

Tourism Coffee Hour

July 28, 2020
Will Cronin
MSU Extension



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mail:

U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or

fax:

(833) 256-1665 or (202) 690-7442;

email:

program.intake@usda.gov.

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program.intake@usda.gov.

Esta institución ofrece igualdad de oportunidades.

Agenda

- 10:00: Welcome and Introductions
- 10:10: Short Presentation: Covid-19's impact on tourism, current trends
- 10:25: Collaborative Public Health Posters
 - Amy Nosal, Iron County UW Extension
- 10:35: Discussion
- 11:00: Adjourn



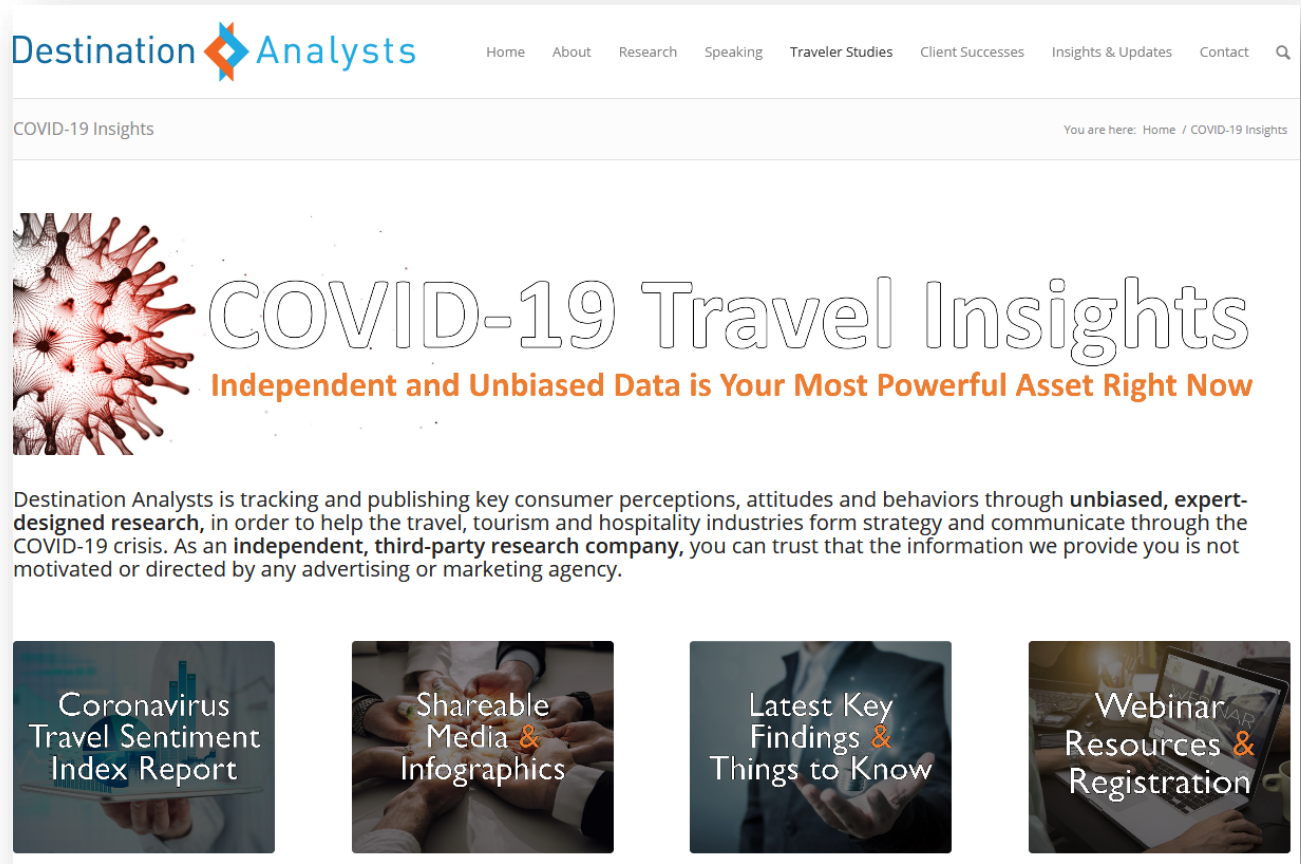
Introductions!



