



amadeus

# Rebuild Travel Survey

United Arab Emirates

2021



## Introduction

The second year of the COVID-19 crisis has continued to challenge the travel industry; however, we have seen progress as we explore new ways to rebuild travel. As travel opens up around the world, Amadeus, a global leader in travel technology, continues to focus on the needs of the traveler and how to get the world traveling safely again. Over the last 12 months, Amadeus commissioned three global traveler surveys to understand traveler sentiment during this unique time. This latest traveler research focuses on attitudes on travel as well as concerns, sentiment towards travel health data, openness to technology, and sustainable travel.

Censuswide surveyed respondents between 2nd-14th September, 2021, across nine markets, including France, Germany, India, Russia, Singapore, Spain, the UAE, the UK and the US, who've traveled abroad in the last 18 months, with 1,000 respondents per market. The survey aims to understand traveler sentiment to safe travel in light of COVID-19 as restrictions begin to ease in some areas around the world.

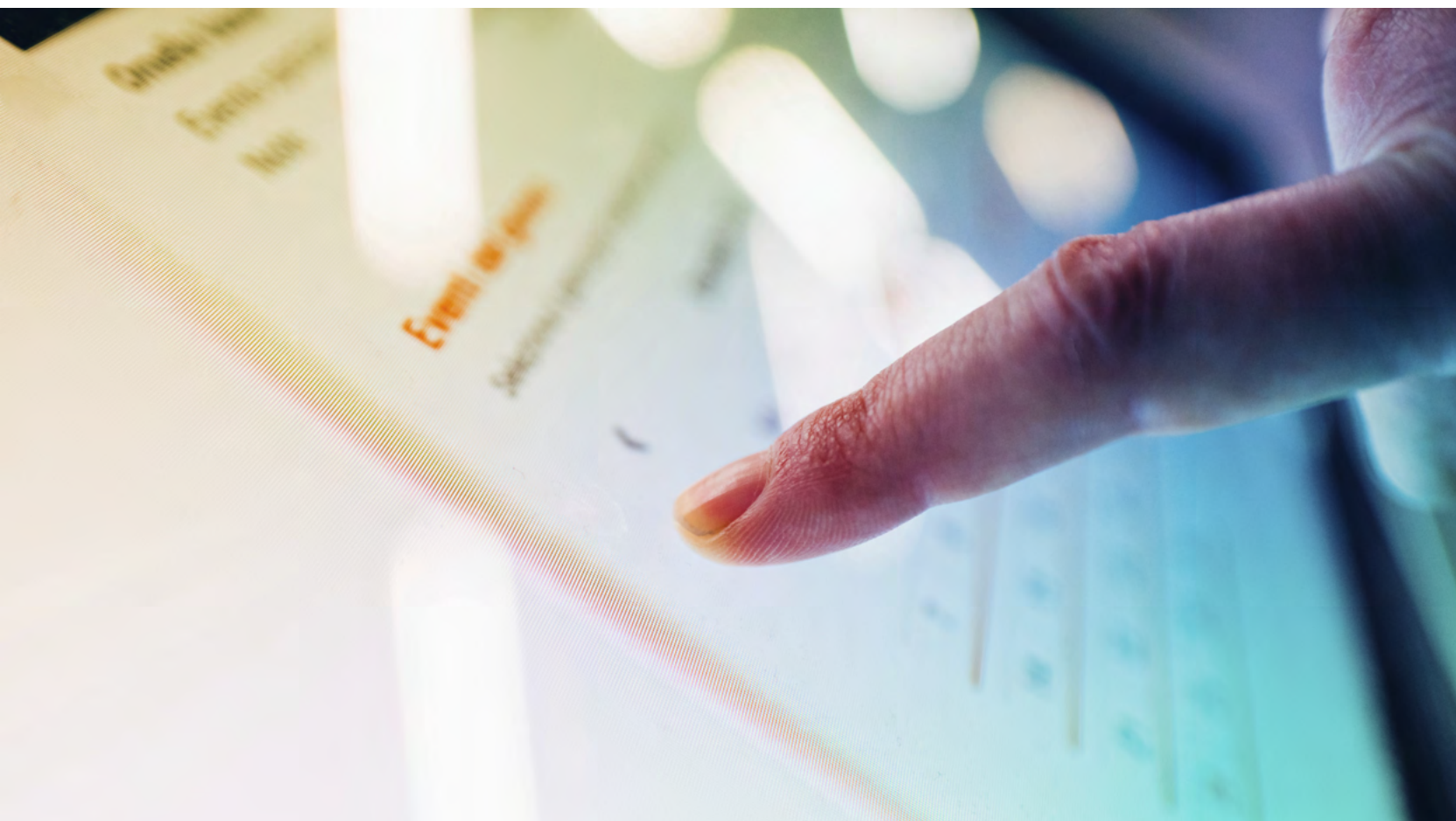
Similar reports focused on the other eight countries plus a global report can be found at [amadeus.com/rebuildtravel](https://amadeus.com/rebuildtravel)

