U.S. TRAVEL ASSOCIATION®

PUBLIC AFFAIRS UPDATE

This week

The U.S. House of Representatives is coming back to Washington this weekend to consider emergency legislation pertaining to the U.S. Postal Service. Congressional leadership may see this as an opportunity to advance a coronavirus relief bill—**which means we have an opportunity now to secure relief**. Please reach out to your representative and your senators to urge them to extend and expand the Paycheck Protection Program immediately. Broader coronavirus relief is needed **NOW** before our industry loses even more jobs.

TAKE ACTION NOW

After you've sent our alert, please share it with your colleagues and visit our **advocacy toolkit** for additional ways to engage, including social media guides, sample op-eds, and more. We would greatly appreciate if you would join us again for this very important push for relief.

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.

- **Travel spending rose 5% last week, its fifth-consecutive week of expansion**
  - In the week ending August 15, travel spending tallied $12.9 billion. While it still registered 44% below last year's levels (a $10 billion loss), this was its best mark since mid-March
  - The number of states and territories experiencing losses exceeding 50% fell from nine to seven—a result of notable improvements from both Alaska and Nevada
  - The Northeast and the Pacific continue to trail the rest of the country
    - Connecticut and New Hampshire are the only states within these regions that are ranked among the 20 best-performing markets
    - Despite the lag in these regions, many states showed promising signs this week, particularly New York, which after seeing travel spending shrink 7% over the prior four weeks, experienced a 9% increase in travel spending
  - Since the beginning of March, the COVID-19 pandemic has resulted in over $341 billion in cumulative losses for the U.S. travel economy
  - The continual depressed level of travel spending has caused a loss of $43.6 billion in federal, state, and local tax revenue since March 1

FULL REPORT

U.S. TRAVEL WEBINARS

Travel Bubbles: How Effective Are They?

The Assessing Recovery webinar today featured several New York-based tourism marketers on how they're finding success in strategically targeting locals and travelers from nearby regions, all while keeping health and safety at the center of their mission. The webinar also

featured new data and insights into traveler sentiment around state-level travel restrictions and mandatory quarantine orders. Find slide decks from today below:

Featured speakers:

- Erin Francis-Cummings, president and CEO, Destination Analysts
- Elizabeth Duane, chief marketing and communications officer, Corning Museum of Glass
- Julie Gilbert, vice president of sales and marketing, Destination Niagara USA
- Kristen Jarnagin, president and CEO, Discover Long Island
- Nancy Mammana, chief marketing officer, NYC & Company

FULL RECORDING

We look forward to seeing you for our next Assessing Recovery webinar. Access all previous recordings on our Assessing Recovery series webpage.

TRACKING TRAVELER TRENDS

Road and air travel again grew slightly compared to the previous week. Nevertheless, road travel remained roughly at pre-pandemic February levels (which is low for August) and air travel—while reaching new pandemic highs—remained 71% below August 2019 levels. Bookings for future travel continued to grow, with vast regional differences.

