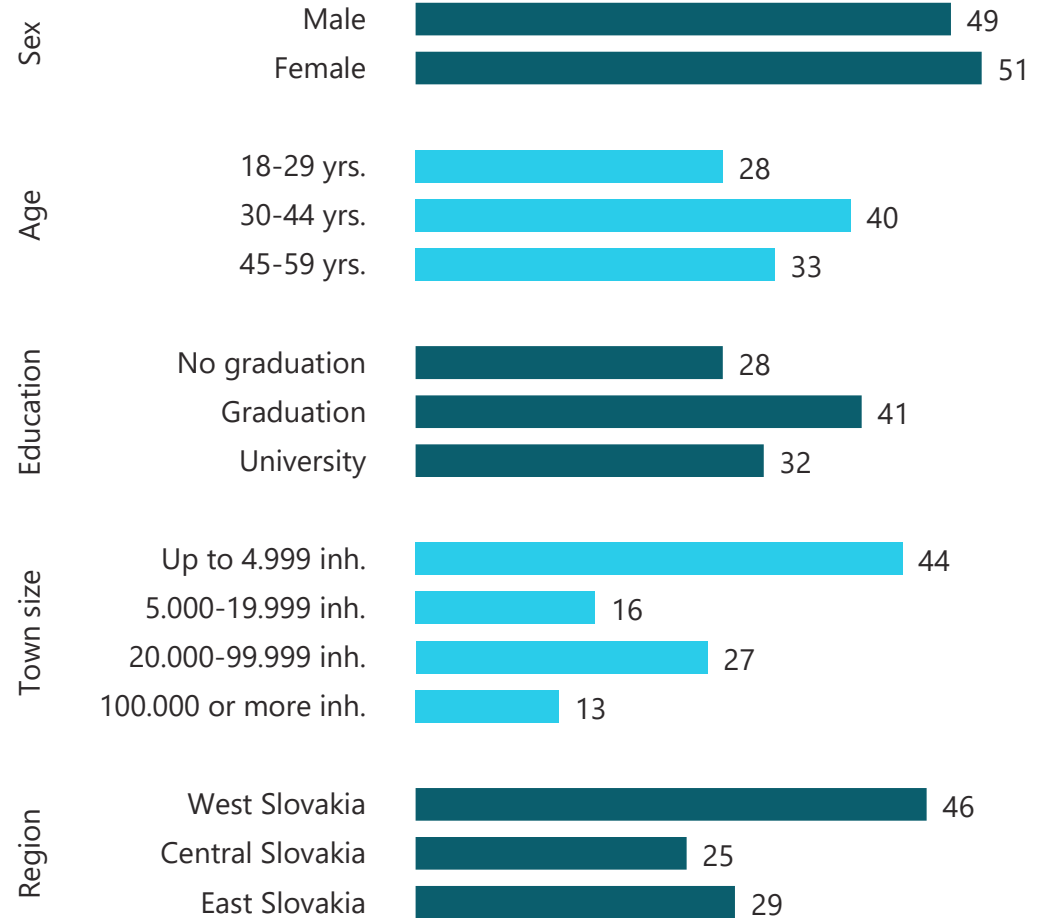
Method: online interviewing

No. of interviews: 1012

Fieldwork: 12. - 16. 10. 2020

Sampling: quota-based

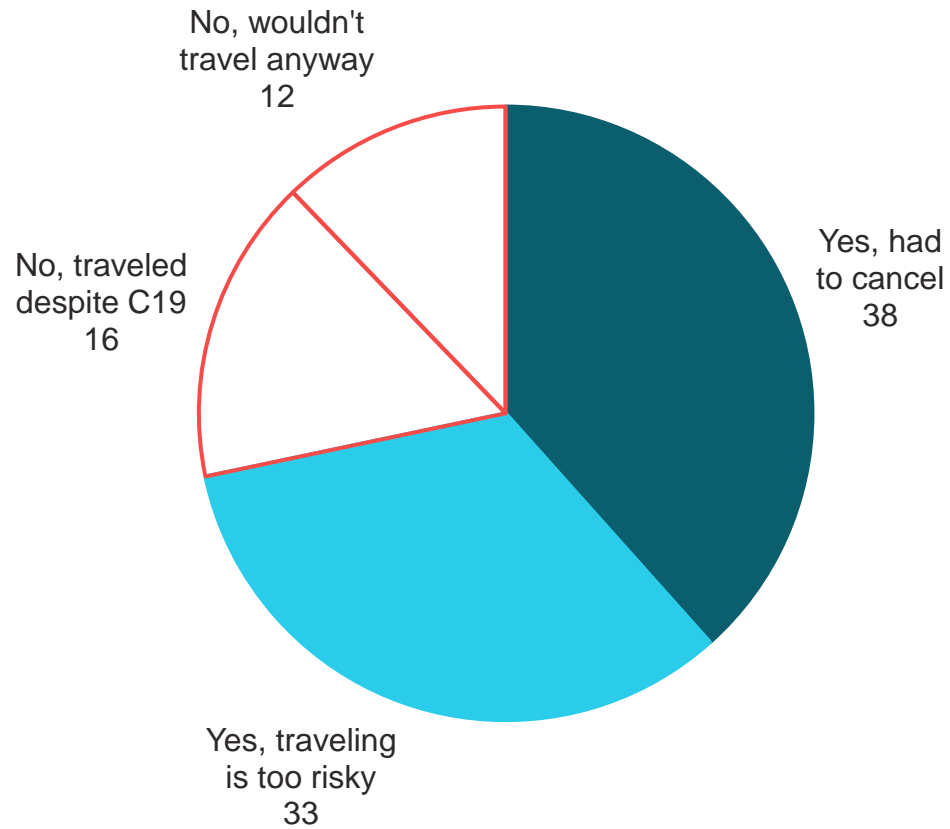
Data: weighted



All respondents, n=1012 [%]



COVID-19 has negatively affected 7 in 10 Slovak travellers



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

