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Travel PR & Marketing

GOODBYE 2020, WELCOME 2021

Tourism industry looks ahead to 2021





INTRODUCTION

What a year. Just another month and 2020 is coming to an end. It has been a year of trial and error for everyone, including our oh so beloved travel sector. Our industry suffered, terribly. But the travel sector always finds a way to rise again.

As a PR-agency for a whole range of destinations and travel organizations, we noticed and experienced a mix of doubt, fear, uncertainty and hope in the past year. But above all: a barrel full of strength, creativity and perseverance.

Together with a number of our clients, we would like to look ahead to 2021. What are the expectations for the recovery year 2021? Which activities will gain in popularity? How will the average Belgian travel next year? When will the coronavirus no longer stand in the way of our travel plans? And last but not least, what will be the focus of marketing and PR-campaigns in the next year? How will destinations and travel providers try to win over Belgians in 2021? Read more about it in this trend report.

For our part, we would like to make a small prediction: in 2021, people will initially return to what they know. Familiar destinations, which have a good reputation when it comes to safety and healthcare. Car holidays will remain popular, because flying will still prove to be a big step for many people. But the 'travel appetite' will be huge. And we're convinced that there will be a lot of travelling in 2021.

So, we must continue to bite the bullet together and take time to clear out the sour taste of this annus horribilis. Next year will only get better!

**Our best wishes and
we look forward to
meeting again in 2021!**

Lynse, Heleen and Jo

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Thibault Van Look
Commercial Director Belgium

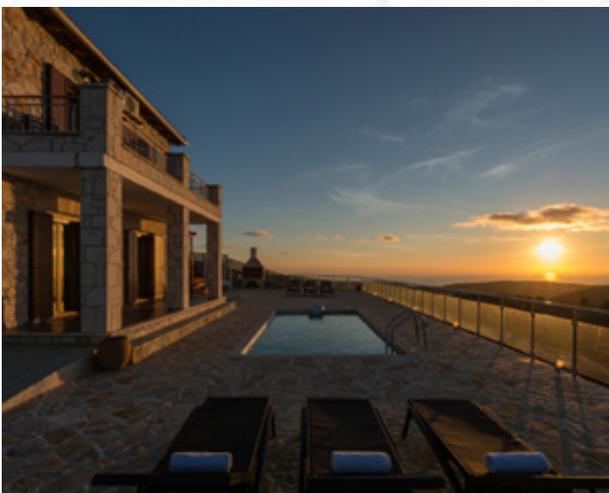


What are Interhome's expectations for 2021?

For 2021 we make a distinction between summer and winter bookings at Interhome. As such, we notice that we receive significantly fewer bookings for the winter period. In my opinion, this is mainly due to a number of uncertainties, such as: How do we get through a winter with corona? As a Belgian, will we be welcome at our travel destination? Will the ski slopes, catering and facilities be open?... As a direct result, domestic bookings are doing remarkably better than usual. Summer bookings look promising again. At the moment, Interhome already records more summer bookings for 2021 compared to the summer bookings for 2020 in November 2019. Taking into account that there was no corona in November 2019, this is a striking observation, to say the least, as it certainly shows the will to travel.

And in terms of activities, which will gain popularity?

We expect that individual activities and freedom will become more important. E.g. hiking in the mountains, enjoying time at a holiday home with private swimming pool, cooking your own meals at your destination... We already noticed the increased importance last year, but it will become even more apparent in 2021.



How do you think we will travel next year? The choice of destination, transport, accommodation...

At Interhome, we believe that we will continue to travel mainly within European borders and with our own car in the coming year. Travelling outside Europe is far from obvious in these times. In addition, travelling with your own car also offers the certainty that you will be able to return home should the situation demand it. In terms of accommodation, holiday homes will further increase in popularity. You don't have to share a holiday home with anyone but your own 'bubble'. The self-catering possibilities as well as the many holiday homes with a private swimming pool thus guarantee a corona proof holiday.

When do you think the coronavirus will no longer stand in the way of travel?

