

# Tourism Coffee Hour

May 20, 2020  
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MSU Extension



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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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# Agenda

- 10:00: Welcome and Introductions
- 10:10: Short Presentation: Covid-19's impact on tourism, current trends
- 10:25: Reopening, Comments and Concerns
- 10:35: UP Travel Safe Discussion and Feedback
- 10:50: Next Steps and Wrapup
- 11:00: Adjourn



# Introductions!



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# 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.

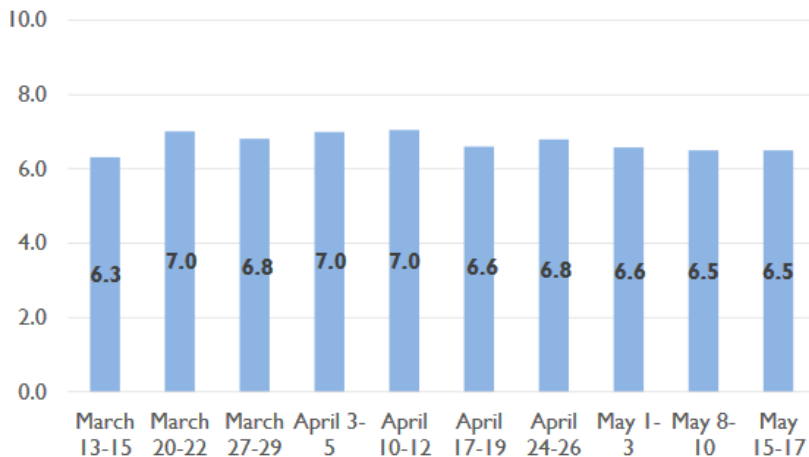
- Coronavirus Travel Sentiment Index Report
- Shareable Media & Infographics
- Latest Key Findings & Things to Know
- Webinar Resources & Registration

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



Change? Not much.

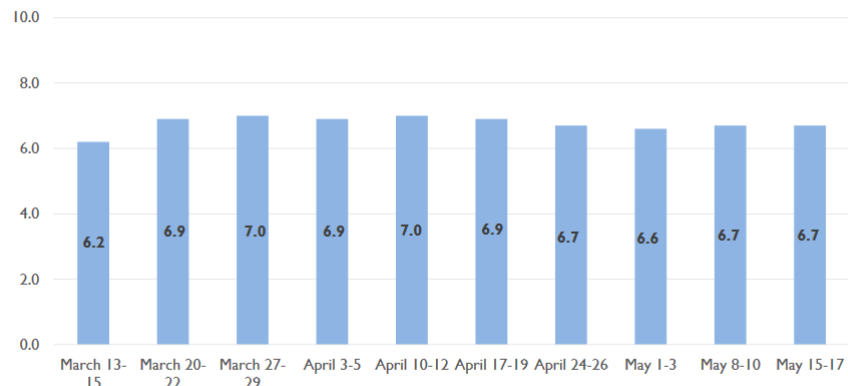
**Average Level of Concern About Personal Finances**  
(on an 10-point scale from "Not at all concerned" to "Extremely concerned")



**Question:** Thinking about the current coronavirus situation, how concerned are you about the impact it may have on your PERSONAL FINANCES? (Please answer using the scale below)

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200 and 1,212 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)