2 in 5 respondents were forced to completely abandon their travel plans this year



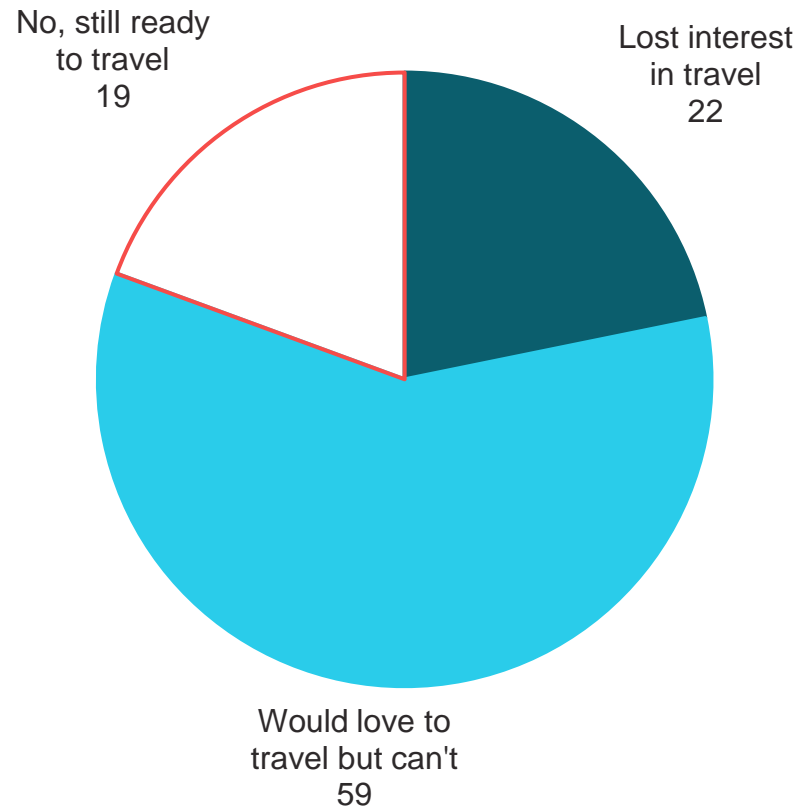
Czechs were forced to cancel their plans more frequently than Slovaks, but they were also more likely to travel despite C19



Slovaks on the other hand consider traveling to be too risky more frequently than Czechs