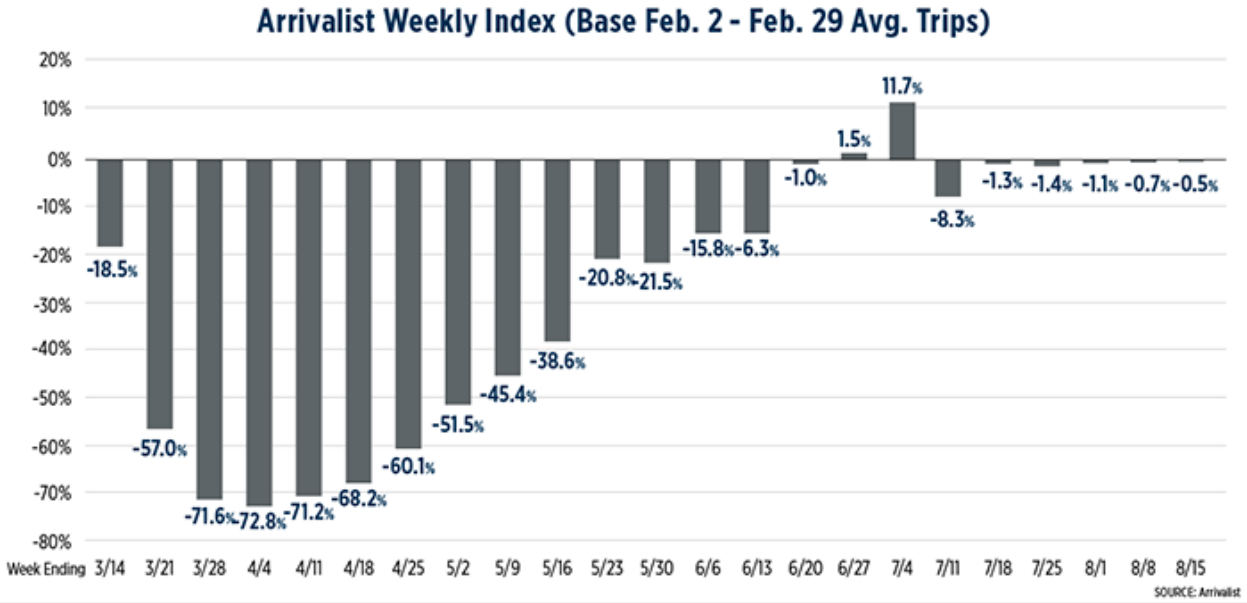
Car: Daily and Weekly Travel Index

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.

- **Road travel last week again remained roughly at pre-pandemic (February) levels**
    - Road travel was just 0.5% lower in the week ending August 15 than it was right before the crisis (in Feb. 2020), slightly better than in the previous couple of weeks

- While significantly improved from lows reaching -73% in April, a recovery to February levels of road travel in August still translates into lower than usual levels of travel during the summer

Year-over-year (y/y) data that will allow for a direct comparison to the same time period in 2019 will be available soon



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

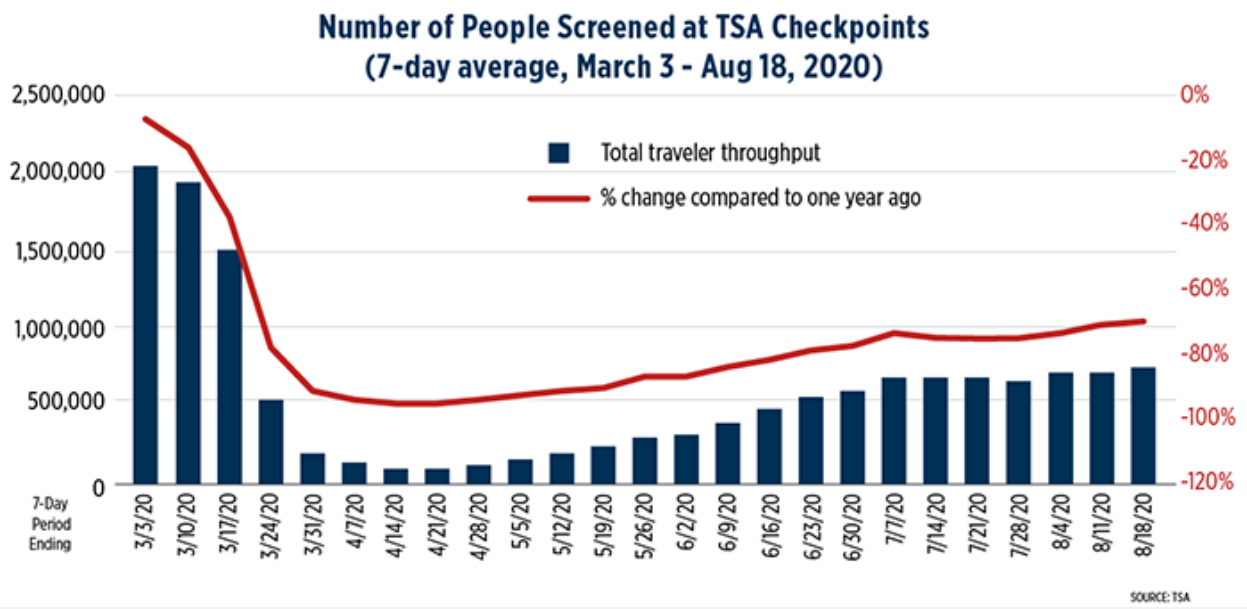
DAILY TRAVEL INDEX

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.

