



This week:

- Yesterday, U.S. Travel sent Congress a series of [technical corrections and enhancements](#) to the CARES Act to help ensure businesses and workers in the broader travel and tourism industry have access to additional relief in future packages.
- Also yesterday, U.S. Travel sent several letters to Congressional leadership, including a [letter](#) signed by more than 600 DMOs and CVBs requesting inclusion in the Paycheck Protection Program (PPP) in upcoming relief packages.
- Earlier today, U.S. Travel [hosted a webinar](#) to answer specific questions about access to provisions within the CARES Act for 501(c) nonprofits and local travel-related quasi-government organizations.

Questions?

Please refer to [our FAQ](#). If you do not see your question answered, please [submit any questions](#) to us. We will do our best to reply in a timely manner.

If you have a colleague who would appreciate receiving these updates, please have them [sign up here](#).

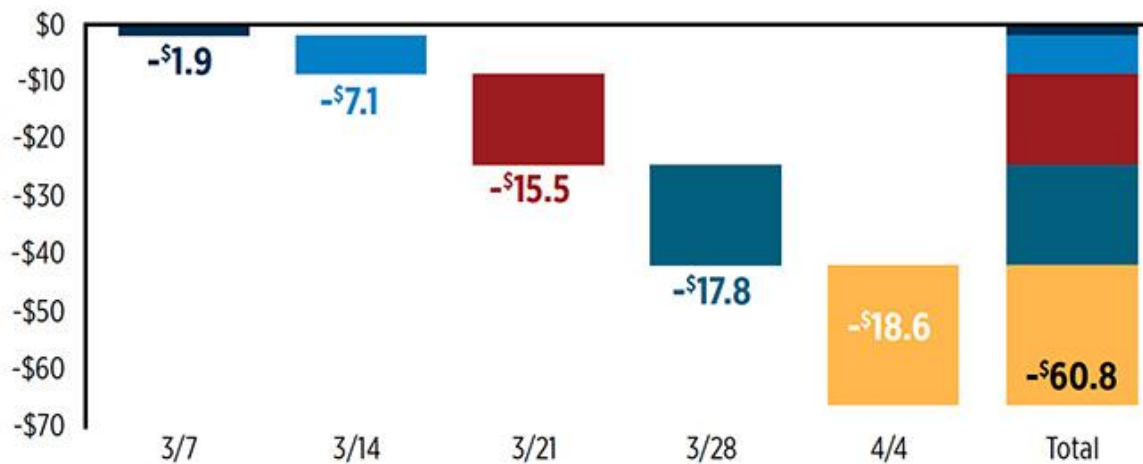
ECONOMIC IMPACT:
A WEEKLY ANALYSIS

Analysis by Tourism Economics shows a week-by-week outlook on travel spending in the U.S. The analysis also looks at regional and state-by-state breakdown.

- **National weekly travel spending dropped to just \$3.3 billion last week, down from \$19.8 billion during the first week of March.**
 - This is an \$18.6 billion loss or 85% drop from last year's levels, marking a continued decline in the travel economy as most of the country implements various lockdown measures
 - All regions are experiencing declines in the range of 82% to 86%. The Northeast leads all regions in percentage losses for the week with an 86% decline (\$3.5 billion) in the losses for the week ending on April 4
 - The District of Columbia, Hawaii, Florida, Massachusetts, and New York averaged declines of more than 90% in the week ending on April 4. There are now 30 states with losses exceeding 80%
 - In the past five weeks with evident COVID-19 impact, the U.S. travel economy has lost \$60.8 billion

Weekly Travel Spending Losses Through April 4th

(\$ billions)



Source: Tourism Economics

[SEE FULL REPORT](#)

TRACKING TRAVELER TRENDS

The following two tools show real-time data measuring the effects of COVID-19 on travel within the U.S. Tracking consumer behavior over time will help provide an early signal of returning travel activity that can help organizations determine the right time to re-deploy marketing plans and resources.

