

# Tourism Coffee Hour

May 6, 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:**  
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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: Discussion
- 10:35: Website review and breakouts
- 10:50: Report out 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

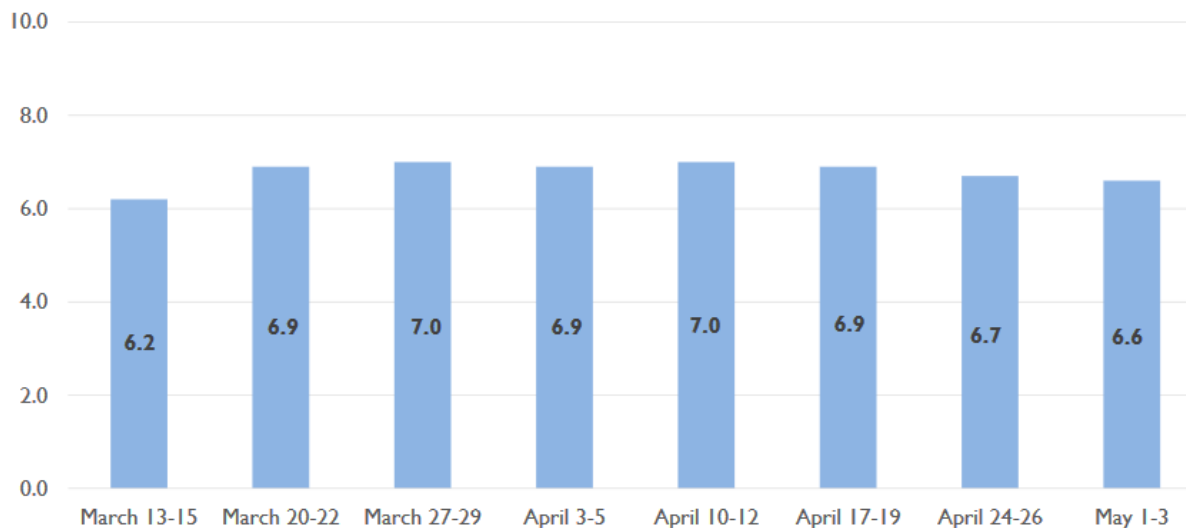
<https://www.destinationanalysts.com/covid-19-insights/>



## Personal Health Concerns

**Concern about personally (6.6/10) contracting the virus is at the lowest level it has been since March 15th.**

**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)

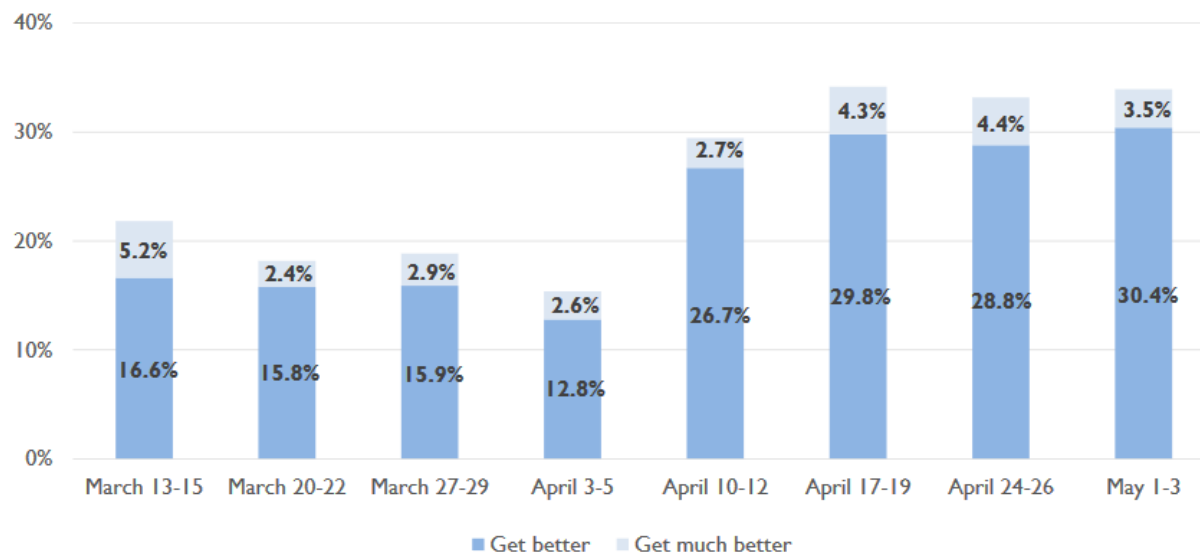
*(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208 and 1,204 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26 and May 1-3, 2020)*



