



This week

Earlier today, U.S. Travel's National Chair Elliott L. Ferguson II, president & CEO, Destination DC, had a candid conversation about race and diversity within the travel industry and how we can work toward a more inclusive environment. The discussion provided personal experiences working in the travel and tourism industry, looking specifically at how we can make meaningful changes in the workplace to promote racial equality at all levels and set an example for future leaders.

Additional speakers:

- Michelle Mason, president & CEO, Association Forum
- Brandon Meyers, chief revenue officer, ADARA
- Ernie Wooden Jr., president & CEO, Los Angeles Tourism & Convention Board

FULL RECORDING

CARES ACT INFORMATION AND RESOURCES

- **UPDATED [Main Street Lending Program](#) fact sheet:** The Federal Reserve made changes to its Main Street Lending Program to allow more small- and medium-sized businesses to receive support. More details are outlined [here](#).
- **VIDEO [Implementation of Title I of the Cares Act](#):** Yesterday, the U.S. Senate Committee on Small Business & Entrepreneurship held a hearing with U.S. Treasury Secretary Mnuchin and U.S. Small Business Administration Administrator Carranza who testified on the implementation of the Paycheck Protection Program (PPP) and other means of relief in the CARES Act. They also provided their thoughts on future relief and recovery measures Congress may consider, including changes to the PPP and industry-specific stimulus.

ECONOMIC IMPACT: A WEEKLY ANALYSIS

- **National weekly travel spending grew by 7% to \$4.6 billion last week (again, its highest level since March), but this increase merely kept pace with typical seasonal growth as summer weather induces more travel**
 - In the week ending June 6, the travel economy witnessed its sixth-consecutive week of expansion since the start of the pandemic but still registered 81% below last year's levels (a \$19.1 billion loss)
 - Since the beginning of March, the COVID-19 pandemic has resulted in over \$234 billion in cumulative losses for the U.S. travel economy
 - The District of Columbia, Hawaii, and Massachusetts again suffered declines exceeding 90% in the week ending June 6
 - Delaware and Tennessee joined the states with weekly losses of less than 80%; 34 states have now reached that milestone
 - States that normally see a relatively high concentration of international travelers and feature large urban centers continue to trail their counterparts
 - The continual depressed level of travel spending has caused a loss of \$30 billion in federal, state, and local tax revenue since March 1

FULL REPORT

U.S. TRAVEL WEBINARS

A Deeper Dive into Evolving KPIs for DMOs

June 19, 2020

Join us on **Friday, June 19, at 12:00 p.m. ET** for our next webinar in the Assessing Recovery series, which will involve a detailed discussion on what new and valuable key performance indicators (KPIs) are emerging in today's environment. Learn how they can be used to better position your destination for recovery and measure value for your organization.

