



This week:

This week, Congress and the administration reached an agreement to replenish funding for the Paycheck Protection Program (PPP) and the Economic Injury Disaster Loan (EIDL) program following their rapid depletion in just two weeks. While an additional \$60 billion has been added for the EIDL program, which 501(c)(6) organizations are eligible to access, we are disappointed that the bill did not extend eligibility to the PPP for these organizations—which U.S. Travel will continue to fight for.

We invite DMOs, CVBs, and state tourism offices to join us for a webinar on Tuesday, April 28 from 12:00-1:00 p.m. ET: **DMO Relief Now and What's Next.**

REGISTER NOW

Updated Resources

- [Grants for Tourism and Airports and Delay on REAL ID Enforcement](#)
- [FAQ](#)

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 fell to \$2.5 billion last week—marking the seventh consecutive week of contraction**
 - In the week ending April 18, the travel economy fell 89% below last year's levels, the strongest year-over-year decline to date
 - With several states announcing plans to begin loosening lockdown measures, it is possible that this marks the trough of this turbulent period
 - Since the beginning of March, the COVID-19 pandemic has resulted in \$99 billion in losses for the U.S. travel economy
 - Alaska, Arkansas, and Mississippi are the only states to experience a decline in travel spending of less than 80% last week, while Rhode Island, Hawaii, West Virginia, and Washington, D.C. endured declines of more than 95%
 - Declines in travel spending have caused a loss of \$12.8 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 remained drastically low last week:

- Searches were 81% lower than the same period last year
- New bookings were 88% lower than the same period last year

GO TO TRAVELER
TRENDS

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.

GO TO DAILY TRAVEL
INDEX

Source: [Arrivalist](#)

TRAVELER AND CONSUMER SENTIMENT SURVEY RESULTS

National Tracking Poll: COVID-19 and Travel Sentiment

April 15, 2020

- **82% of travelers will change their travel plans in the next six months (from 85%)**
 - 47% will cancel their trip completely (from 48%)
 - 47% will reduce their travel plans (from 43%)

- 21% will change their destination so they can drive instead of fly (from 19%)
 - 11% will change trip from international to domestic (the same as last week)
- 63% indicated that coronavirus would greatly impact their decision to travel in the next six months (from 66% last week)

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

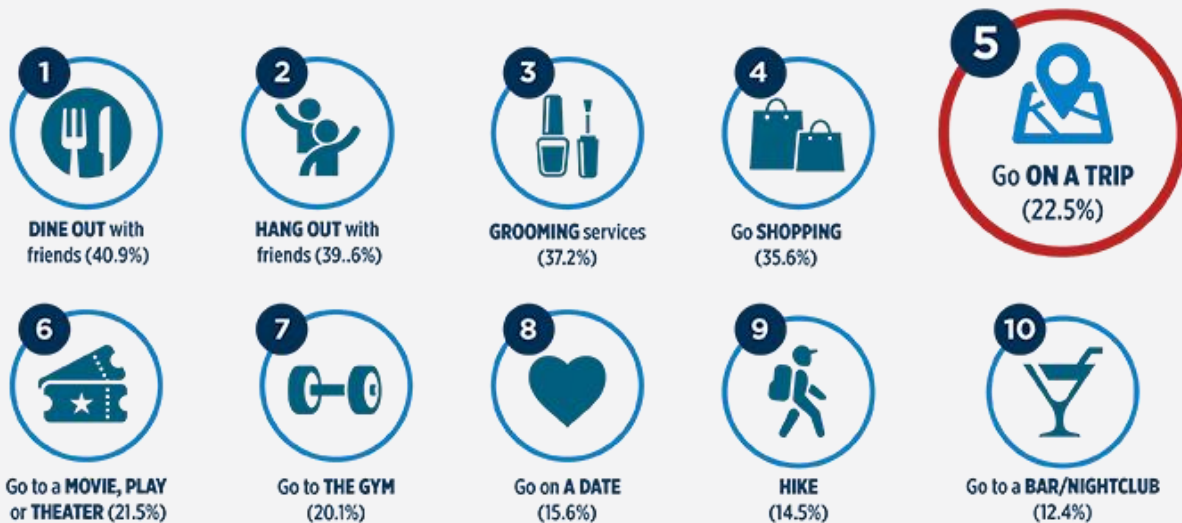
Insights into Americans + Travel

Week of April 20, 2020

This weekly survey tracks key consumer perceptions, attitudes and behaviors of American business and leisure travelers.

