


Tourism Coffee Hour

August 12, 2020
Will Cronin
MSU Extension



We will start
at 10:05!



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mail:

U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or

fax:

(833) 256-1665 or (202) 690-7442;

email:

program.intake@usda.gov.

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Washington, D.C. 20250-9410; o'

fax:

(833) 256-1665 o' (202) 690-7442;

correo electrónico:

program.intake@usda.gov.

Esta institución ofrece igualdad de oportunidades.

Agenda

- 10:00: Welcome and Introductions
- 10:10: Short Presentation: Covid-19's impact on tourism, current trends
- 10:35: Discussion
- 11:00: Adjourn



Introductions!



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COVID-19 Insights

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COVID-19 Travel Insights

Independent and Unbiased Data is Your Most Powerful Asset Right Now

Destination Analysts is tracking and publishing key consumer perceptions, attitudes and behaviors through **unbiased, expert-designed research**, in order to help the travel, tourism and hospitality industries form strategy and communicate through the COVID-19 crisis. As an **independent, third-party research company**, you can trust that the information we provide you is not motivated or directed by any advertising or marketing agency.

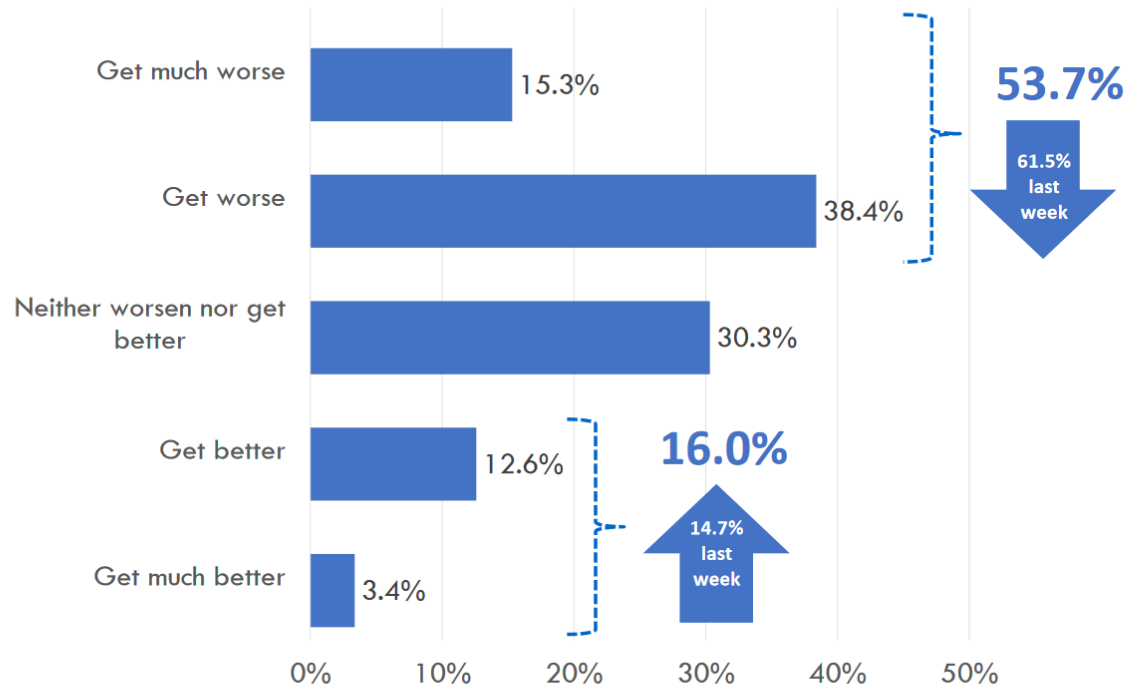
- Coronavirus Travel Sentiment Index Report
- Shareable Media & Infographics
- Latest Key Findings & Things to Know
- Webinar Resources & Registration

<https://www.destinationanalysts.com/covid-19-insights/>



Expectations for the Coronavirus Outbreak

A proportion of Americans shifted from feeling the pandemic would get worse in the next month (53.7% down from 61.5%) to feeling things would be about the same (30.3% from 23.8%). Still, relatively few think things will improve (16.0%).



Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? In the next month the coronavirus situation will _____

(Base: Wave 21. All respondents, 1,224 completed surveys. Data collected July 31-Aug 2, 2020)

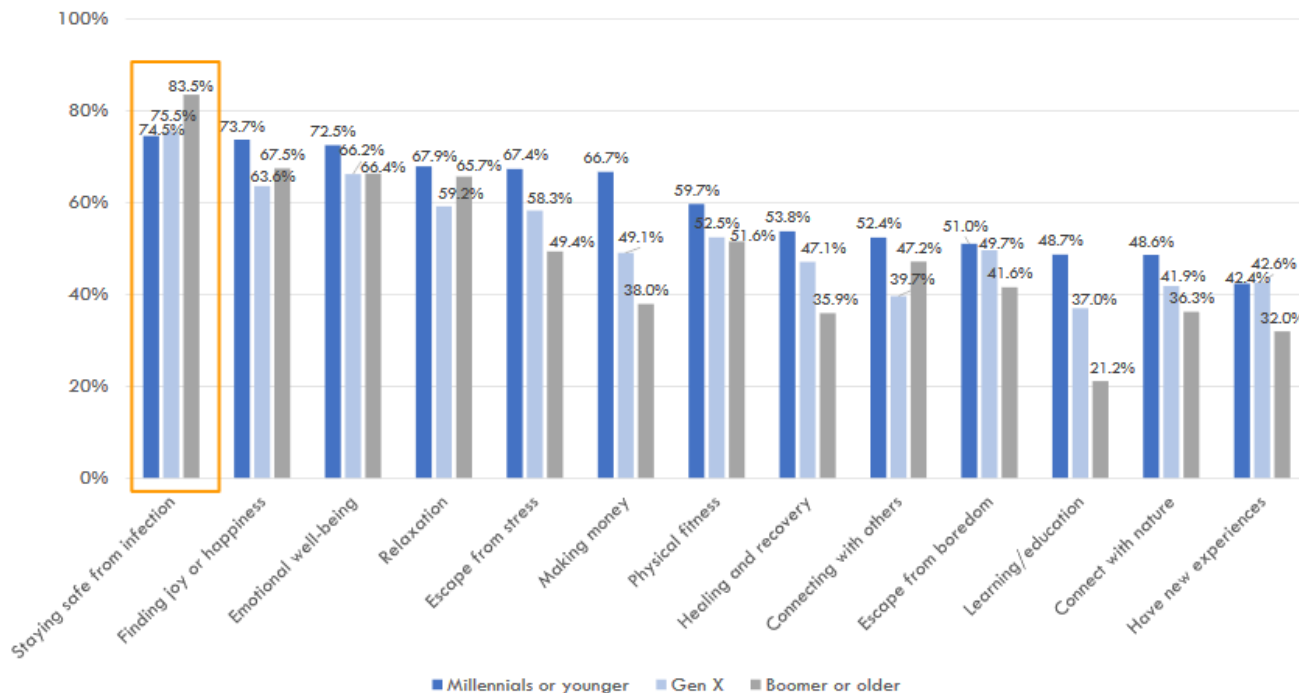


Lifestyle Priorities in the Next 6 Months

This week, over half of Americans say they continue to feel that the pandemic will worsen in the US in the next month and concerns about health and financial safety remain elevated.

Thus, Americans of all ages continue to say staying safe from infection is their top lifestyle priority over the next half-year. However, compared to two months ago, younger travelers are now further prioritizing many psycho-emotional needs like escaping stress and relaxation, while Baby Boomers are placing less emphasis on these.

PERCENT SELECTING EACH AS A "HIGH PRIORITY" OR "ESSENTIAL PRIORITY"



Question: Tell us about your lifestyle priorities in the next six months. However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS.

(Base: Wave 22. All respondents, 1,201 completed surveys. Data collected August 7-9, 2020)

