

Tourism Coffee Hour

May 27, 2020
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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: 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/>

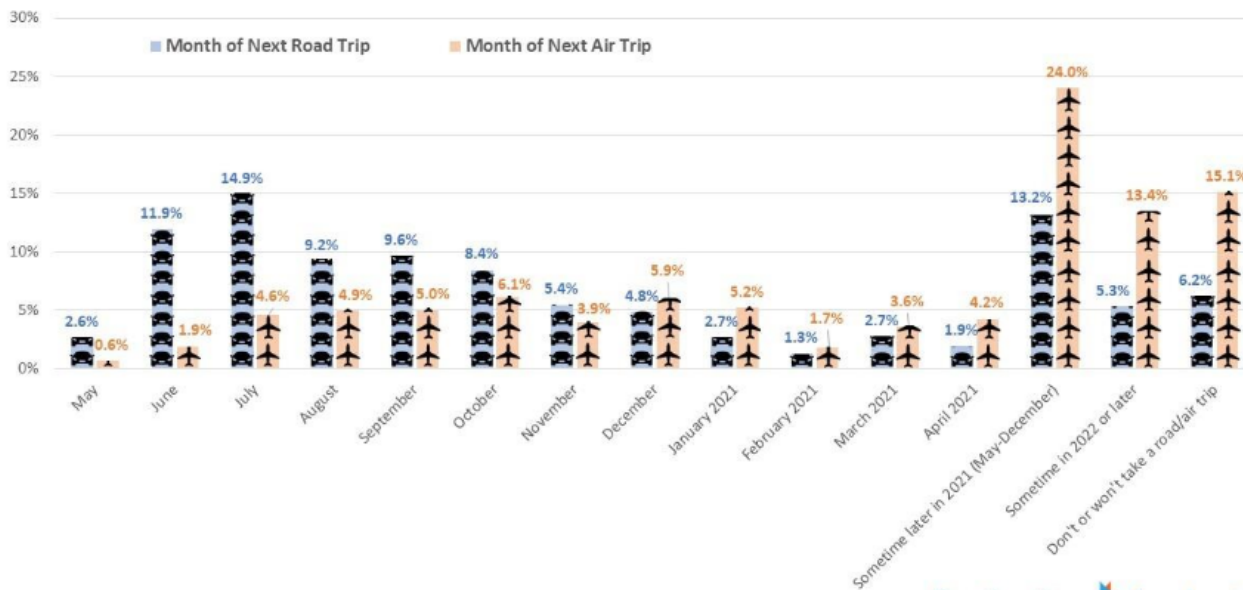


Air and Road Trip Plans

While they show lesser concerns about the boarding gate/waiting areas and TSA security checkpoints, many Americans are looking to put off their next air trip until 2021 or later.

MONTH OF NEXT ROAD TRIP & AIR TRIP

AS OF MAY 24TH, 2020



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Question: In what month do you expect you will take your NEXT TRIP on a commercial airline?

Question: In what month do you expect you will take your NEXT ROAD TRIP (Traveling in a personal automobile)?

