U.S. TRAVEL ASSOCIATION®

PUBLIC AFFAIRS UPDATE

This week

- Congress continues to work toward phase 4 relief legislation, with the goal of completing a bill by August 7, before the congressional recess begins. We are currently awaiting draft legislation from Senate Republicans that will serve as a starting point for negotiations.
- As the bill begins to take shape, it will be absolutely critical that our industry's voice is **loud and constant** for the next two weeks. This is likely our last opportunity to secure relief for travel and tourism before the 2020 election, and we are asking our industry to activate however possible. Please keep a close eye on your inboxes and on our new advocacy toolkit, which we will be updating with the latest asks and ways to activate over the next few weeks, including social graphics, fact sheets, talking points and more.

VIEW TOOLKIT

Resources

- U.S. Travel has updated our legislative priorities for phase 4. We are advocating aggressively on six primary policies that would provide relief, protection and stimulus that our industry desperately needs.

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 breakdowns.

- **The recovery in the travel industry plateaued last week, and national weekly travel spending equaled that of the prior week**
  - In the week ending July 18, travel spending again tallied $11.5 billion (the same as the previous week) and registered 51% below last year's levels (a $12 billion loss)
  - Travel spending growth has slowed substantially over the past month, seeing just a 9% increase compared to four weeks ago
  - New York, D.C. and Hawaii suffered year-over-year losses exceeding 70%. Eleven additional states experienced losses greater than 50%
  - The best performing states—mostly those without large urban centers—included Nebraska, Montana, South Dakota, New Jersey, Wyoming and Iowa
  - Since the beginning of March, the COVID-19 pandemic has resulted in over $297 billion in cumulative losses for the U.S. travel economy
  - The continual depressed level of travel spending has caused a loss of $38 billion in federal, state, and local tax revenue since March 1

FULL REPORT

U.S. TRAVEL WEBINARS

Advancing Industry Priorities in Phase 4 COVID-19 Relief Legislation

The webinar this week provided an update on U.S. Travel's advocacy efforts to secure relief, protection and stimulus for the travel industry, and Vicki Varela, managing director of the

Utah Office of Tourism, shared details on her organization's success in securing funds provided as part of the CARES Act through the Coronavirus Relief Fund.

Access the full slide deck.

FULL RECORDING

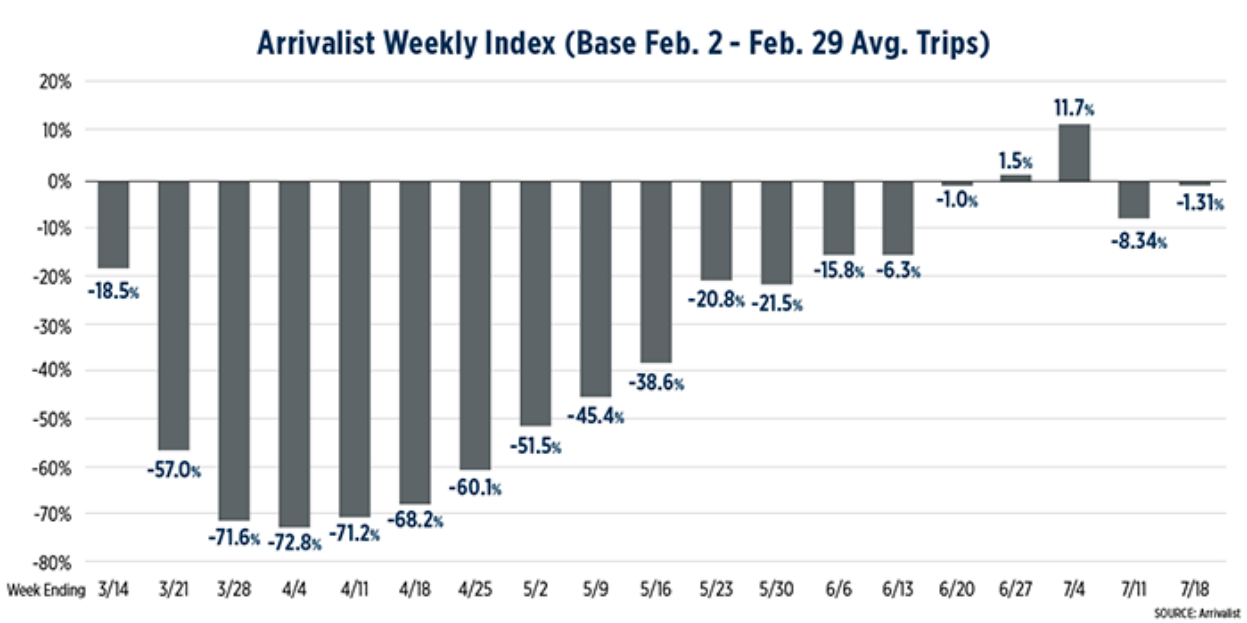
Stay tuned for more details about our next Assessing Recovery webinar, which will take place on Thursday, August 6, at 12:00 p.m. Access all Assessing Recovery webinar records at ustravel.org/assessing-recovery

TRACKING TRAVELER TRENDS

Car: Daily and Weekly Travel Index

Arrivalist's Weekly Travel Index, prepared for U.S. Travel Association, measures consumer road trips of 50 miles or more in all 50 U.S. states.

