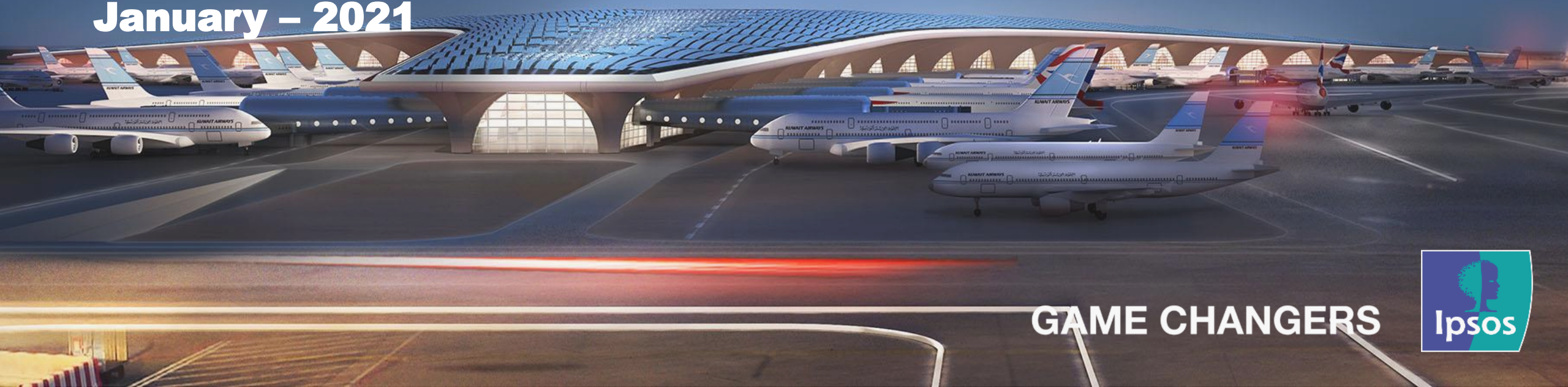


Spotlight* Kuwait

Views On Reopening Travel

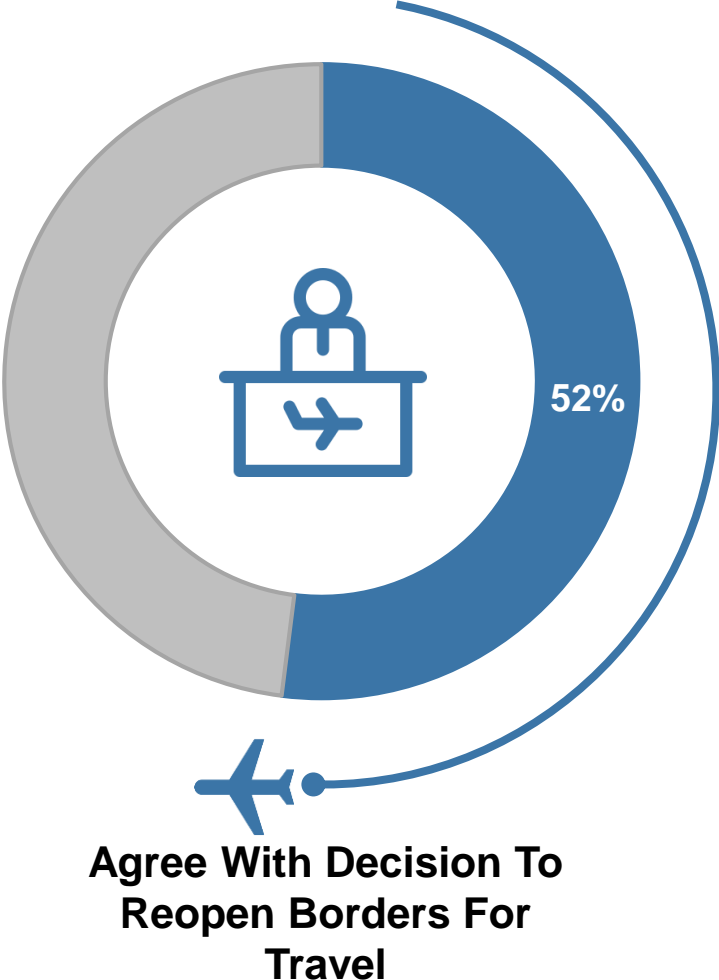
January – 2021



