

# A light in the tunnel - at last



- Vaccine release beginning 2021 –

*“Mass Tourism Will Be Roaring Back by Summer, Says Expedia CEO. There are reasons to believe people will book summer 2021 travels. 16 november 2020”*

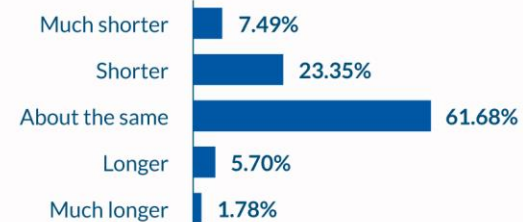
# Great urge to travel again

SiteMinder's Changing Traveller Report 2020.  
Special COVID-19 Germany Edition early summer 2000

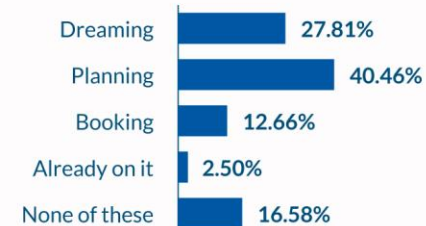
2. When do you think you will take your next personal (non-business) domestic trip outside the region you live in?



3. Do you intend to take a shorter or longer trip than you would have taken prior to COVID-19?



4. In terms of your next domestic trip, are you:





Stena Line, online-enkät, 84' respondenter, 11 länder.

- Good news for the travel industry is that overall attitudes towards travel remain strong, with **78%** of the respondents saying they **will travel same or more than before**.
- When choosing destination, the trend is to **stay in Europe (44 %)** or **visit a neighbouring country (42 %)**.
- Only 1 % answers that they will avoid from travelling totally.

# Even clearer opportunities and



# benefits for SlowTrips!

**16 January 2020**



**16 October 2020**



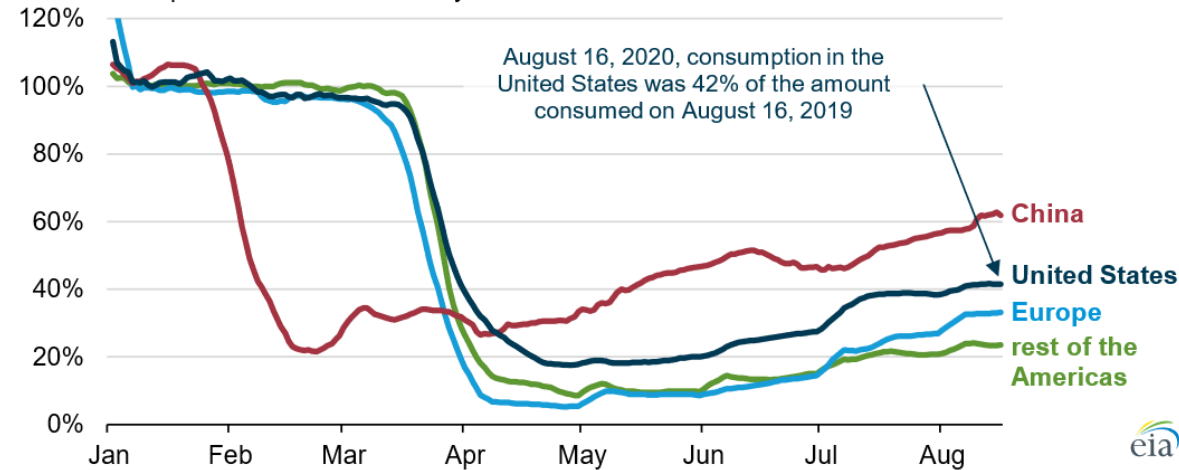
This map provides near real-time information on particulate matter air pollution less than 2.5 microns in diameter (PM<sub>2.5</sub>). Under typical conditions, PM<sub>2.5</sub> is the most damaging form of air pollution likely to be present, contributing to heart disease, stroke, lung cancer, respiratory infections, and other diseases.

Källa:

[www.berkeleyearth.org](http://www.berkeleyearth.org)

**Ratio of 2020 jet fuel consumption by commercial passenger jets to 2019 consumption, seven-day moving average (January 1, 2020–August 16, 2020)**

2020 consumption relative to same day in 2019



Source: U.S. Energy Information Administration, using raw flight data from Cirium

Note: China\* inclusive of Hong Kong and Macau; consumption assigned to the region from which each flight departed.

**P** United Airlines 600 of 800 planes. Lufthansa Group 450 of 750 planes. Singapore Airlines, of 1 000: e Travelers V 38/2019, they had 5 (!) Travelers, V 38/2020. *“Leisure travel, the segment of the market that is showing signs of recovery late summer 2020.”*

***“...offering direct flights between non-hub cities to leisure destinations...”***

Estimated recovery airline-industry: From late 2022 into 2026. Asia-Oceania first, followed by North America and then Europe.