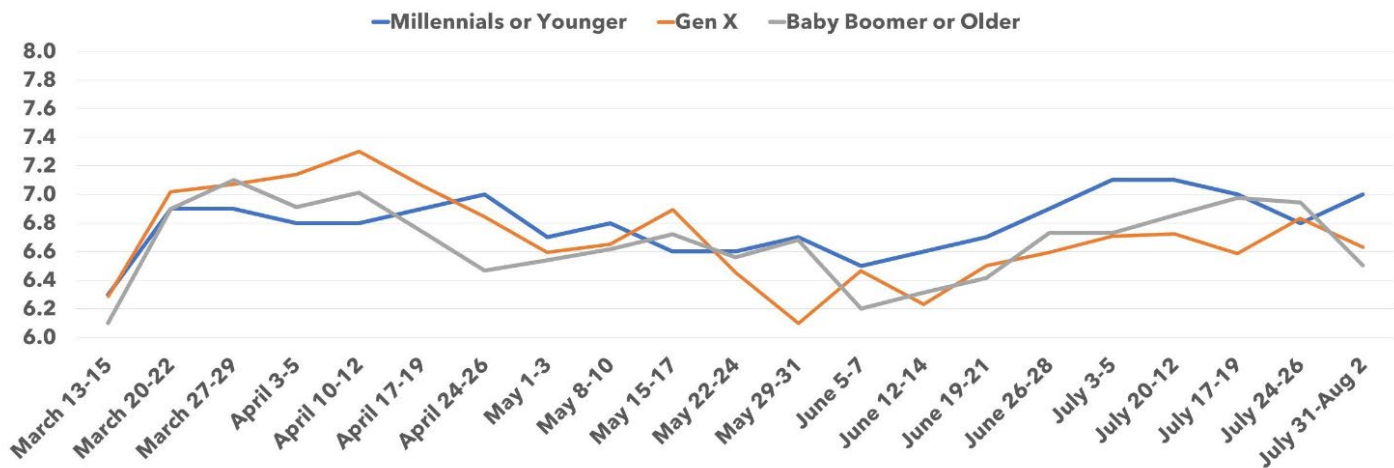


Personal Health Concerns

With reported cases increasing among younger people, concerns about personally contracting the virus have been elevated among Millennial travelers over the past month.

PERSONAL HEALTH CONCERNS BY GENERATION MARCH—AUGUST 2020

QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU PERSONALLY ABOUT CONTRACTING THE VIRUS?

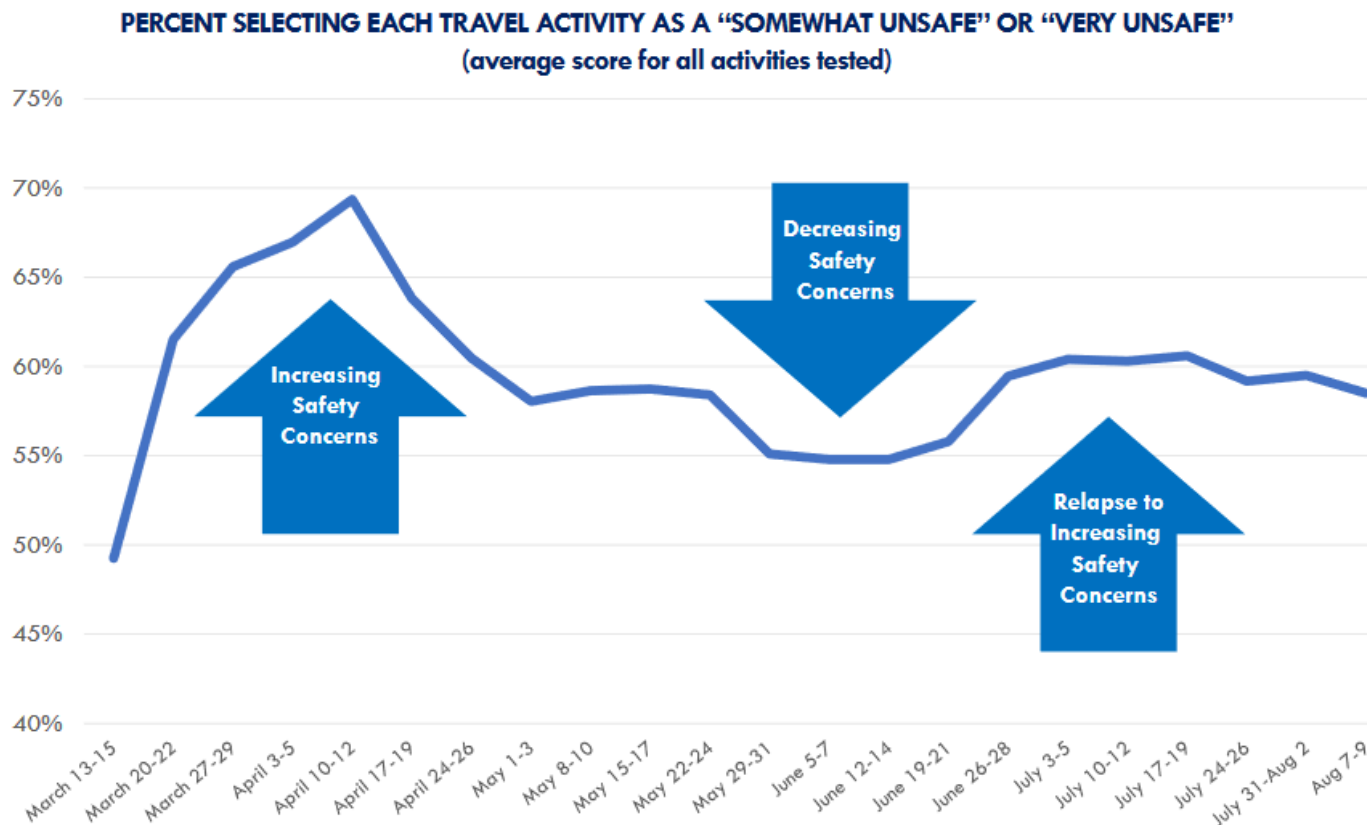


Base: Waves 1-21. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206 and 1,224 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26, and July 31-Aug 2, 2020)