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OF

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The screenshot shows the Destination Analysts website. At the top is the navigation menu with links: Home, About, Research, Speaking, Traveler Studies, Client Successes, Insights & Updates, and Contact. Below the navigation is the breadcrumb trail: COVID-19 Insights. The main content area features a large graphic of a coronavirus particle on the left. To its right is the main heading "COVID-19 Travel Insights" in a large, outlined font, followed by the sub-heading "Independent and Unbiased Data is Your Most Powerful Asset Right Now" in orange. Below this is a paragraph of text explaining the company's mission. At the bottom, there are four dark blue rectangular buttons with white text: "Coronavirus Travel Sentiment Index Report", "Shareable Media & Infographics", "Latest Key Findings & Things to Know", and "Webinar Resources & Registration".

Destination Analysts

Home About Research Speaking Traveler Studies Client Successes Insights & Updates Contact

COVID-19 Insights You are here: Home / COVID-19 Insights

COVID-19 Travel Insights

Independent and Unbiased Data is Your Most Powerful Asset Right Now

Destination Analysts is tracking and publishing key consumer perceptions, attitudes and behaviors through **unbiased, expert-designed research**, in order to help the travel, tourism and hospitality industries form strategy and communicate through the COVID-19 crisis. As an **independent, third-party research company**, you can trust that the information we provide you is not motivated or directed by any advertising or marketing agency.

Coronavirus Travel Sentiment Index Report

Shareable Media & Infographics

Latest Key Findings & Things to Know

Webinar Resources & Registration

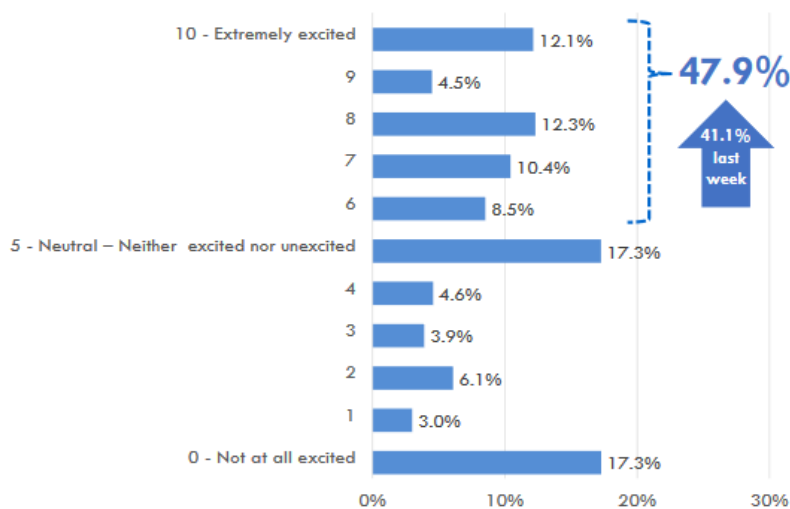
<https://www.destinationanalysts.com/covid-19-insights/>



Excitement for Travel & Openness to Travel Inspiration

Despite 61.5% of American travelers feeling that the pandemic will worsen in the US over the next month, there was positive improvement in some travel sentiment metrics this week. Higher excitement levels for near-term travel increased to 47.9% from 41.1%, and greater degrees of openness to travel inspiration grew to 45.2% from 36.6%.