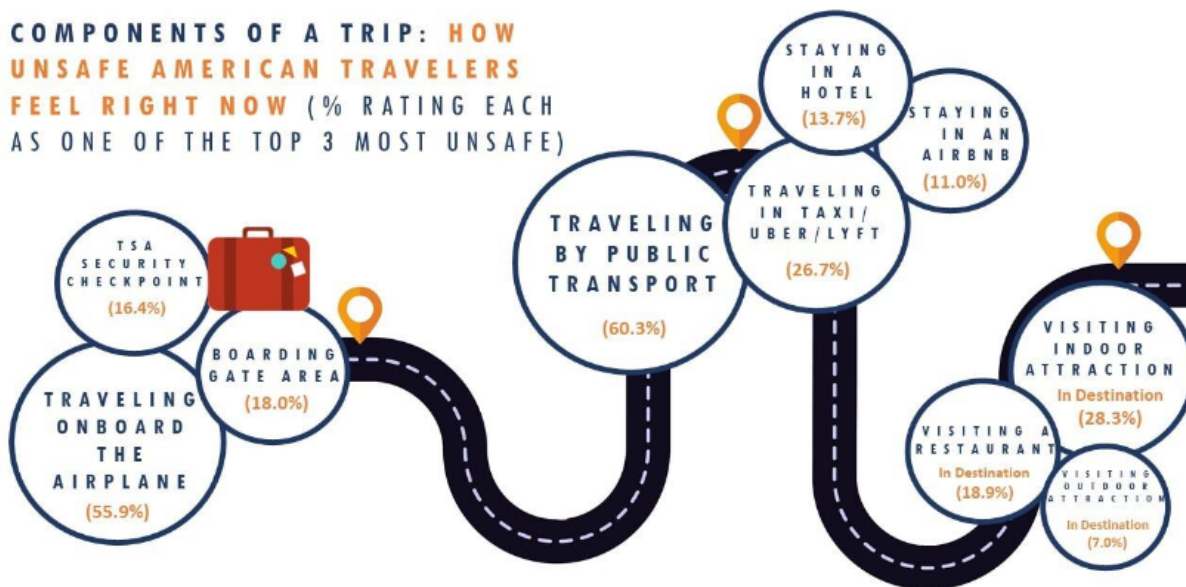
(Base: Wave 11. 1,223 completed surveys. Data collected May 22-24, 2020)



Travel Activities Considered the Most Unsafe

It's imperative to the industry's recovery that travelers feel they will be safe in every aspect of their journey, and certainly travel industry related businesses are working hard to ensure this is a reality. To examine where the strongest points of resistance may be and/or which experiences may need more safety guidelines communicated, we asked travelers to rate what they feel are the TOP THREE most unsafe components of a common travel experience. Right now, taking public transportation, traveling onboard the airplane, visiting indoor attractions in their trip destination, and traveling in taxis/Ubbers/Lyfts are most agreed upon as the least safe aspects of a potential trip.

COMPONENTS OF A TRIP: HOW UNSAFE AMERICAN TRAVELERS FEEL RIGHT NOW (% RATING EACH AS ONE OF THE TOP 3 MOST UNSAFE)



Question: Thinking about the coronavirus situation, which of these would you consider to be the most UNSAFE travel activities? Select up to 3

Destination Analysts

Question: Thinking about the Coronavirus situation, which of these would you consider to be the most unsafe travel activities? YOU MAY SELECT AS MANY AS THREE (3)

(Base: Wave 11. 1,223 completed surveys. Data collected May 22-24, 2020)



Perceived Safety of Staying in Lodging

Although lodging was not as commonly chosen as the least safe aspect of a typical trip, it is important to understand the degree to which travelers are feeling they will be safe at Airbnbs/vacation home rentals (often perceived as easier to socially distance but without the formalized levels of housekeeping/sanitation) and hotels (often perceived as being more difficult to avoid other travelers but with the ability to enact strict sanitation protocols). Staying in a hotel is currently perceived as safe by 27.6% of American travelers and staying in an Airbnb/vacation home rental by 21.3%. Note that younger travelers are much more trusting of Airbnb/vacation home rental safety compared to older travelers.

Perceived Safety of Staying in Lodging
(% saying each is "somewhat safe" or "very safe")



Question: At this moment, how safe would you feel doing each type of travel activity?