Perceived Safety of Travel Activities (Waves 1-22 Comparison)

Driven by younger travelers, excitement for near-term travel and openness to travel inspiration returned to levels last seen in early June, and there was a small increase in travel readiness this week. **The overall perception of the safety of travel activities improved slightly, as well.**



Question: At this moment, how safe would you feel doing each type of travel activity?

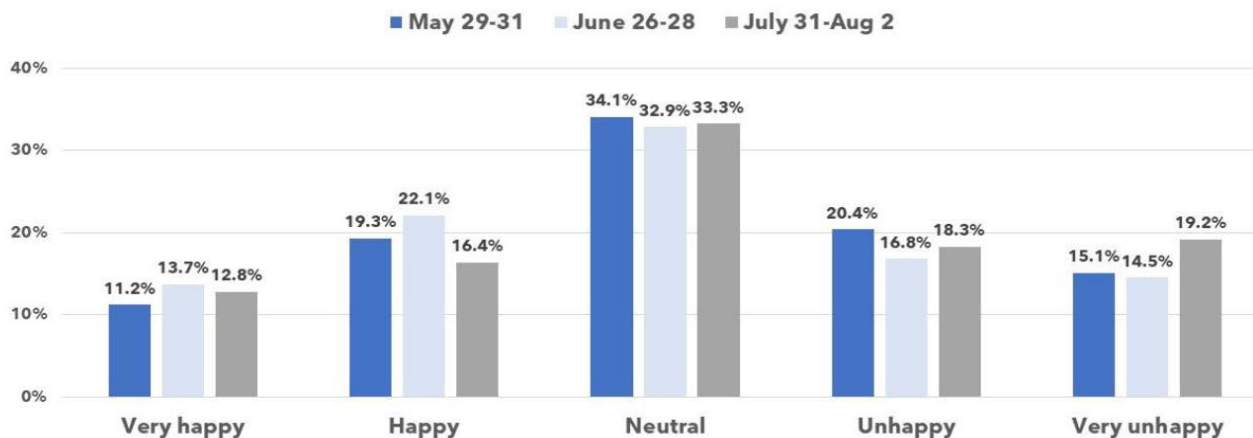
(Base: Waves 1-22. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224 and 1,201 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12, 17-19, 24-26, July 31-Aug 2 and Aug 7-9, 2020)



Happiness with Seeing a Tourism Ad for Own Community

With these ongoing feelings about the pandemic, the proportion of American travelers that say they would be happy to see an ad promoting their community for tourism when it is safe has receded to 29.1% from 35.8% at the end of June.

HAPPINESS WITH SEEING A TOURISM AD FOR OWN COMMUNITY: MAY – JULY



Question: How would you feel if you saw an advertisement today promoting your community as a place for tourists to come visit when it is safe?

(Base: Waves 12, 16 and 21. All respondents, 1,200, 1,206 and 1,224 completed surveys. Data collected May 29-31, June 26-28 and July 31-Aug 2, 2020)

