

Travel intention in Latin America & Caribbean During COVID-19 Pandemic

Back in June 2020, travel was the activity that consumers missed the most during stay-home orders. In a research promoted by Visa, by mid 2020, **61% declared they missed travel** during the lock-downs. **By the end of 2020, only 26% of Latin American consumers mentioned that they are willing to travel in the short term.**¹



Latin Americans' willingness to travel during 2021¹

The fear of contagion keeps pushing away the ideal date to fly, even domestically. The fact that **consumers perceive air travel riskier, opens a window of opportunity to local destinations and entertainment.**



Driving

57% of consumers are willing to travel **in the short-term** somewhere near using their car, which they find safer than most options of transportation



Destination

27% would like to go to a **local beach** while **26%** would like to go to an **international beach** during 2021



Flying

28% of consumers show willingness to **travel locally** during 2021



44% of affluent consumers are willing to travel to a **local beach** by January 2021



32% of affluent consumers are slightly more inclined to **fly locally** in the short-term



Hotel

49% prefer to **stay in a hotel** when traveling during COVID-19



55% value an airfare **discount or promotion** more than other benefits



43% chose to book their flights and hotel rooms through **specialized web pages**



Cruise ships

33% may consider going on a **cruiser** but, only after a vaccine is available



Dining out

71% consider visiting **restaurants** during 2021

Visa is here to help you

Contact your Visa account executive to learn how we can help you understand the consumer behavior shift, identify opportunities to maximize your portfolios and enhance your communication with your clients. We can help you by:



Understanding the new consumer habits post COVID-19



Identifying opportunities to maximize your sales



Enhancing your go to market with our Marketing & Consulting services



Boosting customer loyalty and product positioning

VISA everywhere you want to be

Source: 1. Visa Research / C-Space November 2020 – 400 participants from different segments in 7 markets in Latin America & Caribbean.

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