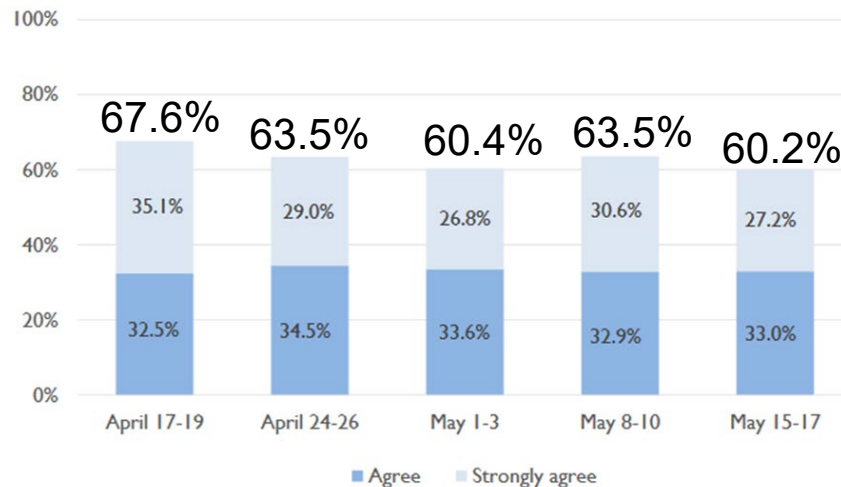
**Average Level of Concern About Personally Contracting Coronavirus**  
(on an 10-point scale from "Not at all concerned" to "Extremely concerned")



**Question:** Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200 and 1,212 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)

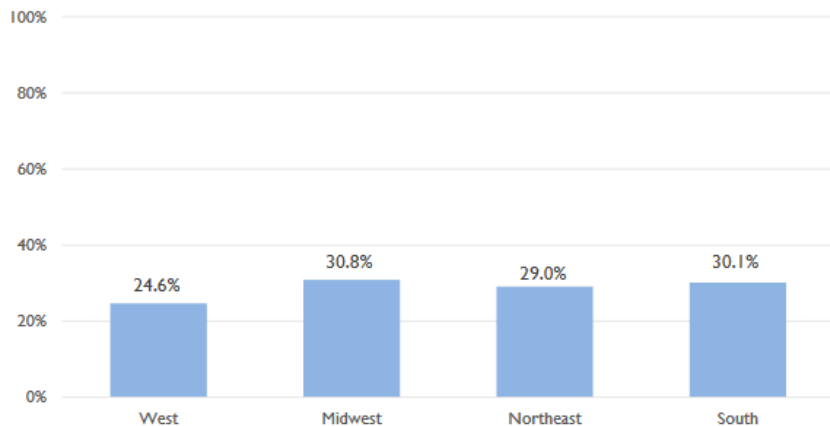
**Americans Who Don't Want Travelers Coming to their Community Right Now**



## Expectations of the Situation and Travel in the Fall

**Of course, feelings about the virus and travel are not uniform.** Travelers in the Midwest and South are most optimistic that the coronavirus situation will stay the same or improve in the next month and demonstrate the most agreement that they will be traveling in the Fall.

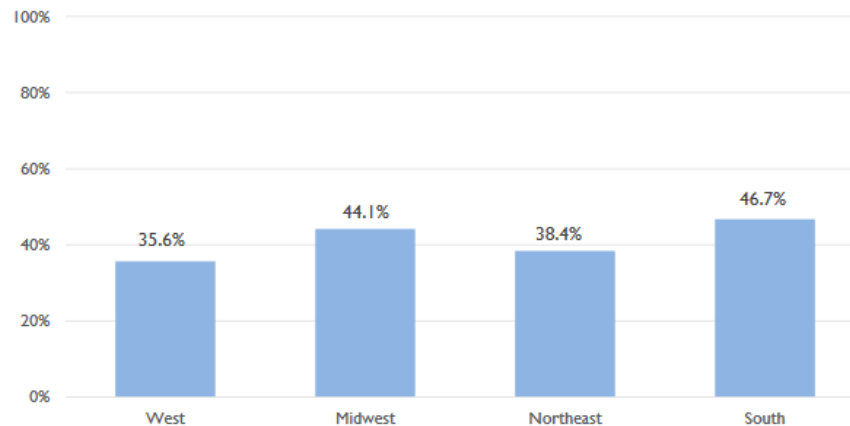
Americans Who Expect the Coronavirus Situation Will Get Better in the Next Month—by U.S. Region



**Question:** In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? (Select one)  
In the next month the coronavirus situation will \_\_\_\_\_

(Base: Wave 10. 1,212 completed surveys. Data collected May 15-17, 2020)

Americans Who Expect to Travel in Fall 2020—by U.S. Region



**Question:** How much do you agree with the following statement?  
**Statement:** I expect that I will be traveling in the Fall of 2020.