The summer of 2020 was anything but ordinary. Fortunately, however, there was the option of travelling within Europe. For the summer of 2021, we expect travel to be easier than in 2020. We know more about the virus, we've adapted our activities to limit the virus from spreading, people are more considerate and have learned to cope with the 'new normal'. In addition, the first vaccinations will probably have taken place by next summer.

However, there will still be obstacles to conquer for global tourism. I think it is more important to embrace a 'new travel norm' in the years to come than to assume that all travel restrictions will disappear in the short term. That does not have to be a negative thing at all. Travel is so diverse that restrictions could also broaden the horizons of many travelers. What I mean is that restrictions might lead to people discovering other destinations, embracing other travel activities or enjoying alternative accommodation.

What will your campaigns look like in 2021?

We will focus on summer holidays and specifically on the advantages of a holiday home: individual arrivals, privacy in your holiday home, freedom and independence, quality and controlled cleaning, safe handover of keys on site... Our product is perfect for a corona proof holiday.



Audrey Denkelaar
PR Manager and Spokesperson



What are Corendon’s expectations for 2021?

We see that, following the recent hopeful reports of rapid tests and vaccines for the coronavirus, there is an increase in demand for holidays taking place in the summer of 2021. We notice that our Belgian customers are longing for holidays. Partly thanks to our Black Friday campaign, we noticed that a lot of them already booked their holiday for next summer. And, in order to remove further financial hurdles for our customers, we will no longer issue any vouchers when a holiday is cancelled from 1 April 2021 onwards. The customer will then get his money back within two weeks. We therefore assume that, next year, we will be able to enjoy holidays in a normal way and that travelling will once again be about relaxation and carefree enjoyment.



What kind of holiday do you think will gain popularity?

According to us, the All-Inclusive holidays will become very popular again. As the Belgian holidaymaker is very price conscious in times of corona, the All-Inclusive concept makes it easy to estimate how much your holiday will cost. In addition, the advantage is that everything is available within the hotel or resort. As such, you don’t have to stress about whether your holiday destination enforced stricter measures or whether a curfew is set. Hotels are not restricted in this respect, which means that guests can continue to enjoy a good meal and a beer on the terrace in the evening.

What will our way of travelling look like? The choice of destination, transport, accommodation...

People find it an advantage that a package holiday is entirely arranged by one party. Should something happen, they only have to communicate with one party to find a solution. In addition, everything is well arranged with an ABTO affiliated tour operator. You will be helped quickly and repatriated if necessary. Also, the demand for holidays within Europe is higher as Belgian holidaymakers prefer to stay close to home in these uncertain times. Therefore, in addition to destinations in Southern Europe, we also created a great alternative in the Netherlands which Belgians can enjoy: Costa Holanda. The Corendon Village hotel has been transformed into an All-Inclusive resort near Amsterdam. That way, Belgians can enjoy an All-Inclusive holiday in their neighboring country.

When do you think that people with a desire to travel will no longer have to take the coronavirus into account?

As soon as there is a vaccine or when agreements have been made about tests/quick-tests, people will regain confidence to fly. Consumers will, however, be more aware of which airline they want to fly with. As they’ll want to travel safely and responsibly. In addition to safety, good hygiene measures on board are important in order to enter the plane without worries.

What will your campaigns focus on in 2021?

Last month, we kicked-off with our Black Friday campaign but more early-booking actions will follow. We also emphasize that our Belgian customers can not only depart from Zaventem, but from Maastricht Aachen Airport as well. From April onwards, we will be flying from Maastricht to Antalya, Bodrum, Gran Canaria, Crete, Kos, Rhodes, Tenerife and Zakhynthos. From July Hurghada, Mallorca and Bulgaria will also be added as holiday destinations from Maastricht. A big advantage of Maastricht is that the airport offers free parking to Corendon customers.



Esther Rijke
PR Manager



NBTC
Holland Marketing

What are the expectations for 2021 for the Netherlands?