## Expectations for Coronavirus Outbreak

Now, 33.9% of American travelers feels the coronavirus situation in the US will get better in the next month.

Americans Who Expect the Coronavirus Situation Will Get Better in the Next Month



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 \_\_\_\_\_

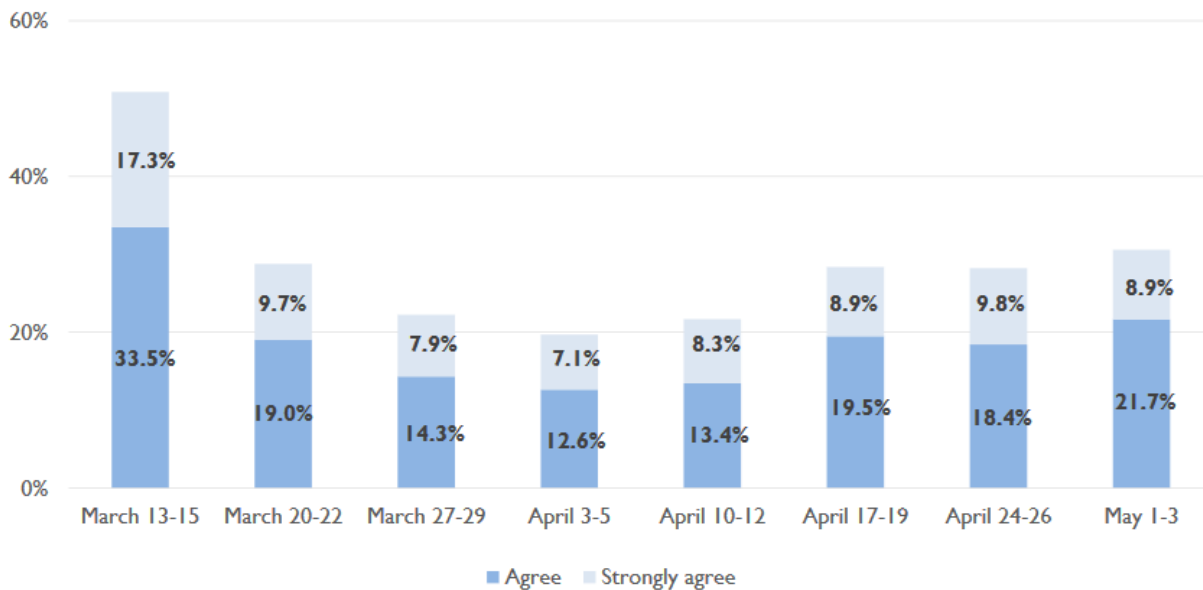
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## Comfort Enjoying Home Community

Comfort going out in their own communities to undertake local activities is slowly returning—30.6% now feel comfortable from a low of 19.7% April 5th.

Americans Who Feel Comfortable Enjoying their Community



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

Statement: I still feel comfortable going out in my community to restaurants, local attractions and undertaking local activities.