### **Appetite for travel in the next year is high but clear guidelines are necessary**

- **73% of UAE travelers are eager to travel and hope to do so in the next year, with 59% expecting to travel for business to a destination requiring a flight later this year**
- **Traveling within the Middle East is the top destination for both UAE business and leisure travelers (51% and 47%) with over a quarter (26%) expecting to take two trips in the next year**
- Outside of the Middle East, Asia (38% and 52%), and Europe (35% and 49%) are the next popular destinations for UAE business and leisure travelers
- 31% of travelers agree that the current international restrictions and guidelines on travel are confusing and unclear, making them less likely to book travel

### **Travelers are willing to share health data to get traveling again**

- **95% of UAE travelers would be willing to provide personal information and health data for the effective use of digital health passports**
- UAE travelers are most comfortable providing digital health data for international travel (77%) compared to domestic travel (43%)
- Almost half (49%) of UAE business travelers would be willing to share their digital health data to visit an office or business event/conference
- 29% of leisure travelers would be willing to share their digital health data for an excursion or activity at destination



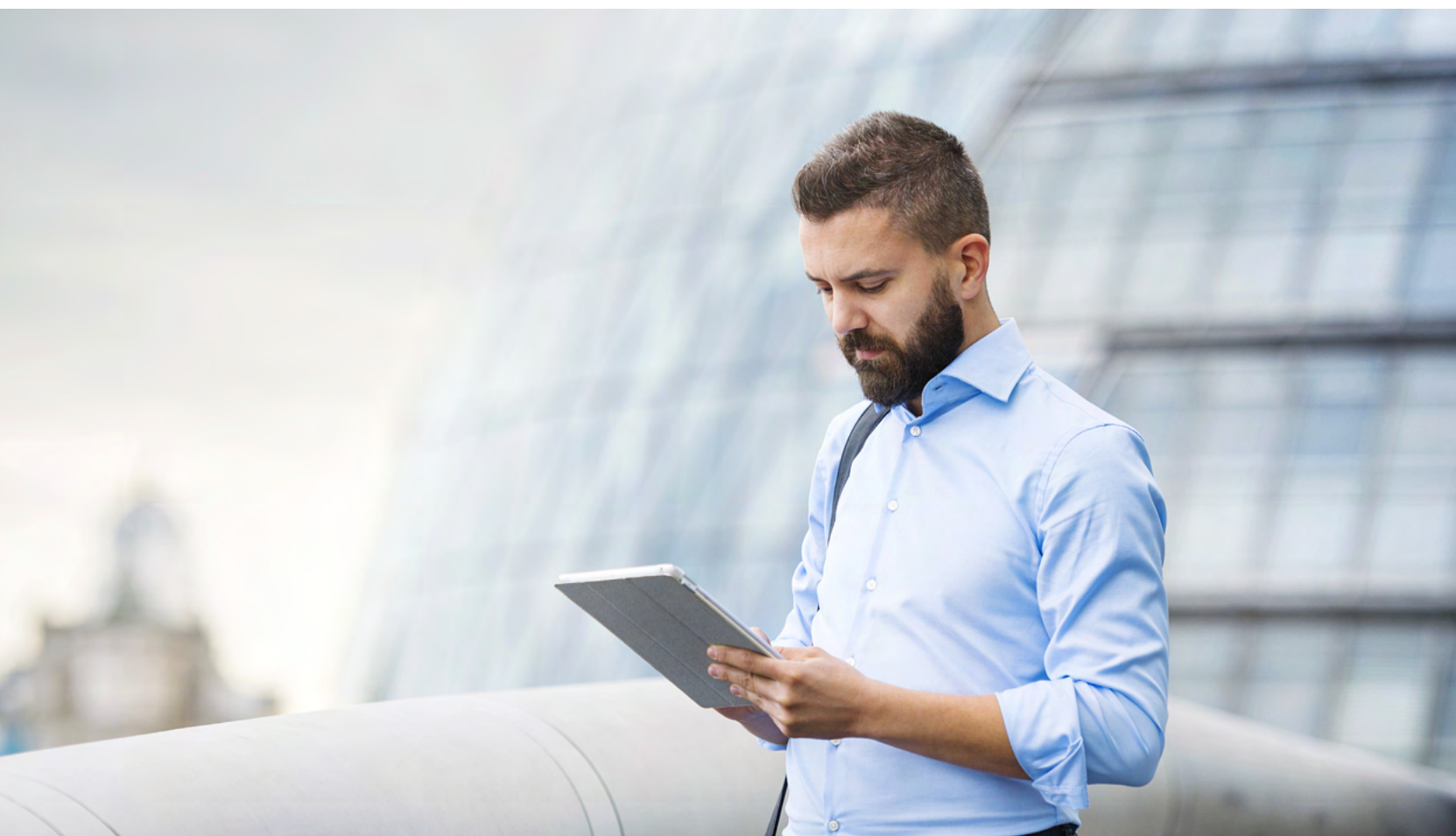


## Concerns remain around traveling in light of COVID-19

- **The biggest concern for UAE travelers is fears of catching COVID-19 while traveling (45%),** followed by self-isolation before and after travel (42%) and changing restrictions resulting in last minute cancellations (39%). **Only 3% of respondents don't have any concerns about traveling in light of COVID-19**
- Different kinds of travelers are concerned about different things – people who travel for business are likely to be more concerned about increased queues while traveling (33% vs 28 for leisure) and requirement of proof of vaccination (25% vs 19% for leisure)
- Leisure travelers are more likely to be concerned about changing restrictions resulting in last minute cancellations (45% vs 33% for business)

## The technologies that would increase confidence in travel among UAE respondents in the next 12 months

- **Self-service check-in (49%), mobile applications that provide on-trip notifications and alerts (48%) and mobile boarding (44%) are the most popular technologies that UAE respondents noted would increase their confidence to travel in the next 12 months**
- Respondents who are leisure travelers were more likely to prefer automated and flexible cancellation policies (42% vs 34% for respondents who are business travelers)
- Business travelers are more likely to prefer mobile applications that provide on trip notifications (50% vs 47% for leisure)





## For the future of travel, sustainability is high priority for travelers

- **Almost half of UAE travelers (49%) believe greater availability to green modes of transport such as electric planes and trains would help the travel industry to become more sustainable long term**
- Transparency around travel companies' sustainability policies (48%) and opportunities for travelers to be involved in the preservation of tourist destinations (45%) are also top ways to help the industry