People will want to spend some time abroad to relax and clear their minds as soon as possible. For many Belgians, the Netherlands is a popular nearby destination and therefore ideal to plan a trip and gain more confidence to start travelling again. Although we were strongly advised against travelling abroad, during the second lockdown we saw several of Belgians crossing the border in the direction of the Netherlands. We do not support the fact that they try to find a way around the regulations, but it does prove that people yearn for a different environment to recharge their batteries and that they appreciate the Netherlands enormously.

Which activities will become popular?

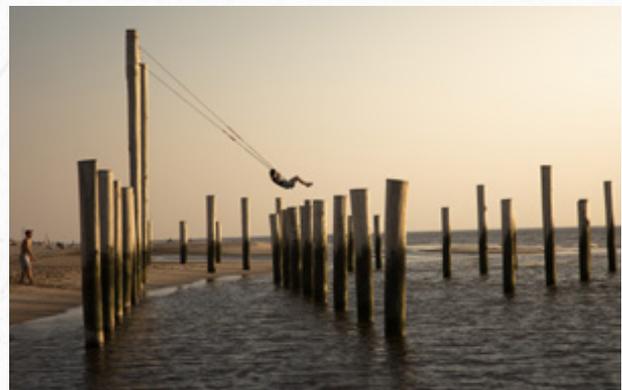
Being active and recreational outdoors: on a bicycle, walking or on a (motor)boat. In our opinion, the aspect of ‘enjoying’ will become even more important in 2021. This will be possible in many different places: from coast to forest, from inland to nice small Dutch cities. But outdoor activities will remain at the heart of travelling in 2021.

How do you think we will travel next year? The choice of destination, transport, accommodation...

I think that you can divide the travel minded people we spoke about into two groups. The first group will mainly choose nearby destinations: their own country or neighboring countries. This will certainly be the case for shorter holidays. For longer (family) holidays, this group will focus on Western and Southern Europe. Reasonably easy to reach by car and should local rules change, they can easily return home with their own car. The other group could be labelled as the ‘daredevils’. They have spent time at home for long enough, are tired of the neighboring countries and really want to leave as soon as possible, preferably by plane. COVID-19 tests to show that they are virus-free do not scare them off. Nor does any quarantine on their return home from their holiday country. Both groups do travel safely on the spot, try to avoid busy places, love nature, book small-scale overnight stays, B&B’s, holiday homes, etc. Nowadays we also see large hotels that apply very strict corona measures for staff and guests. That too is a positive change for the coming travel season.

When do you think the coronavirus will no longer stand in the way of travel?

That depends on various factors. Which are the travel recommendations of the Belgian Government? What do the corona figures look like in the holiday destination? Which protective rules apply in that country? How safe will the traveler feel on the spot? And so on. Despite the fact that vaccination will be carried out on a massive scale, COVID-19 will still have to be taken into account for some time to come. If the infection figures allow it, we, representing the Netherlands as a travel destination, are hopeful that Belgians will be able to travel to the Netherlands once again in the spring of 2021.



What will the Netherlands be promoting next year?

With the campaign ‘Ode to the Landscape’ the Dutch landscape in all its diversity will be put in the spotlight. We’ll be sharing contemporary and historical stories and we’ll show man’s influence and connection to nature, the beauty of the landscape but also its fragility. Also, it goes without saying that a holiday isn’t complete without delicious food. In cooperation with Gault & Millau, we’ll serve Dutch culinary masterpieces across various provinces and regions that shouldn’t be missed. Thirdly, cycling is the ideal way to discover new areas while being outdoors. For example, the bicycle tour Rondje Nederland leads through the 12 Dutch provinces in 12 stages. It takes you along known and unknown bicycle paths, hotspots and unique infrastructure. A great way to leave everything behind.



Suzanne AI
Marketing Director Belgium



What does Sunny Cars expect from 2021?