More than 80% of Slovaks would like to travel

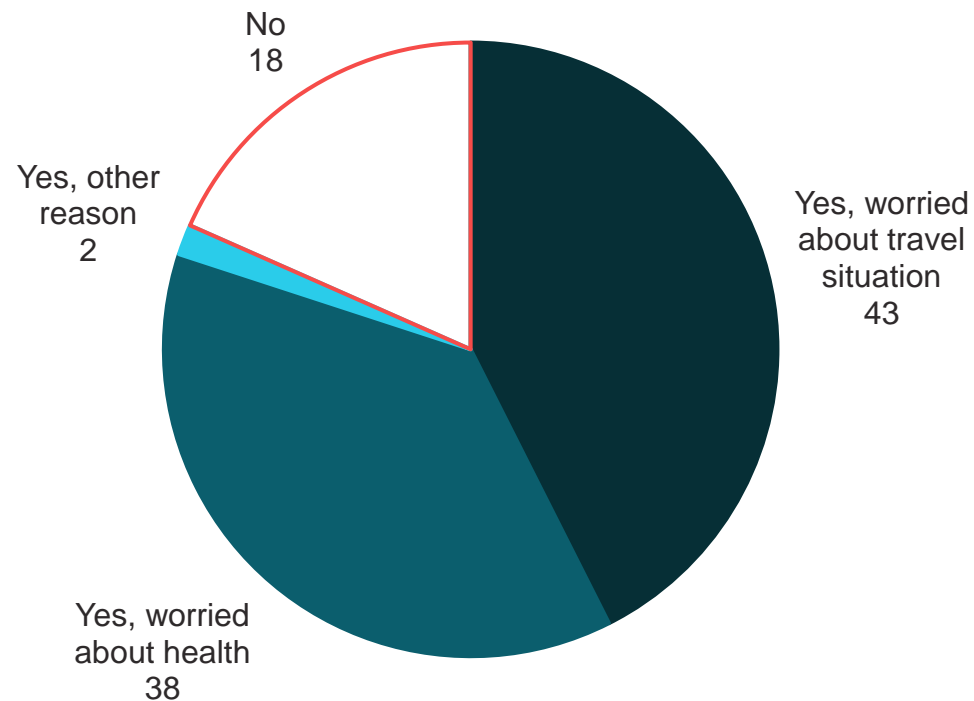


6 out of 10 respondents would like to travel but are not allowed to, while a fifth of them are still ready to travel despite the current situation




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



Slovaks are worried about health and unpredictable travel situation to the same extent

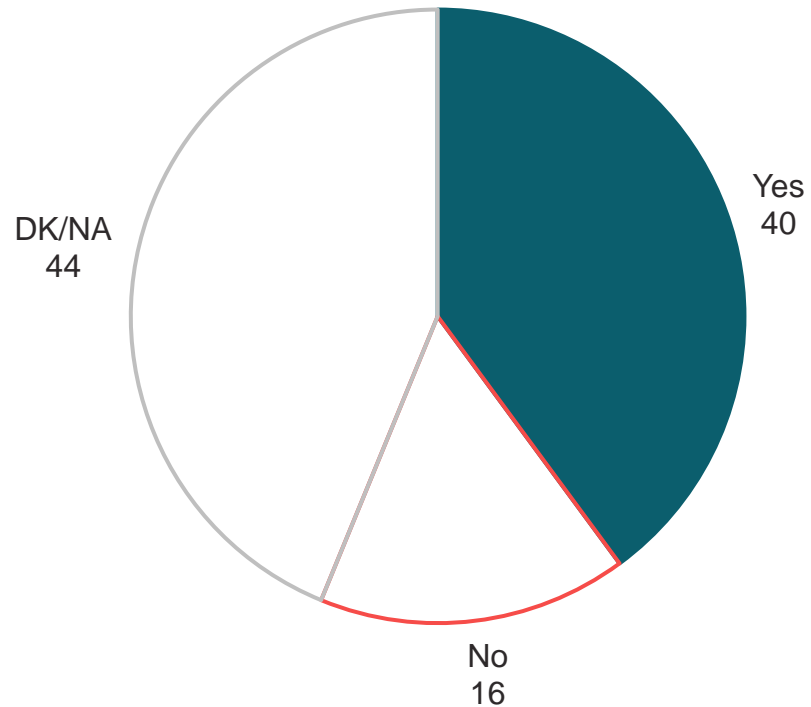


Are you afraid of traveling now?
All respondents, n=1012 [%]

-  Slovaks worry about health twice as frequently as Czechs, who seem to be far less cautious in this regard
-  Young people worry about travel situation more frequently than others
-  Large families (4+) are more likely to worry about health