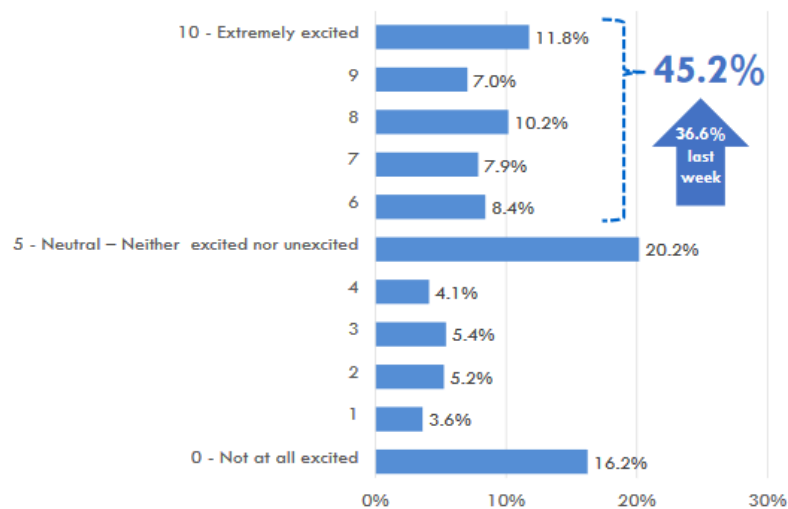
Excitement to Travel Now



Question: Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month. How excited would you be to go? (Assume the getaway is to a place you want to visit)

(Base: Wave 20 data. All respondents, 1,206 completed surveys. Data collected July 24-26, 2020)

Openness to Travel Information



Question: At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?

(Base: Wave 20 data. All respondents, 1,206 completed surveys. Data collected July 24-26, 2020)



Increasing Pandemic Etiquette

More Americans are now agreeing with pandemic etiquette. This week, 80.6% of American travelers agreed people should wear face masks in public, up from 77.6% last week, and 87.9% up are being careful to socially distance, up from 85.6%. The reported frequency of mask wearing has also increased.

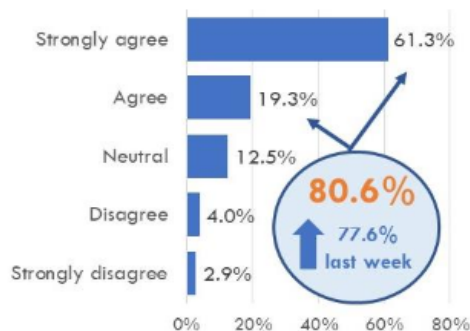


INCREASING PANDEMIC ETIQUETTE

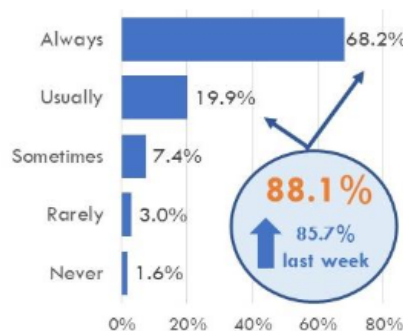
AS OF JULY 26TH, 2020



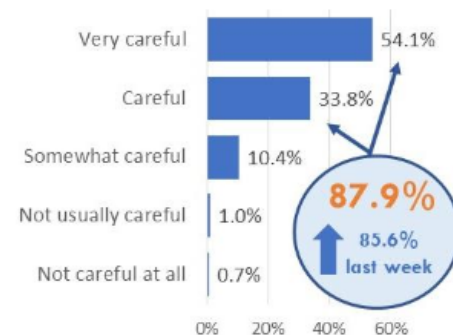
Agreement People Should Wear Face Masks in Public



Frequency of Mask Usage



Care Put into Social Distancing



Question: How much do you agree with this statement? In this environment, people should wear face masks when they are in public.