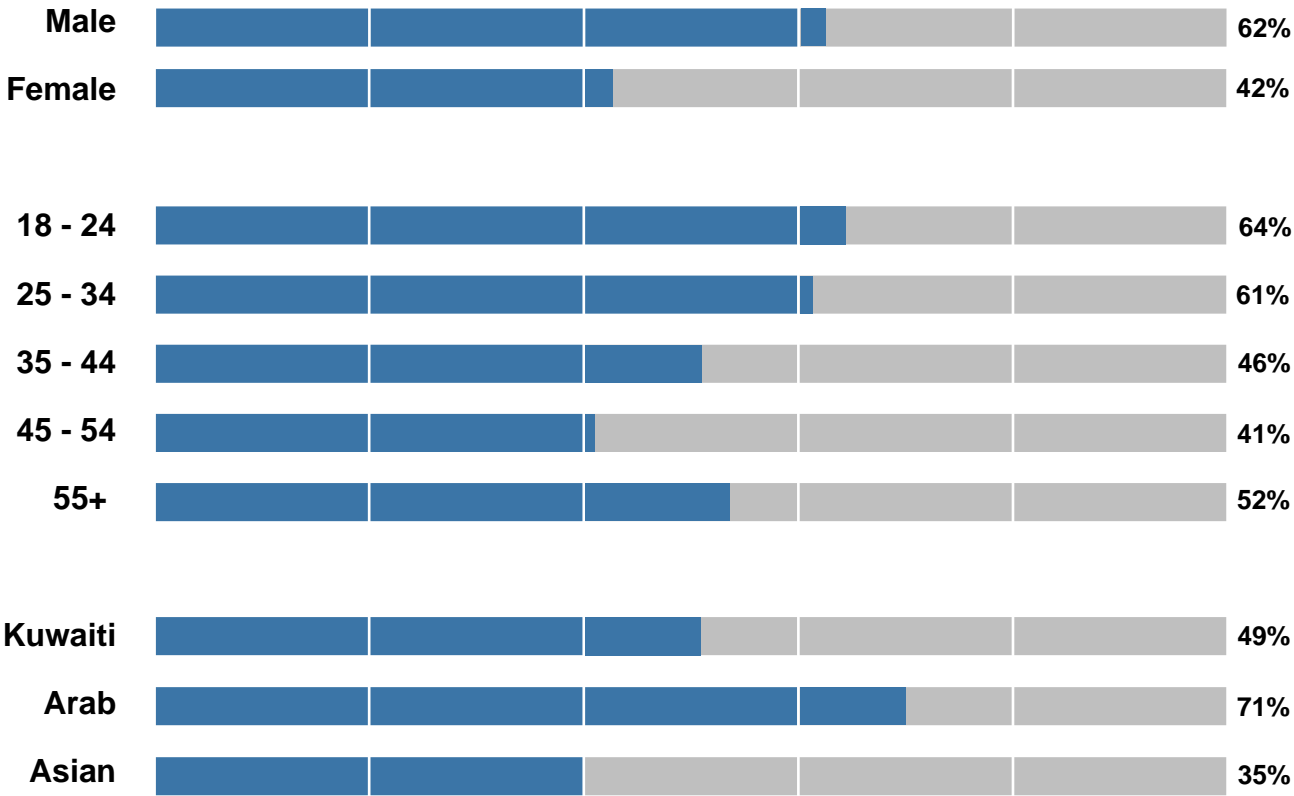
GAME CHANGERS



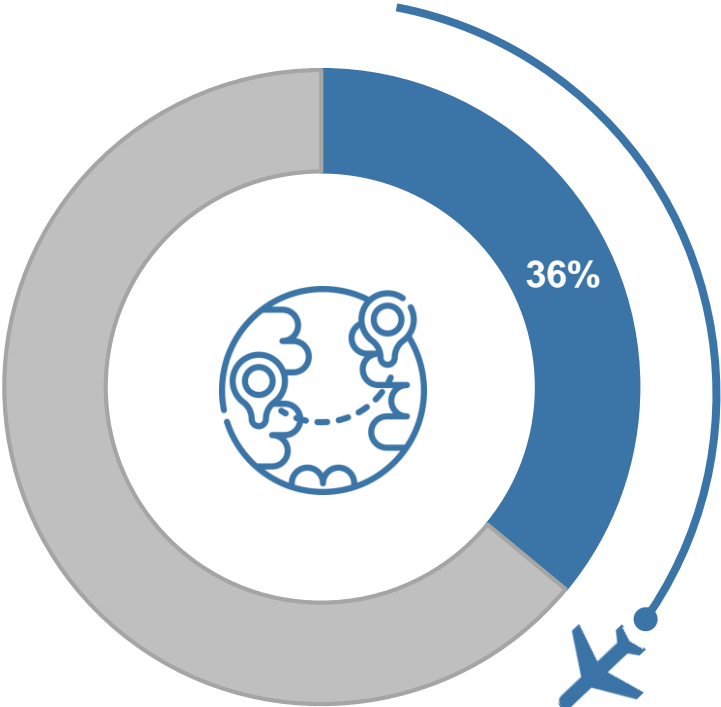
Views On Decision To Reopen Borders For Travel



