



Veille stratégique pour le réseau de distribution durant la crise de la COVID-19

Semaine du 25 mai 2020

VOYAGISTES / RÉCEPTIFS

Tour groups likely to be small during measured restart

As travel companies look to resume operations in a post-pandemic world, tour operators say they are expecting a slow and phased restart as they evaluate every aspect of their operations to meet a new normal that remains largely unclear. In the short term, companies that sell guided travel say they are focusing on domestic offerings and expanding what was already a growing trend toward smaller groups and more intimate activities.

Des voyageurs spécialistes de l'Asie proposent des forfaits pour visiter la France

Shanti Travel, tour-opérateur spécialiste de l'Asie, développe actuellement une production de cinq à six offres pour des vacances en France. « C'est un moyen pour nous de continuer, sur du court terme, à être en contact avec notre communauté », explique Alex Le Beuan, le fondateur. Le tour-opérateur Asia a quant à lui mis en œuvre une programmation baptisée Escapades en France. Elle s'adresse d'abord à la clientèle individuelle et éventuellement aux petits groupes. C'est le résultat de la collaboration d'Asia avec les agences réceptives françaises sélectionnées parmi les recommandations d'Atout France.

Source complémentaire : [Tour Hebdo](#)

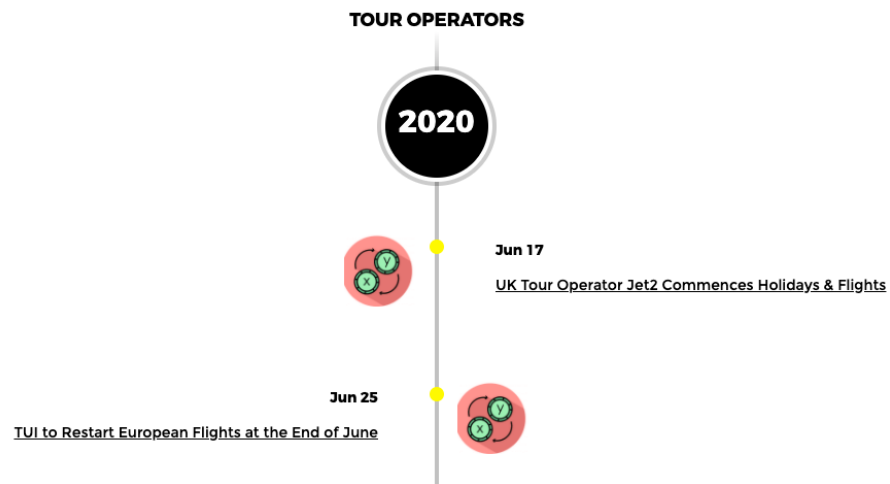
The Travel Corporation Unveils Enhanced Protocols

The Travel Corporation (TTC) and its guided vacation brands (Trafalgar, Luxury Gold, Insight Vacations, Contiki and Costsaver) have announced their newly enhanced COVID-19 related protocols and hygiene standards for all guided vacations once domestic and international travel resumes. TTC's executive and operations team members have spearheaded a complete review of the sanitation and hygiene measures around guests'

experiences and interactions while on their guided holidays, from the moment they meet their Travel Directors and Trip Managers to traveling on state-of-the-art coaches, the hotels they will stay in and the immersive excursions they will experience on each trip.

Travel's Reopening: A Global Timeline

Skift have created a Global Travel Reopening Timeline. This timeline plots the news events about the reopening of various travel sectors around the world, including tour-operators, in order to better explain the when and the where of how the reopening and potential recovery of travel goes from here. They will update this daily, multiple time a day.



GOUVERNEMENTS

European travel rules a mishmash

Across Europe, a mishmash of travel restrictions appears to be on the horizon, often depending on where travelers live and what passports they carry. Germany, France and other European countries aim to open their borders for European travel in mid-June, but it isn't clear when intercontinental travel will resume. Foreign visitors to Spain will no longer have to undergo a two-week quarantine from July 1. Italy, which plans to open regional and international borders on June 3 in a bid to boost tourism, is only now allowing residents back to beaches in their own regions – with restrictions. Travelers from European Union countries will be able to enter Italy without going into quarantine.

Source complémentaire: [BBC](#)

PRÉVISIONS DE VOYAGE

Le voyage et le tourisme après la Covid-19

Léger a mené un sondage auprès de plus de 1500 Canadiens et Canadiennes entre le 1er et le 3 mai 2020 pour connaître l'impact de la Covid-19 sur leurs comportements de voyages. Voici quelques faits saillants :

- Les Canadiens envisagent de voyager plus près de chez eux dans un premier temps (en particulier après la levée des mesures de sécurité). Au fil du temps, leur niveau de confort à voyager au-delà de leur province augmente.
- Ils sont bien moins à l'aise à l'idée de voyager vers des destinations internationales, en comparaison avec leurs intentions de voyages domestiques. Environ un Canadien sur quatre ne se sentirait pas à l'aise de voyager tant aux États-Unis qu'à l'étranger avant qu'un vaccin contre la COVID-19 ne soit trouvé.
- Les Canadiens manifestent peu d'aisance à envisager de voyager par autobus dans un avenir proche et 3 Canadiens sur 10 (29 %) indiquent qu'ils ne se sentiront désormais plus jamais à l'aise de voyager par bus.

Skift's Latest Travel Tracker

The Skift's April Travel Tracker report delves into traveler segments. They ran various analyses to examine how demographic background might shape travel behavior and attitude post Covid-19. Other than age and life stage, they didn't find significant correlation between other demographic characteristics and post-Covid-19 travel intent. What they did find is a strong association between how Covid-19 impacted a person's life, real or perceived, and his/her future travel timing and preferences.

New Tool Tracks Travelers' Perceptions of Safety Throughout Reopening Phase

MMGY Global has launched a brand new Travel Safety Barometer tool to help the travel and tourism industry monitor American travelers' perceptions of safety as society gradually reopens in the wake of COVID-19. Measured on a scale from 0 (extremely unsafe) to 100 (extremely safe) and based on a monthly survey of 1,200 American travelers, Travel Safety Barometer metrics are published for a series of categories, including domestic and international travel, transportation, lodging, dining and entertainment. Currently, MMGY Global's data suggests that domestic leisure travel, which scores just 34, will bounce back before international (22) or even business travel (29).