- **TSA screenings grew for the fourth consecutive week and reached a new pandemic peak of 863,000 this past Sunday**
- The latest seven-day average of screenings (through Tuesday August 18) was 718,000, 1.8% higher than in the previous week
- Nevertheless, screenings over the last seven days were 71% lower than in the same period last year

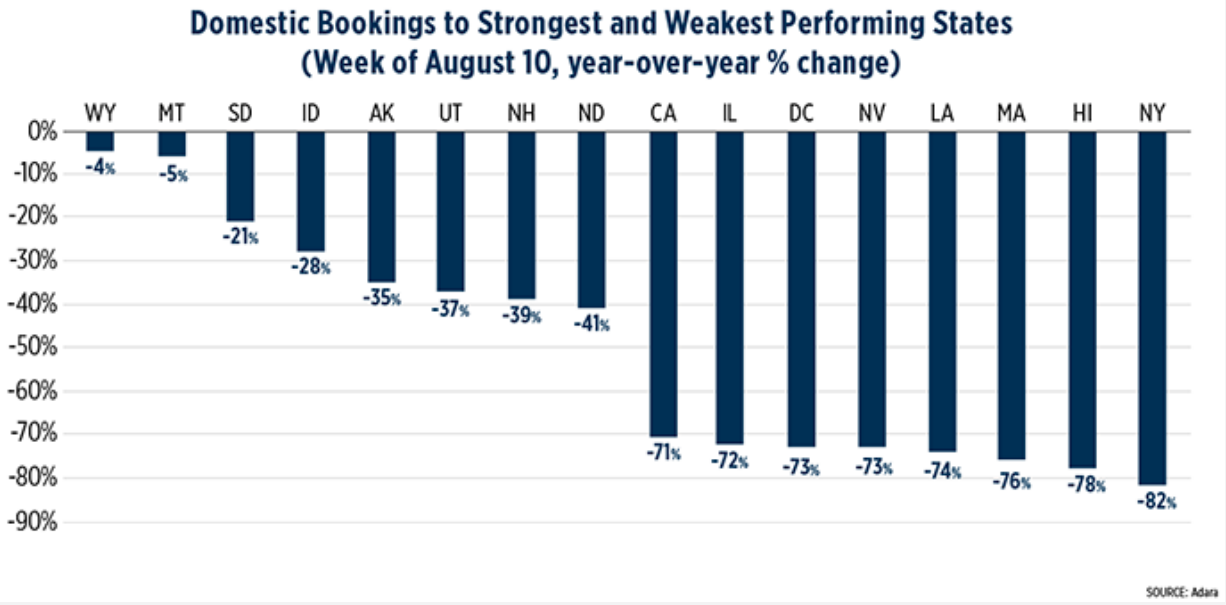


Source: TSA

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.

- **Domestic air and hotel bookings for future travel were up 7.3% last week compared to the previous week (but still 66% down y/y), again with vast regional differences:**
    - Domestic bookings to Wyoming (-4%) and Montana (-5%) exhibited, by far, the lowest y/y declines and, again, performed significantly better than the previous week
    - Domestic bookings to New York (-82%), Hawaii (-78%) and Massachusetts (-76%) again saw the highest declines, though they all performed better than the previous week
- International bookings for future travel to the U.S. increased by 6%, but were still -76% y/y



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. Of the parks captured within the dashboard, trends over the last week are showing:

- Visitation at U.S. national parks appears to have hit a peak with four consecutive declines in unique device counts on Saturdays (busiest day of the week)
    - 21% decline since the summer peak on Saturday, July 25
    - 14% decline from last week (Saturday device count: Aug. 15 vs Aug. 8)
- **Drive distance remains consistent between weekday and weekend visitation suggesting parks are still attracting vacationers**

- **65-75% of visitors are driving from over 100 miles to visit parks—there is little variance between weekday and weekend visitation**