REGISTER

TRACKING TRAVELER TRENDS

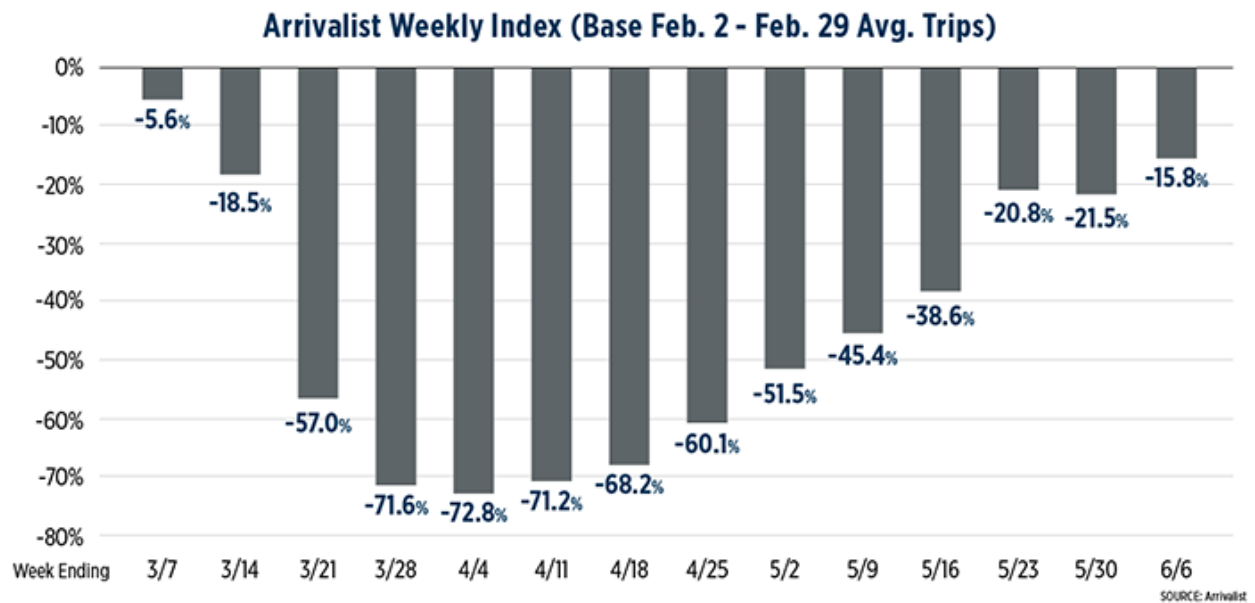
Travelers continue to express the most comfort in traveling by personal vehicle, which is reflected in the significant recovery of road travel that is nearing pre-crisis levels.

Travelers are far more concerned about flying on commercial airlines. Although there have been significant improvements in recent weeks, air travel remains subdued and will follow a much longer path to recovery.

Car: Daily Travel Index

Arrivalist's [Daily Travel Index](#) measures consumer road trips of 50 miles or more in all 50 U.S. states.

- **Road travel continued to increase last week and was at its highest level since the week ending March 7**
 - Road travel last week was “only” 15.8% lower than it was right before the crisis (Feb. 2020)
 - In comparison, when looking at the first week of April, just two months ago, road travel was 73% lower than Feb. 2020
- Road travel over the last seven days (through Monday, June 8) was 9.4% higher than the previous seven days



[GO TO DAILY TRAVEL INDEX](#)

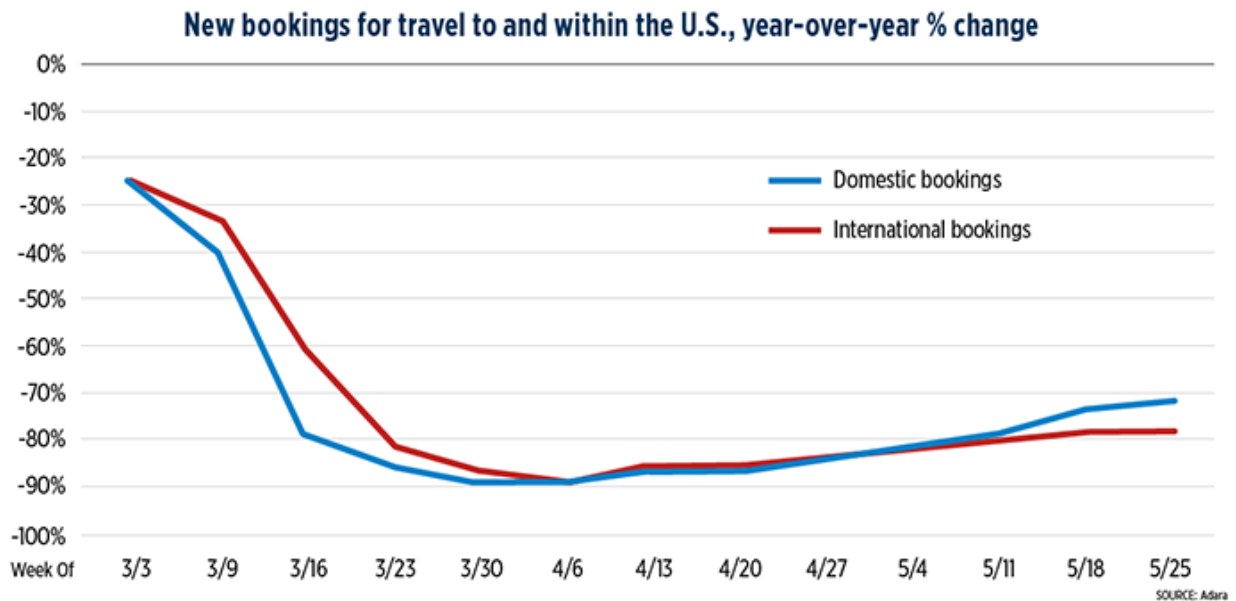
Source: [Arrivalist](#)