% Agree – By Demographics

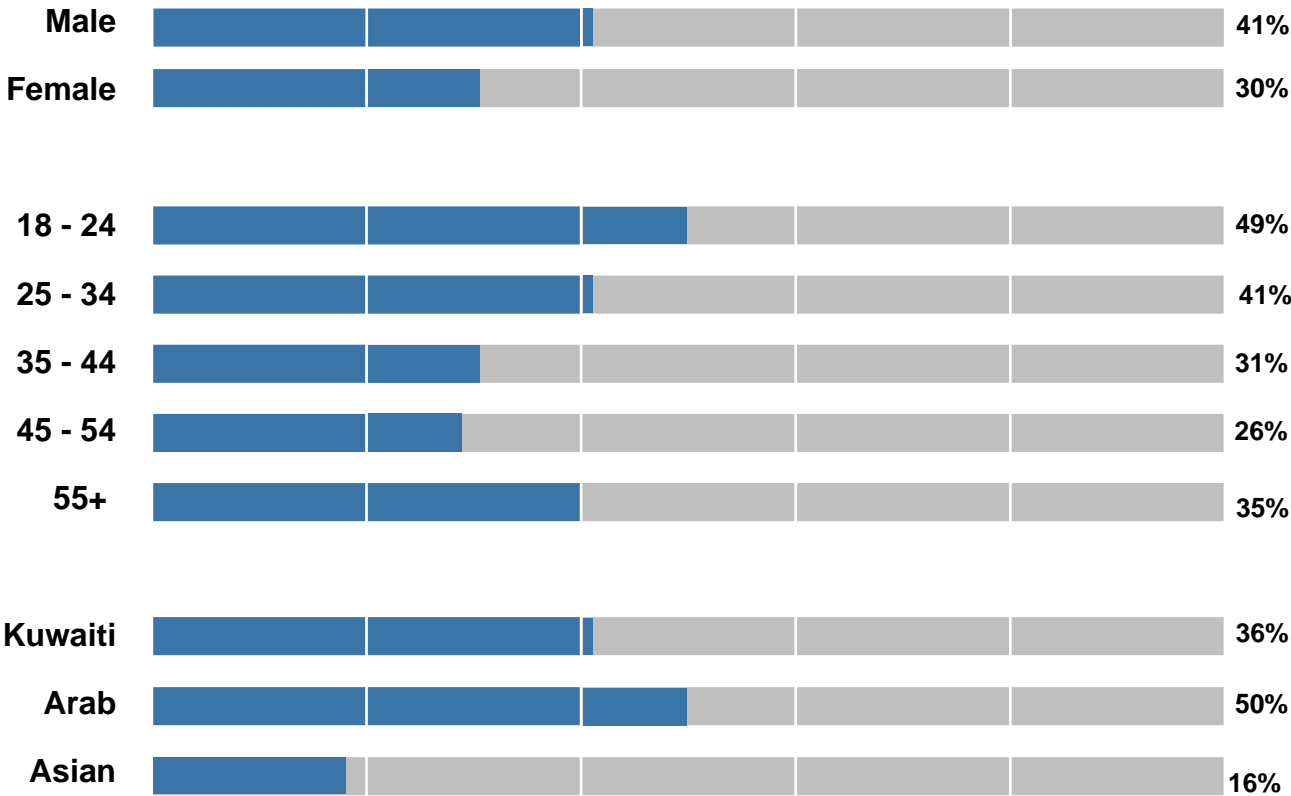


Comfort Levels Towards Traveling Internationally



Are Comfortable
Traveling Internationally

% Comfortable – By Demographics



Travel Touchpoint Travelers Are Most Concerned About



10%

Airports In Kuwait



21%

Plane Ride



10%

Airports At Travel
Destination



23%

