

# What travel brands should do in the COVID-19 crisis

Martin Jordan  
Director of Marketing & Innovation

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# Today's webinar

- Market overview
- Search insights
- Competitor insights
- Actions

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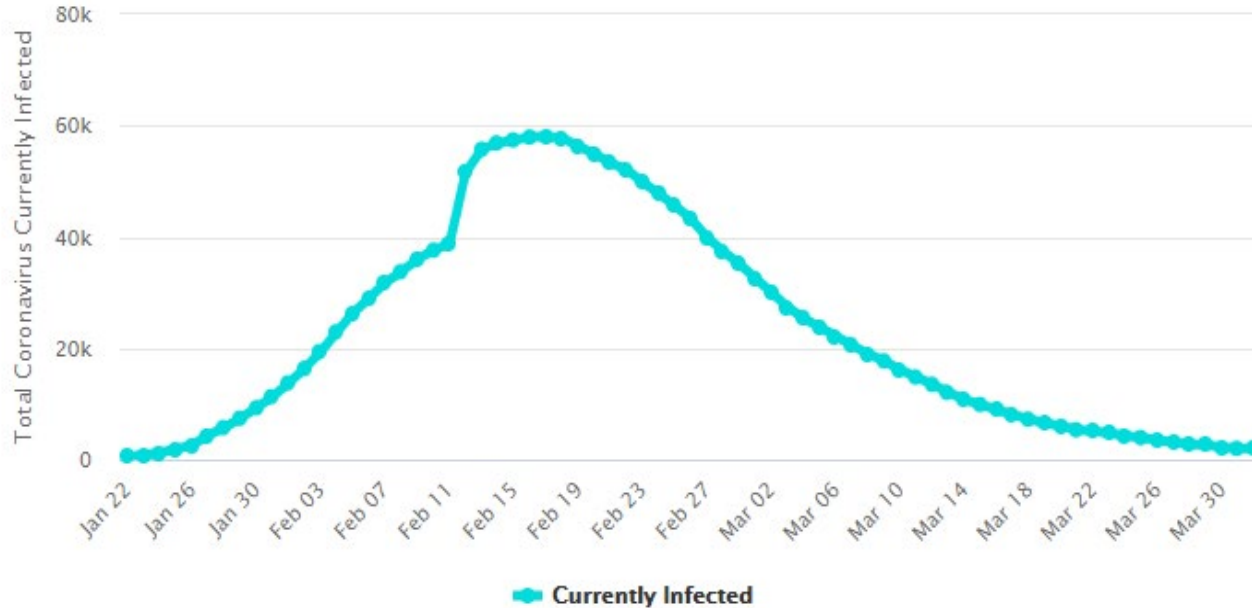


The market is a quiet place

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# China's infections are declining

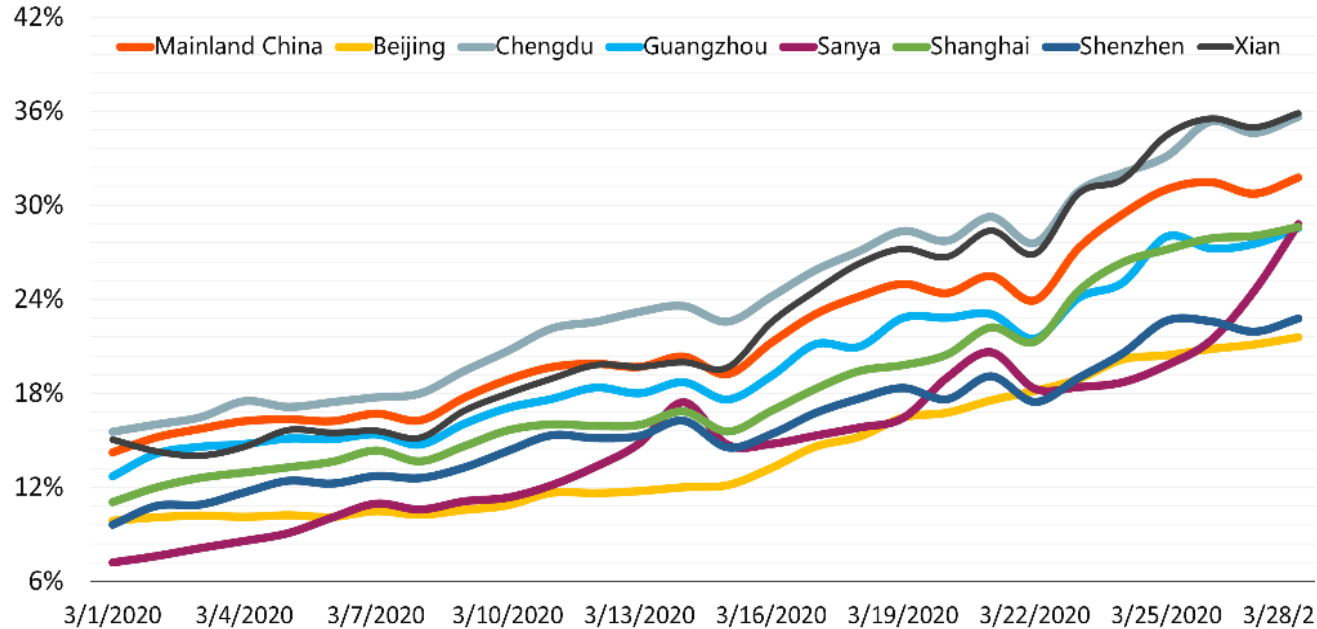


Source: WHO who.int

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# China's occupancy is climbing