Although we expect considerably less turnover, we are convinced that car rental will be an essential part of next year's holidays. With a rental car you travel with your own bubble, drive to your own accommodation and are able to be fully independent during your holiday. All, of course, in perfectly hygienic conditions. Recently, we've introduced the new Contactless Pick-up service, with which you can arrange the rental contract through a vending machine. In addition, our Flex service, allows optimal flexibility for our customers. If you add this service, you can cancel your rental car up to four hours before the start of the rental period, without giving any reason. Some great arguments to rent a car next year, don't you think?

How do you think we will travel next year? The choice of destination, transport, accommodation...

Probably closer to home, within Europe, with our own car. But certainly, there will also be a group who can't wait to jump on a plane and fly towards sunny destinations, as soon as they are allowed to do so again. And with that group, a rental car will become popular. It's better to travel safely at your own pace in your own means of transport, than in a full excursion bus or by busy public transport. In addition, smaller accommodations and holiday homes are becoming more popular but they are often less accessible. So, a rental car definitely provides added value.

When do you think travelers will no longer have to take the coronavirus into account?

That is very difficult to determine. We hope that it will be once again possible to travel to Europe's sunny destinations from May onwards. At Sunny Cars, we will make sure to be ready to meet demand at that time. At the moment, however, we remain cautious, and we will have to wait and see what happens in the next few weeks and months with regard to vaccinations, but also in terms of infections and related safety measures.

What will your campaigns look like in 2021?

Our focus will be on rental cars as a safe means of transport, driving with your own travel company to quiet places. Because there is a lot of uncertainty and plans can change at the last minute in times of corona, we will focus even more on promoting our Flex service as it allows to cancel your reservation free of charge up to 4 hours before the start of the rental period. Without reason and with money back guarantee.





Tamara Ernst
Communication, PR and content strategy

**VISIT
BRABANT**

What are the expectations for 2021 for Visit Brabant?

The rediscovery of one's own surroundings and destinations close to home, I believe, will linger for a while. And that, of course, also offers opportunities for Noord-Brabant. People will be looking for the connection between cities and nature. Health comes first, so safety remains important. In the first half of this year, we already saw a doubling in the number of people using the online route planner on [visitbrabant.com](https://www.visitbrabant.com). And our Brabant gauge, which shows the current hustle and bustle in Brabant's nature reserves and provides immediate tips for alternatives, was also frequently consulted. In Brabant, nature is always around the corner, which makes it incredibly easy to combine city and nature visits. With four National Parks, extensive city parks and surprising and lesser-known nature reserves, there is always enough space for everyone to enjoy themselves safely, in any season.

Which activities will become more popular during a holiday?

People are going to choose walking or cycling activities close to their homes. They will seek nature, combined with a visit to a museum or city walk. And I think - and hope - that people will want to enjoy good food again, one of the assets of our province. We are one of the most gastronomic regions of the Netherlands, with more than 20 stars and delicious and honest regional products. In Brabant, food innovation comes first and that is reflected in all kinds of exciting food concepts.

The choice of destination, transport, accommodation... How will it evolve in 2021?

Something will change permanently in people's travel behavior. But a lot depends on how fast vaccinations will take place. Now, society feels more than ever how valuable it is to enjoy the beautiful and pleasant things in life. Taking a break, in whatever form, remains valuable as a kind of basic need. We can now show that you don't have

to go far away to return home with lovely memories and stories. They can be found right within driving distance, even cycling distance, from Belgium, because travelling by car remains a safe choice to travel for the time being. This year, we saw an enormous growth in demand for special places surrounded by nature to spend the night. For couples as well as families. Also, we noticed an increased popularity for the many special accommodations at our vacation parks. People are looking for unique experiences and ways to enjoy quality time with their loved ones. That desire will be prolonged in 2021. When you spent most of your time at home, not just relaxing but working as well, it is nice to be somewhere else for a little while. To take a break from the everyday hustle and bustle without comprising on the comforts and luxury of a home.

When do you think travelers will no longer have to take the coronavirus into account?

With the current uncertainties, borders closing and opening all the time, the coronavirus will cause problems for a few more months, I think. Hopefully by the summer of 2021 there will be another perspective.

What will your campaigns look like in 2021?

