



6TH SUMMIT OF TRAVEL AGENCIES ASSOCIATIONS

LEÓN,
3-6 NOVEMBER
2021



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CONSORCIO PROVINCIAL DE TURISMO

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Talking about, CHANGES IN THE POST- COVID-19 TOURIST

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Question 1 – All Speakers

¿After the COVID-19 pandemic, what have we learnt?

¿Has the post COVID-19 tourist really changed or is it simply that the traveller has adapted to the new situation? Resilience? What are the mains differences between the pre- and post- pandemic tourist?

¿Have all the companies in the tourist sector done their homework? Have we taken advantage of the lockdown to prepare our organisations and structures with a view to the future and the demands of the traveller, or have we simply tried to solve the problem as it arose without laying the foundation for the future?

Digitalisation – Booking Process – Sustainability

Question 2 – Alfonso Paredes – Expedia Group

¿How will the post-pandemic travel agencies (traditional and online) interact with the traveller?

As a result of the Covid-19 crisis,

¿What are the new innovations in technology helping travellers and travel businesses come back stronger?

How are the new innovations in technology helping travellers and travel businesses make a stronger recovery?

¿What loyalty and Business intelligence strategies should travel agencies adopt in order to customise the offer to the traveller?

Question 3 – Simón Pedro Barceló – Barceló Hotel Group

In a new environment where the traveller has become more demanding, looking for greater flexibility, cancellation policies, and destinations.

¿How have companies in the sector adapted in this respect?

You represent a first-level Hotel Group. After the pandemic, and given the boom in this sector,

¿How do you think that Covid-19 has affected tourism rentals? ¿Are we seeing the end of this?

¿Is it conceivable in the near future for the traditional hotel companies to diversify into tourist rentals for the global traveller under the umbrella of hotel brand, using the know-how and the guarantee of a leading company that you represent?

Question 4 – Andy Harmer – CLIA Cruise Lines International Association

The established tourist model needs to be changed to approach and understand the traveller, the traditional intermediation, sale, or commercialization requires new strategies.

¿How would you explain the new models of consumption and adaptation to the offer?

¿What are the cruise sector expectations? Have you observed any changes in the demands and traveller interest?

Due to the idiosyncrasy of the sector that you represent, cruise lines, and meeting the health, distance, hygienic and social interaction requirements, how would you adapt and apply Covid-19 safety protocols?

¿How would you adapt and apply Covid-19 safety protocols?

Question 5 – Luis Araujo – European Travel Commission

It is essential for all the countries to have unified criteria to receive travellers.

¿What mechanisms are the institutions adopting to harmonise the opening up of border policies? Do you think that we have been able to harmonise the criteria?

Public - Private collaboration has been more necessary than ever as the only mechanism to deal with Covid-19's impact on the tourist sector.

¿How have public funds been administered both at a national and international level? Do you think that the EU policies have been adequate?

¿Is there an EU investment plan that allows companies in the tourism sector to obtain funds for digitisation, sustainability, and inclusion?

Question 6 – Alessandro Braga – AON

Now that travel is recovering a certain "normality" *¿how is the travel insurance demand by tourists evolving?*

¿What is the current "new normal" from a travel insurance point of view compared to the previous situation?

¿In your opinion, do the new products satisfy all the needs and expectations of tourists or are there risks and needs that are still undeveloped?

Final Question – All Speakers

We have been talking about quality tourism for a long time,

¿What is quality tourism / a quality tourist for you? Are we only talking about sustainable tourism?

¿What reforms should we make to attract a quality tourist? ¿Are the destinations and companies in the sector prepared for these?

THANK YOU

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