- **After declining over the previous week, road travel recovered last week and approached pre-pandemic levels**
    - Road travel the week of July 12th was 1.3% lower than it was right before the crisis (in Feb. 2020), an improvement over the previous week when it was 8% below pre-pandemic levels
    - Road travel over the last seven days (through Monday July 20) was 3% higher than the previous seven days



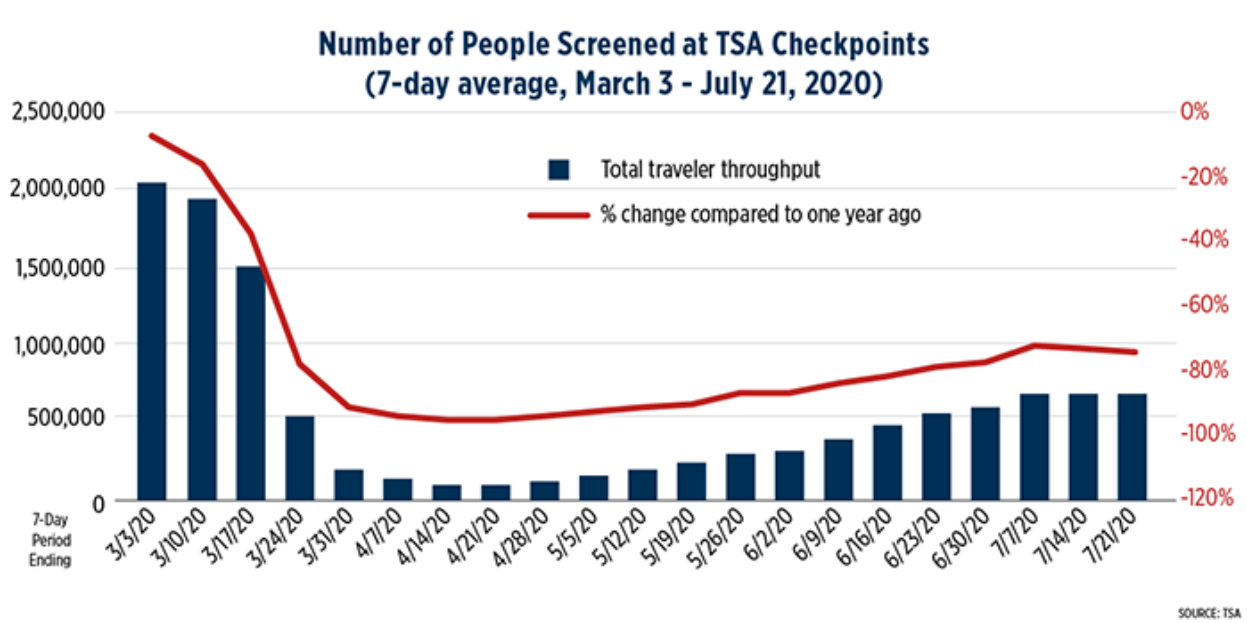
You can also view Arrivalist's Daily Travel Index here.

Source: Arrivalist

Passenger Screenings at TSA

The Transportation Security Administration (TSA) updates passenger screenings on a daily basis, providing a comparison to the same time last year.

- **The number of people screened by TSA declined slightly over the past week, but daily screenings still remained above 700,000 around the weekend**
    - The most recent daily high of 747,000 screenings on Sunday was just slightly lower than the previous week's daily peak of 755,000 and the Fourth of July weekend daily high of 765,000
    - The 7-day average of screenings (through Tuesday, July 21) was 662,000, 1.4% lower than the previous two weeks (both 672,000)
- On a year-over-year basis, TSA screenings in the latest 7-day period were 75% lower than in the same period last year