Occupancy statistics - Source: STR / CoStar Realty Information Inc

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# Preliminary estimated recovery

- Cases peak 15th-20th April
- Upward trends of bookings from 11th May
- Lower-scale hotels predicted to recover first
- However there are lots of dependencies

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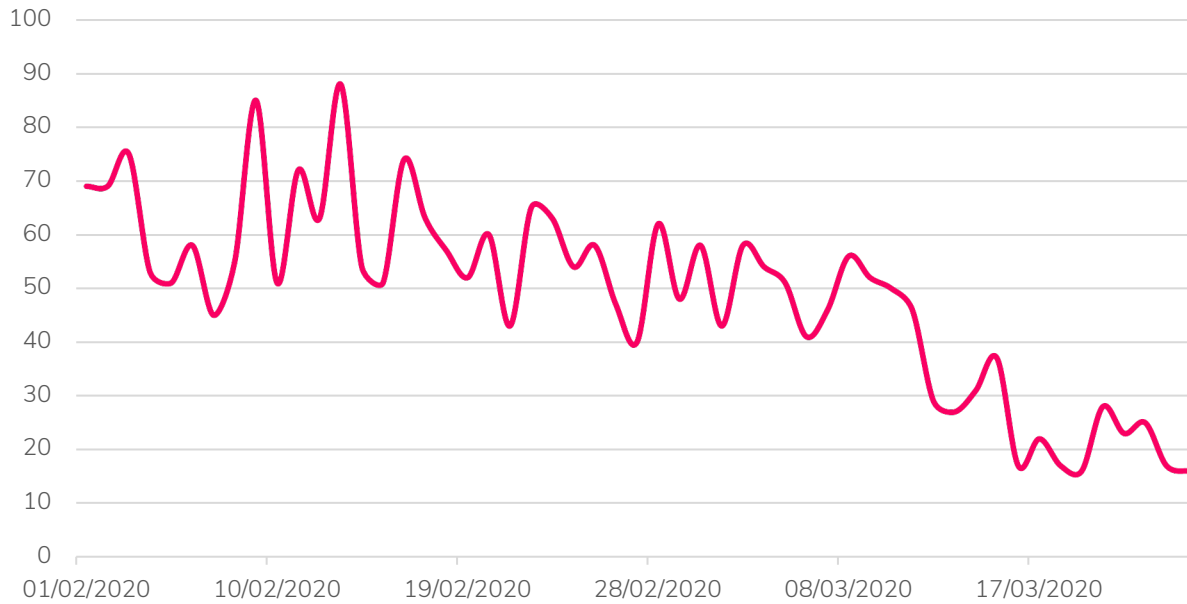


# Shifting search behaviours as expected

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# Severe drop in location searches



London hotel searches - source: Wordstream Inc

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# Search is silent

- Everyone's out of PPC
- Only the OTAs left in Hotel ads


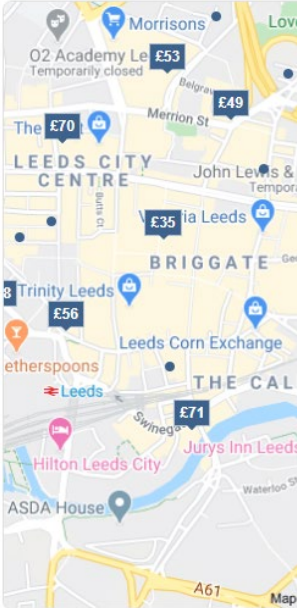



It's on

king.com trivago TripAdvisor lastminute.com

| Leeds About these

u, 7 May Fri, 8 May

op-rated Budget options Luxury stays For

 <p>Malmaison Leeds 4.3 ★★★★★ (878) Free Wi-Fi £71</p>	
 <p>Radisson Blu Hotel, Leeds City Centre 4.3 ★★★★★ (817) Free Wi-Fi £70</p>	
 <p>Jurys Inn Leeds 4.1 ★★★★★ (1,310) Free Wi-Fi £43</p>	
 <p>Hotel Novotel Leeds Centre 4.4 ★★★★★ (1,653) Fitness centre Free Wi-Fi £65</p>	

→ [View 165 hotels](#)

Source: Google "hotels in leeds"

## But there's optimism

- Recovery gambling on a 2021 bounce back
- Trending above average YOY
- UK staycation market will be first to bounce



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Derived from source: [sojern.com/blog](https://sojern.com/blog)

An abstract graphic in the top right corner consisting of a dense, overlapping network of thin white lines that form a complex, organic shape, resembling a wireframe or a data visualization.