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 started to recover over the past few weeks (from a peak of -89% year-over-year in the week of April 6 to -71% in the week of May 25)**

- International bookings for future travel to the U.S. remained closer to peak levels but improved moderately (from -88% in the week of April 6 to -78% in the week of May 25)



GO TO TRAVELER TRENDS

Source: [ADARA](#)

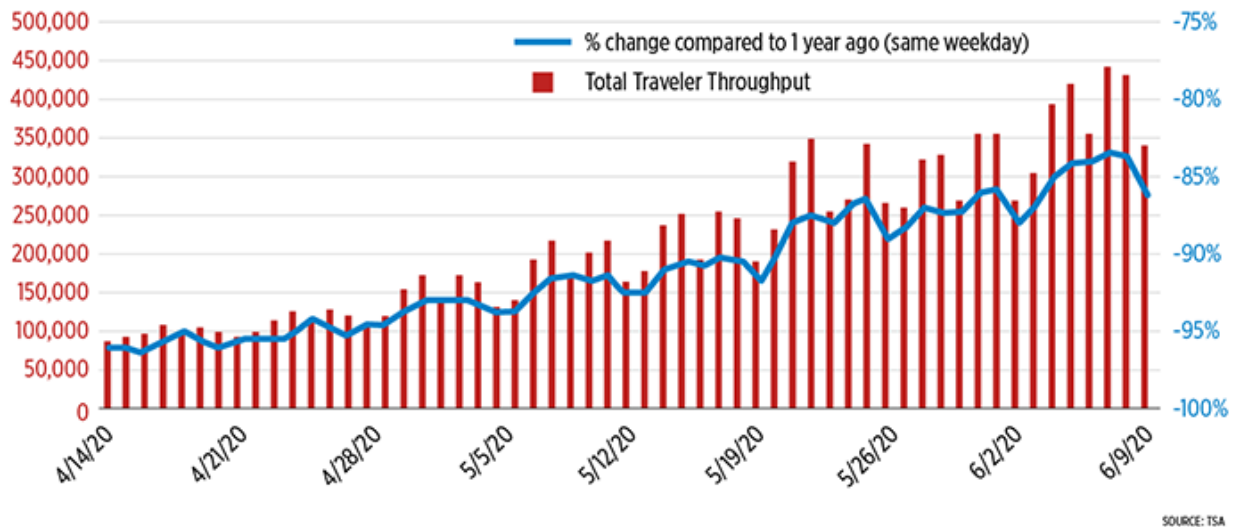
Passenger Screenings at TSA

June 11, 2020

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

- After sinking below 100,000 throughout much of April (-96% year-over-year change), the number of people screened daily by TSA at U.S. airports reached surpassed 440,000 this past Sunday (June 7)
- **Despite the strong growth in passengers in recent weeks, the number of passengers on June 7 (the day with the highest number of travelers) remained 84% lower than the same period last year**

Number of People Screened at TSA Checkpoints - April 14-June 9, 2020



Source: [TSA](#)

