



JTBNA Weekly Newsletter #24

October 26, 2020

Dear JTB Member,

Welcome to our 24th edition of our weekly newsletter. We sincerely hope this information is still helpful for you. We do our best to give you insight and updates on the market and gather as much intelligence we possibly can for you. I would recommend that you look at some of the research we have pulled for you from www.myjordanjourney.com, which has garnered some interesting responses that we are following. The JTBNA team will be conducting more research next week with different trade segments and we hope to be able to report some results that may help us all better understand the shifts in the market and market needs.

General COVID related intelligence

- Mentions of “vaccine” increased 65% this week following the federal government’s deal with pharmacies CVS and Walgreens to help distribute a vaccine once one or more gets authorized.
- Dr. Anthony Fauci appeared on the news program 60 Minutes to speak about the virus and predicted a vaccine will be widely available to the public by April 2021.
- **Airlines celebrate as Department of Defense airline industry study finds that exposure to COVID-19 is almost non-existent on flights. The study concludes an airline passenger would have to be on a 54-hour flight to be exposed to enough of COVID-19 to become infected.**

If you missed any of our previous newsletters, you can access them [HERE](#).

Survey/Research:

1. **Short Covid-19 Survey - Source: www.myjordanjourney.com**

JTBNA began surveying visitors to the JTBNA website in **August 2020** to gather traveler sentiments as a result of Covid. We have so far received **368 submissions** and will be updating the survey as things change and develop. Here is a snapshot of the overall sentiments to date:

When would you feel comfortable to travel again?

* required field



What region of the world would you travel?

* required field



What experiences would you take advantage of?

* required field



The JTBNA [Covid-19 information page](#) has also seen significant engagement and number of visitors to the page since it was created in **April 2020** as seen below. This page brings in the 2nd highest amount of traffic to the site after the homepage which indicates that this is information consumers are interested in at the moment.

Page metrics

PAGE VIEWS	TOTAL FORM SUBMISSIONS	NEW CONTACTS	NEW CUSTOMERS	AVERAGE BOUNCE RATE	TIME PER PAGE VIEW
7,855	174	98	0	84.48%	4 minutes
EXITS PER PAGE VIEW	ENTRANCES				
80.61%	5,135				

2. [New Survey Finds Destination Health Certifications Inspire Confidence:](#)

Travel Consul, an international travel marketing alliance, has released the results of its second survey revealing the impact of COVID-19 on the industry and the future recovery of global travel distribution. During the period of Sept. 14–28, 2020, more than 1,000 travel executives (tour operators and travel agency owners) from over 20 outbound countries participated in the Travel Consul global survey. This second round survey gathered new insights related to health certifications, travelers' preferences, and international advance bookings. MMGY Global, a Travel Consul partner agency, was actively involved in this first-of-its-kind global study.

Key findings from the global survey include: Destination health certifications remain key for recovery. Once again, results from the second survey indicate that introducing health and safety certifications (nearly 60 percent) is the most important action destination organizations (DMOs) can do to help travel distribution partners. The next top three answers include marketing campaigns for consumers, presenting useful and timely data, and acting as an information hub for trade partners.

Here are some updates this week that may be of use to our members:

Destination Updates

a. Destination Task Force updates – October 21, 2020

It feels that most destinations are having conflicts between Ministers of Health and Ministers of Tourism regarding the opening of countries to tourism. It seems that we will be witnessing the survivors of the pandemic in our industry this quarter as government subsidies worldwide are starting to run out and so many in the industry are losing their jobs. G-Adventures as an example had to lay off 150 people recently; Zegrahm Expeditions and International Expeditions are closing their doors, Intrepid had to lay off 1/3 of their teams. **Destinations who support tour operators in coops will definitely be featured to clients more than destinations who don't.**

Middle East

Egypt:

- Buyers are expecting the Egyptian trade to slash rates and freeze prices for 3-year contracts
- The country is pushing the opening of the new museum slated to open end of 21 beginning of 22 and in 2022 they are going to be promoting the centennial for the discovery of Tutankhamun
- There are a few tourists in Luxor most of them are independent travelers and some luxury, however the occupancy level in Egypt is extremely low
- There has been little news on the Covid cases in Egypt and you do not hear about hospitals running out of beds as you do in other countries. The media has been quite low key on any reporting coming from Egypt on the Pandemic. This could also be because of lack of testing capabilities
- The fact that Egypt has not had any negative press in the media and people seem to have forgotten the history of the Russian plane, etc. could be a reason that they may be the number one destination on many tour operator lists.
- The Egyptians did try the domestic tourism route which did not pan out as hoped
- The Private Sector is abiding by the government rules and booking everything at 50% occupancy. The DMC's are negotiating prices for large buses to be the same price as the small buses to accommodate social distancing demands
- The Government is offering training for operators and guides

- Egyptians traveling to and from Egypt must have a Covid test before they leave, before they return and when they get back
- They are trying to recruit 6000 volunteers to try a new (Chinese) vaccine, they had 600 sign ups
- Public schools opened a couple of days ago and because many classrooms have 80-100 kids, they have introduced a shift system and have also incorporated extracurricular activities outdoors to be in the open air. It will be interesting to see the results of opening schools in mid-November.

Jordan

· JTBNA had a discussion with a major tour operator who informed us that Jordan was part of their top 10 destinations (Egypt was within the top 5 and Morocco used to be #1 and is no longer top 10). They are seeing sales in 2021 as early as June and bookings are coming in 7-8 months in advance of a trip. The company policy is that departures can be changed up to 3 weeks prior to departure date. The company is getting bookings every single day during the pandemic. JTBNA will be increasing virtual events (coops) with many operators within the next 2 months.

North America

Canada

- Canada is seeing an increase in numbers as expected in the fall.
- Canada has been pulled off the EU travel list.
- Different cities and provinces have implemented different rules and regulations in the country. **Ontario** had about 800 cases per day **Quebec** approximately 1000 per day and **Alberta** about 300 cases per day.
- Different restrictions in Quebec and **Montreal** restaurants are closing early. **Ontario** has limited in and outdoor activities.
- **Calgary** has implemented mandatory Masks wearing in and outdoors.

USA

- Cases in the US vary state to state. The Northern Midwest states are seeing a surge and the country is focused on the elections and the pandemic.
- **TSA** has recorded the highest number of travelers through airports since the pandemic started, a sign that travel is starting to make a shift
- **Matthew D. Upchurch**, Chairman and CEO, **Virtuoso** recently commented at a WTTC Webinar that "Restoring consumer confidence will be the single biggest barrier the travel industry needs to overcome in a post-pandemic world. The Global Hospitality Standards from the WTTC will help provide a source for reliable cleaning protocols that applies universally, providing Virtuoso clients and all travelers a higher degree of assurance before booking their next trip." He also talked about pent up demand and that the luxury market will be ready to travel as soon as borders open.

Europe

- Vast majority of European countries are seeing an increase in cases. There is a possibility that more testing is also available compared to the spring.
- **Belgium** seems to be the worst hit with approximately 7800 new cases daily the past seven days this is a 79% increase over last week.
- **Italy, England, and France** are implementing curfew measures in many cities.
- **Northern Spain** has implemented a two-week lockdown starting Thursday because of the surge cases.
- **Greece and Switzerland** have implemented strict mask wearing protocols
- **Ireland** has reported that they are starting a lockdown measures in different areas
- **Poland** had over 10,000 cases per day and had to open field hospitals
- **Czech Republic** had 11,100 new cases in 24 hours with a large number of deaths
- **German government** has invested €500 million in ventilation systems in buildings.

South America

- **Columbia** has a high number of cases and yet is keeping stable. More testing is available in the country and therefore more cases detected. PCR tests must be taken 96 hours prior to boarding any flight headed to Columbia. However, the government is considering the possibility of removing this as it is presenting more problems than solutions.
- **Chile** is having some civil unrest; the rest of **South America** has had a surge of cases.