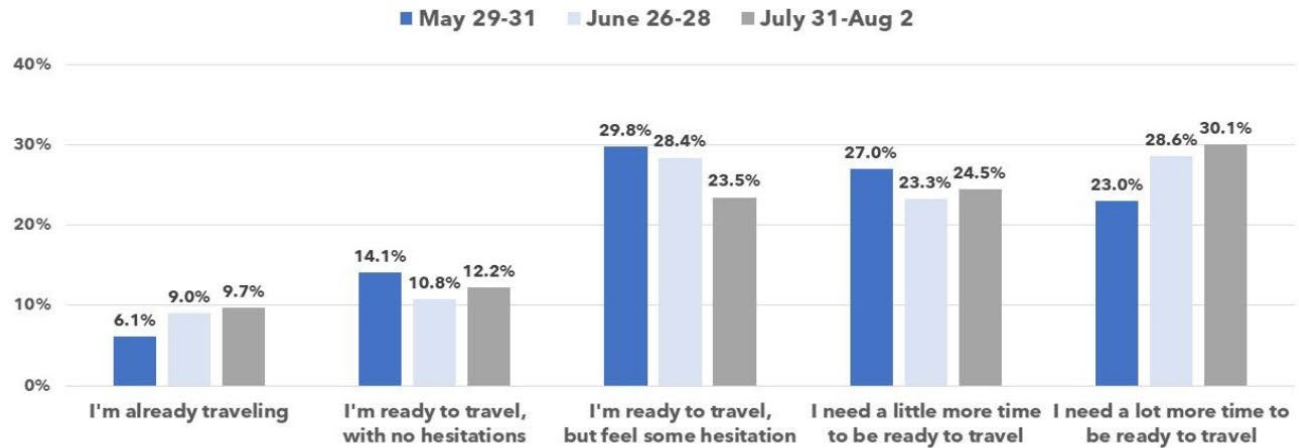


Travel Readiness State of Mind

American travelers are also more polarized in their travel readiness state of mind, being ready to travel versus not. While 48.5% report having leisure trip plans during one or more months in the remainder of the year, sadly, 51.5% do not currently have any leisure trip plans in 2020.

TRAVEL READINESS STATE OF MIND: MAY – JULY

QUESTION: WHEN IT COMES TO GETTING BACK OUT AND TRAVELING AGAIN, WHICH BEST DESCRIBES YOUR CURRENT STATE OF MIND?



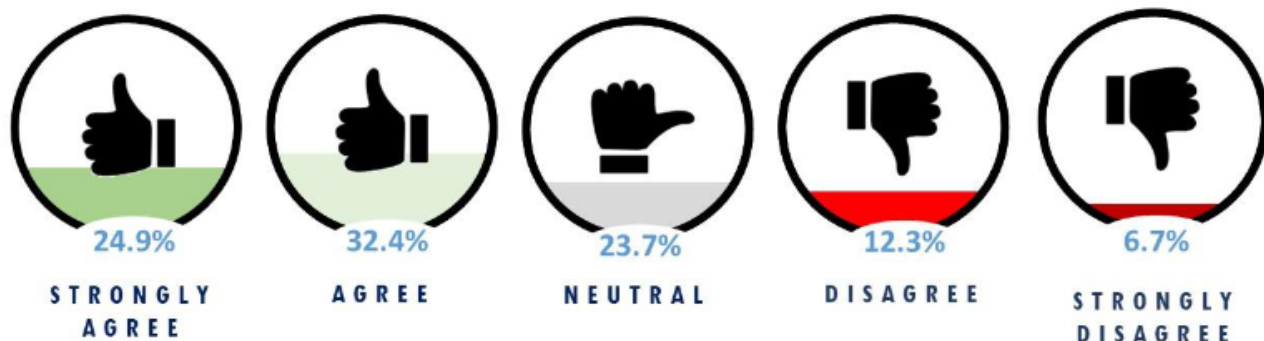
(Base: Waves 12, 16 and 21. All respondents, 1,200, 1,206 and 1,224 completed surveys. Data collected May 29-31, June 26-28 and July 31-Aug 2, 2020)



Planning a Vacation in the Next 6 Months

As we have said previously, fortunately, travel is well positioned as a wellness activity in the American psyche. Nearly 6-in-10 (57.3%) agree that planning a vacation for sometime in the next 6 months would bring them happiness.

PLANNING A VACATION FOR SOMETIME IN THE NEXT 6 MONTHS WOULD BRING HAPPINESS



Question: How much do you agree with each statement?

Statement: Planning a vacation for sometime in the next six months would bring me happiness.

(Base: Wave 22. All respondents, 1,201 completed surveys. Data collected August 7-9, 2020)

Top Desired American Travel Destinations in the Next 12 Months

Nevertheless, outdoor experience-driven places like Colorado, Alaska and Montana have joined the usual suspects like Florida, Las Vegas, California and New York as some of the most popular destinations Americans are saying they most want to visit in the next year. These destinations have edged several urban destinations out of the top spots on the destination Hot List.

Question: What are the THREE (3) United States travel destinations that you most want to visit in the next TWELVE (12) MONTHS? PLEASE ONLY CONSIDER TRAVEL DESTINATIONS IN THE UNITED STATES.