# Mining for evidence with website performance data

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# It took a seismic shift to halt the market



Average of multiple anonymised sources: 16 – 29 March

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# Stability setting in

- Performance broadly stabilising from 25 Mar
- Bookings occurring every single day
- Major cities disproportionately down
- A lot less mobile than we're used to

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# Content consumption

- 1/5 of all traffic reading COVID content
- Offer & funnel pages interest continues
- On-property leisure activities above average
- **Detail matters**

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# Tentative optimism

- Bookings swelling for August through to October
- Longer stay periods also evident
- Some taking chances on May
- Unsurprisingly flexible rates are dominating
- Why are so many brands not ready or reacting to this?

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# Recommendation: Managing the message

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# Some brands are rightly straight shut!

The screenshot shows the top navigation bar of the Hotel du Vin & Bistro website. On the left is a 'MENU' button with a hamburger icon. In the center is the 'Hotel du Vin & Bistro' logo. On the right are links for 'SIGN IN | REGISTER', a search icon, and social media icons for Facebook, Twitter, and Instagram. The main content area features a large background image of a brick building facade. Overlaid on this image is the text 'TEMPORARY CLOSURE – COVID-19' in large white letters. Below this, a paragraph reads: 'In line with new UK Government guidance directives on all leisure and non-essential business, it is with regret that we have to announce that all our hotels will be closed until 30th April 2020'. At the bottom of the text area are two buttons: 'READ MORE' (dark teal) and 'VIEW LOCATIONS' (light teal). A circular arrow icon is positioned below the buttons.

MENU

Hotel du Vin & Bistro

SIGN IN | REGISTER

TEMPORARY CLOSURE – COVID-19

In line with new UK Government guidance directives on all leisure and non-essential business, it is with regret that we have to announce that all our hotels will be closed until 30th April 2020

READ MORE

VIEW LOCATIONS

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# Marriott don't even give it a mention

The screenshot shows the Marriott Bonvoy website interface. At the top, there is a navigation bar with the Marriott Bonvoy logo on the left and links for English, Help, My Trips, and Sign In or Join on the right. Below the navigation bar, there are several menu items: Find & Reserve, Deals & Packages, Meetings & Events, Our Brands, Our Credit Cards, and About Marriott Bonvoy. The main content area features a large banner image of a resort with a pool and lounge area overlooking a blue bay and mountains. The text "EXPLORE OUR BRANDS" is overlaid on the image, with a "LEARN MORE" button below it. A search bar is positioned in the foreground, containing the text "Destination: Try 'Moxy New Orleans'", "Dates: Mon, Apr 6 - Tue, Apr 7 (1 NIGHT)", and a "FIND HOTELS" button. Below the search bar, there is a promotional banner for "Best Rates Guaranteed at Marriott.com" with four icons representing: Best Rate Guarantee, Free Wi-Fi, Mobile Check-in, and Enjoy Free Nights. A "SEE DETAILS >" link is located at the bottom of this banner.

MARRIOTT  
BONVOY

English Help My Trips Sign In or Join

Find & Reserve Deals & Packages Meetings & Events Our Brands Our Credit Cards About Marriott Bonvoy

Domes of Elounda, Autograph Collection, Greece

EXPLORE OUR BRANDS

LEARN MORE

Destination: Try "Moxy New Orleans"

