



RESOURCES: We know many of you have questions about the CARES Act details, eligibility guidelines and how to access assistance. Please reference our website at ustravel.org/ReliefResources for help on eligibility, funding assistance, how to apply and links to official sources.

QUESTIONS? Please refer to [our FAQ](#). If you do not see your question answered, please submit any questions to us [here](#). 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](#).

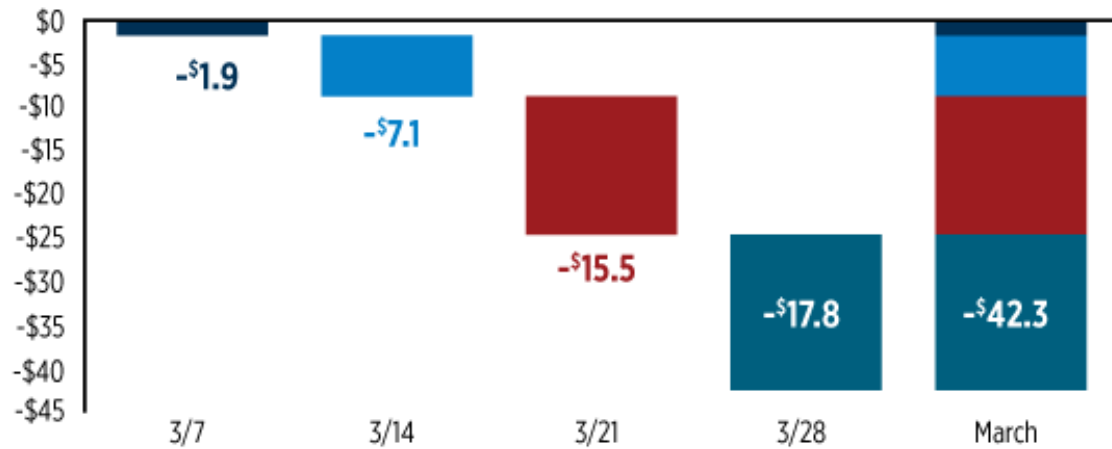
ECONOMIC IMPACT: A WEEKLY ANALYSIS

New 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 breakdowns.

- **National weekly travel spending dropped to just \$3.8 billion last week, down from \$19.8 billion during the first week of March**
 - This equates to a \$17.8 billion loss in travel spending last week alone when compared to 2019 (an 82% drop)
 - The gap between regions shrunk since last week and all regions suffered strong year-over-year declines ranging from 78% (Midwest) to 83% (Northeast)
 - Hawaii surpassed New York to register the strongest percentage decline of any state (90%)
 - Through March 28, travel spending losses for the month totaled \$42 billion

Weekly Travel Spending Losses in March

(\$ 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 inform 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*

TRAVEL TRENDS TRACKER

Source: [Adara](#)

Car: Daily Travel Index

The Daily Travel Index measures consumer road trips of 50 miles or more by residents from all 50 U.S. states. The data is drawn from a panel of GPS signals representing consumer road trips taken by car. *Updated approximately every 48 hours*

DAILY TRENDS TRACKER

Source: [Arrivalist](#)

TRAVELER AND CONSUMER SENTIMENT SURVEY RESULTS

The following survey results show the impact of COVID-19 on traveler and consumer intentions and sentiment. Findings provide insight that can help inform messaging shifts, marketing timelines and resource allocation.

NEW: Travel Intentions Pulse Survey (TIPS): Impact of Coronavirus

March 27, 2020

MMGY has released the first wave (of four) of a new survey tracking traveler sentiment* that looks at impact on travel with regard to planning, booking and cancellations, as well as intention to travel (both business and leisure) over the next six months. *Updated bi-weekly*

- **The likelihood of taking a leisure trip in the next 6 months has declined by more than 50% in past month**
- Travelers feel safest now in personal vehicles and least safe on cruises and international flights
- Business travelers generally feel safer traveling than leisure travelers
- Slowdown in spread of COVID-19 will have the most impact on travel decisions in next 6 months
- Travelers are just as concerned about family members contracting COVID-19 as they are about getting it themselves

- Younger travelers are more likely to worry more about others, but they are also concerned about their own health

*Those who have taken an overnight trip in the past 12 months

[VIEW ALL RESULTS](#)

Source: [MMGY](#)

National Tracking Poll: COVID-19 and Travel Sentiment

March 25-26, 2020

- **84% of travelers will change their travel plans in the next six months (from 75% last week)**
 - 50% will cancel their trip completely (from 48%)
 - 35% will reduce their travel plans (from 39%)
 - 17% will change their destination so they can drive instead of fly (from 18%)
 - 11% will change trip from international to domestic (from 14%)
- 62% indicated that coronavirus would greatly impact their decision to travel in the next six months (from 58% last week)

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

Social Listening Report

March 26-30, 2020

- **There were 413,000 mentions of coronavirus + travel (down from 478,000)**
- All conversations on social media surrounding coronavirus:
 - Are also down by 17% compared to last period (March 23-26)
 - Are negative at -46% (from -48%)
- The top five most-mentioned states are: New York, Florida, California, Washington and Texas
- Coronavirus hashtags aside from #covid19 and #covid-19 that are picking up momentum:
 - Stay-at-home related hashtags are among the top hashtags used: #stayathome, #stayathomesaveslives, #stayhomestaysafe, #lockdownnow

- Gratitude for health workers are also gaining popularity: #clapsforhhs, #clapsforcarers

Source: [Meredith Travel Marketing](#)

COMMUNICATING DATA: ADDITIONAL RESOURCES AND EXAMPLES FROM AROUND THE INDUSTRY

- Infographic | [Meeting Planners International](#)
- Aviation Capacity: Latest Information and Tools | [OAG](#)
- Travel and Tourism Research Resources | [TTRA](#)
- COVID-19's Impact on the Hotel Industry | [AH&LA](#)

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

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