(Base: Wave 22. All respondents, 1,201 completed surveys. Data collected August 7-9, 2020)

TOP DESIRED AMERICAN TRAVEL DESTINATIONS IN THE NEXT 12 MONTHS

AS OF AUGUST 9TH, 2020



FLORIDA
(17.9%)



LAS VEGAS
(13.2%)



HAWAII
(13.0%)



CALIFORNIA
(12.8%)



NEW YORK
(12.1%)



COLORADO
(7.7%)



ORLANDO
(5.8%)



ARIZONA
(5.2%)



ALASKA
(4.9%)



TEXAS
(4.9%)

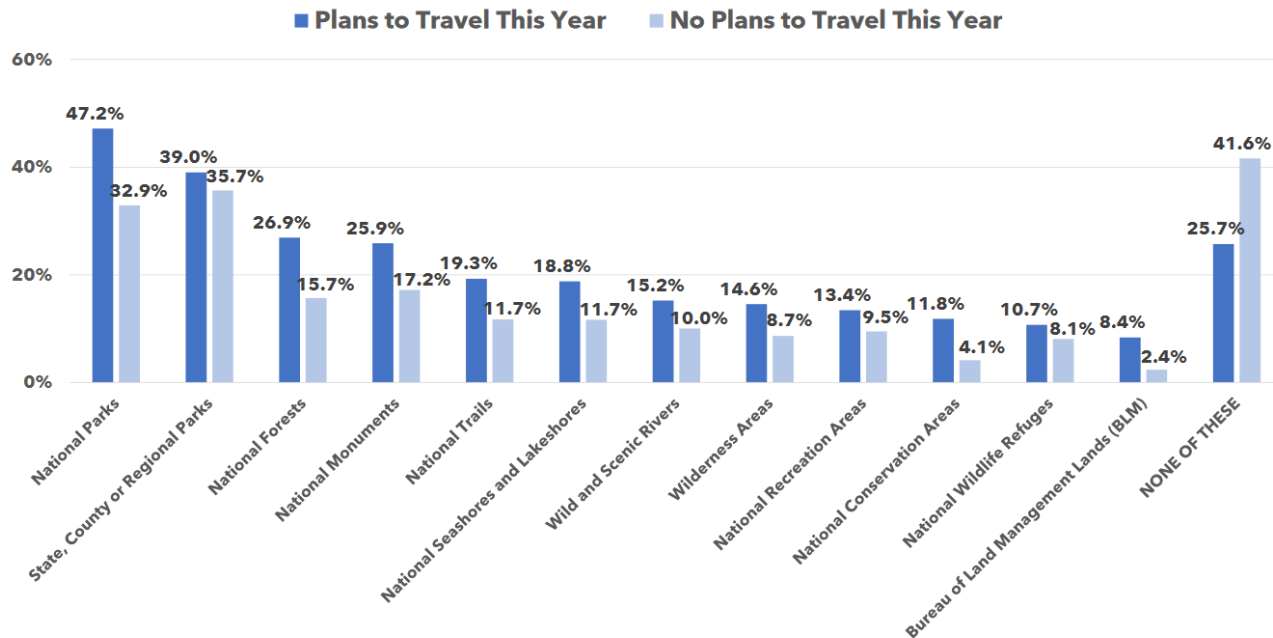


MONTANA
(4.8%)

Those Who Have No Plans to Travel This Year

Those who do not have trip plans this year are, unsurprisingly, more concerned about the virus, and maintaining their safety from it has had a greater impact on their travel plans and their desire to travel. They look to currently be postponing travel to mid 2021. Compared to those who are taking trips this year, they don't travel quite as often (an average of 4 leisure trips per year compared to 5), but are just as likely to be affluent and skew female. Interestingly, they are less likely to be travelers that typically visited National Parks and other types of public lands prior to the pandemic—currently the more popular destinations of choice for the coronavirus period—which perhaps is also impacting their decision not to travel right now.

PUBLIC LANDS VISITED IN THE PAST 2 YEARS



Question: In the PAST TWO (2) YEARS while traveling have you visited any of the following types of public lands? (Select all that apply)

(Base: Wave 21. Respondents who have plans to travel this year and those who don't have plans. 598 and 626 completed surveys. Data collected July 31-Aug 2, 2020)

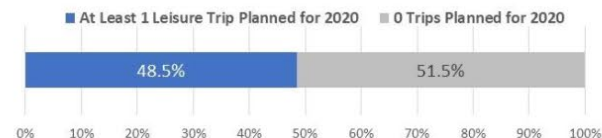


American Travelers' Next Leisure Trip

Among those that will be traveling in 2020, plans for their next trip are largely well-formed, with beaches, National Parks and other rural areas most cited as the destinations.

