

# Vacations Post-Pandemic Will Likely Be Local and Economical

## ARTICLE |

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Consumers may not be able to travel at the moment, but that doesn't mean they're not thinking about their next vacation.

### Coronavirus Impact: Expected Post-Outbreak Vacation Behaviors Among US Internet Users, April 2020

% of respondents



Note: ages 16-64  
Source: GlobalWebIndex, "Coronavirus Research: Multi-Market Research Wave 3," April 29, 2020

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According to April 2020 data from GlobalWebIndex, price is going to be top-of-mind for many US internet users as they plan their post-pandemic vacation. Three of the eight responses given in the study revolved around cost, with the second-largest share of respondents (25%) saying they're going to make use of promotions and discounts when booking vacations.

Proximity is also important, as respondents are saying they'll plan local trips rather than setting off abroad. Airline companies may need to adjust their marketing efforts or offer enticing deals to customers to ramp up the travel industry once the pandemic ends.

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- [Industry Voices: Marketing in Uncertain Times with Expedia](#)
- [Nearly 8 in 10 Consumers Say They'll Continue to Cut Spending After the Pandemic](#)
- [Consumers in China May Resume Some Travel as Lockdown Measures Ease](#)

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