Activities Done At
Travel Destination



15%

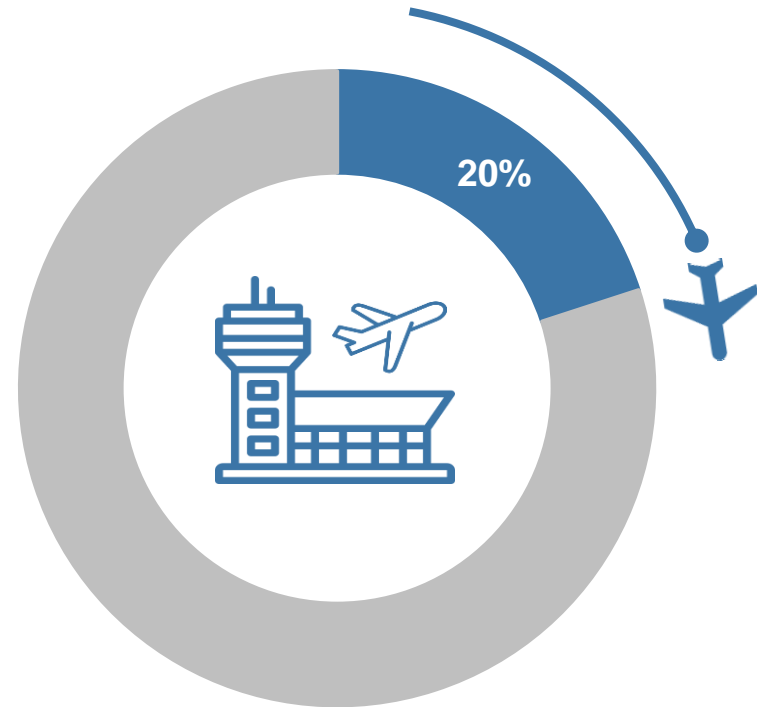
Hotels &
Accommodation



21%

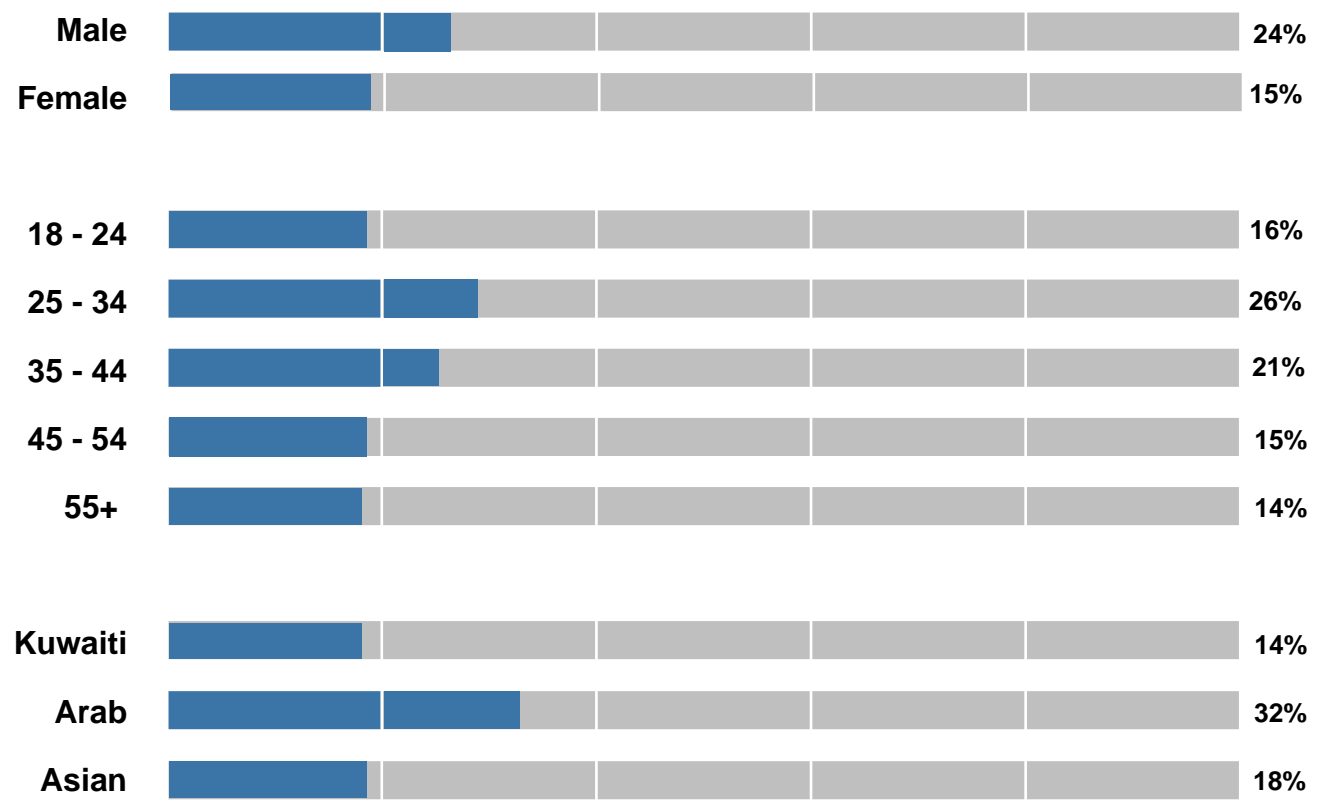
Transportation At
Travel Destination

Travel Touchpoint Travelers Are Most Concerned About: Airports

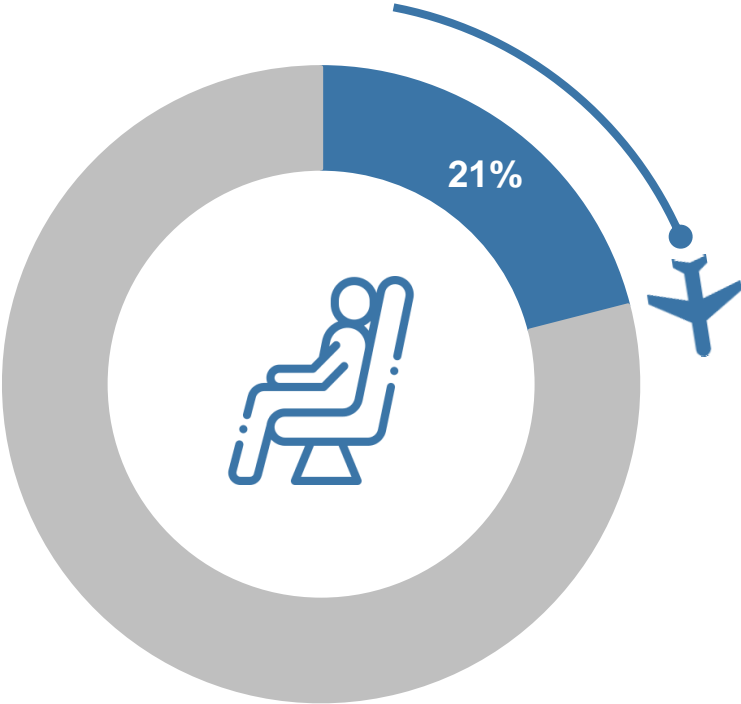


Are Concerned About Airports

% Concerned – By Demographics