Asia

- **Singapore** - The **Singapore** government is hinting that they will move into phase 3 of opening soon. Phase three is the final phase which may allow groups of 8 to get together. In phase 3 the government will be providing a travel tracing token or a QR code that can be used for tracing citizens and visitors. Tours for outdoor activities can be up to 20 participants.
 - o the destination is looking at ways to hold mass events. One thought will be enforced testing when the antigen rapid test is available. The Singapore government is looking at piloting a few programs to see and test how to proceed with bigger events.
 - o **Singapore** and **Hong Kong** are having bilateral discussions and have announced a travel bubble between them the travel bubble allows travel between the two countries as long as those traveling have been in the country for a minimum of two weeks. Flight prices have increased between Hong Kong and Singapore and the tourism boards are working together on joint marketing and advertising projects.
 - o **Singapore airlines** resumed flights to **JFK** this is the longest flight of 19 hours and will start in early November.
- **China** released economic results for the third quarter which is looking very strong and their domestic tourism economy has especially done well
- **Australia, Japan, Korea & Singapore** are talking to each other about the possibility of opening safe travel corridors between them.
- **Indonesia and Singapore** have opened up for essential travel.
- **India** has signed a travel bubble with Ukraine.

- o **India** has resumed flights with Bangladesh.
- **Japan** has approved a new Covid test to bypass the 14-day quarantine.
- **South Korea** is relaxing rules for night clubs and sporting events as long as people are wearing masks.
- **Taiwan** is in discussions with **Palau** as both countries have zero cases and are looking to open a travel bubble.
- **Thailand** received their first foreign tourist group from Shanghai last week
- **Japan and Thailand** are in discussions about opening a travel bubble

Africa

- **South Africa** no shifts since last week
- **Kenya Airways** signed a co-chair with Delta for their flights out of Washington D.C, New York and Dallas giving access to more passengers
- **Tanzania** even though open for business has low occupancy rates. There are no recordings of COVID-19 cases or collection of data.
- **The Botswana** government has declared a state of emergency which is crippling the country. There is an anti-expat threat that is being felt as well as an anti-white sentiment that is being felt in the country.

b. Additional Destination updates

USA

- Intersection of politics and pandemic continue to drive COVID conversation. COVID-19 mentions decreased nearly 17% this week following late September and early October conversation spike due to Trump and COVID-19. However, COVID-19 conversation still exceeds September averages as cases across the globe continue to rise in the fall.
- A new report from Hopper indicates 55% of Americans are planning travel during November and December of this year. "52% of Americans also said they planned to fly instead of drive for Thanksgiving, with 74% saying they planned to fly during the December holidays." (Fox News)
- As crowded museums, restaurants, and public transit are becoming less appealing during the pandemic, there is a continued stark decline for city vacations. Instead, travelers are expected to embrace road trips and RV living, in addition to stays in the remote countryside. (CNN)
- Hawaiian Airlines will temporarily suspend its 'Ohana by Hawaiian' passenger flights and cargo services between Honolulu (HNL) and Moloka'i (MKK) and Lāna'i (LNY), beginning Nov. 1
- The U.S. Virgin Islands (U.S.V.I.) is expecting a major increase in American Airlines flights, beginning next month. Commissioner of tourism Joseph Boschulte announced that the

Fort Worth, TX-based carrier is responding to strong travel demand from the Northeast, the Midwest and the South Central regions of the mainland United States. (Travel Agent Central)

Iceland

- Iceland hopes that when people book their first post-pandemic flights overseas, they will be the top choice. It also aims to learn from the recent past, when tourist numbers soared. ([New York Times](#))

Canada

- Canadian border social conversation saw the largest increase due to increasing tensions between the American and Canadian government.

Europe

- European countries face new travel restrictions and see a resurgence of curfews as cases continue to increase.