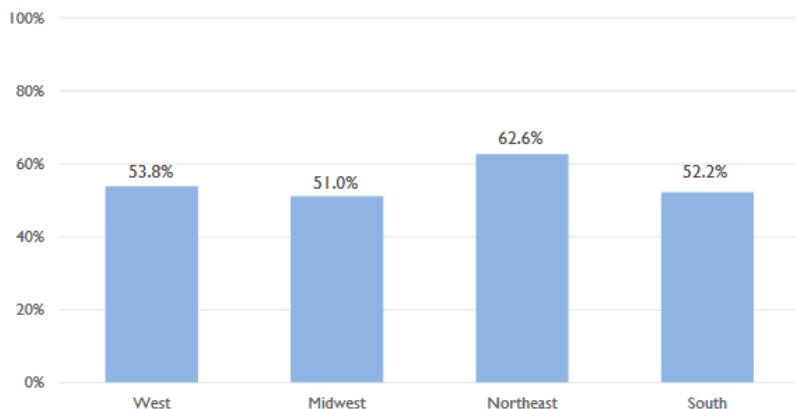
(Base: Wave 10. 1,212 completed surveys. Data collected May 15-17, 2020)



## Staycations and Avoiding International Travel

In contrast, travelers in the Northeast are more likely to say they are going to take a staycation this summer and avoid international travel in response to COVID-19.

Americans Who Will Probably Take a Staycation This Summer Instead of a Vacation—by U.S. Region

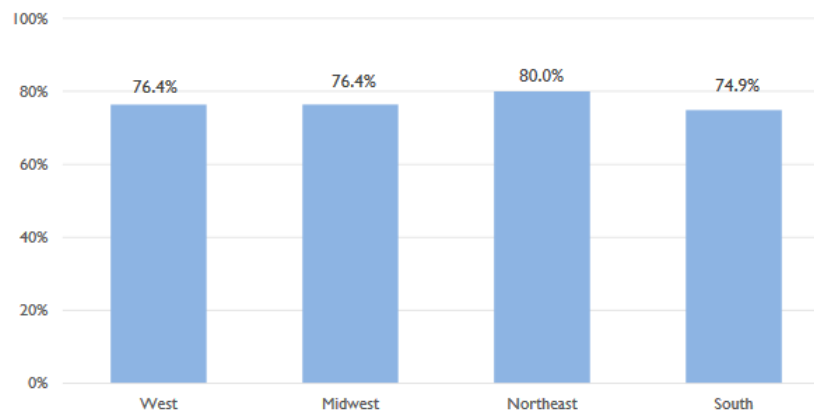


**Question:** How much do you agree with the following statement?

**Statement:** Because of the Coronavirus, I'll probably take a staycation(s) this summer rather than a vacation(s).

(Base: Wave 10. 1,212 completed surveys. Data collected May 15-17, 2020)

Americans Unlikely to Travel Outside the U.S. Until the Coronavirus Situation is Resolved—by U.S. Region



**Question:** How much do you agree with the following statement?

**Statement:** I will be unlikely to travel outside the United States until the Coronavirus situation is resolved.

(Base: Wave 10. 1,212 completed surveys. Data collected May 15-17, 2020)