40% of respondents think current measures are sufficient



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



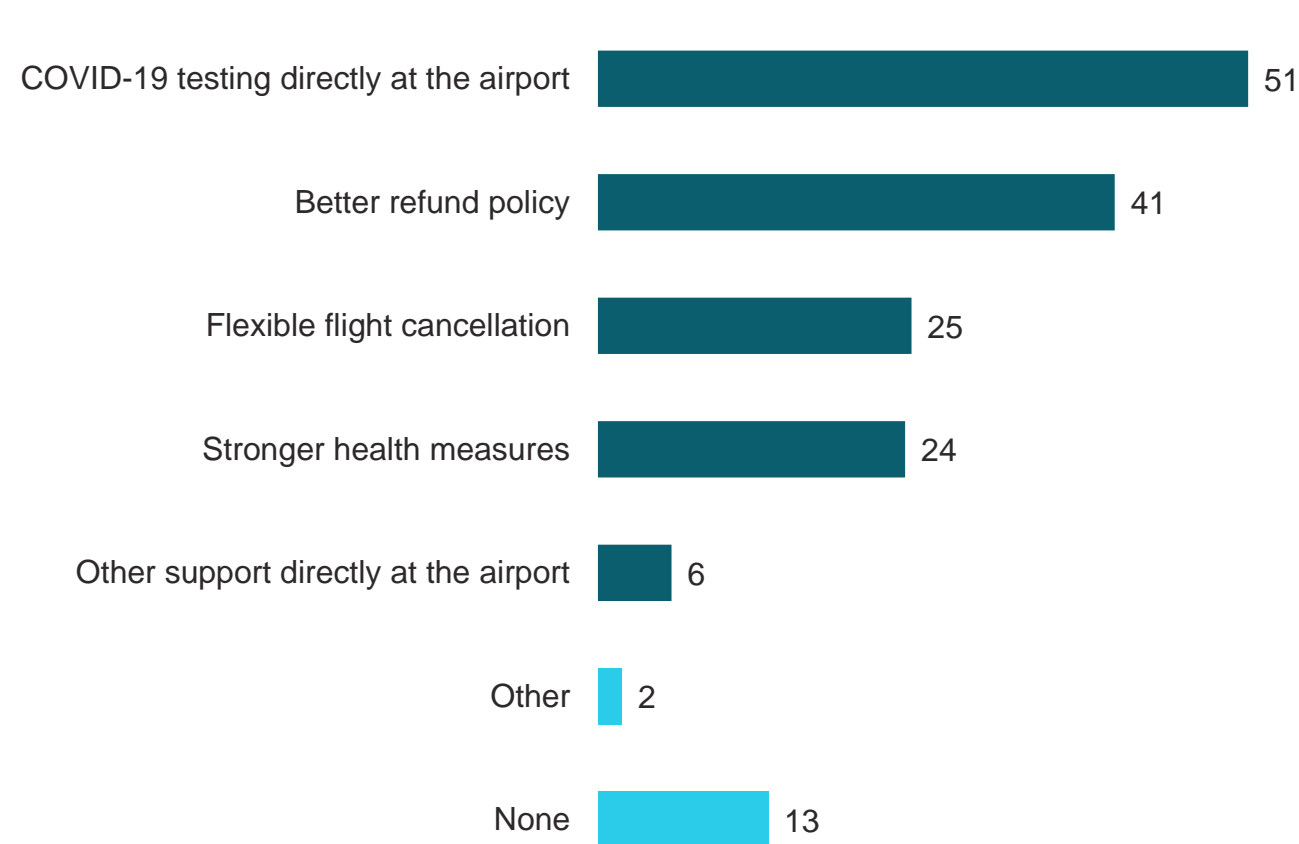
People who are not afraid of traveling under the current circumstances consider the measures to be sufficient nearly twice as often as those who are wary



Men are more likely to think the current measures are sufficient than women



More than 50 percent would support COVID-19 testing directly at the airport

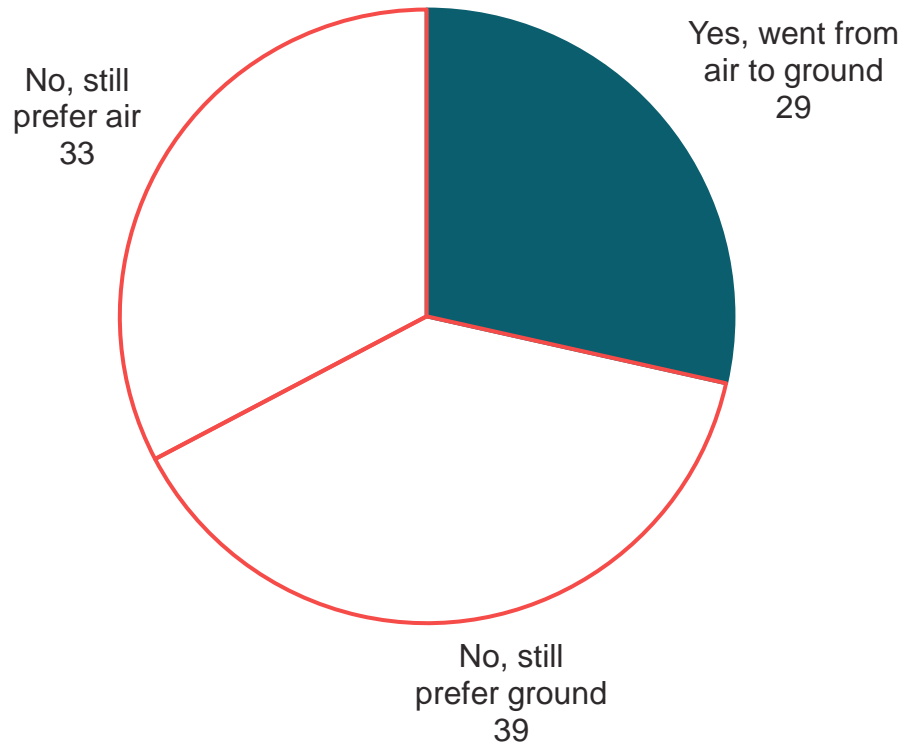


People who are afraid to travel nowadays support health-oriented measures significantly more frequently than others

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



1/3 travellers still prefer air transport, 1/3 travellers switch to ground transport



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

Singles and frequent travellers prefer flying more often, whereas large families and small town residents are more likely to travel on the ground