TRAVELER AND CONSUMER SENTIMENT SURVEY RESULTS

National Tracking Poll: COVID-19 and Travel Sentiment June 9, 2020

- Although most Americans are still not ready to travel or to welcome visitors to their communities, there has been a significant shift in recent weeks that is signaling increasing readiness among many:
 - Only 46% of travelers now indicate that COVID-19 would greatly impact their decision to travel in the next six months, down from a high of 67% on April 1
 - 69% of travelers who planned to travel in the next six months say they will change their plans due to COVID-19, down from a high of 85% on April 8
 - 44% now feel safe traveling outside their communities, up from 35% on May 13

- 46% support opening their communities to visitors, up from 31% on May 13
- 34% plan to visit a national or state park in their summer travels while only 20% plan to visit museums, cultural institutions or theme parks

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

Coronavirus Travel Sentiment Index Report

June 8, 2020

- **70% of American travelers have at least one leisure trip tentatively planned in 2020 and over three quarters (76%) of them have a sense of when and where this trip will take place**
- 52% of those with planned trips say there is absolutely no, or a very slight, chance they will cancel it, despite COVID-19 issues that may arise
 - At the same time, safety considerations are affecting travel plans and most are opting to visit homes of friends and relatives (30%) or travel to outdoor or rural types of destinations including beaches (31%), small towns/rural attractions (21%), and national parks (19%)
- 41% of those who typically travel for conventions and conferences say they would be happy to attend if they were asked to attend a convention in the fall (35% said they would be unhappy)
- 25% of convention/conference travelers say they have at least a tentative plan to attend a group meeting in 2020

Source: [Destination Analysts](#)

Back-to-Normal Barometer

June 3, 2020

- **Americans are now as concerned about social unrest as they are about contracting COVID-19**
 - **47% are concerned about the impact of unrest on their resumption of leisure activities (63% in areas that are already open for business); in comparison, 48% are concerned about contracting COVID-19**

- In addition to worrying about the lack of social distancing at protests, some respondents worry that the return to other news beyond COVID-19 may cause people to forget about the COVID-19 risk
- Some respondents cite social unrest as another reason to avoid traveling to large cities this summer
- **To find out what is open and if there are any restrictions at an out-of-town destination, 37% of travelers say they would first visit a property's website and 26% would first seek out information social media**
- More than a third (36%) of respondents say they will definitely travel at least 50 miles from home for the July 4 holiday

Source: [Engagious](#)

The Harris Poll CV-19 Tracker

June 6-7, 2020

- Americans miss gathering with close family/friends and are eager to reconnect through in-person events as restrictions begin to lift. Personal vehicles will be the choice for movement in a post-COVID world, as they are overwhelmingly seen as the safest means of transportation now and in the future.
 - The majority of Americans (65%) consider visits to see close family members as essential travel, while over half (53%) feel the same about travel for weddings, graduations, etc. of immediate family and close friends, and 46% consider visits to see close friends essential
 - **Cars are overwhelmingly viewed as the safest means of transportation right now with 90% of Americans viewing them as very safe or somewhat safe, they are also anticipated to be the safest 3 months from now by a wide margin (89%)**
 - Almost one in five Americans (18%) say they are in the market for a new car once restrictions lift, up from 11% in March

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.

[VIEW LATEST RESULTS >](#)

SOURCE: MMGY Travel Intelligence

RESOURCES AND EXAMPLES FROM AROUND THE INDUSTRY

- [COVID-19 Resources](#) | MMGY Global Intelligence
- [How COVID-19 is Affecting State Budgets & 2020 Elections](#) | FiscalNote
- [2020 Coronavirus Poll](#) | Global Business Travel Association
- [The Future of Press Trips for Travel Writers and Destinations](#) | TravelWriting 2.0

UPCOMING WEBINARS

- [A Deeper Dive Into Evolving KPIs for DMOs](#) | U.S. Travel Association
- [COVID-19 Research Update](#) | Brand USA