Dates: 1 NIGHT  
Mon, Apr 6 Tue, Apr 7

FIND HOTELS

Best Rates Guaranteed at Marriott.com

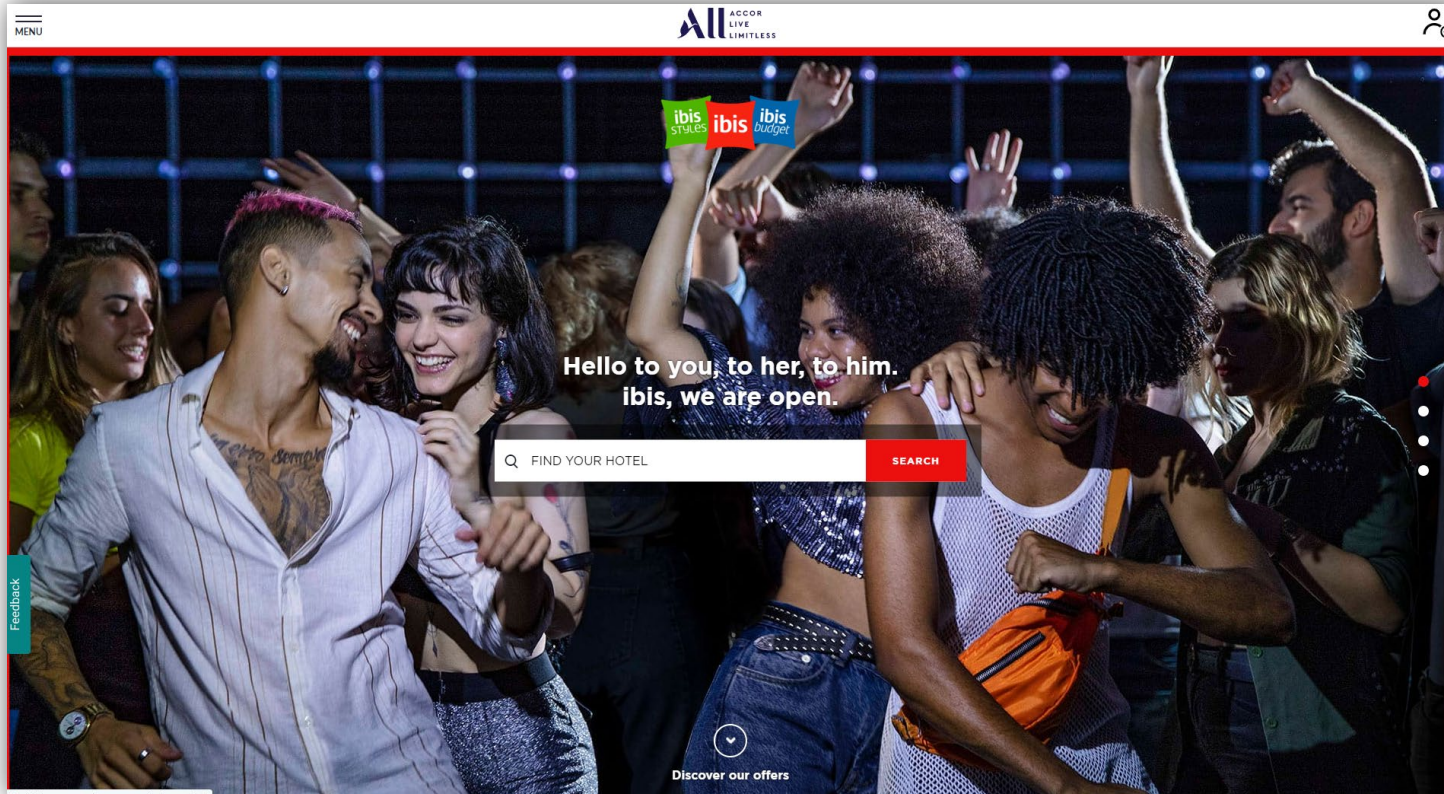
Best Rate Guarantee Free Wi-Fi Mobile Check-in Enjoy Free Nights

SEE DETAILS >

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# Accor says “we are open”




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# Ryanair betting on Q3 recovery

<  CE UPDATE MON 06 APR – LIMITED SCHEDULE EXTENDED UNTIL 16 APR [Read more](#) MESSAGE TO ALL RYANAIR GI 2 of 3 >



**SEPTEMBER BREAKS**  
**FROM £39.99**

Late summer breaks and massive savings. [Book now](#)

**SEPTEMBER SALE** **CUSTOMER NOTICE** **GREENEST CHOICE**

**LIMITED FLIGHT SCHEDULE**

UNTIL THURS 16 APRIL  
TO KEEP SKIES OPEN AND MAINTAIN VITAL LINKS

To/From Ireland	To/From the UK
Dublin - London (STN)	London (STN) - Dublin
Dublin - London (LGW)	London (LGW) - Dublin
Dublin - Birmingham	Birmingham - Dublin
Dublin - Edinburgh	Edinburgh - Dublin
Dublin - Bristol	Bristol - Dublin
Dublin - Glasgow	Glasgow - Dublin
Dublin - Manchester	Manchester - Dublin

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# TUI betting on red and black



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# EasyJet holds back to 2021


 We are currently receiving an extremely high volume of calls and we understand the inconvenience this may cause.


COVID-19: View our latest travel updates [here](#)


**Flights** | Holidays | Cars

One way

From: Glasgow (GLA) 

To: e.g. Amsterdam 

 Departing

 Returning

Adults (16+) — 1 +

Children (2-15) — 0 +

Infants (< 2) — 0 +

[Show flights >](#)

[About special assistance >](#)

[Tackling our carbon emissions >](#)





