



This week:

Paycheck Protection Program: Earlier today, the U.S. House of Representatives [passed legislation](#) to modify the Paycheck Protection Program (PPP) while the Senate works on a similar plan. As both chambers continue to negotiate amendments to the PPP, U.S. Travel sent [two letters](#) to congressional leadership and Treasury Secretary Mnuchin urging both structural changes to the program and the expansion of eligibility to DMOs of all statuses.

Pandemic Risk Insurance: On Tuesday, U.S. Travel Executive Vice President of Public Affairs and Policy Tori Barnes participated in a [press conference](#) with Rep. Maloney (D-NY) as she introduced the “Pandemic Risk Insurance Act (PRIA) of 2020” ([H.R. 7011](#)), legislation intended to provide a federal backstop for pandemic-related economic losses—including coronavirus-related insurance claims. Importantly, event cancellation insurance is a component of this bill. This legislation will be critical in allowing businesses to reopen and will be particularly helpful for mitigating financial damage caused by cancellation of meetings, events and trade shows.

Amendments to the PPP and the implementation of PRIA are just two of the [legislative priorities](#) U.S. Travel is aggressively fighting for to secure relief for our industry, protection for travel organizations and businesses, and to stimulate our economy.

Updated Resources

We have developed several resources to help communicate the latest national economic impact data:

- [Fact sheet](#)

- [Social media guide](#)
- Video: [Restore the Economy by Restoring Travel](#)

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 grew by 13% to \$3.4 billion last week (its highest level since March), aided by Memorial Day Weekend as well as the continued easing of lockdown measures**
 - In the week ending May 23, the travel economy witnessed its fourth-consecutive week of expansion since the start of the pandemic but still registered 84% below last year's levels (an \$18.5 billion loss)
 - Since the beginning of March, the COVID-19 pandemic has resulted in over \$195 billion in cumulative losses for the U.S. travel economy
 - Washington, D.C, Hawaii and Massachusetts again suffered declines exceeding 90% last week
 - On the other hand, the number of states enduring weekly losses of less than 80% doubled last week from 11 to 22 states
 - While every state saw some level of improvement this week, the Northeast enjoyed smaller gains compared to the rest of the country
 - The greatest improvements were seen in Wyoming, South Dakota, South Carolina and Arkansas
- Declines in travel spending have caused a loss of \$25.1 billion in federal, state and local tax revenue since March 1

FULL REPORT

U.S. TRAVEL WEBINARS

Assessing Recovery Webinar Series

The fourth webinar in our series "**A Phased Reopening: Operating and Communicating New Safety Guidance**" covered approaches and strategies industry leaders are using to coordinate with partners and businesses to implement new safety guidance within their community and across their states. [Access the slide deck here.](#)

Guest speakers:

- Stephanie Brown, CEO, Explore Nashville
 - Referenced resource: [Stay Safe Pledge](#)
- Patrick T. Tamm, president and CEO, Indiana Restaurant & Lodging Association
 - Referenced resource: [Hooiser Hospitality Promise](#)

FULL RECORDING

The next webinar in the Assessing Recovery Series, "**Best Practices for Communicating Health and Safety Guidance at Businesses**," will take place on **June 4, from 12:00-1:00 p.m. ET** and will dive into another angle of the reopening experience, focusing on insights and lessons learned from hotels, attractions and airports.

REGISTER NOW

Relief for DMOs: Understanding Economic Development Administration Grants

June 3 | 1:00-2:00 p.m. ET

On **June 3 from 1:00-2:00 p.m. ET**, U.S. Travel and Destinations International will host a webinar featuring representatives from the Economic Development Administration (EDA) who will share more information about EDA grants provided under the CARES Act. Learn

who qualifies, how to apply and what kind of projects can be funded by the \$1.5 billion for economic development assistance programs to help communities prevent, prepare for and respond to the coronavirus pandemic. There will be time for Q&A at the end of the presentation.