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

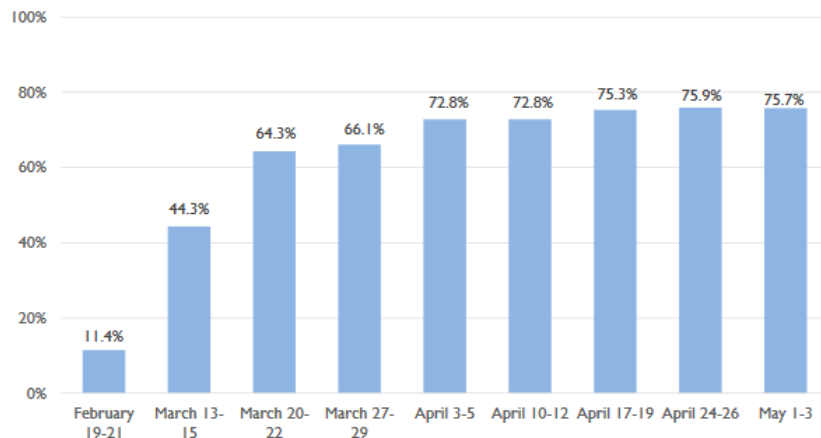




## Impact of the Coronavirus on Travel

In looking forward for travel, the coronavirus' impact on American travel remains at 75.7%, with 69.4% canceling a trip and 54.8% postponing.

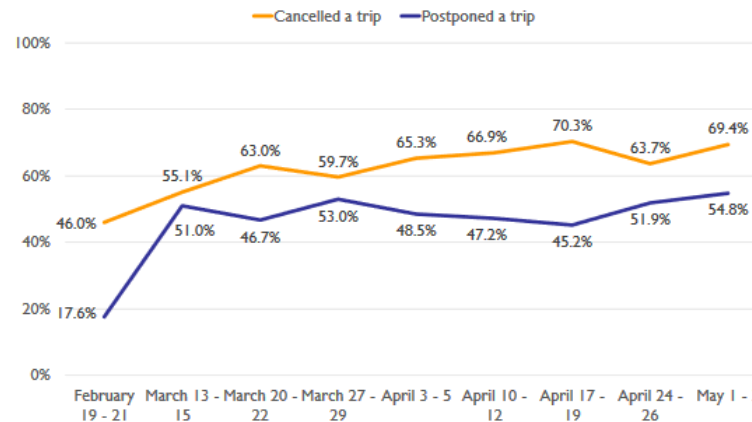
Americans Who Have Had Travel Plans Affected by the Coronavirus Situation



**Question:** Has the current coronavirus situation affected your travel in any way? (Please consider all your travel—leisure, business, group meeting, etc.)

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

How the Coronavirus has Impacted Travel



**Question:** How has the coronavirus situation affected your travel? (Select all that apply) Due to the coronavirus situation, I have \_\_\_\_\_.

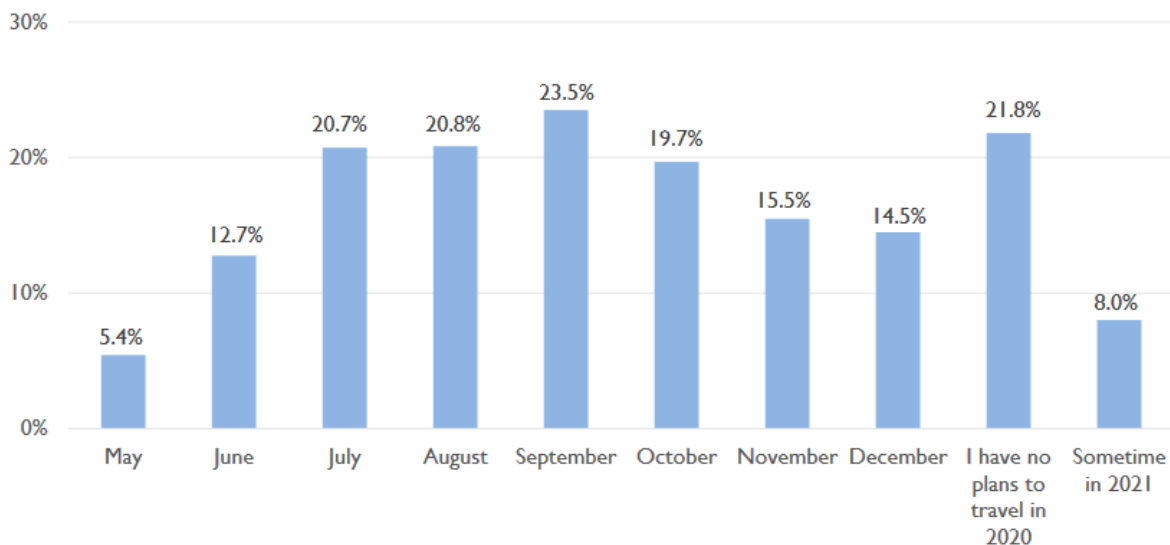
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## Months Americans Currently Have Plans to Take a Leisure Trip