ASIA

- Asia-Pacific countries including Singapore, Australia, and Japan are gradually easing some international travel restrictions as coronavirus cases slow.

Peru

- [Peru Welcomes Back Visitors as Machu Picchu Gradually Reopens](#). Peru is now welcoming visitors in a gradual and sustainable way, applying biosafety protocols to travel with safety and confidence. The Peruvian government's Commission for the Promotion of Peru for Exports and Tourism (PROMPERÚ) has announced the launch of the "Volver" awareness campaign to gradually reactive tourism in Peru. Even more important to U.S. travelers, Machu Picchu will begin to receive visitors under strict biosecurity measures and flights to Peru will resume to and from six U.S. cities.

North American Travel Industry Updates

- [Insider Education Forum: Back to Basics-Components of a Tour](#)
- Ski and winter sports saw the highest increase (47%) in social conversation for the second week in a row, and some airlines continue to add flights to ski towns.
- According to a new study from Hilton, 95% of Americans are missing travel right now. Nearly the same amount (94%) said they plan on traveling once restrictions and limitations are lifted,
- Stats: [Perceptions of Travel Safety Rising Steadily Ahead Of Holiday Season](#)
- [Air traveler satisfaction soars amidst pandemic](#)
- [The Power of Hispanic Consumers in Travel Industry:](#)
 - Facts about US Latinos: <https://www.pewresearch.org/fact-tank/2020/09/10/key-facts-about-u-s-latinos-for-national-hispanic-heritage-month/>
 - NTA Hispanic Travel Market overview: <https://ntaonline.com/markets/hispanic/>

Industry Predictions

- According to a new study from Hilton, 95% of Americans are missing travel right now. Nearly the same amount, 94% said they plan on traveling once restrictions and limitations are lifted, “while two-thirds of respondents will stop putting off their bucket list trips in the future. (Travel Market Report)
- Airbnb co-founder and chief strategy officer Nate Blecharczyk predicts which travel trends are likely to stay, noting “there's going to be a new appreciation for what it can mean to travel.” (Conde Nast Traveler)
 - Travel pods of family and friends are looking to stay at a destination that has extra rooms, potentially for an office or a playroom.
 - The rise in remote workers will continue to drive demand for longer-term stays.
 - Domestic road trips will continue to flourish, spreading out travel from international destinations.
- Various hotel executives, designers, and suppliers weigh in on how staying in a hotel will change following COVID-19. The main areas for dramatic change include: (New York Times)
 - Contactless room controls with cellphone key entry, self-check-in, and an increase in voice controlled virtual assistants.
 - Pop-up dining and robotic servers who will deliver both food and personable surprises to each room or destination.
 - Bringing the outdoors inside with more green walls and air-filtration systems to mimic the fresh air.
 - Rooms designed for living with more options for working, exercising, and even an increased focus on sleep.
 - Mobile hotel rooms playing off the success of road trips this year.
- Dr. Hassan Shahidi, President and CEO of the Flight Safety Foundation, expressed that passengers should begin traveling via air again, saying “the risk of contracting this virus [on a plane] appears extraordinarily low, much lower than in other public places. Given these extraordinary measures, the traveling public should have increased confidence that it’s safe to fly.” (Travel Daily News)
- The United States added 65,000 new COVID-19 cases on Thursday of last week – the highest daily amount since July. States are continuing to fend for themselves on releasing travel restrictions or implementing mask mandates. (Forbes)
- Chip Rogers, president and CEO of the American Hotel & Lodging Association, says “hotels are cleaner than they've ever been before” although guests at Hilton and other hotel chains are sharing their unique experiences. (USA Today)

Travel Brands & Pivots

- Expedia announced Emerald Club Free Days, which previously expired Dec. 31, 2020, now will not expire until Dec. 31, 2021. This is the latest brand working to extend loyalty perks that would expire during COVID-19. (The Points Guy)
- UNICEF is hosting an online event where children can travel around the world virtually to celebrate Halloween with a variety of activities. (Forbes)
- Disneyland fans cast members protest park closure: 'Tell the guards to open up the gates'. (USA Today)