Guest speakers:

- Dana Gartzek, performing the delegated duties of the assistant secretary of Commerce for Economic Development
- Joel Frushone, director, office of external affairs and communications, Economic Development Administration

REGISTER NOW

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.

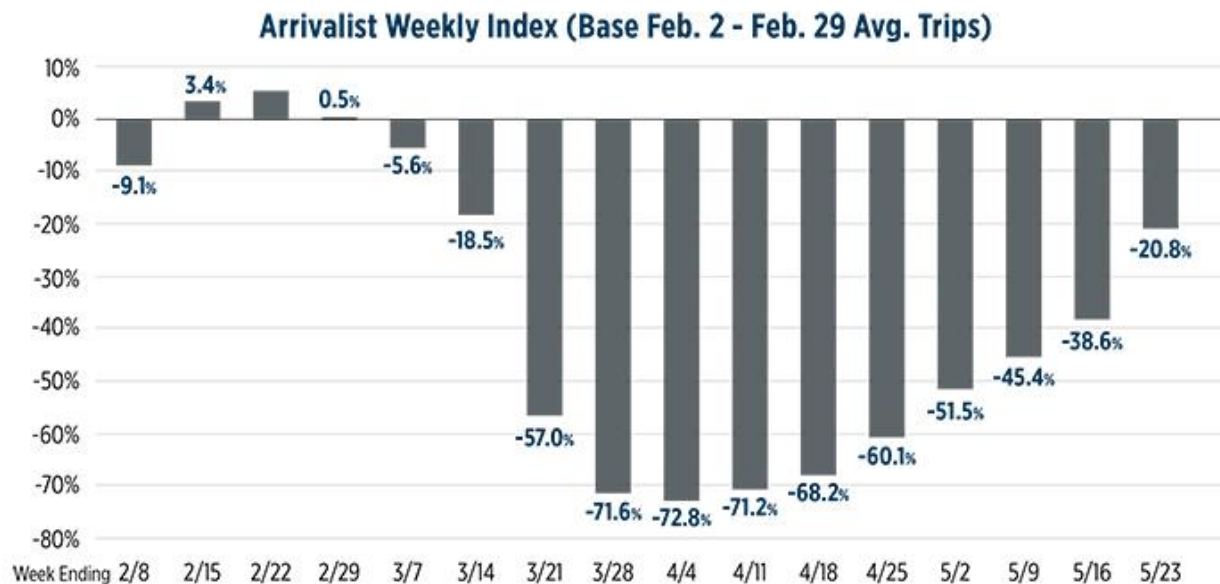
GO TO TRAVELER TRENDS

Source: [ADARA](#)

Car: Daily Travel Index

Arrivalist is the leading location intelligence platform using mobile location datasets to provide actionable insights on consumer behavior, competitive share, media effectiveness, and market trends. Their Daily Travel Index, measuring consumer road trips of 50 miles or more in all 50 U.S. states, will be provided to the industry for the foreseeable future, with new features and additional data planned in the coming weeks.

- **Road travel over the last seven days (through Monday, May 25) was 24% higher than the previous seven days**
- Road travel last week (which included Memorial Day weekend) continued to recover and registered “only” 21% lower than it was right before the crisis (in Feb. 2020)*
 - In comparison, road travel was 73% lower than its pre-crisis (Feb. 2020) average in the first week of April



[GO TO DAILY TRAVEL INDEX](#)

Source: [Arrivalist](#)

TRAVELER AND CONSUMER SENTIMENT SURVEY RESULTS

Back-to-Normal Barometer

May 2020

- Half (52%) of all travelers who stayed at a hotel in the last 12 months say that they are willing to do so again right now without hesitation (compared to only 33% who were ready to do so on April 22)
 - 20% would need assurances while 28% would need a medical breakthrough
- 45% of all travelers who flew commercially in the last 12 months say that they are willing to do so again right now without hesitation (compared to only 34% who were ready to do so on April 22)
- **48% of all travelers who attended a conference or convention in the last 12 months say that they are willing to do so again right now without hesitation (compared to only 42% who were ready to do so on May 6)**
 - **21% would need assurances while 31% would need a medical breakthrough**
- Men are significantly more in favor of contact tracing than women
 - 63% of men strongly support expanding contact tracing within their communities, compared to 48% of women
 - 56% of men strongly support allowing contact tracers access to a portion of their smartphone data, compared to 34% of women
- Older Americans (+65) are significantly less tolerant of those who refuse to wear masks in public with 78% saying they are inconsiderate, compared to just 42% of Americans aged 35-64 who believe that