- **Just over 34% of Americans think the situation around COVID-19 will improve in the U.S. in the next month (from 29.5%). However, American travelers increasingly don't believe or are unsure that the pandemic will be resolved by the summer travel season**
 - The number reporting trip cancellations increased (70.3% from 66.9%), particularly in May and June
 - Half feel they will be traveling in fall, with reported increases in travel plans for September and October
- The number of American travelers saying they will choose regional rather than long-haul destinations for leisure travel this year continues to grow
 - More than half of travelers say they will take a staycation this summer (51.3%)
 - 45.4% say they will take more road instead of airline trips

What are the **FIRST THINGS YOU ARE GOING TO DO** when shelter-in-place restrictions are lifted?



- More Americans disagree (43.2%) than agree (36.5%) with the statement "I'm not traveling until there is a vaccine"—younger travelers were more likely to agree
- Nearly 8 in 10 American travelers say they would approve of mandatory health screenings for flights between destinations inside the continental United States and over 60% say such measures would increase their confidence traveling
- Over two-thirds of American travelers say they do not want other travelers coming to their community right now

Source: [Destination Analysts](#)

Back-to-Normal Barometer

Week of April 17, 2020

- **Roughly one-third of customers would return right now to their regular activities** (including hotels and airline travel) **without hesitation if that was a possibility, while another third is waiting for a medical breakthrough** (vaccine or treatment)
 - Most the remaining people expect to return following proper assurances from the government and/or medical professionals
 - Many of those who are not ready to return now expect to wait at least a month after the situation is deemed safe so that they are not the first ones to put their toes in the water

- Those who are ready to return now are more likely from the South and West, disproportionately (71%) male, more likely on either extreme edges of political philosophy, and disproportionately in the 35-44 age group (25-34 year olds need even more assurance than other ages)
- During the 2009 recession, 44% planned to take a major vacation within a year, in January 2020 it was 55% and now it is down to only 32%

Source: [Engagious](#)

Social Listening

April 13-17, 2020

- Coronavirus conversation increased by 11% over the last 3 days compared to the previous 3 days (April 10-April 13), potentially driven by news of temporarily halted WHO funding and California's steps to reopening
- There is an increase in conversation about supporting the healthcare workers (using the hashtag #TogetheratHome)
- **The Coronavirus + Travel conversation increased by 10% in the past 3 days compare to the previous 3 days (April 10-13), with the majority on President Trump's response to COVID-19**
- Coronavirus-related and quarantine-related hashtags such as #covid19, #stayathome, #stayhomesavelives, are most frequently used
- The top 5 most-mentioned states are: New York, California, Florida, Washington, Texas

Source: [Meredith Travel Marketing](#)

RESOURCES AND EXAMPLES FROM AROUND THE INDUSTRY

- [COVID-19 International Market Update](#) | Brand USA
- [The Harris Poll COVID-19 Tracker](#) | Harris Poll
- [COVID-19 Projections](#) | Health Data
- [Impact of COVID-19 on Destination Marketing Web Traffic](#) | Simpleview
- [The COVID-19 Consumer Journey](#) | SteelHouse
- [Hotel Performance for March 2020](#) | STR

SURVEY FEEDBACK REQUESTS

- [Novel Coronavirus Impact on CVB and DMOs](#) | Meetings Professionals International
- [Planner Confidence Index - Barometer for Future Events](#) (polled weekly) | i-Meet

WEBINARS

Tuesday, April 28 from 12:00-1:00 p.m. ET: [DMO Relief Now and What's Next](#) | U.S. Travel Association

[Webinar Series](#) | ADARA

[Weekly Education & Research Video Series](#) | Destination Analysts

Tuesday, April 28: [Back-to-Normal Key Findings](#) | Engagious

[COVID-19 Webinar](#) | Expedia Group Media Solutions

[Webinar Series](#) | Miles Partnership

QUESTIONS?

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

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