



This week:

On Monday, U.S. Travel released "[Travel in the New Normal: Industry Guidance for Promoting the Health and Safety of All Travelers](#)." The guidance was developed in close collaboration with health and medical professionals, as well as with organizations throughout the broader travel industry, and lists six key areas where travel businesses across segments and sectors can approach public health and safety consistently. For full guidance, click [here](#).

Yesterday, Reps. Pappas (D-NH), Fitzpatrick (R-PA), Cisneros (D-CA) and Steube (R-FL) introduced the "Local Chamber, Tourism, and 501(c)(6) Protection Act of 2020," which would allow all types of destination marketing organizations—including both 501(c)(6) and quasi-governmental entities—with less than 300 employees eligibility into the Paycheck Protection Program. We are requesting our DMOs to please [contact your representative](#) and ask them to cosponsor the bill.

ACTIVATE NOW

Additionally, Senator Gardner (R-CO) sent a [letter](#) to his colleagues calling for improvements to the PPP—including expanding eligibility to all nonprofits that have been previously excluded, such as 501(c)(6) organizations—among several other provisions.

We are interested in hearing from DMOs who have applied for an Economic Impact Disaster Loan (EIDL). If you have, please share your experience by **completing this [very short survey](#)**. Your responses are helpful as our efforts continue to advocate for additional DMO relief.

NEW WEBINAR SERIES

This week, U.S. Travel launched a new webinar series that will take place every Thursday at 12:00 p.m. ET. Each webinar will look toward the recovery of our industry and the broader economy, focusing on the guidance, data and traveler sentiment necessary to safely restore travel and tourism in the U.S.

Our first webinar, "Addressing Uncertainty Through Safety: New Guidance for the Industry," took place today, featuring:

- Roger Dow, president and CEO, U.S. Travel
- Tori Emerson Barnes, executive vice president of public affairs and policy, U.S. Travel
- Erin Francis-Cummings, president & CEO, Destination Analysts
- Dr. Mike Parkinson, Sr. Medical Director, Health and Productivity, UPMC Health Plan, Col, USAF (Ret) and former member Defense Health Board

The webinar focused on traveler sentiment toward travel and safety (key findings from Destination Analysts latest survey below) and our recently released health and safety [guidance](#). **Access the slide deck [here](#).**

FULL RECORDING

Our next webinar on **May 14**, representatives from Engagious will walk through their latest Back-to-Normal Barometer, a study listening to the voice of the leisure activity customer. It will focus on the assurances travelers are looking for in order to feel safe traveling again. **Register [here](#).**

Our third webinar, on **May 21**, will feature experts from ADARA, Arrivalist and Longwoods, as well as a DMO, in a discussion on how to take a three-dimensional approach to utilizing research to inform your strategy for recovery. **Register [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 rose slightly to \$2.5 billion last week as select states began easing their lockdown measures**
 - In the week ending May 2, the travel economy witnessed its first expansion in nine weeks but still registered 88% below last year's levels (a \$19.4 billion loss)
 - Since the beginning of March, the COVID-19 pandemic has resulted in over \$138 billion in cumulative losses for the U.S. travel economy
 - Four states witnessed losses of over 90%, and Hawaii and Washington, D.C. endured yet another week of declines exceeding 95%
 - One of the states to suffer a particularly strong loss (over 90%) was Kentucky, likely attributable to the cancellation of the Kentucky Derby, which regularly occurs on the first Saturday of May
 - Notably, the number of states enduring weekly losses of less than 80% doubled last week from three to six states
 - Declines in travel spending have caused a loss of \$17.9 billion in federal, state and local tax revenue since March 1

[VIEW 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.*

GO TO 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.