September now has the highest number of American travelers having at least tentative trip plans (23.5%), with increases reported in November (15.5%) and December (14.5%), as well.

Months Americans Currently Have Plans to Take a Leisure Trip  
(as of May 3<sup>rd</sup>, 2020)



Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips? (Select all that apply)

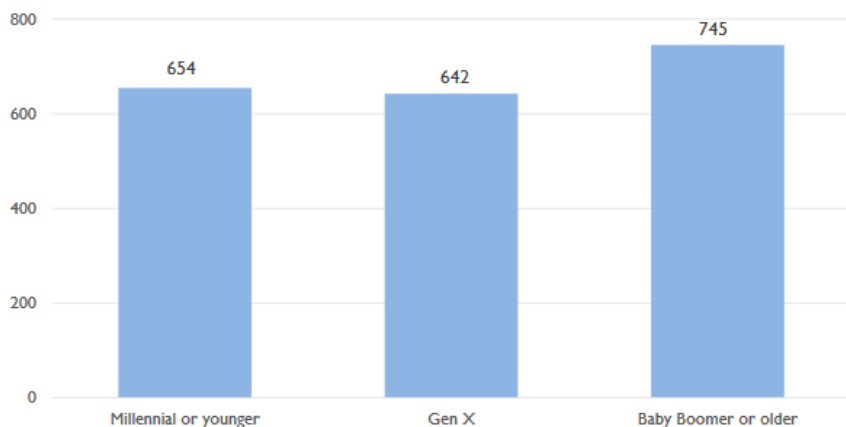
(Base: Wave 8. 1,204 completed surveys. Data collected May 1-3, 2020)



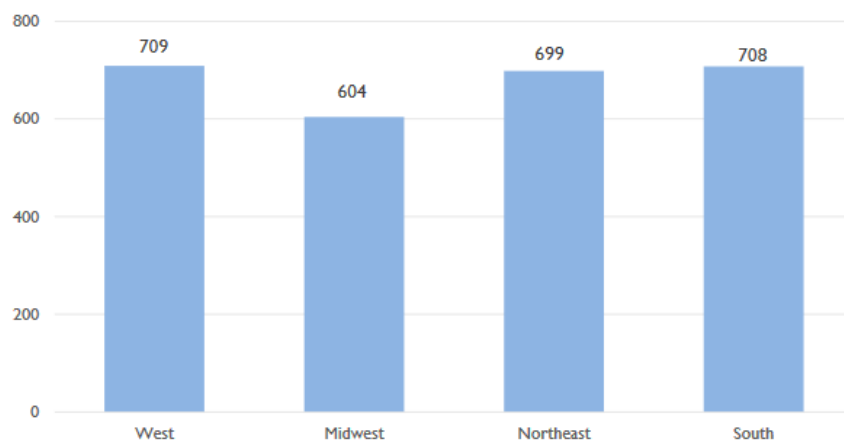
## Distance of Next Leisure Trip

The average distance of American travelers' next leisure trip is 686 miles overall, with Baby Boomers and travelers in the West and South reporting trip averages over 700 miles, and affluent travelers reporting nearly 800 miles.