Especially in the first half of the year, we will continue to put the lesser known places and undiscovered gems of Brabant in the spotlight. Of course, without losing track of our big icons such as our cities, Efteling and Beekse Bergen. A connecting element will also be our experience routes through the Brabant landscape. In addition, we're also creating new food stories and food routes, a monastery route and we're developing a unique, powerful connection between Brabant Master painter Vincent Van Gogh and Brabant's nature. There will also be a completely new and interactive Van Gogh exhibition in Het Noordbrabants Museum in the historic city of 's-Hertogenbosch. And lastly, we are expanding the [#brabantheplacetobe](https://www.visitbrabant.com/#brabantheplacetobe) campaign so that everyone knows where to go in Brabant for a memorable day or (short) vacation.



Kristina Hansen
 Head of Marketing & Acting Director
 Belgium/Luxemburg



What are the expectations for 2021 for Germany?

K. Hansen:
 Even in times of a pandemic, Germany remains an attractive destination, especially for tourists from neighboring countries such as Belgium. Recent studies show that Belgium is one of the top recovery markets for Germany. This is proven by the summer months of July and August, in which Belgium ranks fourth in an international comparison. The intention to travel remains strong, as the following study by the European Travel Commission shows. In Belgium, this intention increased by 9 % during the second wave. The chart also shows that most Belgians are planning to travel to another European country. Approximately 65% of the respondents plan to travel within this and 6 months.

In this crisis, Germany also received high international marks in terms of safety and the perception of Germany is consistently positive. In the media of both Germany and Belgium, Germany acts as a role model for corona crisis management and is therefore considered a safe destination where hygiene standards are strictly applied to protect tourists.

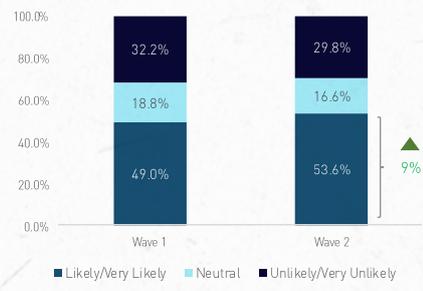
Which activities will gain in popularity? And what will travel look like next year in terms of destination, transport, accommodation...

In the next 6 months, city lovers will continue to have the strongest desire to travel again. By looking at their lifestyle and travel pattern, we know that they will find their way back to the cities very soon. Sustainability has

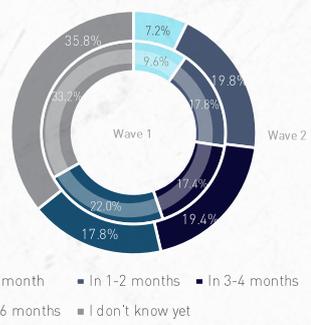
BELGIUM
Travel confidence improves (+9%) and so does respondents' interest in visiting other European destinations



Willingness to travel in the next 6 months

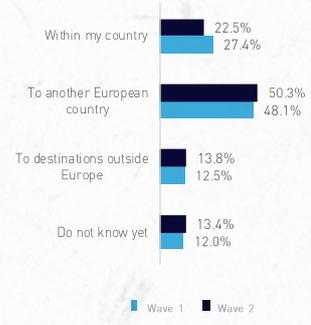


When will Belgians travel?



For specific dates please refer to slide 14

Where will Belgians travel within the next 6 months?



Q7. Do you plan to take an overnight trip domestically or within Europe in the next 6 months, either for personal or professional purposes?

Q9. When are you most likely to go on your next trip either in your country or within Europe?

Q10. Where do you plan to travel in the next 6 months?

No. of respondents: 500



a direct impact on travel behavior: proximity to nature and climate-friendly travel are becoming more and more important. For those aspects, Germany has a high degree of credibility. Mass and group tourism are declining and will continue to decline. Belgians are opting for nature and outdoor activities in Germany. The car is the most widely used means of transport to travel to Germany. This trend is now even more obvious. In terms of accommodation, we see that camping trips are trending. In total, Belgians spent 26,552 camping nights in Germany last year. Putting Belgians in 3rd place as camping tourists, following travelers from the Netherlands and Switzerland.