- Hilton adds resort amenities to business hotels after months of leisure-led travel. (Skift)

JTBNA in Mexico

Mexican Travel Industry updates

- Expo Mayoristas hold first virtual Fair: <https://pasilloturistico.com/expo-mayoristas-realiza-primera-feria-virtual-otono-invierno-2020/>
 - <https://pasilloturistico.com/expo-mayoristas-celebra-su-feria-turistica-otono-invierno-100-virtual/>
- Air Europa resume flights to/from latin america: <https://www.invertour.com.mx/air-europa-reinicia-operaciones-a-latinoamerica/>
- Turkish Airlines register highest number of flights per day: <https://pasilloturistico.com/turkish-airlines-esta-a-la-cabeza-de-las-aerolineas-europeas-con-el-mayor-numero-de-vuelos-por-dia-yigit-avci/>
- Virtual reality and immersive digital campaigns helping to increase hotel sales: <https://pasilloturistico.com/realidad-virtual-y-contenido-3d-para-el-hotel-la-tecnologia-inmersiva-que-aumenta-las-ventas/>
- RIU launches new tool for travel agents: <https://pasilloturistico.com/riu-lanza-nueva-herramienta-para-agentes-de-viajes/>
- What experiences couples are booking and interested in: <https://www.invertour.com.mx/disfruta-viajes-burbuja-pareja/>
- Expedia group collaboration with UNWTO in recovery: <https://pasilloturistico.com/expedia-group-colaborara-con-la-omt-en-la-promocion-y-recuperacion-del-turismo/>
- Mega Travel Consumer Outlet fair: <https://pasilloturistico.com/mega-travel-invita-a-las-agencias-del-pais-a-vivir-un-mega-outlet-con-tarifas-irrepetibles/>
- Consumer confidence: <https://pasilloturistico.com/el-gran-reto-del-sector-es-recuperar-la-confianza-del-viajero-braulio-arsuaga-presidente-del-cnet/>

In the Media

- [Your Top Travel Trade Events for 2020-21](#)
- [AAA Reports Americans Planning Fall Travel with Cautious Optimism](#)
- [The West is being left behind as it squanders Covid-19 lessons from Asia-Pacific](#)
- [\\$1899 – Greece City & Islands Vacation: Fly from DC](#)
- COVID-19 Announcements saw the highest decrease in volume but the highest mentions of the airline industry report.
- National Parks earned 46% of conversation mentions this week as National Geographic pushes fall travel to parks due to a decrease in travelers.
- Top key term was “hotel rooms” - term saw traction due to NYTimes Travel push of [“The Future of Hotel Design”](#) article.

Airlines

- [United Debuts Eight New Routes and Boosts Flights to Caribbean, Central America and Mexico](#)

- [Delta Air Lines Will Stop Blocking Middle Seats in First Half of Next Year](#)
- [U.S. government study: Onboard air is safer than air in homes or operating rooms](#)
- Airlines are still pushing for pre-flight tests. Mentions of airlines, airports, or flights AND testing terms constitute 3% of last week's conversation.
- Air travel demand is not expected to return to 2019 levels until 2023 or 2024. American Airlines CEO Doug Parker predicts without additional federal aid, airlines will have to extend service suspensions and cut more routes.
- [Delta, WestJet alliance gets US approval](#)

I hope our 24th edition is helpful. If you have any questions or feedback for us, we welcome your comments and if there is anything specific you would like us to focus on, please do not hesitate to let us know. Our objective is to keep our industry abreast with as much market intelligence and information from our market and surrounding markets as we possibly can.

Wishing you a healthy week.

Best wishes,
Malia & the JTBNA Team

Malia Asfour
Director
Jordan Tourism Board North America
Malia@visitjordan.com