(Base: Wave 21. Respondents who have plans to travel this year, 598 completed surveys. Data collected July 31-Aug 2, 2020)

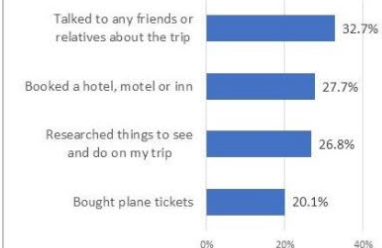
AMERICAN TRAVELERS' NEXT LEISURE TRIP IN 2020 (AS OF AUGUST 2ND, 2020)



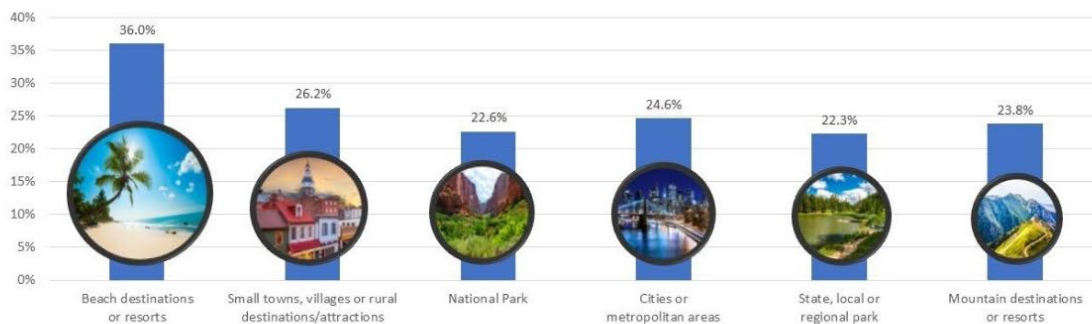
EXTENT OF TRIP PLAN DEVELOPMENT



POINT IN DESTINATION SELECTION



LIKELY TRIP DESTINATIONS



American Travelers' Next Leisure Trip

They also deemed coronavirus-related safety concerns to be important in selecting the destinations they will visit.

(Base: Wave 21. Respondents who have plans to travel this year, 598 completed surveys. Data collected July 31-Aug 2, 2020)

AMERICAN TRAVELERS' NEXT LEISURE TRIP IN 2020 (AS OF AUGUST 2ND, 2020)