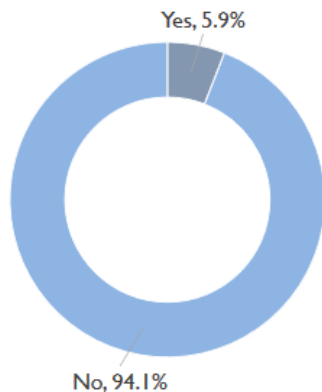
(Base: Wave 11. 1,223 completed surveys. Data collected May 22-24, 2020)



Memorial Day Weekend Trip

With Memorial Day weekend traditionally considered the (un)official start of the summer travel season--and now the first national holiday celebrated during the COVID-19 pandemic, with all 50 states under loosened restrictions, this made for an interesting study. Did Americans, in fact, travel? As of the morning of May 24th—the Sunday of Memorial Day weekend 2020—just 5.9% of American travelers reported they were taking a trip this holiday. Of those that went on a trip, 42.7% made the decision to take it within the last week. Similarly, a recent Harris Poll conducted about Memorial Day travel plans found that 95% of the American population believed it was too soon to travel. In addition, AAA declined to put out its annual Memorial Day travel estimate citing COVID-19’s impact on the accuracy of their data, but expected it to be a record low in their two decades of this forecast.

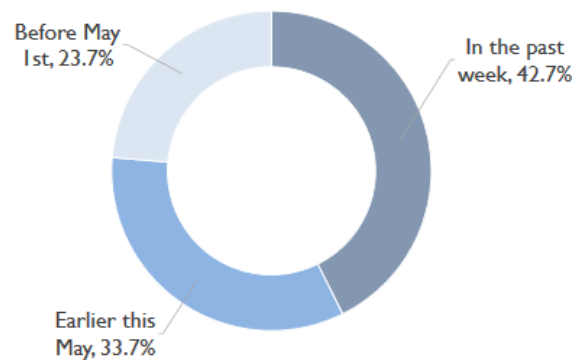
Americans Who Took a Trip Memorial Day Weekend



Question: Are you taking a trip the Memorial Day weekend?

(Base: Wave 11. 1,223 completed surveys. Data collected May 22-24, 2020)

When Memorial Day Weekend Trip Was Decided
(% of Americans who took a trip)



Question: When did you decide to take this trip? (Select one)

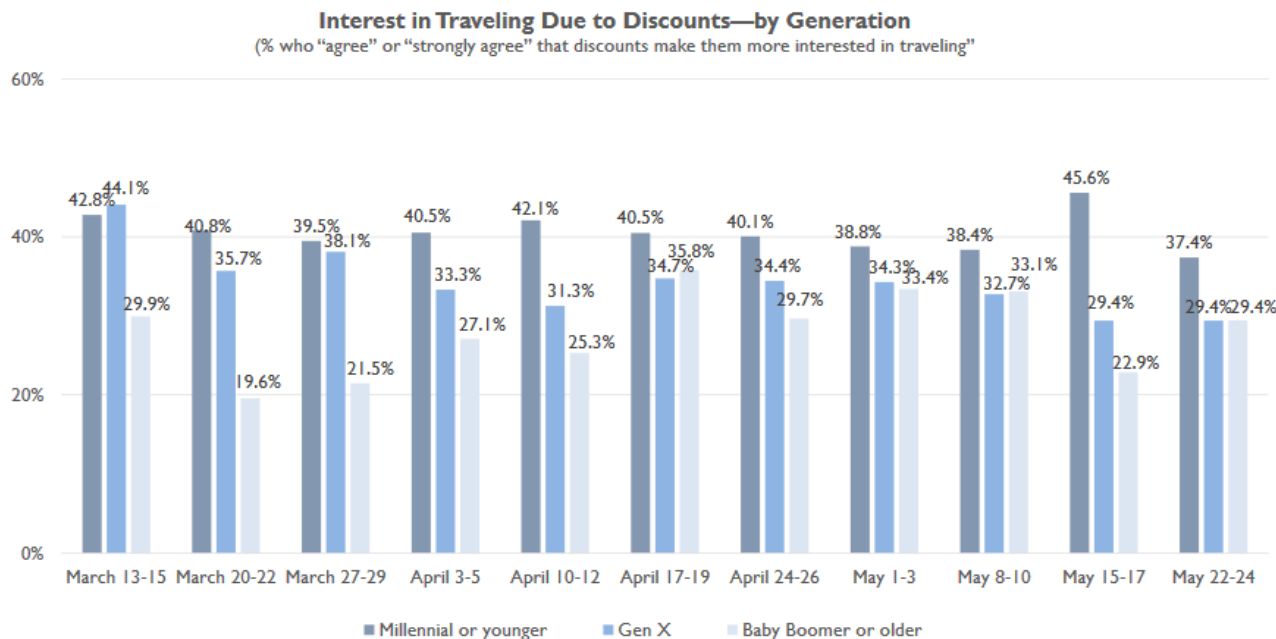
(Base: Wave 11 respondents taking a Memorial Day weekend trip. 74 completed surveys. Data collected May 22-24, 2020)



