



This week:

Following the issuance of guidance from the Federal Reserve and U.S. Department of the Treasury, six CARES Act relief resources have been updated:

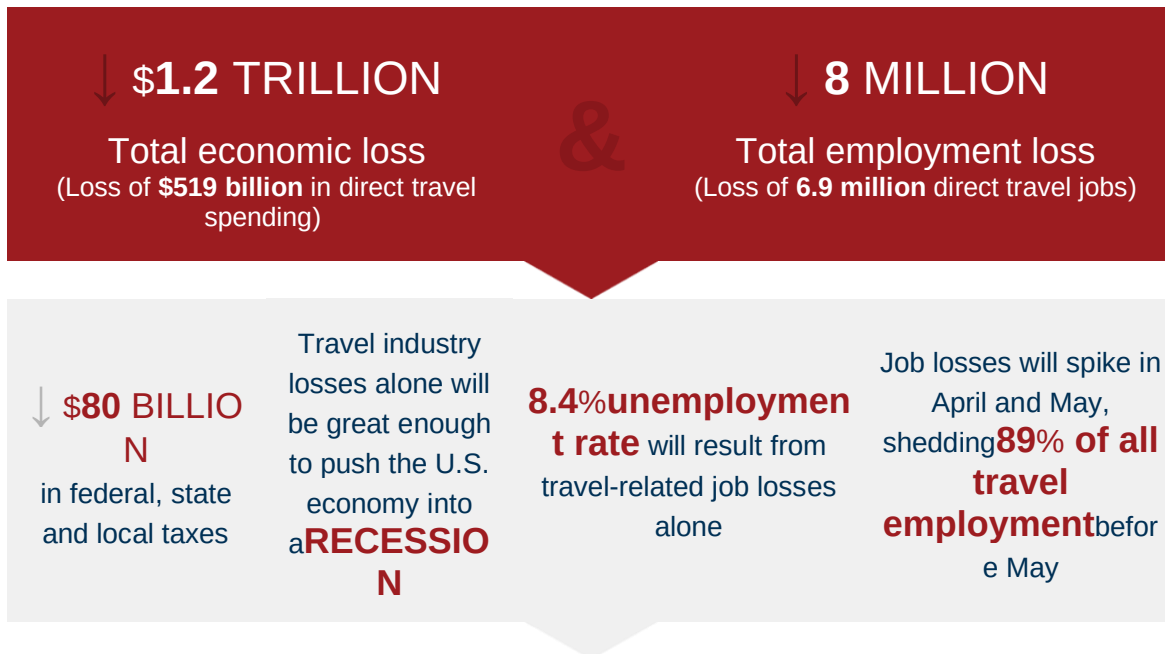
- [FAQ](#)
- [Paycheck Protection Program](#) fact sheet
- [Exchange Stabilization Fund](#) fact sheet
- [Relief for Airports and Tourism](#) fact sheet
- [Payroll Tax Relief](#) fact sheet
- [Unemployment Assistance](#) fact sheet
- [Economic Injury Disaster Loans](#) fact sheet

Today, Reps. Matsui (D-CA), Bilirakis (R-FL), Titus (D-NV) and Wilson (R-SC) sent [a letter](#) to Speaker Pelosi and GOP Leader McCarthy to allow DMOs, CVBs and state tourism offices of all sizes to qualify for the Paycheck Protection Program. Following an aggressive grassroots campaign led by U.S. Travel over the past 24 hours, an additional 80+ House members from both sides of the aisle added their signatures, a clear indication of support for our industry.

ECONOMIC IMPACT

Total Industry Impact

Revised projections released this week show a worsening impact of the coronavirus pandemic on the U.S. economy and travel workforce.



More Than **9X** the Impact of 9/11

Updated April 15, 2020

Source: Tourism Economics

SEE FULL REPORT

Weekly Analysis

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

- **National weekly travel spending fell to \$2.9 billion last week—15% of the \$19.8 billion during the first week of March**
 - In the week ending April 11, the travel economy fell 87% below last year's levels

- All regions are experiencing declines in travel spending in the range of 84% to 87%. The West has surpassed the Northeast to lead all regions in percentage losses for the week
- Declines in travel spending have caused a loss of \$10.3 billion in federal, state and local tax revenue since March 1

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.*

- **Searches and bookings continued to decline last week on a year-over-year basis:**
 - Searches were 85% lower than the same period last year
 - New bookings were 91% lower than the same period last year

TRAVELER TRENDS
TRACKER

Source: [ADARA](#)

Car: Daily Travel Index

The Daily Travel Index is intended as a barometer of drive market activity across all 50 states. The chart and map view allow you to look at the fluctuations in drive market activity within a single state or any grouping of states as selected. The Daily Travel Index is updated daily.