Average Distance of Next Leisure Trip—by Generation



Average Distance of Next Leisure Trip—by U.S. Region



**Question:** On your next leisure trip, how far away from home will be likely you travel?

(Base: Wave 8. 1,204 completed surveys. Data collected May 1-3, 2020)

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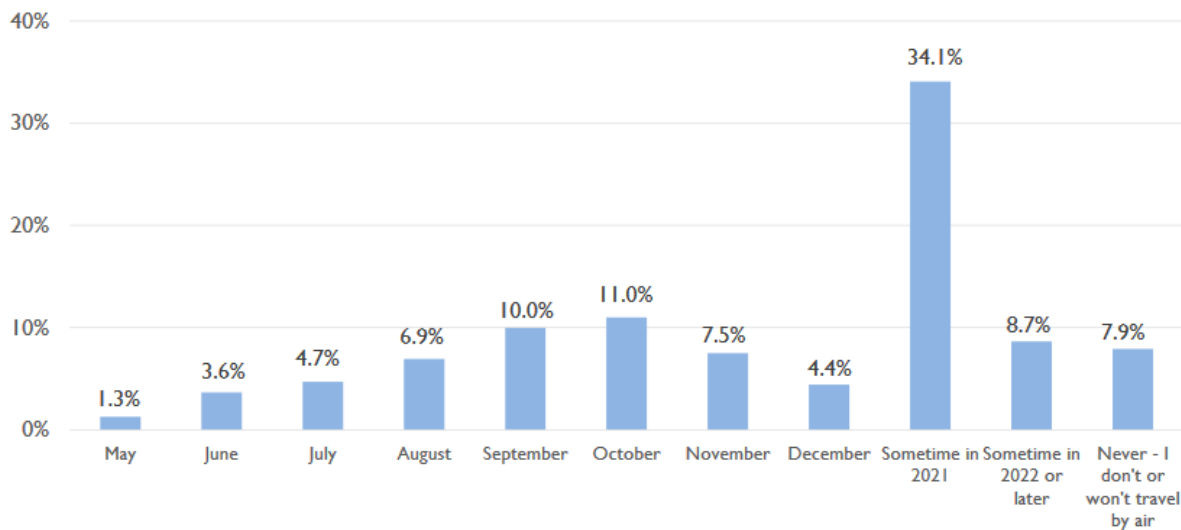


## American Travelers' Next Flight on a Commercial Airline

**Half of American travelers feel it is too risky to travel on an airplane right now, with 42.8% saying their next trip by air will not be until 2021 or later.**

Millennial and GenZ travelers are somewhat less uncomfortable, with more saying their next trip by air will be this year compared to older generations. Although most have some concerns about the safety of flying on commercial airlines, business travelers are the relatively most comfortable traveling by air right now.

**American Travelers' Next Flight on a Commercial Airline**  
(as of May 3<sup>rd</sup>, 2020)



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

*(Base: Wave 8. 1,204 completed surveys. Data collected May 1-3, 2020)*



## Desired Operational Practices in Hotels

At hotels, guests will feel *most confident* a property is looking out for their health and safety if guests are provided with hand sanitizer, face masks, disinfectant wipes, etc. (36.8%) and the property's cleaning/sanitizing procedures are well-explained (32.0%).

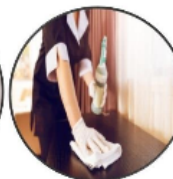
**Question:** When staying in a hotel in the future, which operational practices do you think should be used?

(Base: Wave 8, 1,204 completed surveys. Data collected May 1-3, 2020)

When staying in a **hotel** in the future, which operational practices do you think should be used?