Interest in Traveling Due to Discounts

Younger travelers will very likely be key to many destinations' and travel providers' recovery.

Last week we reported that Millennial travelers will be at the forefront of the industry's recovery, due to their relatively higher sense of safety for themselves and travel activities, combined with the ability to motivate them to travel with discounts—things that we continue to see this week.



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

Statement: The Coronavirus has led many travel providers to cut their prices. These discounts and price cuts (airline, hotel, etc.) make me more interested in traveling in the NEXT THREE (3) MONTHS.

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212 and 1,223 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, 15-17 and 22-24, 2020)

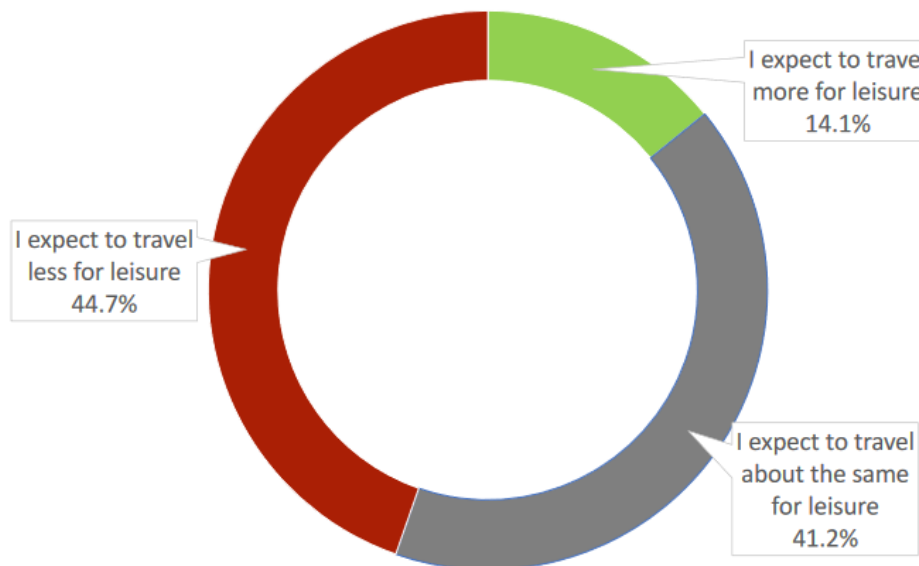


Leisure Travel Expectations (Trips Taken)

The proportion of leisure travelers who report that they will decrease the number of trips they will take, compared to the past 12 months, has skyrocketed in the past 4 months. Now, nearly half (44.7%) say they will travel less this year. In January, this figure stood at 8.7 percent.

Question: 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? (Select one)