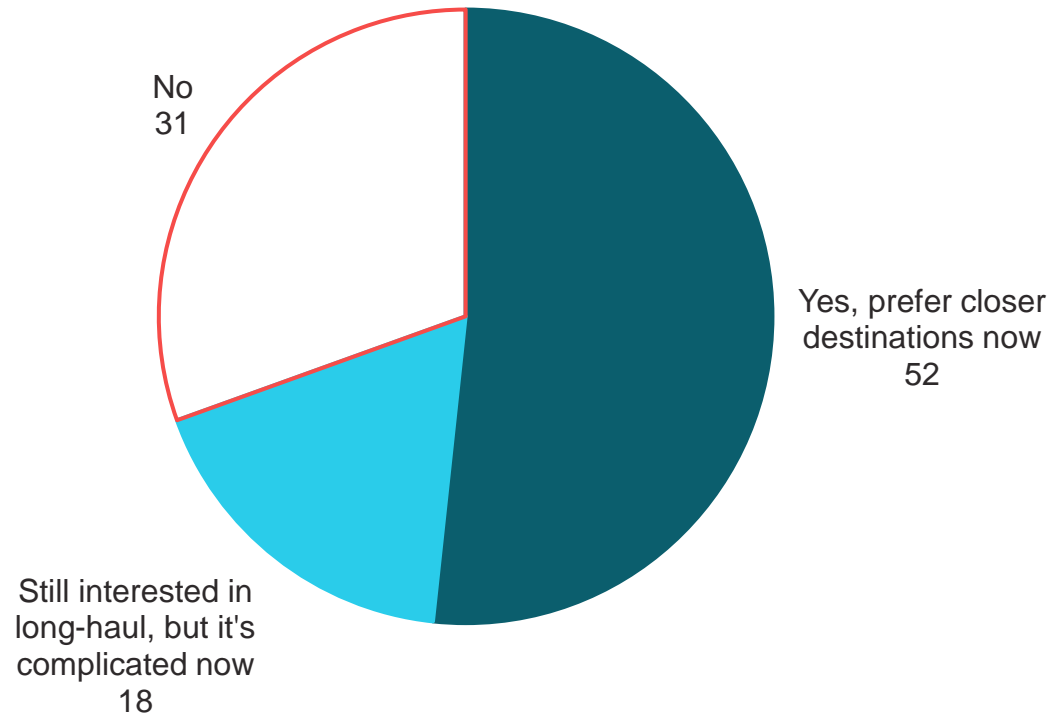



Slovaks are more inclined to give up flight or prefer ground in general than Czechs




A half of respondents now prefer destinations closer to home

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



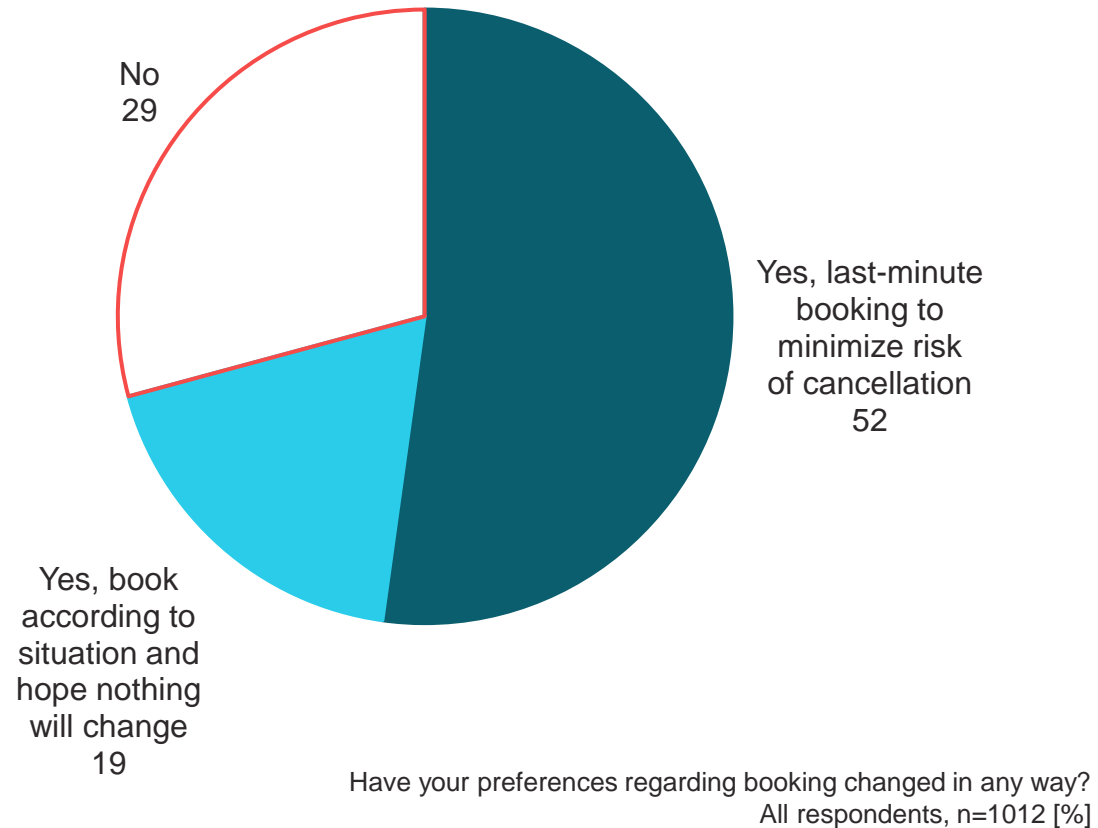
 Slovaks were forced to give up long-haul destinations more frequently than Czechs