- Making sustainable travel more cost-competitive is a stronger option for leisure travelers (47% vs 42% for business travelers)
- When it comes to different generations, solar or wind-powered technologies are a stronger option for older travelers (93% Generation X & Boomers) compared to younger travelers (79% Gen Z & Millennials)

# Conclusion

Amadeus is committed to supporting the industry to rebuild travel. The travel industry is at a critical stage as demand for travel is growing as we see some restrictions ease, but traveler concerns still exist and must be addressed with innovative solutions to help increase confidence in the long-term.

When it comes to the concerns around traveling in light of COVID-19 we have seen a shift in the past year towards anxiety around last minute cancellations, refunds and an increasing demand for apps or solutions where digital health data and travel information can be stored in one place. The survey shows a willingness to use technology to help combat these concerns, which sends a positive message to our industry: by working together we can rebuild travel better. This is echoed in traveler sentiment towards sustainable travel too. Conversations on sustainable travel have been accelerated by the pandemic and Amadeus is committed to supporting travelers and our customers to help make sustainable travel a reality and understanding traveler sentiment towards different solutions.

Sentiment towards digital health data varies globally, but digital health verification will be increasingly important to help increase traveler confidence and enable smoother travel experiences. This technology involves multiple stakeholders who need to work together. This is why Amadeus has developed the [Safe Travel Ecosystem](#), a global program designed to help the industry overcome these challenges and accelerate recovery.

Digital health passports or certificates – whether to demonstrate health checks or vaccination status – need to be fully integrated into airline or airport systems to avoid creating customer pain points, or friction, along the journey. In addition, travelers need to know that their personal information is safe and secure, and that they are in control of how it is used.

This is why Amadeus has added new capabilities to [Traveler ID](#), a secure platform for its travel provider customers, that connects, digitizes and automates traveler identification and document validation across the traveler journey, while meeting regulatory requirements. This platform connects the health certification touchpoints end-to-end, integrating multiple stakeholders involved in the process, providing a secure and frictionless way for passengers to show that they have the necessary health documentation to travel. Stakeholders connected with Traveler ID for Safe Travel include digital health passes such as IBM Digital Health Pass, and the medical testing company CENTOGENE, which allows the health documentation to be validated and authenticated during the check-in process.

Importantly, for airlines and airports, this solution can be integrated directly into their own digital channels, removing operational complexity and facilitating a smooth traveler experience.

Amadeus continues to work in partnership with customers and partners to innovate and deploy technology that improves both the traveler experience and operational efficiency.