**easyJet holidays**

**SUMMER 2021 HOLIDAYS HAVE LANDED**

Book with just a £60pp deposit

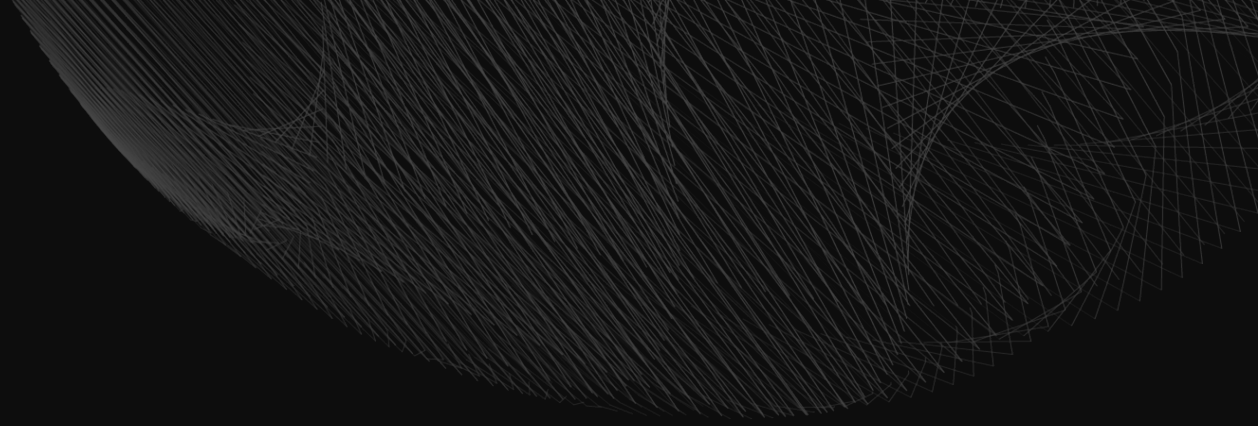
[Book Holidays >](#)

San Antonio, Santorini

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Recommendation: Remove promotional  
contractions

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# Zero promotions at Moxy



The image is a screenshot of the Moxy Hotels website. The background features two bottles of Chattanooga Whiskey (1816 Reserve and 1816 Cask) and two glasses of whiskey on a dark surface against a brick wall. The website's navigation bar includes 'ENGLISH', 'SIGN IN OR JOIN US', and 'MARRIOTT BONVOY'. The main navigation menu has 'PLACES TO STAY', 'EXPLORE MOXY', 'PLAY WITH US', 'EVENTS', 'OFFERS', and a prominent pink 'GET A ROOM' button. A white box with a black border is overlaid on the left side, containing the text 'HERE'S THE DEAL' and the Moxy Hotels logo. Below the main image, the text reads 'YOU'RE IN THE RIGHT PLACE, BUT AT THE WRONG TIME' and 'Check back to catch special offers from Moxy Hotels'.

moxy HOTELS

ENGLISH SIGN IN OR JOIN US MARRIOTT BONVOY

PLACES TO STAY EXPLORE MOXY PLAY WITH US EVENTS OFFERS GET A ROOM

HERE'S THE DEAL

moxy HOTELS

CHATTANOOGA WHISKEY CO. 1816 RESERVE BARRELED 2008 TENNESSEE STILLHOUSE 90 PROOF

CHATTANOOGA WHISKEY CO. 1816 CASK TENNESSEE STILLHOUSE 113 PROOF

MOXY CHATTANOOGA DOWNTOWN

YOU'RE IN THE RIGHT PLACE, BUT AT THE WRONG TIME

Check back to catch special offers from Moxy Hotels

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# Not quite zero promotions at Moxy

4\* Moxy Merchant City stay - valid 7 days

210 High St, G4 0QW

[GIFT IT](#) [BUY NOW](#)



from **£69**

usually	save up to	deals sold
£172.00	63%	9

Share with friends

[f](#) [t](#) [m](#) [w](#) [e](#) [c](#) [l](#) [i](#)

[COPY LINK](#)


1 or 2 night stay for two including breakfast and a bottle of wine on arrival at 4\* Moxy Glasgow, Merchant City; expertly designed with a great atmosphere & valid 7 days until September- save up to 63%

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# No inspiration at De Vere

Destinations Companion Offers Meetings & events Smart Space Applause Our story [BOOK NOW](#)



## UK short breaks

Filter by Property:





**Exclusive Offer**

### Free breakfast - special offer

Get your morning off to a delicious start with a complimentary breakfast when you book a stay at a De Vere hotel in 2020.

[View Offer](#)

Share  


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# Fairmont. Unchanged. Since 28.02

Unforgettable. Since 1907. BOOK NOW

*Your Exclusive Fairmont Offers* ——— Discover Fairmont offers crafted to enhance your stay and create unforgettable moments. [DISCOVER ALL OFFERS](#)




EXTEND YOUR STAY

### Extend Your Stay

FAIRMONT FUJAIRAH BEACH RESORT

Extend your stay 4 to 6 nights and get 20% off the best available rates

[SEE ALL DETAILS](#) BOOK NOW




FAIRMONT SUITE MOMENT

### Fairmont Suite Moment

FAIRMONT DUBAI

Book a stay in one of our luxurious suites, at a special rate, and receive a few extras to make your stay in this one-of-a-kind city effortless and memorable.

[SEE ALL DETAILS](#) BOOK NOW



PROMOTIONS

### Suite Bookings with Complimentary Transfer

FAIRMONT QUASAR ISTANBUL

Why not crown your suite stay with a privileged transfer service?