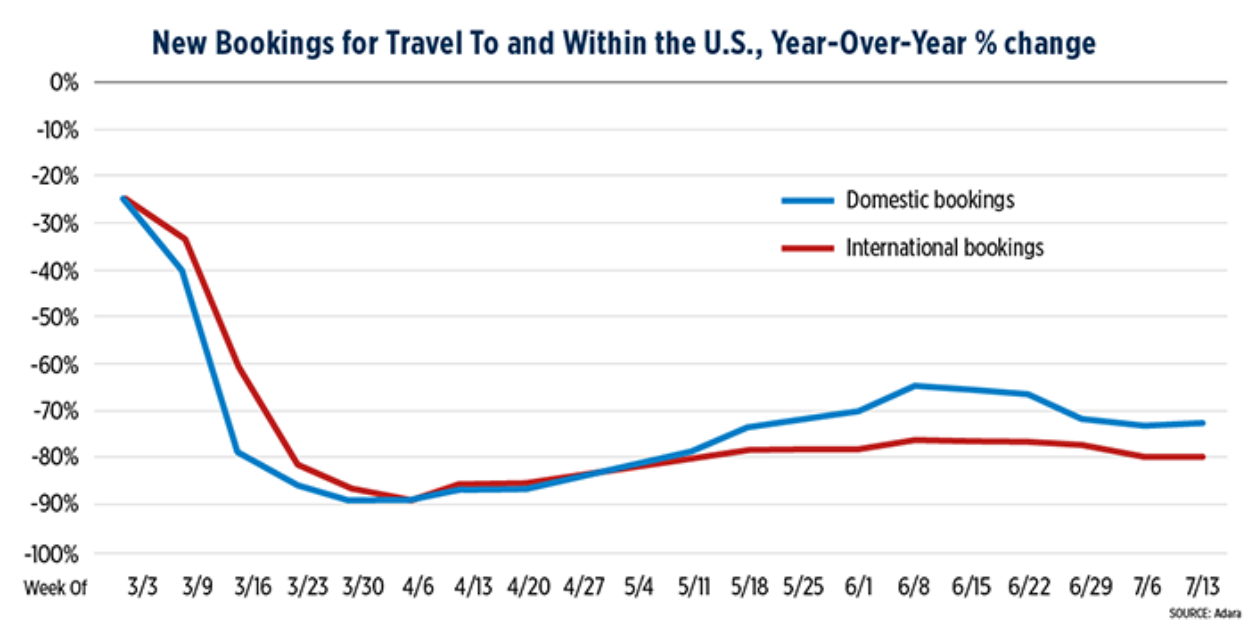


Source: TSA

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.

- **The trend in domestic air and hotel bookings for future travel remained roughly the same for the seven days ending July 13 as in the previous week (-72%)**
    - Domestic bookings to Wyoming (-15%) again exhibited, by far, the lowest year-over-year decline. South Dakota (-25%), Montana (-25%) and Idaho (-30%) followed
    - Domestic bookings to New York (-84%), Massachusetts (-81%), Washington, D.C. (-79%), and for the first time, California and Nevada (both -79%) saw the highest declines compared to the prior week
- International bookings for future travel to the U.S. remained the same as last week at -79%



TRAVELER TRENDS TRACKER

Source: ADARA

Visitation Trends: U.S. National Parks

In partnership with Rove Marketing and Uber Media, U.S. Travel is offering an exclusive dashboard that monitors daily unique mobile devices across various points of interest at sample U.S. national parks, providing a breakdown of top origin cities and driving distances. This product can serve as a leading indicator to help destinations better understand American travel trends related to drive markets and outdoor recreation locations in the U.S.

NATIONAL PARKS DASHBOARD

Source: Rove Marketing and Uber Media

TRAVELER AND CONSUMER SENTIMENT SURVEY RESULTS

Traveler Intentions Pulse Survey (TIPS)

This survey measures the current and future traveler sentiment amid the COVID-19 pandemic, tracking trends and shifts in travel intentions. The study polls respondents for both domestic and international intent by purpose and type. The most current Wave VI was fielded June 29th – July 8th.

- **Americans already hesitant to travel are becoming even more cautious**
  - Although the likelihood of taking a domestic leisure trip during the next six months remained unchanged in the most recent survey (40% said they were likely to do so), **21% indicated they are not at all likely to do so**—up from 13% in Wave V
  - After an increase in Wave V, the likelihood of staying in a hotel/resort or vacation home leveled off in this wave
  - Travelers continue to report being **twice as likely to travel by personal car (67%)** than by any other form of transportation. And one-third of those respondents are likely to drive 300 miles or more each way from home for a vacation
- **Domestic business travel will likely take even longer to come back than leisure**
  - In the most recent survey, only one-third of confirmed business travelers indicated a likelihood to take a domestic business trip in the next six months—down from 40% in Wave V
  - The majority of vacation and business trips have been **canceled rather than postponed**