Question: How often do you personally wear a mask when going out in public? (Select one)

Question: When you are in public, how careful are you generally to keep an appropriate distance between yourself and others? (Select one)

(Base: Wave 20 data. All respondents, 1,206 completed surveys. Data collected July 24-26, 2020)



Practiced Pandemic-Era Travel Etiquette

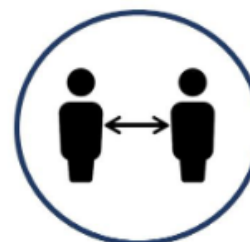
Americans also increasingly say they will practice pandemic etiquette when traveling over the next six months, including wearing a face mask and following social distancing guidelines.

PRACTICED PANDEMIC-ERA TRAVEL ETIQUETTE

AS OF JULY 26TH, 2020



WEAR A FACE MASK
(74.6%)



FOLLOW SOCIAL DISTANCING GUIDELINES
(68.7%)



AVOID CROWDS
(64.4%)



CARRY HAND SANITIZER
(64.3%)



ONLY EAT RESTAURANT TAKE-OUT
(NO SIT-DOWN SERVICE)
(37.0%)



WEAR GLOVES
(17.0%)

Question: If you were to take a trip in the next six months, which would you be likely to do? (Select all that apply)

(Base: Wave 20 data. All respondents, 1,206 completed surveys. Data collected July 24-26, 2020)

Pandemic Stress & Travel Morale

Nevertheless, Americans feel marked stress from the pandemic. Overall, 44.8% report higher degrees of daily stress right now. Millennials seem to be absorbing this stress in more areas of their lives compared to older generations, being likelier to say they have felt lonely, sad, bored, easily upset, and worn out in the last month. This stress is a parasite on travel morale. Six in ten American travelers agree that if they were to travel now for leisure, they would not be able to fully enjoy it and half agree they have lost their interest in or taste for traveling for the time being.

PANDEMIC STRESS + TRAVEL MORALE



44.8% report higher degrees of daily stress right now



"If I were to travel now for leisure, I would not be able to fully enjoy it" **60.5%** agree or strongly agree



"I have lost my interest in/taste for traveling for the time being" **49.5%** agree or strongly agree

Question: Thinking about the last month, please rate your average level of daily stress from 1 – 10.

Question: How much do you agree with the following statements? If I were to travel now for leisure, I would not be able to fully enjoy it.

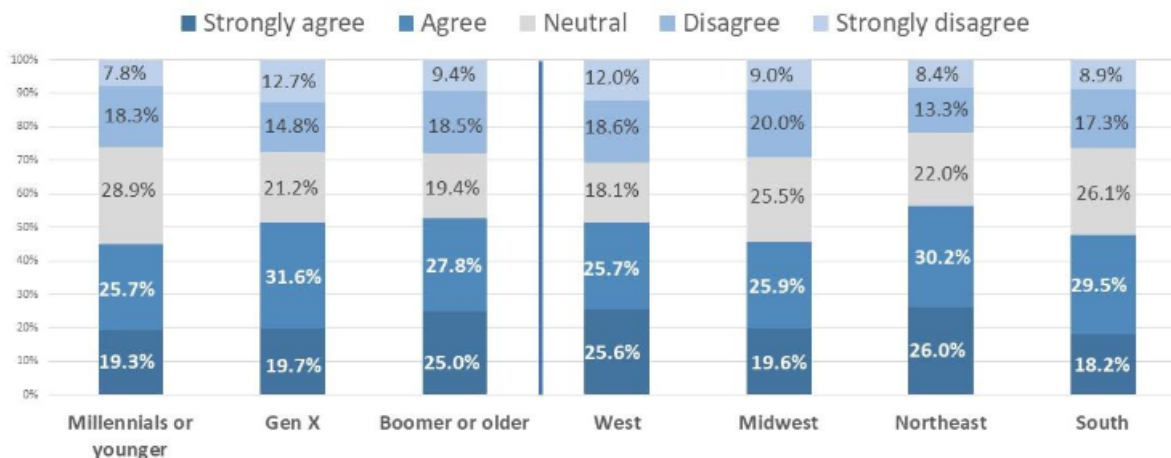
Question: How much do you agree with the following statements? I have lost my interest in/taste for traveling for the time being.

