



July 2020

Frequent Travel Programs: Incl Impact of COVID-19 - US

"The challenges faced by frequent travel program providers are magnified by the COVID-19 pandemic. Currently, adults are limiting travel, diminishing their ability to accrue loyalty with their FTPs. Furthermore, the economic ramifications of the pandemic cast into doubt the ability to pay for travel once Americans have a place to ...

June 2020

Experiential Traveler: Incl Impact of COVID-19 - US

"'Experience' has long been a buzzword in travel; but for many providers, the concept has been hard to pin down concretely. Shedding some light on the subject, the idea of experience appears to involve exploration and access, though these characteristics vary for different types of travelers. While the COVID-19 pandemic ...

May 2020

Travel Tours and Activities: Incl Impact of COVID-19 - US

"The booming tourism industry brought in an estimated \$717.4 billion in 2019. However, the COVID-19 pandemic has caused a stark downturn in 2020. To come back from this, tour operators need to tap into the biggest demands of tourists. By reaching them through digital channels and appealing to their ...