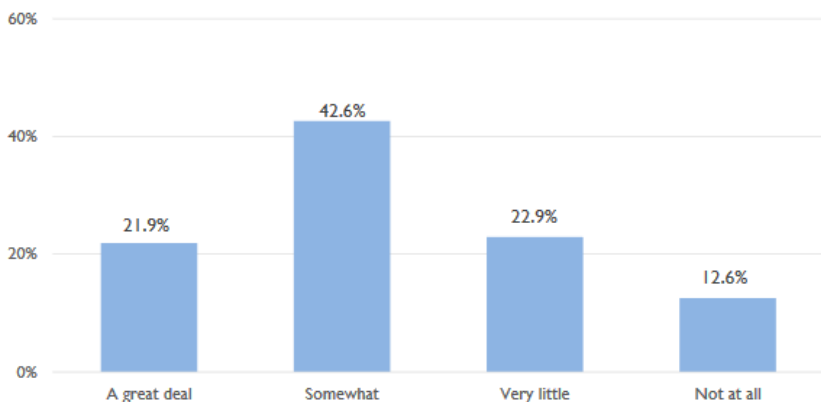




## Trust in Meeting Host Organizations and Trust in Meeting Attendees

**American travelers are opening back up to attending conferences and conventions.** While the perceived safety of conferences and conventions remains depressed, it has improved since the lows recorded in the first half of April. The percent of conference/convention travelers saying they are avoiding these events until the coronavirus situation is resolved is at a 9-week low (67.5%). Right now, 64.5% of conference/convention travelers trust the hosting organizations to look out for their health, while 60.7% say they trust their fellow attendees will conduct themselves appropriately to protect against the spread of viruses.

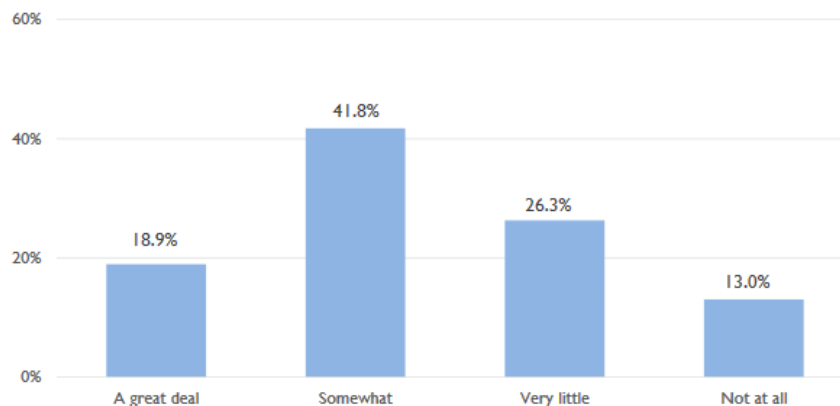
Level of Trust in Meeting Host Organizations



**Question:** In general, how much would you trust the organization hosting the conference or convention to look out for your health?  
I would trust the hosting organization \_\_\_\_\_.

(Base: Wave 10 convention/conference travelers. 368 completed surveys. Data collected May 15-17, 2020)

Level of Trust in Fellow Meeting Attendees



**Question:** Suppose you were to attend a conference or convention sometime in the next year. In general, how much would you trust your fellow attendees to conduct themselves appropriately, doing what they can to protect other attendees from exposure to the COVID-19 virus? I trust my fellow attendees \_\_\_\_\_.

(Base: Wave 10 convention/conference travelers. 368 completed surveys. Data collected May 15-17, 2020)



## Americans Who Will Take a Vacation/Weekend Getaway for their Next Trip

Over half of American travelers who have one or more trips at least tentatively planned this year describe their next trip as a vacation or weekend getaway (54.4%).

27.7% say their next trip will be for the explicit purpose of visiting friends and relatives and 13.4% will travel to attend a festival, sports or other event. Of those who will take a vacation or getaway, over half are still not fully decided on where they will go and could be potentially influenced through marketing. Beaches, parks and other natural environments appear particularly attractive to this group right now.

*(Base: Wave 10 respondents who plan to take a vacation or weekend getaway for their next trip this year. 430 completed surveys. Data collected May 15-17, 2020)*

### Americans Who Will Take a Vacation/Weekend Getaway for their Next Trip



## Preparations Completed for Next Leisure Trip

No matter that type of trip, three-quarters of Americans who plan to travel this year will research how the destination they visit and its businesses are managing the coronavirus situation—demonstrating the need for destination-level information on safety. A majority of these travelers plan to carry hand sanitizer, follow social distancing guidelines, avoid crowds, and wear a face mask on their trips.