(Base: Wave 20 data. All respondents, 1,206 completed surveys. Data collected July 24-26, 2020)

Loss of Interest in Travel

This (hopefully temporary) loss of a taste for traveling is somewhat more pronounced in Baby Boomers and travelers residing in the Western and Northeastern U.S.

**LOSS OF INTEREST IN TRAVEL
BY GENERATION + GEOGRAPHIC REGION**



Question: How much do you agree with the following statements? I have lost my interest in/taste for traveling for the time being.

(Base: Wave 20 data. All respondents, 1,206 completed surveys. Data collected July 24-26, 2020)



WEEKLY CORONAVIRUS IMPACT ON TRAVEL EXPENDITURES IN THE U.S.

JULY 23, 2020 UPDATE

NATIONAL FINDINGS

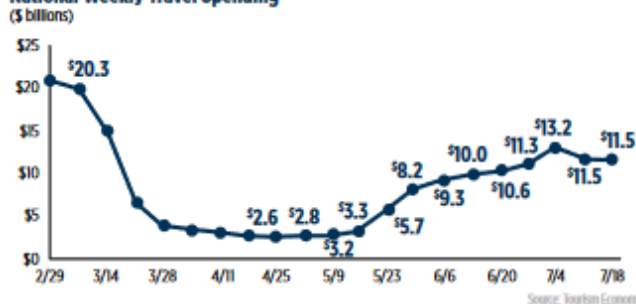
The recovery in travel spending plateaued for the week ending July 18th, remaining even with the prior week. With the exception of the boost seen around the July 4th holiday weekend, travel spending growth has slowed substantially over the past month, seeing just a 9% increase compared to four weeks ago.

National weekly travel spending equaled the previous week, tallying \$11.5 billion. There has been a shift in type of travel compared to last week, as air trips fell 4% but was compensated by an 8% increase in car trips.

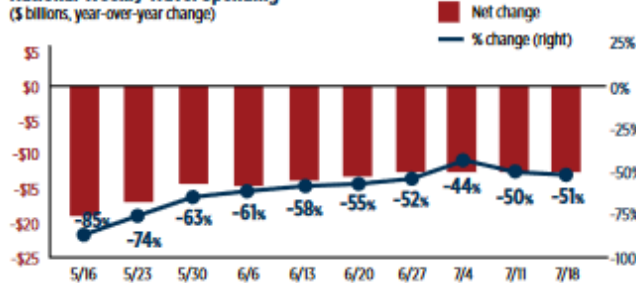
The travel economy measured 51% below last year's levels for the week ending July 18th, registering a \$12.0 billion loss when compared to the same week a year ago.

Since the beginning of March, the COVID-19 pandemic has resulted in a \$297 billion in losses for the U.S. travel economy.

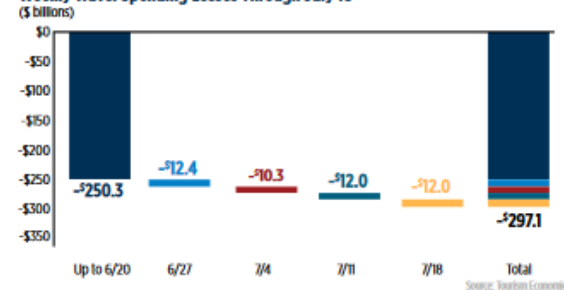
National Weekly Travel Spending



National Weekly Travel Spending



Weekly Travel Spending Losses Through July 18th



Data: US Travel Assn.