Source: [Engagious](#)

Coronavirus Travel Sentiment Index Report

May 25, 2020

- **The proportion of leisure travelers who report that they will decrease the total number of trips they will take *this year* and the amount of money they will**

spend (compared to previous 12 months) has skyrocketed in the past four months:

- 45% now say they will travel less this year, compared to 9% in January
- 47% now say they will reduce their travel spending, compared to 11% in January
- 45% now say they will travel less this year, compared to 9% in January
- 47% now say they will reduce their travel spending, compared to 11% in January
- Four months ago, 60% of travelers said that leisure travel would be at least somewhat of a budget priority this year—now only 27% say so
- Approximately 7-in-10 American travelers who have postponed a trip due to the pandemic have not yet rescheduled it
- Opinions are split regarding traveling without a COVID-19 vaccine being available:
 - 37% agree they will not travel until a vaccine is developed
 - 33% disagree
 - 30% are neutral

Source: [Destination Analysts](#)

National Tracking Poll: COVID-19 and Travel Sentiment

May 27, 2020

- **Nearly half (46%) of American travelers are planning to take some type of trip in the next six weeks (between Memorial Day and July 4):**
 - 24% expect to travel by car to visit friends and relatives (of which 15% only within 200 miles)
 - 11% expect to travel by car for a vacation/getaway (of which 7% only within 200 miles)
 - 6% expect to travel by plane to visit friends and relatives
 - 4% expect to travel by plane for a vacation/getaway in the U.S.
 - 1% expect to travel internationally

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

The Harris Poll CV-19 Tracker

May 20-22, 2020

- **95% of Americans chose to stay home during Memorial Day Weekend because of the pandemic**
- Americans miss dining out at restaurants and bars (71%), shopping in stores (66%), attending concerts, theater and sporting events (50%), hitting their local coffee shop (48%) and going out to the movies (46%)
- Over 50% say they don't feel safe using any transportation that isn't their own car, and 17% of Americans say buying a new car is a major purchase they are planning for once things return to normal
 - Over half (54%) plan to purchase a vehicle in the next six months or at least sooner than they expected

Source: [The Harris Poll](#)

Travel Intentions Pulse Survey (TIPS):

This survey measures 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 travel intent by purpose and type.

SOURCE: MMGY Travel Intelligence

[VIEW LATEST RESULTS >](#)

RESOURCES AND EXAMPLES FROM AROUND THE INDUSTRY

- [Travel Safety Barometer](#) | MMGY Global Intelligence
 - [COVID-19 Data Center](#) | AirDNA
 - [Summer 2020 Travel Outlook](#) | Hopper Media
 - [IGLTA Post COVID-19 LGBTQ+ Travel](#) | The International LGBTQ+ Travel Association
 - [Poll on Consumer Behavior During COVID-19](#) | Ipsos
 - [Survey: U.S. Consumer Sentiment During the Coronavirus Crisis](#) | McKinsey & Company
 - [Coronavirus Trend Tracker](#) | Morning Consult
 - [Pandemic Impact on Travel Website Traffic](#) | Simpleview
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UPCOMING INDUSTRY WEBINARS

- **Wednesday, June 3:** [Relief for DMOs: Understanding Economic Development Administration Grants](#) | U.S. Travel and Destinations International
- **Thursday, June 4:** [Best Practices for Communicating Health and Safety Guidance at Businesses](#) | U.S. Travel
- **Thursday, June 4:** [Data-Driven Insights: COVID-19 & the Impact on Travel Marketing](#) | Expedia