Guests provided with hand sanitizer, face masks, disinfectant wipes, etc. (55.9%)



Cleaning/sanitizing procedures well-explained (54.0%)



Required employee health screening (53.0%)



Cleaning activity visible in public areas during your hotel stay (51.4%)



Social distancing guidelines enforced (47.2%)



Breakfast buffets replaced by room service or grab-n-go options (46.9%)



Require employees wear masks and gloves (45.8%)



Contact-less check-in (40.1%)



Sneeze guard barriers at front desk, gift shop, etc. (36.3%)



Smartphone-based mobile room keys (34.7%)



Floor markings for social distancing (30.3%)



Automated restaurants (14.8%)

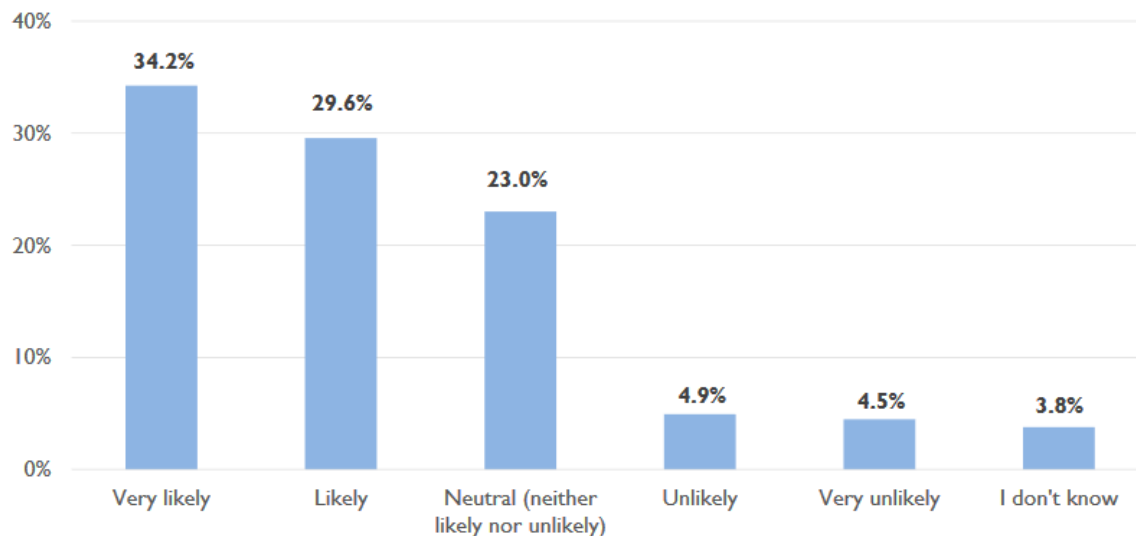


## Likelihood to Withhold Future Purchases from Businesses

### We should expect shaming to occur.

63.8% of American travelers say they would be likely to withhold business from a company if it was operating in a way that did not make them feel confident the company was looking out for their health. 68.8% say they would share that experience with others.

Likelihood Americans Would Withhold Future Purchases from Businesses That Aren't Looking Out for Customer Health



**Question:** In the coming months, suppose a business (a restaurant, retail store, airline, hotel, etc.) operates in a way that DOES NOT MAKE YOU FEEL CONFIDENT that they are looking out for your health. How likely would you be to withhold future purchases from that business?

(Base: Wave 8. 1,204 completed surveys. Data collected May 1-3, 2020)