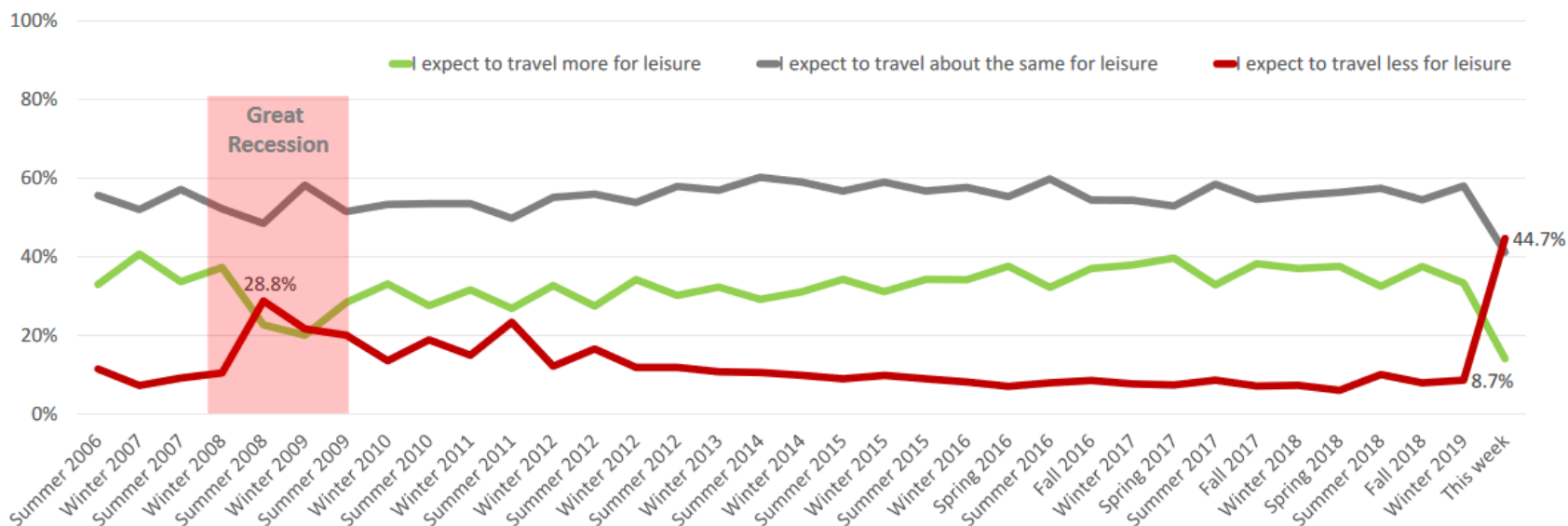
(Base: Wave 11. 1,223 completed surveys. Data collected May 22-24, 2020)



Historical Perspective: Leisure Travel Expectations (Trips Taken)

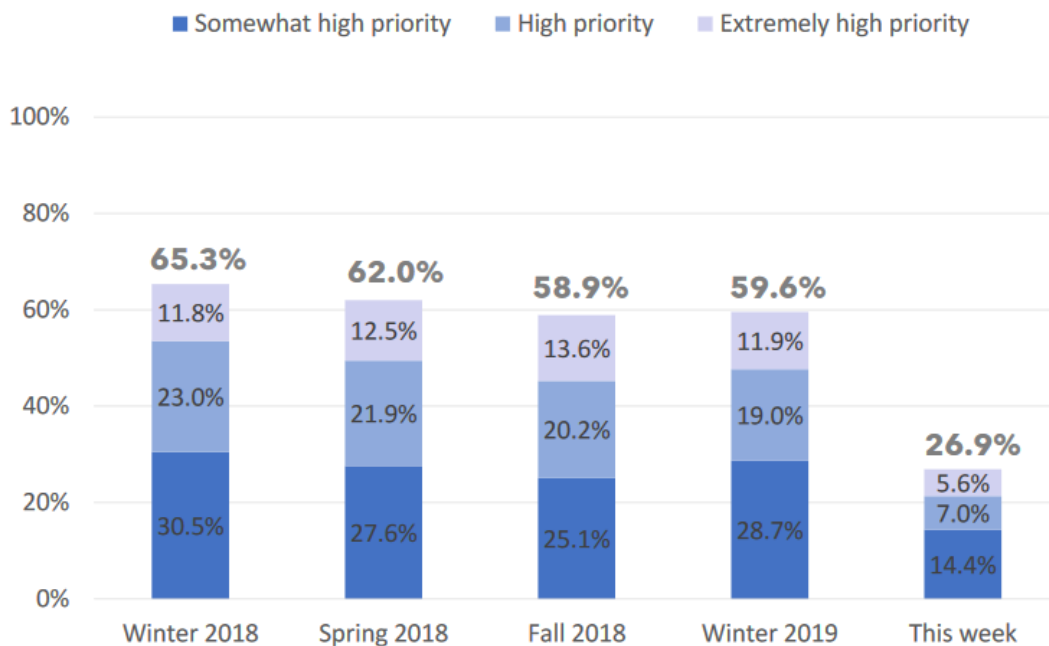
Prior to this week, the highest recorded percentage of American travelers to say they would be taking LESS leisure trips in the coming year compared to the previous year was in July 2008, as the Great Recession loomed.