[SEE ALL DETAILS](#) BOOK NOW

FEEDBACK

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# Lessons from small competitors

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# Packaging experiences and offers

Cheshire: Classic Room for Two  
Option for Afternoon Tea at W

4.6 444 Reviews



[Getaways Report](#) [Fine Print & Details](#)

Belfast: 1-or 2-Night Stay for Two  
4\* Titanic Hotel Belfast

4.6 141 ratings



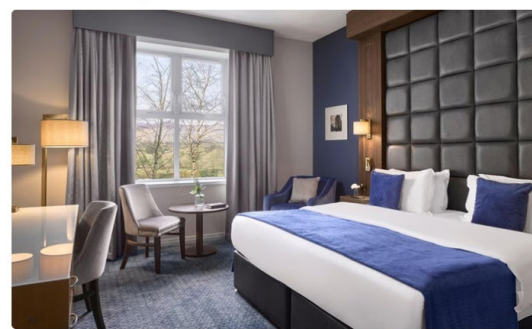
Denbighshire: Standard/Deluxe  
Tea, Dinner and Spa at 4\* Ruthin

2.8 3,130 Reviews 4 ratings



Sligo: 1 or 2 Nights for Two with Breakfast and Spa and Dining Credit at  
4\* Radisson Blu Hotel & Spa

4.5 22 ratings



From  
**£79**

[See Options](#)

VALUE	DISCOUNT	YOU SAVE
£151	47%	£72

Give as a Gift

Limited Availability!

440+ Bought

Share This Deal

[Like 1](#)

Radisson Blu Sligo  
[Company Website](#)

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# Hotel-based restaurants playing hard

### Marco Pierre White Steak Newcastle


4.2 ★★★★★ 608 ratings

58 Ingram Street, Glasgow – 2.9 mi

Sirloin Steak with Chips and Glass of Wine or Bottle of Beer

2 Fenkle Street, Newcastle upon Tyne

Three-Course Lunch and Cocktail for Two at Marco Pierre White



Highlights


Two or four patrons can indulge in a sirloin steak served with h

### Ingram Wynd

4.2 ★★★★★ 608 ratings

58 Ingram Street, Glasgow – 2.9 mi

Sirloin Steak with Chips and Glass of Wine or Bottle of Beer




### Crowne Plaza Hotel, New

4.6 ★★★★★ 418 ratings

Forth Street, Newcastle upon Tyne

Three-Course Sunday Lunch for Two or Four at Crowne




### Bo Vine

4.6 ★★★★★ 418 ratings

385 Byres Road, Glasgow – 1.3 mi

Chateaubriand Steak Meal to Share with Glass of Prosecco for Two or Four at BoVine (47% Off)



TRENDING

Limited Time Remaining!

10+ viewed today

418 ratings

For two: Chateaubriand steak meal to share with a glass of Prosecco each

£76 ~~£40~~

1,000+ bought 47% OFF

For four: two Chateaubriand steak meals to share with a glass of Prosecco each

£152 ~~£80~~

100+ bought 47% OFF

Reserve a Table Now or Later

Check Availability

Buy

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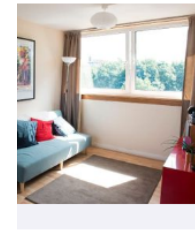
# Airbnb hits a wall

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# Airbnb's loss...

- Bookings collapsed – none till end May
- Disgruntlement in hard to shift in T&Cs
- Many exiting Airbnb almost overnight
- Created a glut in traditional rentals
- Some cities up almost 80%



£600 pcm (£138 pw)

1 bed 1 bath

[1 bed flat to rent](#) Just added

Redbraes Grove, Bonnington, Edinburgh EH7

Available from 8th Apr 2020

Charming bright third floor one bedroom flat to rent in a quiet residential area close to Edinburgh City Centre, with access to free parking. Available now, furnished.

Edinburgh (1.1 miles) Haymarket (2.0 miles)

Apr 2020 by  
Property Solutions, EH6

0131 268 0626 \*\*

Contact

Save



£995 pcm (£230 pw)

2 bed 2 bath

[2 bed flat to rent](#) Just added

Albion Gardens, Easter Road, Edinburgh EH7

Available from 6th May 2020

Beautifully presented third floor furnished property comprising double bedrooms, open plan kitchen / living room, ensuite bathroom, separate shower room with WC.

Edinburgh (1.1 miles) Haymarket (2.3 miles)

Apr 2020 by  
Management Limited, EH1

0131 268 0104 \*\*

Contact

Save



£660 pcm (£152 pw)

1 bed 1 bath

[1 bed flat to rent](#) Just added

Orwell Terrace, Dalry, Edinburgh EH11

Lovely bright one bedroom unfurnished 2nd floor flat in popular Dalry area, minutes from city centre and next to excellent amenities.

