

PRESS RELEASE

CURACITY AND INDEPENDENT LODGING CONGRESS SHARE THE “CURACITY TRAVEL SENTIMENT STUDY” FOR POST COVID-19 TRAVEL

Study Reveals 425% Increase in Staycations and 28% Increase in Road Trips this Summer, and Actionable Consumer Insights for Hotels on How to Better Entice Guests

NEW YORK, NY/May 11, 2020—Curacity, a data analytics company for the travel industry, and Independent Lodging Congress (I.L.C.), the association for Independent hotel operators, announced the results of the first ever “Curacity Travel Sentiment Study.” More than 2,000 consumers were surveyed in late April 2020 to uncover their attitudes for travel in a post COVID-19 world. The study provides insights around how people want to travel this summer and through the remainder of the year, along with what new policies and procedures hotels can implement to better entice guests—from demographic-specific guidance on accommodations, rates, cleaning, social distancing, length of stay and more. The complete report on the study is available at Curacity.com/ConsumerTravel.

The results of the study reveal that local travel will come back first, with staycations up (425 percent year over year) and “driving distance” destinations (up 28 percent). Although there is a decline in air based travel in the near term, the most surprising—and optimistic—news is that consumers believe there will be a minimal change in their holiday travel this December compared to last December.

In the near term, hotels will likely see an increase in bookings from local and regional guests, especially if within driving distance of up to three hours. Interestingly, roughly five times the number of people surveyed indicated that they would consider staying in a hotel versus and Airbnb or VRBO this summer. Consumers also say social distancing is important, but not as important as new cleaning policies that are voluntarily and clearly communicated to guests prior to and during their stay. This is especially true for travelers aged 55 and older.

“Hotels have been devastated by COVID-19, and hotel operators have reason to feel encouraged that U.S. travelers are optimistic and expects their December and holiday travel to be similar this year as it was last year,” said Andrew Benioff, Founder of I.L.C. and investor in the indie hospitality industry. “The insights Curacity has gleaned are essential for hotel owners; if they know what’s most important to guests, they can act on that and continue to deliver a safe and rewarding experience.”

“Although COVID-19 is dramatically affecting the travel industry across all verticals, we are encouraged that consumers convey robust optimism,” explained Nick Slavin, Co-founder and President, Curacity. “I am pleased that we’re able to share actionable insights that will hopefully help hotels increase occupancy rates, and do so in a way that encourages safe travel in this new normal.”

About Curacity

Curacity is a data analytics company focused on the travel industry. The company’s first product to-market is Omni-channel Revenue Attribution (“ORA”), a data measurement tool that serves hotels. ORA helps hotels drive, measure and analyze how digital publishing and Instagram content converts to direct bookings, while also allowing publishers to measure the full financial impact of every booking that

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results from their content within a window of up to 12 months. Mike Keriakos, Co-Founder and CEO, is a digital marketing veteran who formerly co-founded Everyday Health. Nick Slavin, Co-Founder and President, has a background in real estate and hospitality private equity. Curacity is headquartered in New York City and Stamford, CT.

About Independent Lodging Congress

The [Independent Lodging Congress](#) is a place of discovery, collaboration and idea generation for owners and operators of independent hotels. Through meaningful and relevant panels, deep dive breakouts, and unique industry accessibility, the Independent Lodging Congress strives to connect visionaries and thought leaders inside (and outside) the independent lodging sector for the betterment of the industry and the guests they serve. Visit www.ilcongress.com for more information and follow ILC on [Twitter](#), [Instagram](#), [Facebook](#), [YouTube](#) and [LinkedIn](#).

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