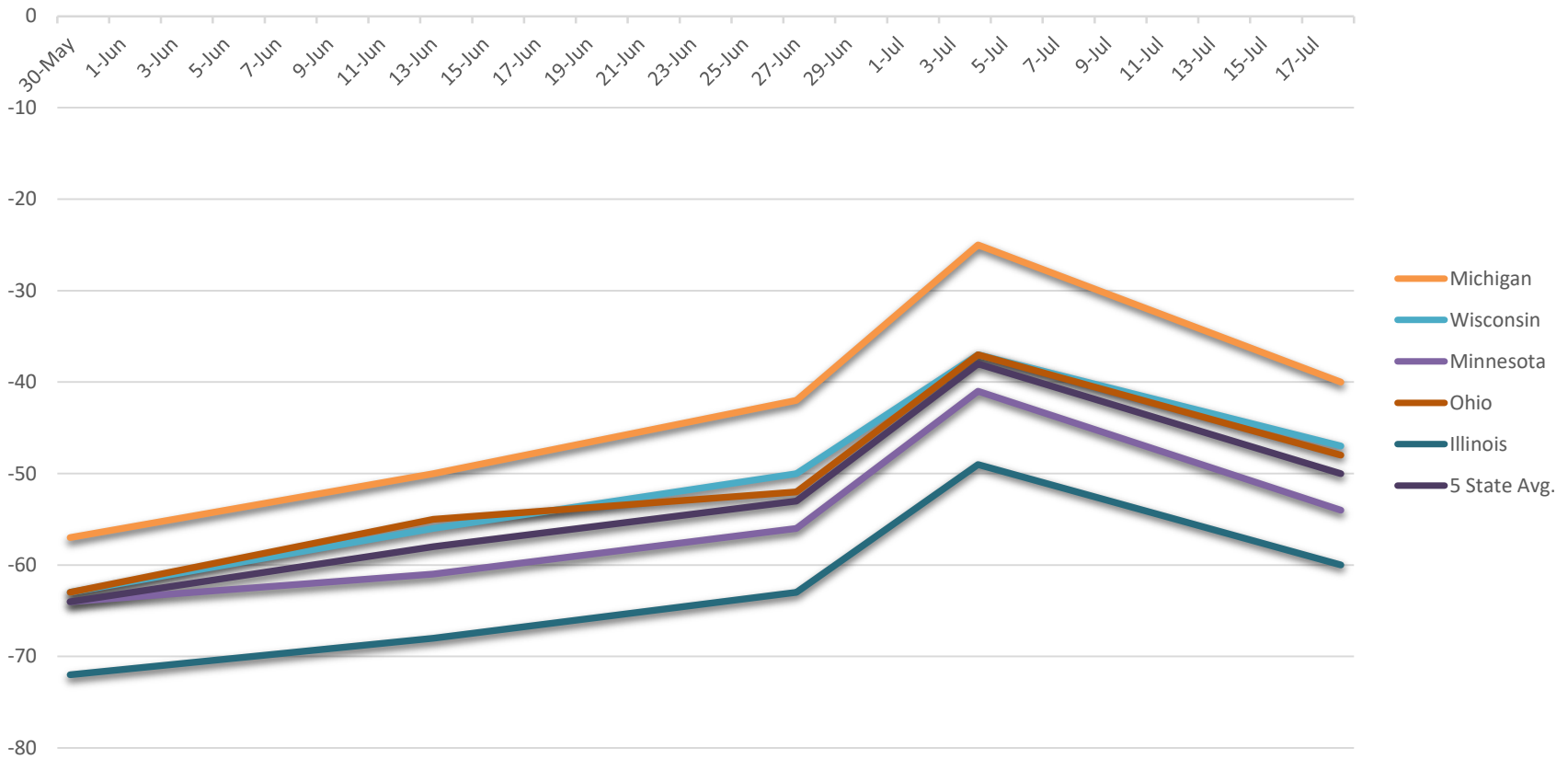


Year-over-year % change in weekly travel spending

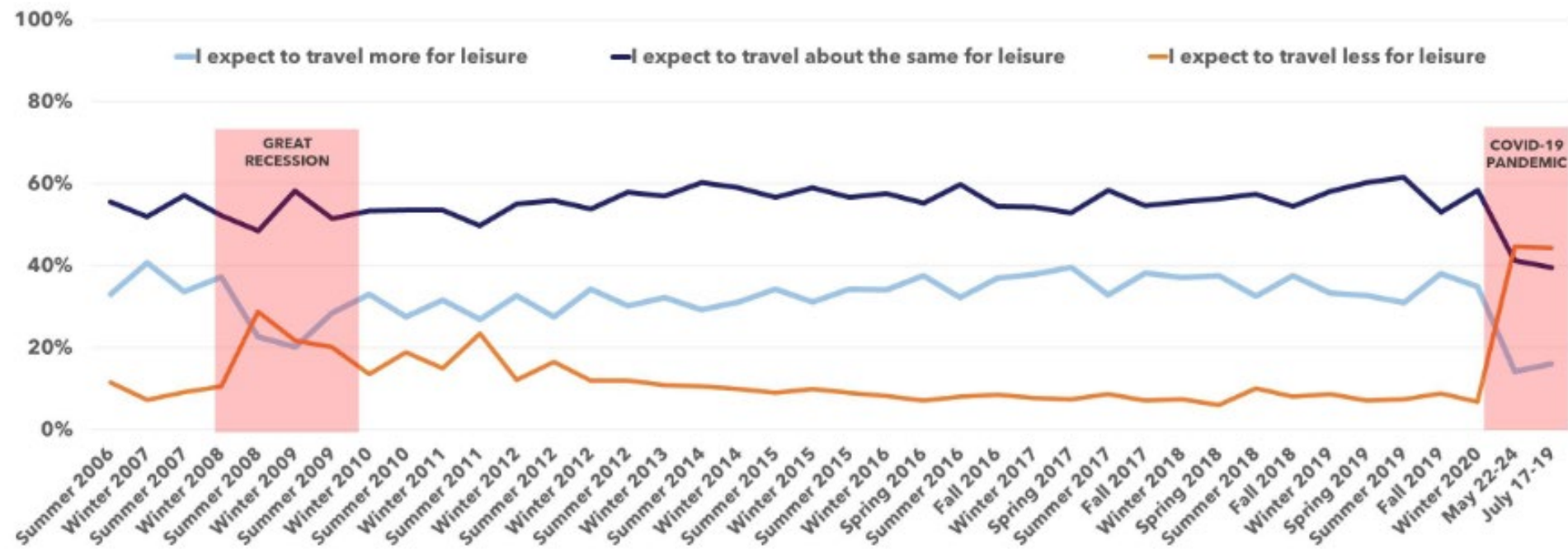
Week Ending:	5/30	6/13	6/27	7/4	7/18
Michigan	-57	-50	-42	-25	-40
Wisconsin	-63	-56	-50	-37	-47
Minnesota	-64	-61	-56	-41	-54
Ohio	-63	-55	-52	-37	-48
Illinois	-72	-68	-63	-49	-60
5 State Avg.	-64	-58	-53	-38	-50



Year-over-year % change in weekly travel spending



HISTORICAL PERSPECTIVE: LEISURE TRAVEL EXPECTATIONS (TRIPS TAKEN) (AS OF JULY 20TH)



Q: IN THE NEXT 12 MONTHS, DO YOU EXPECT TO TRAVEL MORE OR LESS FOR LEISURE THAN YOU DID IN THE MOST RECENT 12-MONTH PERIOD?

(Base: Wave 11 and Wave 19 data. All respondents, 1,223 and 1,200 completed surveys. Data collected May 22-224 and July 17-19, 2020)



What's going on in your area?

- How are visitors behaving?
- How are businesses feeling?
- What is going well, what needs improvement?



Wrap-Up

- Final Partner Comments
- <https://www.canr.msu.edu/tourism/COVID-19-pandemic-and-tourism/>
- Next Meeting
 - ***Wednesday, August 5th, 10am ET/9am CT***

Evaluations!