GO TO DAILY TRAVEL
INDEX

Source: [Arrivalist](#)

TRAVELER AND CONSUMER SENTIMENT SURVEY RESULTS

National Tracking Poll: COVID-19 and Travel Sentiment

May 5, 2020

- 79% of travelers say that they will change their travel plans over the next six months and 55% say that the pandemic will greatly impact their travel

- **Americans are eager to get on the road again; 70% are already planning new—though modified—travel over the next six months**
- On their first trip (when appropriate), 55% will visit family and friends domestically

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

Coronavirus Travel Sentiment Index Report

May 4, 2020

- The vast majority (71%) of Americans miss traveling and can't wait to get out and travel again
- Most Americans are not prepared to travel by air any time soon, and just 16.5% of respondents were expecting to fly through the end of August
- Travelers expect travel brands to satisfy their needs, and nearly 2-in-3 travelers say that if a travel company doesn't take health considerations seriously, they are likely to withhold future purchases.
- The proportion of American travelers who say they will not be traveling until a COVID-19 vaccine is developed declined this week—29.8% agree with this sentiment (down from 35.2% last week)
- **Travelers value and expect high-tech cleaning protocols on planes and in hotel rooms in addition to other health-related products and procedures (including hand sanitizer, disinfectant wipes, face masks, and health check for employees, as well as mobile check in)**

WHEN STAYING IN A **HOTEL** IN THE FUTURE, **WHICH OPERATIONAL PRACTICES DO YOU THINK SHOULD BE USED?**



Guests provided with hand sanitizer, face masks, disinfectant wipes, etc.
(55.9%)



Cleaning/sanitizing procedures well-explained
(54%)



Required employee health screening
(53%)



Cleaning activity visible in public areas during your hotel stay (51.4%)



Social distancing guidelines enforced
(47.2%)



Breakfast buffets replaced by room service or grab-n-go options (46.9%)



Require employees wear masks and gloves
(45.8%)



Contact-less check-in
(40.1%)



Sneeze guard barriers at front desk, gift shop, etc.
(36.3%)



Smartphone-based mobile room keys (34.7%)



Floor markings for social distancing (30.3%)



Automated restaurants
(14.8%)

Travelers Send the Travel Industry Thanks, Wishes of Safety & Strength During National Travel & Tourism Week

- "We will get through this together"
- "Stay safe and stay clean!"
- "Cleaning will be key. Patience with customers as they work with you—people will be afraid and probably have had attitudes because of it"
- "Concentrate on advertising beautiful outdoor spaces!"
- "Hang in there! We will want to travel again and will need you!"

VIEW THE VIDEO

Source: [Destination Analysts](#)

Special COVID-19 Research Report Hospitality & Travel

May 2020

- Nearly a quarter (24%) of respondents are already planning a future vacation, particularly as something to look forward to
- **Nevertheless, most respondents are approaching travel with caution and say that they will wait a few months after re-opening to go on vacation**
- Travelers are more comfortable with lodging than they are with commercial travel transportation options (air, rail and cruise)
- Only 44% of travelers trust brands to tell the truth about how they are responding to the virus
- Nevertheless, brands who show a commitment to safety positively stand out among travelers and 88% of travelers say that actions taken by brands now in response to the coronavirus will affect their loyalty to them also in the future

Source: [Edelman](#)

The Harris Poll COVID-19 Tracker

May 1-3, 2020

The following are some of the highlights that are related specifically to travel within the Harris Poll: "American Resolve: Attitudes, Values and Lives in the Pandemic"

- In response to "major purchases planned once things return to normal," travel ranked #1 (selected by 52% of respondents), higher than buying new clothes (43%), buying household goods (33%) or attending a concert or sporting event (28%)
- Despite the urge to travel, most respondents said it will take them at least six months before they will take their next vacation
- Men, Gen Z/Millennials and higher income households are most eager to book a vacation

Source: [Harris Poll](#)

RESOURCES AND EXAMPLES FROM AROUND THE INDUSTRY

- [Perceptions of Risk Travel Survey](#) | Tourism Crisis Management Initiative, University of Florida
- [TCMI Travel Anxiety Index](#) | Tourism Crisis Management Initiative, University of Florida
- [Coronavirus Tracking](#) | Optimus

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](#).