When do you think travelers will no longer have to take the coronavirus into account?

K. Hansen:

In the summer months, between the two corona waves, we saw Belgians travelling back to Germany en masse. Since Belgium was in fourth place for inbound tourism in July and August, we are convinced that Belgians will travel to Germany as soon as the governments of the respective countries allow it.

Petra Hedorfer, Chairwoman of the GNTB Executive Board: Germany has acquired an excellent position in the international competition between destinations. Our health management in the corona pandemic has performed excellently in an international context. According to previously published results of the Ipsos Anhalt Nation Brands Index, Germany is the best scoring international travel destination that participants in the study would like to travel to over the next five years.

The competition will get tougher, no doubt about that. And investments in quality and sustainability, as well as in technology and digitization, will be crucial to maintain a good competitive position internationally.

What will your campaigns look like in 2021?

K. Hansen:

In response to the crisis, we are currently working on 4 campaigns. At the German National Tourist Board, we're running a #WanderlustGermany campaign that we'll continue working on next year. This campaign is mainly aimed at nature lovers and active travelers who want to discover Germany by walking or cycling. With the associated Feel Good campaign, we want to put the theme of 'sustainability' in the spotlight. The German.Local.Culture campaign aims to make city trips more attractive in times of corona. Therefore, the German National Tourist Board will promote small and medium sized cities, as well as excursion destinations in the areas around the big cities. Our latest campaign German.Spa.Tradition focuses on wellness and well-being in Germany and is more relevant than ever in the light of the pandemic.



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Ivan Novak
Director Belgium and Luxembourg

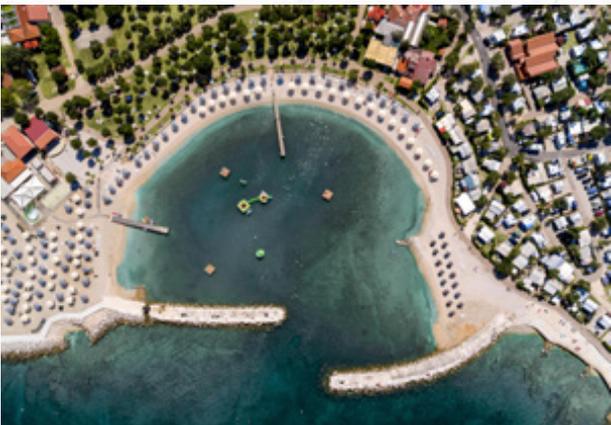


What are the expectations for 2021 for Croatia?

The expectations for the pre-season are still rather uncertain and we do not expect a significant volume of tourists in that period comparing to 2019. We do hope that the summer of 2021 will be better. A COVID-19 vaccine should make it possible for people to travel again more freely, safely and in higher volumes. Although, we think that travelers might still stay cautious and adapt to the situation, especially the seniors who might consider staying at home and skipping their holiday. It is still very early to predict how it will go, as everything depends on a lot of different factors. However, if we can be optimistic, we hope for a slightly better result than last summer. We also expect more bookings for the autumn and winter period of 2021. And we have big hopes that there will be harmony between the EU guidelines concerning travelling around Europe and the regional approaches of countries.

Which activities will become more popular?

We believe that the preferred activities on holidays will be similar to those from last year. People are looking to spend quality time in nature with family and friends, away from crowds and big cities. They're looking for back to the roots activities– such as long walks, hiking, or just taking some time off surrounded by beautiful nature – which is one of the assets of Croatia. Furthermore, we think slow tourism will gain popularity. People will probably travel less often,



©Aleksandar Gospic

but will spend more time to explore the destination in detail, by enjoying it at a slower pace, discovering different parts etc. The importance of travelling sustainably with respect for nature and for the lifestyle of the local population will become more important as well.

The choice of destination, transport, accommodation... How will it evolve in 2021?