Hotel and Air: Traveler Trends Tracker

ADARA's [Traveler Trends Tracker](#) taps into real-time travel data on travel-related consumer behavior including hotel volume and flight bookings for both business and leisure travel. *Updated daily.*

TRAVELER TRENDS
TRACKER

Source: [Adara](#)

Car: Daily Travel Index

The Daily Travel Index is updated daily. This information will be provided to the industry for the foreseeable future, with updates and additional data planned in the coming weeks.

DAILY TRAVEL INDEX

Source: [Arrivalist](#)

TRAVELER AND CONSUMER SENTIMENT SURVEY RESULTS

National Tracking Poll: COVID-19 and Travel Sentiment

April 1, 2020

- **84% of travelers will change their travel plans in the next six months (same as last week)**

- 53% will cancel their trip completely (from 50%)
 - 43% will reduce their travel plans (from 35%)
 - 22% will change their destination so they can drive instead of fly (from 17%)
 - 13% will change trip from international to domestic (from 11%)
- 67% indicated that coronavirus would greatly impact their decision to travel in the next six months (from 62% last week)

Source: [Longwoods International](#) supported by Miles Partnership

Social Listening Report

March 30-April 2, 2020

- Conversation seems to be stabilizing (decreased by just 1%) in the past 3 days, compared to the previous 3 days (March 27-30)
- **Coronavirus + Travel conversation is down by 20% in the past 3 days, compared to the previous 3 days (March 27-30)**—this is likely due to people starting to adjust to this "new normal" and are no longer talking about their cancelled trips/new travel bans
- The conversation is negative at -45% (up from -47%) March 26-30
- The top five most-mentioned states again this week: New York, Florida, California, Washington and Texas

Source: [Meredith Travel Marketing](#)

The Harris Poll COVID-19 Tracker

April 3-5, 2020

- **The top three things Americans miss most are: dining out at restaurants/bars (51%), gathering with friends and family (49%) and shopping in stores (39%)**
- Americans are also planning longer-term purchases: One in five (19%) say they are considering buying new household goods, furniture or appliances and (16%) are considering buying a car
- Americans say they will prepare for something like this in the future by keeping more money in savings (59%), stockpiling non-perishable foods (33%) and making improvements to their living situation (18%)

HARRIS POLL DATA

The chart below shows data from one of the questions asked by The Harris Poll in their recurring survey on COVID-19. The survey covers a wide range of topics, both directly related to tourism and unrelated, and the results are updated once or twice per week. Find the full results of the survey by [clicking here](#). The most recent data was collected Mar 28-30.

When the answers in the chart below don't add up to 100% it is because the respondents either didn't know when they would start doing the activity again or it's not an activity that they do regardless of COVID-19.

Time Between Pandemic End and Doing Activities



Source: [The Harris Poll](#)

ADDITIONAL FINDINGS

Brand Trust and the Coronavirus Pandemic

March 23-26, 2020

A global look at the critical role brands are expected to play during the coronavirus pandemic.

- **62% of respondents agreed: "Our country will not make it through this crisis without brands playing a critical role in addressing the challenges we face"**
- 65% agreed: "How likely a brand responds to this crisis will have a huge impact on my likelihood to buy that brand in the future"
- 71% agreed: "Brands and companies that I see placing their profits before people during this crisis will lose my trust forever"
- 90% agreed: "Brands must do everything they can to protect the wellbeing and financial security of their employees and their suppliers, even if it means suffering big financial losses until the pandemic ends"

Source: [Edelman Intelligence](#)

RESOURCES AND EXAMPLES FROM AROUND THE INDUSTRY

- Tracking Public Opinion on the Coronavirus | [Morning Consult](#)
- COVID-19: The Impact of Coronavirus Closures on Commuting Patterns
| [UberMedia](#)
- COVID-19 Meeting Tracker (Medical Societies and Healthcare Associations)
| [Breakthrough Healthcare](#)

Questions? Please contact [Tori Emerson Barnes](#), executive vice president of public affairs and policy.