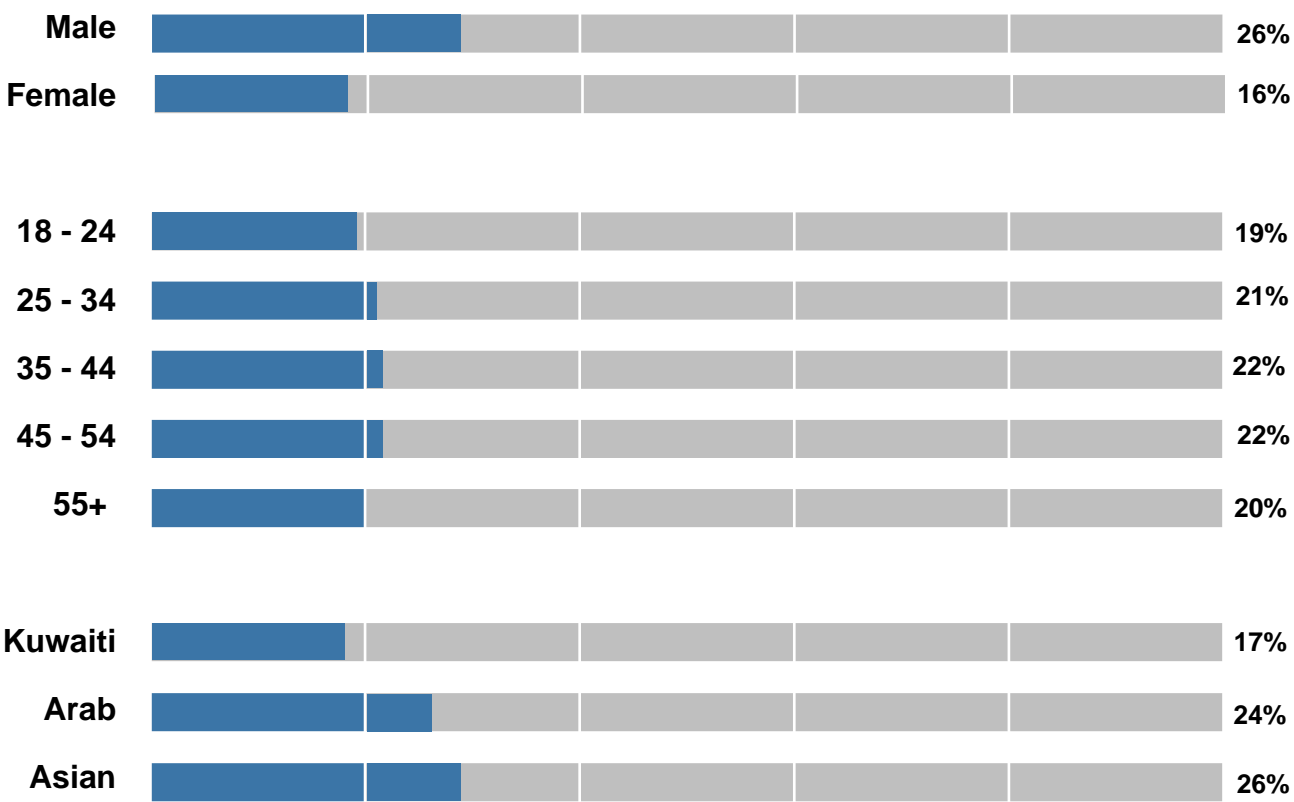


Travel Touchpoint Travelers Are Most Concerned About: Plane Rides

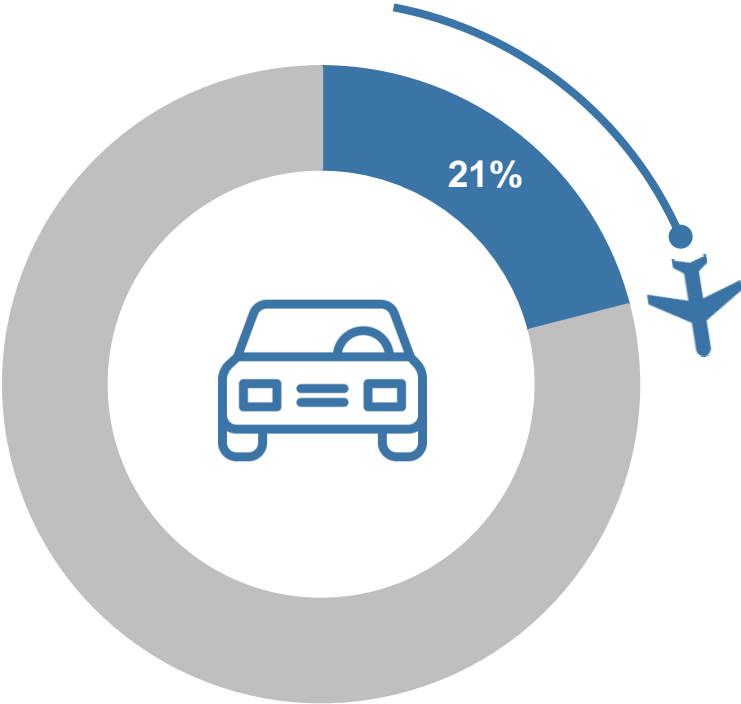


Are Concerned About
Plane Rides

% Concerned – By Demographics

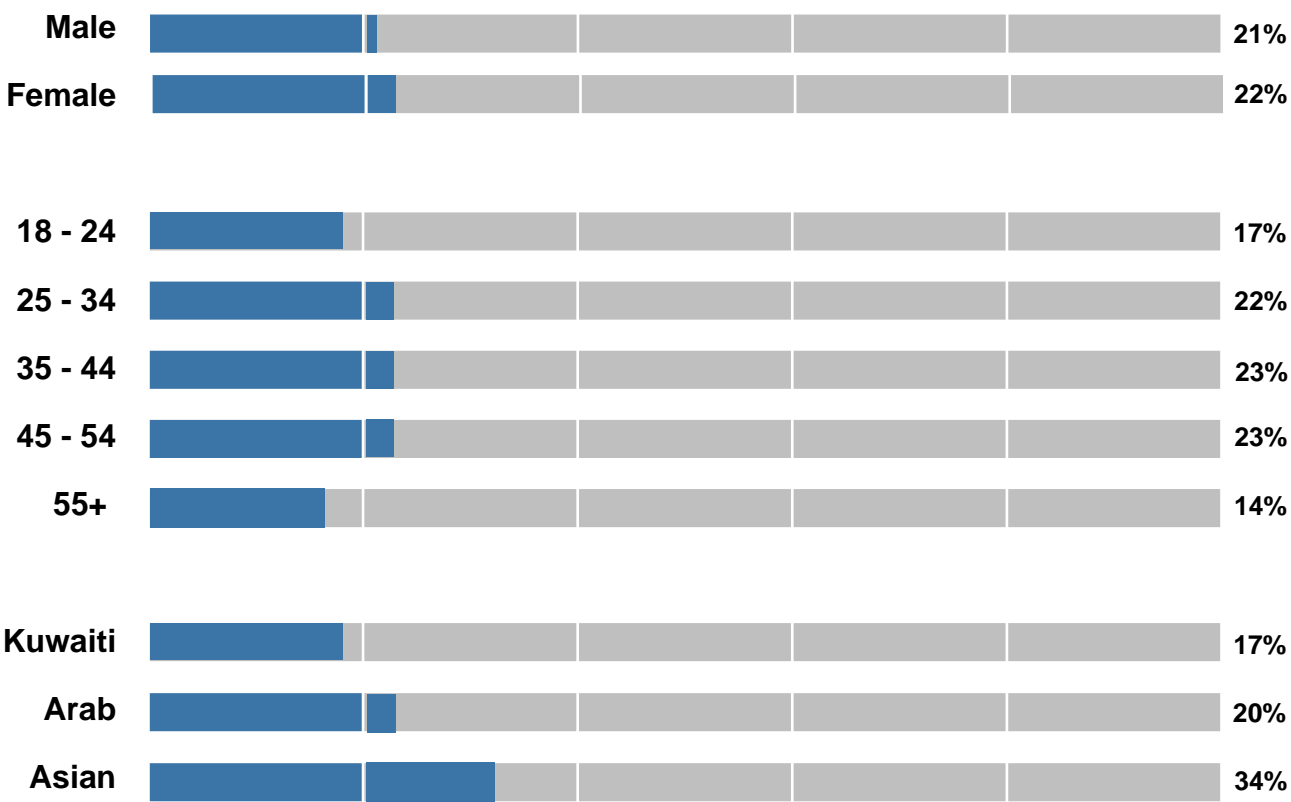


Travel Touchpoint Travelers Are Most Concerned About: Transportation At Travel Destination