 Men are less likely to change their habits than women, who in contrast more frequently prefer short-distance travel or cannot travel long-haul even if they would like to

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



More than half of the travellers now prefer last minute booking



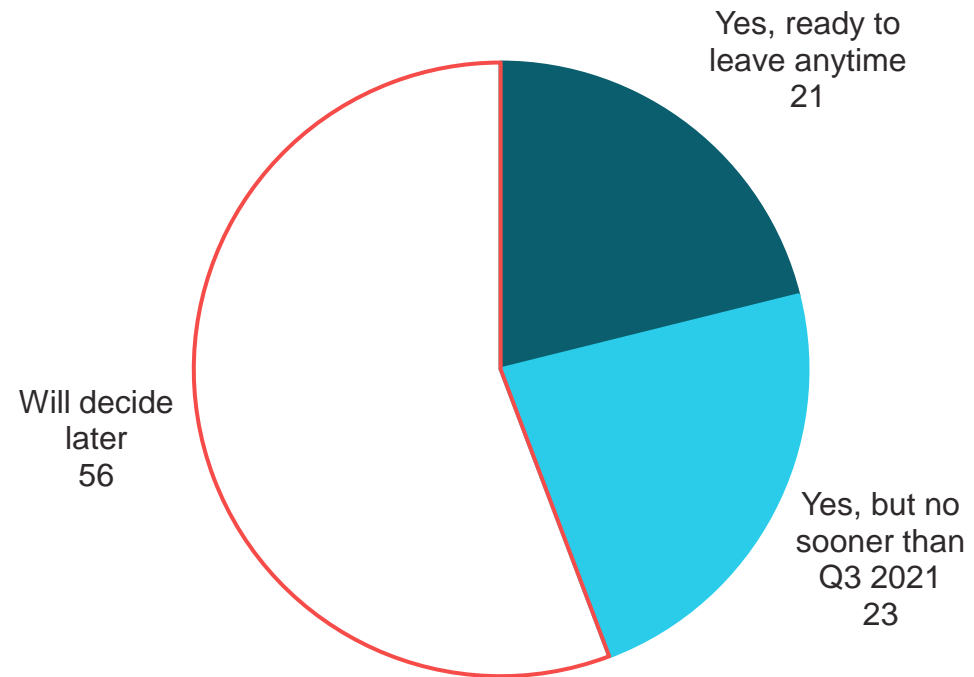
Frequent travellers and those who had their plans ruined by C19 now prefer last-minute booking more often than others




Young people are less likely to change their habits whereas respondents older than 45 years prefer last-minute booking more often than others



Over 40 percent of Slovak would travel immediately or next year

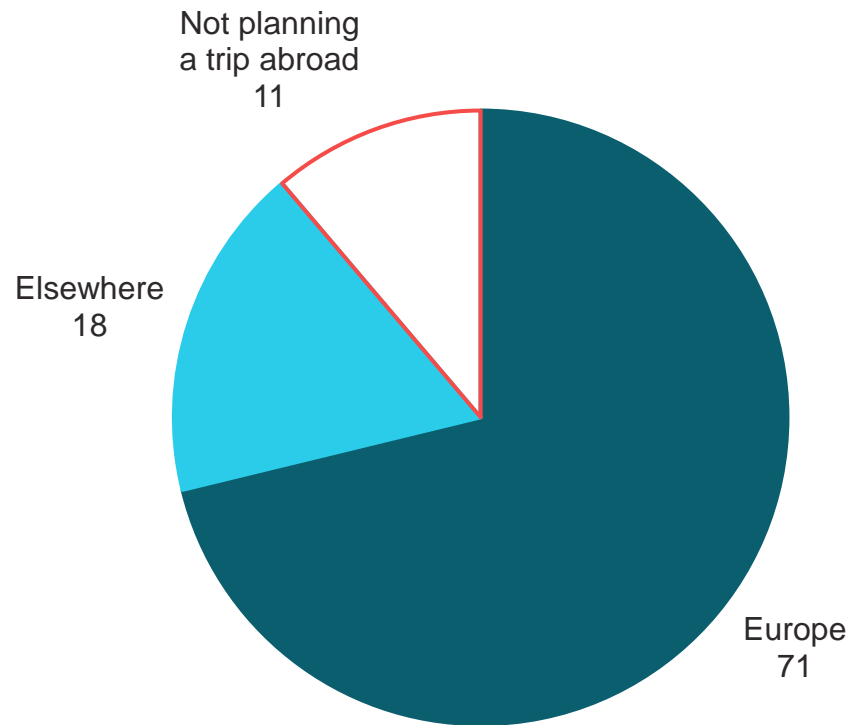


 Slovaks are somewhat more willing to wait than Czechs

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



70% of travellers 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



Slovaks plan any trips at all less frequently than Czechs, who in contrast are also more likely to travel outside Europe