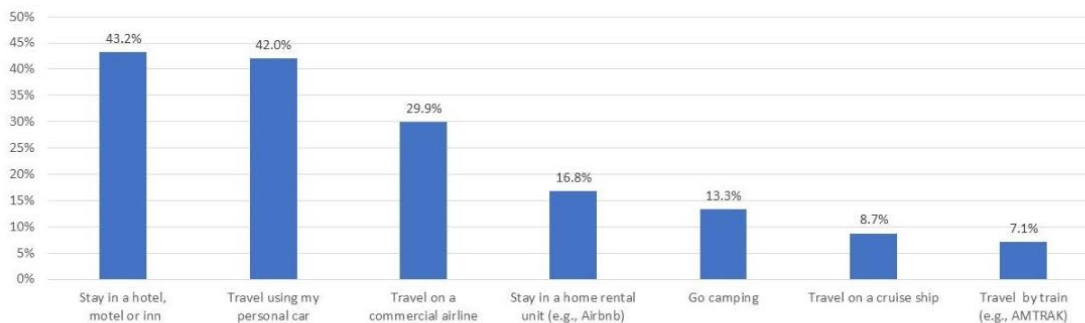
TRIP DETAILS & CONSIDERATIONS



CHANCE OF TRIP CANCELLATION DUE TO CORONAVIRUS SITUATION



LIKELY TRIP ACCOMODATIONS & TRANSPORTATION

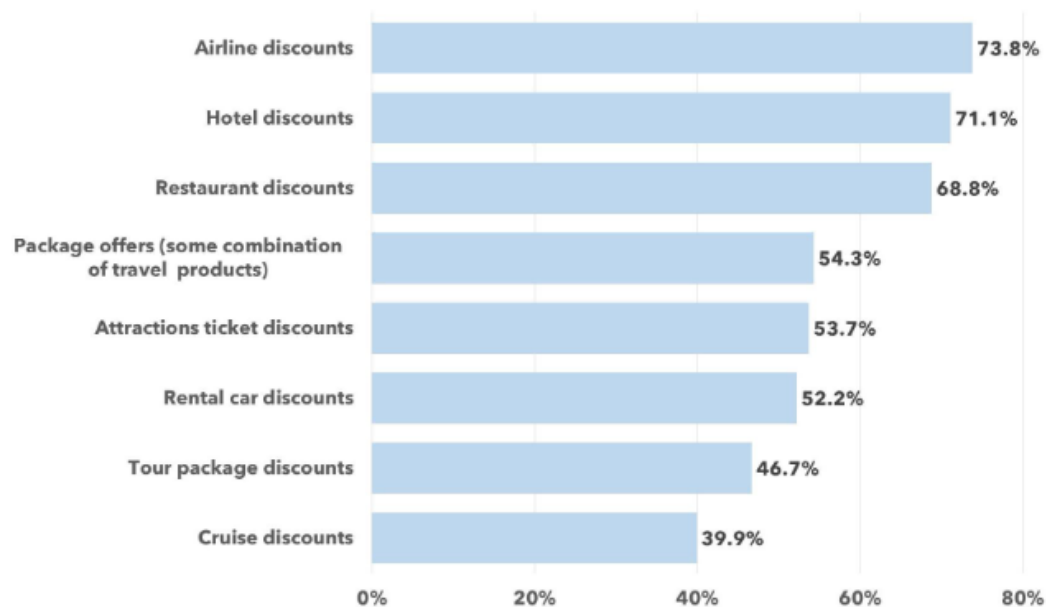


While Americans have a complicated relationship with travel discounts right now due to the pandemic's impact on safety perceptions, when asked about several types of discounts Americans say they find airline, hotel and restaurant discounts most appealing.

Question: In general, how appealing do you find each of the following types of discounts? (For each, use the scale to fill in the blank)
 This type of discount is generally _____

(Base: Wave 22. All respondents, 1,201 completed surveys. Data collected August 7-9, 2020)

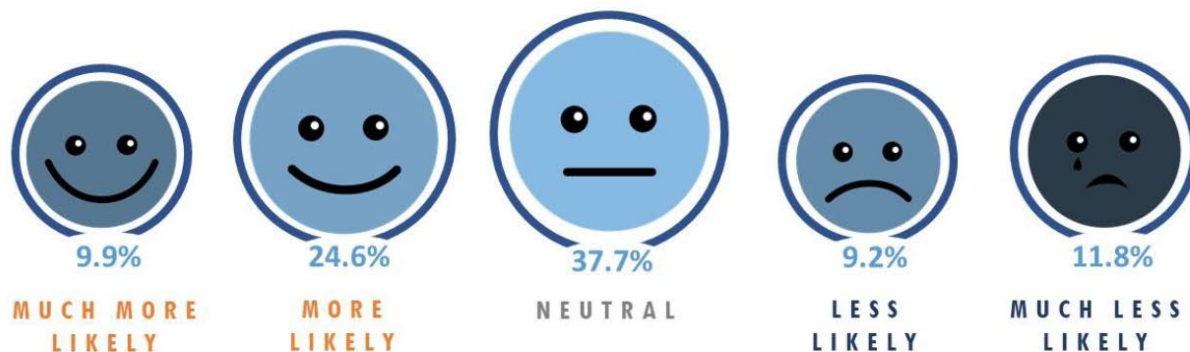
APPEAL OF TRAVEL DISCOUNT TYPES
 TOP TWO-BOX SCORE (% APPEALING OR VERY APPEALING)
 AS OF AUGUST 9TH



Likelihood to Travel More if Schools Don't Re-Open

One of the segments more likely to have trip plans in 2020 are those with school-age kids. **When parents of school-aged kids were asked about their likelihood to take family trips this Fall if their children do not have in-person education, 34.5% of these parents say they are more likely to take such trips; 21% feel less likely.**

LIKELIHOOD OF TRAVELING MORE IF SCHOOLS DON'T RE-OPEN FOR IN-PERSON EDUCATION



Question: Imagine that your school(s) **DO NOT OPEN** for in-person education this Fall. How likely would you be to take more family trips this Fall because you are not tied to a traditional educational schedule? (Select one to fill in the blank)
I would be _____ to take additional family trips if not constrained by a traditional schedule.

(Base: Wave 21. Respondents who have school-age children, 305 completed surveys. Data collected July 31-Aug 2, 2020)

What's going on in your area?

- How are visitors behaving?
- How are businesses feeling?
- What is going well, what needs improvement?



Wrap-Up

- Final Partner Comments
- <https://www.canr.msu.edu/tourism/COVID-19-pandemic-and-tourism/>
- Next Meeting
 - ***No meeting 8/19, back to normal 8/26, 10am ET/9am CT.***

Evaluations!