### Which of These Will You Be Likely to Do on Your Next Trip?

(% of travelers selecting any of the following)



Carry hand sanitizer (65.5%)



Follow social distancing guidelines (64.4%)



Avoid crowds (58.5%)



Wear a face mask (57.3%)



Only eat restaurant take-out (28.3%)



Wear gloves (22.8%)



None of these (5.7%)

**Question:** Which of the following will you be likely to do on your NEXT LEISURE TRIP? (Select all that apply)

*(Base: Wave 10 respondents who have plans to travel this year. 772 completed surveys. Data collected May 15-17, 2020)*



# Reopening: Comments and Concerns



## UP Travel Safe (Working Title)

The objective of this initiative is to address concerns of and reassure two audiences:

1. UP Residents: Communicate the steps the tourism and hospitality industry is taking to reduce “imported” transmissions of Novel Coronavirus and keep them safe.
2. Travelers to the UP: Communicate the steps the tourism and hospitality industry is taking to ensure their travel experience to the Upper Peninsula is as safe as possible.



# Action Steps

1. Establish the UP Travel Safe Pledge (**working title**), modeled on the Outer Banks (NC) Partner Pledge, see: <https://www.outerbanks.org/partners/partnerpledge/>. To be eligible a business must:
  - a. Complete State-Mandated COVID-19 Preparedness and Response Plan.
  - b. Promise to abide by sector-specific COVID-19 response best practices as shared by relevant professional associations.
  - c. Promise to make available basic PPE to customers: hand sanitizer, masks, gloves, wipes.



# Example: OBX, NC

## The Partner Pledge

Businesses are making safety protocol changes to protect employees and customers. We want to share those with potential travelers...and with locals, who are just as concerned about safety. The

Outer Banks Visitors Bureau Tourism Pledge is a free and powerful way for your business to communicate what it's doing.

### *The Tourism Pledge*

*My business cares about the health and wellbeing of our employees, our community and our customers. We pledge to take the specific actions shown for our business to help slow the Coronavirus and prevent its further spread. Please do your part too!*

We want to make it easy for you to tell your safety story:

1. **Take the Pledge** (email [pledge@outerbanks.org](mailto:pledge@outerbanks.org) to say your company is on board; must be person authorized to speak on behalf of business...manager or owner).
2. **Email a paragraph describing the specific steps your business plans to take.** We'll add this information to the listing page that already exists for your business on [outerbanks.org](http://outerbanks.org). Need ideas for safety steps? Let us know and we'll share some that we've seen.



## Action Steps Continued

2. Establish a website to share UP Travel Safe Pledge information with stakeholders and list all businesses that have taken the pledge.
3. Businesses that take the pledge will receive basic signage for their establishment and the right to use the logo in marketing.
4. UPTRA will carry out a survey of UP Residents to better understand community feelings about restarting significant travel and tourism in the UP.
5. Press campaign will be created to share UP Travel Safe with residents and travelers, including newspaper, radio, TV, web, social media.





# HEADLINE

**Our business proudly makes  
the UP Pledge every day.**

To learn how we protect your health & safety,  
visit [UP-WELCOME.com](http://UP-WELCOME.com).



## Discussion

1. Comments on the concept?
2. What do you like, what don't you like?
3. Would your business participate? Do you think other businesses in you area would?
4. Is this something the working group should move forward with?



## Wrap-Up

- Final Partner Comments
- <https://www.canr.msu.edu/tourism/COVID-19-pandemic-and-tourism/>
- Next Meeting
  - Wednesday, May 27<sup>th</sup>, 10am ET/9am CT
- Evaluations
  - <https://bit.ly/2Vz24C6>
  - <https://bit.ly/2Vu8JgM>