The cruise industry scraps tonnage, forced to review the entire business model. “What most do not realize is how much the closure is affecting the thousands of employees, families and small businesses that rely on the cruise industry for their livelihoods”, *Washington Policy Center*.

# Digitalization

**The Pandemic situation has accelerated a trend we have seen for the last decade when it comes to online-shopping.**

**2000, e-shopping was 1 % of the general sales in USA.**

**2019, it had grown to 19 %.**

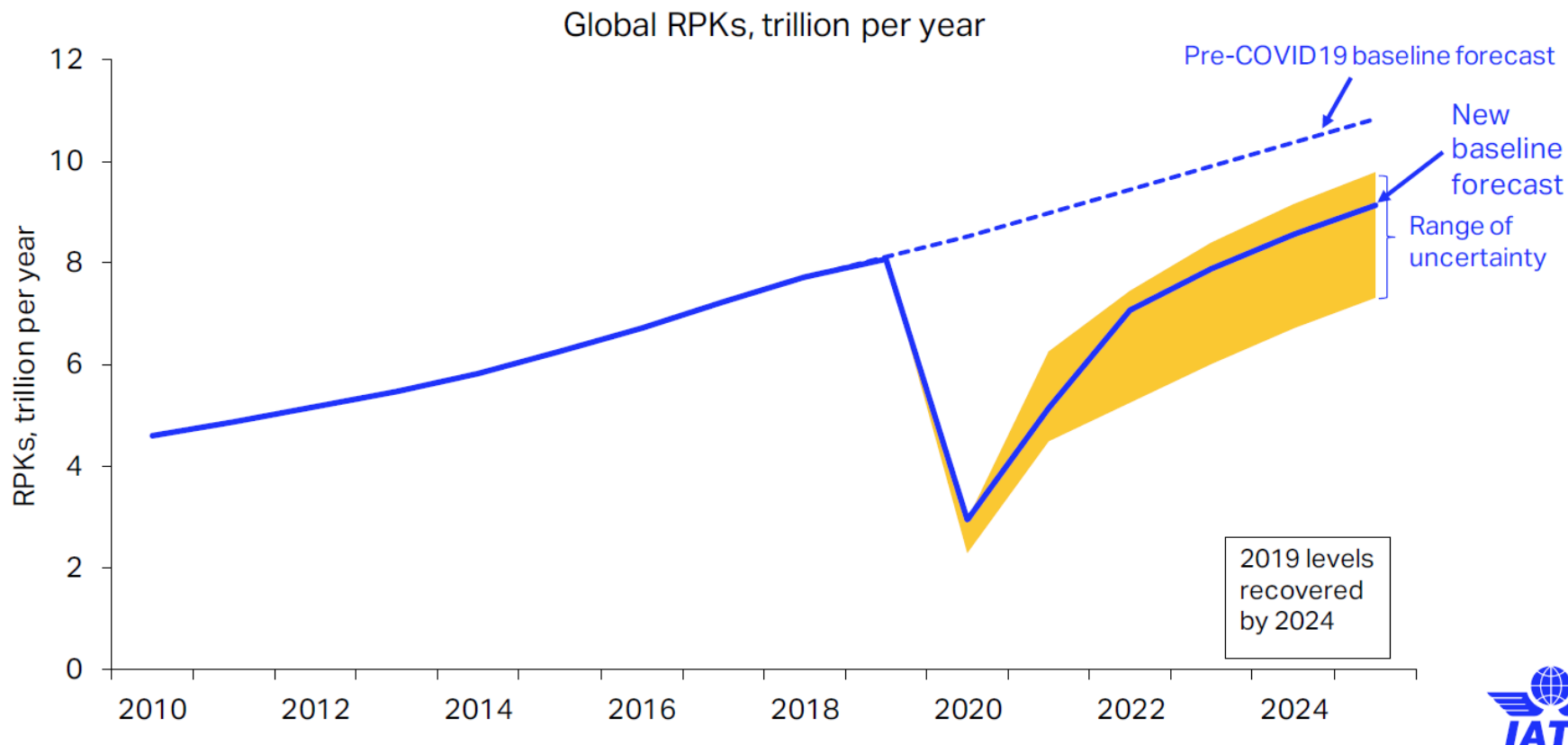
**2020, during the pandemic it has grown to 28 %!**

**Similar situation i Europe.**

**Great potential for SlowTrip once we get our offers out on the internet!**

# We've assumed a vaccine in 2021H2 in baseline

## Upside earlier vaccine, downside ineffective vaccine, deeper recession



Source: IATA/Tourism Economics 'Air Passenger Forecasts' July 2020