DAILY TRAVEL INDEX

Source: [Arrivalist](#)

TRAVELER AND CONSUMER SENTIMENT SURVEY RESULTS

Travel Intentions Pulse Survey (TIPS): Impact of Coronavirus

April 4-11, 2020

This bi-weekly survey tracks traveler sentiment with regard to planning, booking and cancellations, as well as intention to travel (both business and leisure) over the next six months.

- 90% of travelers had a travel or travel-related activity planned prior to the COVID-19 outbreak; 80% have canceled or postponed those plans
- 1 in 3 leisure travelers have postponed their vacation plans in hopes of rescheduling for later in the year while 6 in 10 leisure travelers have cancelled a planned vacation
- Consumer sentiment around personal safety related to coronavirus and travel:
 - 13% of travelers feel safe staying a hotel (down from 20%)
 - 27% of travelers feel safe visiting a national park (down from 40%)

- **More than half of the respondents said they will be eager to travel for leisure once the pandemic passes**
 - **4 in 10 will likely travel by plane**
 - **1 in 3 are more likely to take a vacation closer to home than before COVID-19**

[VIEW ALL RESULTS](#)

Source: [MMGY Travel Intelligence](#)

National Tracking Poll: COVID-19 and Travel Sentiment

April 8, 2020

- **85% of travelers will change their travel plans in the next six months (up from 84% last week)**
 - 48% will cancel their trip completely (from 53%)
 - 43% will reduce their travel plans (same as last week)
 - 19% will change their destination so they can drive instead of fly (from 22%)
 - 11% will change trip from international to domestic (from 13%)
- 66% indicated that coronavirus would greatly impact their decision to travel in the next six months (from 67% last week)

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

Insights into Americans + Travel

Week of April 13, 2020

This [weekly survey](#) tracks key consumer perceptions, attitudes and behaviors of American business and leisure travelers.

- Americans are feeling somewhat better that the worst of COVID-19 in the U.S. may soon be over

- **Nearly 70% of Americans continue to say they miss travel, though few say they will jump right back in when the coronavirus situation has passed**
 - 9 in 10 American travelers say they will approach travel carefully with at least some trepidation
- Nearly 40% of American travelers say they will change the types of destinations they choose to visit when they begin traveling again, increasingly saying they will be avoiding:
 - Crowds—including conferences/conventions
 - Destinations hardest hit by coronavirus
 - Destinations slow to put social distancing measures in place
- On a continual rise: the number of Americans agreeing they will take a staycation this summer and the number of younger travelers who say they will take more road trips to avoid airline travel (49.4% from 43.4% one month ago)
- Beach/resort destinations top the list when asked the place they will visit on their first post-pandemic trip, followed by small towns/rural areas, then cities

Source: [Destination Analysts](#)

Social Listening

April 9-13, 2020

Conversation Analysis

- Conversation volume around 'Coronavirus' is down by 23% over the last 4 days compared to the previous 4 days (April 5-9) and the conversation is down by 62.3% in the last month (comparing March 11-14 vs April 10-13)
 - The conversation remains largely negative at -54% (down from -53%)
- **However, the 'Coronavirus + Travel' conversation remained consistent with no change in the past 4 days vs. previous 4 days**
 - Previously conversation was down by 12% April 6-9 compared to April 3-6
- **#InThisTogetherOhio**, used by the Ohio Department of Health, drove significant social mentions, with 42.7k retweets and 71k likes
- The top 5 most-mentioned states are: New York, California, Washington, Florida, Texas

Source: [Meredith Travel Marketing](#)

RESOURCES AND EXAMPLES FROM AROUND THE INDUSTRY

- [Impact of COVID-19: Data Updates](#) | Airlines for America
- [Destination Net Sentiment Index](#) | travelsat
- [Survey Results on Sentiments around Face-to-Face Meetings](#) | Meetings Mean Business and APCO Insights
- [How Does the Leisure Industry get Back to Normal?](#) | Engagious

SURVEY FEEDBACK REQUESTS

- [Are WE doing our part to slow the spread of COVID-19?](#) | Sharecare
- [Novel Coronavirus Impact on CVB and DMOs](#) | Meetings Professionals International
- [Planner Confidence Index - Barometer for Future Events](#) (polled weekly) | i-Meet

UPCOMING WEBINARS

April 21 from 3:00-4:00 p.m. ET: Clarity in a Time of Crisis: Earth Day Special with Destination Analysts, Colorado Tourism, Travel Oregon & Solimar Intl.

Hosted by Miles Partnership | [Register Here](#)