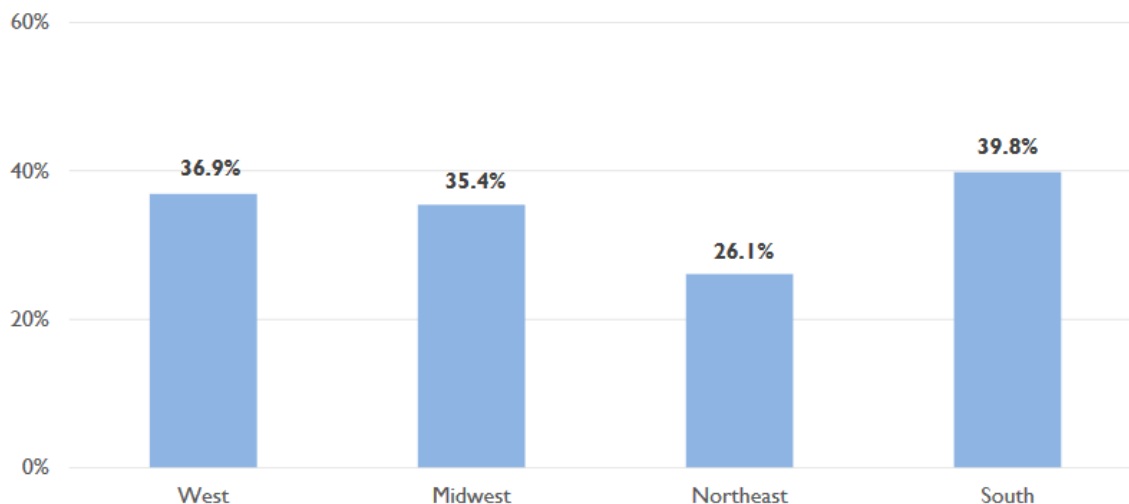
## Comfort with Home State Re-Opening

### Americans appear largely uncertain about the reopening.

Overall, 35.3% of American travelers say they are comfortable with their home state re-opening its economy right now. While there appears little difference by generation, as expected, there are significant differences by region of residence—only 26.1% of travelers in the Northeast are comfortable with this, while 39.8% of those in the South are.

### Americans Comfortable with Their Home State Re-Opening—by Region

(% of respondents in each region who “agree” or “strongly agree” with the statement “I am comfortable with my home state re-opening its economy right now.”)



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

**Statement:** I am comfortable with my home state re-opening its economy right now.

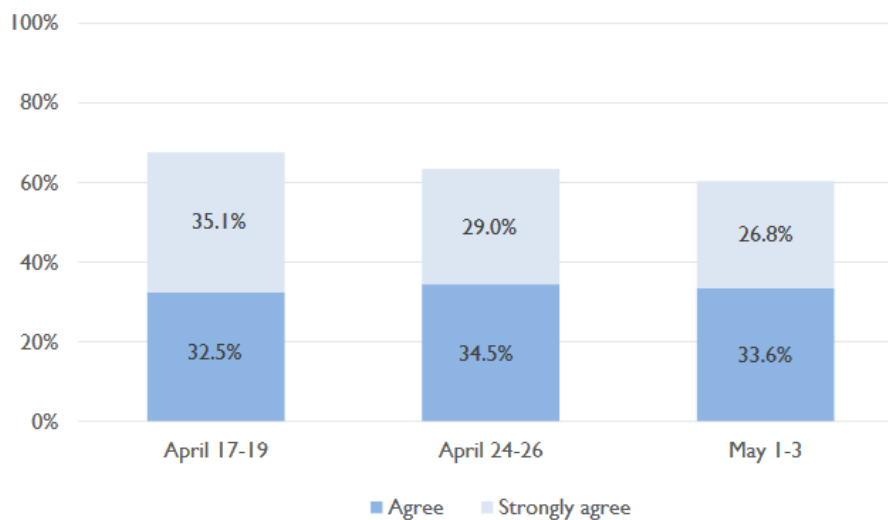
(Base: Wave 8. 1,204 completed surveys. Data collected May 1-3, 2020)



## Travelers in Community

The percent of American travelers agreeing they don't want travelers in their community right now is still notable at 60.4%, but down from 67.6% April 19th.