NATIONAL PARKS DASHBOARD

Source: Rove Marketing and Uber Media

TRAVELER AND CONSUMER SENTIMENT SURVEY RESULTS

Coronavirus Travel Sentiment Index Report

August 17, 2020

- Pandemic-related safety concerns have dropped and are at levels last seen in mid-June
  - Less Americans are feeling the pandemic will worsen in the next month
  - While 57% still do not want visitors in their communities yet, this is the lowest this sentiment has been since the week of June 15
  - **For the first time since June 29, the percent of those who said they would be happy seeing an ad promoting tourism to their community has exceeded the percent who would be unhappy**
- When it comes to air travel, approximately 30% of respondents said they would be up for taking a flight in the next month, although half of this group would still be nervous
  - When asked to rate the most unsafe aspects of air travel right now, the behavior of other passengers is, by far, the issue that concerns travelers the most
- **Most (62%) respondents said they approve of travel restrictions enacted by certain states to curb the spread of COVID-19**

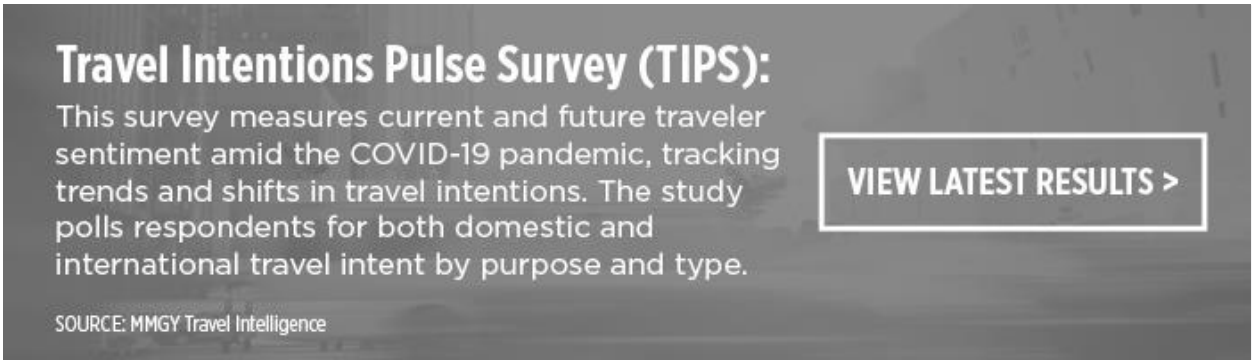
Source: Destination Analysts

Travel Sentiment Study

August 18, 2020

- More than half (52%) of travelers said they are hesitant to travel since they are unclear about travel restrictions (such as quarantines) in their destinations of interest
- **Many travelers also expressed hesitation to travel due to:**
    - **Unclear health and safety protocols (mask wearing, social distancing etc.) at destination (43%)**
    - **Not feeling safe traveling anywhere outside their home communities (40%)**
    - **Not being sure if visitors are welcome at destination (25%)**

Source: Longwoods International supported by Miles Partnership



INTERNATIONAL TRAVEL TRENDS

Brand USA COVID-19 Research Update

August 18, 2020

- **International travelers still have strong intentions to visit the U.S. as their next international trip when they feel comfortable traveling again**
    - **With the exception of China, when recovery happens U.S. will be able to maintain and perhaps increase market share in the near term**

- There has been some positive momentum in terms of air capacity. European markets in particular are coming back more quickly and have the strongest potential to begin traveling overseas
- Internationally, there has been a slight increase in outbound travel, though primarily travelers are staying closer to home/traveling intra-regionally. This is indicative that people are experiencing increased comfort with traveling

Source: Brand USA

RESOURCES AND EXAMPLES FROM AROUND THE INDUSTRY

- COVID-19 Resources | MMGY Global Intelligence
- COVID-19 Charts Uncertain Course for Back-to-School, Back-to-College Season | Deloitte
- How COVID-19 is Challenging Orthodoxies in Airport Customer Experience | Deloitte
- July 2020 U.S. Industry Performance | Kalibri Labs
- When Will Consumers Feel Safe? Weekly Updates on Consumers' Comfort Level With Various Pastimes | Morning Consult
- Back-to-School 2020 | National Retail Federation
- ARTICLE: For Corporate Travel, a Long Recovery Ahead | McKinsey

UPCOMING INDUSTRY WEBINARS

- **Ongoing | COVID-19 Webinar Series** | Expedia Media Group Solutions
- **August 28 at 1:00 p.m. ET | GBAC STAR Health and Safety Preparedness for Destinations** | Destinations International

QUESTIONS?

Access top findings each week on our 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.