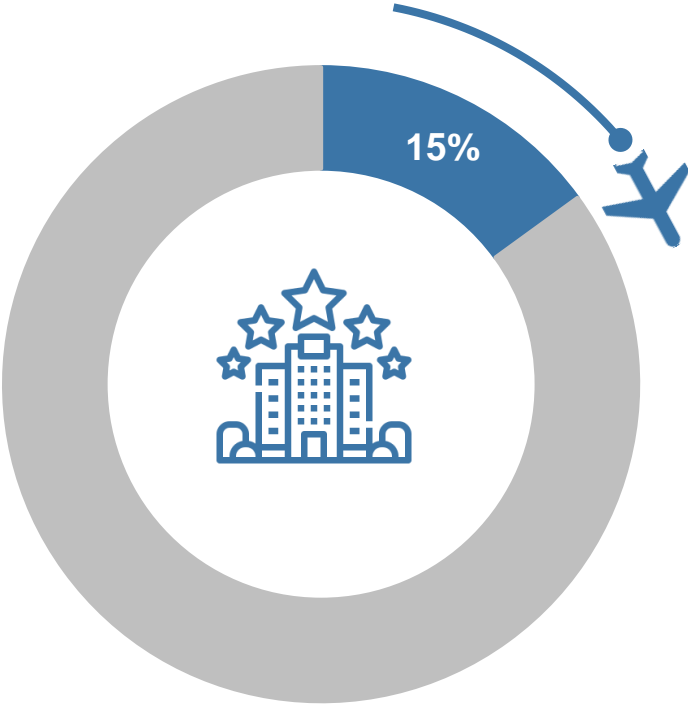


Are Concerned About
Transportation At Travel
Destination

% Concerned – By Demographics

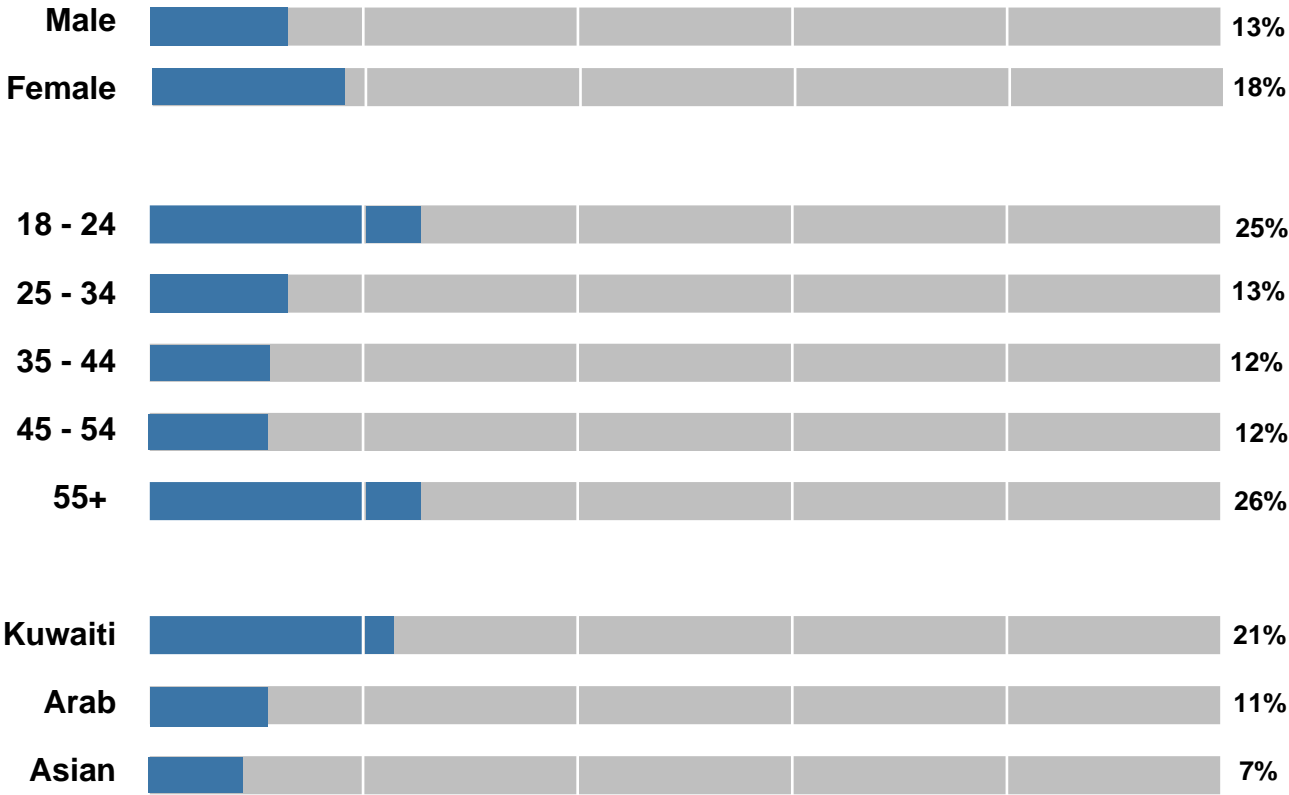


Travel Touchpoint Travelers Are Most Concerned About: Hotels & Accommodation

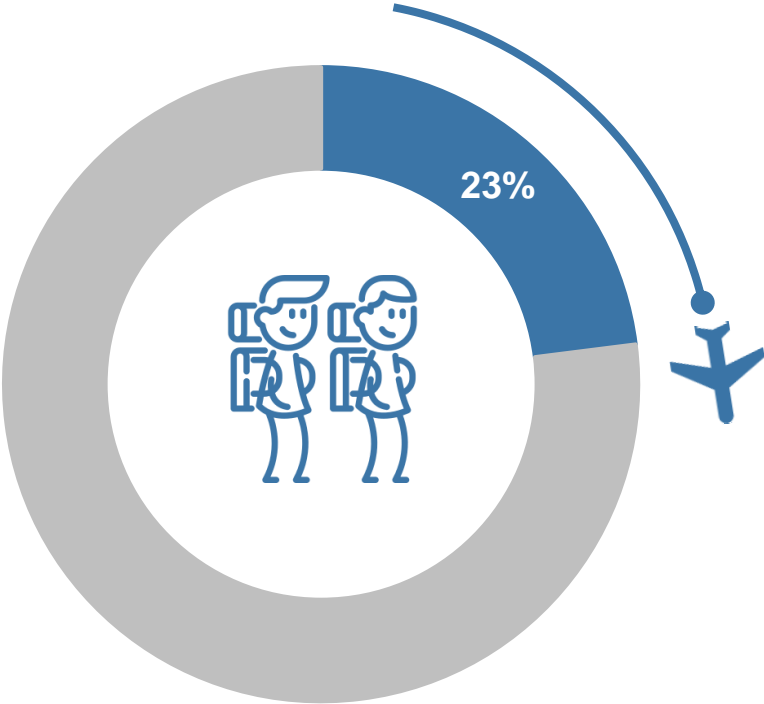


Are Concerned About
Hotels & Accommodation

% Concerned – By Demographics

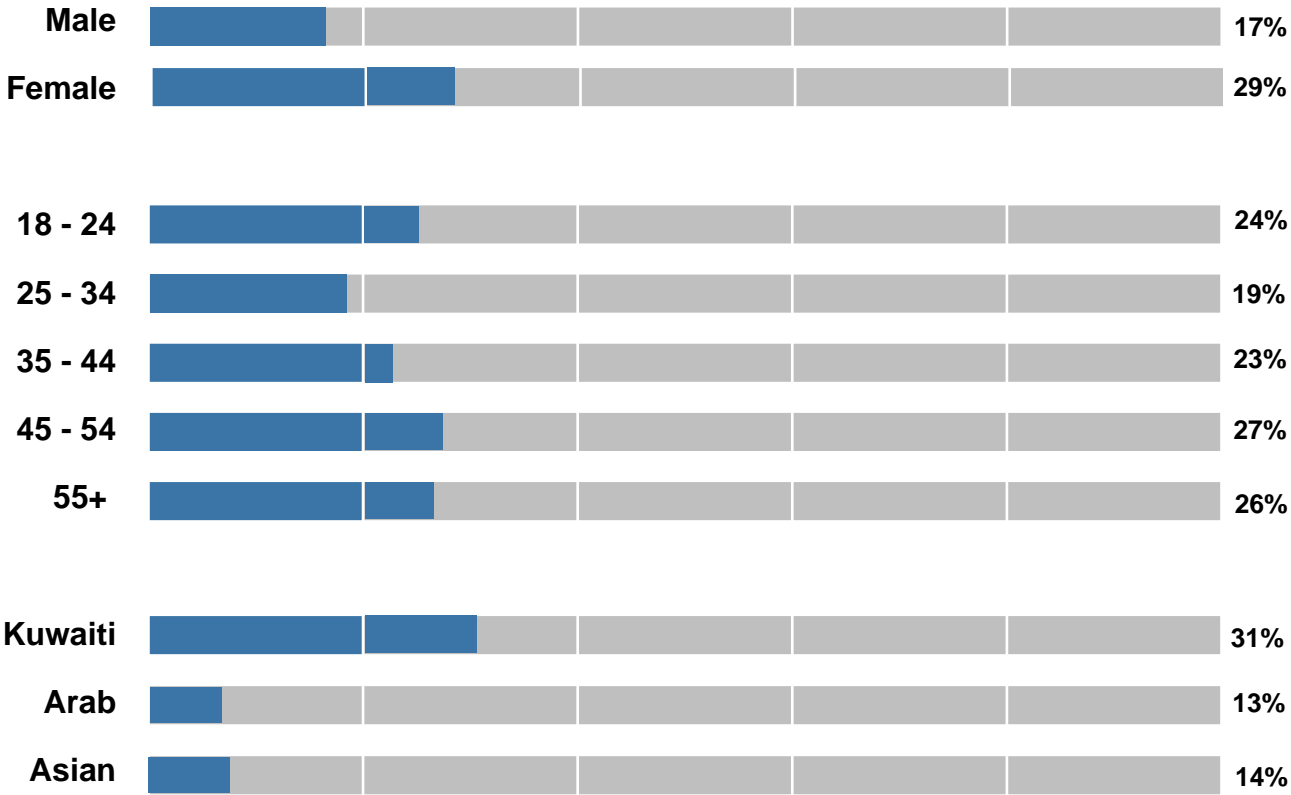