People will mainly travel to destinations within Europe, which are accessible by car. But we believe that airlines will also introduce safety protocols that will convince people to travel by airplane as well. However, we do not expect that short city trips will restart immediately and in the same volume as before COVID-19. Travelers will seek for more flexibility in terms of booking, cancellation, etc. And of course, safety measures will remain some of the most important assets. Speaking of accommodation, we believe that tourists will seek smaller sized accommodations, such as small and family run hotels and guesthouses, accommodations close to nature, holiday homes and camping sites.

When do you think travelers will no longer have to take the coronavirus into account?

According to me, that will be when the vaccine will be available and when a sufficient percentage of the population will be vaccinated. But it will also depend a lot on the personal perception of each individual traveler. For example, does he or she think it is safe to travel or not? This personal feeling will determine whether someone will travel or not.

What will your campaigns look like in 2021?

We'll be focusing on safety, responsibility, sustainability and above all a carefree vacation surrounded by beautiful, untouched nature. With numerous nature and national parks, more than 1,000 islands and a gigantic coastline, we are convinced that Croatia has more than enough assets for a wonderful holiday in 2021.



Liesbeth De Maeyer
Press & PR coordinator



What are your expectations for Antwerp in 2021?

A lot will depend on people's travel intentions. It is not because travel is allowed, that people are going to do so right away. Of course, we hope that foreign tourism to our city will gradually recover towards the summer of 2021. The domestic market therefore remains extremely important. We will also focus on this next year, together with destination promotion to neighboring countries. In addition, leisure is more likely to attract tourists than congress tourism and we suspect that people will perhaps spend less. Although this will be felt little or not at all in the luxury segment. We also think that young people will start travelling again sooner than the older population.

Which activities will gain in popularity?

Individual experiences and outdoor activities will still be most popular in 2021. But above all, we hope that all the good and safely organized activities will score well. The niche audience, e.g. fashion lovers or the creative ones among us, will continue to look for offerings based on their wishes and needs. Certainly, if this is more difficult to find in their home country.

How do you think we will travel next year? E.g. with regard to choice of destinations, transport, accommodation,..

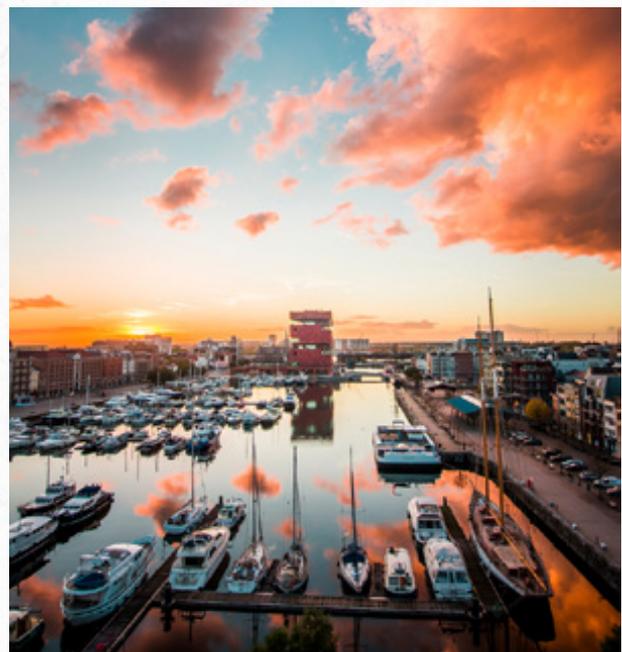
That, too, will not change much from our travel behavior last year. We will still often opt for destinations close to home, in Belgium and our neighboring countries. The reliability and safety aspect in terms of transport and accommodation will play an important role in this. That is why, for example, holiday homes will remain popular in the coming months. Travelling by car is also likely to have a serious boost. As a destination, we must try to make the traveler feel safe by spreading visitors in time and space.

When do you think the coronavirus will no longer stand in the way of travelling?

We'd love to know the answer to that one! To be honest, we do not expect full recovery until a few years from now, but we are hoping for a slow recovery from summer 2021 onwards.