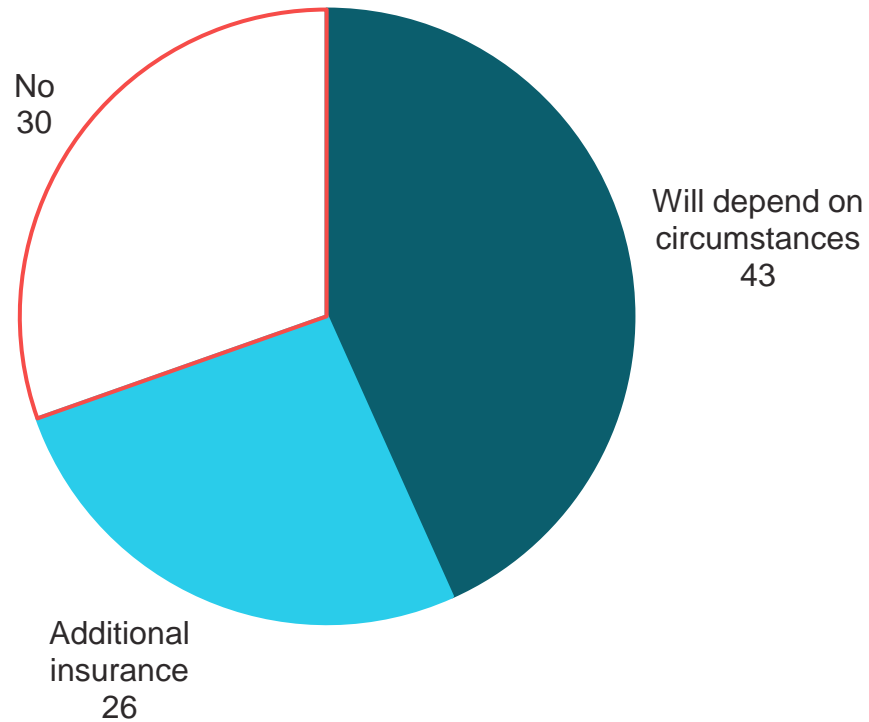


Singles and large city residents (100k+) are more eager to leave the continent

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





1 in 4 participants will be looking for additional insurance in the future



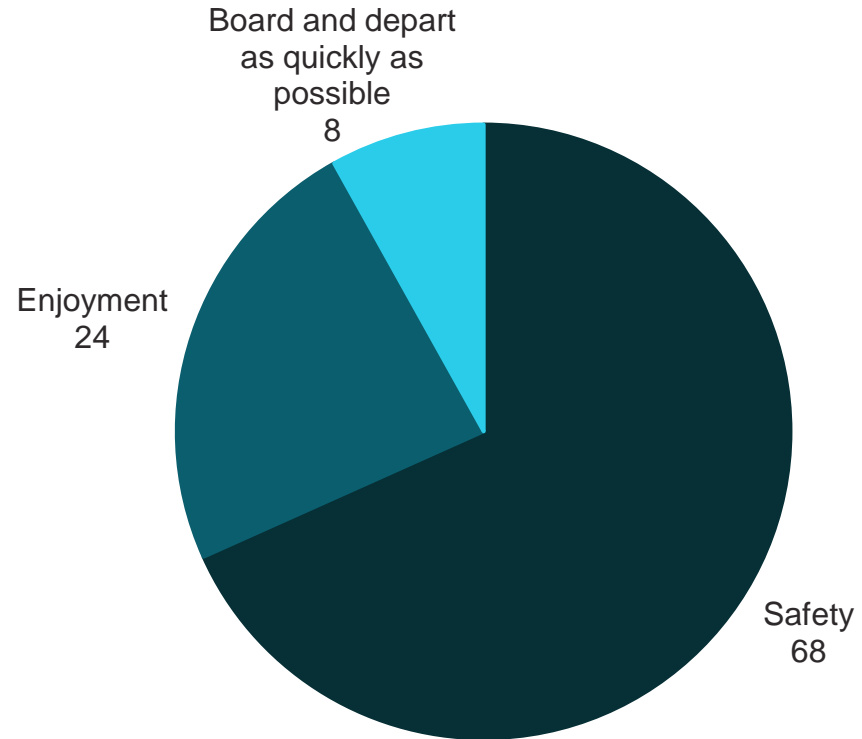
Will you be considering any special measures during your next big trip?
All respondents, n=1012 [%]