Travel Touchpoint Travelers Are Most Concerned About: Activities At Travel Destination



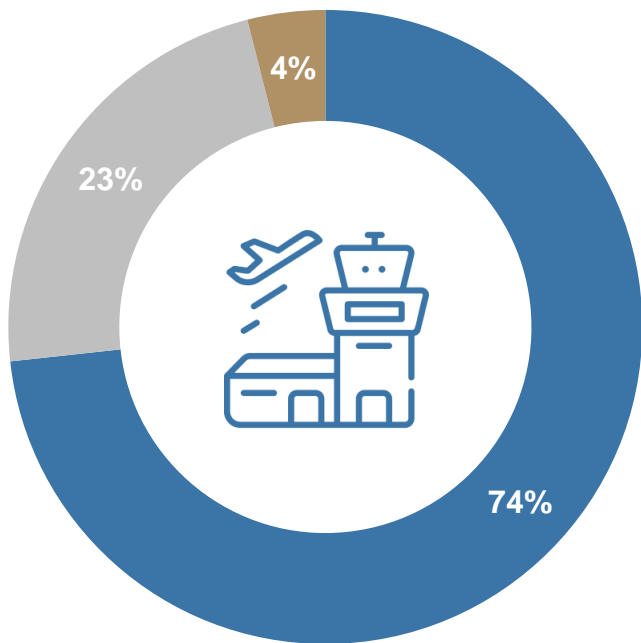
Are Concerned About The Activities Done At Travel Destination

% Concerned – By Demographics

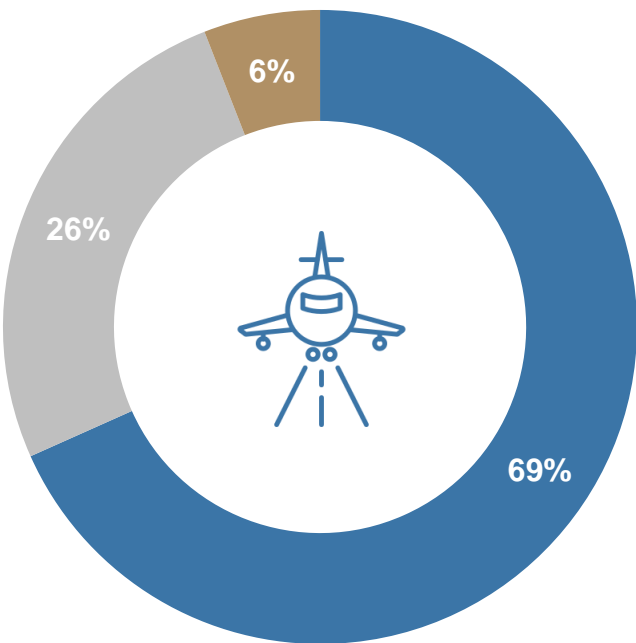


Perceptions Towards Safety Measures Taken By Sector

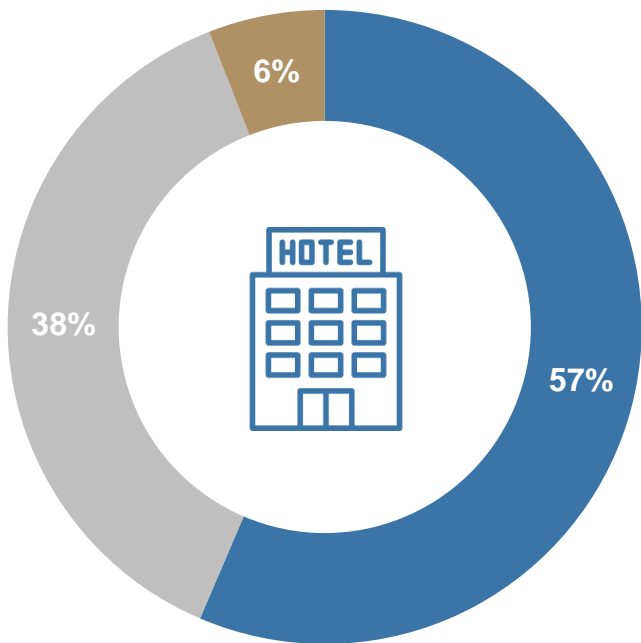
■ Taking Measures Seriously ■ Not sure ■ Not Taking Measures Seriously