Haymarket (0.2 miles) Edinburgh (1.4 miles)

Apr 2020 by



...is a hotelier's gain

- No quick recovery for Airbnb market
- Likely huge drop in properties post COVID
- Greater drop in shared accommodation
- Professional cleanliness messaging is key



# Experiential set to rise

- This is Airbnb's traditional territory
- Ahead of curve, good value, imaginative
- But it can be everyone's domain

Source: YouGov





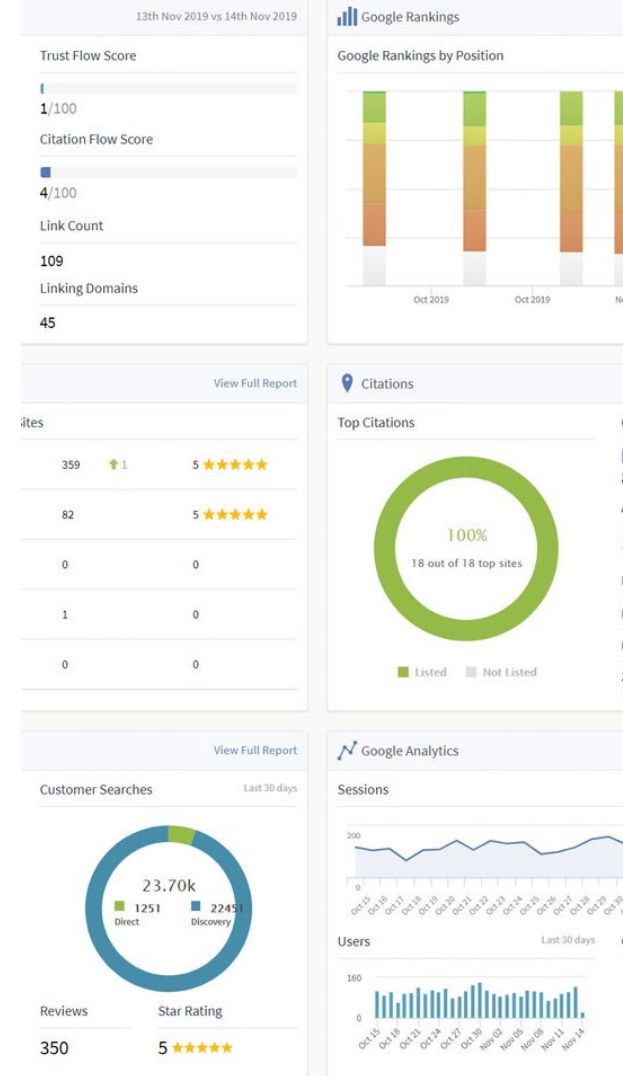
# 7 things to do in the crisis (so far)

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# 1. Focus on your site

- Use data, analysis & predicted behaviour
- Focus on core user journeys, content, site architecture, room descriptions, imagery, new features and functionality.
- No better time to clean up your corpus



## 2. Be open to 'reopening'

- Focus on what your brand has to offer
- Enhance experiential, on-premise content
- Enhance destination content



# 3. COVID content & SEO

- Got an FAQ page? Add top COVID queries
- Make your GMB accurate & content-rich
- Keep up SEO maintenance & crawls

## Your Booking

- + Can I amend / cancel my booking due to COVID-19?
- + Has my booking been made as I have not received a confirmation?
- + Can I make a group booking?
- + How can I amend my booking?
- + Can I check that my booking has been made?
- + How do I book?
- + How can I request an invoice for my stay?

## Check-In/Out

- + What happens if I cannot arrive on the first day of my reservation?
- + Can I check-in during the night?
- + What is the latest time I can check-out?
- + What is the earliest time I can check-in?
- + What is the latest time I can check-in?

## Our Hotels

- + Is the hotel reception desk open 24 hours a day?

## 4. Keep talking

- Move past the CEO concern-fest which is now noise
- Keep it on-brand
- Maintain your standards and set new heights

Dear Mr Jordan,  
The COVID-19 situation has escalated into an unprecedented worldwide crisis in just a few weeks. It has grounded travel and tourism, and impacted everyone in terms of business and in our personal lives.

At Shangri-La Group, we have always placed the health and safety of our guests and employees as our top priority. Since the onset of COVID-19 outbreak, we have been closely monitoring the situation and are following guidelines from the World Health Organisation and local authorities where we have operations. As part of our efforts, we have proactively implemented a series of precautionary measures and enhanced our safety and hygiene standards in all our properties to safeguard our guests and colleagues from the risk of an infection. While some of our hotel operations are affected, we will strive to service our guests where possible in accordance with our Shangri-La standards of hospitality while strictly complying with local health requirements.

We understand your concerns around travel during this challenging time. We are committed to support you and to offer our help in any way possible. We also understand your need for flexibility and to be worry-free. Since the start of the outbreak, we have been regularly updating our cancellation waiver policy and offered free cancellation for all guests travelling to any of our hotels globally before 30 April 2020. We value our customers' loyalty and have extended Golden Circle tier status and related benefit schemes for Diamond and Jade members globally until 31 December 2021.

During this time, we are also mindful of the impact of the COVID-19 outbreak on the local communities. Our hotels in China, Singapore and other markets have been actively engaging in various community support initiatives, such as providing face masks and/or other essential supplies to local hospitals, police stations or under-privileged residents to help those in need. At the epicenter of Wuhan, our hotel colleagues prepared meals for local medical workers, and also provided accommodation for the medical teams who came from other parts of China to serve on the frontline.