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


	Slovaks are less interested in additional insurance than Czechs
	Men are a bit more responsible in this regard than women




Safety is number one priority for 60% of travellers



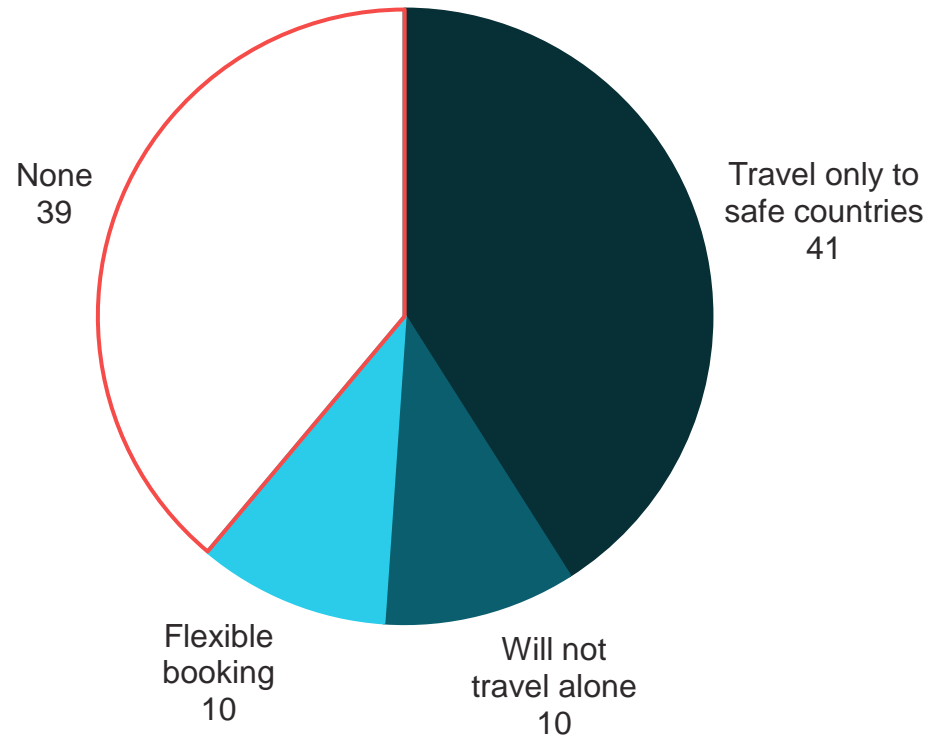
What is your number one priority when traveling nowadays?
All respondents, n=1012 [%]

 Slovaks prefer safety more frequently than Czechs

 Men are more likely to just board and leave as quickly as possible



2 in 5 travellers don't want to change anything in planning their trips



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




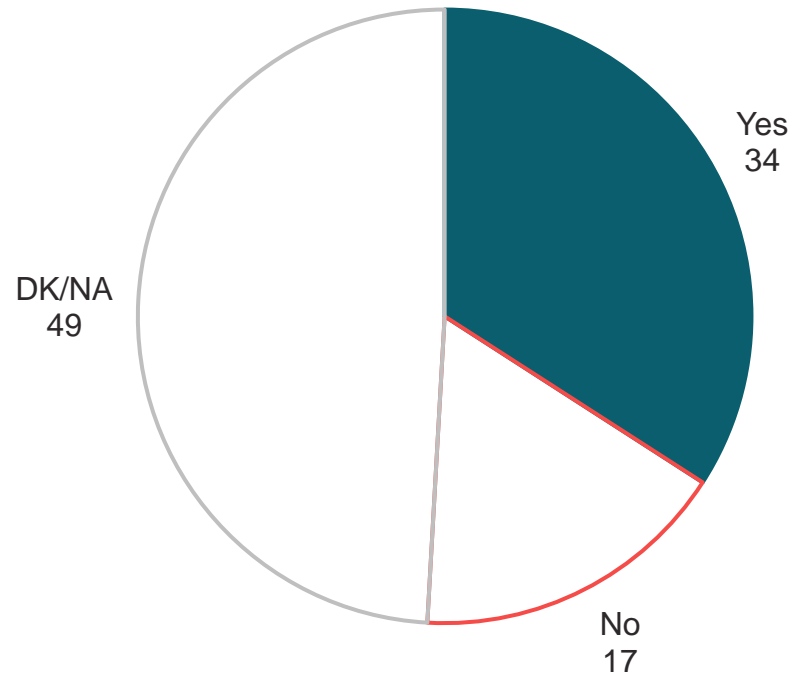
Slovaks are once again somewhat more responsible than Czechs but they also like flexible booking a bit less



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



A third of participants say that flexible booking is now more attractive



Frequent travellers, young people, college graduates and large city residents like flexible booking more than others

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