Question: 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?



Historical Perspective: Leisure Travel as a Budget Priority

Question: Thinking carefully about how you expect to spend your income in the NEXT 12 MONTHS, please use the scale below to describe your spending priorities in the next year.



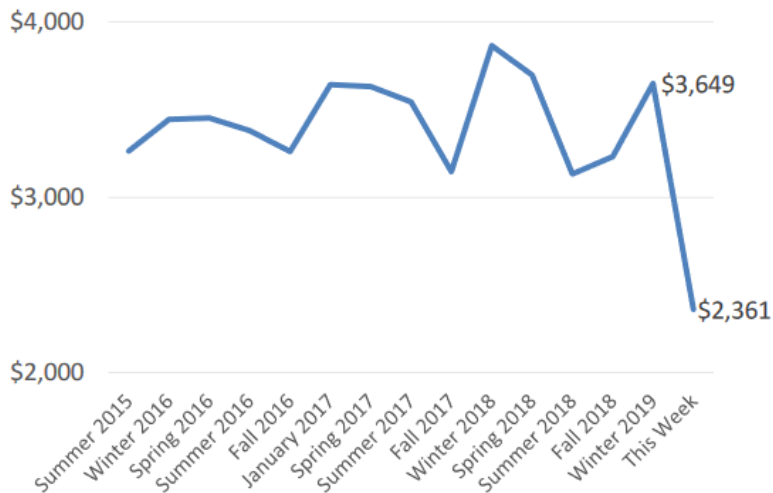
(Base: Wave 11. 1,223 completed surveys. Data collected May 22-24, 2020) Source for historical data, The State of the American Traveler, Destination Analysts, Inc.



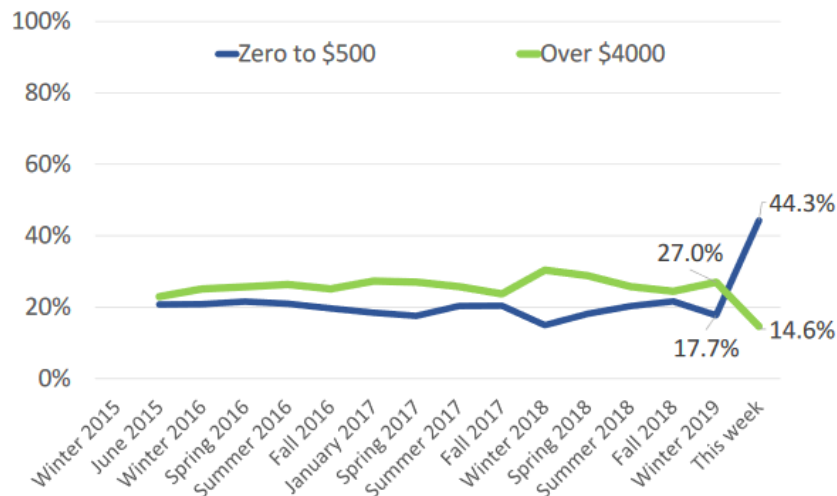
Expected Leisure Travel Spending (Next 12 Months)

Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT TWELVE (12) MONTHS?