We will be monitoring the situation as it develops. You can be assured that we will be prepared to adjust our policies wherever necessary. We will remain vigilant and not let our guard down. We are gearing ourselves to ensure that we can operate optimally and are ready when the travel industry turns around. Meanwhile we are making sure we continue to provide a safe environment and a comfortable stay experience for our guests. We look forward to welcoming you back very soon.

Thank you for your continued trust and support to Shangri-La. We wish you and your family good health. For more information and member assistance, please contact us at [golden\\_circle@shangri-la.com](mailto:golden_circle@shangri-la.com) or our international toll free number.

## 5. Get ready to get ahead **now**

- Read, research, review data
- Watch for signals and test.
- Exploit low PPC and display costs
- Get ahead of the bloodbath**





## 6. Transform now, capitalise tomorrow

- Digital transformation is achievable right now
- No drop in demand for digital development
- Resource is available, distractions minimised
- Come out of this stronger

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# 7. Join our next webinar

- Tuesday 5 May @ 11am
- Travel revisited – the journey back out
  - Updated statistics from search, sites and beyond
  - Completely new content
  - Action focused recommendations

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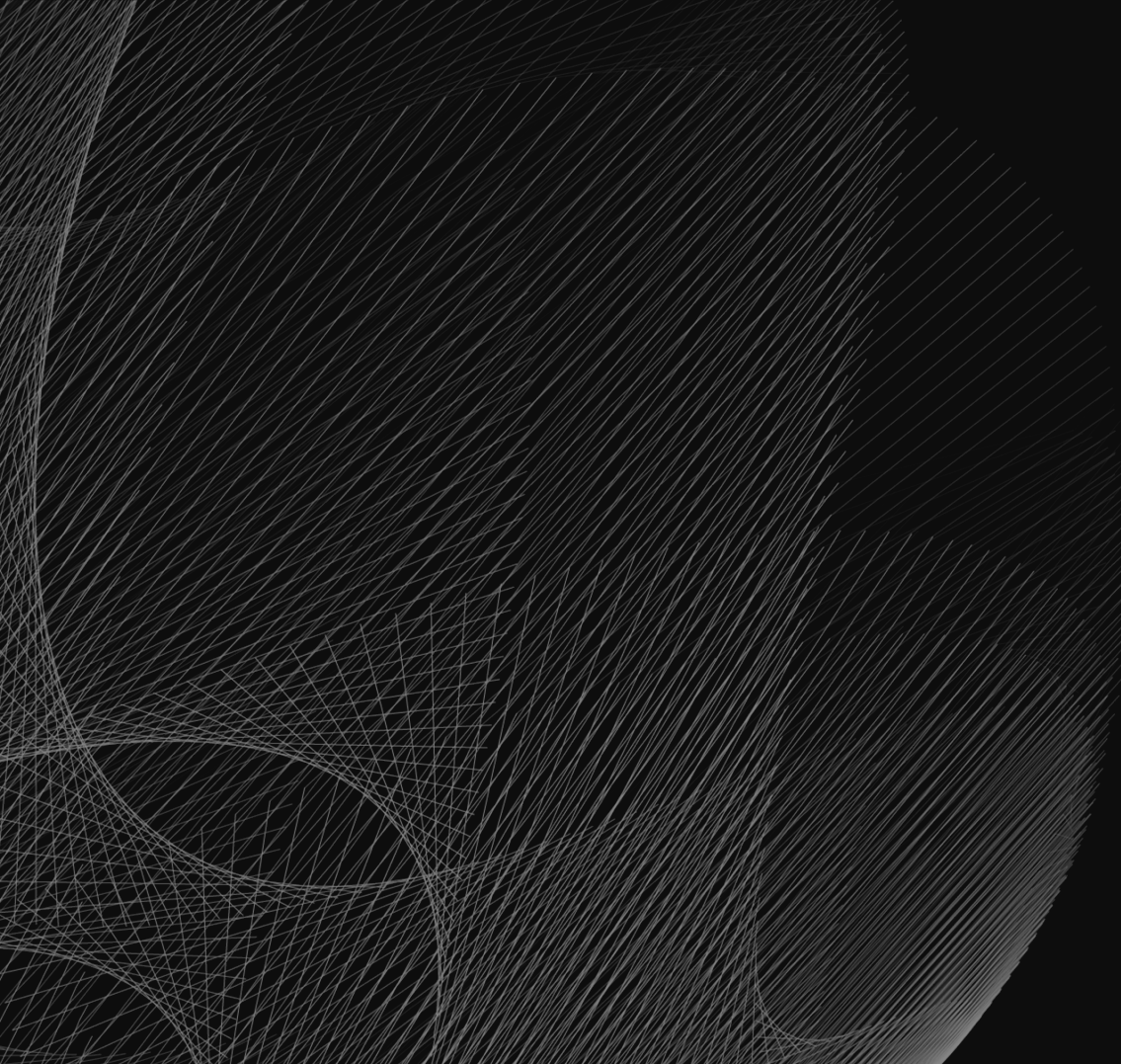
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Any questions?

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