What will your campaigns look like next year?

First of all, fashion will play an important role with the announced opening of the renovated Fashion Museum. There will also be the opening of Het Steen, which will serve as a place to welcome visitors and to help them get acquainted with the city. Another major pillar of our campaign will be the World cycling championship, of which the starting signal will be given on the Grote Markt. We will also create a culinary story for the event of World's 50 Best Restaurants that will take place in our city. And last but not least, we will of course keep focusing on walking and cycling.





Worapa Angkhasirisap
TAT Director for France, Benelux
and North Africa



What are the expectations for 2021 for Thailand as a holiday destination?

We expect that Thailand will soon become a top of mind destination for Belgians once again. Thailand is now ready for a strong ‘come-back’, thanks to a great variety of tourism products, including new and exciting itineraries to (re)discover. Recently, Thailand has started to reopen the country in November 2020 by issuing the tourist visa (“TR”), and the long-stay visa for 50+ (“OA”). However, since the 14-day quarantine is still mandatory, the number of international visitors in the first quarter of 2021 will probably be just a few thousands. But this pilot project is essential for a larger alleviating of the measures at the next stage. We are certain that, thanks to our successful outbreak control and our rejuvenated natural attractions, Thailand will resume its place as a popular holiday destination because it offers both safety and beauty.

Which activities will become more popular during a holiday?

Many studies by Booking and Expedia show that, after lockdowns and restrictions, travelers crave freedom and learn to enjoy simplicity. This will definitely influence their choice of program during their holidays. We believe that more visitors will search for natural attractions and outdoor activities. If that is the case, the Andaman Sea and the Gulf of Thailand are the ultimate destinations for sunbathing on a white sandy beach, snorkeling and diving with sea turtles and multicolor schools of fish in a clear blue sea. For those looking for adventure, the tropical forests of Khao Yai, Doi Inthanon or Khao Sok are a great setting for multiple day hikes. In general, people will enjoy simple activities, that have been and will remain all-time favorites for a reason.

The choice of destination, transport, accommodation... How will it evolve in 2021?

Post COVID-19 travelling will have to be in line with sanitary safety, but it will not undermine comfort and freedom. A preferred destination must be safe and familiar. Thailand, for instance, is known for its healthcare (ranked on the 6th place in the world, according to CEO World Magazine) and has showed an exceptional performance concerning COVID-19, receiving high praise from the World Health Organization. As Thailand is a well-known destination, where many people have travelled themselves or know someone who has, it feels safe and familiar. Concerning transport, we believe that in the future, airlines will keep on requesting a negative COVID-19 test result, a vaccine document or at least a fit-to-fly certificate before boarding. Wearing a face mask will also be the norm, in an airplane and in public transportation. More tourists will travel by private means of transport and they will travel to less different destination within the host country. Regarding the hotels, quality and reliability are key. That’s why the TAT has initiated the Amazing Thailand Safety and Health Administration (SHA) to inspect and certify hotels, resorts, convention centers, restaurants, spas and many more.

When do you think travelers will no longer have to take the coronavirus into account?

At least by the second half of 2021, or when a vaccine turns out to be adequately effective and 70% of the population has been vaccinated. We believe that, thanks to the unprecedented scientific and medical mobilizations, we should find a ‘good’ vaccine early next year. However, we think that this crisis is not the last one that the tourism sector will have to beat. We have to adapt and learn to live and work with the challenge, and find a way to make traveling safer, both for us and the environment.

What will your campaigns look like in 2021?

We want to focus on Thailand's beautiful nature: the 3000 kilometers of coastline, the forests, the high mountains, the lush green rice fields... We will also focus on our hidden gems, such as Nan in the north of Thailand, Loei in the northeast, Phattalung in the southeast, and so on.

There, visitors will enjoy authenticity and serenity together with the hospitable locals. And don't forget the local gastronomy! Finally, we will highlight our leading position in health and wellness. After this period full of stress and anxiety, health and wellness will gain popularity and that's where Thailand offers expertise and professionalism.



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