Average Expected Spending



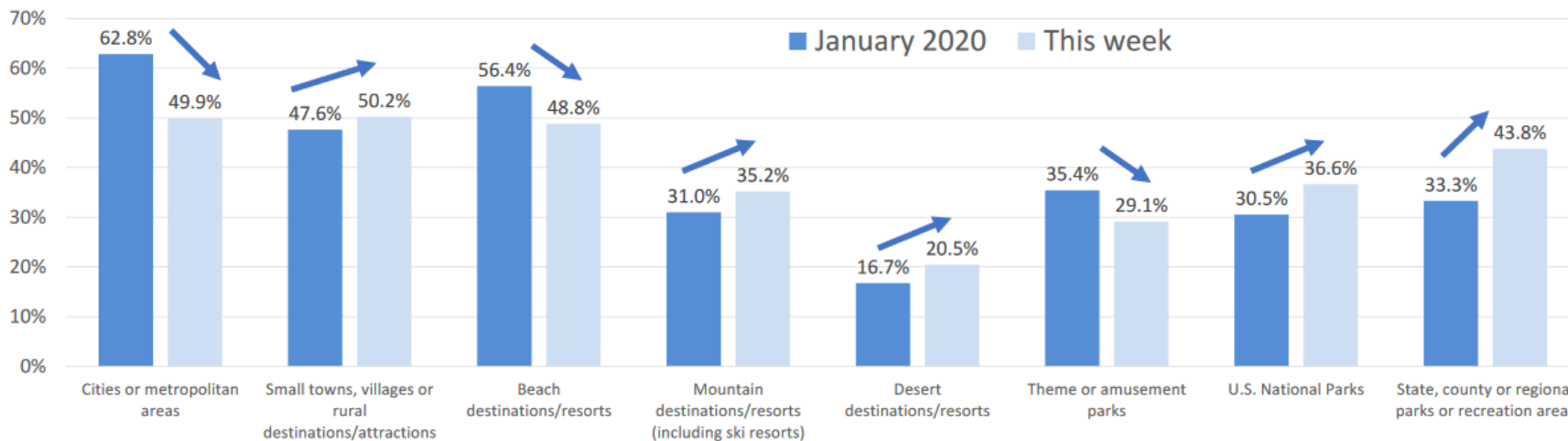
% in the Highest/Lowest Spending Categories



Leisure Travel by Destination Type (Intent to Visit, Next 12 Months)

Compared to January, more American travelers are planning to visit small towns, mountain and desert destinations, and National and other parks. Fewer Americans plan to visit large cities, beach destinations and theme or amusement parks.

Question: In the next 12 months, HOW MANY TRIPS will you take that will include each of the following types of leisure destinations?



Memorial Day: How did it go?



UP Cares Pledge

May 27, 2020



HEADLINE

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

To learn how we protect your health & safety
visit UP-WELCOME.com.



Our business cares about the health and wellbeing of our employees, our community, and our customers. We pledge to work every day to help slow the spread of Coronavirus and we ask that you do your part too!

For more information about the UP Cares Pledge, visit www.upcarespledge.org.



Action Steps

Establish the UP Cares Pledge

Businesses take the pledge by agreeing to following criteria at the pledge website.

1. Promise to adhere to all Executive Orders in force.
2. Promise to adhere to CDC and OSHA guidelines for workplace health and safety.
3. Promise to adhere to best practices for Novel Coronavirus/COVID-19 as outlined by relevant industry associations.
4. Document that they have completed State-Mandated COVID-19 Preparedness and Response Plan.



Important to note:

- **All pledge components are things any operating business should be doing right now anyway.**
- Documenting these steps will also help show the State and your insurance carrier that you are doing the right things.
 - See: Miller Canfield/InvestUP webinar 5.21.20
 - <https://drive.google.com/file/d/1LDJNQio3PR3XKCFEulRkTmn3qyfMXAvs/view>



Action Steps Continued

- Establish a website to share UP Cares Pledge information with stakeholders and list all businesses that have taken the pledge.
- When a business takes the pledge, they will be eligible to download relevant materials to post in their establishment and on their website.
- Press campaign will be created to share UP Travel Safe with residents and travelers, including newspaper, radio, TV, web, social media.



Wrap-Up

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