Airports



Airline Companies



Hotels

Factors That Would Encourage International Travel



32%

Availability of
Covid-19 vaccine



31%

Going home even
if borders close



28%

No quarantine
upon return



28%

Slowdown of
Covid-19
worldwide



27%

Stricter COVID-19
security & safety
measures



25%

Lifting travel
restrictions to
destinations



25%

Health authorities
declaring travel
safe



24%

Cheaper prices



15%

Good airline
promotions

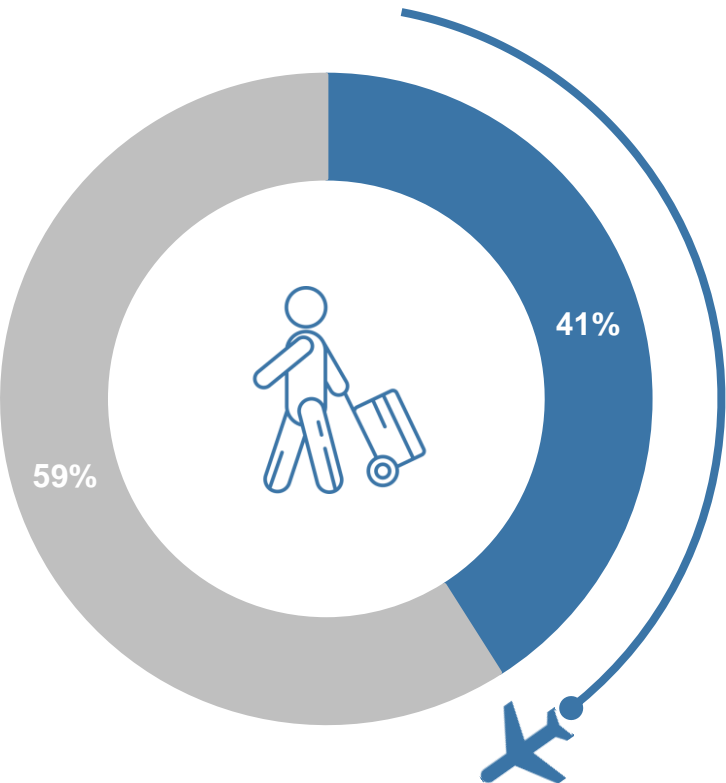


27%

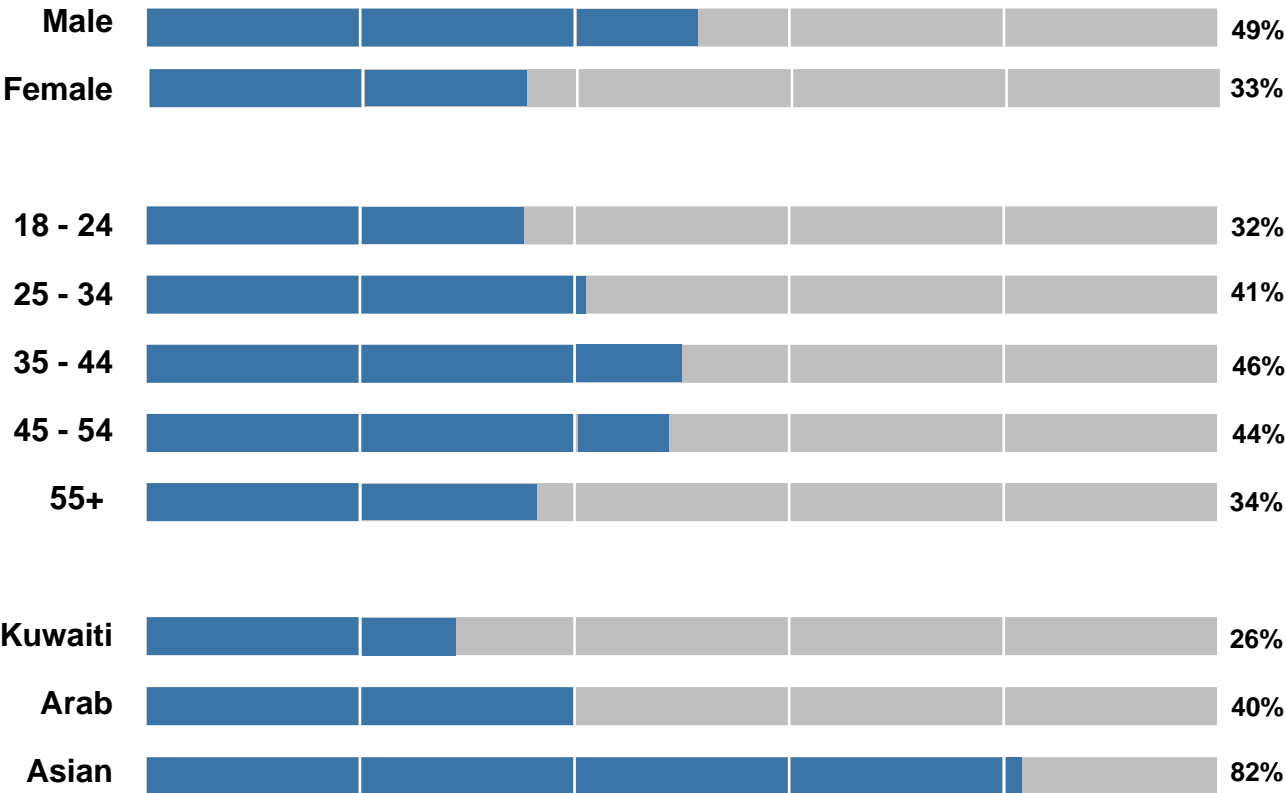
Nothing would
encourage me to
travel at the moment

Impact Of Travel Safety Measures On Travelers

■ Safety Measures Ruin My Travel Experience ■ Safety Measures Make Me More Comfortable



% More Comfortable – By Demographics



Methodology

- 1035 interviews conducted in Kuwait, across the country.
- The survey was conducted via computer assisted Face To Face Interviews.
- The survey covered Nationals & Expats aged 18 years & above, both males and females.
- The sample was representative of the population of Kuwait.

For More Information:

Nicola Qahoush
Research Manager
IPSOS in MENA
Email: nicola.qahoush@ipsos.com

Omar Fahmy
Senior Research Manager
IPSOS in Kuwait
Email: omar.fahmy@ipsos.com

GAME CHANGERS