FULL REPORT

Source: MMGY Global Intelligence

Coronavirus Travel Sentiment Index Report

July 20, 2020

- Travel morale remains depressed:
    - A record **47% of respondents** now say they don't have any trip plans for the remainder of 2020
    - A high of 44% of Americans agree that **they will not travel until there is a vaccine**
    - Only 41% express any meaningful enthusiasm about the possibility of taking a getaway in the next month—down from 58% at the end of May
    - Only 37% feel open to travel inspiration—levels not recorded since the height of the lockdown in April
    - Reflective of their overall concerns, nearly three-quarters of residents in the Northeast (74%) plan to **avoid all travel until the coronavirus situation blows over** – compared to 62% in the West, 59% in the South and 57% among Midwest residents
- Masks are favored by the vast majority of respondents:
    - **78% agree that people should wear masks in public** and only 7% disagree (the rest are neutral)
    - Over two-thirds of respondents (69%) stated they are likely to wear a face mask on a trip in the next six months
    - When asked how they would feel if a destination they wanted to visit required people to wear masks while in public, **over two-thirds (67%) said that would make them happy**
    - Of the 9.5% that expressed unhappiness about a mask mandate, half said it would not keep them from visiting a place they otherwise wanted to visit
    - More than three-quarters (79%) of American travelers residing in the Northeast stated that they ALWAYS wear a mask when out in public compared to 70% in the West, 64% in the South and 57% in the Midwest.

Source: Destination Analysts

National Tracking Poll: COVID-19 and Travel Sentiment

July 15, 2020

- **60% of respondents indicated that they prefer visiting destinations that require face masks in public**
    - A third of respondents reported that they will ONLY visit destinations with mandatory face mask orders

    - In contrast, only 9% are less likely to visit a destination which requires face masks, with 3% refusing to visit such destinations
- The percentage of American travelers who now feel safe traveling outside their community has fallen to 38%, **the lowest level since mid-May**

Source: Longwoods International supported by Miles Partnership

The Harris Poll CV-19 Tracker

July 22, 2020

- Nearly half of Americans (48%) think that COVID-19 cases will not go down until at least six months from now
- As a result, mask-wearing and social distancing seem to be going mainstream
    - **Three quarters (75%) of Americans** say they are **more likely now to wear a mask and socially distance** than last month
    - Rates of mask wearing in public have **risen 14 percentage points** since late March – mainly attributed to a shift among those who were indifferent to masks previously (33% said "neither positive or negative" on March 28, declined to 19% on June 15)
- As of last week, **more than three-quarters of Americans (77%)** support states enacting mandatory 14-day quarantines for out-of-state travelers from states with a high resurgence of COVID-19 cases

Source: The Harris Poll

INTERNATIONAL TRAVEL TRENDS

Brand USA COVID-19 Research Update

July 21, 2020

- **China and South Korea** are seeing cases decelerate, while **Brazil, India, Mexico, Japan and Australia** are seeing cases accelerate
    - Cases in Europe are flattening, and intra-regional travel is expected to return first

- Intent to travel internationally **remains very low** and has recently dipped in a few major markets that were previously more optimistic about travel
- Among those who are planning to take an international trip in the next 12 months, the share of people saying the U.S. will be their next destination hasn't changed much since 2019, with the exception of travelers from Australia and Germany, where the U.S. has registered a decline
- When asked about the timing of their next international trip, **a significant share of respondents are now looking at the summer of 2021**
- Inbound air capacity specifically to the U.S. remains subdued from most markets
    - Capacity from Canada remains more than 90% down from 2019, but there has been a significant uptick in capacity from Mexico
    - Capacity from some other markets is starting to increase, but just by a trickle at this point

VIEW WEBINAR RECORDING

Source: Brand USA

RESOURCES AND EXAMPLES FROM AROUND THE INDUSTRY

- COVID-19 Resources | MMGY Global Intelligence
- U.S. Hotel Performance for Q2 2020 | STR
- Global Exhibition Barometer Report | UFI (sponsored by Freeman)
- A Snapshot of US Museums' Response to the COVID-19 Pandemic | American Alliance of Museums

UPCOMING INDUSTRY WEBINARS

- **Monday, July 27, 2020 at 3:00 p.m. ET:** COVID-19 Partner Update: Tips for Safer Summer Travel | Centers for Disease Control and Prevention
- **Tuesday, July 28, 2020 at 10:00 a.m. ET**: Global Scientific Summit on COVID-19 | WTTC/Carnival Corporation
- **Wednesday, August 5, 2020 at 9:00 a.m. ET**: How the Travel Industry Is Preparing for Recovery | Expedia Group

QUESTIONS?

Access top findings each week at ustravel.org/IndustryData.

Please submit any questions to us. We will do our best to reply in a timely manner.

You received this email because you participated in a recent webinar or have a relationship with U.S. Travel Association. If you have a colleague who would appreciate receiving these updates, please have them sign up here.