

MEDIA SENTIMENT ON TRAVEL DURING COVID-19

With flight bans and country-wide lock downs, travel has all but ground to a halt. Finn Partners polled of over 300 travel journalists worldwide to uncover where travel journalism is headed.



95% of journalists are ready for press trips once travel bans are lifted



83% are looking for international travel content



73% are interested in destination-centric stories



51% are keen on healthy and wellness initiatives



49% are in search of content related to sustainable travel



60% would like to stay updated on new hotel openings

How do you envisage your editorial content in three months' time?

"How industries are reinventing themselves, the people driving change, and the technology disrupting the hospitality industry."
- *CNA Luxury*

"The ways in which travel is changing, the countries reopening to travel, and more coverage on sustainable travel."
- *The Telegraph*

"New and reimagined hotels, wellness, uncrowded destinations, isolated getaways, the new face of luxury, how MICE spaces will adapt."
- *Lonely Planet*

"How the culinary world will change after COVID-19, a higher appreciation for restaurant workers, and upcoming trends."
- *Forbes Japan*

"We have put freezes on travel stories at the moment, but will be ready to travel and write again when things open up."
- *USA Today*

"Slow travel and local stories. Anything and everything COVID-related. This will be with us until mid-2021."

"How the countries that have reopened to tourists manage travel concerns and possible fears."

"Discovering more of domestic and regional destinations, adventure activities worldwide, responsible/ethical travel."