



This week:

U.S. Travel, working with many corporate and association partners, is leading the collaborative development of a set of safety guidelines. It is critical that every industry segment be part of this discussion as we work to help make travelers feel safe throughout every part of their travel experience. More details will be available next week.

Recently Updated CARES Act Fact Sheets

- [FAQ](#)
- [Paycheck Protection Program](#)
- [Exchange Stabilization Fund](#)
- [Economic Injury Disaster Loans](#)

NEW WEBINAR SERIES

U.S. Travel is now offering a new bi-monthly webinar series beginning next Thursday, May 7, that will feature top research analysts who will walk through new survey results tracking travel sentiment, trends and economic impact.

Assessing Recovery: The Assurances Consumers Need

May 7 from 12:00-1:00 p.m.

Representatives from [Engagious](#) will walk you through their latest Back-to-Normal Barometer, a new study listening to the voice of the leisure activity customer. The webinar will focus on the assurances travelers are looking for in order to feel safe traveling again.

REGISTER NOW

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 \$2.3 billion last week—marking the eighth consecutive week of contraction**
 - In the week ending April 25, the travel economy fell 89% below last year's levels (a \$19.6 billion loss) and registered a new low
 - Since the beginning of March, the COVID-19 pandemic has resulted in \$119 billion in cumulative losses for the U.S. travel economy
 - Vermont, Alaska and Mississippi are the only states to experience a year-over-year decline in travel spending of less than 80% last week, while Hawaii and Washington, D.C. endured another week of declines of more than 95%
 - It remains to be seen how responsive travel spending will be in states that are easing their lockdown measures in the coming weeks
 - Declines in travel spending have caused a loss of \$15.4 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 81% lower than the same period last year
- New bookings were 87% 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

Travel Intentions Pulse Survey (TIPS): Impact of Coronavirus

April 24, 2020

The third wave (of four) looks at the 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.*

- Travelers are starting to feel a little safer about engaging in all travel-related activities:
 - 17% of travelers feel safe staying in a hotel (from 13%)
 - 31% of travelers feel safe visiting a park (from 27%)
- **Travelers are becoming more eager to travel when it will be safe and possible than they were two weeks ago—particularly to take domestic road trips closer to home**
 - 59% stated they would be eager to travel for leisure when the crisis has passed (from 52%)
- 38% stated they would be likely to take a domestic leisure trip in the next six months (from 31%)

SEE FULL REPORT

Source: [MMGY Travel Intelligence](#)

National Tracking Poll: COVID-19 and Travel Sentiment

April 22, 2020

- **82% of travelers will change their travel plans in the next six months**
 - 50% will cancel their trip completely (from 47%)
 - 45% will reduce their travel plans (from 47%)
 - 22% will change their destination so they can drive instead of fly (from 21%)
 - 11% will change trip from international to domestic (same as last week)
- 61% indicated that coronavirus would greatly impact their decision to travel in the next six months (from 63%)

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

Coronavirus Travel Sentiment Index Report

April 27, 2020

- Americans' concerns about personally contracting the virus continued to slowly decrease (from 72.9% last week to 70.4% this week) while concerns about personal finances increased (up from 67.6% to 70%)
- **Most travelers want businesses to have certified cleaning/disinfecting protocols in place (63%) as well as employee health screenings (60%) and limitations of crowd size (55%)**
 - Most travelers also desire health screenings of all passengers at airports (59%)
- Travelers will need many assurances to feel comfortable going back to a normal lifestyle, including a proven treatment (47%) and a vaccine (45%)
- Agreement that the coronavirus situation will be resolved by the summer continues to decline (from 30% last week to 27%)
 - Nearly half of Americans (48%) expect to be back traveling this fall, down slightly from last week (51%)
- Just under half (47%) say that they will take more regional trips while avoiding long-haul trips due to the coronavirus pandemic, 73% say they will be avoiding large meetings and 78% say they will be unlikely to travel abroad until the coronavirus situation is resolved

When thinking about visiting commercial public locations like theme parks, sports venues and malls, **WHAT OPERATIONAL PRACTICES WILL YOU WANT TO SEE USED?**



Provide **HAND SANITIZER** (64.1%)



Provide **DISINFECTANT WIPES** (57.3%)



CLEANING activity during your stay (55.9%)



CLEANING PROCEDURES well-explained (55.1%)



Required employee **HEALTH SCREENING** (51.9%)



Enforces **SOCIAL DISTANCING** (49.6%)



Sneeze guards/ other **BARRIERS** (47.5%)



Requires employees **WEAR MASKS** (43.4%)



Body **TEMPERATURE SCREENING** upon entry (42.1%)



Requires employees to **WEAR GLOVES** (42.1%)



Encourage visitors to **WEAR MASKS** (41.9%)



Pre-arrival **HEALTH QUESTIONNAIRE** (30.8%)

Source: [Destination Analysts](#)

Back-to-Normal Barometer

April 22, 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)
- With assurances that it is safe to do so, 57% would go on an overnight trip within three months
- **More than half (55%) of business travelers expressed that health screenings at public venues would have an extremely positive impact on their willingness to visit (compared to 42% for leisure travelers)**
- More than half of travelers would be open to participating in medical screenings (temperature check and/or swab test) upon entering a hotel or casino, but a sizable minority would refuse or seek other locations

Source: [Engagious](#)

RESOURCES AND EXAMPLES FROM AROUND THE INDUSTRY

- [Global and Domestic Trends During COVID-19 Weekly Travel Insights](#) | Skyscanner
- [Destinations, Staffing and Recovery](#) (preliminary survey results) | Meeting Professionals International
- [Ongoing Planner Confidence Index – Barometer for Future Events](#) (ongoing change to results to date, April 27). To take the survey, [click here](#). | i-Meet
- [Destination Net Sentiment Index](#) | ROVE MARKETING

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](#).