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



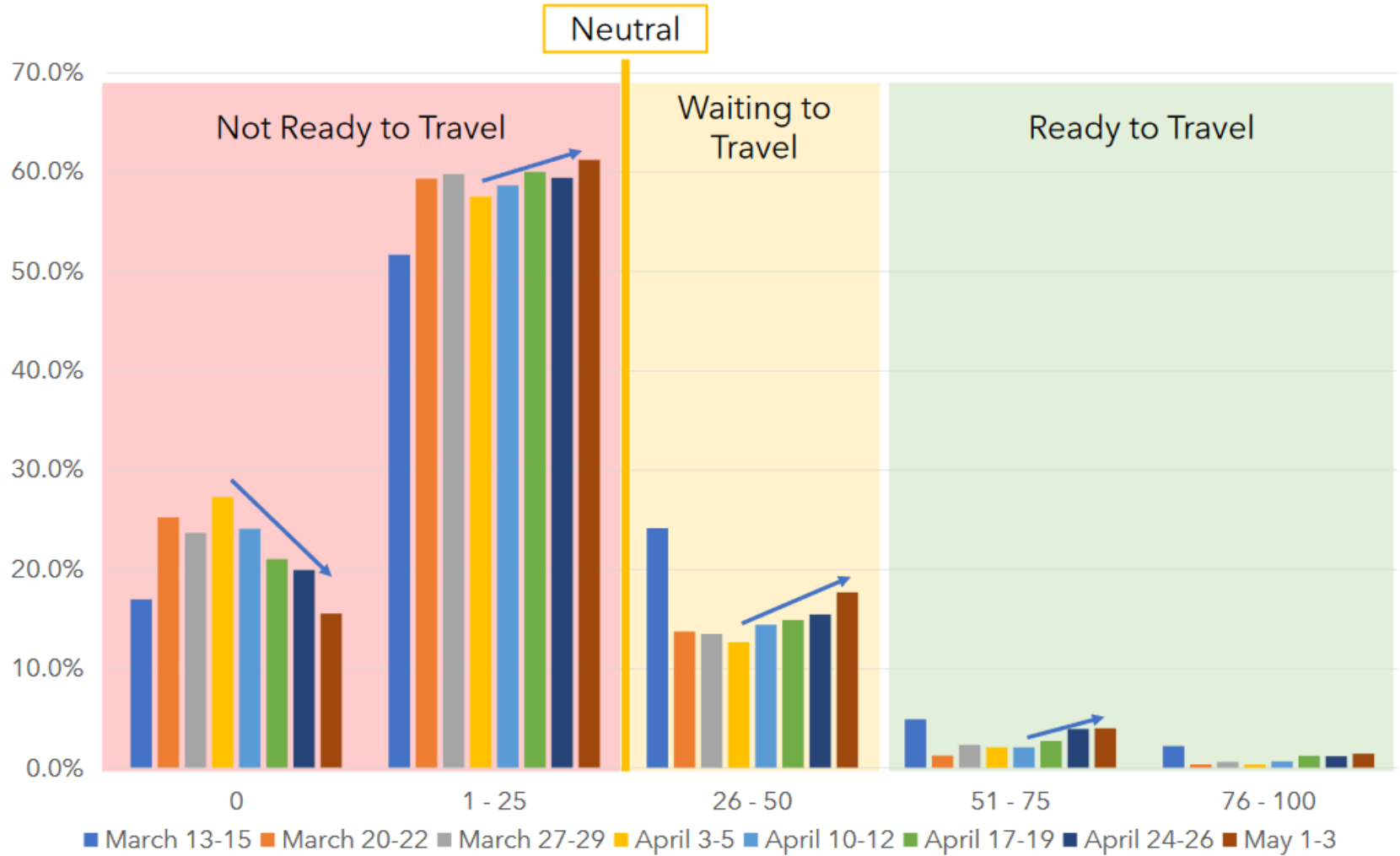
**Question:** How much do you agree with the following statement?  
**Statement:** I do not want travelers coming to visit my community right now.

*(Base: Waves 6-8. All respondents, 1,238, 1,208 and 1,204 completed surveys. Data collected April 17-19, 24-26 and May 1-3, 2020)*





### Travel Outlook: Week of May 4<sup>th</sup>



# Discussion!



# Website Review: COVID-19 Pandemic and Tourism



# Breakouts/Discussion

- What are the key components that would make this website more useful to you?
- What would make you more likely to share it with your colleagues and stakeholders?



# Report Out

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## Wrap-Up

- Final Partner Comments
- <https://www.canr.msu.edu/tourism/COVID-19-pandemic-and-tourism/>
- Next Meeting
  - Wednesday, May 12<sup>th</sup>, 10am ET/9am CT
- Evaluations
  - <https://bit.ly/2Vz24C6>
  - <https://bit.ly/2Vu8JgM>

